



VERRA
MOBILITY™



CASE STUDY:
FLORIDA SCHOOL
ZONE SPEED SAFETY

INTRODUCTION

Starting in January 2025, Verra Mobility collaborated with a team of researchers from the University of South Florida's Center for Urban Transportation Research (CUTR) on a project highlighting school zone speed cameras across the state. The project was funded by the Florida Department of Transportation. The study aimed to analyze the effectiveness of school zone speed cameras in reducing high speeds and ensuring road safety for all road users, especially pedestrians and cyclists.

In 2024, speeding was a contributing factor in 29% of all traffic fatalities, according to the National Highway Traffic Safety Administration. Prior to the launch of these programs, thousands of violations occurred in each jurisdiction included in this study, including high rates of extreme speeding 16 MPH or more over the posted speed limit tracked as high-speed rates in the study by USF. Speed cameras have proven to be effective in municipalities across the U.S. and with the NHTSA reporting that fixed speed cameras reduce injury crashes by 20–25%. FDOT commissioned the study as part of its ongoing efforts to determine the best strategies for speed reduction statewide.

The research study's findings were published by USF in October 2025.

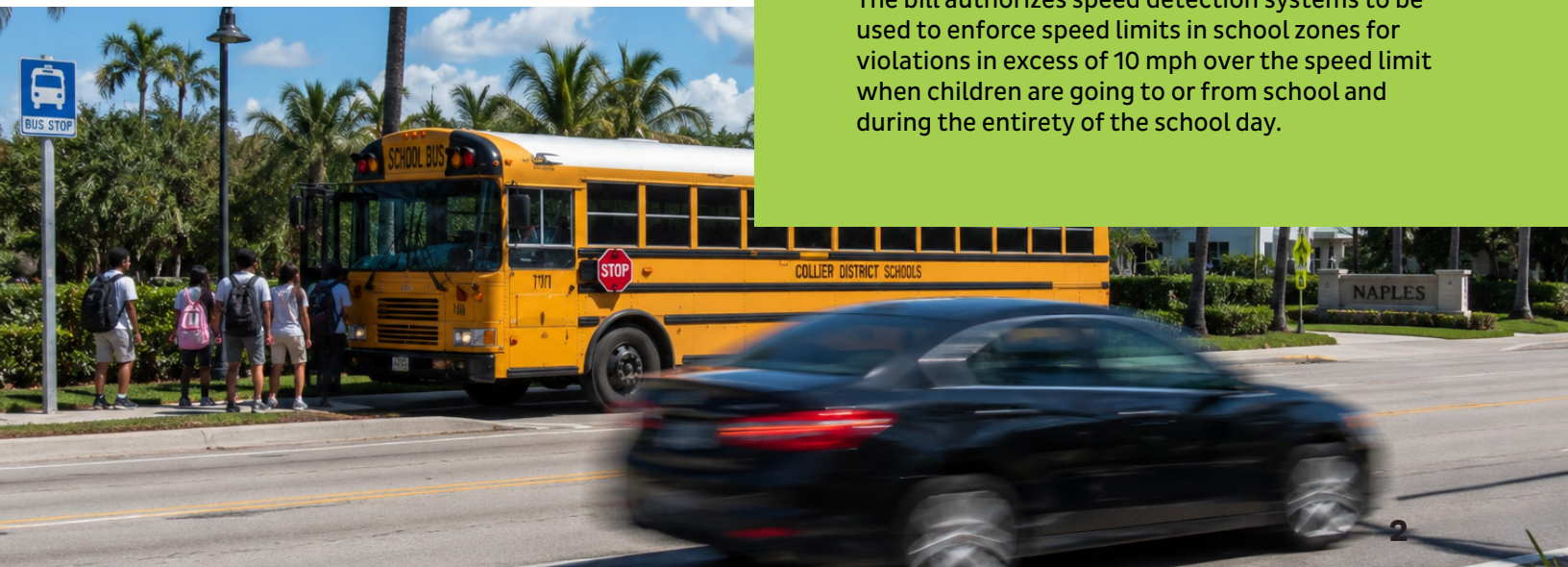
Two of Verra Mobility's clients in Florida agreed to participate in the study: St. Cloud and Osceola County.

The two programs agreed to share their data with the researchers and to offer insights. Osceola County, which also has a red-light camera program with Verra Mobility, launched school zone speed cameras in February 2025. St. Cloud launched speed cameras shortly thereafter in May 2025. Each began with a 30-day warning period before issuing \$100 citations to violators – the amount dictated by state law.

House Bill 657, authorizing the use of school zone speed cameras in the state, was signed into law in May 2023 and went into effect that July.

Any vehicle exceeding the posted speed limit by 11 MPH or more in enforcement zones is considered in violation of speed regulations.

The bill authorizes speed detection systems to be used to enforce speed limits in school zones for violations in excess of 10 mph over the speed limit when children are going to or from school and during the entirety of the school day.



STUDY



The team at USF's CUTR conducted an analysis of data gathered by Verra Mobility in a speed study before the cameras were turned on, during 30 days of warnings and during 30 days of citations. The data gathered included traffic volume and vehicle speed data. St. Cloud and Osceola were both contacted and agreed to participate in the study, and were interviewed about their experiences by the USF researchers.



BRIDGEPREP ACADEMY

One location in Osceola County saw a near-total drop in violations over the dates included in this study. BridgePrep Academy in Poinciana, Florida, had some of the highest violation rates during the speed study conducted prior to the installation of school zone speed cameras. The school is located on a main road and is just a few blocks from Poinciana Parkway, a state highway that sees heavy traffic. As a result, the school received four speed cameras near the entrance to help control traffic and improve student safety.

During the required 30-day warning period, the school saw a massive drop in violations. The school's eastbound camera recorded zero high-speeders during the first 30 days of the warning period, down from an 80% high-speed rate during the speed study. The citation period, where fines were issued for the first time to all violators, proved similar. The eastbound camera also recorded zero high-speeders during the first 30 days that fines were imposed. The westbound, northbound, and southbound cameras all saw similar drops in severe speeding.

When school zone beacons are flashing, posted speed limits are typically set at 15 or 20 MPH, in line with standard school zone practices. When the beacons are not flashing, speed limits vary more widely, from 25 MPH to 55 MPH. Trigger speeds were consistently set at 11 mph above the posted limits.

OSCEOLA COUNTY

During the speed study period, violation rates varied considerably across the participating schools. Higher rates were observed at Deerwood Elementary School going northbound (10.8%), southbound (9.7%), and BridgePrep Academy going southbound (8.2%). In total, 34,828 speed violations were identified during the speed study.

During the warning period, violations declined sharply at nearly all sites to just 1,956 events. BridgePrep Academy saw nearly all violations eliminated at the eastbound camera.

During the citation period, many school zones reduced violations by over 95%. Violation counts were further reduced to 767, indicating improved compliance.

ST. CLOUD

During the warning period, violations dropped across nearly all sites. Lakeview Elementary School's northbound camera dropped from a violation rate of 6.79% to 0.15% during beacon hours, and St. Cloud Elementary School's southbound camera fell from 13.32% to 0.53% during beacon hours.

There was a further reduction during the citation period. The 15 MPH school zones achieved reductions above 95%, with during-beacon rates ranging from 0.06% to 0.16%.

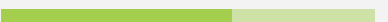
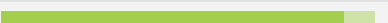
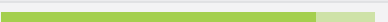
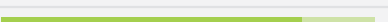
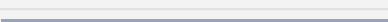
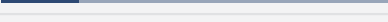
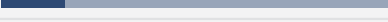
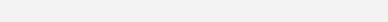
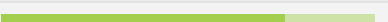
In St. Cloud, the overall high-speed violation rate fell from 49% at baseline to 29% during the warning period. This is a decrease in 41% of overall high-speed violations.

PRE AND POST CAMERA ENFORCEMENT DATA COMPARISONS

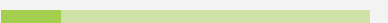
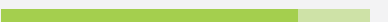
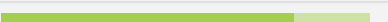
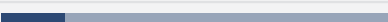
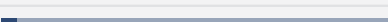
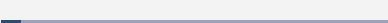
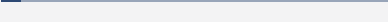
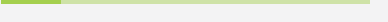
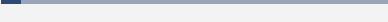
 BridgePrep Academy	SPEED STUDY (BEFORE)	CITATION PERIOD (AFTER)
	HIGH SPEEDING RATE	HIGH SPEEDING RATE
WB	62%	50%
NB	79%	58%
SB	74%	33%

High speeds were gathered and analyzed in both St. Cloud and Osceola County before the school zone speed cameras were installed, during the 30-day warning period and for the first 30 days of citations.

High Speeding Rate Comparison **During Beacon Hours** in Osceola County

SCHOOL		SPEED STUDY (BEFORE)		CITATION PERIOD (AFTER)	
		CAMERA DIRECTION HIGH SPEEDING RATE		HIGH SPEEDING RATE	
Bellalago Academy	NB		63%		52%
Deerwood ES	NB		70%		40%
	SB		73%		50%
Koa ES	WB		66%		42%
Mater Brighton	NB		92%		64%
Lakes Academy	SB		85%		52%
Mater Palms	NB		86%		53%
Academy	SB		81%		49%
	EB		19%		0%
Parkway MS	WB		41%		29%
	NB		70%		27%
BridgePrep Academy	EB		80%		0%
	WB		62%		50%
	NB		79%		58%
	SB		74%		33%
Narcoossee ES	NB		51%		51%
Narcoossee MS	SB		52%		59%
Poinciana HS	NB		58%		40%
	SB		57%		50%
Reedy Creek ES	NB		78%		54%
	SB		67%		60%
TOTAL		76%		50%	

High-Speed Violation Rate Comparison **During Beacon Hours** in City of St. Cloud

SCHOOL		SPEED STUDY (BEFORE)		CITATION PERIOD (AFTER)	
		CAMERA DIRECTION HIGH SPEEDING RATE		HIGH SPEEDING RATE	
Canoe Creek K-8	NB		23%		38%
	SB		23%		33%
Lakeview ES	NB		84%		0%
	SB		81%		0%
St. Cloud ES	SB		80%		30%
St. Cloud MS	NB ¹		21%		14%
St. Cloud HS	SB ¹		33%		15%
Michigan Ave. ES	NB ²		23%		15%
	SB ²		20%		13%
TOTAL		49%		22%	

OVERALL RESULTS



Osceola County and St. Cloud's combined 18 cameras saw a dramatic decrease in violations and extreme speeding in just the first few months of their programs. The warning phase alone reduced violations significantly, before fines were even in play. Changing driver behavior is a key goal of school zone speed programs and goes a long way in making a community's roads safer, near schools and beyond.



Total violations
dropped by

97%



During the warning period,
speeding dropped by

93%



Severe speeding
dropped from

74% → 45%



WHY IT WORKS



The study showed that drivers slow down and change their behavior when they know enforcement is present. The warning phases in both Osceola County and St. Cloud demonstrate that awareness alone is a powerful tool and can improve public acceptance of these data-backed programs. The hope is that these behavioral changes will continue in other areas where cameras may not be present, leading to a safer community for all.



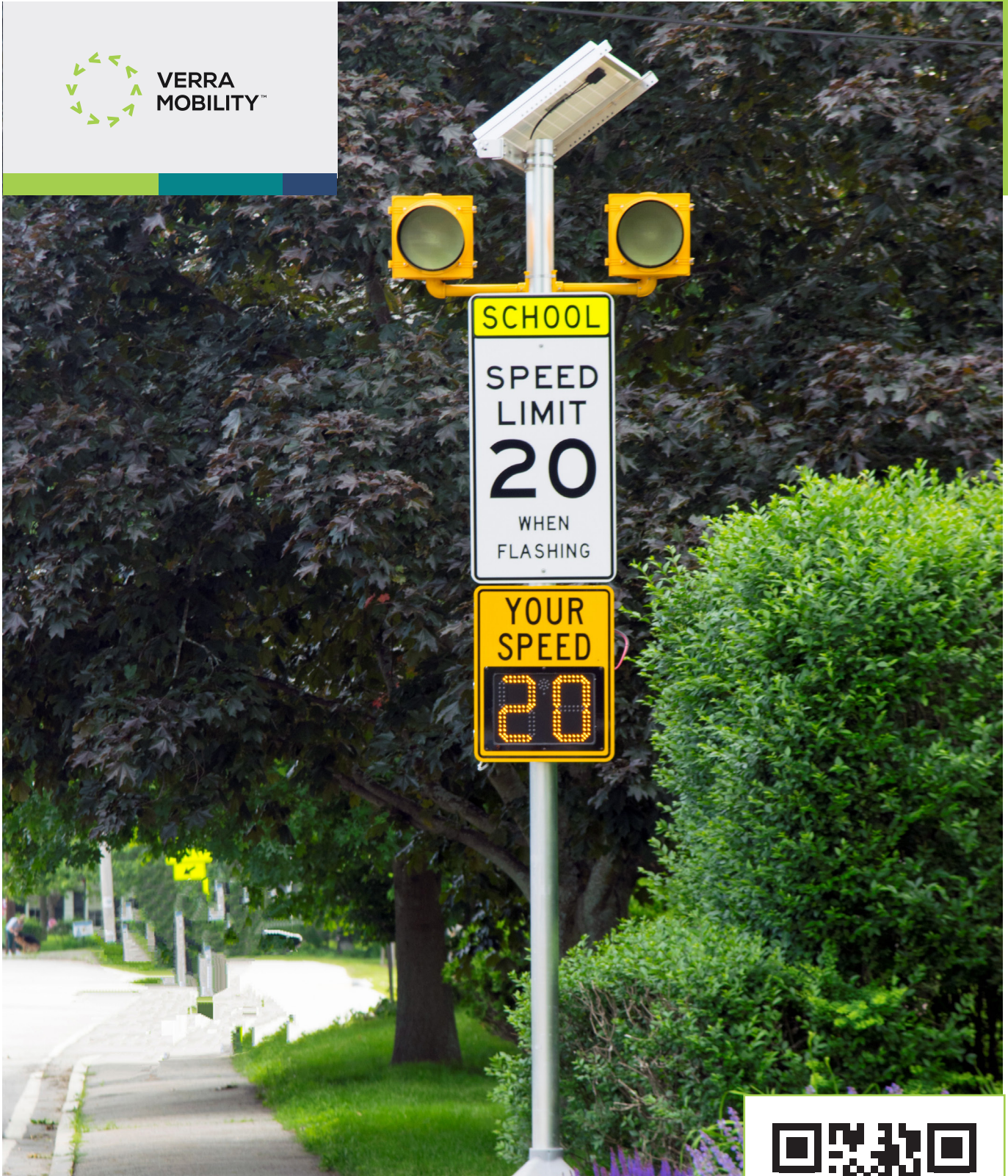
The study also showed that most high-speed violators significantly reduced their speed during the program's initial phase. That's a direct impact on student safety.

Osceola County's and St. Cloud's school zone speed programs may be located in the same state, but were set up very differently. From enforcement hours to law enforcement agencies, the programs chose subtle differences that yielded similar results, demonstrating their flexibility and ease of adaptation to a community's unique needs. Both models achieved significant reductions, demonstrating the flexibility of how programs can be deployed to achieve excellent, data-driven results.





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PARTNERS



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