Keeping Kids Safe In School Zones

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OUR MISSION
TO KEEP ALL KIDS SAFE FROM PREVENTABLE INJURIES.
Safe Kids works with members in 33 countries on 6 continents. In the U.S., there are more than 400 coalitions across the country.

Each member is part of a hospital, health department, nonprofit, academic or community-based organization that provides staff and operational support.

Our network consists of incredibly dedicated and caring volunteers.

They are nurses, doctors, firefighters, paramedics, educators, police officers, business leaders, legislators and parents.

They go above and beyond for one common goal: keeping kids safe.
How We Work

**RESEARCH**
Collect and analyze data and measure impact

**ADVOCACY**
Advocate for new and improved laws

**PROGRAMS**
Reach parents, caregivers, children and educators

**AWARENESS**
Deliver consistent, compelling messaging
Walk This Way

Brazil • Canada • China • India
South Africa • South Korea • Philippines
Thailand • United States • Vietnam
Pedestrian Safety

CHALLENGE
514 child pedestrians were killed in the U.S. in 2016. On average 500 children die every day on the world’s roads.

ACTION
Safe Kids works in ten countries to teach safe behavior to motorists and child pedestrians to create safer, more walkable communities.

IMPACT
Since Walk This Way’s launch, the number of child pedestrian fatalities has decreased by 32% in the U.S. Since 2000, the program has reached more than 17 million children globally.
Pedestrian Safety

America's Favorite Crossing Guard
Safe School Zones
Take Action Against Distraction
International Walk to School Day
Global Road Safety Week
Safe School Zone Project
The Process

Data Review
Workshop
Plan Development
Implementation
Evaluation
Process – Data Review

Coalition provides instructor with relevant data and other information to help prepare for workshops, such as:

- Crash Reports
- Hospital Data
- School Data
- Demographic Info
- Pedestrian Plans
- Crash Maps

Information is used to identify high priority locations in advance of workshop and better understand local safety issues.
Data analysis in Memphis, TN, included pedestrian crashes from 2003 to 2011. Hot spots revealed potential sites, and site reviews were used to finalize project location.
Process – Workshop

Instructor, Coalition, and stakeholders gather for two day workshop

Instructor provides overview of pedestrian safety issues and countermeasures, and group discusses problem areas.
Process – Plan Development

At the end of the workshop, coalition discusses sites and observations and finalizes location for intervention and selected countermeasure.

Draft plan is completed during workshop.
Process – Implementation

Coalition works with engineers to install selected treatment

Education/enforcement activities are coordinated around the installation

Ribbon cutting ceremony held to draw media attention and build community awareness of pedestrian safety issues
### Process – Implementation

Projects center on interventions proven to improve safety and reduce crashes:

<table>
<thead>
<tr>
<th>Sidewalks</th>
<th>Rectangular Rapid Flashing Beacons</th>
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<tbody>
<tr>
<td>Dedicated sidewalks have been shown to reduce the risk of pedestrian crashes by up to 87 percent.⁵</td>
<td>These push-button activated flashing signs can reduce pedestrian crashes by 53 percent and increase rates of yielding to 80 percent or higher.²</td>
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<tr>
<th>Curb Extensions</th>
<th>Traffic Calming Treatments</th>
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<tr>
<td>Though their impact on crashes remains unknown, these treatments shorten crossing distances and reduce vehicle speeds.³</td>
<td>Speed cushions and other treatments for lowering speeds can decrease pedestrian crashes by 15 percent.⁴</td>
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<tr>
<th>Pedestrian Countdown Signals</th>
<th>Pedestrian Refuge Islands</th>
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<tr>
<td>These signals give pedestrians clear right-of-way at signalized intersections and can reduce pedestrian crashes by up to 70 percent.⁵</td>
<td>These refuge islands allow pedestrians to break up long crossings and reduce crash risk by 25 percent.⁶</td>
</tr>
</tbody>
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Data collected before and after installation to measure effectiveness in:

- Reducing Speeds
- Increasing Yielding
- Increasing Activity
- Improving Behavior
- Reducing Conflicts

Local coalitions also measure effectiveness of educational programs delivered to schools by pre/post tests.
Long-Term Evaluation

- Study in 2018 collected observational and other data to document long-term impacts of projects

- Speed Management at Orchard Knob Elementary School (Chattanooga, TN)
- Safety Improvements at Graham Hill Elementary School (Seattle, WA)
- Intersection Improvements at Cobbs Creek Parkway (Philadelphia, PA)
- Pedestrian Signal and Intersection Upgrades at Williston Middle School (Wilmington, NC)
- Crosswalk Improvements at Torah Day School (DeKalb County, GA)
- Safety Improvements at Highland Park Elementary School (Seattle, WA)
- Crosswalk and Traffic Improvements at Treadwell Elementary School (Memphis, TN)
- Crosswalk and Sidewalk Upgrades at Carl Rhodenizer Recreation Center (Clayton County, GA)
- Intersection Conversion at Harrison Primary School (Peoria, IL)
Long-Term Outcomes

- Speed reduction in school zones
- Increased levels of walking
- Higher compliance with rules of the road
Case Studies

Clayton County, Georgia

Seattle, Washington

Memphis, Tennessee
Outcomes

Clayton County, Georgia

- Busy road separated neighborhoods from local recreation center
- Road also lacked critical sidewalk connections on one side
Outcomes

Clayton County, Georgia

- Solution: Addition of high visibility crosswalk with rectangular rapid flashing beacon and sidewalks
- Outcomes: Increase in pedestrians crossing at the crosswalk location, and fewer pedestrians crossing in higher risk midblock locations
Outcomes

Seattle, Washington

- Busy street featured uncontrolled crossing for students on their walks to and from school
Outcomes

Seattle, Washington

- Upgrades included curb extensions and high visibility crosswalk markings
- Higher yielding rates and lower speeds
- Long-term improvements upgraded to RRFB
Outcomes

Memphis, Tennessee

- High traffic corridor alongside school property – 23 crashes between 2003 and 2011
- Difficulty crossing from neighborhoods on one side to school on the other
- Additional issues with vehicle circulation around school property
Outcomes

Memphis, Tennessee

- Solution: Addition of high visibility crosswalk with rectangular rapid flashing beacon
- Improvements made to vehicle circulation patterns and signage
- Outcomes: No crashes since installation. More children crossing at the site. Decreased motor vehicle speeds.
Safe School Zone Video
How You Can Get Involved

FIND YOUR SAFE KIDS
Connect with your community and join the people who truly care about keeping kids safe.

SHARE OUR RESOURCES
Help spread the word by printing our tip sheets and sharing our online resources at community events, schools, child care center and in neighborhoods.

PARTNER WITH US
Become a trusted partner and champion to help us innovate and improve how we reach parents, caregivers and kids.

TAKE ACTION
Support legislation that affects how leaders approach important issues relating to child safety.
Take Action Toolkit

https://www.safekids.org/take-action-toolkit-how-fix-unsafe-school-zone-your-community
Thank you.

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