

Dalton, Georgia

Post Implementation Speed Study Report



This report is a concise report on the measured speed study data for Dalton, GA's approved, permitted, and constructed school zones selected for their Automated Speed Enforcement program. This report is a concise report on the measured speed study data for Dalton, GA's approved, permitted, and constructed school zones selected for their Automated Speed Enforcement program. This report is provided to the agency by Blue Line Solutions.

Should there be follow up questions on the views, analysis, or data reported in this document, please feel free to contact your Blue Line Solutions Agency Operations contact to facilitate those questions, requests, or responses.



Program Overview

When Dalton committed to community safety through automated speed enforcement (ASE), Blue Line Solutions (BLS) proudly partnered with them. By focusing on traffic safety data, transparent communication, and equitable enforcement, we have effectively reduced speeding in school zones and improved driving behavior.

Together, we aim for Vision Zero: zero injuries, zero incidents, zero fatalities. We're proud to be working toward that vision together as the data in this report will highlight.

Dalton & BLS implemented an ASE program in the following school zones in Dalton, GA:

- Dalton High School
- Roan Street Elementary School

BLS designed the program to include an automated speed enforcement by camera sign, school zone speed limit signs with flashing beacons, radar feedback signs, and the physical camera/LiDAR unit in each direction of the school zone. Once permitted, built, and installed, the program timeline was as follows:

- Warnings began March 24, 2025
- Enforcement via summonses began April 29, 2025

Dalton's ASE program had speed data collected at each school zone, throughout each phase of its existence. The phases are as follows:

1. Phase 1: Pre-Implementation 5-Day Speed Study
2. Phase 2: Public Information & Education (PI&E)
3. Phase 3: Warning Phase (30 Days with a 5-day speed study done during)
4. Phase 4: Enforcement Phase (warnings to present with a 5-day speed study done during)
5. Phase 5: Post Enforcement Speed Study

Phase 1: Speed data was collected to establish a baseline of the number of vehicles traveling through the school zone and the number of vehicles speeding. ***Speeding is defined as 10MPH+ above the speed limit.***

Phase 2: BLS created graphics and written copy for public information and education (PI&E) on behalf of Dalton that they could use to share with their community through online school portals, printed flyers, social media content, news content for local stations, etc. Some of these PI&E pieces have been shared below:



Phase 3: For the first 30 days of the program, only warning citations are issued for speeding vehicles. These citations have a large red warning statement across the front and serve as a reminder to slow down when entering the school zones. During the first (1st) week of the warning period, another 5-day speed study is conducted to determine the effectiveness of the PI&E.

Phase 4: Once the 30-day warning period is completed, enforcement is started with speeding violators receiving real citations. A third (3rd) speed study is conducted in week one (1) of enforcement to measure the effectiveness of the warning phase.

Phase 5: During week four (4) or five (5) of the enforcement, a fourth (4th) speed study will be conducted to measure the effectiveness of the program in its entirety.

Data Analysis Overview

The following data reflects accomplishments of these phases of Dalton's ASE program. It is important to note that any reduction realized during the PI&E and Warning phases are achieved without writing finable summonses, meaning the driving community responded directly to the messaging by reducing their speeds prior to entering the enforcement period.

Instances of speeding in the Dalton High School and Roan Street Elementary School **overall have decreased 90.6% since the pre-speed study**. This is significant as the National Highway Traffic Safety Administration reports that 64% of child pedestrians killed in traffic crashes occurred during the weekday (6 a.m. Monday to 6:00 p.m. Friday) ([NHTSA Traffic Safety Facts](#)). We also know that speed kills with statistics showing a child struck by a vehicle traveling 40 MPH, only has a one in 10 chance of survival, but if you slow that down to 20 MPH, that same child has a much-improved survival rate of nine in 10. Speeding is also a primary contributing factor in motor vehicle crashes resulting in personal injury and deaths.

In Dalton, across all school zones, not only did speeding instances decrease, but the number of vehicles passing through the zones remained consistently around 12,000 in total per 5-day period. That means that the speeding reduced because of a behavioral change with little to no route changes made by drivers in an effort to evade the ASE program. Dalton community members truly slowed down to save a life in the school zones because it was the right thing to do.



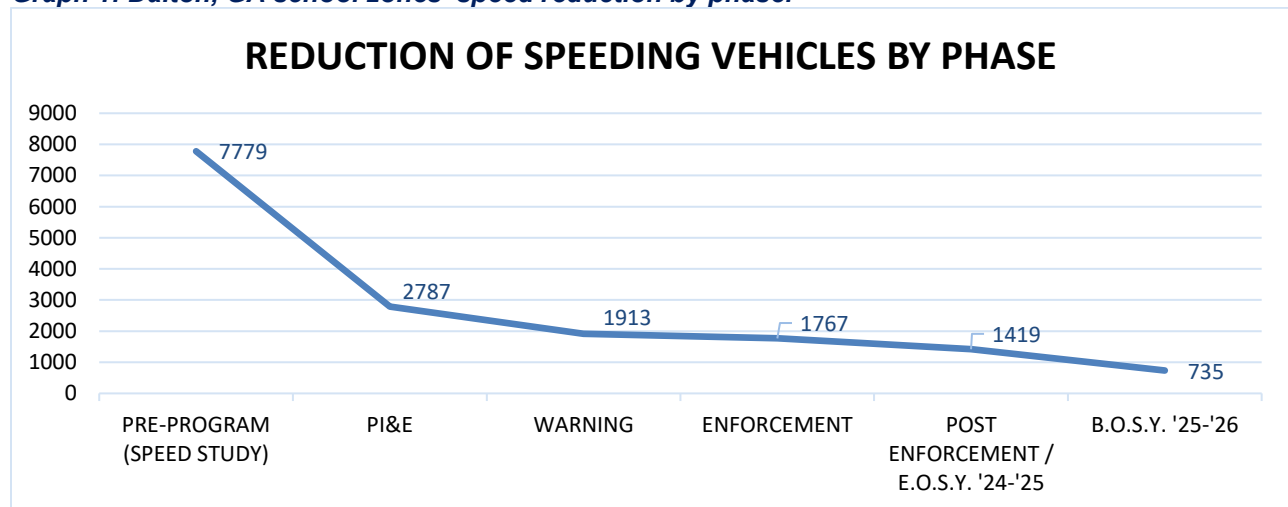
The data presented in the graphs and charts below will cover all phases of the program in greater detail as we aim for Vision Zero together to keep Dalton safe.

Speed Reduction of Vehicles by Phase

The data presented in Graph 1 and Chart A below show a notable improvement in traffic safety in the school zones. We're proud to see that from inception to the second Week of September 2025, there has been a **90.6% overall reduction in speeding instances** in the school zones. This is consistent with our national experience and the local safety expectations and a positive step towards achieving Vision Zero in Dalton, GA.

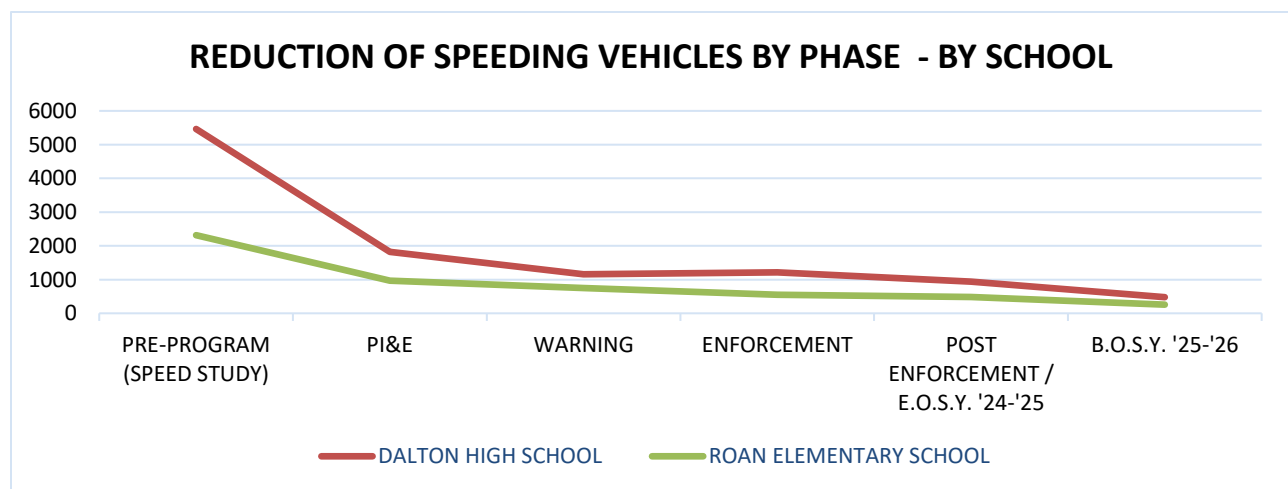
Also important to note is the relatively consistent total traffic count meaning people still travel the same routes prior to the ASE program but are now regularly adopting safer driving speeds.

Graph 1: Dalton, GA school zones' speed reduction by phase.



Note: Pre-Program was 8/16/23 - 8/22/23. PI&E was 3/24/25 - 3/28/25. Warning period was 4/14/25 - 4/18/25. Enforcement began 4/29/25. End of 2024-2025 School year was in May 2025.

Chart A: Dalton, GA school zones' speed reduction by phase.



Closer Looks at Phase 5 – Post-Implementation by School

The data presented in Charts B – C highlight the Phase 5 – Post-Implementation Trends by school. Each table not only shows a notable improvement in traffic safety in the school zones with low speeding rates, but we can see the severity by school zone based on the count of speeding vehicles being near single digits.

There is always room for improvement across the board for all school zones as speeding instances are still non-zero despite being significantly lower than initial measurements in pre-speed studies.

Chart B: Dalton High School - Dalton, GA

SCHOOL	PRE-PROGRAM (SPEED STUDY)	PI&E	WARNING	ENFORCEMENT	POST ENFORCEMENT / E.O.S.Y. '24-'25	B.O.S.Y. '25-'26
DALTON HIGH SCHOOL	5463	1820	1162	1214	936	478

PRE-PROGRAM TO PI&E	PI&E TO WARNING	WARNING TO ENFORCEMENT	ENFORCEMENT TO POST-ENFORCEMENT / E.O.S.Y. '24-'25	POST-ENFORCEMENT TO B.O.S.Y. '25-'26	TOTAL REDUCTION
66.7%	12.0%	-1.0%	5.1%	8.4%	91.3%

Note: Pre-Program was August 2023 in which there were 5,463 speeding vehicles measured in a 5-day period.

Chart C: Roan Elementary School - Dalton, GA

SCHOOL	PRE-PROGRAM (SPEED STUDY)	PI&E	WARNING	ENFORCEMENT	POST ENFORCEMENT / E.O.S.Y. '24-'25	B.O.S.Y. '25-'26
ROAN ELEMENTARY SCHOOL	2316	967	751	553	483	257

PRE-PROGRAM TO PI&E	PI&E TO WARNING	WARNING TO ENFORCEMENT	ENFORCEMENT TO POST-ENFORCEMENT / E.O.S.Y. '24-'25	POST-ENFORCEMENT TO B.O.S.Y. '25-'26	TOTAL REDUCTION
58.2%	9.3%	8.5%	3.0%	9.8%	88.9%

Note: Pre-Program was August 2023 in which there were 2,316 speeding vehicles measured in a 5-day period.





Opportunities Going Forward

BLS is proud of the significant decrease in Dalton speeding instances, especially at Dalton High School where we've passed the 90% threshold. Dalton's data is proof that PI&E helps significantly reduce speeding without writing a single summons.

Blue Line Solutions is proud to be a continued partner in your safety efforts. While we haven't achieved Vision Zero yet, we are confident that as the data trends towards our goal, we can still work to improve community adherence to school zone speed limits. This can be in the form of continued PI&E, additional reminders sent home in the students' school portal, a short news clip reminder for the community, and/or increased ASE safety locations to help reinforce the need for all school zones to be safer.

We thank you for your partnership and look forward to supporting Dalton in the future in the name of community safety.



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