



Guyton Police Department

505 Magnolia Street. Guyton, Georgia 31312

Guyton Police Department to Implement New Traffic Safety Program to Reduce Excessive Speeding Through School Zones

Guyton Georgia, (7/19/2022) The Guyton Police Department will begin an Automated Traffic Enforcement Speed Device program at Guyton Elementary to increase safety for students, parents, teachers, and anyone else traveling through the school zones.

Guyton Police Department is a small agency, and we want to use all the tools available to free up officers to respond to calls inside the city.

As a part of this program, speed studies were conducted during school hours for a five-day period to see how many vehicles were speeding through the school zone. During the 5-day period, we had 684 speeding vehicles. Speeding vehicles are defined as any vehicle speeding in excess of 10 miles per hour over the posted speed limit.

The Photo Speed Enforcement System combines a public information campaign, starting with this press release; as well as a 30-day warning period to encourage people to slow down and change their driving habits. In our school zone, there are posted speed limits. We also have flashing lights and additional road signs to show a vehicle's speed and give advance warning of the upcoming school zone. Cameras will be used to identify any vehicles traveling over the approved speed limit. Anyone in the designated school zone driving 11 mph or more over the posted speed limit will receive a citation in the mail.

The 22/23 school year will mark the beginning of the program and the start of the initial 30-day warning period. During this 30-day warning period, violators will receive a warning in the mail that carries no fine. After the warning period has expired, violators will receive a citation in the mail. This violation is a civil violation and is not considered a traffic violation. You will not receive points on your driver's license, and it will not be reported to your insurance. The automated speed zone will be enforced on school days starting one hour before school starts until one hour after the end of the school day. Even when lights are not flashing, the regularly posted speed limit will be photo enforced when school is in session and children are present.

Once the 30-day warning period begins, enforcement will start 30 days after that. We're committed to safeguarding our kids with this innovative initiative. Please drive safely in our school zones and in our community.



Guyton Elementary School
Photo Speed enforcement is coming.
What you need to know!

Date of launch: 22/23 School Year

There will be a 30-day warning period and valid citations will be issued thereafter

Duration: Ongoing

Cost to taxpayers and community: \$0

Who oversees this new program? The Guyton Police Department

Who will be helped? Students, faculty, staff and crossing guards.

Hours of operation: 7:15AM-4:15PM

Violators will receive a citation in the mail if they exceed 10MPH over the posted speed Limit.

POSTED speed is 35MPH / FLASHER speed is 35MPH

Equipment:

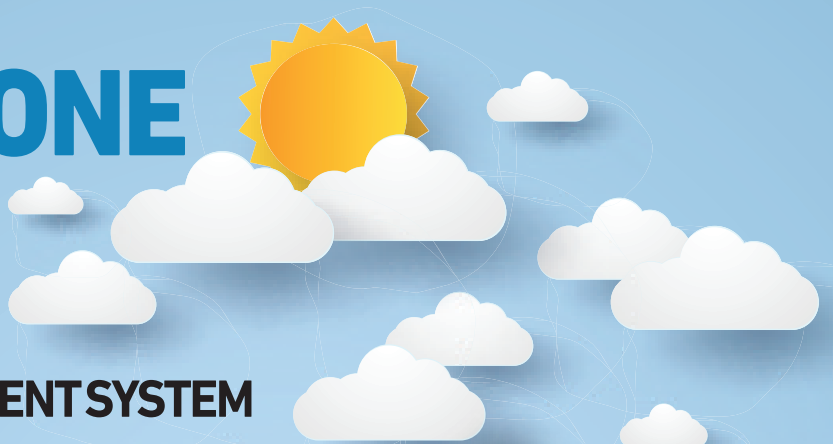
- Stationary LIDAR Cameras, utilizing 100% reliable laser technology to identify speeding cars and calculate speed.
- Radar speed signs showing drivers their speed
- Photo enforcement warning signs

Projected success:

- On average, these programs have reduced the number of speeders by 92% throughout the Country.

For more information please call: Guyton City Hall at 912-772-3353

SPOTLIGHT ON SCHOOL ZONE SAFETY



INTRODUCING OUR NEW PHOTO SPEED ENFORCEMENT SYSTEM

Every 5 days **684** cars speed through our school zone. And research shows that only 1 out of every 10 kids hit by a car traveling 40MPH would survive a crash. Careless driving and distracted kids are on the rise in every community. We face a dangerous problem...and together, we're determined to solve it.

In the **2022/2023 school year**, we're launching a new, state-of-the-art photo speed enforcement system in our school zone which uses advanced laser-powered cameras plus extensive signage to protect our children, teachers and staff.

It's simple. It's 100% accurate. And it saves lives.

Slowing down for good

Teaming up with police, our City Council approved this program after a comprehensive study identified a shocking number of cars speeding during school hours. The 5-day study found that **684** cars traveled more than 10 miles over the speed limit.

The program combines an in-depth public information phase using ads, social media and handouts – along with a 30-day warning period to onboard the community, encourage people to slow down and change their driving habits.

This leading-edge photo enforcement system is already used by several other school districts throughout the country, and it works – with an average 50-76% reduction in speed. The program will protect countless children and crossing guards, while freeing up our police officers to prevent crimes elsewhere.



684 cars speeding during our school hours	100 children killed in US school zones each year	5 teen pedestrian deaths in the US each week	44% wear headphones and 31% text in US school zones	80% of US students do not cross streets safely
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We're committed to safeguarding our kids with this no-cost, innovative initiative.

Source: Guyton Elementary Speed Report 2021; National Highway Traffic Safety Administration 2016 study; safekids.org)