



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

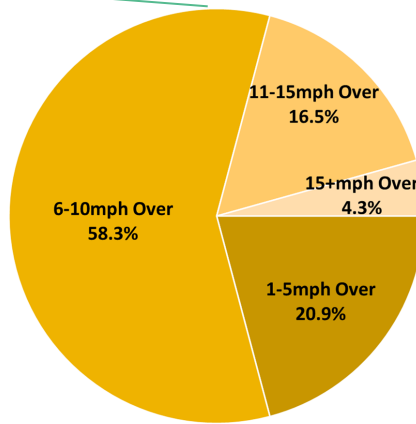
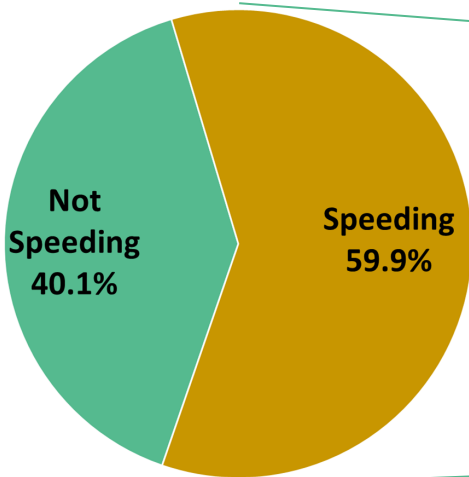
- ⇒ Use the [Walkability Checklist \(Spanish\)](#) to decide if your neighborhood, school walk route, or community is a friendly place to walk. Your school zone speeding data may help you take steps to make walking and riding in your community safer.
- ⇒ Bust myths and use the [Prevent Pedestrian Crashes](#)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



East Olympia Elementary School Survey Results

October 18, 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)	192	40.1%	59.9% (n=115)	20.9% (n=24)	58.3% (n=67)	16.5% (n=19)	4.3% (n=5)
Entering School	2	0%	100% (n=2)	0%	0%	(n=1)	(n=1)
School Bus	5	40.0%	60.0% (n=3)	(n=1)	66.7% (n=2)	0%	0%
Passing Through	185	40.5%	59.5% (n=110)	20.9% (n=23)	59.1% (n=65)	16.4% (n=18)	3.6% (n=4)



Survey results show:

- ⇒ More than half of drivers observed were exceeding the 20 mph school zone speed limit. One in five drivers were traveling greater than 30 mph.
- ⇒ Five school bus drivers were observed and two were traveling 25-30 mph in the active school zone.
- ⇒ Likely due to the long backup, although the backup was not impeding through traffic, drivers passing through the area or exiting the school picked up speed aggressively, and often exceeded 20 mph, rather than proceeding through the area at more cautious speeds.
- ⇒ Five drivers were observed traveling greater than 35 mph in the active school zone, including one driver seen exiting the school.

Observation Notes

Observations were collected on Rich Rd SE near the school entrance. Flashing beacons indicate the 20 mph school zone speed limit. Traffic entering the school was parked along the roadside south of the school entrance and backed up at least half a mile. One the day of the survey there was a team assessing the pick-up/drop-off location and layout to plan for more efficient traffic through flow and less on-road backups. The regular posted speed limit is 35 mph.

