



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

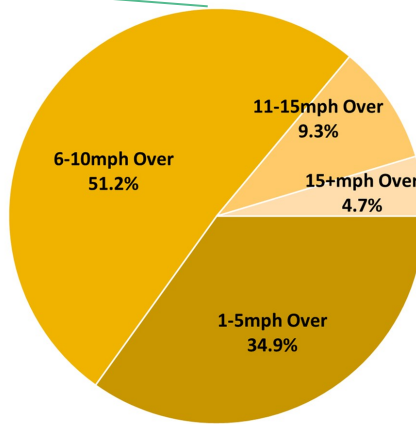
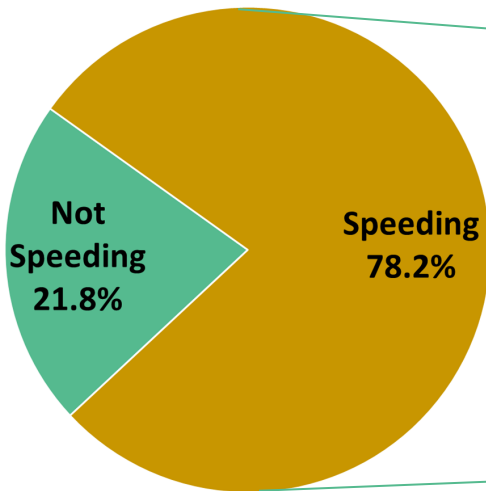
- ⇒ Use the [Walkability Checklist \(Spanish\)](#) to decide if your neighborhood, school walk route, or community is a friendly place to walk. Your school zone speeding data may help you take steps to make walking and riding in your community safer.
- ⇒ Bust myths and use the [Prevent Pedestrian Crashes](#)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



Easton K-12 School Survey Results

September 25, 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)	55	21.8%	78.2% (n=43)	34.9% (n=15)	51.2% (n=22)	9.3% (n=4)	4.7% (n=2)
Entering School	18	27.8%	72.2% (n=13)	61.5% (n=8)	38.5% (n=5)	0%	0%
School Bus	2	100.0%	0%	0%	0%	0%	0%
Passing Through	35	14.3%	85.7% (n=30)	23.3% (n=7)	56.7% (n=17)	13.3% (n=4)	6.7% (n=2)



Survey results show:

- ⇒ Most drivers observed were traveling greater than the 20 mph school zone limit, and two-thirds of speeding drivers were also traveling in excess of the regular 25 mph speed limit in the active school zone.
- ⇒ One in seven speeding drivers were traveling over 30 mph in the active school zone.
- ⇒ Two school bus drivers were observed and both traveled at or below the 20 mph school zone speed limit.
- ⇒ Drivers passing through the area were slightly more likely to be speeding than drivers entering the school.
- ⇒ One in five drivers passing through the area were traveling over 30 mph in the school zone versus no drivers who were entering the school.

Observation Notes

Observations were conducted on Railroad St. School zone signs indicated the speed limit was 20 mph on school days from 7:30 am to 4:00 pm. The signs also had speed feedback signs. There is also painted on the roadway "school zone". The regular posted speed is 25 mph.

