



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

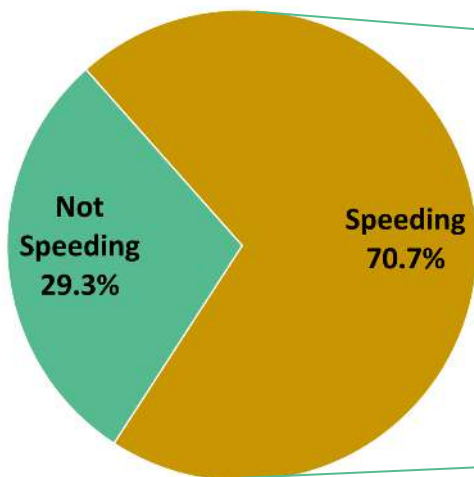
- ⇒ Use the [Walkability Checklist \(Spanish\)](#) to decide if your neighborhood, school walk route, or community is a friendly place to walk. Your school zone speeding data may help you take steps to make walking and riding in your community safer.
- ⇒ Bust myths and use the [Prevent Pedestrian Crashes](#)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



Kessler Elementary School Survey Results

January 24, 2023—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—Kess (20 mph)	56	35.7%	64.3% (n=36)	0.0%	36.1% (n=13)	36.1% (n=13)	27.8% (n=10)
School Zone—20th (20 mph)	26	15.4%	84.6% (n=22)	0.0%	68.2% (n=15)	22.7% (n=5)	9.1% (n=2)
Entering School	14	92.9%	7.1% (n=1)	0.0%	0.0%	(n=1)	0.0%
School Bus	3	0.0%	100.0% (n=3)	0.0%	0.0%	0.0%	100.0% (n=3)
Passing Through	65	16.9%	83.1% (n=54)	0.0%	51.9% (n=28)	31.5% (n=17)	16.7% (n=9)
All Drivers	82	29.3%	70.7% (n=58)	0.0%	48.3% (n=28)	31.0% (n=18)	20.7% (n=12)



Survey results show:

- ⇒ More than two-thirds of drivers observed were exceeding the 20 mph school zone limit, and all speeding drivers traveled 26 mph or more.
- ⇒ More than half of speeding drivers traveled more than 30 mph, and one in five were traveling greater than 35 mph in the school zone.
- ⇒ Three school bus drivers were observed, and all three were traveling greater than 35 mph in the school zone.
- ⇒ The proportion of drivers speeding was slightly higher at the 20th Ave. location, however speeding drivers on Kessler Ave. traveled at higher speeds (one in four were traveling over 35 mph versus one in ten).

Observation Notes

Observations were collected at two locations in the school zone. The first location was on Kessler Ave. near the 20th Ave. intersection. Flashing beacons indicate the active school zone and this location had a speed feedback sign. The second location was in the school zone on 20th Ave. near the Delaware St. intersection. Flashing beacons indicate the active school zone.

