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As States Consider New Legislation, Guide Shares Steps to Advance High-Tech Solution to America's Deadly Speeding Epidemic

Intelligent Speed Assistance can prevent up to 22,000 fatal crashes each year

WASHINGTON, D.C. – Speeding remains one of the most persistent and deadly threats on U.S. roadways, accounting for more than 11,000 deaths in 2024 alone, and 125,000 fatalities over the last decade. To combat this preventable safety danger ahead of the busy summer travel season, the Governors Highway Safety Association (GHSA), with support from the National Road Safety Foundation (NRSF) and the SteerSafe Partnership, has produced a comprehensive new guidebook, [Intelligent Speed Assistance: A New Tool for Safer Roads](#).

The guidebook comes as numerous states have either enacted laws implementing Intelligent Speed Assistance (ISA) or are considering doing so. The District of Columbia passed the country's first law requiring use of an ISA device for high-risk drivers, and additional states including Virginia, Washington and Maryland have followed with similar legislation. More states are considering ISA bills in 2026, including California, Georgia, New York, Arizona and Minnesota.

The guidebook details steps and actions for State Highway Safety Offices (SHSOs) to help support and advance the adoption of active ISA. This in-vehicle technology identifies the posted speed limit and ensures the driver does not exceed it. Speeding has historically been difficult to manage through roadway design alone, but ISA provides a proactive, technology-driven intervention that can reduce crash risk and injury severity.

There are a growing number of examples of ISA's effectiveness at the local level. In New York City, a pilot program involving 500 fleet vehicles saw a 64% reduction in time spent driving significantly over the speed limit. Similarly, a District of Columbia school bus pilot logged 10,000 miles with zero speeding events, proving the technology can ensure that those responsible for our most vulnerable passengers consistently follow the law.

While active ISA could benefit all drivers, the guidebook highlights three groups – repeat speeding offenders, fleet drivers and newly licensed teens – who would benefit the most. It outlines how state safety officials can support ISA deployment

and lead the transition to a safer, speed conscious culture. Key recommendations include:

- **Creating Tech-Focused Safety Plans:** State officials should consider adding active ISA programs to their highway safety plans, prioritizing data-driven prevention.
- **Launching Local Pilot Programs:** By testing ISA in government and contractor vehicle fleets, states can gather local data to show the public how effectively this technology prevents crashes.
- **Modernizing Driver Education:** Introducing ISA technology to parents and teens during the learning process provides families another tool to help new drivers build safe habits.
- **Advancing Smarter Enforcement:** Training programs enable judges and law enforcement to apply ISA as an intervention for habitual speeding offenders, preserving road safety without relying solely on license suspension.

To continue the momentum in expanding the use of ISA, GHSA's [2026 Annual Meeting](#) will feature a general session highlighting the new report and other related work. Attendees will have the opportunity to ask ISA providers and experts questions as well as learn from early adopters.

“Speeding-related deaths remain a vexing problem and traditional approaches have only been modestly successful. Including a technological solution such as ISA can make a big impact,” said GHSA Chief Executive Officer Jonathan Adkins.

“The National Road Safety Foundation encourages everyone, especially young drivers, to embrace ISA as a tool to help build safe driving habits,” said Michelle Anderson, Director of Operations. “When paired with Graduated Driver Licensing laws, ISA adds another layer of protection and accountability during the most critical and dangerous years of learning for new drivers.”

“As a coalition dedicated to road safety, the SteerSafe Partnership strongly supports the efforts of State Highway Safety Offices to advance the adoption of active Intelligent Speed Assistance (ISA) technology,” said Michael Travars, board member of SteerSafe. “SHSO leaders are uniquely positioned to use ISA not only as a proven safety intervention, but also to recommend it to other stakeholders as an innovative, evidence-based strategy to help reduce excessive speeding, lessen crash severity, and save lives.”

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About GHSA

The Governors Highway Safety Association (GHSA) is a nonprofit association representing the highway safety offices of states, territories, the District of Columbia and Puerto Rico. GHSA provides leadership and representation for the states and territories to improve traffic safety, influence national policy, enhance

program management and promote best practices. Its members are appointed by their Governors to administer federal and state highway safety funds and implement state highway safety plans. Visit ghsa.org for more information or find us on [LinkedIn](#), [YouTube](#), [Facebook](#) and [X](#).