



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.





9 out of 10 pedestrians survive.



Vehicle traveling at 40 MPH

I out of 10 pedestrians survive.

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.



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.



13%

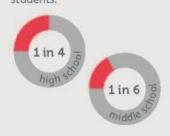
There has been a 13% increase in the pedestrian death rate for 12-19 year olds since 2013.



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.



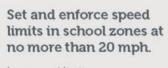
Unsafe drop-off or pick-up behavior was observed in nearly 1 in 3 drivers.



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.



Low speed limits (≤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.)

