



## 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.

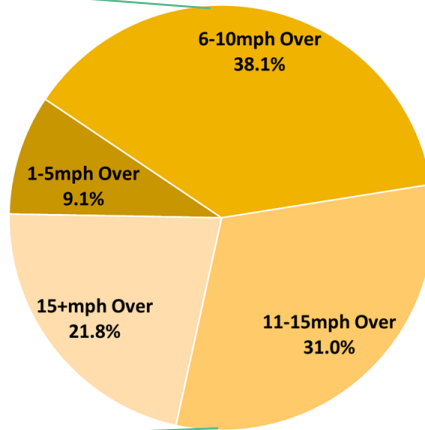
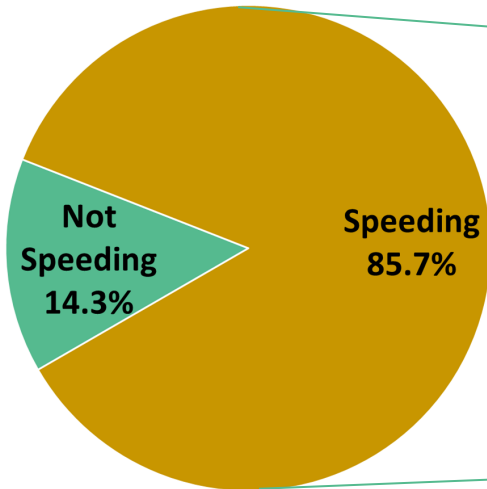
### Online Resources

- ⇒ 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.



## Icicle River Middle School Survey Results

September 26, 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
P.M. School Zone (20 mph)	133	14.3%	85.7% (n=114)	22.8% (n=26)	64.9% (n=74)	9.6% (n=11)	2.6% (n=3)
Entering School	58	15.5%	84.5% (n=49)	38.8% (n=19)	59.2% (n=29)	(n=1)	0%
School Bus	7	71.4%	28.6% (n=2)	100.0% (n=2)	0%	0%	0%
Passing Through	68	7.4%	92.6% (n=63)	7.9% (n=5)	71.4% (n=45)	15.9% (n=10)	4.8% (n=3)



### Survey results show:

- ⇒ Most drivers observed were traveling greater than the 20 mph school zone limit, and three-fourths of speeding drivers were also traveling in excess of the regular 25 mph posted speed limit in the active school zone.
- ⇒ More than one in ten speeding drivers were traveling greater than 30 mph in the active school zone.
- ⇒ Five bus drivers observed traveled at or below the 20 mph school zone limit. Two school bus drivers were traveling faster than 20 mph but less than 25 mph.
- ⇒ Drivers passing through the area were slightly more likely to be speeding than drivers entering the school. These drivers were also traveling at higher speeds when they were speeding.

### Observation Notes

Observations were conducted on Titus Rd. There are flashing beacons indicating the 20 mph school zone speed limit. There is a marked crosswalk with pedestrian activated flashing beacons. Multiple students used the crosswalk but only five were observed activating the crosswalk flashing beacons. The regular posted speed limit is 25 mph.

