



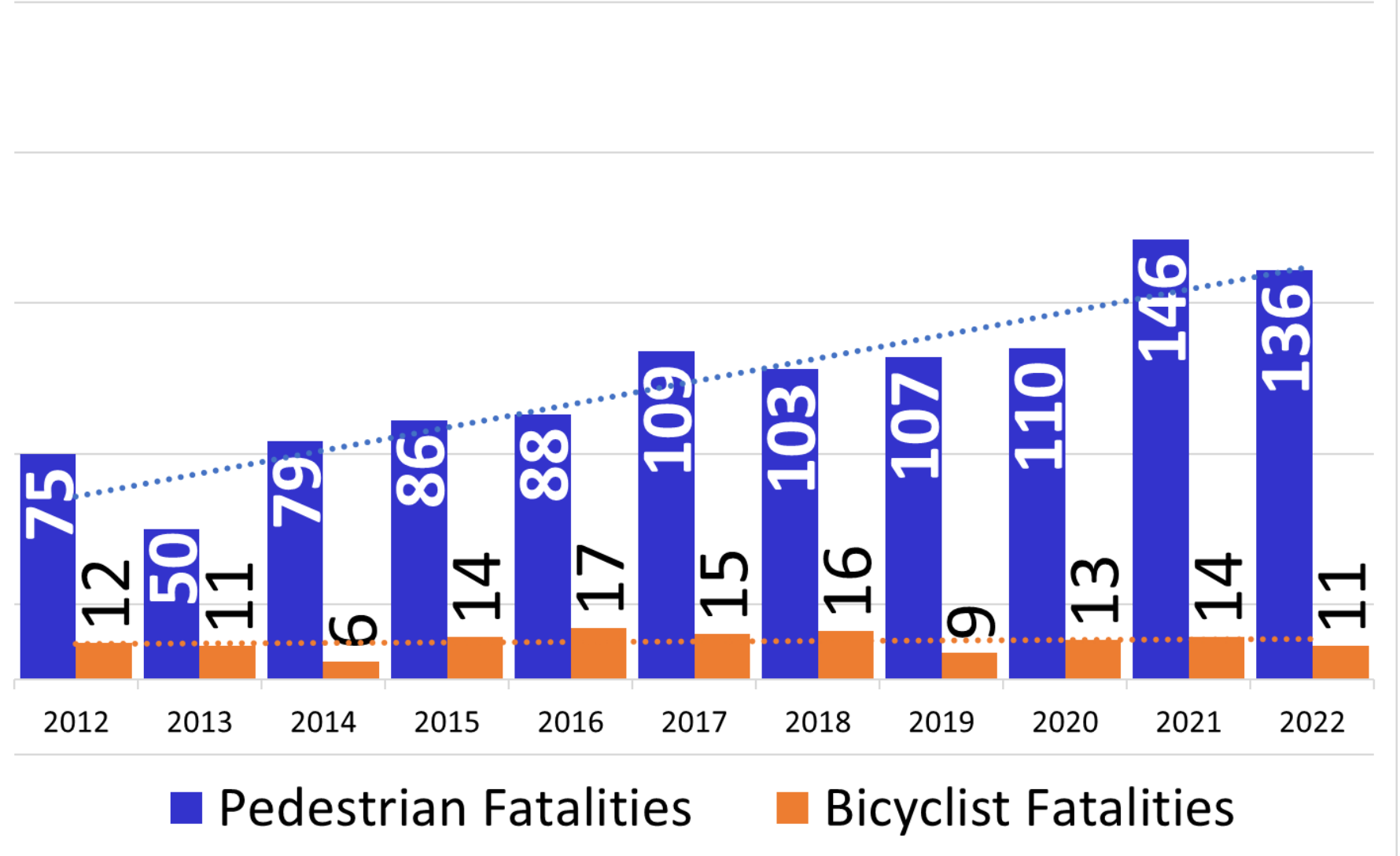
# **TRIPLE TRAFFIC SAFETY THREATS: SPEEDING, DISTRACTED, UNRESTRAINED**

**JANUARY 18, 2024  
COMMISSION MEETING**

# ROAD USER FATALITIES: WALKERS AND ROLLERS

## Washington Pedestrian/Bicyclist Fatalities

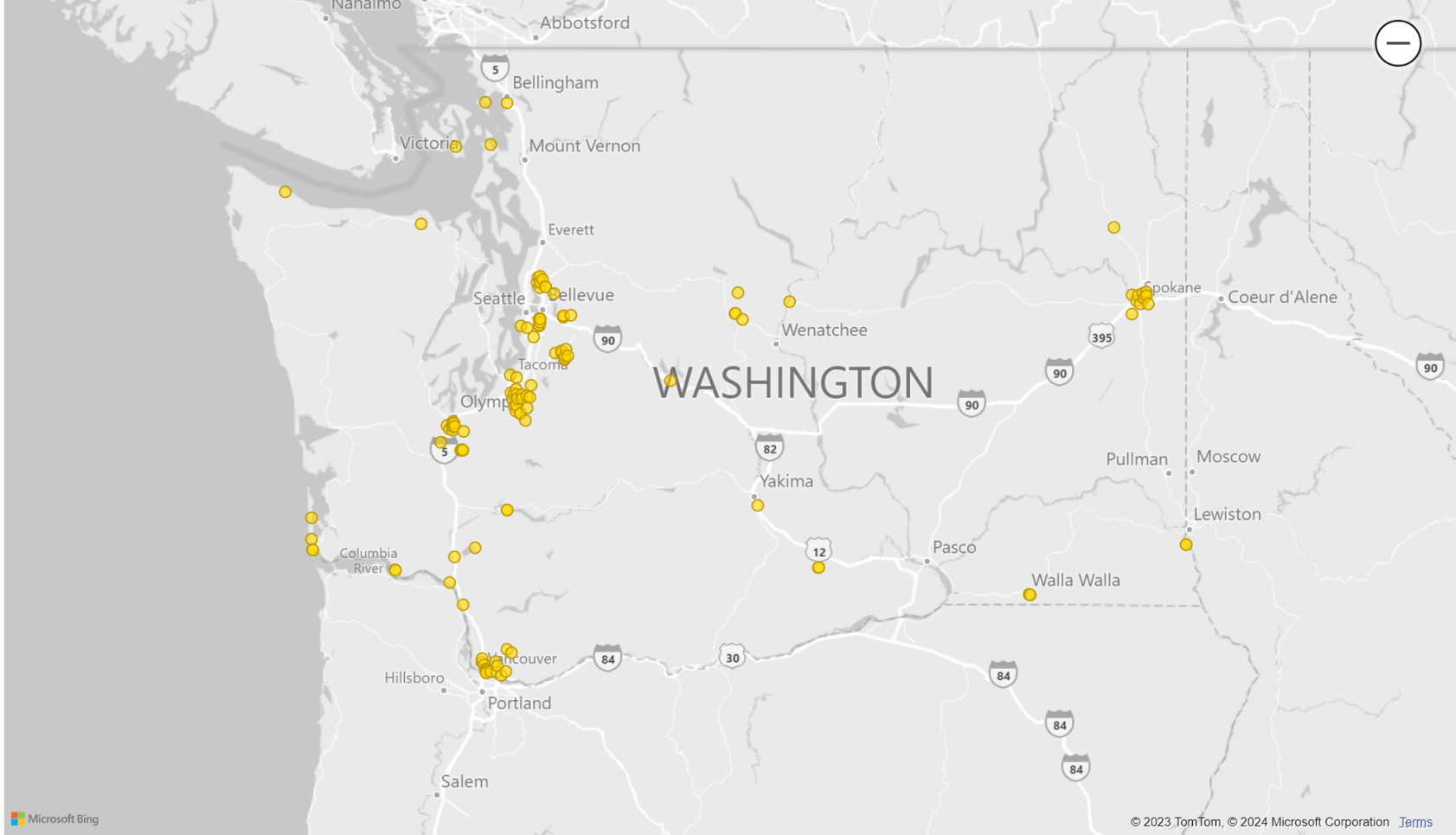
\*2022 PRELIMINARY AS OF MAY 2023



School District

All

The Washington Traffic Safety Commission invited school districts throughout the state to opt-in for a school zone speed observation survey in Fall 2022. The survey collected data on driver speeds in active school zones and walk zones. In total, 139 schools participated in the survey. The school locations are plotted on the map.



[Click here for elementary school resource page](#)

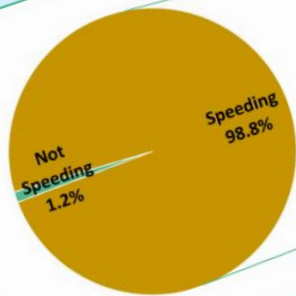
[Click here for middle/high school resource page](#)

[Click here for school data sheets](#)

**TRAFFIC SAFETY COMMISSION**  
**Perry G. Keithley Middle School**

March 13, 2023—Morning

Posted Speed/ Vehicle Action	Total Driver Observations (n=)	NOT Speeding Driver
A.M. School Zone (20 mph)	167	1.2%
Entering School	12	8.3%
School Bus	3	0.0%
Passing Through	152	0.7%



**Observation Notes**

Observations were collected near the front of the school on S. 124th St. Flashing beacon signage indicate the active school zone speed limit is 25 mph. There is a marked crosswalk with school crossing signs at the end of S. 124th St. at the school entrance. There are no sidewalks or paved shoulders. The area is residential housing.

- Click here for school resource
- Click here for school resource
- Click here for school resource

**Students Are Safer When Drivers Slow Down**

**Traffic Safety is Important to Everyone** Driving the speed limit reduces risk of injury and serious harm for drivers, passengers, and pedestrians. Make a deliberate choice to slow down, focus only on driving, and consistently wear a seat belt to demonstrate you care. Traffic safety culture is driven by daily choices. Together we make the roads safer for our children and youth!

**Tell the Story** Connect with concerned stakeholders and decision makers to slow speeds and mobilize your community. Share your data, issue a call to action, and engage community members:

- ⇒ Brainstorm solutions with your school board, city council, or county commissioners after a data presentation. Parents will also be interested!
- ⇒ Share [safety messages](#) in your social media to promote a traffic safety culture in school zones and other places children and youth visit in your community.
- ⇒ Use your data to craft a competitive [Safe Routes to School grant](#) to make infrastructure changes to improve safety.

**Online Resources**

- ⇒ Use the [Walkability Checklist \(Spanish\)](#) to decide if your neighborhood, school walk route, or community is a friendly place to walk. Your school zone speeding data may help you take steps to make walking and riding in your community safer.
- ⇒ Bust myths and use the [Prevent Pedestrian Crashes](#) guide to teach kids 10 years old and younger traffic safety skills. You may refresh your own skills, too!
- ⇒ Talk with preteens and teens using these talking points to [Prevent Teen Pedestrian Crashes](#). How long has it been since you earned your driver's license? Things may have changed since then.
- ⇒ Get to know and work with your [regional Target Zero Manager](#), a traffic safety professional interested in your community and your safety! They are willing partners and have resources to promote traffic safety for everyone.

"There is no power for change greater than a community discovering what it cares about," Margaret Wheatley.

**Slow Speeds to Keep Kids Safe** Speeding increases danger for everyone crossing streets or driving, walking, or rolling to school. Take these steps to slow down and improve student safety:

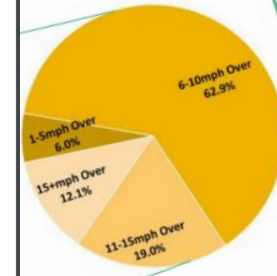
- ◇ Start or support a student safety patrol program. The [AAA Safety Patrol Operations Manual](#) is an excellent 'how-to' resource.
- ◇ Apply for [WTSC mini-grants](#) to fund school crossing guard programs or for local law enforcement to purchase equipment for school zone speed enforcement.
- ◇ Use this data brief and the [Speed Safety Cameras Enforcement Guide](#) to educate and support decision makers to adopt automated enforcement to slow speeds around critical places kids live, learn, play, and travel.
- ◇ [Explore lowering speeds](#) to 20 MPH on school walk routes to protect school children and families.



**Survey Results**

How fast are SPEEDING DRIVERS going?

Speeding 1-5 mph over	Speeding 6-10 mph over	Speeding 11-15 mph over	Speeding 15+ mph over
6.0% (n=7)	62.9% (n=73)	19.0% (n=22)	12.1% (n=14)
0% (n=1)	77.8% (n=14)	11.1% (n=2)	0% (n=1)
100% (n=4)	50.0% (n=2)	50.0% (n=2)	0% (n=1)
97.9% (n=94)	4.3% (n=4)	60.6% (n=57)	21.3% (n=20)
			13.8% (n=13)

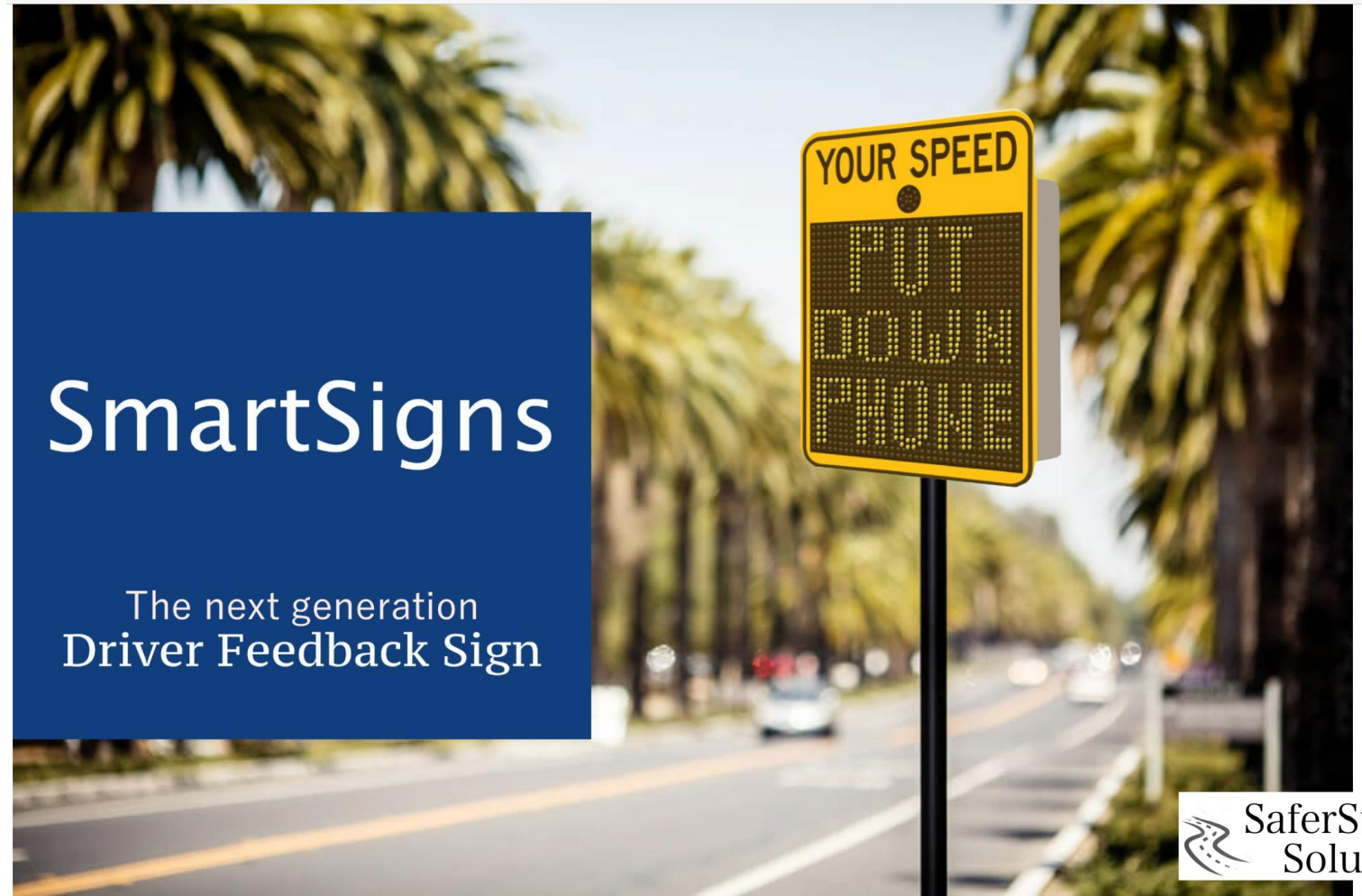


**Survey results show:**

- ⇒ The majority of drivers observed were exceeding the 20 mph school zone limit. Only four drivers out of 120 drivers observed traveled at or below 20 mph.
- ⇒ Nearly one-third of speeding drivers were traveling greater than 30 mph. More than one in ten drivers were traveling greater than 35 mph in the active school zone.
- ⇒ Four school bus drivers were observed and none traveled the 20 mph school zone limit. Two school bus drivers were traveling 21-25 mph and two were traveling 26-30 mph in the active school zone.
- ⇒ The surrounding community is concerned about speeding in this area. These parents pictured come out every morning with an additional sign trying to get drivers to slow down.



- IDENTIFIES 3 DIFFERENT TRAFFIC SAFETY THREATS
- CUSTOMIZES IMMEDIATE INTERVENTION MESSAGE TO THE IDENTIFIED PROBLEM DRIVER
- REAL-TIME MESSAGE DELIVERY



**TRAFFIC SAFETY COMMISSION** Spokane

**Willard Elementary**

Study Results - November 8, 2023

% of DRIVERS SPEEDING **94.3%**

% of DRIVERS DISTRACTED **9.2%**

% of DRIVERS UNBELTED **6.9%**

**TRAFFIC SAFETY COMMISSION**

**Peperzak Middle School/Mullan Road Elementary**  
Spokane City School District

Study Results - November 9, 2023

% of DRIVERS SPEEDING **96.3%**

% of DRIVERS DISTRACTED **13.8%**

% of DRIVERS UNBELTED **10.0%**

**TRAFFIC SAFETY COMMISSION**

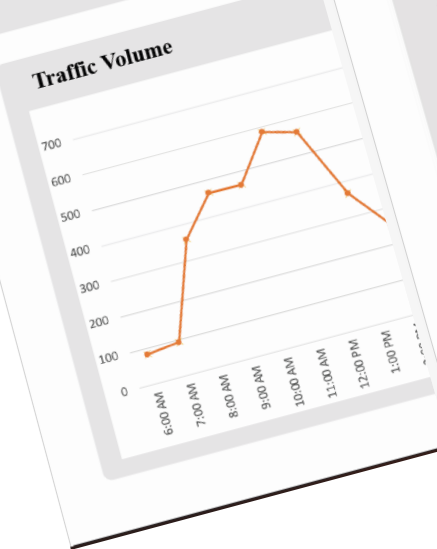
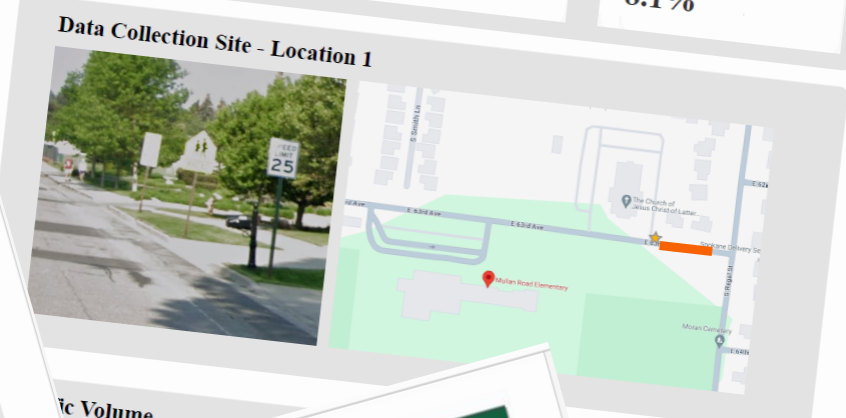
**Peperzak Middle School/Mullan Road Elementary**  
Spokane City School District

Study Results - November 9, 2023

% of DRIVERS SPEEDING **1.1%**

% of DRIVERS DISTRACTED **16.6%**

% of DRIVERS UNBELTED **8.1%**



**TRAFFIC SAFETY COMMISSION**

**Flett Middle School**  
Spokane City School District

Study Results - November 8, 2023

% of DRIVERS SPEEDING **91.0%**

% of DRIVERS DISTRACTED **10.1%**

% of DRIVERS UNBELTED **8.2%**



**TRAFFIC SAFETY COMMISSION**

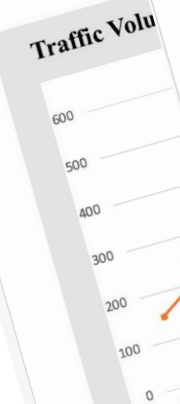
**Frances Scott Elementary**  
Spokane City School District

Study Results - November 9, 2023

% of DRIVERS SPEEDING **87.6%**

% of DRIVERS DISTRACTED **15.6%**

% of DRIVERS UNBELTED **11.0%**





# TARGET ZERO



# PROJECT SMART SIGN 'REACH'

- Over 1.4 million messages will reach drivers at the precise moment they are engaged in high-risk driving behaviors
  - 876,000 drivers will receive “slow down” messages
  - 175,200 will receive “put phone down” messages
  - 146,000 drivers will receive “buckle up” messages
- 262,000 drivers will be rewarded for their positive behavior with a smile message.





# OVERALL PROJECT 'REACH'

- 25,000+ School District and 5000+ staff and SPS school board members
- 29 Neighborhood Councils, 56 school parent-teacher groups
- Spokane City Council and Spokane County Commissioners
- City of Spokane Pedestrian, Traffic, and Transportation Departments
- City of Spokane Traffic Calming Committee and Spokane County Traffic Engineers
- Spokane Police Department and Spokane County Sheriff
- Spokane Regional Transportation Council



- Spokane Vision Zero Plan
- Spokane \$9.2 million Safe Streets 4 All grant
- Spokane Neighborhood Traffic Calming program
- Spokane Sustainability Action Plan
- Spokane Neighborhood Action Partners
- Spokane Community Oriented Policing Services (COPS) neighborhood speed management media campaign
- Spokane Neighborhood Councils
- Safe Traffic Operations Program (STOP)
- Community Assembly Traffic Safety Committee
- Spokane DUI Court
- Spokane Shares the Road



# THANK YOU!

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