



## 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, create care and concern, issue a call to action, and engage community members:

- ⇒ Provide and collect a [parent-teen driving agreement](#) when students apply for a school parking permit to promote safe driving expectations
- ⇒ Adopt the free peer-to-peer [Teens in the Driver Seat program](#) to reduce risks and raise cash funds for your school club.
- ⇒ Encourage drivers 16-25 to use the free [You in the Driver Seat app](#) to earn free gift card rewards for safe driving. [Provide your mailing address](#) to request app cards to share with teens.

**Slower Speeds Save Lives** Speeding increases danger for everyone crossing streets or driving, walking, or rolling to school. Take these steps to slow traffic and improve student safety:

- ◇ Use this data brief and the [Speed Safety Cameras Readiness Guide](#) to educate 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.
- ◇ Engage teens with [traffic safety contests and scholarships](#) with cash awards!
- ◇ 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.



Capital High School HOSA-Future Health Professionals, Olympia, WA, receives their \$500 State Farm award for completing two *Teens in the Driver Seat* modules.

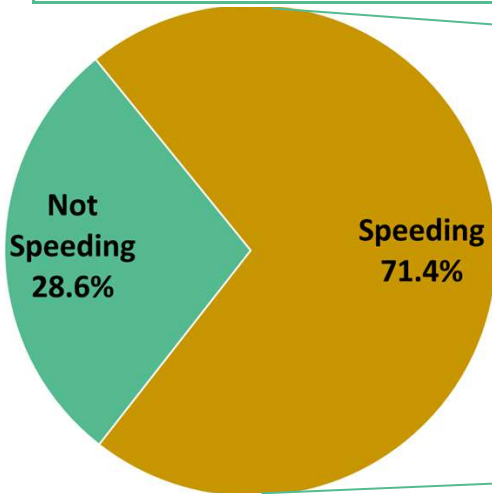
### Online Resources

- ⇒ 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.
- ⇒ 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.
- ⇒ Find [US Department of Transportation funding](#) to support increased safe bike and pedestrian pathways to where teens and families want to go. Use the [Let’s Get Together: A Guide for Engaging Communities and Creating Change](#) to incorporate allies outside your learning community.
- ⇒ 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.



# Northshore Middle School Survey Results

October 28, 2022—Morning; October 26, 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
A.M. School Zone (20 mph)	404	30.0%	70.0% (n=283)	11.3% (n=32)	56.2% (n=159)	25.4% (n=72)	7.1% (n=20)
P.M. School Zone (20 mph)	243	26.3%	73.7% (n=179)	5.0% (n=9)	50.3% (n=90)	30.2% (n=54)	14.5% (n=26)
Entering School	122	36.1%	63.9% (n=78)	10.3% (n=8)	62.8% (n=49)	25.6% (n=20)	(n=1)
School Bus	20	50.0%	50.0% (n=10)	(n=1)	50.0% (n=5)	30.0% (n=3)	(n=1)
Passing Through	505	25.9%	74.1% (n=374)	8.6% (n=32)	52.1% (n=195)	27.5% (n=103)	11.8% (n=44)
All Drivers	647	28.6%	71.4% (n=462)	8.9% (n=41)	53.9% (n=249)	27.3% (n=126)	10.0% (n=46)



## Survey results show:

- ⇒ Nearly three-fourths of drivers were exceeding the 20 mph school zone speed limit, with slightly higher rates of overall speeding during the afternoon and also higher travel speeds.
- ⇒ Half of speeding drivers were traveling 26-30 mph. One in ten speeding drivers were traveling over 35 mph and one driver was observed traveling over 50 mph.
- ⇒ Half of the school bus drivers observed exceeded the 20 mph school zone limit, and four were observed traveling over 30 mph.
- ⇒ Drivers passing the school were more likely to be speeding, and traveling at higher speeds, than drivers entering the school.

## Observation Notes

Observations were collected on the north side of NE 160th St. off of 121st Ave NE and collected for eastbound traffic. The entrance to the school is a signalized intersection with marked crosswalks. Left turn lanes into the school have both protected arrows and yield settings. Observations were collected when traffic was flowing through the intersection. Flashing beacons with signage indicate the active school zone. Crossing guards were present at the intersection.

