



High Risk Driver Behavior —Shadle Park High School

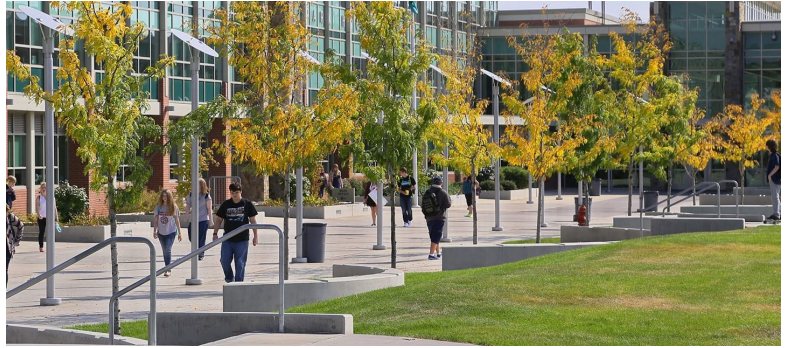
Driver Behavior

During Active School Zone Times (409 Drivers)

- ⇒ Median speed = 31 mph
 - *A.M. School Zone = 30 mph
 - *P.M. School Zone = 32 mph
- ⇒ Maximum Speed Recorded = 44 mph
 - *A.M. School Zone = 41 mph
 - *P.M. School Zone = 44 mph
- ⇒ Distracted Drivers = 41 (10%)
- ⇒ Front Seat Passengers Unbelted = 53 (13%)

During Regular Posted Speed Times (4,913 Drivers)

- ⇒ Median speed = 31 mph
- ⇒ Maximum Speed Recorded = 51 mph
- ⇒ Distracted Drivers = 382 (11%)
- ⇒ Front Seat Passengers Unbelted = 523 (15%)



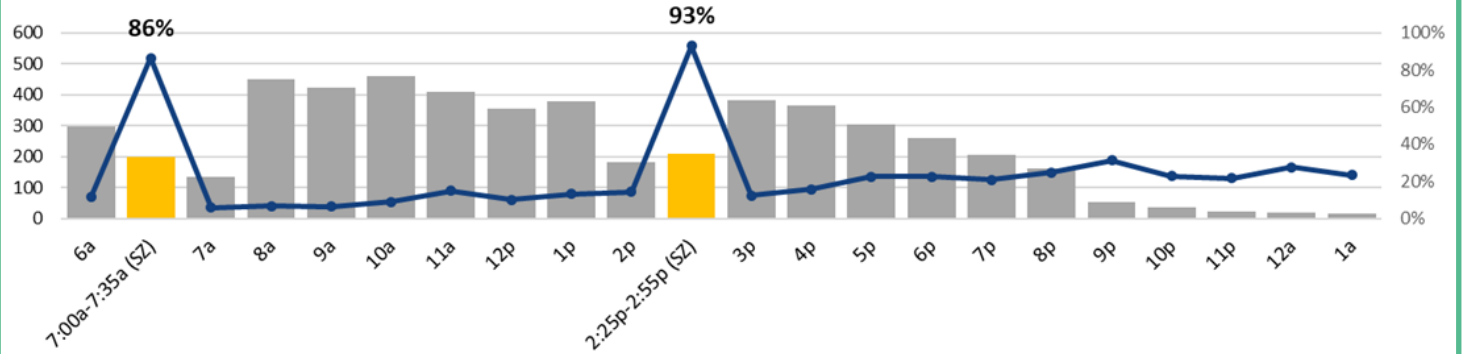
Driver behavior data was collected on N. Ash St. within the school zone. This site has flashing beacons indicating the active school zone (20 mph) 7:00—7:35 a.m. and 2:25—2:55 p.m. The regular posted speed is 30 mph.

Overall, speeding (>5 mph over) was high at this location increasing in the afternoon. Nearly every driver was traveling greater than 25 mph during active school zone times. Drivers were not only exceeding the regular posted speed, they were not adjusting their speeds in response to the flashing beacons.

Shadle Park High School (N. Ash St.)

(Regular Posted Speed = 30mph School Zone Speed Limit = 20mph)

■ Total Traffic Volume ● Proportion Speeding >5mph Over



If hit by a car traveling:

● Fatality ● Person survives collision



20 MPH 5%



30 MPH 45%

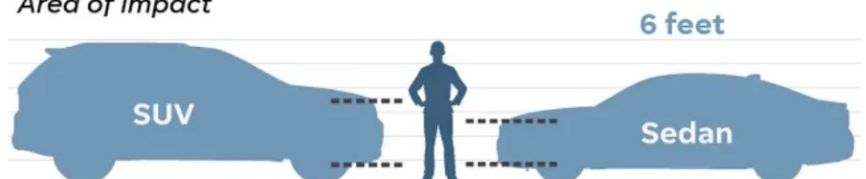


40 MPH 85%

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—Shadle Park High School

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).

Nearly every driver in the school zone was traveling greater than 20 mph, and more than half of speeding drivers were traveling greater than 30 mph in the active school zone. There was little difference between morning and afternoon school zone times, but drivers traveled at higher speeds during the afternoon school zone.

| Driver Speeding Behavior—N. Ash St. | | | 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 = 35 mph | 4,913 | 55% (n=2,697) | 75% | 22% | 3% | 0% | < 1% | 0% |
| | | | 2025 | 593 | 68 | 9 | 2 | 0 |
| School Zone Flashing Beacons = 20mph | 409 | 99% (n=403) | 9% | 38% | 39% | 12% | 1% | 0% |
| | | | 36 | 155 | 158 | 49 | 5 | 0 |
| School Zone Speeding Behavior | | | | | | | | |
| A.M. School Zone (7:00 a.m.-7:35 a.m.) | 199 | 98% (n=195) | 12% | 47% | 30% | 10% | 1% | 0% |
| | | | 23 | 92 | 59 | 19 | 2 | 0 |
| P.M. School Zone (2:25 p.m.-2:55 p.m.) | 210 | 99% (n=208) | 6% | 30% | 48% | 14% | 1% | 0% |
| | | | 13 | 63 | 99 | 30 | 3 | 0 |
| Speeding Behavior by Vehicle Type (Collected 7:00 a.m.—5:00 p.m.) | | | | | | | | |
| Bus | 0 | 0 | 0% | 0% | 0% | 0% | 0% | 0% |
| | | | 0 | 0 | 0 | 0 | 0 | 0 |
| Pickup Truck | 180 | 54% (n=97) | 63% | 29% | 5% | 3% | 0% | 0% |
| | | | 61 | 28 | 5 | 3 | 0 | 0 |
| Sedan | 1,703 | 56% (n=957) | 65% | 23% | 9% | 3% | < 1% | 0% |
| | | | 624 | 217 | 89 | 26 | 1 | 0 |
| SUV | 1,368 | 54% (n=738) | 64% | 23% | 9% | 3% | 1% | 0% |
| | | | 475 | 169 | 67 | 23 | 4 | 0 |
| Van | 698 | 54% (n=375) | 67% | 23% | 9% | 1% | 0% | 0% |
| | | | 252 | 87 | 32 | 4 | 0 | 0 |
| Speeding Behavior by Light Conditions (All Times) | | | | | | | | |
| Daylight (6:45a-4:24p) | 3,807 | 54% (n=2,062) | 65% | 23% | 9% | 3% | < 1% | 0% |
| | | | 1,330 | 478 | 193 | 56 | 5 | 0 |
| Nighttime (4:25p-1:00a) | 1,515 | 69% (n=1,038) | 70% | 26% | 3% | < 1% | < 1% | 0% |
| | | | 731 | 270 | 33 | 2 | 2 | 0 |



Multiple High Risk Behaviors—Shadle Park High School

| | Active School Zone | Non-School Zone |
|----------------------------------|--------------------|-----------------|
| No High Risk Behavior | 33 (8%) | 2,404 (68%) |
| Speeding Only | 286 (70%) | 292 (8%) |
| Distraction Only | 2 (< 1%) | 289 (8%) |
| Unbelted Passengers Only | 7 (2%) | 402 (11%) |
| Speeding + Distraction | 35 (9%) | 32 (1%) |
| Speeding + Unbelted | 42 (10%) | 60 (2%) |
| Unbelted + Distracted | 0 | 57 (2%) |
| Speeding + Distracted + Unbelted | 4 (1%) | 4 (< 1%) |

THE FATAL FOUR



1. Inappropriate speed



2. Driver distractions



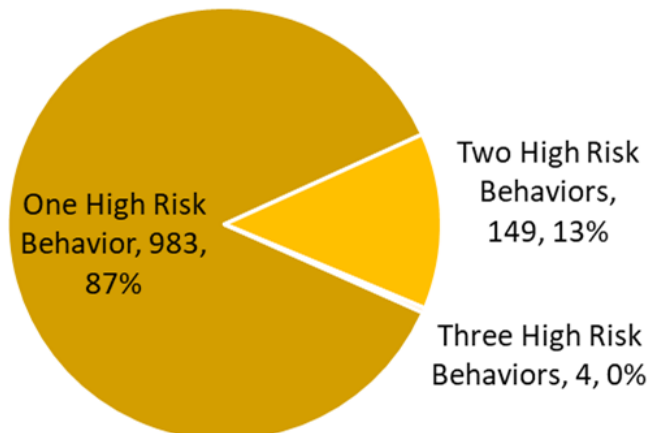
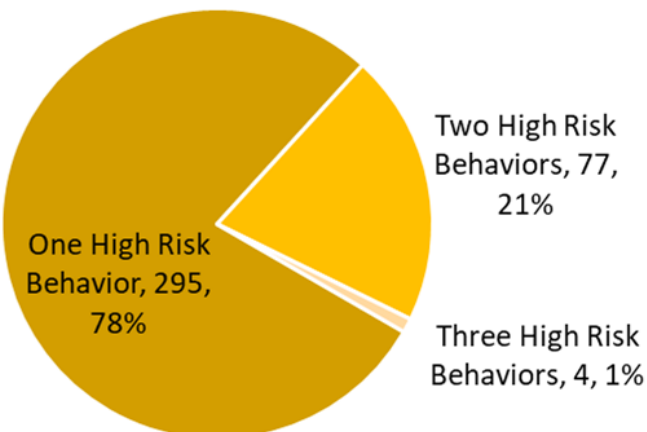
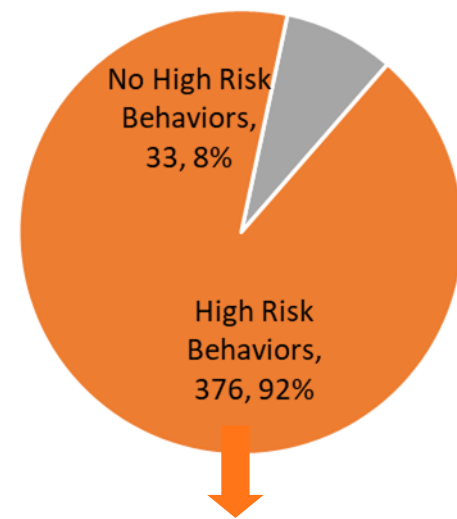
3. Lack of seat belt



4. Alcohol impairment

Active School Zone

Non-School Zone



Most drivers (92%) engaged in at least one high risk driver behavior (speeding, distracted, unbelted) in the active school zone compared to one in three drivers during non-school zone hours.

Speeding (>5mph over) was the most common single high risk driver behavior in the school zone, and an additional one in five drivers were either speeding and unbelted or speeding and distracted.

Eight drivers were recorded as speeding, distracted, and unbelted all at once, half in the active school zone.