

The Ren'gia Majors School Zone Safety Program Summary Phase 1 – 4

The goal the program strives to achieve is the number "0".

"Zero crashes, Zero injuries, and Zero fatalities in School Zones"

The City of South Fulton, GA began implementing a school zone automated speed enforcement program in December of 2019. The purpose of the program is to reduce the number of speeding vehicles traveling through the school zones, thus reducing the likelihood that a child might be struck by a vehicle. The school system includes twelve (12) schools, with one or more school zones at each school location. Blue Line Solutions, LLC, in conjunction with the City established an extensive program that emphasizes components not usually established in photo enforcement programs. This program focuses on:

- Public Information
- Education
- Enforcement

The first school to have cameras installed was Seaborn Lee Elementary School. The program began with a press conference conducted at the school to announce the program and to dedicate the ordinance to Ren'gia Majors, an 11-year-old child who tragically lost her life in the Sandtown Middle School zone in 2018 as a result of being struck by a speeding vehicle. As part of the press conference event, Ren'gia's father, Lahtrey Majors, was present and made remarks to emphasize the importance and purpose of the program. All involved, including the media, then walked to the site of an enforcement camera installation for further remarks to the media and to commemorate Ren'gia's life with a plaque placed on each school zone enforcement camera in the city.

THE PROGRAM

The program involves a phased approach during the implementation in an effort to inform & educate the public, enforce speeding laws, and measure the outcomes of the program. The main phases are:

- Phase 1: Pre-Program 5-day speed study
- Phase 2: Public Information & Education (PI&E)
- Phase 3: Warning Citation Phase (30 days) / 5-day speed study
- Phase 4: Enforcement Phase / 5-day speed study

Phase 1: Speed data was collected to establish a base line of the number of vehicles traveling through the school zone and the number of vehicles speeding. *Speeding is defined as 10MPH+ above the speed limit.*

Phase 2: Information was disseminated throughout the program to the public through the following (Attachment A):

Attachment A

- Press conference with Councilwoman Willis to dedicate ordinance Ren'gia Majors (2018).
- 100 Flyers and postcards distributed at a community meeting with School Board Member Dove (11/19/19).
- Social media post on City of South Fulton Police Department's Facebook page letting the community know the program was coming soon (9/28/20).
- News article advising of live enforcement and dates for each school (10/5/20).
- Online press release in Marietta Daily Journal (10/6/20).
- Online article in the City of South Fulton Observer including a table for enforcement dates and flashing light times (10/8/20).
- Press Release by the City of South Fulton Government announcing the start of enforcement for Wolf Creek Elementary School (4/27/21).
- News article about Wolf Creek Elementary School on CBS 46 (4/28/21).
- A PSA with Mayor Edwards, Chief Meadows, Councilwoman Willis, and School Board Member Dove was also created and posted to the cities social media accounts to speak on the importance of the Ren'gia Majors School Zone Safety program.

The information weighs heavy on the data to emphasize the speeding problem to parents, citizens, and politicians.

Phase 3: For the first 30 days of enforcement, only warning citations were issued. These citations had a large red warning statement across the front and served as a reminder to slow down when entering the school zones. During the fourth (4th) week of the warning period, another 5-day speed study was conducted to determine the effectiveness of the PI&E and warning phases.

Phase 4: Once the 30-day warning period was completed, enforcement started with speeding violators receiving real citations. A third (3rd) speed study was conducted in week 4 or 5 to measure the effectiveness of the program.

COVID

During the spring and fall of 2020, the school schedules were heavily modified, and in some cases, classes were cancelled for lengthy periods of time. Due to these unusual occurrences, much of the public was confused about when school was in session, and which schools were closed. Below outlines the schedule of when each program began, and when each phase occurred.

Ongoing data is included to measure the effectiveness of the program throughout school sessions.

IMPLEMENTATION SCHEDULE IN ORDER OF WARNING START DATE

Table A

School	Pre-Program 5 Day Study (Phase 1)	Warning Start Date	PI&E/ Warning (Phase 2)	Enforcement Live Date	Enforcement (Phase 3)	Implementation Report Completed On	Post-Enforcement
Seaborn Lee Elem	10/28/19 – 11/01/19	12/04/19	12/16/19 – 12/20/19	01/06/20 & 09/08/20	01/06/20 – 01/10/20	09/04/20	09/27/21 – 10/01/21
*Hapeville	11/04/19 – 11/08/19	02/19/20	08/09/21 – 08/13/21	08/09/21	09/07/21 – 09/10/21, 09/13/21	10/18/21	09/27/21 – 10/01/21
Love T Nolan Elem	10/28/19 – 11/01/19	09/08/20	09/28/20 – 10/02/20	10/08/20	10/19/20 – 10/23/20	11/09/20	09/27/21 – 10/01/21
**Bethune/McNair	12/16/19 – 12/20/19	09/08/20	09/28/20 – 10/02/20	10/08/20	10/19/20 – 10/23/20	1/26/20	09/27/21 – 10/01/21
**A. Philip/Sandtown	11/04/19 – 11/08/19	09/08/20	09/28/20 – 10/02/20	10/08/20	10/19/20 – 10/23/20	1/26/20	09/27/21 – 10/01/21
Stonewall Tell Elem	10/28/19 – 11/01/19	09/08/20	09/28/20 – 10/02/20	10/08/20	10/19/20 – 10/23/20	11/09/20	09/27/21 – 10/01/21
Westlake HS	10/28/19 – 11/01/19	09/08/20	09/28/20 – 10/02/20	10/08/20	10/19/20 – 10/23/20	11/09/20	09/27/21 – 10/01/21
Arlington Christian	11/04/19 – 11/08/19	09/09/20	09/28/20 – 10/02/20	10/09/20	10/19/20 – 10/23/20	11/09/20	09/27/21 – 10/01/21
Evoline C West	10/28/19 – 11/01/19	09/14/20	09/28/20 – 10/02/20	10/14/20	11/09/20 – 11/13/20	1/20/20	09/27/21 – 10/01/21
Cliftondale Elem	10/28/19 – 11/01/19	09/21/20	10/05/20 – 10/09/20	10/21/20	11/09/20 – 11/13/20	1/20/20	09/27/21 – 10/01/21
Feldwood Elem	01/13/20 – 01/17/20	09/28/20	10/05/20 – 10/09/20	10/28/20	11/16/20 – 11/20/20	1/20/20	09/27/21 – 10/01/21
***Wolf Creek Elem	11/18/19 – 11/22/19	4/27/21	08/09/21 – 08/13/21	08/09/21	09/07/21 – 09/10/21, 09/13/21	10/18/21	09/27/21 – 10/01/21

**Hapeville Charter is a private school and chose to continue remote learning for the remainder of the 2020-2021 school year. For this reason, data for warning period and on has been provided based off the 2021-2022 school year.*

***Both Bethune/McNair and A. Philip/Sandtown have elementary and middle schools in their respective zones. Therefore, they have multiple flashing light times. The flashing lights run from 6:55am – 7:55am & 8:10am – 9:10am in the morning and then in the afternoon from 2:05pm – 3:05pm & 3:50pm – 4:50pm.*

****Wolf Creek Elementary has undergone changes by GDOT in reference to the permit issued for photo enforcement. The permit was not issued until January 2021 and is the reason the warnings started later. Data was added based off the beginning of the 2021-2022 school year.*

Note: Renaissance/Hughes – Though the school is in the city, the roadway is not. Therefore, speeds cannot be enforced by the city of S. Fulton. For this reason, it is not listed in the above table.

WARNING PHASE

Each program began with a 30-day Warning Phase in which speeding violators received warning citations in the mail as part of the PI&E efforts. During these phases, 65,639 warnings were issued.

Speed Study Data by Phase

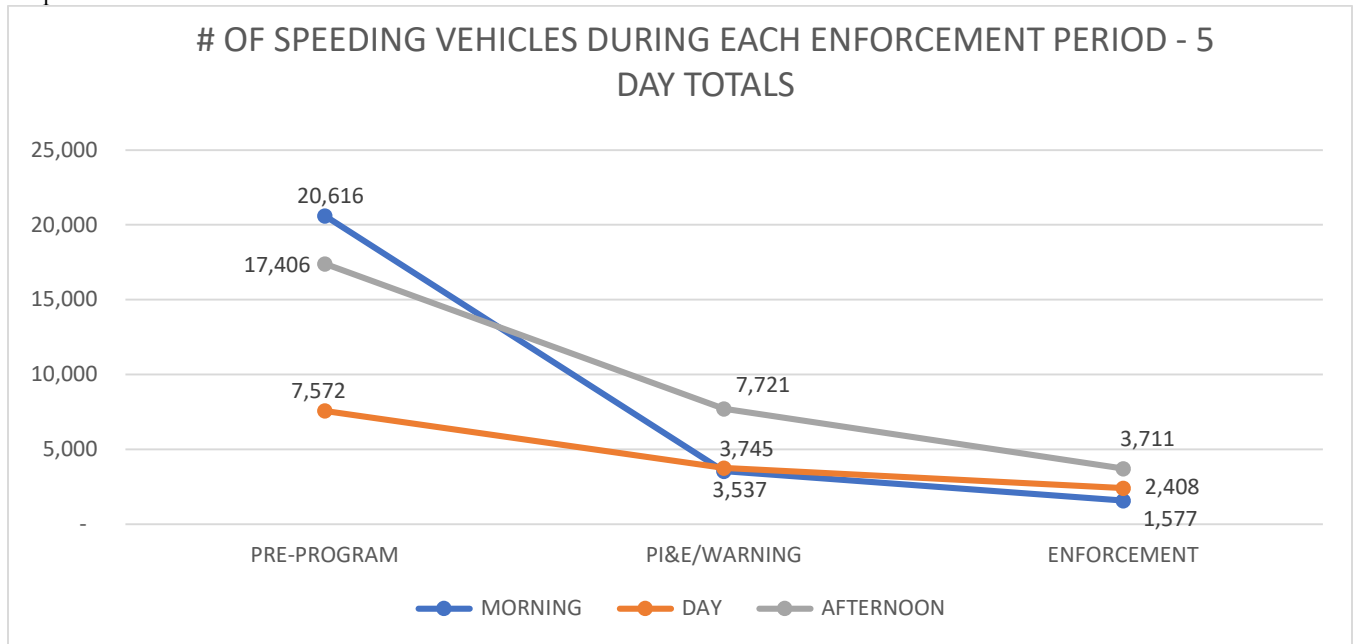
Table B

	SPEEDING VEHICLES (5-DAY STUDY TOTALS)				
	PRE-PROGRAM	PI&E/WARNING	ENFORCEMENT	POST- ENFORCEMENT	% REDUCTION BY SCHOOL
A. PHILIP/SANDTOWN	7,410	2,353	1,198	724	92%
ARLINGTON CHRISTIAN	920	182	78	70	91%
BETHUNE/MCNAIR	2,091	887	678	123	89%
CLIFTONDALE	5,039	1,739	637	212	97%
EVOLINE C. WEST	3,711	2,154	521	197	94%
FELDWOOD	4,404	1,994	1,109	587	88%
HAPEVILLE	3,863	823	621	519	87%
LOVE T. NOLAN	3,080	1,287	914	290	91%
SEABORN LEE	2,025	1,023	477	170	92%
STONEWALL TELL	4,770	1,281	779	285	95%
WESTLAKE	4,865	1,084	526	140	95%
WOLFCREEK	3,416	196	158	194	94%
TOTAL	45,594	15,003	7,696	3,435	
PROGRAM AVERAGE	3,800	1,250	641	286	
% REDUCTION PER PHASE		67%	16%	9%	
% TOTAL REDUCTION			92%		

SPEED REDUCTION

As illustrated in the above Table, every school in which the program was implemented experienced at least an 87% reduction, with the highest reduction being 97%. Thus far, the program has reduced the number of speeding vehicles among all schools by 92%.

Graph A



As indicated in Graph A, reductions were realized during each phase of the school day, with the largest speed reduction being during the morning flashers with a reduction from 20,616 violations to 1,577.

REDUCTION BY PHASE

As seen below in Table C, the warning phase of the program received the largest reduction in every case. 67% fewer motor vehicle operators were speeding through the school zones by the time the program entered into the enforcement phase.

Table C

EFFECTIVENESS OF EACH PHASE (SPEEDING VEHICLES)	
PHASE:	INCREMENTAL REDUCTION IN SPEEDING VEHICLES:
PRE-IMPLEMENTATION TO WARNING	67%
WARNING TO ENFORCEMENT	16%
ENFORCEMENT TO POST-ENFORCEMENT	9%
TOTAL:	92%

Traffic Counts

Table D

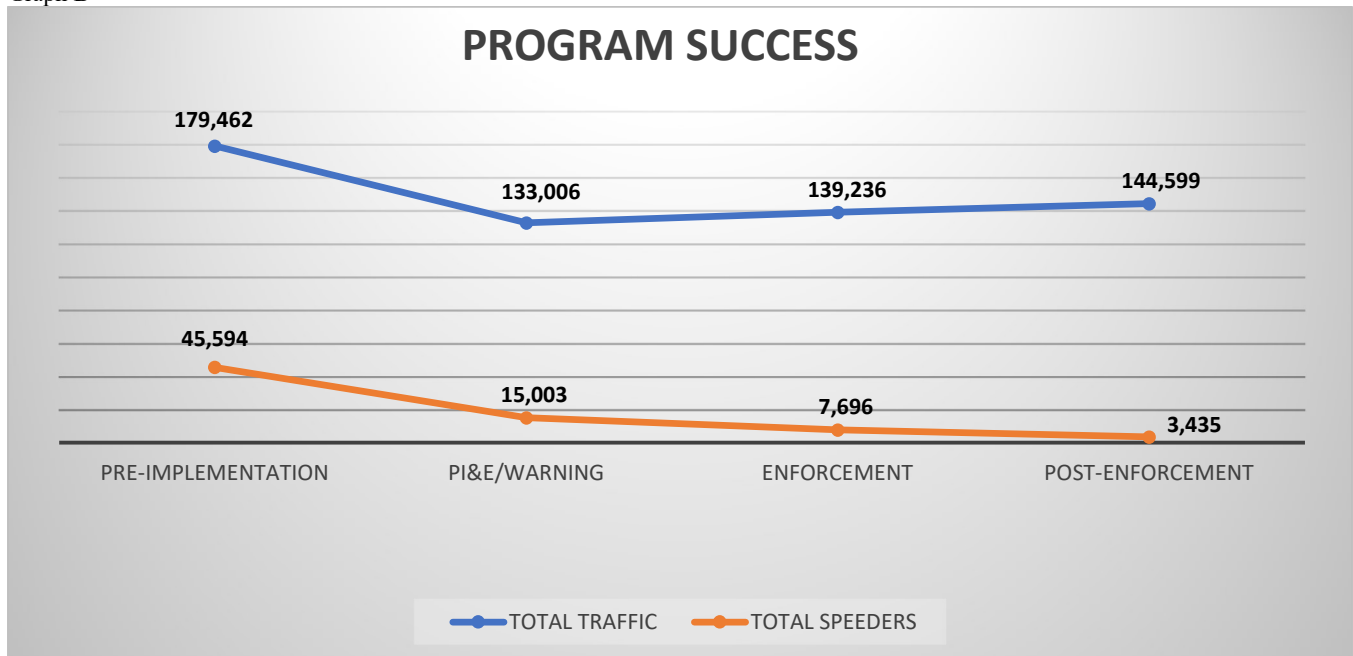
	TRAFFIC COUNT (5-DAY STUDY TOTALS)			
	<u>PRE-IMPLEMENTATION</u>	<u>PI&E/WARNING</u>	<u>ENFORCEMENT</u>	<u>POST-ENFORCEMENT</u>
A. PHILIP/SANDTOWN	31,547	26,472	27,740	25,909
ARLINGTON CHRISTIAN	3,315	3,668	3,255	3,784
BETHUNE/MCNAIR	6,782	5,582	6,315	6,820
CLIFTONDALE	15,815	14,101	14,183	14,744
EVOLINE C. WEST	22,647	17,614	18,511	18,812
FELDWOOD	15,874	6,696	8,926	9,877
HAPEVILLE	29,260	16,392	16,428	17,736
LOVE T. NOLAN	9,471	7,419	7,674	7,715
SEABORN LEE	10,551	10,128	9,409	8,290
STONEWALL TELL	13,397	10,859	11,830	12,165
WESTLAKE	10,500	5,949	6,958	10,862
WOLFCREEK	10,303	8,126	8,007	7,885
TOTAL	179,462	133,006	139,236	144,599
PROGRAM AVERAGE	15,378	11,353	11,930	12,429
% REDUCTION PER PHASE		26%	-4%	-3%
% TOTAL REDUCTION			19%	

As seen in Table D, the speed studies indicate that 19% of the motoring public have chosen to take another route, bypassing the school zone. 26% fewer people began driving through the school zone during the warning period, while there was a slight increase in traffic in the enforcement and post-enforcement periods. Overall, 34,863 fewer vehicles are driving through the school zones per week vs. before the program began.

PHASE 1-4 RESULTS

Prior to the beginning of the program, 45,594 vehicles were speeding through the school zones in South Fulton every week. This shocking reality bred life to a program that through public information, education, and enforcement, has reduced the number of speeders by 92% since inception. In addition, the traffic flow over the period decreased by 34,863 vehicles per week. What does all of this mean for the children that attend schools here? **A safer place to walk, play, and learn.**

Graph B



THE FINE

GA State law established a fine of \$75 for first-time offenders and \$125 fines for second and subsequent offenders.

CONTESTING CITATIONS

Anyone who receives a citation can contest in S. Fulton Municipal Court.

**South Fulton, GA
School Zone Safety Program Data Summary
2021-2022 School Session**

As the 2020-2021 school year ended and the 2021-2022 school year began, the effects of the program continued to be measured. Automated speed enforcement programs were deployed in two new school zones (Hapeville Charter & Wolfcreek Elementary) which were measured both separately, as well as in combination with all other school zones in the South Fulton, GA programs.

THE ONGOING DATA

The data included outlines 5-day speed surveys conducted for South Fulton, GA to show data from the implementation of the program through current (October 1, 2021). Surveys were/will be taken periodically during the 2021-2022 (current) school year. These surveys were/will be conducted on the following dates:

End of 2020-2021 School Session: 05/19/2021 – 5/21/2021, 05/24/2021 – 05/25/2021
Back to School 2021-2022: 08/9/2021 – 08/13/2021 (all zones excluding Arlington Christian)
08/16/2021 – 08/20/2021 (Arlington Christian)
Additional Survey Date: 09/27/2021 – 10/01/2021

**Ongoing data to be added as the 2021-2022 school year progresses.*

PUBLIC INFORMATION AND EDUCATION

The information below in Attachment B outlines Public Information & Education efforts during the beginning of the 2021-2022 school year:

Attachment B

- CBS 46 Tweet about story 7/15/2021
- 11Alive Story 7/15/2021
- 11Alive Story 7/16/2021
- Fox 5 interview with the Chief for a news story Monday, 8/9/2021
- CBS 46 interview with Lt. Shoemaker for news story Monday, 8/9/2021

ADDITIONS TO PROGRAM

Hapeville Charter & Wolfcreek Elementary have been included as separate data summaries throughout this document. Due to COVID-19 and other factors, the enforcement programs in these schools began at later dates than the rest of the South Fulton, GA school zones. Therefore, there is less data available for Hapeville Charter & Wolfcreek, as compared to the rest of the South Fulton school zones.

Below outlines the schedule of when each survey was taken in order to continue to measure the effectiveness of the program implemented by The City of South Fulton, in conjunction with Blue Line Solutions, LLC:

PROGRAM SCHEDULE

Table E

School Zone	End of 2021 School Session	Back to School 2021-2022	Additional Survey
A.Philip Randolph ES/ Sandtown MS	5/19/2021-5/21/2021, 5/24/2021-5/25/2021	8/9/2021-8/13/2021	09/27/2021-10/01/2021
Arlington Christian	5/19/2021-5/21/2021, 5/24/2021-5/25/2021	8/16/2021-8/20/2021	09/27/2021-10/01/2021
Mary Bethune ES/ Ronald McNair MS	5/19/2021-5/21/2021, 5/24/2021-5/25/2021	8/9/2021-8/13/2021	09/27/2021-10/01/2021
Cliftondale ES	5/19/2021-5/21/2021, 5/24/2021-5/25/2021	8/9/2021-8/13/2021	09/27/2021-10/01/2021
Evoline C. West ES	5/19/2021-5/21/2021, 5/24/2021-5/25/2021	8/9/2021-8/13/2021	09/27/2021-10/01/2021
Feldwood ES	5/19/2021-5/21/2021, 5/24/2021-5/25/2021	8/9/2021-8/13/2021	09/27/2021-10/01/2021
Love T. Nolan ES	5/19/2021-5/21/2021, 5/24/2021-5/25/2021	8/9/2021-8/13/2021	09/27/2021-10/01/2021
Seaborn Lee ES	5/19/2021-5/21/2021, 5/24/2021-5/25/2021	8/9/2021-8/13/2021	09/27/2021-10/01/2021
Stonewall Tell ES	5/19/2021-5/21/2021, 5/24/2021-5/25/2021	8/9/2021-8/13/2021	09/27/2021-10/01/2021
Westlake HS	5/19/2021-5/21/2021, 5/24/2021-5/25/2021	8/9/2021-8/13/2021	09/27/2021-10/01/2021

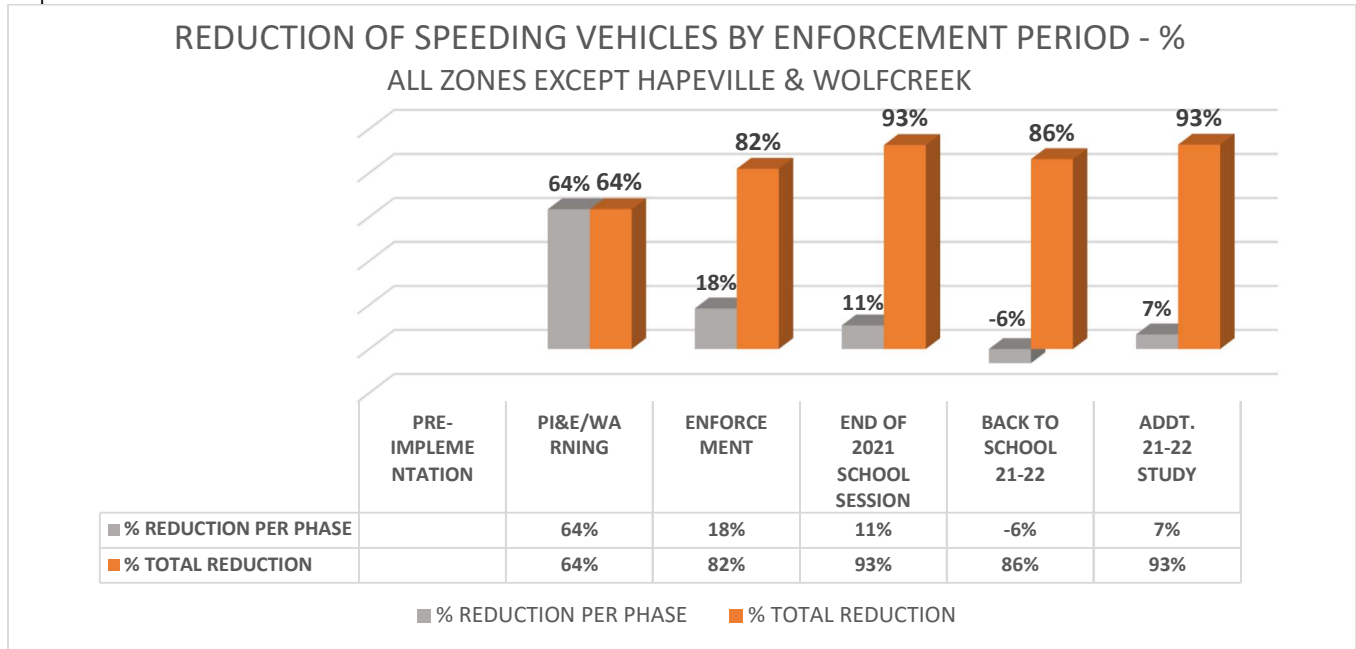
Table F

School Zone	Pre-Implementation	PI&E/Warning	Enforcement	Additional Survey
Hapeville	11/04/19 – 11/08/19	08/09/21 – 08/13/21	09/07/21 – 09/10/21, 09/13/21	09/27/2021- 10/01/2021
Wolfcreek	11/18/19 – 11/22/19	08/09/21 – 08/13/21	09/07/21 – 09/10/21, 09/13/21	09/27/2021- 10/01/2021

**Ongoing data to be added as the 2021-2022 school year progresses.*

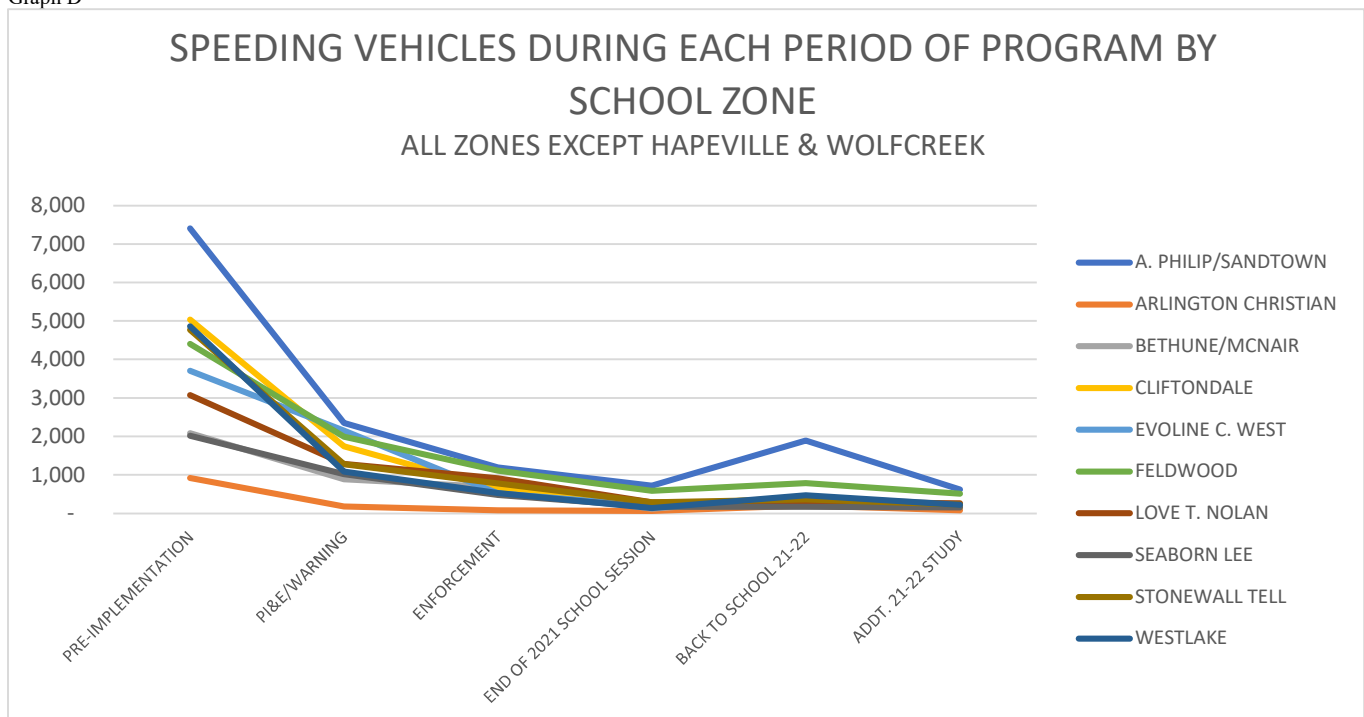
DATA – ALL SCHOOLS EXCEPT HAPEVILLE & WOLFCREEK

Graph C



As illustrated in Graphs C & D, reductions in speeding vehicles were realized during each period of the initial program onset. As of the return to school for the 2021-2022 school year, there was a slight increase in the number of speeding vehicles. *The possibility of an increase at the return of school is expected* - drivers were not issued citations during the summer months while school was not in session, causing them to change their driving behavior. However, upon the most recent study (additional survey – 09/27/21-10/01/21), the number of speeding vehicles has decreased once again to 2,722 (Graph E), **recognizing an overall reduction of 93% since the program was implemented in the included school zones.**

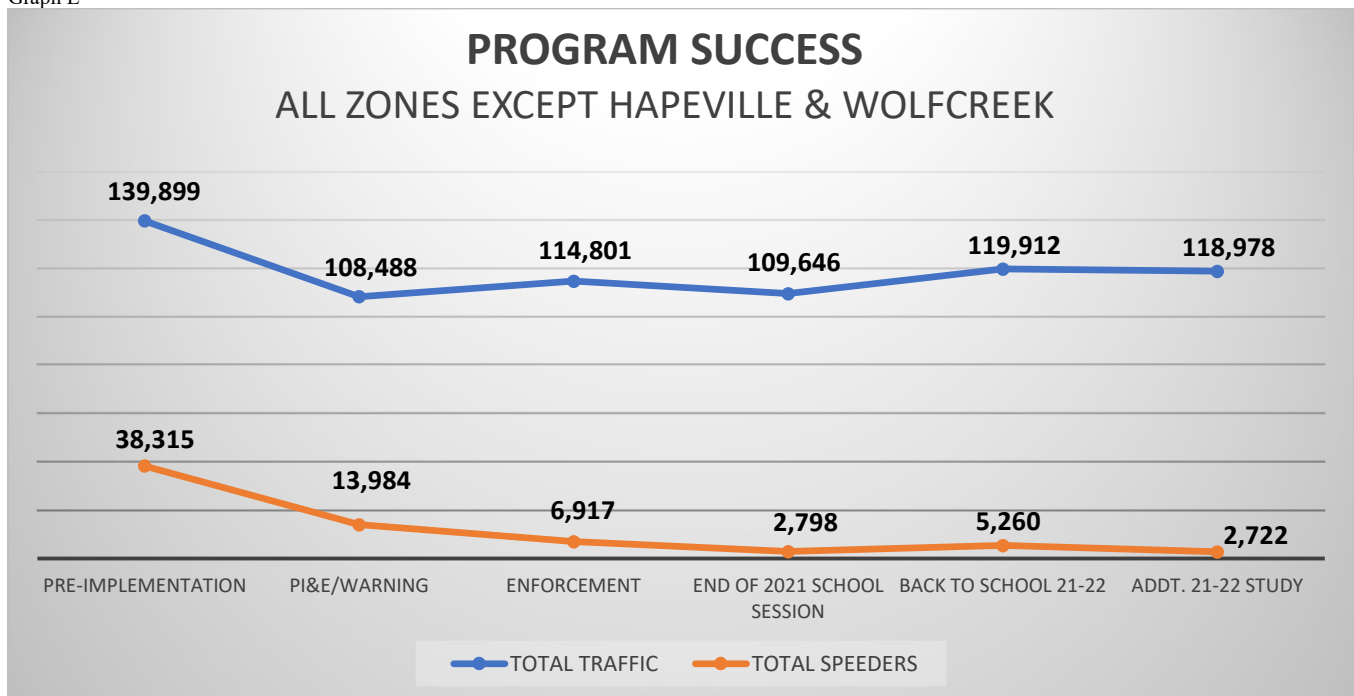
Graph D



THE ONGOING RESULTS: ALL SCHOOL ZONES EXCEPT HAPEVILLE & WOLFCREEK

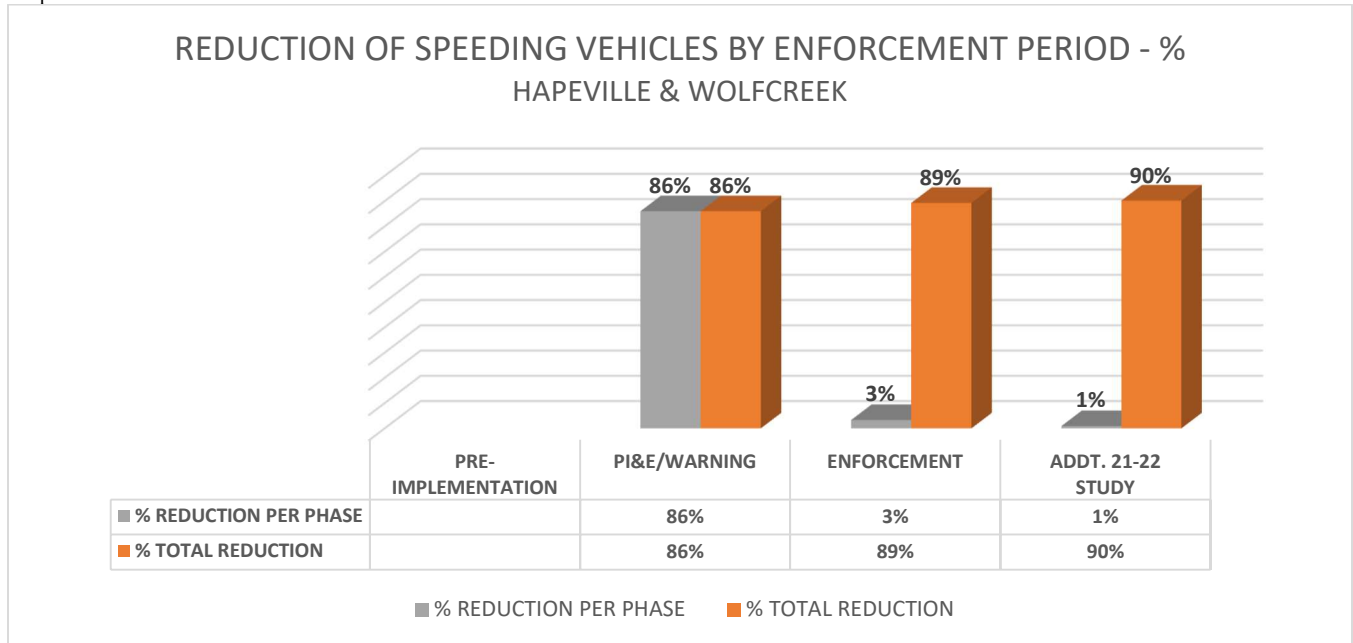
Prior to the beginning of the program, 38,315 vehicles were speeding through all zones apart from Hapeville & Wolfcreek. As of the most recent survey, this number has decreased to 2,722 vehicles – a **93% reduction** in speeding through the school zones. Additionally, traffic count has decreased by 20,921 vehicles since the program's inception – a 15% reduction in traffic. Graph E below further emphasizes the ongoing success of the program.

Graph E



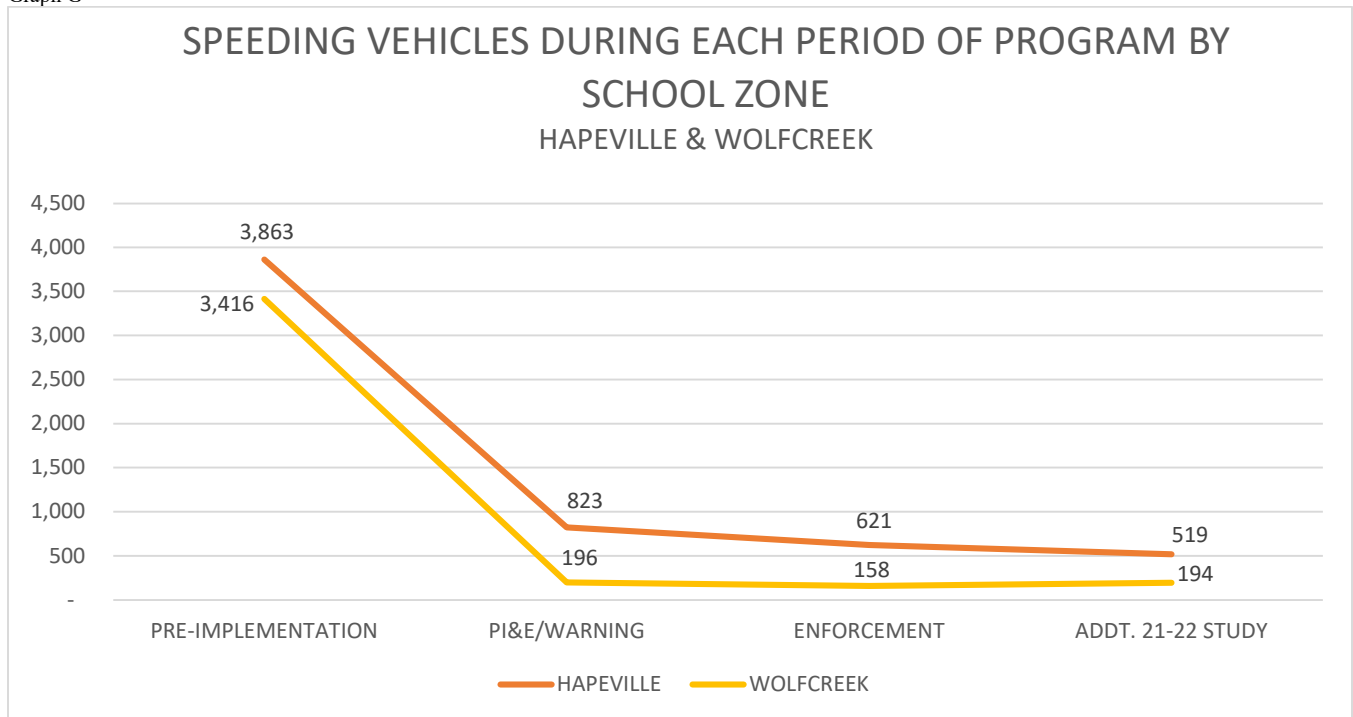
DATA – HAPEVILLE & WOLFCREEK

Graph F



As illustrated in Graphs F & G, reductions in speeding vehicles were realized during each period of the initial program onset. As of the most recent study (additional survey – 09/27/21-10/01/21), the number of speeding vehicles has decreased to 713 (Graph H), **recognizing an overall reduction of 90% since the program was implemented in Hapeville & Wolfcreek school zones.**

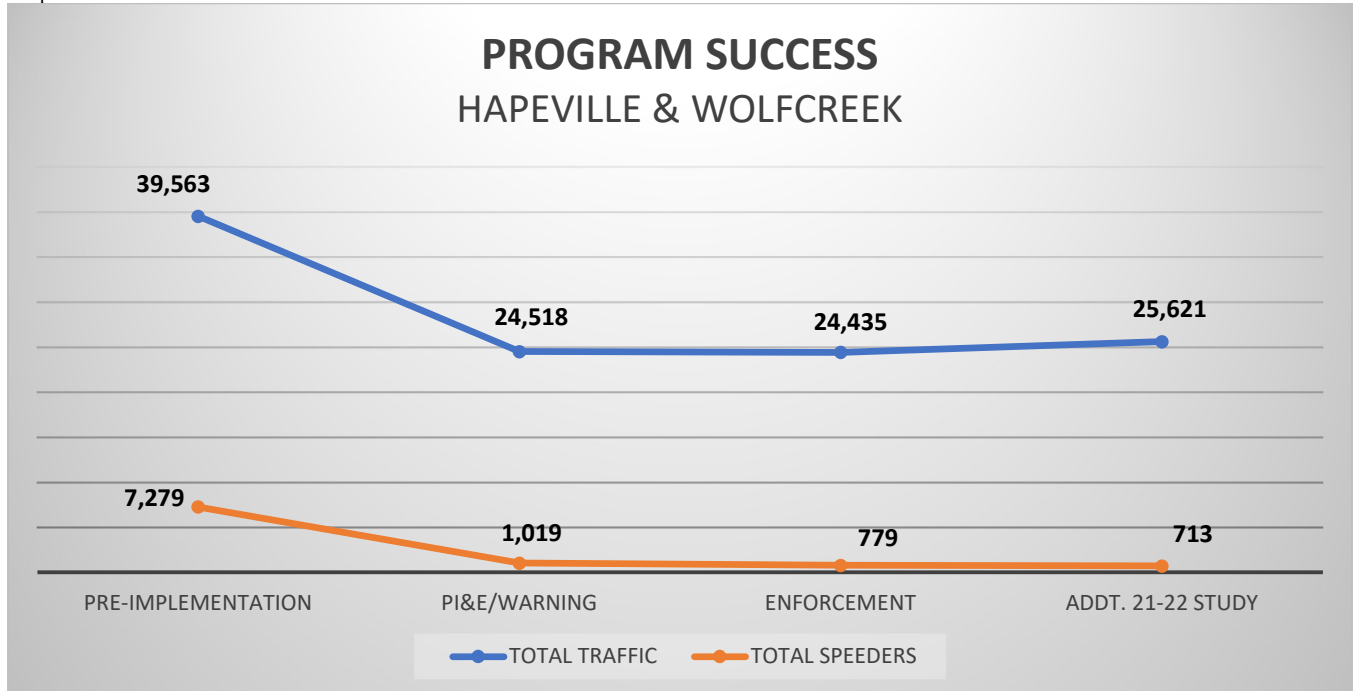
Graph G



THE ONGOING RESULTS: HAPEVILLE & WOLFCREEK

Prior to the beginning of the program, 7,279 vehicles were speeding through the Hapeville Charter & Wolfcreek Elementary school zones. As of the most recent survey, this number has decreased to 713 vehicles – a **90% reduction** in speeding through these school zones. Additionally, traffic count has decreased by 13,942 vehicles since the program's inception – a 35% reduction in traffic. Graph F below further emphasizes the ongoing success of the program.

Graph H



OVERALL RESULTS

Prior to the beginning of the program in December of 2019, 45,594 vehicles were speeding through all combined South Fulton, GA school zones. As of September 27-October 1, 2021, this number has decreased drastically to 3,435 – **an overall reduction of 92%** in speeding vehicles throughout the school zones. Additionally, traffic count has decreased by 34,863 vehicles per week.

Graph J

