



7 Tips to Help Keep Kids Safe To and From School

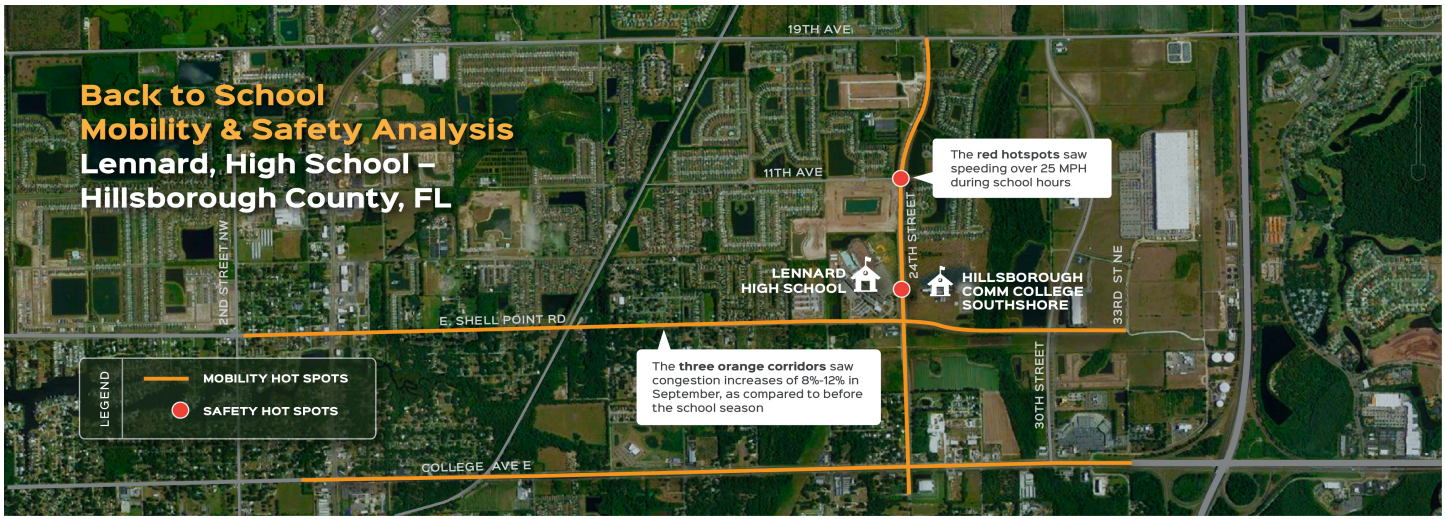
Over the summer, both foot traffic and vehicle traffic were much lighter. Months later and with schoolrooms again filling, not only is foot traffic much heavier, but so is vehicle traffic as post-summer commuting resumes at high volumes. How do we keep commuting schoolchildren safe? Here are some tips.

1 Know where the new hotspots are.

Allocate resources most effectively by identifying speeding and congestion problems where they crop up.

To aid in this effort, Iteris has developed a Back-to-School safety index that can help counties compare **current**, **back-to-school** traffic congestion and speeding with summertime levels during school hours.

Using the mobility analytics software ClearGuide™, Iteris can deliver a current back-to-school traffic congestion report shown as a percentage increase or decrease from baseline values. The index can also show where vehicles are consistently above the speed limit in zones near VRUs. The measures ClearGuide examines include *speeding above the limit*, *travel time changes* and *back-to-school congestion increases*.



A sample analysis from Hillsborough County, FL, showing back-to-school congestion/volume increases compared to July, as well as vehicles above the speed limit in VRU zones.

[Get a free analysis for your region.](#)

From there, schools and counties can take several steps to increase safety and reduce congestion around schools.



2 Use cones or bollards.

Remove traffic lanes to create better physical barriers between vulnerable road users (VRUs) and vehicle traffic.



3 Call for volunteers.

Provide more crossing guards at more crossings to increase access to schools from different directions.



4 Think like a pedestrian.

Prioritize construction that improves sidewalks and connectivity between schools and neighborhoods.



5 Stagger the school bell.

Schools can also leverage some of the same pandemic-era measures that increased social distancing, to increase pedestrian safety. Dismiss groups of students at different times, giving those cycling or walking home a head start before parents arrive in cars to pick up their children.



6 Open the back doors.

Allow students to enter schools from previously locked back entrances, so neighborhoods behind schools have a shorter, more direct walking route.



7 Make 'em walk.

Drop off students farther from school to decrease parking lot congestion (and increase children's fitness).

Armed with detailed data on roadway use and effective strategies to mitigate risk, schools and counties can make back-to-school safer, greener and healthier for VRUs, helping to ensure that [National Pedestrian Safety Month](#) is every month.

[Learn where your hotspots are. Get a free analysis for your region.](#)

iteris[®]