



Implementing Effective Speed Management Programs with Wejo Smart Mobility

Customer Story



Background

Kittelson & Associates is a transportation consulting firm out of Portland, Oregon that solves complex transportation problems to improve people's everyday lives.

The firm, with more than 20 locations around the U.S., works to discover new and innovative solutions for the clients and communities it serves. One of those innovations is Wejo's Smart Mobility technology. As a Wejo customer, Kittelson brings its clients a unique tool for modernizing how they plan for, execute, and measure projects.

Kittelson client MetroPlan Orlando – the metropolitan transportation organization for Central Florida – is responsible for long-range planning in the region. Kittelson advised on and implemented Wejo's Smart Mobility solutions to help MetroPlan Orlando include speed management in its planning and prioritization process.

Problem

MetroPlan Orlando worked with Kittelson to identify roadways where excessive speeding is common. Speeding is one of the biggest contributors to unsafe conditions on community roads. It increases the number and severity of crashes, especially for people walking and biking. Studies show a person hit by a driver going 20mph has a 5% chance of being killed. Bring that speed to 50mph and the risk of death increases to 85%. Reducing speed on community roads therefore has the potential to be instrumental in reducing fatalities and increasing safety for the traveling public.

Understanding speeding patterns has historically been a resource-intensive and inexact science for transportation professionals. Most transportation agencies have been relying on community reports of speeding to know where to prioritize studies, using tube counts – a method where tubes are placed across a road to measure the speed of passing vehicles – to validate speeding trends. While tube counts can provide a great deal of detail, they are expensive to install and difficult to scale up. They also require insight into which segments of those roads are most prone to speeding. Kittelson worked with MetroPlan Orlando to find a new and innovative way to cost-effectively identify promising locations for speed management projects and in turn reduce excessive speeding.



Solution

Together Kittelson and MetroPlan Orlando decided to conduct pioneering regionwide analyses of speeding by using Wejo's Smart Mobility solutions. Wejo holds direct and exclusive relationships with automotive OEMs, sourcing real-time and historic data from millions of active connected vehicles throughout 95% of the U.S. This connected vehicle data offers insight into billions of vehicle journeys at a granular level – from the speed a car was going to incidents of hard braking. This data could help MetroPlan Orlando identify where vehicles were speeding most often, and at which times of day, as well as help pinpoint when those speeds were most likely to result in hard braking or crashes.



While speed management strategies are well documented, they really benefit from having a data-driven approach that lets organizations first understand where and when they should be implemented. Wejo can provide the data to support this, in a cost-effective and scalable way, so when our clients are looking at speed management, they start with that bird's eye view of their region and can prioritize based on which roads stand out as being most susceptible to speeding.

Jorge A. Barrios

Kittelson & Associates, Inc

Result

Using Wejo's solutions enabled Kittelson and MetroPlan Orlando to identify roadways throughout the region where high speeds may be contributing to more crashes and safety risks for people driving, walking, and biking. In addition, by comparing motorists' speeds to the posted speed limits, Kittelson was able to identify segments where additional engineering, enforcement, and education strategies might be necessary to bring travel speeds down to compliance. For example, roadways where a high percentage of motorists are regularly exceeding the speed limit by more than 10 miles per hour are excellent candidates for speed management.

Wejo allowed the organization to get a snapshot of the entire region at one time instead of investigating each roadway individually. By prioritizing the locations with speeding issues, MetroPlan Orlando and its partner agencies can more effectively plan and deploy proven speed management strategies.



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