



# High Risk Driver Behavior — Willard Elementary

## Driver Behavior

Regular Posted Speed = 30 mph (6,231 Drivers)

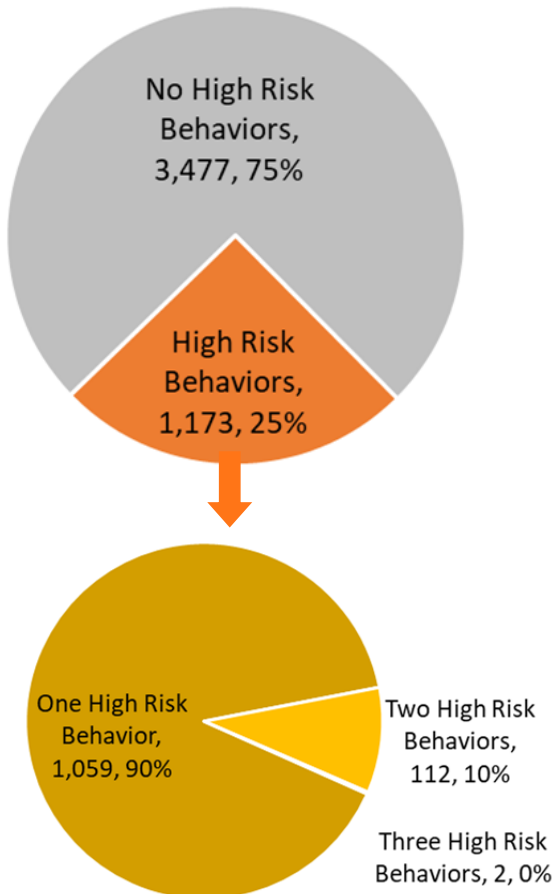
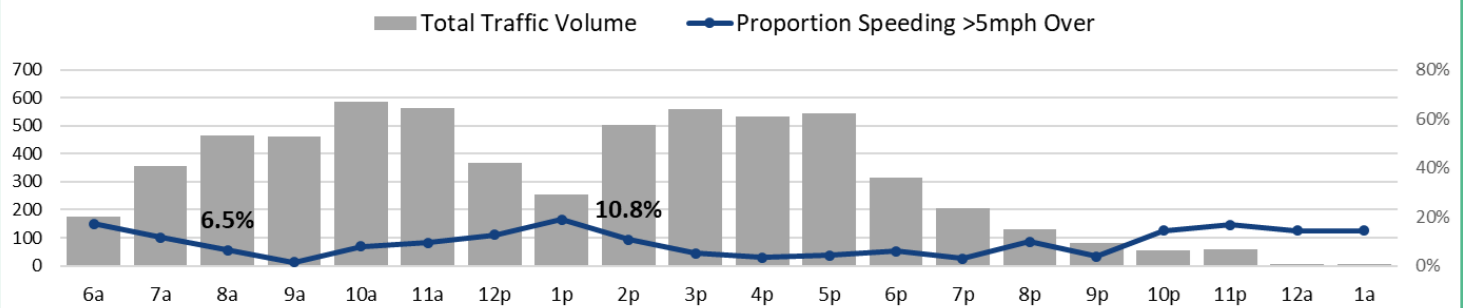
- ⇒ Median speed = 30 mph
- ⇒ Maximum Speed Recorded = 57 mph

Drivers 7:00 a.m.—5:00 p.m. (4,650 Drivers)

- ⇒ Distracted Drivers = 529 (11%)
- ⇒ Front Seat Passengers Unbelted = 387 (8%)

Driver behavior data was collected on N. Monroe St. near W. Heroy Ave., three blocks from the school campus. This location is not in a school zone but was identified as an area of concern for children traveling to/from school. The regular posted speed is 30 mph. Approximately one of every ten drivers were traveling greater than 35 mph with the highest rates of speeding occurring during the 6:00 a.m. and 1:00 p.m. hours, and after 10:00 p.m. One of every five drivers were either distracted (11%) or unbelted (8%).

Willard Elementary (N. Monroe St.)  
(Regular Posted Speed = 30 mph)



Multiple High Risk Behaviors	Frequency
No High Risk Behavior	3,477 (75%)
Speeding Only	292 (6%)
Distraction Only	446 (10%)
Unbelted Passengers Only	321 (7%)
Speeding + Distraction	48 (1%)
Speeding + Unbelted	31 (1%)
Unbelted + Distracted	33 (1%)
Speeding + Distracted + Unbelted	2 (< 1%)

One of every four drivers engaged in at least one high risk driver behavior, the most common being distracted driving. The number of unbelted drivers was slightly higher than the number of speeding drivers. One of every ten high risk drivers were engaged in two or more high risk behaviors at the same time, the most common being speeding and distraction. Two drivers were recorded as speeding, distracted, and unbelted all at the same time.



# Driver Behavior in School Zones — Willard 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).

Nearly half of drivers were exceeding the 30 mph posted speed limit. One of every five speeding drivers were traveling greater than 35 mph. Six drivers were speeding greater than 45 mph. There was no difference in speeding behavior among drivers of different vehicle types, but speeding did decline slightly at nighttime.

## Driver Speeding Behavior—N. Monroe St. How fast are SPEEDING DRIVERS going?

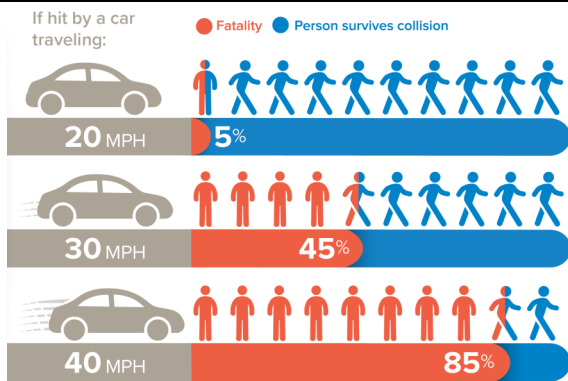
Posted Speed/ Vehicle Action	Total Driver Observations (n=)	Speeding Driver	Speeding 1-5 mph over	Speeding 6-10 mph over	Speeding 11-15 mph over	Speeding 15-20 mph over	Speeding 21-25 mph over	Speeding 25+ mph over
Regular Posted Speed Limit = 30 mph	6,231	47% (n=2,933)	83%	15%	1%	< 1%	< 1%	< 1%
			2,446	448	30	3	3	1

### Speeding Behavior by Vehicle Type (Collected 7:00 a.m.—5:00 p.m.)

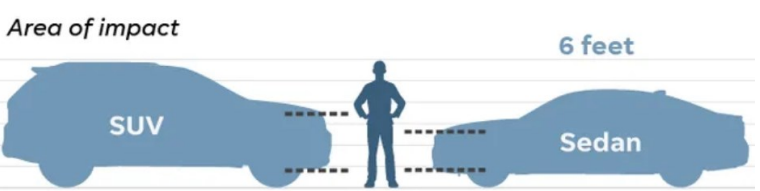
Vehicle Type	Total Driver Observations (n=)	Speeding Driver	Speeding 1-5 mph over	Speeding 6-10 mph over	Speeding 11-15 mph over	Speeding 15-20 mph over	Speeding 21-25 mph over	Speeding 25+ mph over
Bus	0	0	0%	0%	0%	0%	0%	0%
			0	0	0	0	0	0
Pickup Truck	495	44% (n=220)	82%	16%	1%	0%	< 1%	0%
			181	35	2	0	1	0
Sedan	2,049	48% (n=983)	82%	17%	1%	0%	< 1%	< 1%
			806	163	10	2	1	1
SUV	1,280	49% (n=623)	84%	15%	1%	< 1%	0%	0%
			521	96	5	1	0	0
Van	826	49% (n=402)	86%	13%	< 1%	0%	0%	0%
			347	53	2	0	0	0

### Speeding Behavior by Light Conditions (All Times)

Light Conditions	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
Daylight (6:45a-4:24p)	4,401	49% (n=2,169)	83%	16%	1%	< 1%	< 1%	< 1%
			1,803	342	20	2	1	1
Nighttime (4:25p-1:00a)	1,830	42% (n=764)	84%	14%	1%	< 1%	< 1%	0%
			643	106	10	1	2	0



**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.



SOURCE Free Press research; USA TODAY