



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!

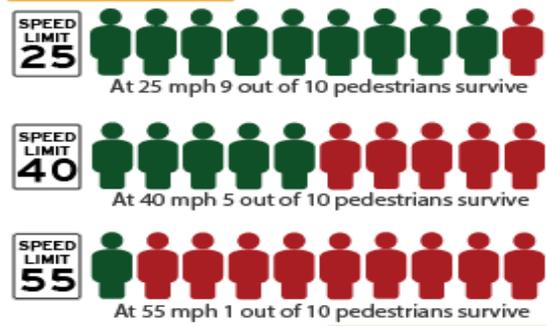
Tell the Story

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.

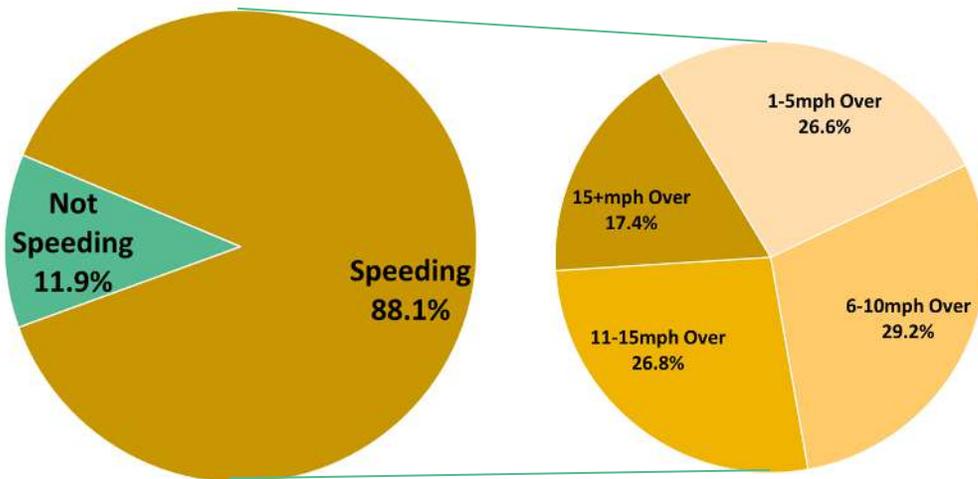


Zeiger Elementary School Survey Results

October 17, 2022—Afternoon

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 (2:35-3:00p.m. 20 mph)	280	0.7%	99.3% (n=278)	0.4% (n=1)	27% (n=75)	43.9% (n=122)	28.8% (n=80)
Outside Zone Hours (2:10-2:35p.m. 35 mph)	275	23.3%	76.7% (n=211)	61.1% (n=129)	32.2% (n=68)	4.3% (n=9)	2.4% (n=5)
Entering School	54	42.6%	57.4% (n=31)	67.7% (n=21)	0%	19.4% (n=6)	12.9% (n=4)
School Bus	5	20%	80% (n=4)	0%	(n=1)	0%	(n=3)
Passing Through	496	8.5%	91.5% (n=454)	24% (n=109)	31.3% (n=142)	27.5% (n=125)	17.2% (n=78)
All Drivers	555	11.9%	88.1% (n=489)	26.6% (n=130)	29.2% (n=143)	26.8% (n=131)	17.4% (n=85)



Survey results show:

- ⇒ Some drivers adjusted speeds below 35 mph during the active school zone but most were traveling 30-35 mph.
- ⇒ Nearly one-third of drivers were speeding in excess of 35 mph during the active school zone.
- ⇒ Six drivers were observed traveling over 55 mph at this location prior to the active school zone.
- ⇒ Of the school buses observed, none decreased speeds to 20 mph, and three were observed to be traveling slightly higher than the 35 mph regular posted speed.
- ⇒ Over 150 drivers were observed traveling 40 mph or greater before and during the active school zone times.

Observation Notes

Observations were conducted on 128th Street East near the back school entrance and is designated part of the school’s safe walk route. The survey 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”. The presence of children was sporadic and infrequent during the survey.

