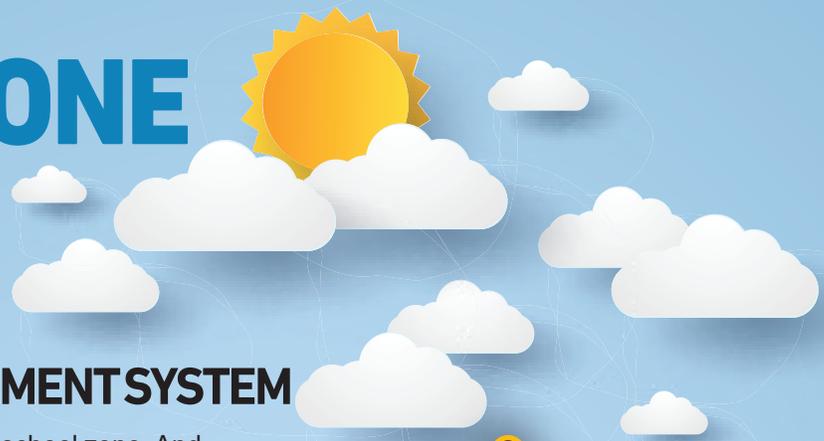


SPOTLIGHT ON SCHOOL ZONE SAFETY



INTRODUCING OUR NEW PHOTO SPEED ENFORCEMENT SYSTEM

Every 5 days **1,317** cars speed through our school zone. And research shows that only 1 out of every 10 kids hit by a car would survive a crash. Careless driving and distracted kids are on the rise in our community, with pedestrian deaths skyrocketing. We face a dangerous problem...and together, we're determined to solve it.

On **3/20**, we're launching a new, state-of-the-art photo speed enforcement system in our school zones which uses advanced laser-powered cameras plus extensive signage to protect our children, teachers and staff.

It's simple. It's 100% accurate. And it saves lives.

Slowing down for good

Teaming up with police, our local legislature instituted this program after a comprehensive study identified a shocking number of cars speeding during school hours. The 5-day study found that **1,317** cars traveled more than 10 miles over the speed limit.

The program combines an in-depth public information phase using ads, social media and handouts – along with a 30-day warning period to onboard the community, encourage people to slow down and change their driving habits.

This leading-edge photo enforcement system is already used by several other school districts throughout the country, and it works – with an average 50-76% reduction in speed. The program will protect countless children and crossing guards, while freeing up our police officers to prevent crimes elsewhere.

1317
cars speeding during our school hours

100
children killed in US school zones each year

5
teen pedestrian deaths in the US each week

44%
wear headphones and 31% text in US school zones

80%
of US students do not cross streets safely



We're committed to safeguarding our kids with this no-cost, innovative initiative.

Source:
John Wayland ES Speed Report 2022 National Highway Traffic Safety Administration 2016 study; safekids.org)