



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

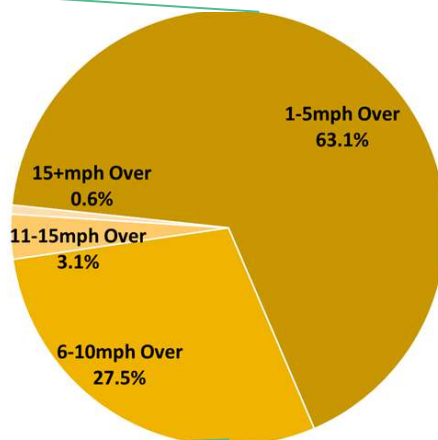
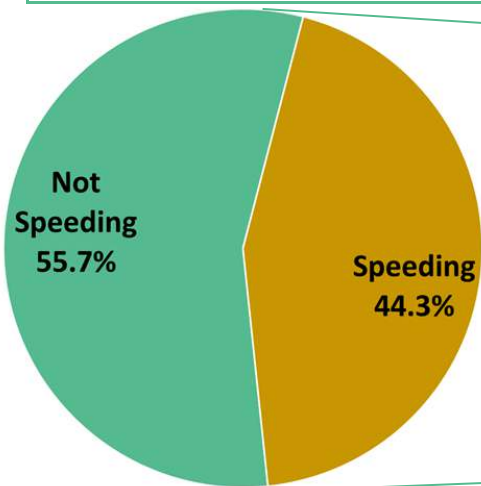
- ⇒ Use the [Walkability Checklist \(Spanish\)](#) to decide if your neighborhood, school walk route, or community is a friendly place to walk. Your school zone speeding data may help you take steps to make walking and riding in your community safer.
- ⇒ Bust myths and use the [Prevent Pedestrian Crashes](#)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



Concord International Elementary School Survey Results

November 2, 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
School Zone (20 mph)	208	70.2%	29.8% (n=62)	54.8% (n=34)	35.5% (n=22)	8.1% (n=5)	(n=1)
Walk Zone (25 mph)	133	33.1%	66.9% (n=89)	68.4% (n=67)	22.4% (n=22)	0%	0%
Entering School	24	75.0%	25.0% (n=6)	100% (n=6)	0%	0%	0%
School Bus	18	77.8%	22.2% (n=4)	100% (n=4)	0%	0%	0%
Passing Through	299	52.8%	47.2% (n=141)	60.7% (n=91)	29.3% (n=44)	3.3% (n=5)	(n=1)
All Drivers	341	55.7%	44.3% (n=151)	63.1% (n=101)	27.5% (n=44)	3.1% (n=5)	(n=1)



Survey results show:

- ⇒ Nearly half of drivers observed were exceeding the speed limit, and one in three speeding drivers were traveling more than 5 mph over the limit.
- ⇒ Drivers in the walk zone (posted 25 mph) were more likely to be speeding than drivers in the active school zone, however one in ten drivers speeding in the school zone were traveling greater than 30 mph.
- ⇒ Four school bus drivers were observed exceeding the speed limit by 1–5 mph.
- ⇒ Most drivers entering the school traveled the 20 mph limit, but one in four traveled 21–25 mph in the school zone. One driver was traveling over 35 mph in the school zone.

Observation Notes

Observations were collected in two locations. There is an active school zone on S Concord St and on 7th Ave S. Flashing beacons with signage indicate the active school zone. Observations were collected during morning and afternoon school zone times. Traffic traveling on both Concord St and 7th Ave S was observed. The school identified 7th Ave S near the intersection of Cloverdale St. within the designated safe walk area as an area of concern. Traffic traveling on 7th Ave S a short distance south of the intersection was observed.

