



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.

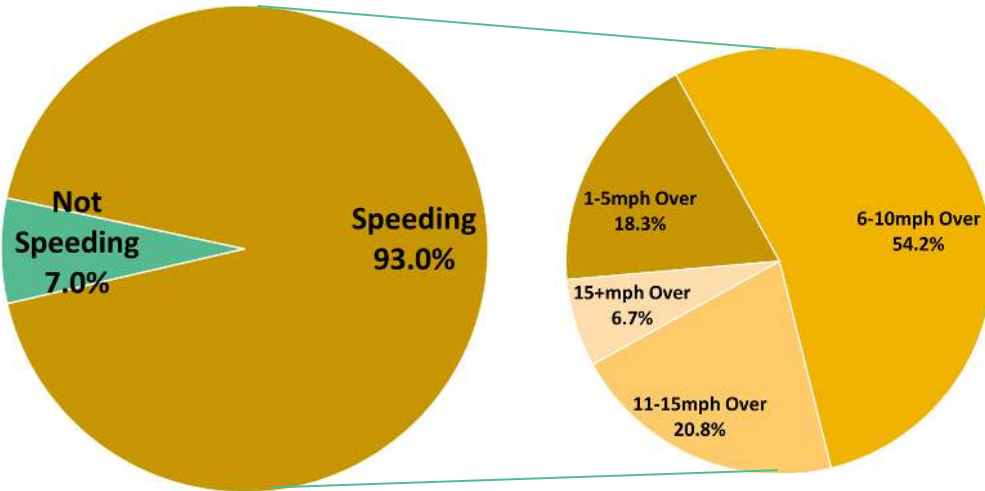
Online Resources

- ⇒ 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.



Ford Middle School Survey Results

March 8, 2023—Morning			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)	129	7.0%	93.0% (n=120)	18.3% (n=22)	54.2% (n=65)	20.8% (n=25)	6.7% (n=8)
Entering School	29	10.3%	89.7% (n=26)	19.2% (n=5)	50.0% (n=13)	26.9% (n=7)	(n=1)
School Bus	4	25.0%	75.0% (n=3)	100.0% (n=3)	0%	0%	0%
Passing Through	96	5.2%	94.8% (n=91)	15.4% (n=91)	57.1% (n=52)	19.8% (n=18)	7.7% (n=7)



Survey results show:

- ⇒ Nine of every ten drivers observed were exceeding the 20 mph limit, and one in four speeding drivers were traveling more than 30 mph. Seven drivers (7.7%) were observed traveling greater than 35 mph in the active school zone.
- ⇒ Drivers passing the school were slightly more likely to be speeding than drivers entering the school. Among both groups of drivers, the majority of speeding drivers were traveling more than 25 mph.
- ⇒ Three out of four bus drivers observed were exceeding the 20 mph limit, however all traveled less than 25 mph in the school zone.
- ⇒ Only nine drivers, out of 129 observed, were traveling the 20 mph limit during the active school zone.

Observation Notes

Observations were collected near the front of the school on 104th St. E. Flashing beacons with signage indicate the active school zone. There are no sidewalks surrounding the school and there is a marked crosswalk with signage in front of the school. The area is surrounded by a mix of residential housing and commercial services.

