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Rockford Police to Welcome Back Students as Part of Non-Traditional Speed Enforcement Campaign

ROCKFORD, Ill. - Rockford Police Department Command Staff and Officers will visit elementary schools across the city tomorrow as part of a non-traditional enforcement intended to build trust between police and kids through positive interactions and to encourage drivers in the community to slow down in school zones.

“As students return to the classroom, we want to welcome them back and remind drivers to be alert and to slow down in school zones,” said Rockford Police Chief Dan O’Shea. “It’s a win-win if we can get people to slow down by using visual cues like police vehicles instead of issuing tickets.

The Rockford Police Department meets with various neighborhood groups throughout the year to discuss speeding in school zones, a primary concern among residents and parents. In July, the department participated in the statewide Speed Awareness Day, a proactive education approach to promote safety for motorists, pedestrians, and cyclists.

Officers will continue the nontraditional enforcement at public and private elementary schools within the city for the remainder of the week. Officers will be at schools during the heaviest school zone traffic times, approximately 30 minutes at both the start and finish of the school day.

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