



## 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

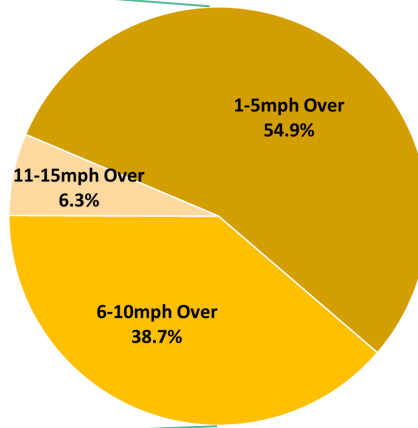
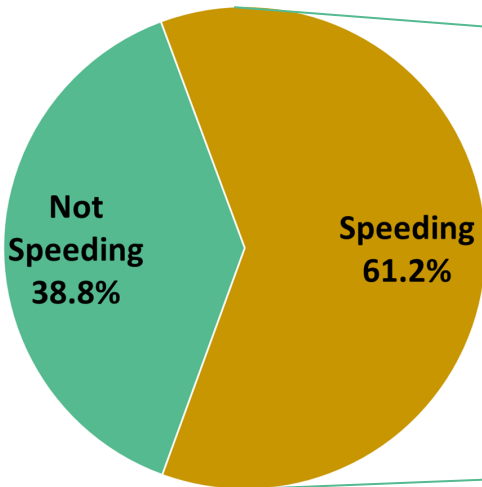
- ⇒ Use the [Walkability Checklist \(Spanish\)](#) to decide if your neighborhood, school walk route, or community is a friendly place to walk. Your school zone speeding data may help you take steps to make walking and riding in your community safer.
- ⇒ Bust myths and use the [Prevent Pedestrian Crashes](#)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



# Peshastin-Dryden Elementary School Survey Results

September 28, 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)	232	38.8%	61.2% (n=142)	54.9% (n=78)	38.7% (n=55)	6.3% (n=9)	0%
Entering School	66	87.9%	12.1% (n=8)	87.5% (n=7)	(n=1)	0%	0%
School Bus	10	90.0%	(n=1)	(n=1)	0%	0%	0%
Passing Through	156	14.7%	85.3% (n=133)	52.6% (n=70)	40.6% (n=54)	6.8% (n=9)	0%



## Observation Notes

Observations were conducted on Main St. Flashing beacons indicate the 20 mph school zone speed limit. There are school crossing signs and a marked crosswalk. There is also a transit bus stop located within the school zone. The regular posted speed limit is 25 mph.



## Survey results show:

- ⇒ Most drivers observed were traveling greater than the 20 mph school zone limit. Nearly half of speeding drivers were also exceeding the regular posted speed limit of 25 mph.
- ⇒ Ten school bus drivers were observed and all but one traveled at or below the 20 mph school zone speed limit. One school bus driver was observed traveling 21-25 mph in the school zone.
- ⇒ Drivers passing through the area were more likely to be speeding that drivers entering/leaving the school and also traveled at higher speeds when they were speeding.
- ⇒ Nine drivers were observed traveling over 30 mph in the active school zone.