



High Risk Driver Behavior—Frances Scott Elementary

Driver Behavior

During Active School Zone Times (105 Drivers)

- ⇒ Median speed = 19 mph
 - *A.M. School Zone = 19 mph
 - *P.M. School Zone = 21 mph
- ⇒ Maximum Speed Recorded = 31 mph
 - *A.M. School Zone = 31 mph
 - *P.M. School Zone = 26 mph
- ⇒ Distracted Drivers = 22 (21%)
- ⇒ Front Seat Passengers Unbelted = 10 (10%)

During Regular Posted Speed Times (1,075 Drivers)

- ⇒ Median speed = 25 mph
- ⇒ Maximum Speed Recorded = 54 mph
- ⇒ Distracted Drivers = 133 (16%)
- ⇒ Front Seat Passengers Unbelted = 129 (15%)

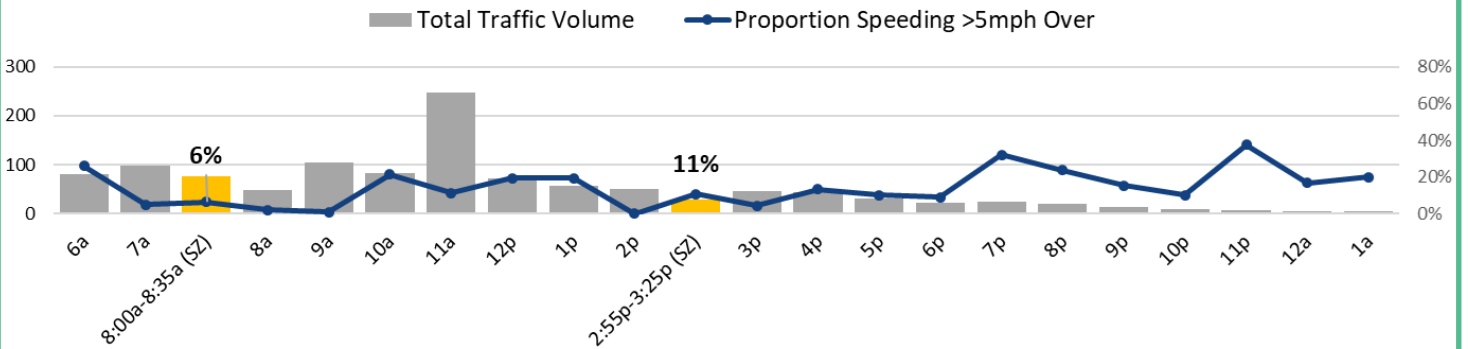


Driver behavior data was collected on E. 5th Ave. within the school zone. This site has “20 mph when children are present” signage indicating the active school zone presumed to be 8:00—8:35 a.m. and 2:55—3:25 p.m. for report purposes. The regular posted speed is 25 mph.

Overall, speeding (>5 mph over) is low at this location but increases with less traffic at night and between 10:00 a.m. and 2:00 p.m. Distracted driving during the active school zone was high at one in five drivers, twice the distracted driving rate recorded during the non-school zone times.

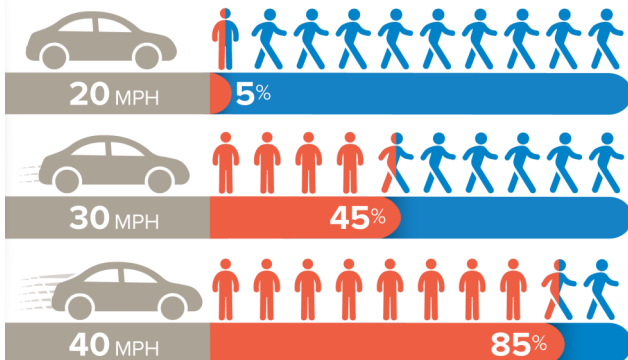
Frances Scott Elementary (E. 5th Ave.)

(Regular Posted Speed = 25mph School Zone Speed Limit = 20mph)



If hit by a car traveling:

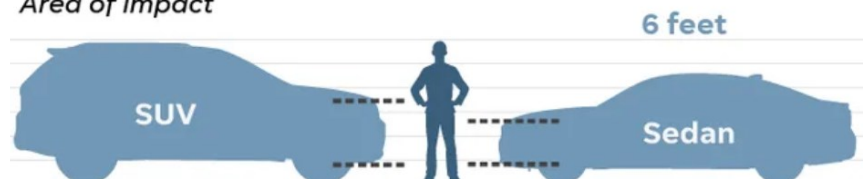
● Fatality ● Person survives collision



Size does matter

SUV front ends are taller, so they strike pedestrians higher on their bodies. That means they are more likely to kill a pedestrian than a car that would strike a person’s leg.

Area of impact



SOURCE Free Press research; USA TODAY



Driver Behavior in School Zones—Frances Scott Elementary

Traffic sensors collected speed data from 6:00 a.m. until 1 a.m. (20 hours). In addition to speed, vehicle type, driver distraction, and front seat occupant seat belt use were collected from 7:00 a.m. until 5:00 p.m. (10 hours).

One of every three drivers in the school zone were traveling greater than 20 mph, and one of every ten speeding drivers traveled greater than 30 mph in the active school zone. One half of drivers were traveling greater than 20 mph during the afternoon school zone versus one in three drivers during the morning school zone with more traffic.

Driver Speeding Behavior—E. 5th Ave.			How fast are SPEEDING DRIVERS going?					
Posted Speed/ Vehicle Action	Total Driver Observations (n=)	Speeding Driver	Speeding 1-5 mph over	Speeding 6-10 mph over	Speeding 11-15 mph over	Speeding 15-20 mph over	Speeding 21-25 mph over	Speeding 25+ mph over
Regular Posted Speed Limit = 25 mph	1,075	45% (n=485)	73%	23%	3%	1%	< 1%	< 1%
			352	112	15	3	1	2
School Zone: WCP Signage = 20mph	105	38% (n=40)	80%	10%	10%	0%	0%	0%
			32	4	4	0	0	0
School Zone Speeding Behavior								
A.M. School Zone (8:00 a.m.-8:35 a.m.)	77	34% (n=26)	81%	4%	15%	0%	0%	0%
			21	1	4	0	0	0
P.M. School Zone (2:55 p.m.-3:25 p.m.)	28	50% (n=14)	79%	21%	0%	0%	0%	0%
			11	3	0	0	0	0
Speeding Behavior by Vehicle Type (Collected 7:00 a.m.—5:00 p.m.)								
Bus	11	27% (n=3)	67%	33%	0%	0%	0%	0%
			2	1	0	0	0	0
Pickup Truck	116	39% (n=45)	71%	27%	2%	0%	0%	0%
			32	12	1	0	0	0
Sedan	400	38% (n=152)	75%	20%	5%	0%	1%	0%
			114	30	7	0	1	0
SUV	257	41% (n=106)	73%	22%	3%	2%	0%	1%
			77	23	3	2	0	1
Van	175	41% (n=71)	82%	14%	4%	0%	0%	0%
			58	10	3	0	0	0
Speeding Behavior by Light Conditions (All Times)								
Daylight (6:45a-4:24p)	933	39% (n=368)	75%	20%	4%	1%	< 1%	< 1%
			276	74	14	2	1	1
Nighttime (4:25p-1:00a)	26	35% (n=9)	78%	22%	0%	0%	0%	0%
			7	2	0	0	0	0



Multiple High Risk Behaviors—Frances Scott Elementary

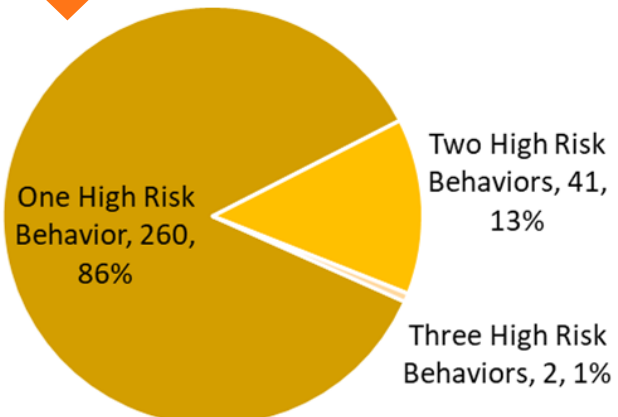
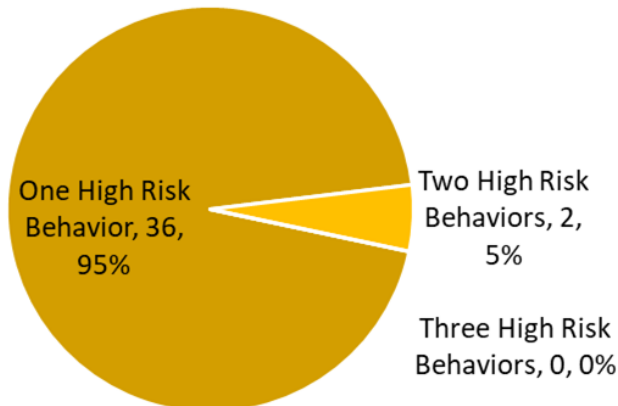
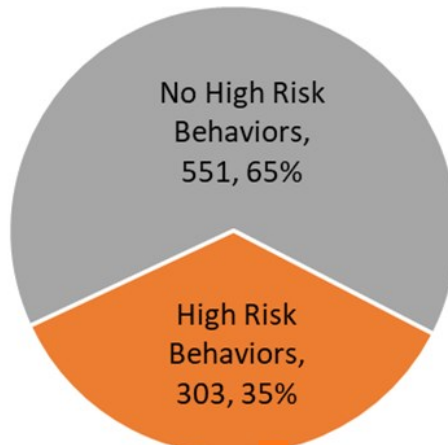
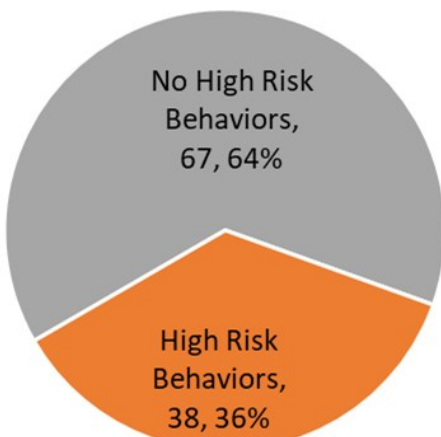
	Active School Zone	Non-School Zone
No High Risk Behavior	67 (64%)	551 (65%)
Speeding Only	7 (7%)	64 (7%)
Distraction Only	21 (20%)	99 (12%)
Unbelted Passengers Only	8 (8%)	97 (11%)
Speeding + Distraction	0 (0%)	11 (1%)
Speeding + Unbelted	1 (1%)	9 (1%)
Unbelted + Distracted	1 (1%)	21 (2%)
Speeding + Distracted + Unbelted	0 (0%)	2 (0%)

THE FATAL FOUR

1. Inappropriate speed
2. Driver distractions
3. Lack of seat belt
4. Alcohol impairment

Active School Zone

Non-School Zone



More than one-third of drivers engaged in at least one high risk driver behavior (speeding, distracted, unbelted) in the active school zone (36%) and during non-school zone hours (35%).

Distracted driving was the most common single high risk driver behavior followed by being unbelted. Distracted driving is high at this site. Drivers were more likely to engage in multiple high risk behaviors during non-school zone times.

Two drivers were recorded as speeding, distracted, and unbelted all at once.