



NEWS RELEASE

City of South Fulton Government

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School Zone Cameras Go Live Aug. 9

New Data Shows 92-percent Drop in Speeding Cases, 22,000 Fewer Cars

(City of South Fulton, GA – July 15, 2021) – Drivers travelling through school zones in the City of South Fulton will need to slow down to avoid getting ticketed as the city activates a network of speed detection cameras Aug. 9.

As part of the Ren'gia Majors School Zone Safety Program, cameras monitor speeds in 10 school zones. Between September 2020 and May 2021, South Fulton saw the number of speeding cases in those areas plummet by 92 percent.

“Bottom line – our children are safer because of this program,” said Mayor William “Bill” Edwards. “The numbers show slower speeds lessen the severity of injuries in pedestrian-related accidents. That’s reason enough to slow down and take your time when driving near schools.”

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.

According to data gathered by Blue Line Solutions, the number drivers cited for speeding plunged from 38,315 before cameras were turned on last September to 2,798 when the school year ended in May. Also, during the reporting period, overall traffic through the school zones declined by 22 percent – or just over 22,000 vehicles.

“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 legislation that created the initiative. “The numbers 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.”

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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. Drivers caught speeding are fined \$100 for first offenses and \$150 for subsequent violations.

“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 Project Phase

	SPEEDING VEHICLES (5-DAY STUDY TOTALS)					<u>% REDUCTION BY SCHOOL</u>
	<u>PRE-IMPLEMENTATION</u>	<u>PI&E/WARNING</u>	<u>ENFORCEMENT</u>	<u>END OF WINTER BREAK 2020-2021</u>	<u>END OF 2021 SCHOOL SESSION</u>	
A. PHILIP/SANDTOWN	7,410	2,353	1,198	1,055	724	90%
ARLINGTON CHRISTIAN	920	182	78	78	70	92%
BETHUNE/MCNAIR	2,091	887	678	365	123	94%
CLIFTONDALE	5,039	1,739	637	411	212	96%
EVOLINE C. WEST	3,711	2,154	521	346	197	95%
FELDWOOD	4,404	1,994	1,109	694	587	87%
LOVE T. NOLAN	3,080	1,287	914	559	290	91%
SEABORN LEE	2,025	1,023	477	325	170	92%
STONEWALL TELL	4,770	1,281	779	458	285	94%
WESTLAKE	4,865	1,084	526	426	140	97%
TOTAL	38,315	13,984	6,917	4,717	2,798	
PROGRAM AVERAGE	3,832	1,398	692	472	280	
% REDUCTION PER PHASE		64%	18%	6%	5%	
% TOTAL REDUCTION					93%	

PROGRAM SUCCESS

