SPEEDING

Gateways

Gateway treatments are low-cost visual or physical roadway features installed at transition points (e.g., entrances to residential or village areas) to alert drivers that a lower speed environment is beginning.

Implementation Strategy

How and Where to Apply

- Installed at entrances to communities, school zones, or speed transition zones where drivers need to slow down quickly and consistently.
- Effective at reducing speeds on roads transitioning from high-speed rural/arterial sections into lower-speed village, school, or residential areas.
- According to **FHWA**, treatments may include elements like narrowed lanes, pavement markings, signs, vertical features (e.g., posts or arches), or contrasting pavement materials to create a visual "gate."

Use in a Safe System Approach

Gateway treatments support the Safe System principle of Safer Speeds by clearly signaling a transition to a lower-speed context, thereby encouraging drivers to reduce their speed in a self-enforcing manner.

Key Stakeholders

Local and state transportation agencies
Urban and rural traffic planners

Proactive Implementation

Gateway treatments can be implemented as part of corridor-wide speed management or traffic calming strategies. They may be proactively deployed at locations with documented speeding issues or a history of crashes, or in response to community-requested safety improvements. These treatments are also suitable for transition zones leading into areas with vulnerable road users, such as schools, senior centers, or parks.

Countermeasure Overview

Objective: Ensure that roadway design and traffic control elements support appropriate and safe speeds
Strategy: Effect safe speed transitions through design elements and on approaches to lower speed areas

Selected Related Countermeasures

- CM1 Install Speed Feedback Signs
- CM2 Implement horizontal deflection
- CM3 Use transverse pavement markings

Cost: Moderate

Service Life: 10 years

Targeted Solution

CONTRIBUTING FACTORS	▪ Abrupt speed changes ▪ Reduced driver awareness entering urban areas
TARGET CRASH TYPE	▪ Speeding
ROAD FACILITY TYPE (ARTERIAL, COLLECTOR, LOCAL)	▪ N/A
AREA TYPE	▪ All

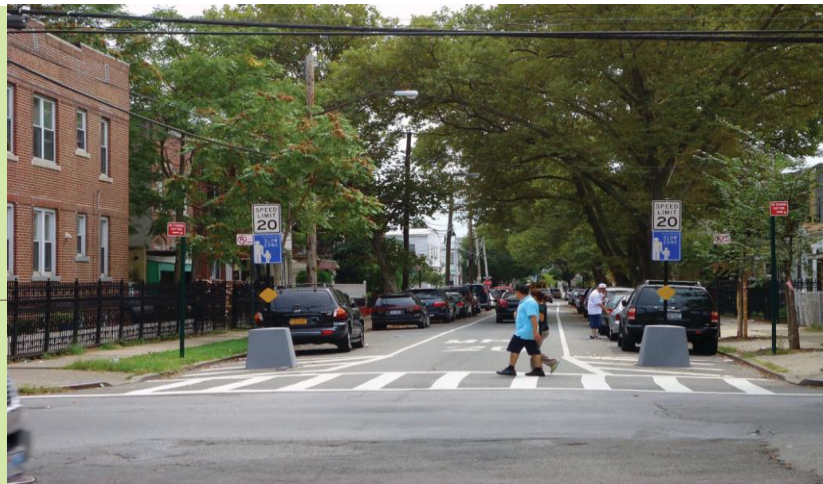
Safety Linkage

NCHRP 500 Series	SAFE SYSTEM APPROACH
Speeding related Crashes	Safer Speeds
AASHTO'S TOWARD ZERO DEATHS	SAFE SYSTEM ROADWAY DESIGN (TIER 1, TIER 2, TIER 3, TIER 4)
Safer Infrastructure	Tier 2

Install Gateway. Source: Gateway

Safety Benefits

Signals to drivers they are entering a pedestrian-focused or lower-speed zone.



Resources

- FHWA Highway Safety Programs
- FHWA National Gateways