



Safe Routes To School Program

3M products and expertise help agencies develop on-target SRTS funding requests for school zone safety-improvement projects.



3M Traffic Safety Solutions



Why Safe Routes Now?

Congress put funding in the current federal highway bill (SAFETEA-LU) to address national concern for our children's health and safety. The Safe Routes To School (SRTS) initiative provides \$612 million through 2009 so that communities can:

- Enable children, including those with disabilities, to more safely walk and bicycle to school
- Encourage a healthy and active lifestyle among children
- Support activities that make walking more appealing and safe to reduce traffic, fuel consumption and air pollution near schools

Each state administers its own program to solicit and select projects for funding through its Department of Transportation and Safe Routes To School Coordinator. The funding is ready and available for cities and counties to request.

Concerns Stimulate Action

Children aged 5-15 are nearly one-fifth of all traffic fatalities in vehicle crashes and as pedestrians, making this the leading cause of death for children of every age. In 2004 alone, nearly 30,000 children were killed or injured as pedestrians (12,400) and pedalcyclists (17,100). For children 15 or younger, 43% of pedestrian deaths occur between 3 and 7 p.m.¹

Statistics such as these cause concern among parents and drivers. By reducing and calming traffic around schools and along school routes, SRTS helps communities make walking and biking to school a safe and routine activity.



3M SRTS Solutions

There are many options to help make routes to school safer; 3M provides a family of solutions to support SRTS efforts.



Driver Feedback Signs Reduce Traffic Speeds

The FHWA *Manual on Uniform Traffic Control Devices* states that “Changeable message signs displaying actual speeds... enhance driver compliance with speed limits.” Each one-mile-per-hour decrease in traffic speed typically reduces accidents by five percent.²

3M™ Driver Feedback Signs provide real-time feedback to slow speeding drivers as they approach. The proven technology:

- Makes roadways safer by reducing driving speeds
- Commands attention with high-visibility fluorescent yellow-green pixels
- Logs speed data to substantiate speed reductions



Brighter Signs Improve Safety

Traffic signing delivers from \$10³ to \$24⁴ for every dollar spent — a highly cost-effective traffic safety improvement. Studies show that brighter signs help reduce crashes by as much as 25 to 48 percent. 3M™ Diamond Grade™ DG³ Fluorescent Reflective Sheeting helps improve safety because it:

- Provides increased luminance during the day, dawn and dusk when children are often present
- Generates twice the retroreflective efficiency of other sheetings at night through full cube technology⁵
- Delivers ideal performance where and when drivers need it most



Crosswalks and Symbols Provide Positive Guidance

Crosswalks and symbols made from high performance pavement marking materials provide guidance for pedestrians and raise driver awareness concerning school and crossing zones. 3M™ Stamark™ High Performance Wet Reflective Tape offers durability and all weather performance.

The solution:

- Provides high visibility — day or night, wet or dry
- Promotes positive guidance for better crossing decisions
- Identifies and alerts traffic to crosswalks
- Encourages motorists to slow at marked crossings



Reflective Materials Increase Visibility

3M™ Scotchlite™ Reflective Materials help improve personal visibility in low light conditions (dawn, dusk and dark) when risk is highest. Encourage a high standard of retroreflectivity to keep everyone safe on the route to school.

- Educate parents about purchasing children's outerwear, shoes and bags with reflective material
- Specify reflective crossing guard materials for visibility and safety

¹ All facts from Fatality Analysis Reporting System (FARS), NHSTA Traffic Safety Facts 2004

² Litman, T., *Traffic Calming Benefits, Costs and Equity Impacts*, Victoria Transport Policy Institute, 1999

³ Ripley, 20004 ITE Annual Meeting Proceedings

⁴ <http://www.98.net/roadsafety/statistics.html>

⁵ 3M measurement to recognized scientific standards

A History of Leadership

3M has been discovering and advancing technologies that help make the driving environment safer for more than 65 years. 3M is the recognized leader in innovative products for positive guidance, traffic management and public safety.



Safe Routes To School Program Federal Funding Resource Guide

Ideas, recommendations, information and links to help you easily prepare fund-generating proposals for safer routes to local schools.



3M Traffic Safety Solutions

Contact a 3M representative for more information about 3M products, services and expert advice for Safe Routes To School.



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