



High Risk Driver Behavior—Regal Elementary

Driver Behavior

During Active School Zone Times (139 Drivers)

- ⇒ Median speed = 20 mph
 - *A.M. School Zone = 20 mph
 - *P.M. School Zone = 22 mph
- ⇒ Maximum Speed Recorded = 32 mph
 - *A.M. School Zone = 31 mph
 - *P.M. School Zone = 32 mph
- ⇒ Distracted Drivers = 21 (15%)
- ⇒ Front Seat Passengers Unbelted = 21 (15%)

During Regular Posted Speed Times (1,140 Drivers)

- ⇒ Median speed = 21 mph
- ⇒ Maximum Speed Recorded = 34 mph
- ⇒ Distracted Drivers = 121 (14%)
- ⇒ Front Seat Passengers Unbelted = 118 (13%)

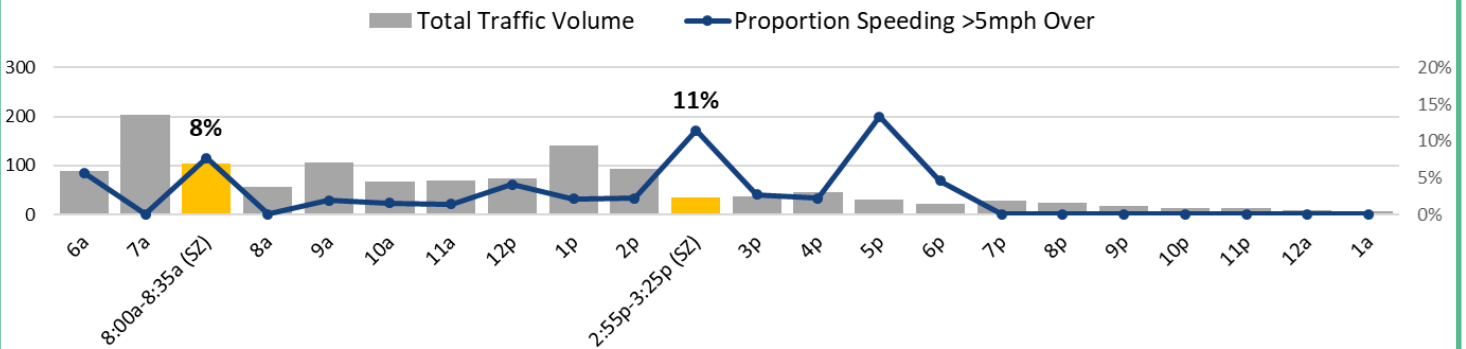


Driver behavior data was collected on E. Rich Ave. This site has “20 mph when children are present” signage indicating the active school zone presumed to be 8:00—8:35 a.m. and 2:55—3:25 p.m. for report purposes. The regular posted speed is 25 mph.

Overall, speeding (>5 mph over) was low at this site but peaked during the active school zone times and in the 5:00 p.m. hour. Speeding in the afternoon school zone (11%) was slightly higher than the morning school zone (8%) when there was also more traffic.

Regal Elementary (E. Rich Ave.)

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



If hit by a car traveling:

● Fatality ● Person survives collision



20 MPH

5%



30 MPH

45%



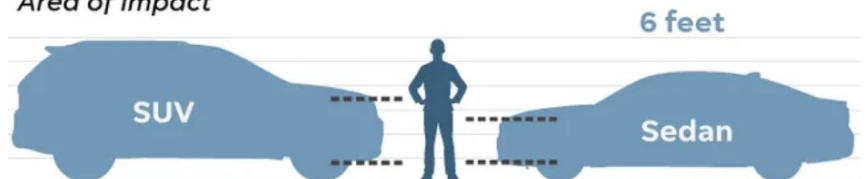
40 MPH

85%

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—Regal 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).

Just under half of drivers in the school zone were traveling greater than 20 mph (43%), and one in ten speeding drivers were traveling greater than 30 mph in the active school zone. Drivers were more likely to be traveling greater than 20 mph during the afternoon school zone (63%), which also had much lighter traffic than the morning school zone (37%).

Driver Speeding Behavior—E. Rich 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	1,140	15% (n=167)	86%	14%	0%	0%	0%	0%
			143	24	0	0	0	0
School Zone: WCP Signage = 20mph	139	43% (n=60)	80%	10%	10%	0%	0%	0%
			48	6	6	0	0	0
School Zone Speeding Behavior								
A.M. School Zone (8:00 a.m.-8:35 a.m.)	104	37% (n=38)	79%	11%	11%	0%	0%	0%
			30	4	4	0	0	0
P.M. School Zone (2:55 p.m.-3:25 p.m.)	35	63% (n=18)	82%	9%	9%	0%	0%	0%
			18	2	2	0	0	0
Speeding Behavior by Vehicle Type (Collected 7:00 a.m.—5:00 p.m.)								
Bus	10	20% (n=2)	100%	0%	0%	0%	0%	0%
			2	0	0	0	0	0
Pickup Truck	144	17% (n=24)	83%	13%	4%	0%	0%	0%
			20	3	1	0	0	0
Sedan	457	16% (n=74)	86%	9%	4%	0%	0%	0%
			64	7	3	0	0	0
SUV	199	17% (n=34)	85%	15%	0%	0%	0%	0%
			29	5	0	0	0	0
Van	221	14% (n=31)	77%	16%	6%	0%	0%	0%
			24	5	2	0	0	0
Speeding Behavior by Light Conditions (All Times)								
Daylight (6:45a-4:24p)	1,004	16% (n=157)	84%	12%	4%	0%	0%	0%
			132	19	6	0	0	0
Nighttime (4:25p-1:00a)	27	30% (n=8)	88%	13%	0%	0%	0%	0%
			7	1	0	0	0	0



Multiple High Risk Behaviors—Regal Elementary

	Active School Zone	Non-School Zone
No High Risk Behavior	92 (66%)	657 (74%)
Speeding Only	9 (6%)	10 (1%)
Distraction Only	16 (12%)	106 (12%)
Unbelted Passengers Only	15 (11%)	101 (11%)
Speeding + Distraction	1 (1%)	1 (< 1%)
Speeding + Unbelted	2 (1%)	3 (< 1%)
Unbelted + Distracted	4 (3%)	14 (2%)
Speeding + Distracted + Unbelted	0	0

THE FATAL FOUR



1. Inappropriate speed



2. Driver distractions



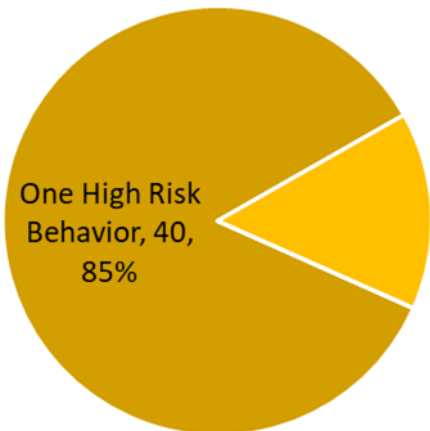
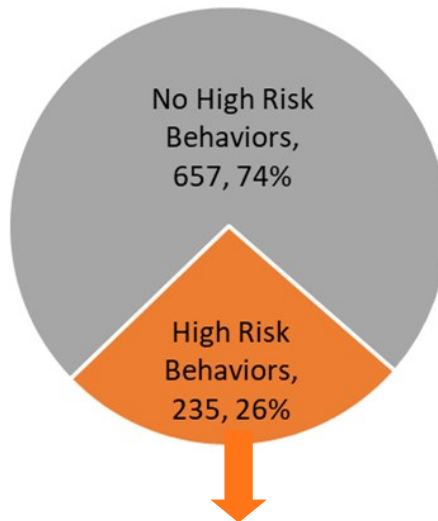
3. Lack of seat belt



4. Alcohol impairment

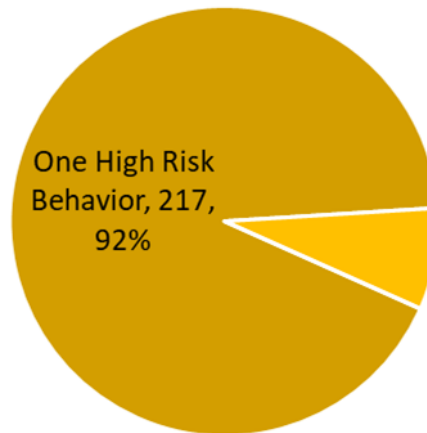
Active School Zone

Non-School Zone



Two High Risk Behaviors, 7, 15%

Three High Risk Behaviors, 0, 0%



Two High Risk Behaviors, 18, 8%

Three High Risk Behaviors, 0, 0%

One-third of drivers engaged in at least one high risk driver behavior (speeding, distracted, unbelted) in the active school zone compared to one in four drivers during non-school zone hours.

Distracted driving was the most common single high risk factor, followed by being unbelted. Twenty-five drivers were engaged in two high risk behaviors at the same time.

No drivers were recorded as speeding, distracted, and unbelted all at once.