Maura Healey, Governor
Kimberley Driscoll, Lieutenant Governor
Phillip Eng, Interim MassDOT Secretary

massDOT
Massachusetts Department of Transportation

MassDOT Municipal Speed Feedback Signage Program





**The above images are for demonstrative purposes and final products will be determined after a vendor has been chosen.*

Guidance Document

Request Form Opens: December 2025

Requests Due: Requests may be submitted on a rolling basis and will be fulfilled on a first-come first-served basis.

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I. Introduction

Program Summary

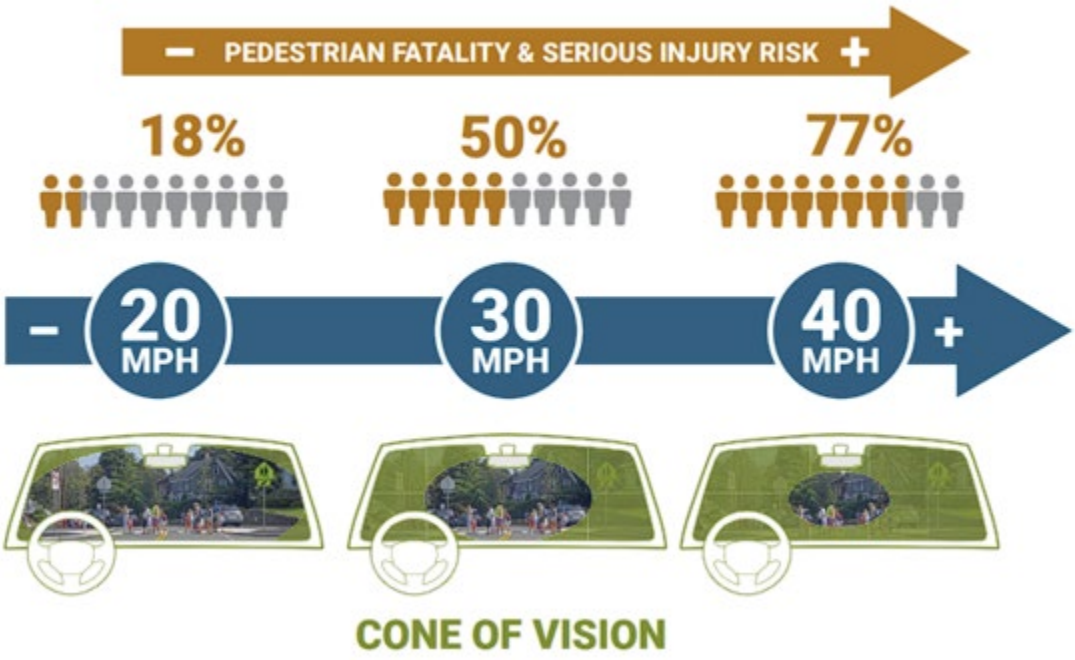
The Massachusetts Department of Transportation (MassDOT) has developed a Speed Feedback Sign Program to help municipalities manage speeds and improve roadway safety with a focus on speed transition zones.

The program will provide opportunities for communities to apply for speed feedback signs or trailers. Roughly $1 million is available in federal fiscal year 2026 (October 1st, 2025 – September 30th, 2026).

While approved materials will be provided at no cost to municipalities the community is responsible for the installation and maintenance of the sign. MassDOT also will require that the community share speed data gathered by sign usage to contribute to statewide speed data collection efforts.

Speed Management Background

MassDOT's speed management framework encourages communities to deploy Speed Feedback signage to slow traffic and promote safer streets in areas transitioning from rural to suburban or urban environments.



- Combined signage and landscaping in transition zones have reduced the 85th percentile speeds by about 7% Mass.gov.
- Driver feedback signs alone in urban settings have led to 23–45% reductions in collision severity

II. Options for Signage

Communities will be able to choose from a post-mounted sign or portable trailer-mounted option depending on their needs. The brand will be communicated to applicants after the finalization of the bid process. The program offers direct material purchases so communities will not have the option to choose their desired brand.

III. Request Process

Submit the form at this link: https://arcg.is/14yD41.

V. Request Review and Criteria

Prioritization & Planning

MassDOT will develop a prioritization framework to allocate signs and trailers. Criteria to be considered include:

- **Available Speed Data**: Consideration of history of speeding in the proposed location(s) as available.
- **Transition Zone Suitability**: Since these signs are most effective in areas where context is changing (e.g., entering town centers, schools, pedestrian-heavy corridors), the proposed location(s) in relation to posted speed limit changes will be considered.
- **Crash History**: Consideration of corridors with speed-related crashes.
- **Municipal Need**: Self-reported local speeding issues via application.
- **Geographic Distribution**: Ensure even geographic distribution across the Commonwealth.

Communities should be prepared to provide:

- Where applicable, data on where they experience speeding issues.
- Explanation of why they want the signs and how they will be used.
- Information about enforcement or infrastructure changes that are already in place.

VI. Post-Review Process

If approved MassDOT will coordinate with the community on purchase and delivery timing of equipment.

VIII. Frequently Asked Questions (FAQs)

- Are speed feedback signs effective in reducing vehicle operating speeds?

  Yes. Studies show reductions of 2–17% in average speed and 23–45% reductions in collision severity in urban settings. Even when speed reductions are at the lower end of these ranges, the data collected from signs can still inform project scoping and support the design of targeted interventions to further reduce speeds in the future.

- Are there limits on how many signs we can request?

  Yes, MassDOT will set caps to ensure geographic equity statewide. If you have multiple locations in mind, please contact MassDOT in advance and we will provide guidance as to which location(s) may be the highest priority and we will provide you with guidance.

- Where can we place our sign?

  Communities should prioritize use on local routes. If a community wishes to place their sign on a state route, please contact your district highway office to request an access permit.

- What if our community has already received a sign?

  Eligibility will consider prior awards to promote fairness.

- Are trailers better than fixed signs?

  Trailers are more costly but highly flexible as they can be moved to other locations; fixed signs are lower-cost but more permanent after installation. Trailers also require ongoing battery maintenance and charging, while fixed signs are typically hard-wired to a power source.

- What support will be made available for municipalities in maintaining signs?

MassDOT may provide in-person trainings on request to cover installation guidance, data collection, maintenance, and integration with local enforcement and infrastructure planning. Depending on interest, up to two regional trainings may be offered in centrally located towns to encourage attendance. Virtual support and resources may also be made available as a supplement to in-person sessions.

- Who should apply?

  Community employees with signatory authority for the community may apply. Please reach out to program staff if you have any questions?

- What resources are available to learn more about speed management?

  MassDOT Speed Management: Learn About Speed Management

  https://www.mass.gov/info-details/learn-about-speed-management

  Speed Transition Zones, Advisory & Feedback Signage: Program Details

  https://www.mass.gov/info-details/speed-transition-zones-advisory-and-feedback-signage