



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

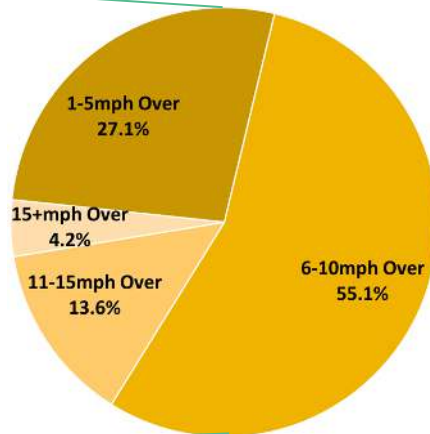
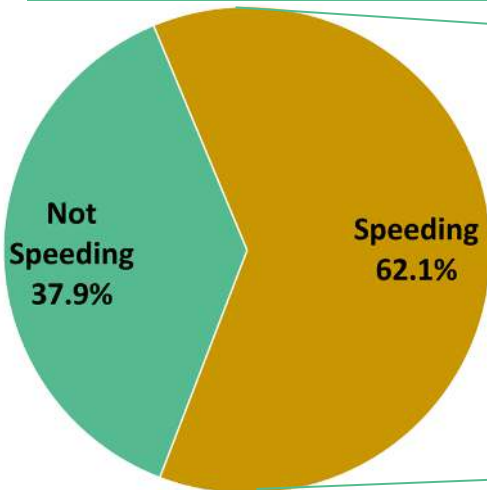
- ⇒ Use the [Walkability Checklist \(Spanish\)](#) to decide if your neighborhood, school walk route, or community is a friendly place to walk. Your school zone speeding data may help you take steps to make walking and riding in your community safer.
- ⇒ Bust myths and use the [Prevent Pedestrian Crashes](#) 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.



Frank Love Elementary School Survey Results

November 1, 2022—Morning and 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
A.M. School Zone (20 mph)	66	40.9%	59.1% (n=39)	35.9% (n=14)	56.4% (n=22)	7.7% (n=3)	0%
P.M. School Zone (20 mph)	124	36.3%	54.4% (n=79)	22.8% (n=18)	54.4% (n=43)	16.5% (n=13)	6.3% (n=5)
Entering School	65	53.8%	46.2% (n=30)	53.3% (n=16)	40.0% (n=12)	6.7% (n=2)	0%
School Bus	14	64.3%	35.7% (n=5)	0%	100% (n=5)	0%	0%
Passing Through	111	25.2%	74.8% (n=83)	19.3% (n=16)	57.8% (n=48)	16.9% (n=14)	6.0% (n=5)
All Drivers	190	37.9%	62.1% (n=118)	27.1% (n=32)	55.1% (n=65)	13.6% (n=16)	4.2% (n=5)



Observation Notes

Morning observations were collected on 224th St SW for westbound traffic. Flashing beacons with signage indicate the active school zone. Afternoon observations were collected on 4th Ave W, also with flashing beacons indicating the active school zone. Afternoon child pickup traffic caused traffic backups on 224th St, resulting in noticeable road rage-type behavior and high rates of distracted drivers. Drivers were passing waiting cars in the opposing lane and at high speeds posing considerable risk to children using crosswalks.



Survey results show:

- ⇒ Nearly two-thirds of drivers were exceeding the 20 mph school zone speed limit. Five drivers were observed traveling more than 35 mph when children were present and the school zone active.
- ⇒ Speeding rates on 224th St SW was slightly higher than on 4th Ave W, however drivers traveled at higher speeds on 4th Ave W when they were speeding.
- ⇒ One-third of bus drivers were observed traveling 26-30 mph in the school zone.
- ⇒ Drivers passing the school were more likely to be speeding than drivers entering the school and also traveled at higher speeds.