

Fixed Camera School Zone Enforcement Pilot: Preliminary Data Review

July 9, 2013

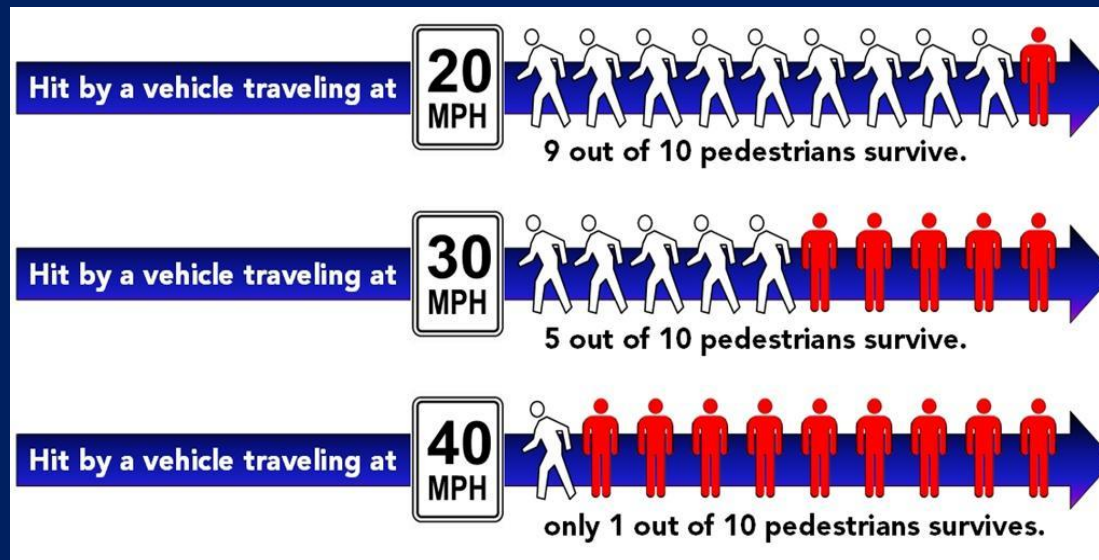
Today we will review:

- Seattle's experience with photo enforcement to date
- National and local experiences with photo enforcement systems
- Preliminary data
- Next steps



Why Speeding Matters

- Speeding is a factor in:
 - One out of every three collisions in Seattle
 - 42 percent of fatal collisions in Seattle (2006-2010)
- Speed increases the likelihood and severity of collisions



Pedestrian and Bicyclists Safety and Mobility in Europe, 2010

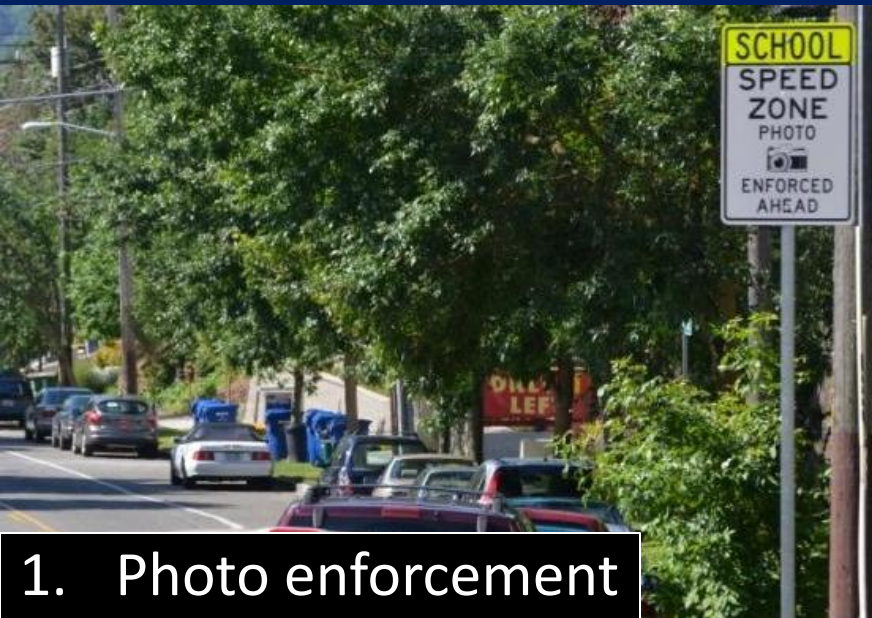
Photo Enforcement Effectiveness

- Photo enforcement demonstrated to be a highly effective countermeasure (NHTSA)
- Peer city experiences show significant reductions in the number of citations issued to drivers

One Year Results on Automated Enforcement Citation Changes in Washington School Zones	
School	Citation Change
Federal Way - Twin Lakes Elementary School	-71%
Federal Way - Saghalie Middle School	-55%
Lake Forest Park - Brookside Elementary School	-74%
Lake Forest Park Elementary School	-63%
Issaquah High School	-25%
Lynnwood - Meadowdale High School	-63%
Lynnwood Elementary School	-52%
Bellevue - Stevenson Elementary School	-12%
Bellevue - Lake Hills Elementary School	-37%
Renton High School	-23%
Renton - Talbot Hill Elementary School	7%

Camera Operation

Ample warning provided to motorists
approaching photo enforced school zones



1. Photo enforcement
warning signs



2. School zone advanced warning signs



3. School zone speed limit signs with beacons

Camera Operations

- Vehicle speeds measured by loops in the roadway.
- Cameras only operate when school zone beacons are flashing.
- Beacon schedule is set by Seattle Public Schools and SDOT.
- Photographic and video images of violation events are reviewed by trained SPD officers.
- Drivers have an opportunity to review the images.
- The registered owner has 18 days from issuance of the citation to pay, contest the citation, or sign a declaration stating that he or she was not driving the vehicle at the time of the infraction.
- Under Washington law, violation is treated as a parking infraction and is not part of the registered owner's driving record.



School Selection Process

Four Schools Included in Pilot Project

Broadview-Thomson K-8

Greenwood Avenue N and N 132nd Street

Gatewood Elementary

Fauntleroy Way SW and SW Myrtle Street

Olympic View Elementary

5th Avenue NE and NE 95th Street

Thurgood Marshall Elementary

Martin Luther King Way and S Judkins Street

Reviewed speed data for
50
school zones equipped
with flashing beacons

Conducted additional
speed studies at
15
schools where initial data
indicated speeding issues

Performed site analysis to
determine constructability

Selected
4
schools based on potential
speed reduction and
safety benefit

Grace Period and Outreach

Cameras issued warnings (no monetary penalty) starting November 1, 2012

2,000+ flyers (with translations) distributed at affected schools

Grace period extended due to high number of warnings issued

Starting December 10th

Drive the speed limit in 20 mile per hour school zones –
or get a \$189 ticket

Look out for each other, and keep our kids safe by not speeding!

Photo enforcement of the school zone speed limit will begin on Monday, December 10th in the following locations:

- Martin Luther King Jr Way S at Thurgood Marshall Elementary
- Fauntleroy Way SW at Gatewood Elementary
- Greenwood Avenue N at Broadview Thomson K-8
- 5th Avenue NE at Olympic View Elementary

The goal of this program is to improve safety and reduce collisions, not to issue tickets. Help us keep our students safe by observing the school zone speed limit of 20 miles per hour. What You Need to Know:

- The school zone speed limit is 20 miles per hour when the yellow beacons are flashing or when children are present, which happens in the morning and afternoon
- Photo enforcement of the speed limit has been shown to substantially reduce vehicle speeds and result in fewer injuries
- You will be issued a citation by mail and fined \$189 if you exceed the school zone speed limit
- This amount cannot be reduced

This effort is part of the Road Safety Action Plan and the Be Super Safe campaign.

For more information, see www.seattle.gov/besupersafe.



SEATTLE.GOV/BESUPERSAFE



Eliminate Fatalities on Seattle Roads

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12月10日開始:
在學校區段內遵守每小時20英里的限速規定——否則
將得到 \$ 189的罰單

以下區域將於12月10日, 星期一開始對學校區段的限速規定進行照相執法:

- 在Thurgood Marshall 小學的Martin Luther King Jr Way S
- 在Gatewood 小學的Fauntleroy Way SW
- 在Broadview Thomson K-8的Greenwood Avenue N
- 在Olympic View 小學的5th Avenue NE

此項目的目標是提高安全, 減少車禍, 而不是發罰單。 請幫助我們保護學生的安全, 遵守學校區段內每小時20英里的限速規定。 學生是您需要知道的:

- 當黃色警告燈閃爍時, 或早晨和下午有孩子在此路段時, 學校區段內限速每小時20英里
- 對限速進行照相執法能證明有效減少了機動車超速情況, 進而降低車禍受傷的發生
- 如果您違反學校區段限速規定, 您將會以信件方式收到 \$ 189的罰單

Simula ika-10 ng Disyembre:
Magmaneho ayon sa speed limit na 20 milya kada oras sa mga sona ng paaralan – o makakakuha ng \$189 na ticket

Ang pagpapatupad ng pagkuha ng litrato ayon sa speed limit sa sona ng paaralan ay maggisimula sa Lunes, ika-10 ng Disyembre sa mga sumusunod na lokasyon:

- Martin Luther King Jr Way S sa Thurgood Marshall Elementary
- Fauntleroy Way SW sa Gatewood Elementary
- Greenwood Avenue N sa Broadview Thomson K-8
- 5th Avenue NE sa Olympic View Elementary

Ang layunin ng programa ay mapahusay ang kaligtasan at mabawasan ang mga banggaan, at hindi pag-isyu ng mga ticket. Tulungan kami na mapanatili ang ligtas ang ating mga estudyante sa pamamagitan ng pagsunod sa speed limit sa sona ng paaralan na 20 milya kada oras. Ano ang Kalangalan Mong Malamang:

- Ang speed limit sa sona ng paaralan ay 20 milya kada oras kapag ang mga dilaw na beacon ay umilaw at kapag may mga batang naroroon
- Ang pagkuha ng litrato sa speed limit ay napatunayang mainam na nagbabawas sa mga matulin na pagmamaneho ng mga sasakyan at nagreduksa sa mga kaunting pinsala.
- Ikaw ay bibigyan ng citation sa pamamagitan ng koreo at mumultuhan ng \$189 kapag ikaw ay lumapas sa speed limit sa sona ng paaralan.

12월 10일 시행:
학교 구역 최고 속도를 시속 20마일로 제한하며 위반 시 벌칙금 통지서(\$189달러) 발부

12월 10일 월요일 다음 지역에서 학교 구역 속도 위반 단속(사진 촬영)이 실시됩니다.

- Martin Luther King Jr Way S의 Thurgood Marshall 초등학교 구간
- Fauntleroy Way SW의 Gatewood 초등학교 구간
- Greenwood Avenue N의 Broadview Thomson K-8 구간
- 5th Avenue NE의 Olympic View 초등학교 구간

본 프로그램은 벌칙금 부과가 아니라 안전하고 사고 없는 환경을 위한 것입니다. 시속 20마일의 학교 구역 속도 제한을 준수하여 우리 학생들의 안전을 지켜 주십시오. 다음 사항을 숙지하십시오.

- 아침 및 오후 시간에 황색등이 켜지거나 어린이가 있는 경우 시속 20마일의 학교 구역 속도 제한이 적용됩니다.
- 속도 위반 단속(사진 촬영)은 차량 속도를 낮추고 실제 사고를 줄이는 데 상당한 효과가 있음이 입증되었습니다.
- 학교 구역 과속 처벌 시 \$189달러의 벌칙금 통지서를 수권 발송합니다.

Preliminary Data

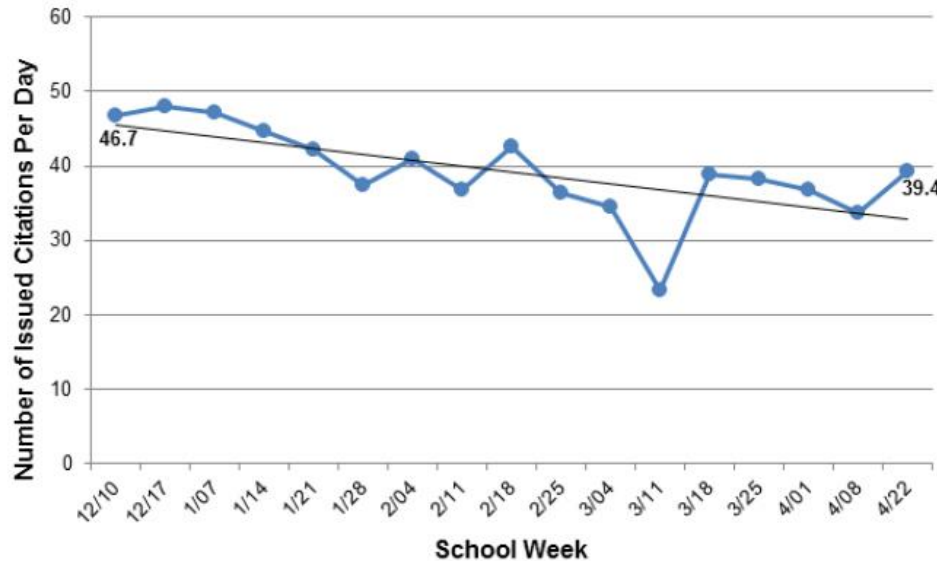
24,336 citations issued
(December 10 to April 27)

16 percent reduction in average
number of citations issued

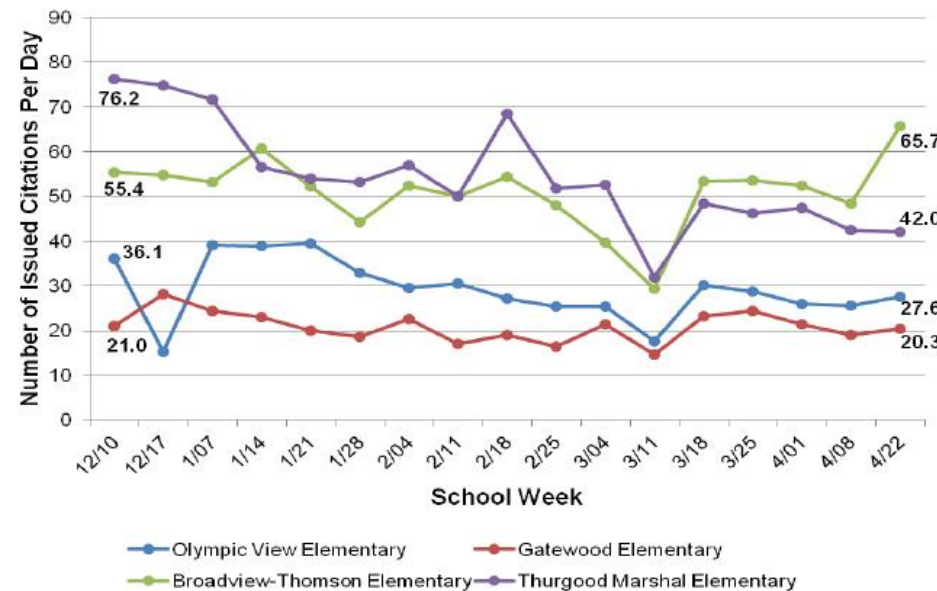
30 mph – average speed of
vehicles receiving citations

96 percent of violators did not
receive another violation

Seattle School District, WA - School Zone Speed
Program Average Citations Per Camera Per Day



Seattle School District, WA - School Zone Speed
Average Citations Per Camera Per Day



Public Feedback

Do you support or oppose the use of speed safety cameras in school zones during school hours to enforce speed limits?

<i>Support</i>	<i>68%</i>
<i>Oppose</i>	<i>24%</i>
<i>Not sure</i>	<i>8%</i>

Do you think the presence of speed safety cameras in school zones changes driver behavior, or not?

<i>Do think their presence changes behavior.....</i>	<i>67%</i>
<i>Think their presence does not.....</i>	<i>21%</i>
<i>Not sure</i>	<i>13%</i>

Questions from an ATS public opinion survey conducted by Public Policy Polling on June 25. Survey of 529 Seattle Voters

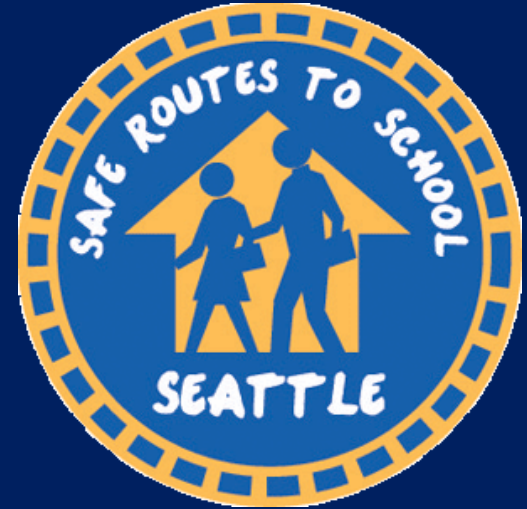
Goal is to reduce speeding in schools zones:

- SDOT has “before” speed data from the four camera locations, and from the 11 other schools that were evaluated during the process to select the pilot schools.
- SDOT will collect “after” speed data at those 15 locations in Fall, 2013.
- SDOT is currently collecting data and preparing a report comparing beacon and non-beacon locations.

Next Steps – School Road Safety

School Road Safety Initiative will include:

- Traffic analysis of streets around schools
- Roadway design recommendations
- Prioritization framework for physical improvements at schools
- Safety and mobility education toolbox
- Enforcement strategies including developing a long-term plan for new school zone cameras



Next Steps - Additional Cameras

New Cameras Proposed for Early 2014

- Bailey Gatzert Elementary on East Yesler Way (Westbound only)
- Dearborn Park Elementary on South Orcas Street
- Nathan Eckstein Middle School on Northeast 75th Street
- Roxhill Elementary on SW Roxbury Street
- Holy Family Parish School on SW Roxbury Street

