



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

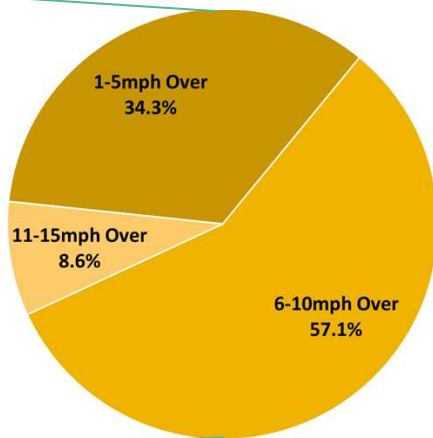
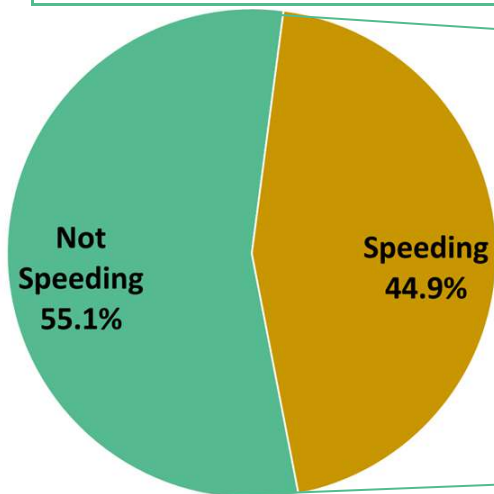
- ⇒ Use the [Walkability Checklist \(Spanish\)](#) to decide if your neighborhood, school walk route, or community is a friendly place to walk. Your school zone speeding data may help you take steps to make walking and riding in your community safer.
- ⇒ Bust myths and use the [Prevent Pedestrian Crashes](#)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



Roxhill at E.C. Hughes 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 |
| A.M. School Zone (20 mph) | 73 | 37.0% | 63.0% (n=46) | 30.4% (n=14) | 56.5% (n=26) | 13.0% (n=6) | 0% |
| P.M. School Zone (20 mph) | 83 | 71.1% | 28.9% (n=24) | 41.7% (n=10) | 58.3% (n=14) | 0% | 0% |
| Entering School | 23 | 52.2% | 47.8% (n=11) | 45.5% (n=5) | 36.4% (n=4) | 18.2% (n=2) | 0% |
| School Bus | 4 | 75.0% | 25.0% (n=1) | 0% | (n=1) | 0% | 0% |
| Passing Through | 129 | 55.0% | 45.0% (n=58) | 32.8% (n=19) | 60.3% (n=35) | 6.9% (n=4) | 0% |
| All Drivers | 156 | 55.1% | 44.9% (n=70) | 34.3% (n=24) | 57.1% (n=40) | 8.6% (n=6) | 0% |



Survey results show:

- ⇒ Nearly half of drivers observed were exceeding the 20 mph school zone limit. Most speeding drivers were traveling 26—30 mph, but nearly one in ten were traveling faster than 30 mph.
- ⇒ Driver speeding behavior was higher during the morning zone (two-thirds of drivers were speeding) than in the afternoon zone (one-quarter of drivers were speeding).
- ⇒ Only one school bus driver was exceeding the 20 mph school zone limit, and was traveling 26-30 mph.
- ⇒ Drivers entering the school were just as likely to be speeding as drivers passing through, however drivers passing through traveled at higher speeds.

Observation Notes

Observations were collected on SW Holden St west of the 34th Ave SW intersection. Flashing beacons with signage indicate the active school zone. There are marked crosswalks at 34th Ave SW, which is closed to through traffic M-F 7a-5p. The area is surrounded by residential neighborhoods. Several of the neighborhood streets are designated “safe streets” and closed to through traffic.

