



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.

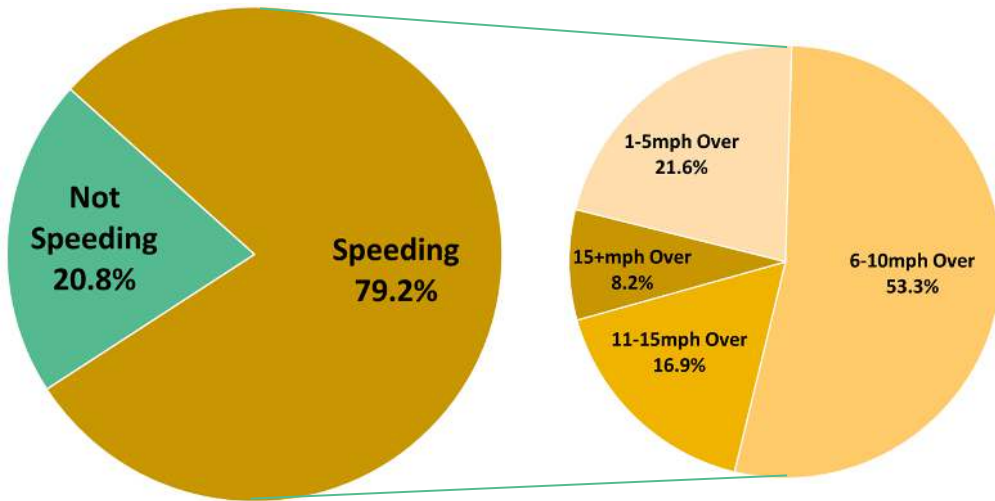


Central Avenue Elementary School Survey Results

October 13, 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
Flashing Signals (3:50-4:25p.m. 20 mph)	209	13.9%	86.1% (n=180)	15% (n=27)	52.8% (n=95)	20.6% (n=37)	11.7% (n=21)
No Flashing Signals (3:25-3:50p.m. 35 mph)	113	33.6%	66.4% (n=75)	37.3% (n=28)	54.7% (n=41)	8% (n=6)	0%
Entering School	27	55.6%	44.4% (n=12)	0%	75% (n=9)	16.7% (n=2)	8.3% (n=1)
School Bus	6	83.3%	16.7% (n=1)	0%	(n=1)	0%	0%
Passing Through	289	16.3%	83.7% (n=242)	22.7% (n=55)	52.1% (n=126)	16.9% (n=41)	8.3% (n=20)
All Drivers	322	20.8%	79.2% (n=255)	21.6% (n=55)	53.3% (n=136)	16.9% (n=43)	8.2% (n=21)



Survey results show:

- ⇒ Two-thirds of drivers observed prior to the school zone activation were speeding, and few adjusted speeds in the active school zone.
- ⇒ One bus driver was observed to be speeding 6-10 mph over the 20 mph school zone limit.
- ⇒ Drivers passing through the area were more likely to be speeding than drivers entering the school property.
- ⇒ When drivers were speeding, more than half were exceeding the posted speed by 6-10 mph and another quarter by 11 mph or more.
- ⇒ Twenty one drivers passing through the active school zone were traveling more than 15 mph over the limit.

Observation Notes

Observations were conducted at 4505 104th Street East and included an observation period before the school zone was activated to measure general speed behavior and continued for the full school zone activation period. There are two 20 mph when flashing signs, one in each direction, and both flashing beacons were operational. There are no sidewalks on the south side, only the north side that runs parallel to the school.

