

## **Township Entry Treatments – Queensland Pilot Program**

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### **Abstract**

Formally known as Gateway Treatments in New Zealand and the United Kingdom, initial assessment of a potential Township Entry Treatment mass action program on state controlled roads in Queensland was undertaken by Queensland Department of Transport and Main Roads.

Six towns throughout Queensland were chosen for the pilot study to determine the treatment's effectiveness in reducing vehicle speeds in Queensland by comparing before and after implementation data. In the main, the speed threshold treatments proved successful with 85 percentile vehicle speeds in one particular location reducing by 13 km/h.

### **Background, Method, Results and Conclusions**

Formally known as Gateway Treatments in New Zealand and the United Kingdom, initial assessment of a potential Township Entry Treatment mass action program on state controlled roads in Queensland was undertaken by Queensland Department of Transport and Main Roads.

A township entry treatment is a threshold speed management measure at the point of transition from a rural high speed situation to a lower speed condition through a rural town. Evaluation of an extensive program of such treatments in New Zealand using a variety of signs and road pavement designs had shown success in reducing crashes due to reduced speeds by motorists in towns and villages.

Despite there being great potential for a mass action program with a good anticipated benefit-cost ratio, it was deemed more appropriate to implement a pilot program in the first instance to gauge public and motorist reaction to the new speed threshold treatment. Six towns throughout Queensland were chosen for the pilot study to determine the treatment's effectiveness in reducing vehicle speeds in Queensland by comparing before and after implementation data. In the main, the speed threshold treatments proved successful with 85 percentile vehicle speeds in one particular location reducing by 13 km/h.