



# SHERMAN TRAFFIC SAFETY WORK GROUP

ShermanTrafficSafety@Gmail.Com

The 2011-12 school year is upon us and the need for safe driving emphasis around Sherman is stronger than ever. Through the support of the Town, the Sherman Traffic Safety Work Group, formed last Fall, has undertaken a campaign to heighten awareness.

For the initial weeks of the school year, temporary signs have been placed around Town encouraging drivers that "School's Open... Drive Carefully." According to the AAA Foundation for Traffic Safety, "a pedestrian struck by vehicle traveling at 25 mph is nearly two-thirds less likely to be killed as compared to a pedestrian struck by a vehicle traveling just 10 mph faster. Speed limits are in place to save lives so motorists need to be especially vigilant during the morning and afternoon hours when school children are walking to and from school." Here are some additional tips from AAA to help keep our Children safe:

- **Limit distractions such as cell phones, CD players or other devices that cause you to take your eyes off the road. Research shows that taking your eyes off the road for just two seconds doubles your chances of crashing.**
- **Stay Alert and slow down in or near school and residential areas. Don't rush into and out of driveways. Expect pedestrians on the sidewalk, especially around schools and in neighborhoods.**
- **Stop at stop signs. It sounds obvious, but research shows that more than one third of drivers roll through stop signs in school zones or neighborhoods.**
- **Look for clues such as School Safety Patrols, Adult Crossing Guards, bicycles, and playgrounds, which indicate children could be in the area.**
- **Drive with your headlights on - even during the day - so children and other drivers can see you.**
- **Always stop for school buses that are loading/unloading students.**
- **Pay particular attention near schools during the morning and afternoon hours and plan ahead. Leave early for your destination and build extra time for congestion.**
- **Practice extra caution in adverse weather conditions.**

In-line with keeping our kids safe, signs will be erected at all entrances to Sherman which will tell drivers "Welcome to Sherman. Drive Like Your Kids Live Here." It's our hope that the combination of signage and enforcement will create an improved sense of the importance of safe and responsible driving to both residents and commuters that drive through our Town.

Additionally, our group has been working on ways to collect data, identify issues, develop programs and create methods to raise awareness and promote safe & responsible driving practices in Sherman. We are always open to suggestions and input, so feel free to contact us at ShermanTrafficSafety@gmail.com.