



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

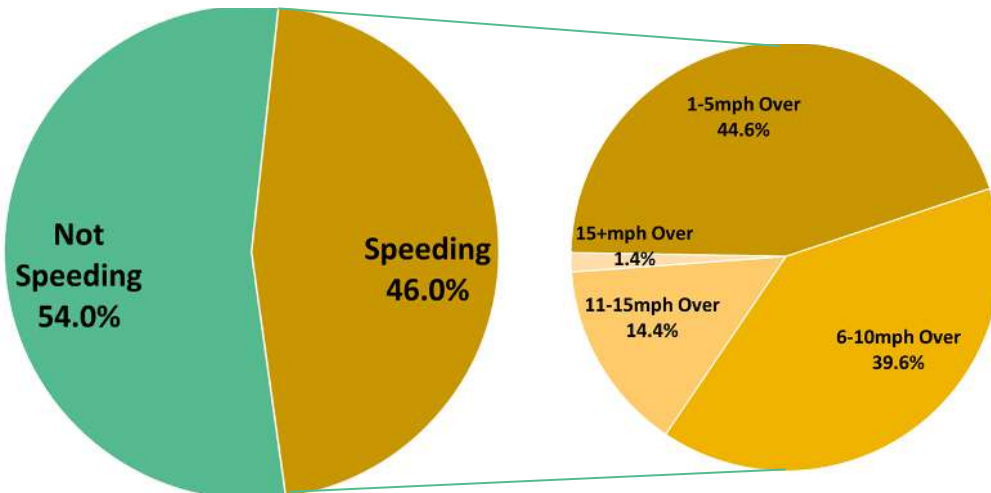
- ⇒ Use the [Walkability Checklist \(Spanish\)](#) to decide if your neighborhood, school walk route, or community is a friendly place to walk. Your school zone speeding data may help you take steps to make walking and riding in your community safer.
- ⇒ Bust myths and use the [Prevent Pedestrian Crashes](#)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



Carson Elementary School Survey Results

June 15, 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)	302	54.0%	46.0% (n=139)	44.6% (n=62)	39.6% (n=55)	14.4% (n=20)	1.4% (n=2)
Entering School	32	75.0%	25.0% (n=8)	50.0% (n=4)	37.5% (n=3)	n=1	0%
School Bus	4	50.0%	50.0% (n=2)	n=1	0%	n=1	0%
Passing Through	266	51.5%	48.5% (n=129)	44.2% (n=57)	40.3% (n=52)	14.0% (n=18)	1.6% (n=2)



Survey results show:

- ⇒ Nearly half of drivers observed were exceeding the 20 mph school zone speed limit. The observers also noted three drivers clearly using cell phones while driving.
- ⇒ More than half of speeding drivers were traveling greater than 25 mph, and 15% were traveling greater than 30 mph in the school zone.
- ⇒ Two of four bus drivers observed traveled the 20 mph school zone limit. One school bus driver was observed traveling over 30 mph in the school zone.
- ⇒ The majority of drivers in this area were passing through rather than entering the school, and the observers noted many children and adults walking in both directions.

Observation Notes

Observations were collected south of the school on Gem Heights Dr. E. just north of the 184th St. E. intersection when traffic was flowing. The school zone begins near the Silver Creek Ave. E. intersection indicated by 20 mph when children are present signage. School crossing guards were present at the marked crosswalks. The area is surrounded by residential housing and the observers noted several children walking to school along Gem Height Dr. E.

