



MAKING EASTON'S SCHOOL ZONES SAFER



Every school day in Easton...

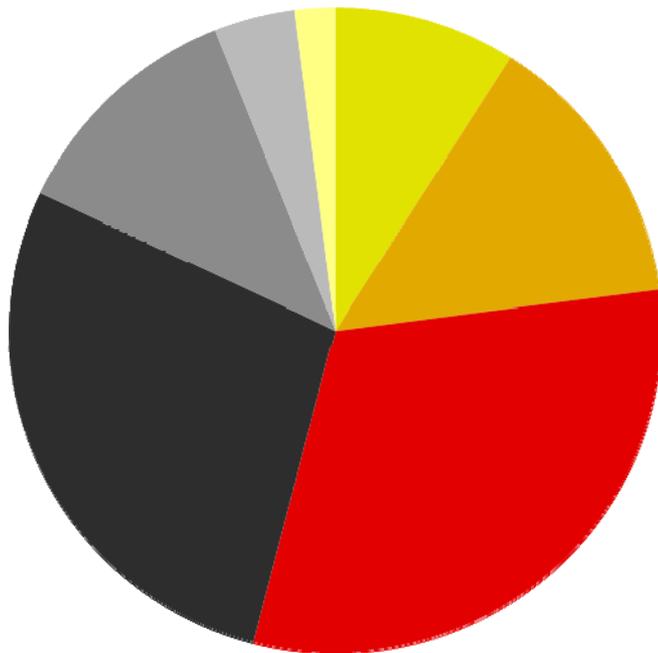
- ▶ Approximately 41 certified school buses enter our school zones.
- ▶ Approximately 466 School employees enter our school zones.
- ▶ Approximately 3964 students enter our school zones.



Average # of Vehicles and Speeds

- ▶ Easton High School - 4782 per day from 6am to 8pm

SPEEDS



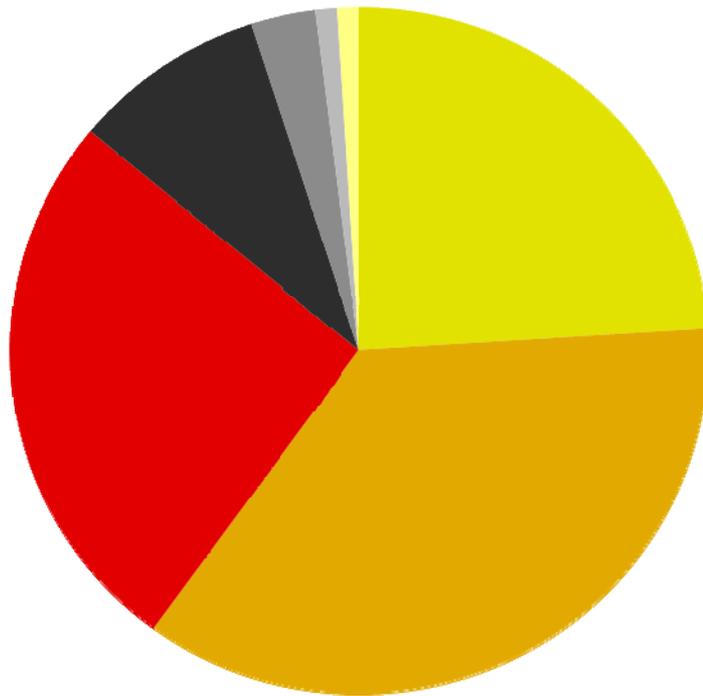
■	<24 mph	9%	464 vehs.
■	25-29 mph	14%	659 vehs.
■	30-34 mph	31%	1499 vehs.
■	35-39 mph	28%	1316 vehs.
■	40-44 mph	12%	556 vehs.
■	45-49 mph	4%	181 vehs.
■	50+ mph	2%	106 vehs.



Average # of Vehicles and Speeds

- ▶ Easton Middle School – 6506 per day from 6am to 8pm

SPEEDS



■	<24	mph	24%	1593 vehs.
■	25-29	mph	36%	2313 vehs.
■	30-34	mph	26%	1674 vehs.
■	35-39	mph	9%	609 vehs.
■	40-44	mph	3%	175 vehs.
■	45-49	mph	1%	61 vehs.
■	>50	mph	1%	81 vehs.

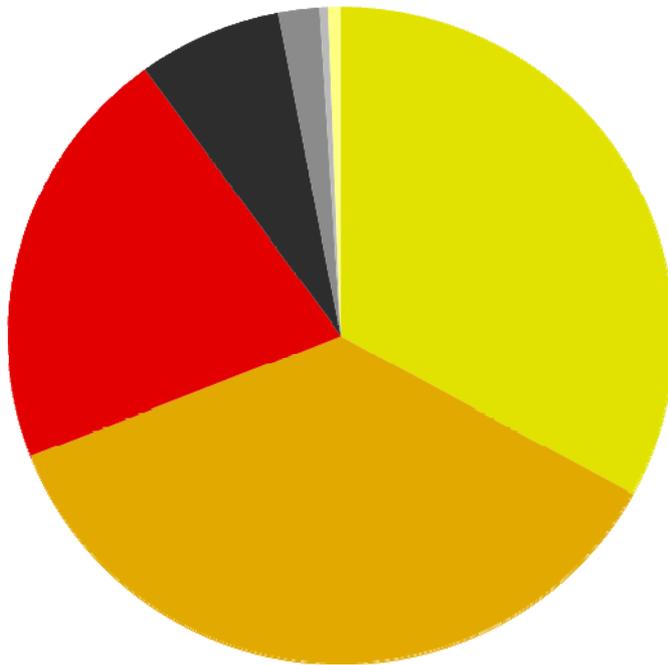


Average # of Vehicles and Speeds

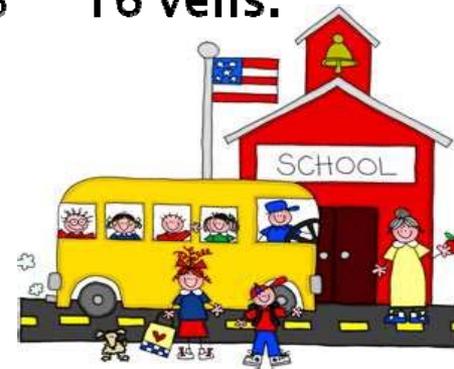
- ▶ Easton Elementary School - 1726 per day from 6am to 8pm



SPEEDS



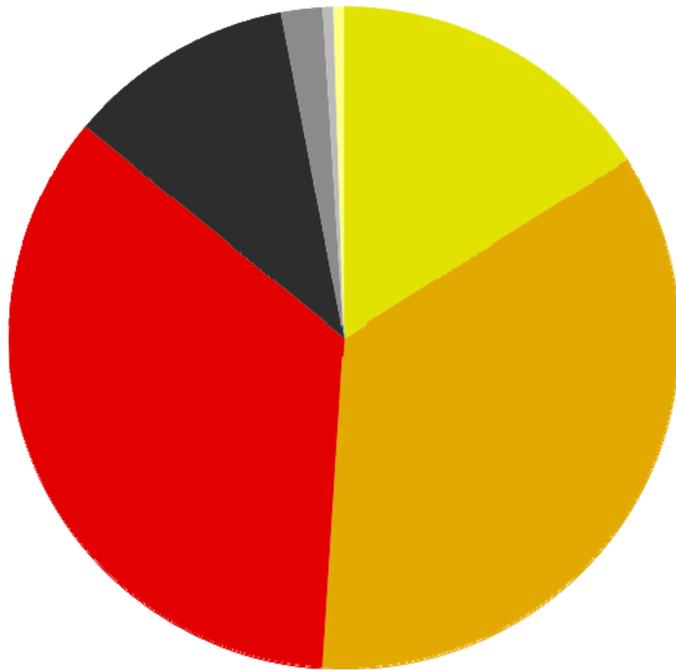
■	<24 mph	33%	578 vehs.
■	25-29 mph	36%	614 vehs.
■	30-34 mph	21%	359 vehs.
■	35-39 mph	7%	117 vehs.
■	40-44 mph	2%	31 vehs.
■	45-49 mph	.4%	11 vehs.
■	>50 mph	.6%	16 vehs.



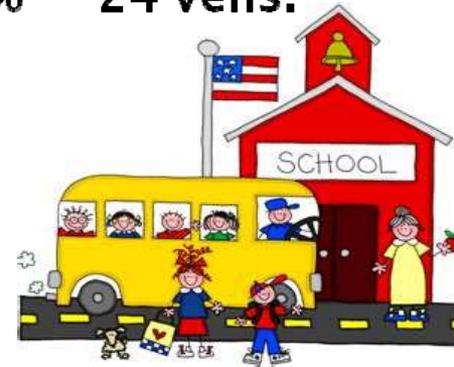
Average # of Vehicles and Speeds

- ▶ Talbot Co. Board of Ed. – 4389 per day from 6am to 8pm

SPEEDS



■	<24 mph	16%	724 vehs.
■	25-29 mph	35%	1518 vehs.
■	30-34 mph	35%	1514 vehs.
■	35-39 mph	11%	494 vehs.
■	40-44 mph	2%	91 vehs.
■	45-49 mph	.5%	24 vehs.
■	>50 mph	.5%	24 vehs.

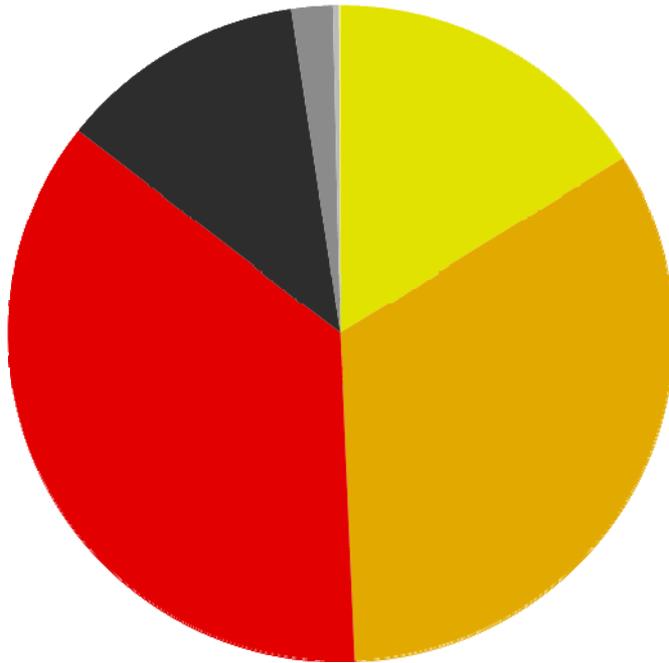


Average # of Vehicles and Speeds

- ▶ Chesapeake Christian School – 3991 per day from 6am to 8pm



SPEEDS



	< 24 mph	16%	619 vehs
	25-29 mph	33%	1329 vehs.
	30 34 mph	36%	1462 vehs.
	35-39 mph	12%	489 vehs.
	40-44 mph	2%	80 vehs.
	45-49 mph	.3%	10 vehs.
	50> mph	.05%	2 vehs.

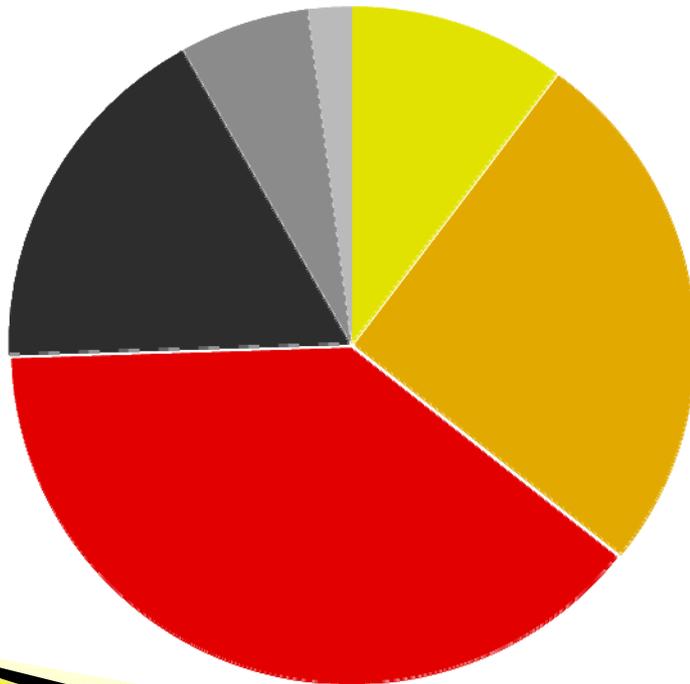


Average # of Vehicles and Speeds

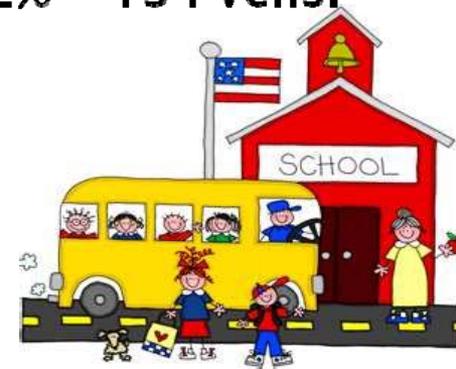
- ▶ The Country School - 6495 per day from 6am to 8pm



SPEEDS



■	<24 mph	10%	620 vehs.
■	25-29 mph	25%	1644 vehs.
■	30-34 mph	38%	2454 vehs.
■	35-39 mph	17%	1130 vehs.
■	40-44 mph	6%	386 vehs.
■	45-49 mph	2%	127 vehs.
■	50> mph	2%	134 vehs.

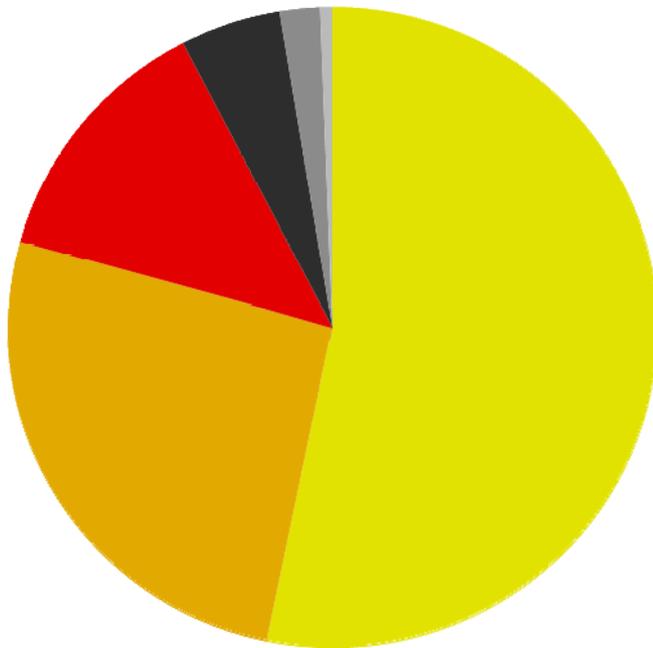


Average # of Vehicles and Speeds

- ▶ Sts. Peter and Paul School – 1 862 per day from 6am to 8pm



SPEEDS



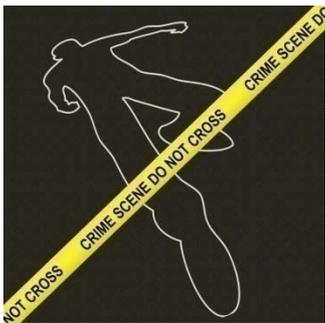
■	<24	mph	53%	984	vehs.
■	25-29	mph	26%	486	vehs.
■	30-34	mph	13%	249	vehs.
■	35-39	mph	5%	90	vehs.
■	40-44	mph	2%	30	vehs.
■	45-49	mph	.6%	14	vehs.
■	50>	mph	.4%	9	vehs.



SCHOOL ZONE SAFETY



- ▶ Speeding, i.e. driving too fast for conditions is one of the most prevalent factors contributing to traffic crashes. [SHA, 2009]
- ▶ Nearly 1/3 of all fatal crashes are “speed-related” [NHTSA, 2007]
- ▶ Traditional enforcement procedures require an Officer to follow and stop a violator in order to issue a citation, but traffic volume and safety considerations especially in a busy school zone result in the apprehension of only a fraction of the violators and put motorists, pedestrians, and the Officer at risk.



Accidents In Easton

Handled by EPD within ½ mile of a School from 2001–2010



- ▶ Motor Vehicle Accidents with injury=**609**
- ▶ Motor Vehicle Accidents without injury=**1652**
- ▶ Total Motor Vehicle Accidents=**2261**



Enforcement In Easton

Enforced by EPD within ½ mile of a School from 2001–2010

- ▶ Speed Enforcement Stops = 11884
- ▶ Other Traffic Stops = 9301
- ▶ Total Traffic Stops = 21185



Conventional Resource Allocation Addressing School Zone Enforcement

- ▶ Assign an Officer to conduct enforcement within a school zone
 - Financial Requirements
 - Officer salary = \$56.26 (2 hours of enforcement)
 - Vehicle = \$21.00 (2 hours of enforcement)
 - Radar unit = \$2012.50 PER UNIT COST
 - Court from enforcement = \$84.38 (2 hours of overtime)
 - **Total = \$2174.14**





Recognizing this situation,
Maryland enacted a law, which took
effect October 2009, that allows for
AUTOMATED SPEED ENFORCEMENT
(ASE) in designated school zones
across the State (TR § 21-809)



Automated Speed Enforcement (ASE)

Automated speed enforcement (ASE) systems, commonly known as “speed cameras”, are one of a wide range of measures that are effective at reducing vehicle speeds and crashes when used correctly and in the appropriate circumstances.



ASE systems should **ONLY** be placed in **SCHOOL ZONES** with documented speed-related safety problems.

ASE systems use one or more devices to measure vehicle speeds and produce recorded images of motor vehicles traveling at speeds above a defined threshold.



Automated Speed Enforcement (ASE)

□ How does it work?

□ Date

□ Time

□ Location of violation

□ Vehicle speed

□ Images of offending vehicle's license plate will be recorded

□ The images are sent electronically to the manufacturer/supplier of the equipment

□ Manufacturer verifies information

□ Information is sent to EPD for final verification

□ After final verification the owner will be mailed a CIVIL citation.



RedSpeed™ Speed Monitoring System



- ▶ Utilizes a Ford Escape supplied by RedSpeed™
- ▶ Mounted inside the Ford Escape is the camera, radar and other devices supplied by RedSpeed™
- ▶ Vehicle maintenance handled by RedSpeed™
- ▶ Vehicle insurance maintained by RedSpeed™
- ▶ Electronic monitoring equipment supplied by RedSpeed™



Benefits of ASE

- ▶ Speed monitoring systems provide safe and consistent enforcement at a reasonable cost, while allowing police officers to focus on other enforcement efforts.
 - ▶ Less than 1% Percent contest the citations and go to court
 - ▶ Performs in inclement weather
 - ▶ NO INCREASED COST to Easton's taxpayers
 - ▶ Our portion of the revenue can be used for anything public safety related
- 



Program Philosophy

[SHA, 2009]

Using an integrated approach that involves public education, attitude change and visible enforcement, local jurisdictions and municipalities should seek to encourage a change in driver behavior and to increase driver awareness of the potential life-altering impacts of speed-related crashes in school zones

- Clearly identify and effectively communicate speed-related safety problems to public.
- Make ASE sites visible to road users through signing and media outlets.
- Deploy ASE sites only where they fulfill a bona-fide need.
- Ensure a fair program by installing ASE sites only after careful consideration and study and not solely for the purpose of raising revenues.
- Determine the effectiveness of the program through continuous, ongoing evaluations.



Site Selection



Maryland law allows ASE systems in designated school zones.

(SCHOOL ZONE): a segment of highway located within a School Area that is

1. Routinely used by pupils for access to or egress from school building or grounds,
2. Established by official action, and
3. Designated by appropriate signs.

Maryland Annotated Code (TR § 21-803.1) allows School Zones to be established within a one-half mile radius of any school. However, this does not mean that all roads within a one-half mile radius of a school are considered School Zones. The SHA, or the local authority having jurisdiction over the road, must officially establish a School Zone and designate it with the appropriate signs before it becomes a School Zone.



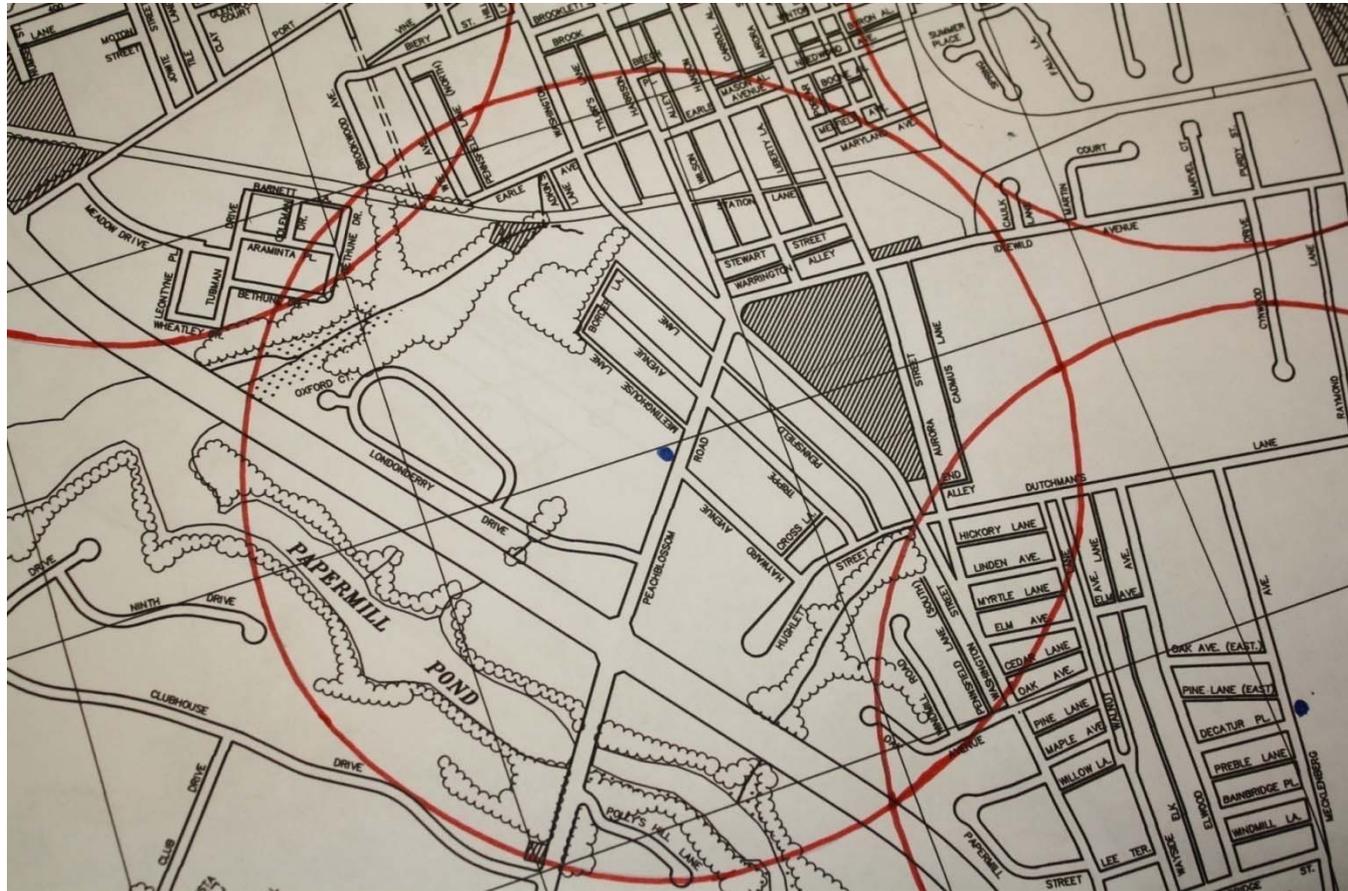
Potential School Zone Areas

- ▶ Easton High School



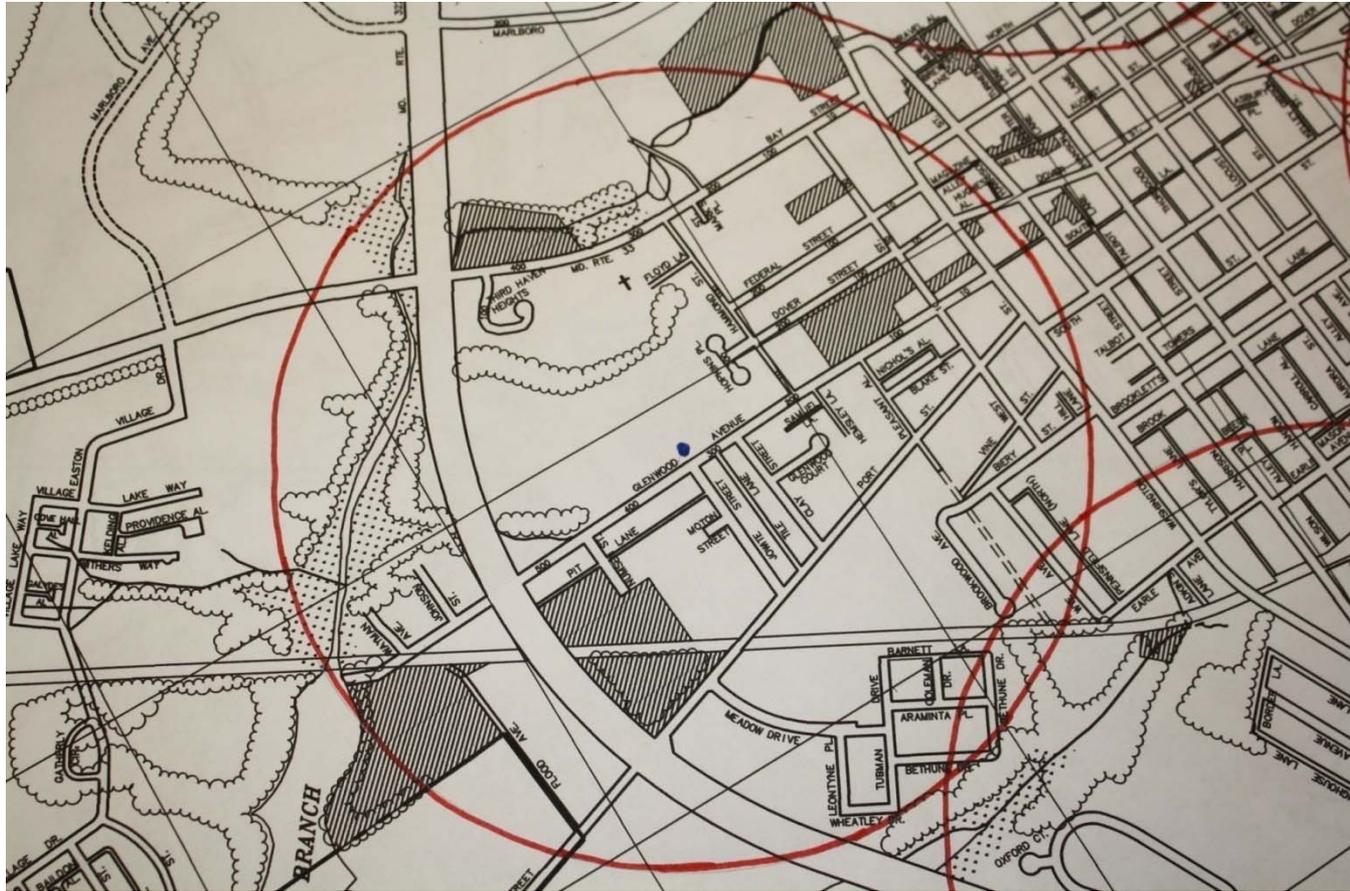
Potential School Zone Areas

- ▶ Easton Middle School



Potential School Zone Areas

- ▶ Easton Elementary School



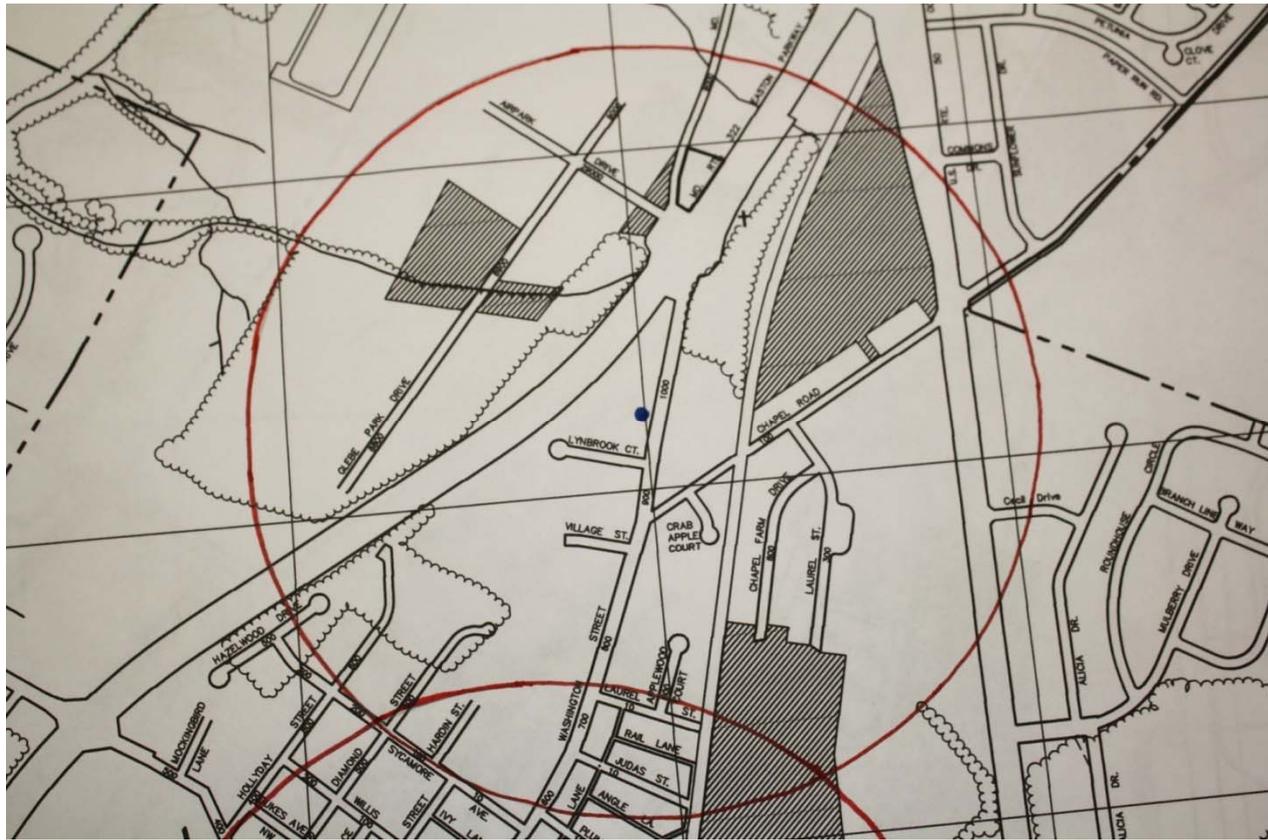
Potential School Zone Areas

- ▶ Talbot County Board of Education



Potential School Zone Areas

- ▶ Chesapeake Christian School



Potential School Zone Areas

- ▶ The Country School



Potential School Zone Areas

- ▶ Sts. Peter and Paul Schools



Facts

[SHA, 2009]

- ▶ ASE systems must be certified and calibrated yearly. The systems must also undergo self-tests each day prior to deployment.
- ▶ The speed camera is triggered when a vehicle reaches a speed over a defined threshold. Per Maryland law, images may only be used to issue a CIVIL citation if a vehicle is exceeding the speed limit by 12mph or more.
- ▶ Photo violations do not result in points and cannot be used to increase a person's insurance rates.
- ▶ The maximum fine of \$40 for a photo-violation is lower than the typical fine for a similar school zone speeding violation.
 - 0-9 mph = \$120
 - 10-19 mph = \$140
 - 20-29 mph = \$270
- ▶ Recipients of citations may contest them in District Court
- ▶ The operation of school zone cameras is restricted to Monday through Friday, from 6AM to 8PM.
- ▶ Only warnings may be issued for a period of at least 30 days after the first school zone speed camera is placed in the local jurisdiction.
- ▶ Maryland law requires local jurisdiction to publish notice of the location of all unmanned stationary speed cameras on their website and in a newspaper of general circulation in that jurisdiction.



SUMMARIZATION

- ▶ Only affects subjects who are VIOLATING the law!
- ▶ No INCREASED COST to Easton's taxpayers
- ▶ Prevents speeding and will benefit the public's health, safety, and welfare to not only the Town's citizens, Government, & Board of Education, but most importantly OUR children.

