

TRUEBLUE™

SPEED ENFORCEMENT | SCHOOL ZONE

Blue Line Solutions is a public safety technology company that uses LIDAR-based automated photo enforcement technology with a data-driven approach. Founded by former law enforcement officers, Blue Line prioritizes driver and pedestrian safety and has built a national reputation with law enforcement agencies, school administrators, parent coalitions, and community leaders.

Public Sentiment and Industry-Support for School Zone Enforcement

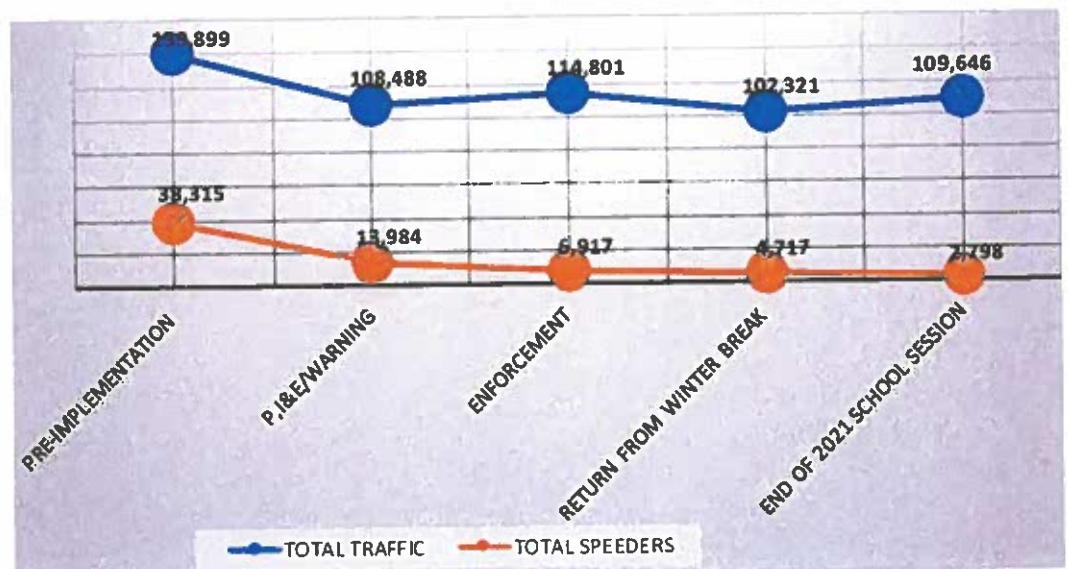
The link between injury severity and speed extends to pedestrians involved in a motor vehicle crash. The AAA Foundation for Traffic Safety similarly found that the average risk of severe injury to a pedestrian increased from 10% at 16 mph, to 25% at 23 mph, 50% at 31 mph, 75% at 39 mph, and 90% at 46 mph (Tefft 2011).

A 2015 Traffic Safety Culture Index Report by the AAA Foundation shows that 97.5% of all drivers say it is somewhat or completely unacceptable to drive 10 mph over the speed limit in a school zone.

TrueBlue's Approach to Public Advocacy & Driver Behavior Correction

Blue Line implements a unique, solution-focused approach to dangerous speeds (typically **defined as 10+ mph over** the posted limit) within school zones. Our program begins by collecting speed data for five consecutive days that is used to establish a baseline of driver behavior in a defined geographic parameter. A robust 30-day Public Information & Education (PI&E) campaign is then launched in which drivers are made aware of photo enforcement through social media posts, email blasts, media/press coverage, and posted signs. No citations are issued during this period, but unlawful drivers do receive warnings in the mail. After these exhaustive efforts are made to educate, inform and correct driver behavior, a third five-day study is conducted one month into the actual enforcement campaign (when drivers are issued citations). **Data from these studies show a drastic—typically over 80%—reduction in the number of dangerous speeders in school zones!**

RIGHT: A graph reflecting raw data compiled from a school district in S. Fulton, Georgia from May, 2021 shows the drastic reduction in speeding before, during, and post-implementation of the Blue Line's TrueBlue Safety Program.





Michigan WORK ZONES

Safety statistics and information
for work zones in Michigan

Latest Michigan work zone statistics

In Michigan, the Office of Highway Safety Planning reports the number of fatal crashes and injuries that occur in construction, maintenance and utility work zones.

- 5,814 work zone crashes.
- 19 fatal work zone crashes.
- 20 work zone fatalities.
- 1,451 work zone injuries.

The highest number of work zone crashes occur when lanes are closed. The second and third-highest number of crashes occur when there is work on the shoulder/median and lane shifts/crossovers.

- **Speeding, driving too fast for conditions, is a leading cause of fatal work zone crashes.**
- Most work zone crashes are caused by inattentive or distracted drivers.
- More work zone crashes occurred in daytime compared to nighttime.
- Fatal crashes occurred more often during the months of May through September.

We are Blue Line Solutions and we want to change these statistics by slowing down drivers and making roadways safer.



SCAN ME

