



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!

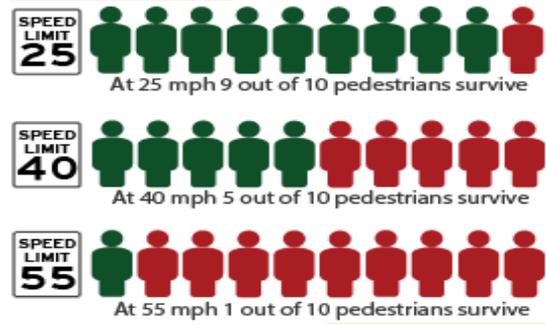
Tell the Story

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.

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.



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.

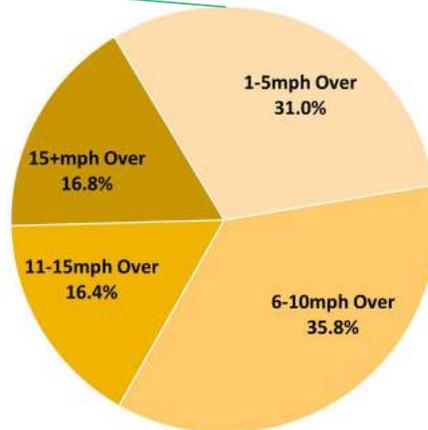
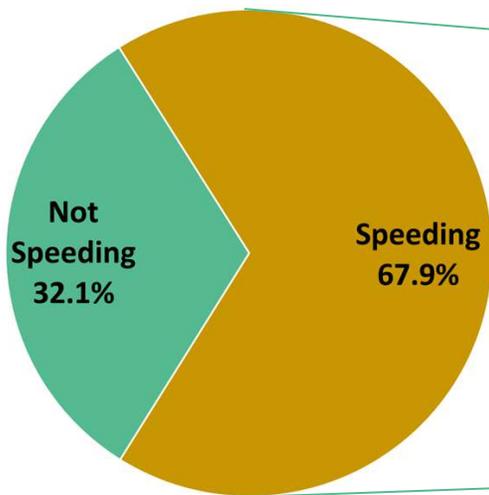


Woodland Elementary School Survey Results

October 13, 2022—Morning

How fast are SPEEDING DRIVERS going?

Posted Speed/ Vehicle Action	Total Driver Observations (n=)	NOT Speeding Driver	Speeding Driver	Speeding 1-5 mph over	Speeding 6-10 mph over	Speeding 11-15 mph over	Speeding 15+ mph over
School Zone (8:45-9:15a.m. 20 mph)	134	24.6%	75.4% (n=101)	5.9% (n=6)	31.7% (n=32)	26.7% (n=27)	35.6% (n=36)
Outside Zone Hours (8:15-8:45a.m. 40 mph)	199	37.2%	62.8% (n=125)	51.2% (n=64)	39.2% (n=49)	8% (n=10)	1.6% (n=2)
Entering School	49	98%	2% (n=1)	0%	(n=1)	0%	0%
School Bus	19	73.7%	26.3% (n=5)	20% (n=1)	80% (n=4)	0%	0%
Passing Through	265	17%	83% (n=220)	31.4% (n=69)	34.5% (n=76)	16.8% (n=37)	17.3% (n=38)
All Drivers	333	32.1%	67.9% (n=226)	31% (n=70)	35.8% (n=81)	16.4% (n=37)	16.8% (n=38)



Observation Notes

Observations were conducted on 112th Street East near the school entrance and included an observation period before the school zone time period to measure general speed behavior and continuing for the school zone period. There are 20 mph school zone limit signs "when children are present". Crossing guards were present on the school side of the road beginning at 8:45a.m. at which time the school zone was considered active.



Survey results show:

- ⇒ The observers noted several drivers traveling in excess of 50 mph while children were present. One-third of speeding drivers did not adjust speeds below the regular posted speed of 40 mph despite the presence of crossing guards and children.
- ⇒ Five school buses were observed prior to the school zone period and all were traveling at or below the posted speed of 40 mph. When children were present, 14 school buses were observed and five were traveling in excess of 20 mph but not faster than 30 mph.
- ⇒ There was heavy traffic both before and during the active school zone, observations were collected when the traffic light was green.