

City of Laredo Traffic Safety Department
Speed Study Summary McPherson Road (Between IH-69 and Shiloh Drive)

Study Dates: July 29 to 31, 2025
Methodology: In-house speed and volume data collection
Directions Studied: Northbound and Southbound

Northbound Summary

- Total Vehicles Recorded: 22,018
- 85th Percentile Speed: 42 MPH
- Mean Speed: 36.7 MPH
- Percent of Vehicles > 40 MPH: 25.6%
- Percent in 10 MPH Pace (30-39 MPH): 63.7%

-Southbound Summary

- Total Vehicles Recorded: 18,626
- 85th Percentile Speed: 38 MPH
- Mean Speed: 32.4 MPH
- Percent of Vehicles > 40 MPH: 8.6%
- Percent in 10 MPH Pace (30-39 MPH): 61.5%

Justification for Speed Limit Ordinance

The proposed 40 MPH speed limit is supported by the following findings:

- The 85th percentile speeds are 42 MPH northbound and 38 MPH southbound, indicating that 40 MPH is a reasonable and enforceable limit that aligns with driver behavior.
- The majority of vehicles in both directions travel within the 30 - 39 MPH pace range, reinforcing that 40 MPH is consistent with prevailing speeds.
- A significant portion of northbound traffic (25.6%) exceeds 40 MPH, suggesting a need to curb speeding and enhance safety.
- The southbound direction shows more conservative speeds, further supporting a uniform 40 MPH limit for consistency and clarity.

This ordinance is recommended to improve traffic safety and ensure consistent speed regulation along McPherson Road.

Traffic Volume & Speed Report

City of Laredo Traffic Safety Department



Location 1: McPherson Rd
Location 2:

Direction: Combined

7/30/2025 Time	0 - 15 MPH	> 15 - 20 MPH	> 20 - 25 MPH	> 25 - 30 MPH	> 30 - 35 MPH	> 35 - 40 MPH	> 40 - 45 MPH	> 45 - 50 MPH	> 50 - 55 MPH	> 55 - 60 MPH	> 60 - 65 MPH	> 65 - 70 MPH	> 70 MPH	Total	Average
12:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
1:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
2:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
3:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
4:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
5:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
6:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
7:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
8:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
9:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
10:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
11:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
12:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
1:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
2:00 PM	2	3	13	132	401	465	214	56	6	1	0	0	0	1293	198.8
3:00 PM	0	2	17	147	430	533	225	58	6	0	0	0	0	1418	218.2
4:00 PM	1	6	13	79	335	523	270	56	10	2	1	0	0	1296	199.3
5:00 PM	2	1	7	94	449	559	294	46	7	4	0	0	0	1463	224.9
6:00 PM	1	2	17	125	439	572	240	58	8	0	0	0	0	1462	224.8
7:00 PM	0	5	12	131	334	422	274	56	8	2	0	0	0	1244	191.4
8:00 PM	1	0	40	175	420	407	159	29	6	1	0	0	0	1238	190.4
9:00 PM	0	3	23	131	326	386	179	27	8	2	0	0	0	1085	166.9
10:00 PM	1	0	19	68	204	276	122	26	5	0	1	0	0	722	111.0
11:00 PM	1	1	5	31	123	169	81	17	0	0	0	0	0	428	65.8
Total	9	23	166	1113	3461	4312	2058	429	64	12	2	0	0	11649	

Traffic Volume & Speed Report

City of Laredo Traffic Safety Department



Location 1: McPherson Rd
Location 2:

Direction: Combined

7/31/2025 Time	0 - 15 MPH	> 15 - 20 MPH	> 20 - 25 MPH	> 25 - 30 MPH	> 30 - 35 MPH	> 35 - 40 MPH	> 40 - 45 MPH	> 45 - 50 MPH	> 50 - 55 MPH	> 55 - 60 MPH	> 60 - 65 MPH	> 65 - 70 MPH	> 70 MPH	Total	Average
12:00 AM	0	0	1	13	53	89	66	19	7	0	0	0	0	248	38.2
1:00 AM	0	1	1	13	30	44	33	10	2	0	0	0	0	134	20.6
2:00 AM	0	0	1	9	15	29	19	9	0	0	0	0	0	82	12.6
3:00 AM	0	0	2	1	12	18	8	5	3	0	0	0	0	49	7.5
4:00 AM	0	0	0	4	17	31	25	6	1	0	0	0	0	84	12.9
5:00 AM	0	0	3	10	38	49	47	13	4	0	0	0	0	164	25.2
6:00 AM	0	0	2	27	71	157	94	38	10	0	0	0	0	399	61.4
7:00 AM	0	0	2	31	128	286	226	82	9	3	1	0	0	768	118.2
8:00 AM	1	0	8	57	242	372	291	100	12	1	0	0	0	1084	166.7
9:00 AM	0	1	7	50	263	452	290	71	11	1	1	0	0	1147	176.5
10:00 AM	0	4	3	71	294	397	264	55	7	1	0	0	1	1097	168.8
11:00 AM	2	0	18	110	309	426	298	63	6	1	0	0	0	1233	189.5
12:00 PM	2	3	39	156	413	535	273	58	7	1	0	1	0	1488	228.8
1:00 PM	1	3	23	121	447	571	285	50	16	1	1	0	0	1519	233.6
2:00 PM	1	4	12	103	285	300	136	26	5	1	0	0	0	873	134.2
3:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
4:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
5:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
6:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
7:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
8:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
9:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
10:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
11:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
Total	7	16	122	776	2617	3756	2355	605	100	10	3	1	1	10369	
Grand Total	16	39	288	1889	6078	8068	4413	1034	164	22	5	1	1	22018	
Stats	Percentile		15th		50th		85th		95th						
	Speed		31		37		42		45						
Mean Speed (Average)			36.7												
10 MPH Pace Speed			30-39												
Number in Pace			14022												
Percent in Pace			63.7%												
Number > 40 MPH			5640												
Percent > 40 MPH			25.6%												

NB

Traffic Volume & Speed Report

City of Laredo Traffic Safety Department



Location 1: McPherson Rd

Location 2:

Direction: Combined

7/29/2025 Time	0 - 15 MPH	> 15 - 20 MPH	> 20 - 25 MPH	> 25 - 30 MPH	> 30 - 35 MPH	> 35 - 40 MPH	> 40 - 45 MPH	> 45 - 50 MPH	> 50 - 55 MPH	> 55 - 60 MPH	> 60 - 65 MPH	> 65 - 70 MPH	> 70 MPH	Total	Average
12:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
1:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
2:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
3:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
4:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
5:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
6:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
7:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
8:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
9:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
10:00 AM	4	30	53	133	284	173	47	8	1	0	0	0	0	733	112.5
11:00 AM	8	18	74	189	414	281	68	15	0	0	1	0	0	1068	163.7
12:00 PM	20	36	83	222	463	250	96	4	1	0	0	0	0	1175	179.2
1:00 PM	27	71	100	248	497	265	64	5	0	2	0	1	0	1280	194.8
2:00 PM	23	44	111	224	467	277	75	9	2	0	1	0	0	1233	187.9
3:00 PM	11	31	87	188	443	307	105	12	2	0	0	0	1	1187	181.8
4:00 PM	8	35	71	218	432	315	65	13	3	0	0	0	0	1160	177.8
5:00 PM	18	35	88	235	514	303	70	10	1	2	0	0	0	1276	194.9
6:00 PM	12	39	90	244	464	280	87	9	3	1	0	0	0	1229	188.2
7:00 PM	12	35	82	206	475	233	70	13	1	0	0	0	0	1127	172.5
8:00 PM	13	31	91	321	358	175	42	4	0	0	0	0	0	1035	158.2
9:00 PM	6	23	84	217	291	210	52	12	0	0	0	0	0	895	137.2
10:00 PM	0	7	42	108	233	142	54	4	1	1	0	0	0	592	91.1
11:00 PM	1	5	27	56	107	104	24	10	1	1	0	0	0	336	51.6
Total	163	440	1083	2809	5442	3315	919	128	16	7	2	1	1	14326	

Traffic Volume & Speed Report

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Location 1: McPherson Rd
Location 2:

Direction: Combined

7/30/2025 Time	0 - 15 MPH	> 15 - 20 MPH	> 20 - 25 MPH	> 25 - 30 MPH	> 30 - 35 MPH	> 35 - 40 MPH	> 40 - 45 MPH	> 45 - 50 MPH	> 50 - 55 MPH	> 55 - 60 MPH	> 60 - 65 MPH	> 65 - 70 MPH	> 70 MPH	Total	Average
12:00 AM	0	3	4	26	69	44	16	2	0	0	0	0	0	164	25.2
1:00 AM	0	0	4	11	34	32	12	1	0	0	0	0	0	94	14.5
2:00 AM	0	0	3	9	18	14	3	4	0	0	0	0	0	51	7.8
3:00 AM	0	1	5	11	14	14	2	4	0	0	0	0	0	51	7.8
4:00 AM	0	1	9	9	20	22	11	5	0	1	0	0	0	78	12.0
5:00 AM	0	4	10	20	36	38	16	12	2	0	0	0	0	138	21.2
6:00 AM	0	4	27	36	104	100	50	11	2	1	0	0	0	335	51.5
7:00 AM	7	15	33	79	202	194	71	18	1	0	0	0	0	620	94.8
8:00 AM	7	33	72	115	298	263	86	12	0	1	0	0	0	887	135.9
9:00 AM	7	28	67	118	344	267	95	18	1	0	1	0	0	946	145.0
10:00 AM	7	18	62	191	343	243	61	10	0	1	0	0	0	936	143.5
11:00 AM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
12:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
1:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
2:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
3:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
4:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
5:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
6:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
7:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
8:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
9:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
10:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
11:00 PM	*	*	*	*	*	*	*	*	*	*	*	*	*	0	0.0
Total	28	107	296	625	1482	1231	423	97	6	4	1	0	0	4300	
Grand Total	191	547	1379	3434	6924	4546	1342	225	22	11	3	1	1	18626	

Stats	Percentile	15th	50th	85th	95th
Speed		27	33	38	42
Mean Speed (Average)		32.4			
10 MPH Pace Speed		30-39			
Number in Pace		11448			
Percent in Pace		61.5%			
Number > 40 MPH		1605			
Percent > 40 MPH		8.6%			

SB

20250625 - McPherson Speed Limit Study

85th Average: **42.6**

SDK DATA

LOCATION

SPEED						
	Posted	Min	Max	Avg	85th	95th
1	45	2	61	37	43	47
2	45	6	59	37	44	48
3	45	3	58	36	44	47
4	45	12	57	39	45	49
5	45	2	55	33	42	45
6	45	2	54	32	40	44
7	45	4	50	33	40	43

* SDK data collected between 06/01/2024 to 06/30/2024





Analytics

McPherson Ave (758352806)

Metrics

43 MPH

85th Percentile Speed

Insights

Speed Limit

40 MPH

Average

37 MPH

Minimum Speed

2 MPH

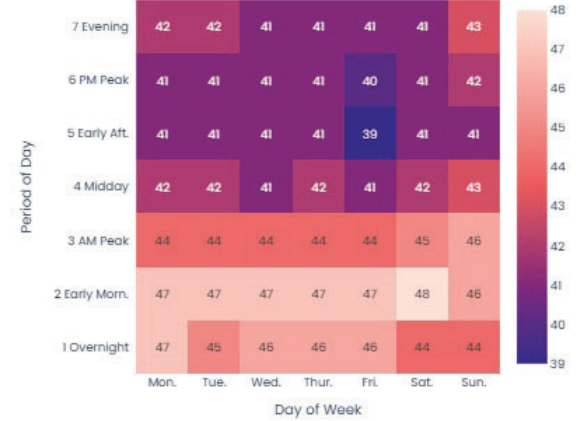
95%

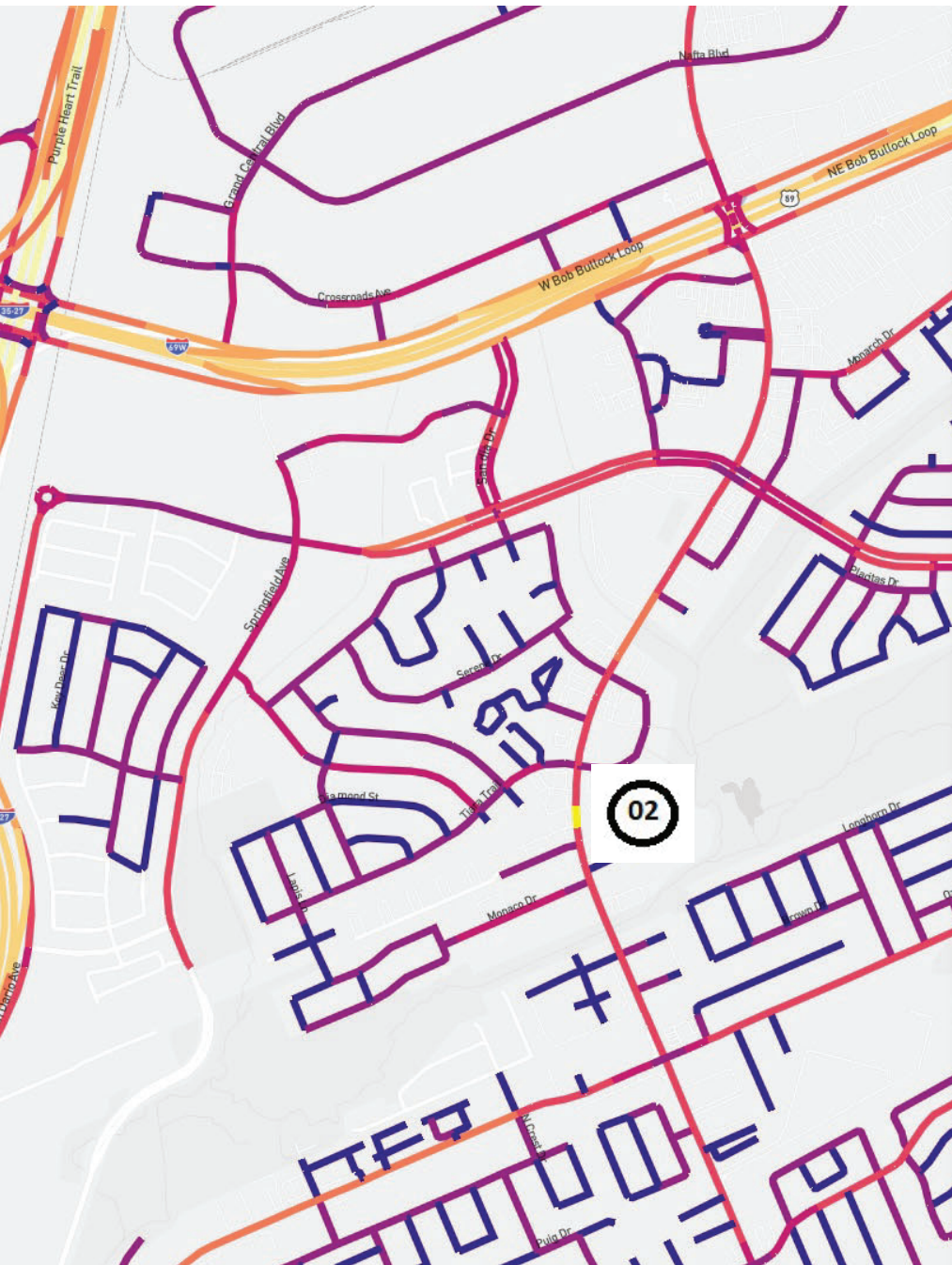
47 MPH

Maximum Speed

61 MPH

85th Percentile Speed Breakdown





Analytics

McPherson Ave (1314920934)

Metrics

Details

44 MPH

85th Percentile Speed

Insights

Speed Limit ⓘ

40 MPH

Average ⓘ

37 MPH

Minimum Speed ⓘ

6 MPH

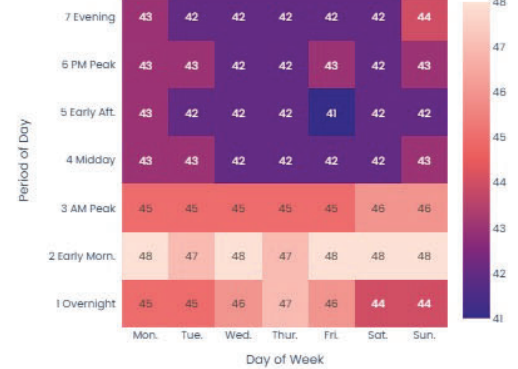
95% ⓘ

48 MPH

Maximum Speed ⓘ

59 MPH

85th Percentile Speed Breakdown





Analytics

McPherson Rd (1314923143)

Metrics Details

44 MPH

85th Percentile Speed

Insights

Speed Limit 40 MPH

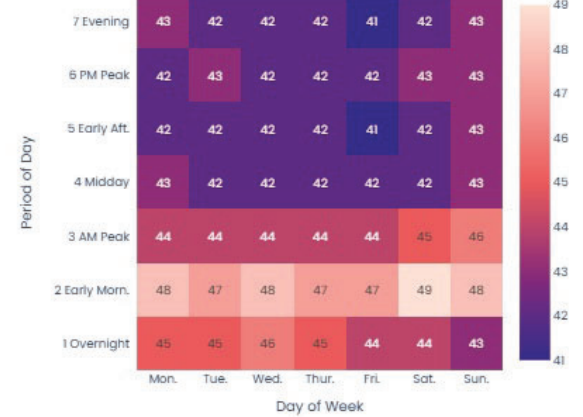
Average 36 MPH

Minimum Speed 3 MPH

95% 47 MPH

Maximum Speed 58 MPH

85th Percentile Speed Breakdown





Analytics

McPherson Rd (1315013868)

Metrics Details

45 MPH

85th Percentile Speed

Insights

Speed Limit ⓘ

40 MPH

Average ⓘ

39 MPH

Minimum Speed ⓘ

12 MPH

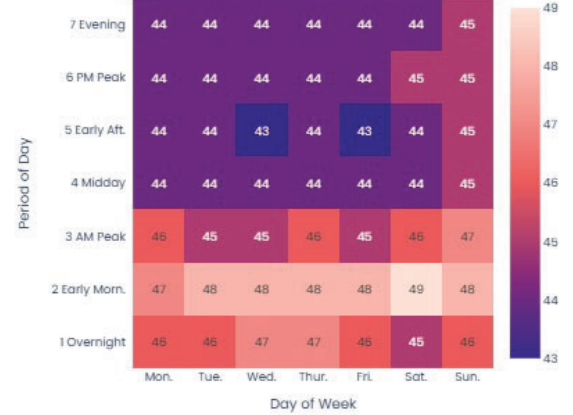
95% ⓘ

49 MPH

Maximum Speed ⓘ

57 MPH

85th Percentile Speed Breakdown





Analytics

McPherson Ave (1314926476)

Metrics Details

42 MPH

85th Percentile Speed

Insights

Speed Limit ⓘ

40 MPH

Average ⓘ

33 MPH

Minimum Speed ⓘ

2 MPH

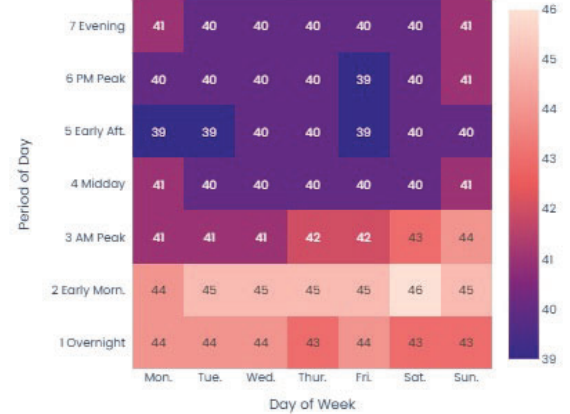
95% ⓘ

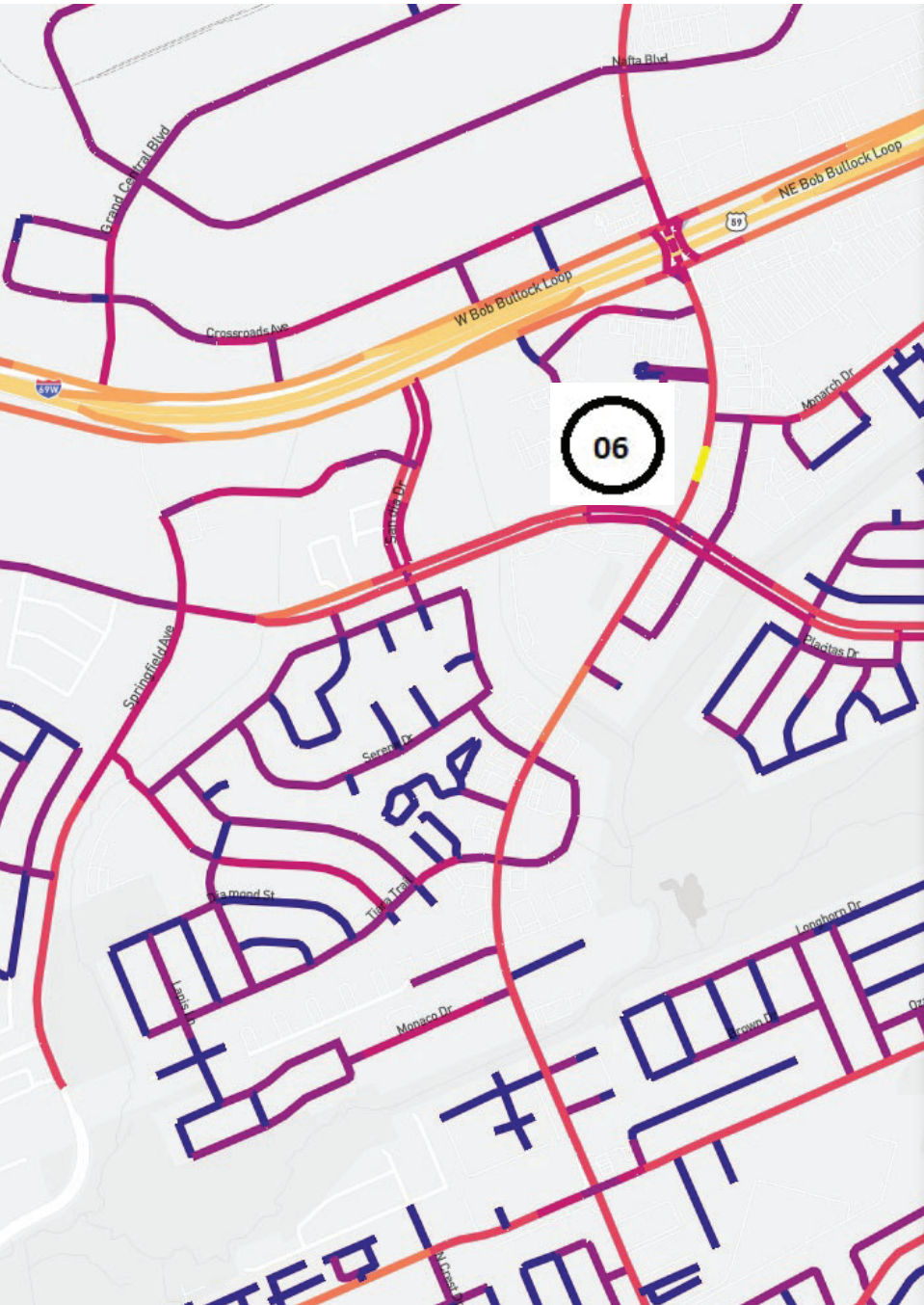
45 MPH

Maximum Speed ⓘ

55 MPH

85th Percentile Speed Breakdown





Analytics

McPherson Ave (1307835563)

Metrics Details

40 MPH

85th Percentile Speed

Insights

Speed Limit ⓘ

40 MPH

Average ⓘ

32 MPH

Minimum Speed ⓘ

2 MPH

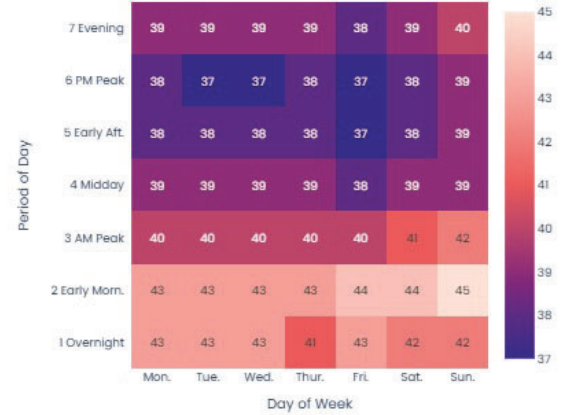
95% ⓘ

44 MPH

Maximum Speed ⓘ

54 MPH

85th Percentile Speed Breakdown





Analytics

McPherson Rd (1314926505)

Metrics Details

40 MPH

85th Percentile Speed

Insights

Speed Limit ⓘ

40 MPH

Average ⓘ

33 MPH

Minimum Speed ⓘ

4 MPH

95% ⓘ

43 MPH

Maximum Speed ⓘ

50 MPH

85th Percentile Speed Breakdown

