

# SPEEDCHECK™

## ≡ CASE STUDY ≡

### TAKING THE GUESS WORK OUT OF SCHOOL SPEEDZONES

#### Auto-Change Speed Limit Signs Keep Children Safe During Critical Hours

**Situation:** Teachers and administrators at Springfield Elementary School in Springfield, Washington were concerned about the rush-hour traffic and speeding cars that travel each day down the busy road just outside their school yard. As a school zone, drivers were required by law to slow down during school hours but most didn't. Stop signs, speed bumps and even police patrols were unable to provide the continuous traffic safety measures that parents and teachers demanded.

**Solution:** Immediately after installing two SpeedCheck speed signs along the schoolyard road, school officials observed a dramatic reduction in overall traffic speeds. Instead of relying on the drivers to remember that speed limits were reduced during certain hours, the scheduling feature of the signs were set to automatically displayed the proper limit for any time of the day or night.

Springfield WA - Springfield Elementary School was built alongside a road that has become a main highway access for local residents. Each weekday morning, the area is packed with drivers trying to get to work – and school children on their way to class. To ensure the safety of the students, the city of Springfield first posted signs reminding drivers that as a school zone, they were to required by law to reduce their speed during school hours or when children are present. That didn't work. So the city installed speed bumps on the adjoining streets. That didn't work either. Even the presence of police with radar guns didn't work long term.



One of the police suggested that the school look into installing an electronic speed limit sign with scheduling capabilities. He said he had heard of other school districts that had found the electronic to have an immediate and long lasting effect on calming traffic.

That was two years ago. The street outside of Springfield Elementary School now has two SpeedCheck auto-change speed limit signs permanently mounted alongside the road. Each weekday morning the signs automatically change to display the slower speed limit in effect during school hours. School officials also set the signs to change during weekend soccer games and other events when children safety is of heightened concern. Ever since the signs have been installed, school administrators have labeled the situation: **Problem Solved.**