



Blue Line Solutions, LLC  
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## Seaborn Lee Elementary School Post Implementation Speed Data Report

The City of South Fulton, GA began implementing a school zone automated speed enforcement program in September 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 thirteen (13) 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 focused 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 an 11-year-old child who was killed in the Sandtown Middle School zone in 2018. As part of the event, the child's father 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 the deceased child's life with a plaque placed on each school zone enforcement camera in the city. The city also developed a PSA in which the father appeared ([visit https://bluelinesolutions.org to view the video](https://bluelinesolutions.org)).

Blue Line Solutions (BLS) drafted and provided brochures to the school system for dissemination to parents, which contain information regarding the program and its purpose. It also served as a notification that the program would be implemented city wide. Additionally, 5"x7" cards were provided by BLS to the school system for disbursement to bus drivers and teachers as further notification that the program was beginning.





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The city then developed a PSA which was broadcast on the city’s website and local TV stations commemorating the child’s life as well as emphasizing the need for drivers to slow down in school zones.

Prior to the announcement of the program, BLS conducted a five (5) day speed study to determine a base line number of speeding vehicles to compare data against as the program was implemented. The Public Information & Education (*PI&E*) component of the program included a 30-day warning period (as required by law) in which the owners of speeding vehicles would receive warning citations in the mail advising that their vehicle had been caught by the enforcement camera system violating the posted speed limit at a minimum of 11 MPH over the speed limit. Upon conclusion of the 30-day warning period, enforcement began, issuing citations with fines of \$75.00 + a \$25.00 processing fee for speeding violations in excess of 10+MPH above the speed limit.

The program in its entirety is designed to reduce the number of speeding vehicles traveling through school zones. Through continual data collection, each element of the program; Pre-implementation, PI&E, and Enforcement phases were measured to determine the continual effectiveness of the program.

**Pre-Implementation Phase**

As indicated by the attached Pre-Implementation Speed Study conducted in October 2019, the 5-day study indicated 10,551 vehicles passed through the school zone between the hours of 6:55 a.m. – 3:05 p.m. Of those vehicles, 2,025 were speeding in excess of 10+MPH above the speed limit (19.19%), as shown in Graph 1.

**Graph 1 – Pre-Implementation Phase**

Date	6:55am – 7:55am			7:55am – 2:05pm			2:05pm – 3:05pm		
	Vehicle Count	Speeders	% Speeding	Vehicle Count	Speeders	% Speeding	Vehicle Count	Speeders	% Speeding
10/28/19	494	251	50.81%	1291	16	1.24%	307	163	53.09%
10/29/19	498	238	47.79%	1341	34	2.54%	299	182	60.87%
10/30/19	448	200	44.64%	1279	34	2.66%	265	135	50.94%
10/31/19	446	200	44.84%	1389	34	2.45%	296	135	45.61%
11/01/19	463	192	41.47%	1410	58	4.11%	325	153	47.08%
<b>Totals:</b>	<b>2349</b>	<b>1081</b>	<b>46.02%</b>	<b>6710</b>	<b>176</b>	<b>2.62%</b>	<b>1492</b>	<b>768</b>	<b>51.47%</b>

Vehicles Traveling Through School Zone: **10,551**

Speeding Vehicles (11MPH+): **2,025**

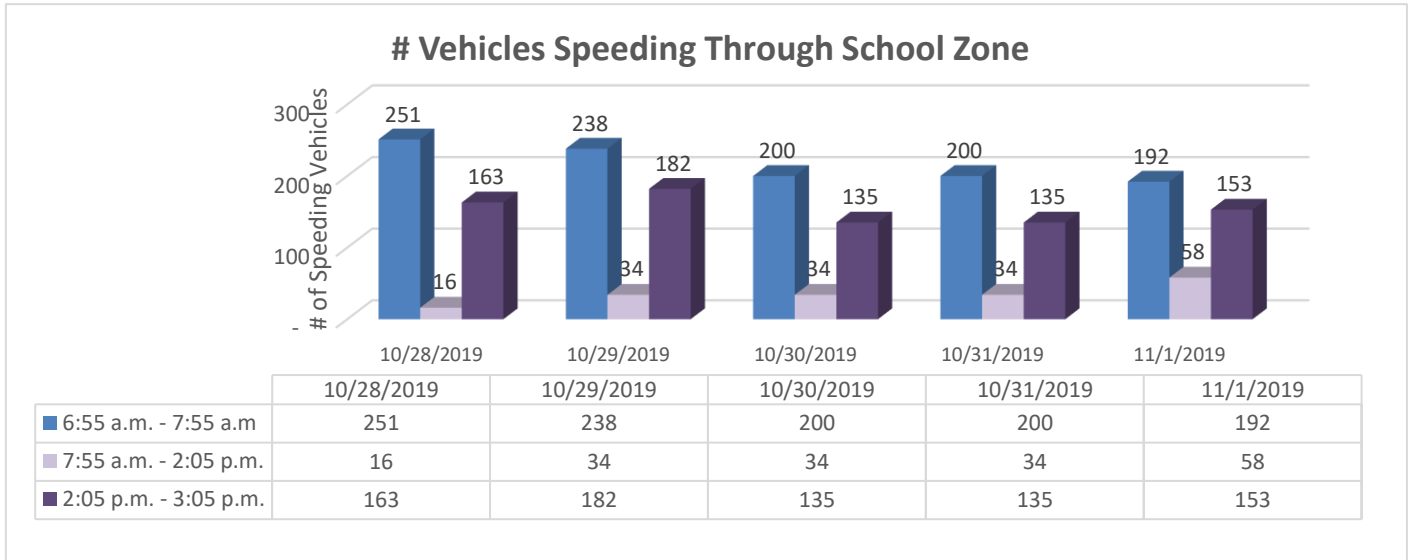
**19.19% of vehicles traveling through the zone were speeding 11MPH+ above the speed limit.**



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Graph 2 indicates the highest number of speeding vehicles within the indicated hours in each of the days.

**Graph 2 Pre-Implementation Phase**



**PI&E Phase**

The data during PI&E indicates a major positive impact to the speeding problem without any enforcement. Graph 3 indicates the flow of **traffic changed very little (4%)** from the pre-implementation study. However, the **number of speeding vehicles dropped by 49.5%**.

**Graph 3– PI&E Phase**

Date	6:55am – 7:55am			7:55am – 2:05pm			2:05pm – 3:05pm		
	Vehicle Count	Speeders	% Speeding	Vehicle Count	Speeders	% Speeding	Vehicle Count	Speeders	% Speeding
12/16/20	425	85	20.00%	1331	43	3.23%	287	100	34.84%
12/17/20	415	56	13.49%	1305	30	2.30%	280	91	32.50%
12/18/20	445	76	17.08%	1338	36	2.69%	264	90	34.09%
12/19/20	421	55	13.06%	1347	36	2.67%	214	104	48.60%
12/20/20	411	56	13.63%	1346	55	4.09%	299	110	36.79%
<b>Totals:</b>	<b>2117</b>	<b>328</b>	<b>15.49%</b>	<b>6667</b>	<b>200</b>	<b>3.00%</b>	<b>1344</b>	<b>495</b>	<b>36.83%</b>

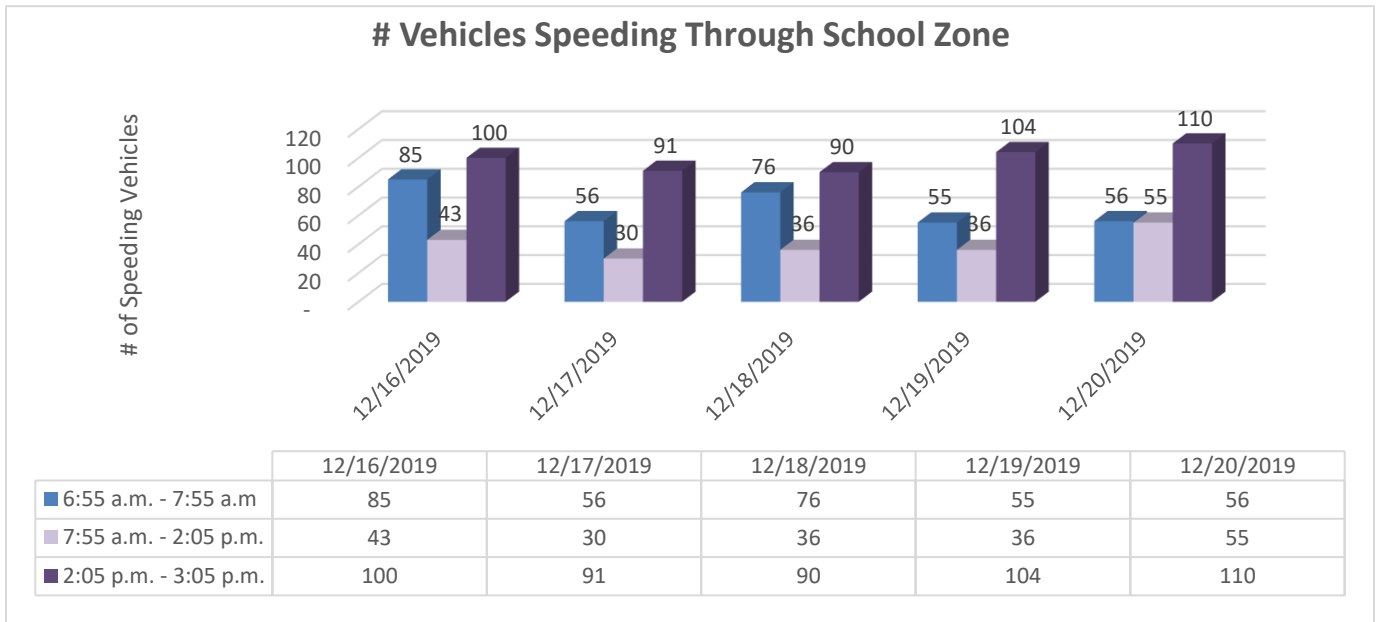
Vehicles Traveling Through School Zone: **10,128**

Speeding Vehicles (11MPH+): **1,023**



When a comparison is made between the pre-implementation phase and the PI&E phase, the data indicates the largest reduction in speeding vehicles was seen in the morning school zone hours; a **69.66% reduction** while the afternoon school hours experienced a **35.55% reduction**.

**Graph 4– PI&E Phase**



**Enforcement Phase**

Once the enforcement phase began, another study was conducted one week into the phase. An interesting fact was noted; The traffic flow dropped from PI&E phase by 719 vehicles, or 7%. The enforcement phase again brought a significant reduction in the number of speeding vehicles. As indicated by Graph 5, the **number of speeding vehicles dropped 53.4% from the PI&E phase**.



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### Graph 5: Enforcement Phase

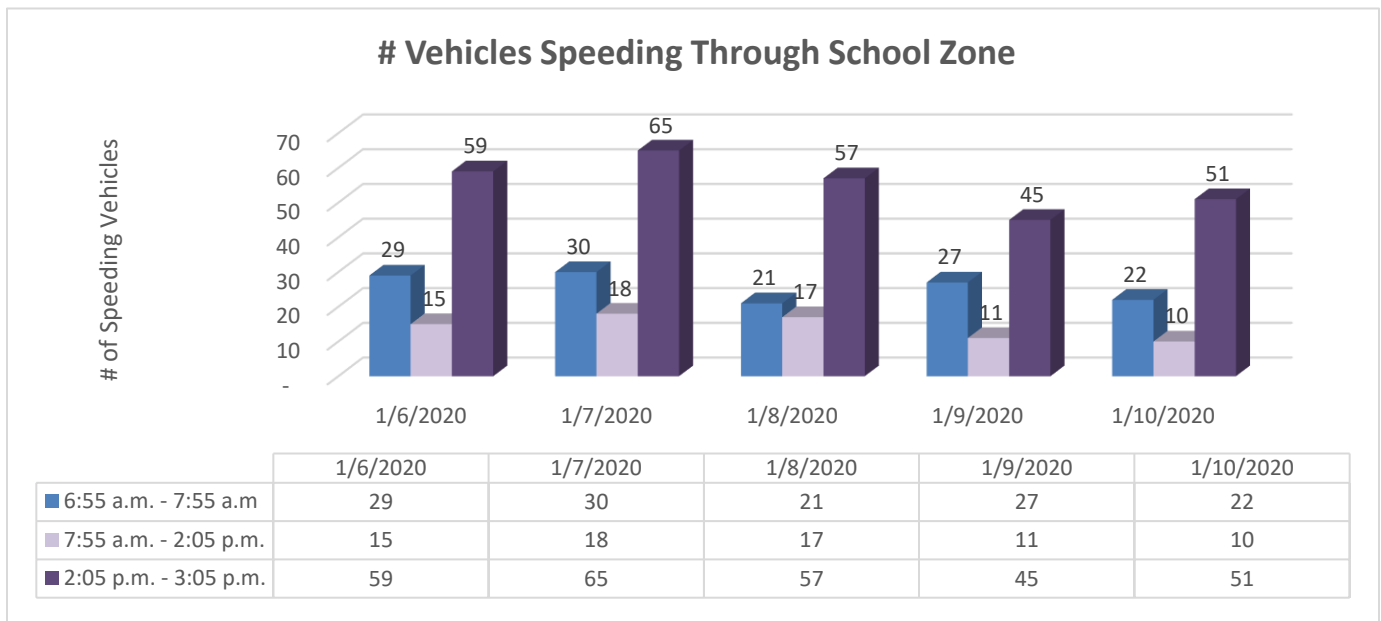
Date	6:55am – 7:55am			7:55am – 2:05pm			2:05pm – 3:05pm		
	Vehicle Count	Speeders	% Speeding	Vehicle Count	Speeders	% Speeding	Vehicle Count	Speeders	% Speeding
01/06/20	407	29	7.13%	1083	15	1.39%	276	59	21.38%
01/07/20	408	30	7.35%	1225	18	1.47%	261	65	24.90%
01/08/20	449	21	4.68%	1222	17	1.39%	276	57	20.65%
01/09/20	404	27	6.68%	1198	11	0.92%	254	45	17.72%
01/10/20	415	22	5.30%	1267	10	0.79%	264	51	19.32%
<b>Totals:</b>	<b>2083</b>	<b>129</b>	<b>6.19%</b>	<b>5995</b>	<b>71</b>	<b>1.18%</b>	<b>1331</b>	<b>277</b>	<b>20.81%</b>

Vehicles Traveling Through School Zone: **9,409**

Speeding Vehicles (11MPH+): **477**

Decreases in the number of speeders were realized in every timeframe for each of the days. During the enforcement phase the number of speeding vehicles **dropped** vs. the PI&E phase by **60.67% in the school zone morning hours, 64.50% during the daytime hours, and 44.04% during the school zone afternoon hours.**

### Graph 6 - Enforcement Phase





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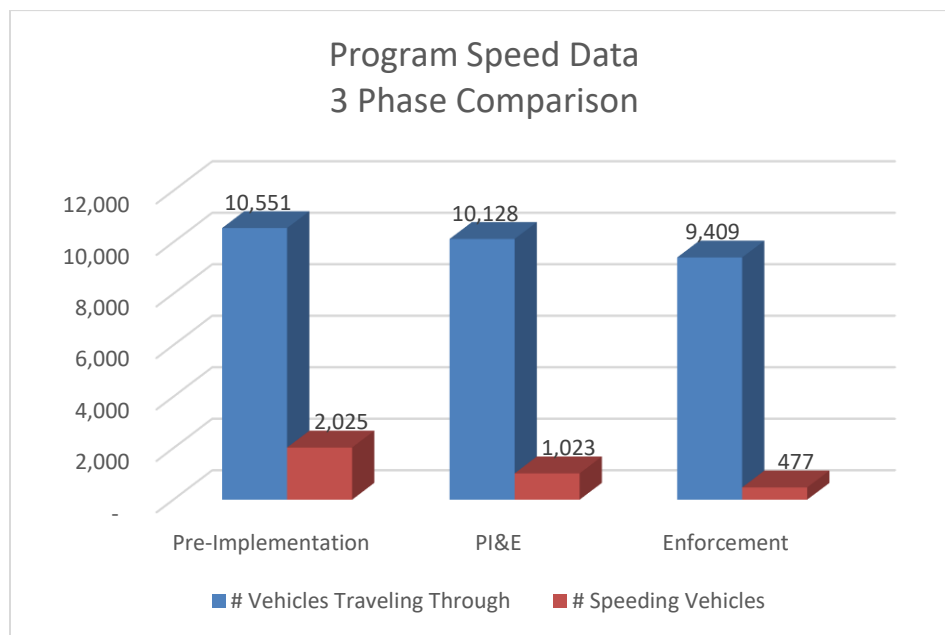
Again, the largest reduction in speeding vehicles was realized during the morning school zone hours of **60.67%**. followed by a reduction in the afternoon school zone hours of **44.04%**, and by **64.5%** during the daytime.



**Summary:**

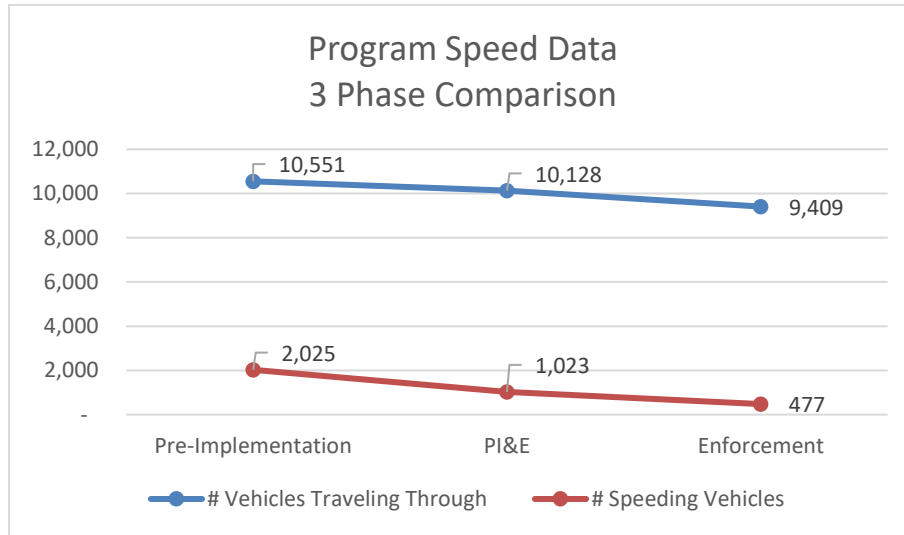
The program was implemented in **three** phases: Pre-Implementation, PI&E, and Enforcement. Speed studies were conducted for a period of 5 days during each phase. The total traffic count in among all phases reduced by **10.8%** during the entire period, while the overall speeding vehicle reduction was **76.4%**. Each phase indicates a reduction in both vehicles traveling, which may mean that motorists drove a different route, however the reduction in the number of speeding vehicles proves the program was effective in every phase.

**Graph 7 – Summary of All Three Phases**





**Graph 8 – Summary of All Three Phases**



The overall success of the program indicates the following:

The number of vehicles speeding in each of the three daytime periods experienced overall reduction in speeding vehicles as well, as illustrated in Graph 9.

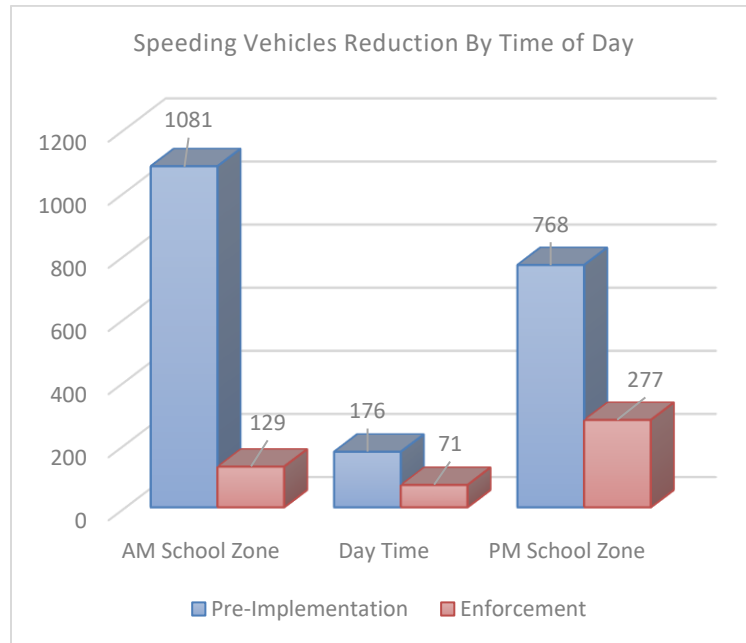
- Morning (AM) School Zone reduced from 1081 to 129, a reduction of **88.07%**
- Daytime hours reduced from 176 to 71, a reduction of **59.66%**
- Afternoon (PM) School reduced from 768 to 277, a reduction of **63.93%**





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**Graph 9 – Pre-Implementation vs. Enforcement by Section of Day**



- A reduction during the PI&E phase of speeding vehicles by **49.50%** from the pre-implementation
- A reduction from the PI&E phase to the enforcement phase of speeding vehicles was **53.37%**
- The overall reduction of speeding vehicles from pre-implementation to enforcement phases was **76.4%**