



SCHOOL ZONE SPEED LIMIT

**It's Not  
A Suggestion.  
It's The Law.**



Automated photo speed enforcement programs improve driver and community safety, efficiently enforce speed laws and free up valuable police resources. Photo speed LIDAR systems have proven accuracy and provide *exact* GPS coordinates for every captured violation.



SPEED WARNING SIGNS WILL BE USED IN PARKS AND AREAS WHERE CHILDREN ARE AT PLAY

**SCHOOL SAFETY:  
A SHARED  
RESPONSIBILITY**



Signs placed around schools reduce traffic congestion and promote safety.

**Remember:**

Follow the signs to keep our children safe (...and avoid a ticket!)



# Alarming Dangers in School Zones



## The Facts About Teen Pedestrians

**5**  /week

There are 5 teen pedestrian deaths every week in the United States.



In 2015, while teens ages 15-19 made up 26 percent of all children ages 0-19 years, they made up about half of the pedestrian fatalities.

We observed 39,000 middle and high school students and 56,000 drivers in school zones in 2016.

**Distracted walking is on the rise.** We observed it in 1 in 4 high school students and 1 in 6 middle school students.



**Distracted teens** were most likely to be wearing headphones or texting.



**Unsafe street crossing** behavior was observed in about 80% of students.



**Unsafe drop-off or pick-up** behavior was observed in nearly 1 in 3 drivers.



## What Communities Can Do to Protect Kids on the Move

**Install proven interventions, like crosswalks, speed limits, visible signs and traffic lights.**

Marked crosswalks were missing in 3 out of 10 observed crossings.



**Set and enforce speed limits in school zones at no more than 20 mph.**

Low speed limits ( $\leq 20$  mph) were observed in only about 4 out of 10 school zones.



**Educate parents and students about dangerous walking and driving habits** (e.g., crossing mid-block, texting or talking on the phone.)

**Implement and enforce school drop-off/pick-up policies.**

