

AN ABSTRACT OF A THESIS

**EFFECTS OF SPEED DISPLAY BOARD ON DRIVER'S SPEED COMPLIANCE
IN THE CITY OF COOKEVILLE, TENNESSEE**

Snehalatha Pavuluri

Master of Science in Civil Engineering

Speed Display Boards (SDBs) are one of the tools in the traffic engineers' kit for managing traffic speeds. The purpose of this study is to evaluate the impact of SDB on driver's speeds. The study examined the influence of the SDB on speed related parameters such as average speed, standard deviation, and proportion of speeders.

Five test sites in the City of Cookeville, Tennessee, were used for the evaluation. At each site, spot speeds were measured approximately one-third of a mile upstream, along and one-third of a mile downstream of the SDB using pneumatic tubes. The variability in speeds obtained at these three measurement locations was evaluated for statistical significance.

The results of this research indicate that SDBs were effective in reducing the average speeds along side of the display board and one-third of a mile downstream. These results allowed the author to make suggestions for future research.