



NEWS RELEASE

City of South Fulton Government

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Enforcement Cameras Cut School Zone Speeding Cases by 82 Percent

(City of South Fulton, GA – February 16, 2021) – A camera-driven enforcement effort to cut speeds in City of South Fulton school zones resulted in an 82-percent reduction in the number of speeding citations issued during the first five months of the current school year, numbers reported today by the city show.

Officials launched the Ren’gia Majors School Zone Safety Program in late 2019. The initiative is named for an 11-year-old Sandtown Middle School student who was killed in February of that year when a speeding vehicle struck the car in which she was riding in front of the school.

City officials partnered with Blue Line Solutions to manage the program, which also reduced the number of cars traveling through school zones.

“We are celebrating success that has grown from tragedy,” said Mayor William ‘Bill’ Edwards. “Not only are we honoring Ms. Majors, we are working to ensure our children are as safe as possible so no other family has to mourn the loss of a child.”

Dormant for much of last year because of the COVID-19 pandemic, the school zone initiative became operative again in September in a staggered rollout across the zones. In corresponding 30-day grace periods, violators received warning citations. Actual tickets, carrying fines of \$100 for first offenses and \$150 for subsequent violations, were issued following those warning periods.

According to data gathered by Blue Line Solutions, the number drivers cited for speeding plunged from 38,315 to 6,917 – a drop of 82 percent across the school zones. Eight of the 10 active zones saw drops of at least 75 percent.

Also during the reporting period, overall traffic through the school zones declined by 18 percent – or just over 25,000 vehicles.

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“Not only did we see a significant reduction in the number of speeders, we also saw far fewer cars traveling through our school zones,” said Councilwoman Helen Zenobia Willis, sponsor of the legislation that created the initiative. “The numbers plainly show our school zones – and our children – are safer because of the cameras. I can’t think of a better way to honor Ren’gia’s memory.”

Following Georgia law, the cameras monitor speeds and issue citations during the regular school day on weekdays. For an hour before and after students arrive at and leave school, a speed limit of 25 mph is in effect in all school zones. Flashing lights alert drivers to those times.

During the rest of the day, drivers are required to follow posted speed limits, which vary among the school zones.

“If the lights are flashing, keep your speed at 25 mph or under,” said Police Chief Keith Meadows. “At all other times, follow the posted limits. To put it simply, just slow down.”

Meadows pointed out that while the system does not issue citations outside of school hours, motorists are subject to traffic stops by patrol officers. In addition, police officials use data gathered by the cameras 24 hours a day to determine where extra patrols are needed.

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Speed Study Data by Phase

	SPEEDING VEHICLES (5-DAY STUDY TOTALS)			% REDUCTION BY SCHOOL
	PRE-IMPLEMENTATION	PI&E/WARNING	ENFORCEMENT	
ARLINGTON CHRISTIAN	920	182	78	92%
A. PHILIP/SANDTOWN	7,410	2,353	1,198	84%
BETHUNE/MCNAIR	2,091	887	678	68%
STONEWALL TELL	4,770	1,281	779	84%
LOVE T. NOLAN	3,080	1,287	914	70%
EVOLINE C. WEST	3,711	2,154	521	86%
CLIFTONDALE	5,039	1,739	637	87%
FELDWOOD	4,404	1,994	1,109	75%
WESTLAKE	4,865	1,084	526	89%
SEABORN LEE	2,025	1,023	477	76%
TOTAL	38,315	13,984	6,917	
WEEKLY AVERAGE	3,832	1,398	692	
% REDUCTION PER PHASE		64%	18%	
% TOTAL REDUCTION			82%	