



## 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.*

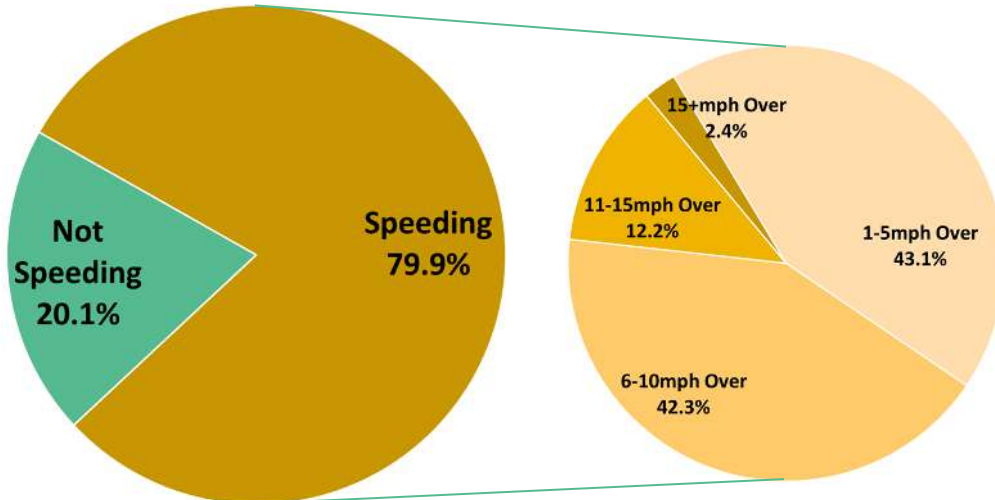


# Hewins Early Learning Center Survey Results

October 11, 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
School Zone Area (2:30-3:30p.m. 25 mph)	154	20.1%	79.9% (n=123)	43.1% (n=53)	42.3% (n=52)	12.2% (n=15)	2.4% (n=3)
Entering School	32	31.3%	68.8% (n=22)	72.7% (n=16)	27.3% (n=6)	0%	0%
School Bus	8	100%	0%	0%	0%	0%	0%
Passing Through	114	11.4%	88.6% (n=101)	36.6% (n=37)	45.5% (n=46)	14.9% (n=15)	3% (n=3)
All Drivers	154	20.1%	79.9% (n=123)	43.1% (n=53)	42.3% (n=52)	12.2% (n=15)	2.4% (n=3)



## Survey results show:

- ⇒ About three-fourths of drivers observed exceeded the posted speed, half of whom were exceeding the limit by 6 mph or more.
- ⇒ Drivers passing through the area were more likely to be speeding than drivers entering the school however two-thirds of drivers entering the school were traveling faster than 25 mph.
- ⇒ Eight bus drivers were observed and all followed the 25 mph posted speed limit.
- ⇒ Eighteen drivers passing through the area were observed exceeding the posted speed by 11 mph or more, three of whom were traveling over 40 mph.
- ⇒ Just over half of drivers observed were traveling 30 mph or less.

## Observation Notes

Observations were conducted on A Street S near the school entrance. There are sidewalks in front of the learning center but not on the routes leading to the center. There are ample shoulders on both sides of A Street S. There are no flashing beacons or marked crosswalks. There are yellow school crossing signs marking the school zone on both approaches. The regular posted speed is 25 mph.

