

MEMORANDUM

TO: Town Council
FROM: Ashley Royal
DATE: January 31, 2024
RE: Haw River Road Radar Speed Sign Data

The Town of Oak Ridge installed a permanent digital radar sign on Haw River Road located east of Apple Grove Road at the end of July 2023. The speed limit along this stretch of road is 45 mph. The radar sign was turned on and began collecting data on August 3, 2023.

Below is an analysis of the data comparing August 2023 to December 2023:

- The daily vehicle count decreased by 65 vehicles when comparing December 2023 to August 2023. This reduction in traffic is assumed to be due to people going to work and school less during the holiday season.
- The daily average speed in August 2023 was 41 mph compared to 44 mph in December 2023.
- In August 2023, 17% of speeders exceeded the speed limit by 5 or more mph over the speed limit compared to 19% in December 2023.
- In August 2023, 176 vehicles that were going 5 mph over the speed limit slowed their speed down enough after seeing the sign that they were no longer speeding. This is compared to 191 vehicles in December 2023.
- Data indicates that the radar sign has calmed traffic, but Radarsign has recommended putting the sign in stealth mode where the display is turned off but still collecting data. This will set a baseline to more effectively determine the effect of the sign on Haw River Road traffic.

