



TOWARD ZERO DEATHS  
Because your life counts

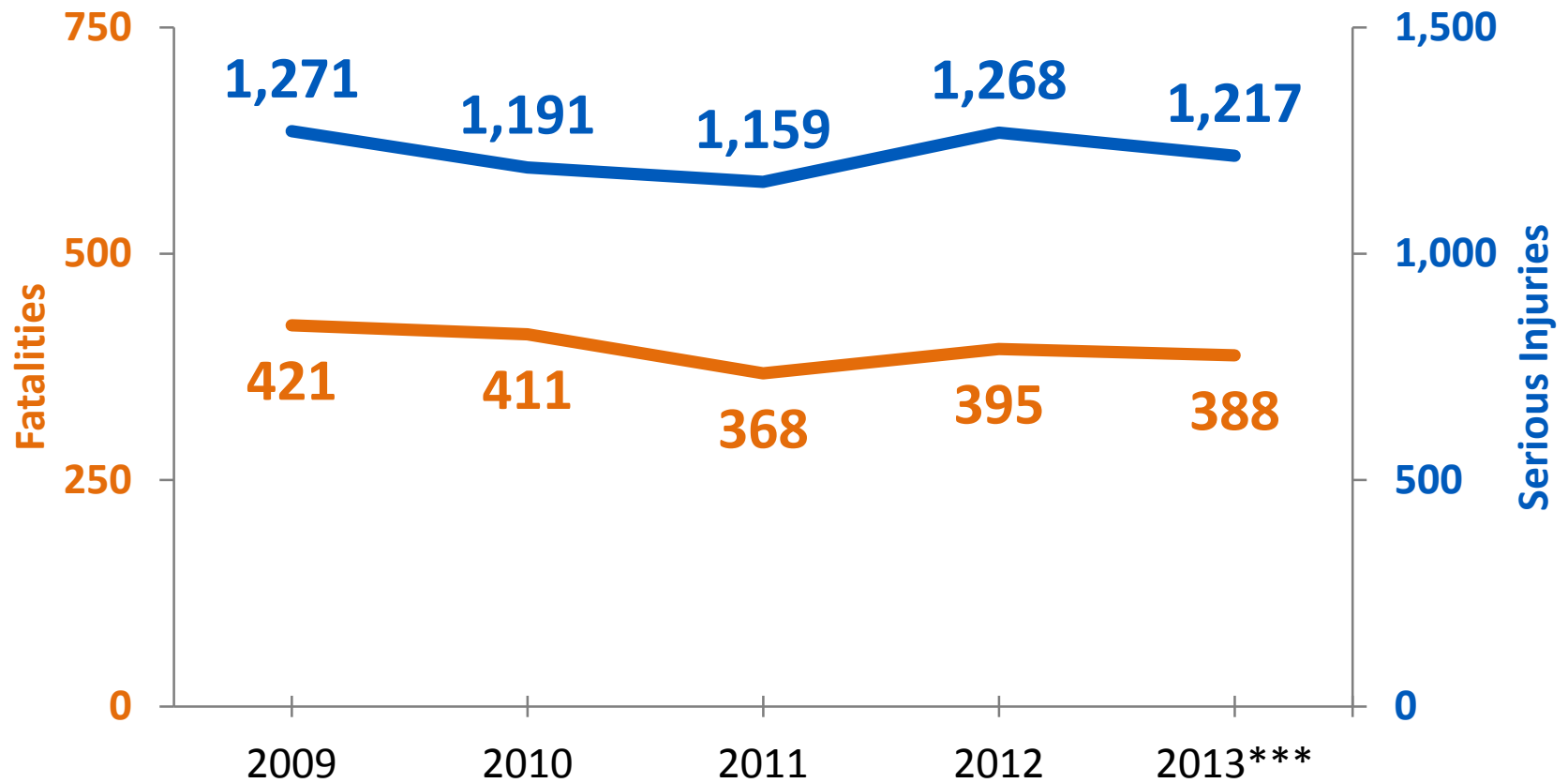
# East Central Minnesota TZD Region Crash Data

June 3, 2014



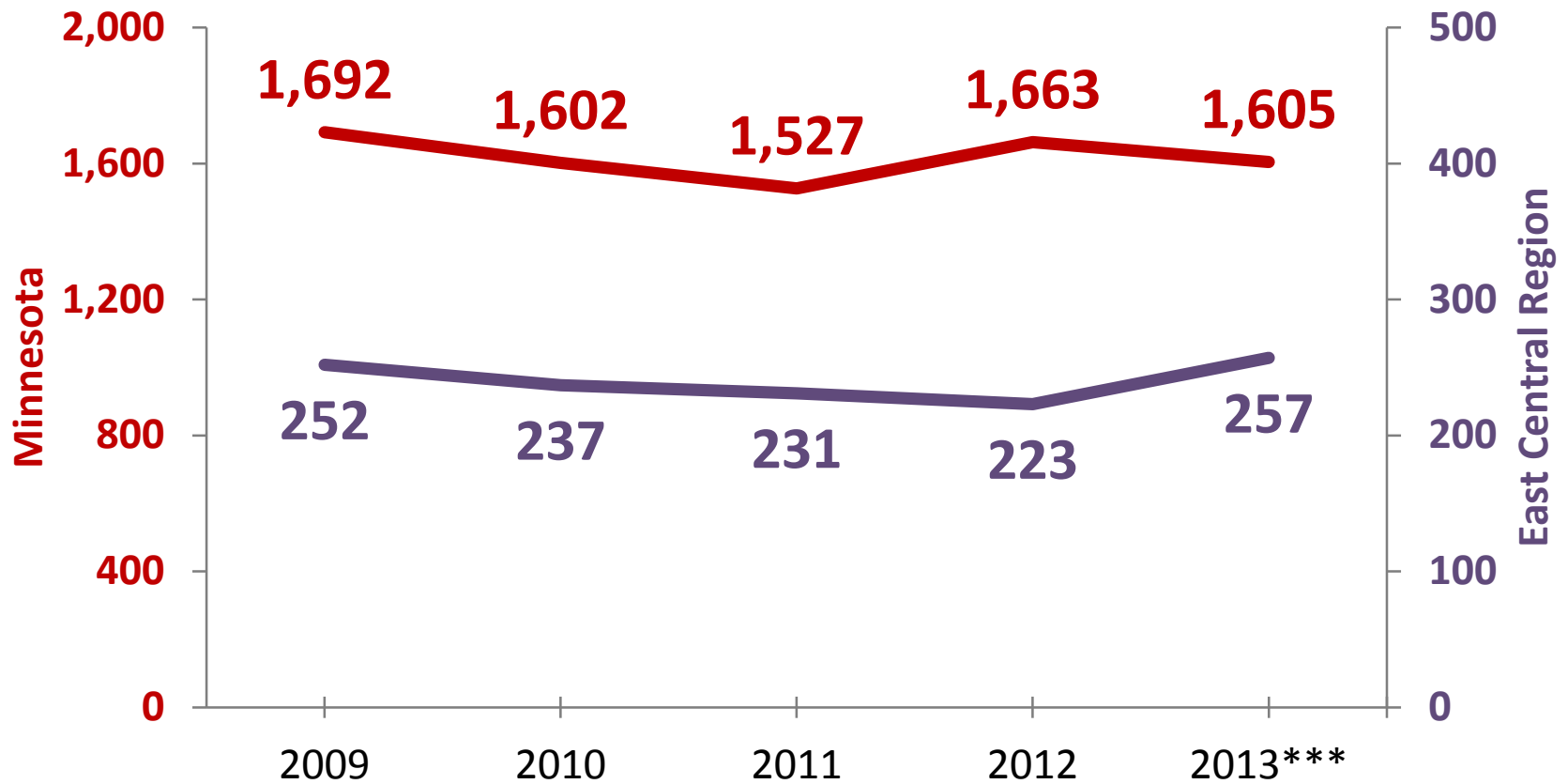
# Minnesota Fatalities & Serious Injuries

2009-2013\*\*\*



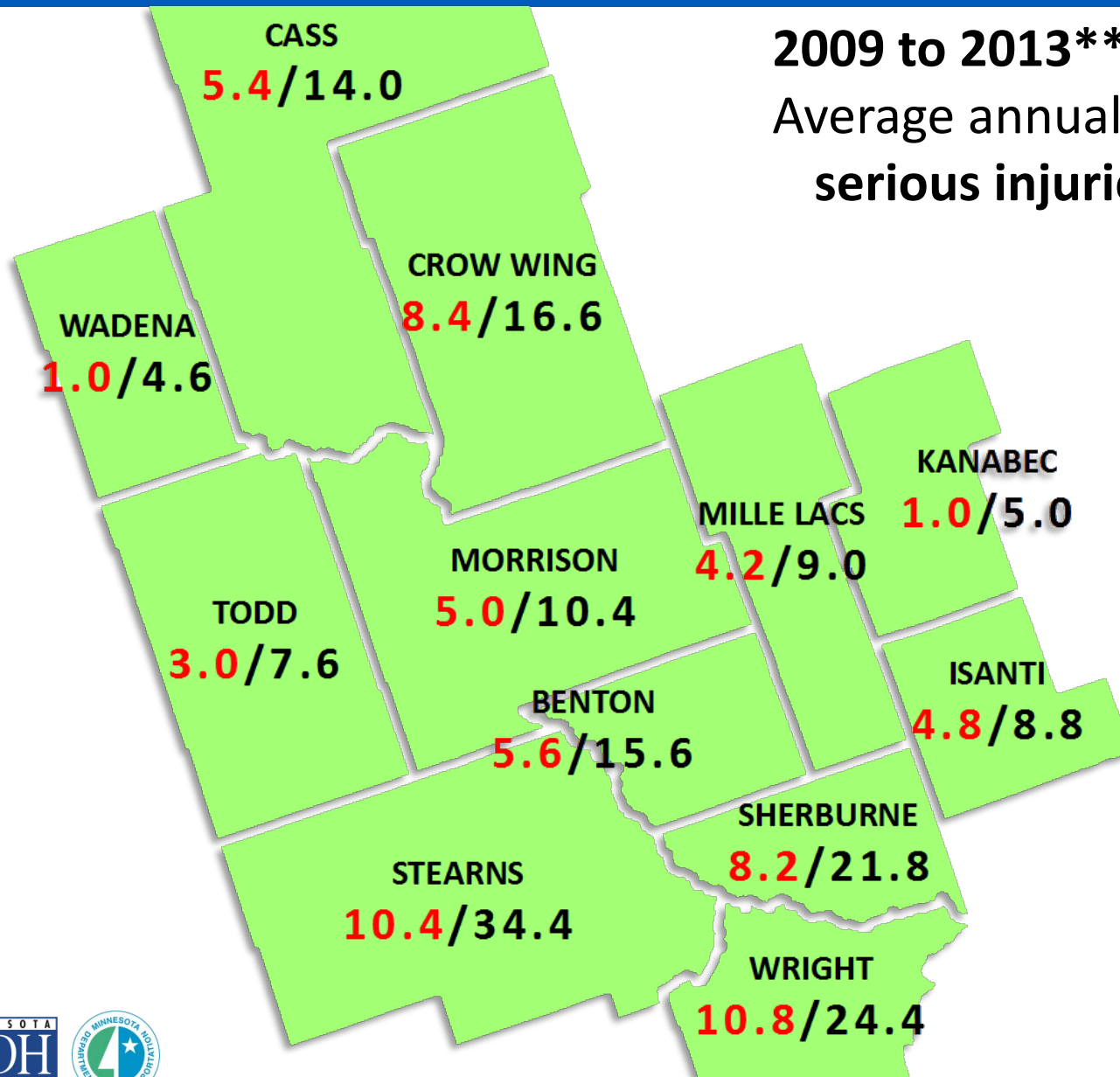
# Fatalities & Serious Injuries

2009-2013\*\*\*



## EAST CENTRAL REGION

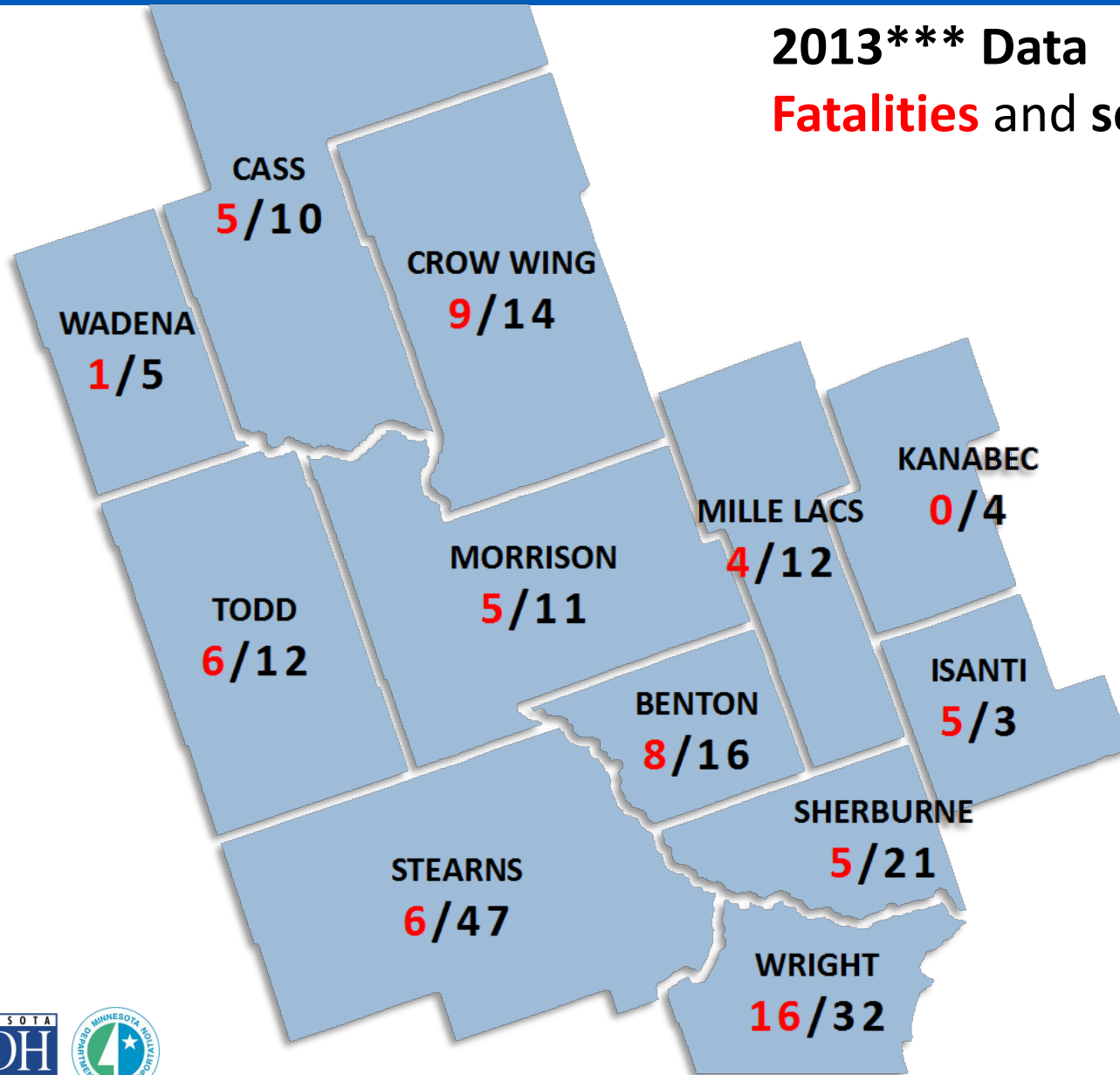
2009 to 2013\*\*\*:  
Average annual **fatalities** and  
serious injuries



\*\*\*2013 data are preliminary

2013\*\*\* Data

**Fatalities** and serious injuries

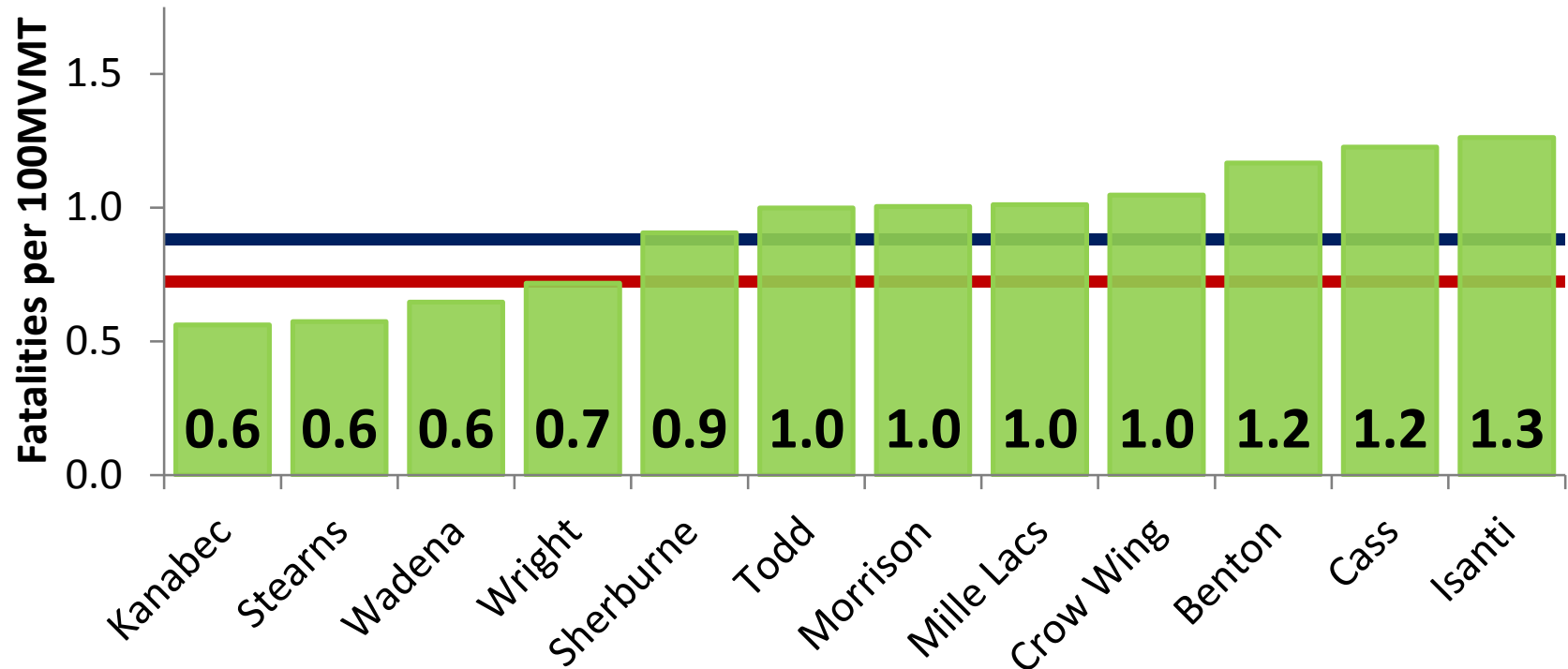


\*\*\*2013 data are preliminary

# Fatality Rates by County

2009-2013\*\*\*

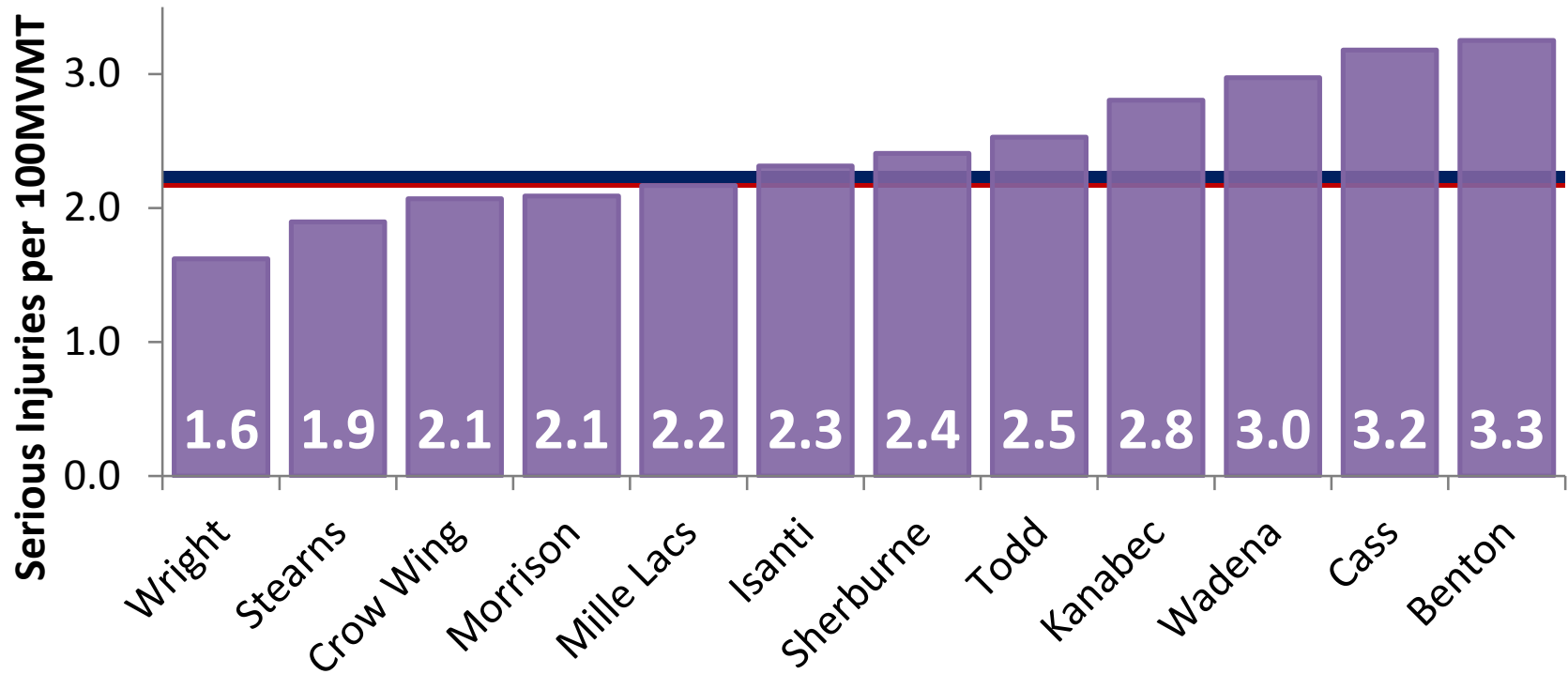
■ Minnesota Average ■ Regional Average



# Serious Injury Rates by County

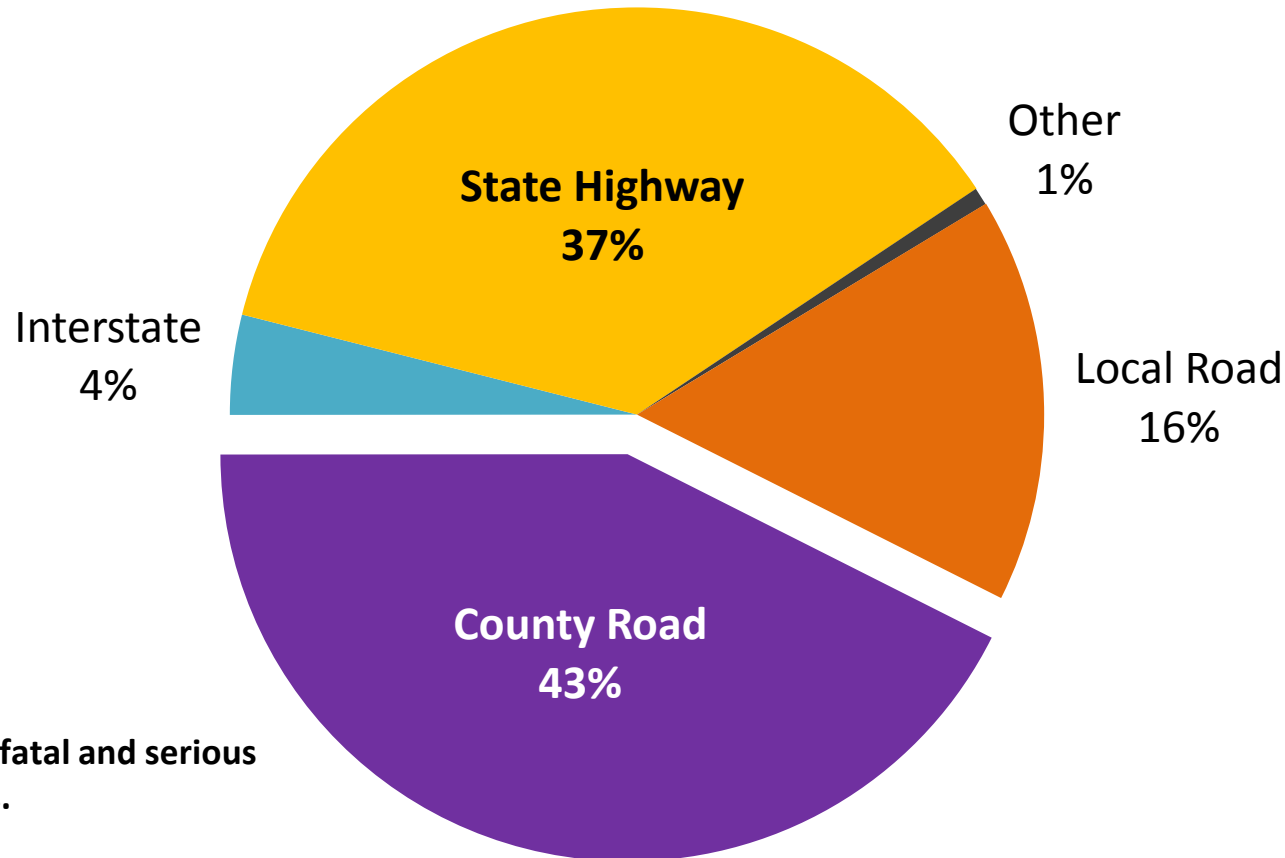
2009-2013\*\*\*

■ Minnesota Average ■ Regional Average



# Fatal & Serious Injury Crashes by Roadway

2009-2013\*\*\*

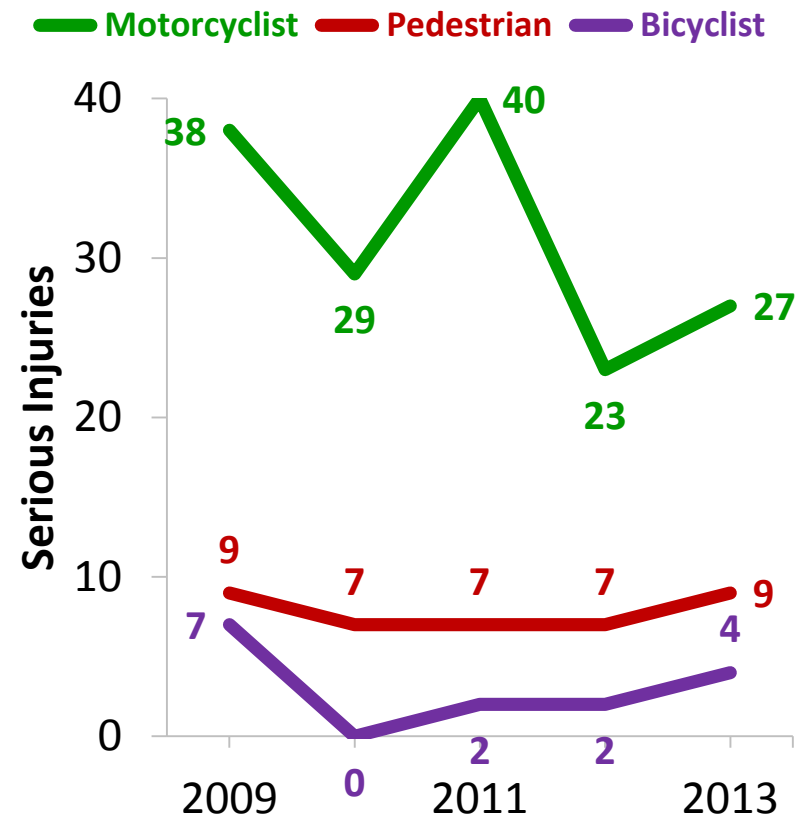
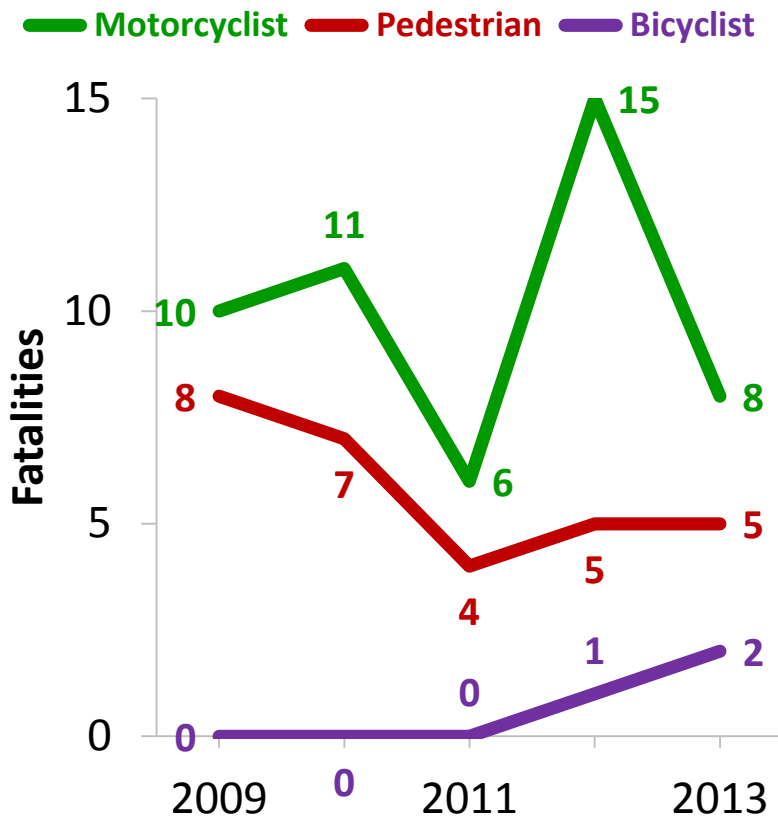


Percent of all fatal and serious injury crashes.



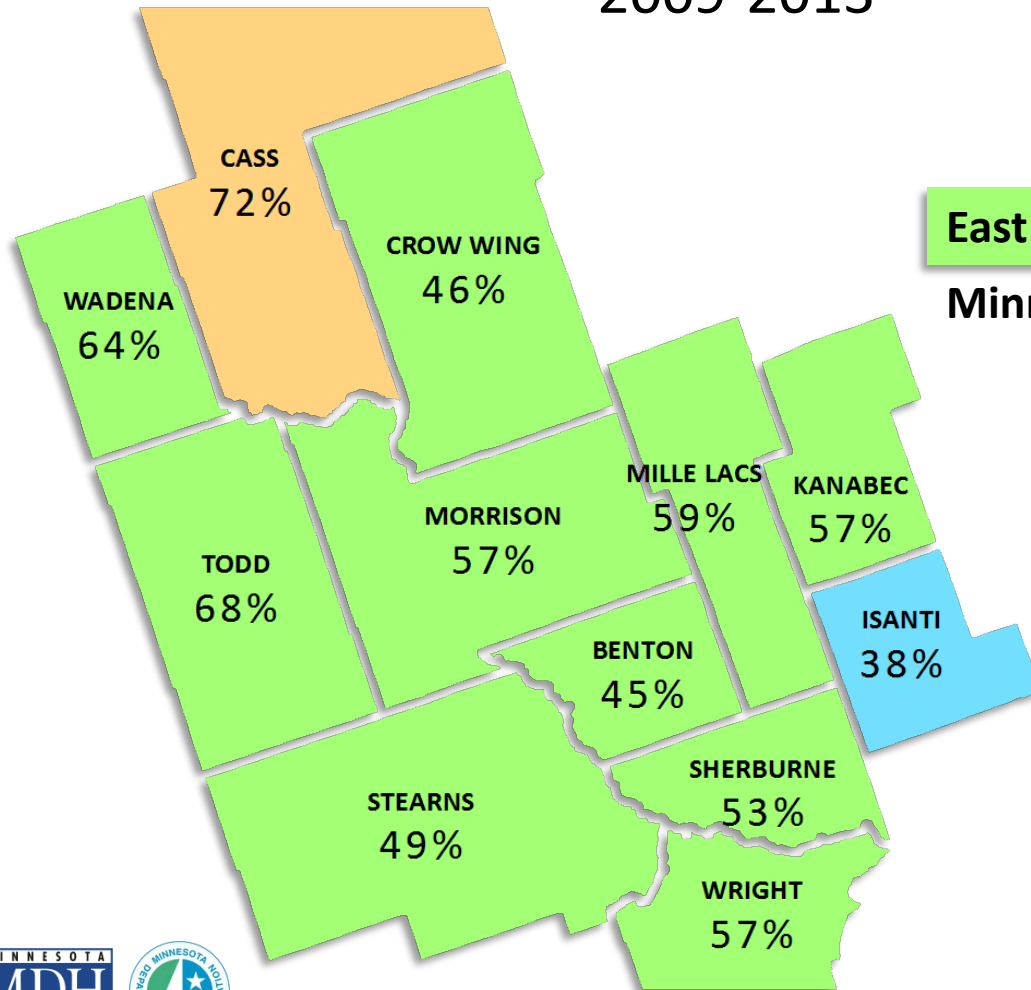
# Fatalities & Serious Injuries by Roadway User

2009-2013\*\*\*



# Lane Departure Fatalities & Serious Injuries

2009-2013\*\*\*



	Lane Departure	Total
East Central	645 54%	1,200
Minnesota	3,783 47%	8,089

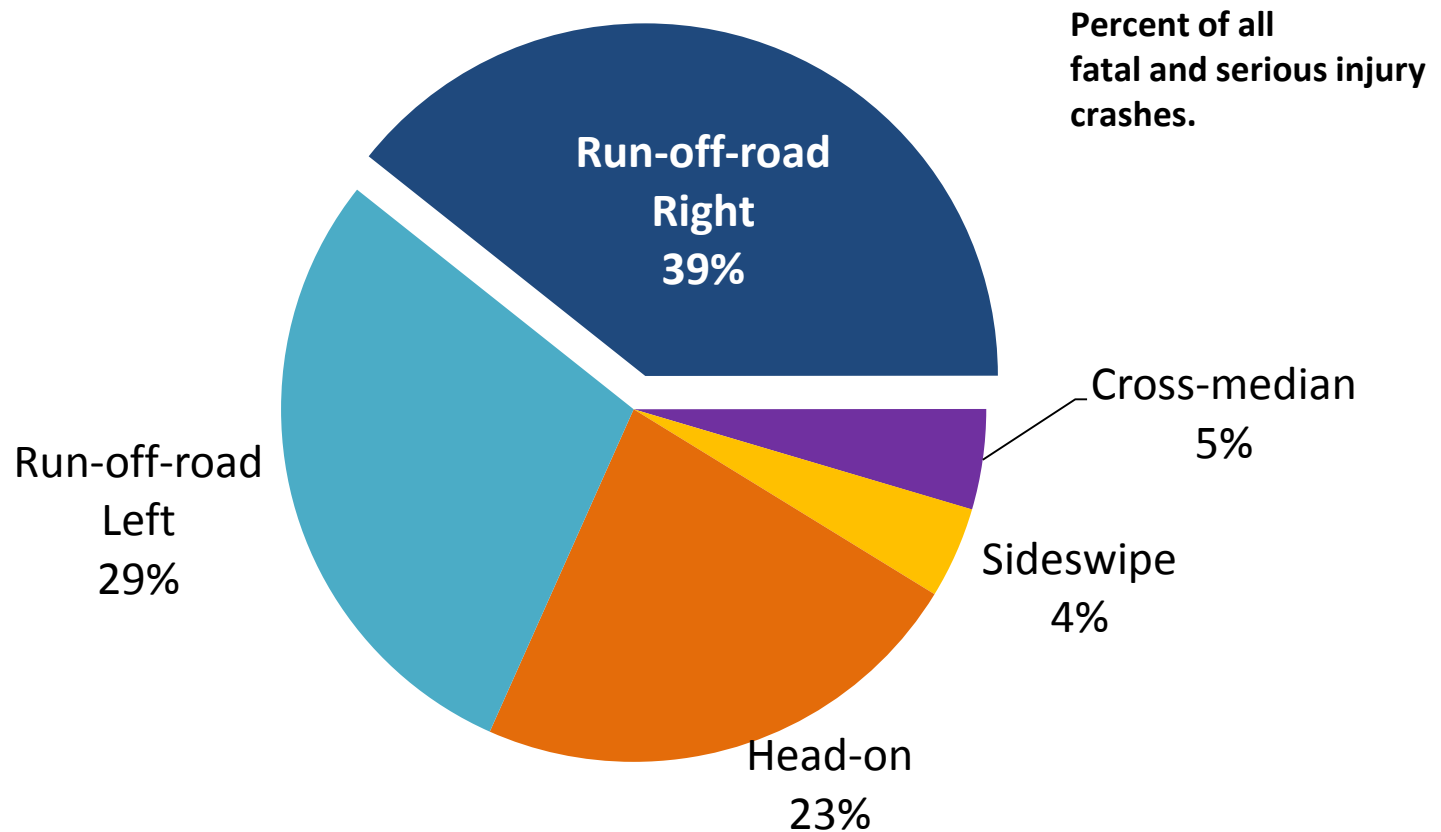


Percent of all fatalities and serious injuries.

\*\*\*2013 data are preliminary

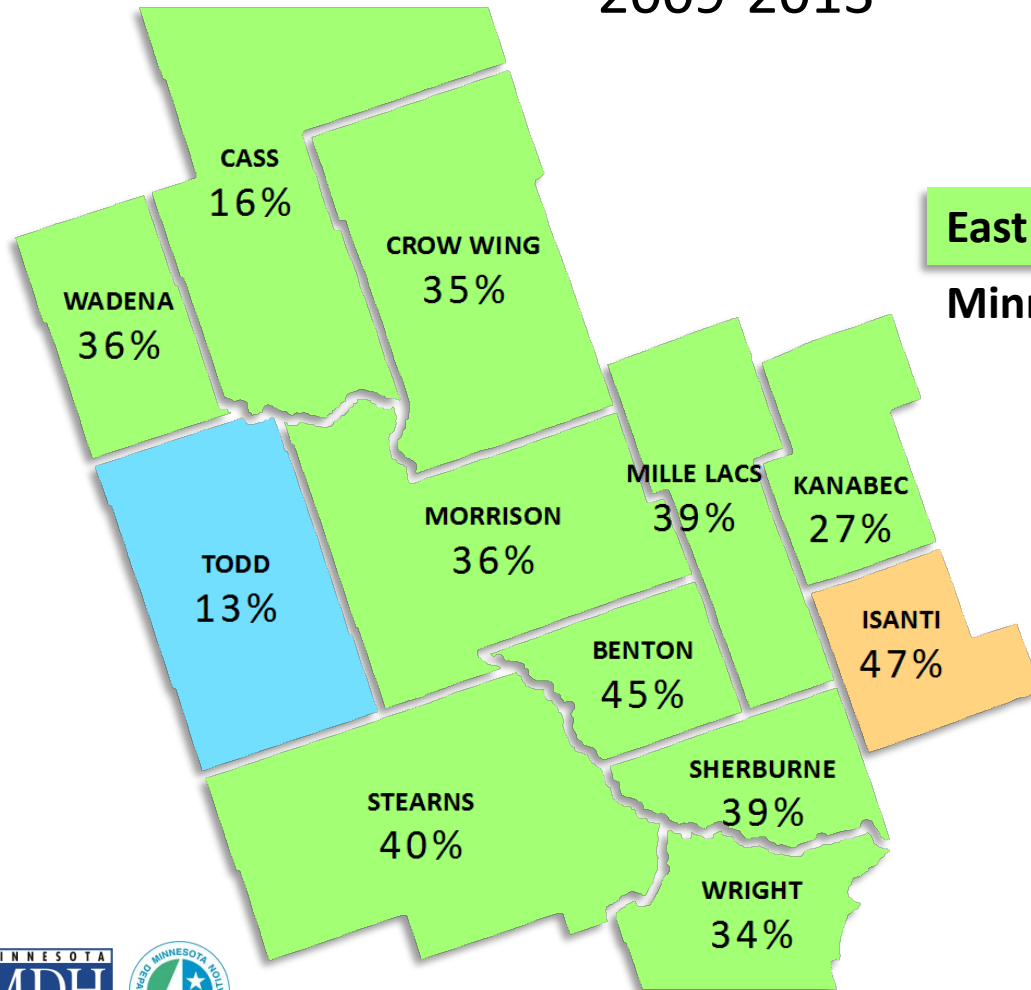
# Lane Departure Crash Type

2009-2013\*\*\*

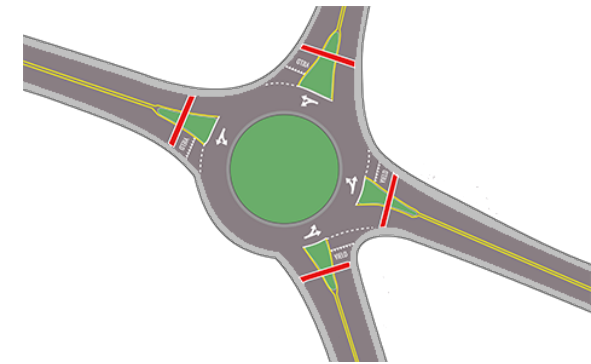


# Intersection-related Fatalities & Serious Injuries

2009-2013\*\*\*



	Intersections		Total
East Central	427	36%	1,200
Minnesota	3,326	41%	8,089

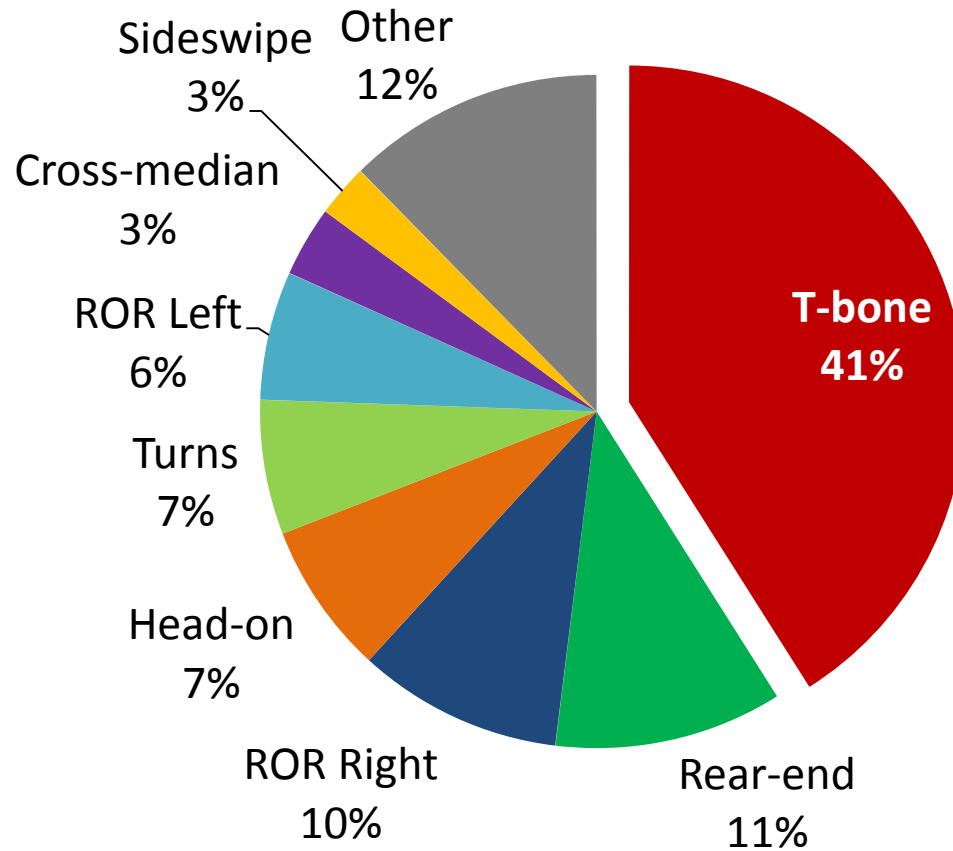


Percent of all fatalities and serious injuries.

\*\*\*2013 data are preliminary

# Intersection Crash Type

2009-2013\*\*\*

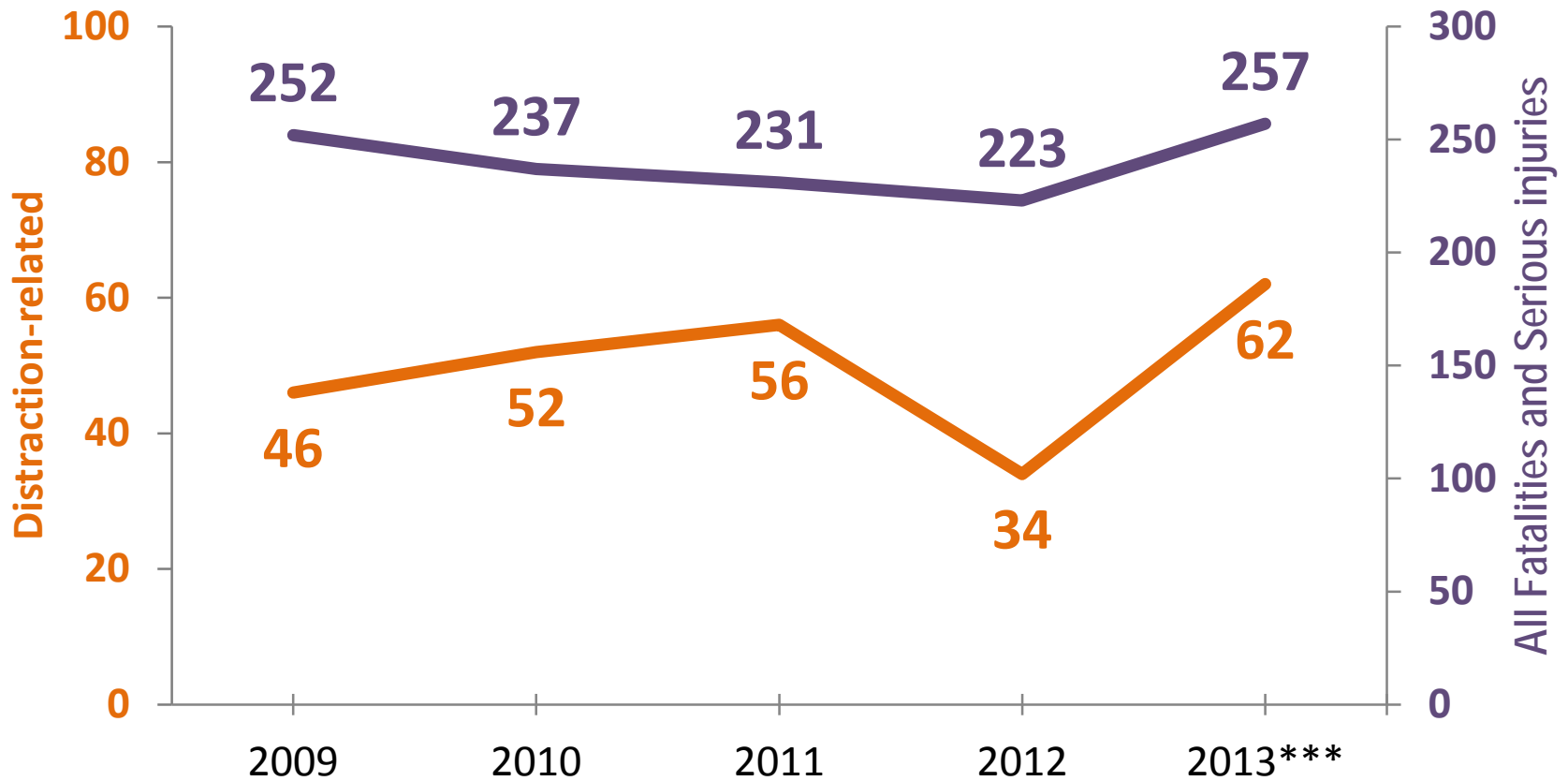


Percent of all fatal and serious injury crashes.

ROR denotes Run-Off-Road crash.

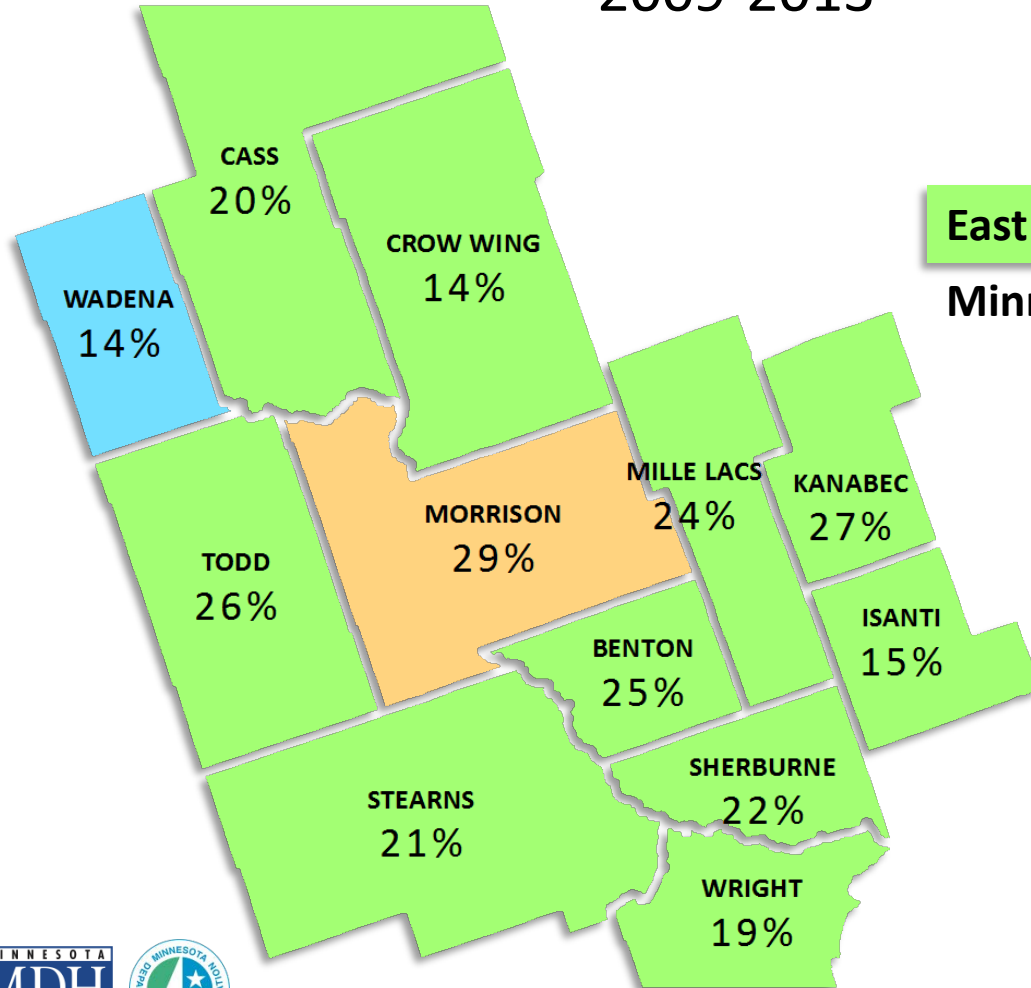
# Distraction-related: Fatalities & Serious Injuries

2009-2013\*\*\*



# Distraction-related: Geography

2009-2013\*\*\*



	Distraction	Total
East Central	250	1,200
Minnesota	1,509	8,089



Percent of all fatalities and serious injuries.

\*\*\*2013 data are preliminary

## Distraction-related: Target Audience

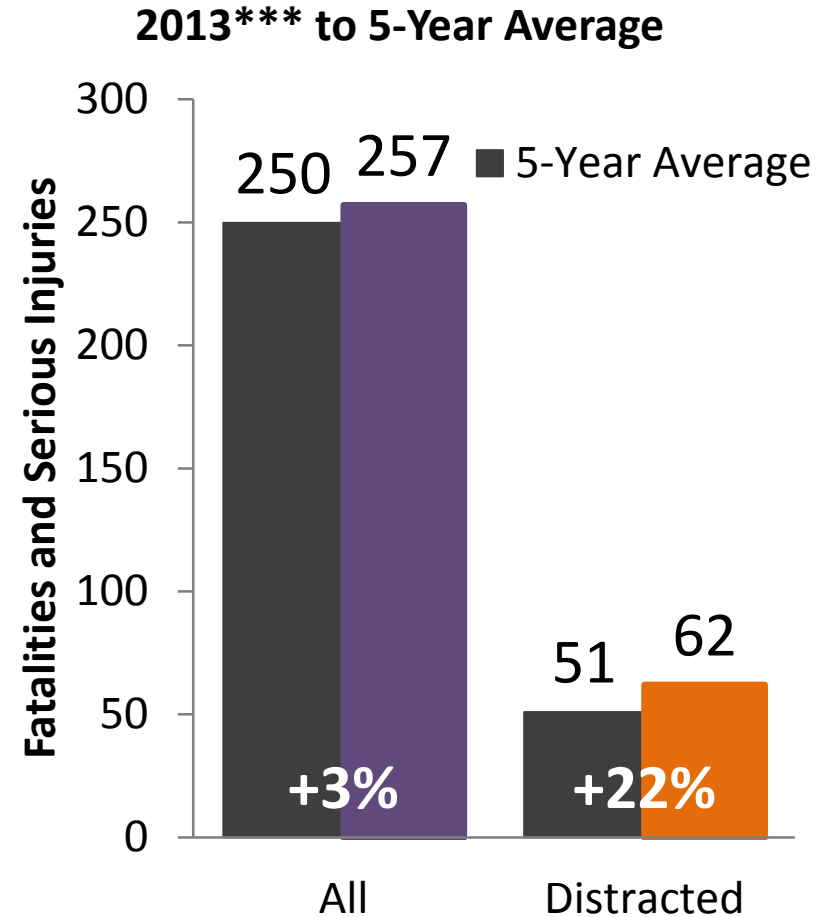
- Who?
  - Youngest and Oldest
  - Females involved more than expected
- When?
  - Warm Weather
  - Over-represented 7 a.m. to 6 p.m.





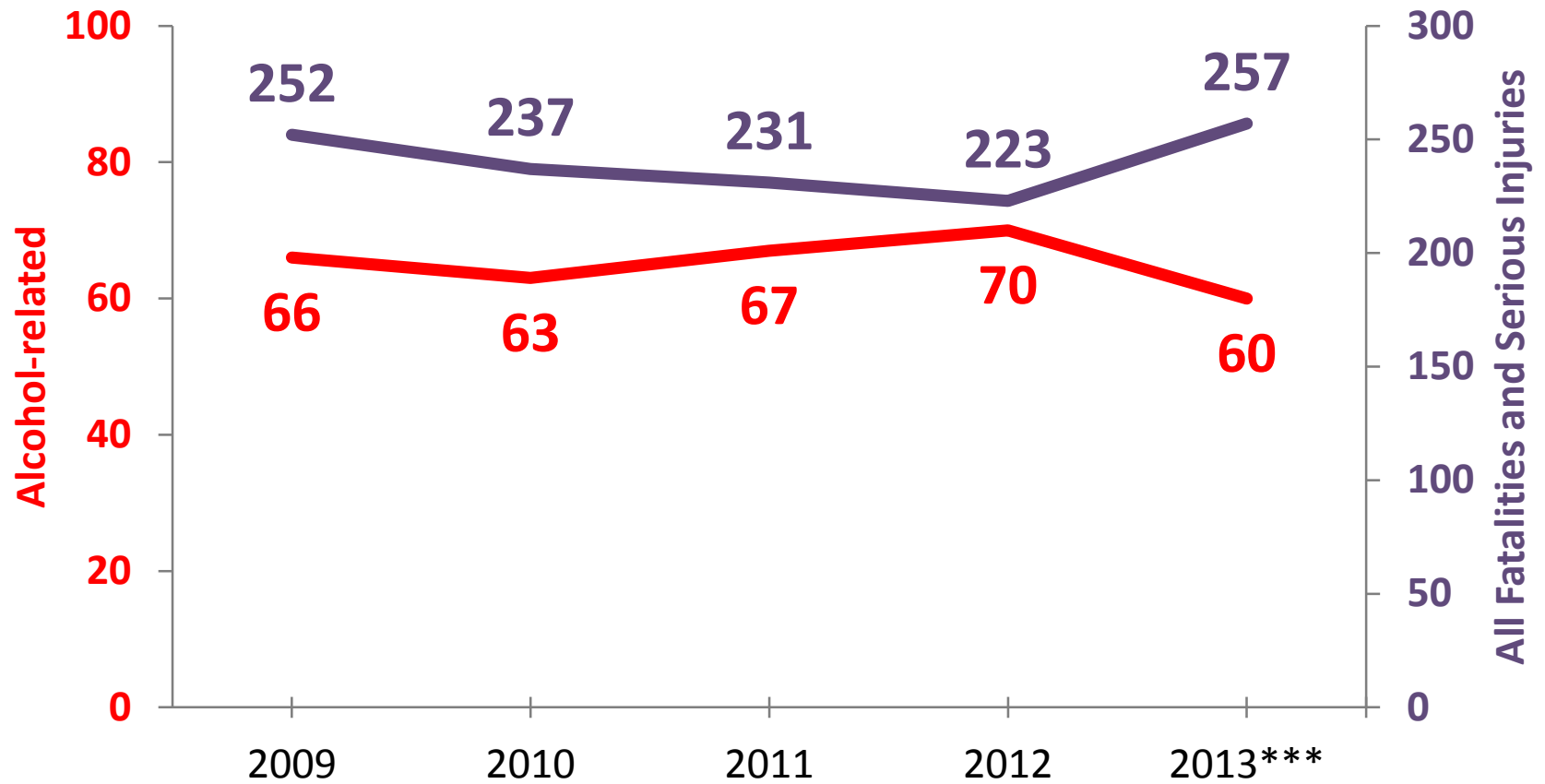
## Distraction-related: Progress

- State Campaigns
  - High visibility enforcement
  - Education and media buys
  - Emphasized in April



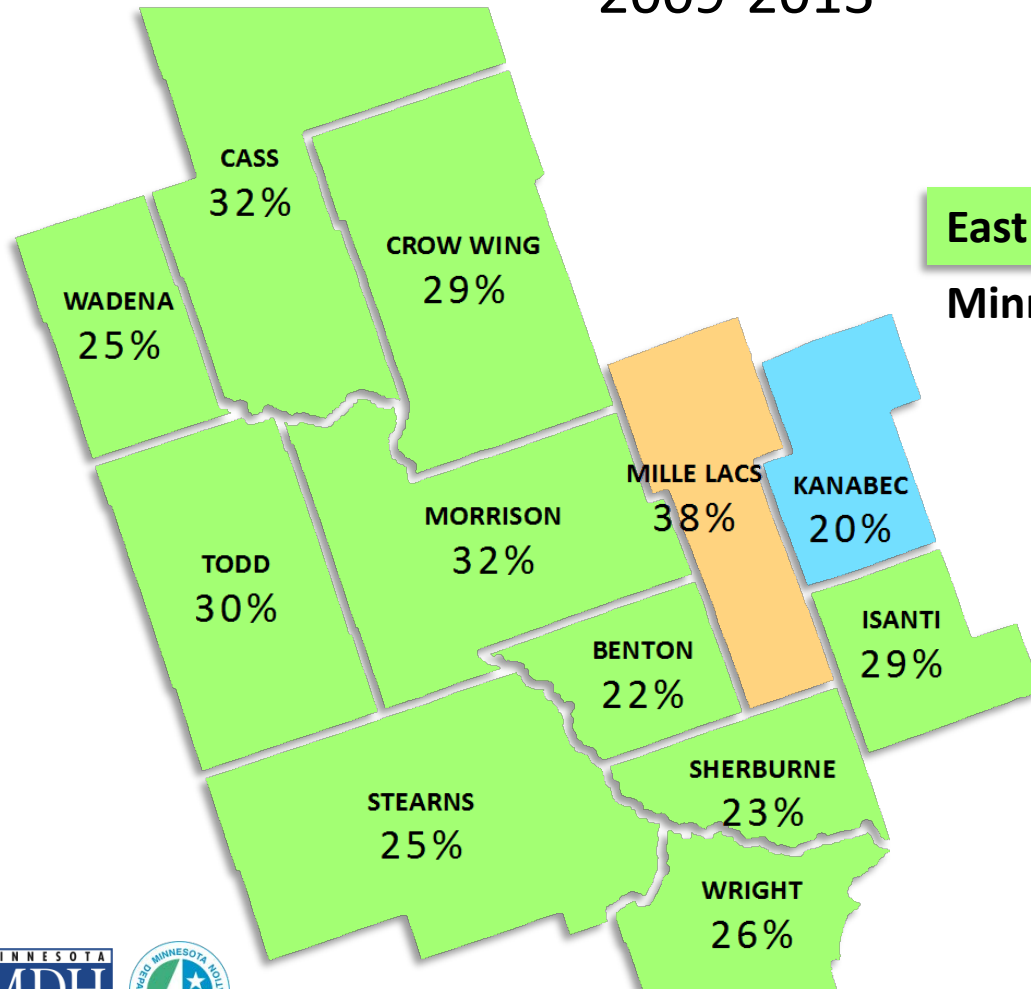
# Alcohol-related: Fatalities & Serious Injuries

2009-2013\*\*\*



# Alcohol-related: Geography

2009-2013\*\*\*



	Alcohol-related	Total
East Central	326	1,200
Minnesota	2,047	8,089



Percent of all fatalities and serious injuries.

\*\*\*2013 data are preliminary

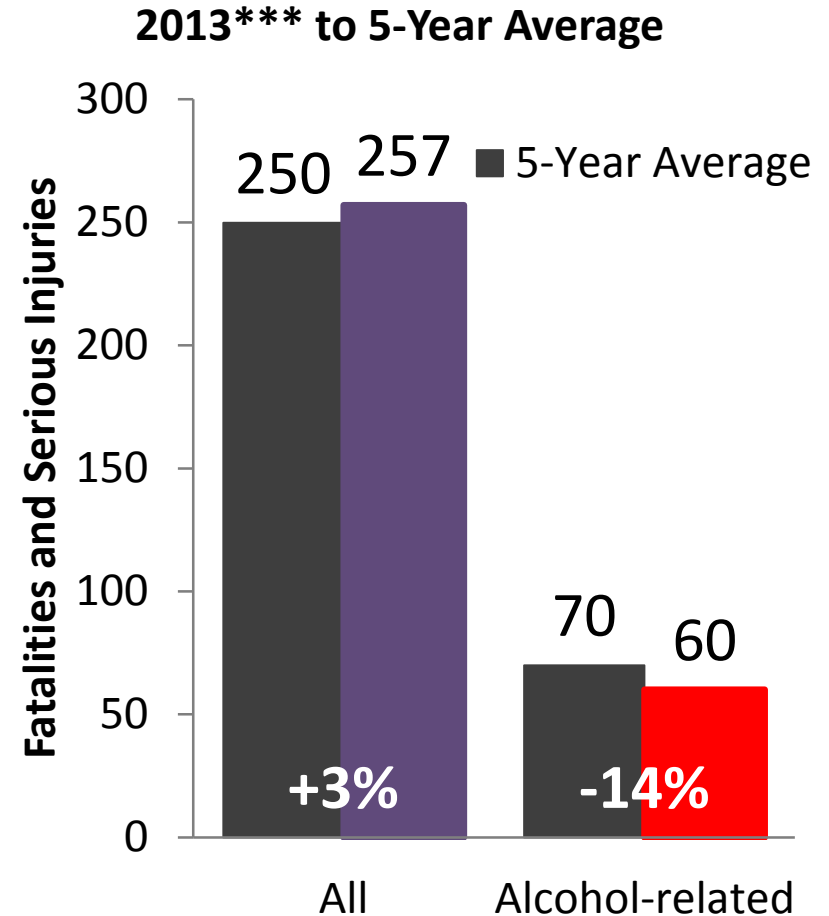
## Alcohol-related: Target Audience

- Who?
  - Young adults (age 21-35)
  - Males
- When?
  - Weekend
  - 5 p.m. to 3 a.m.



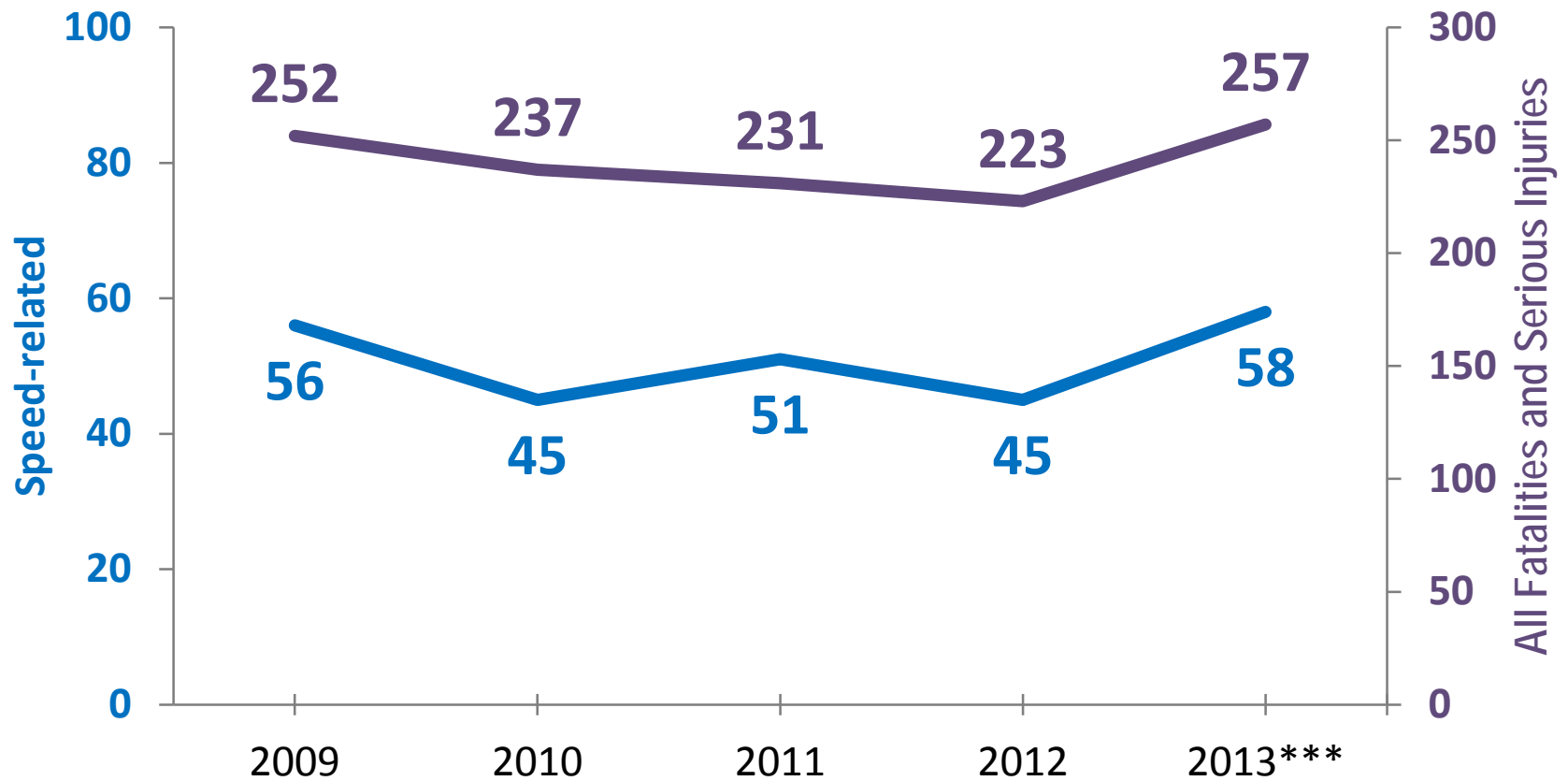
## Alcohol-related: Progress

- State Campaigns
  - High visibility enforcement
  - Education and media buys
  - Emphasized in December and Labor Day



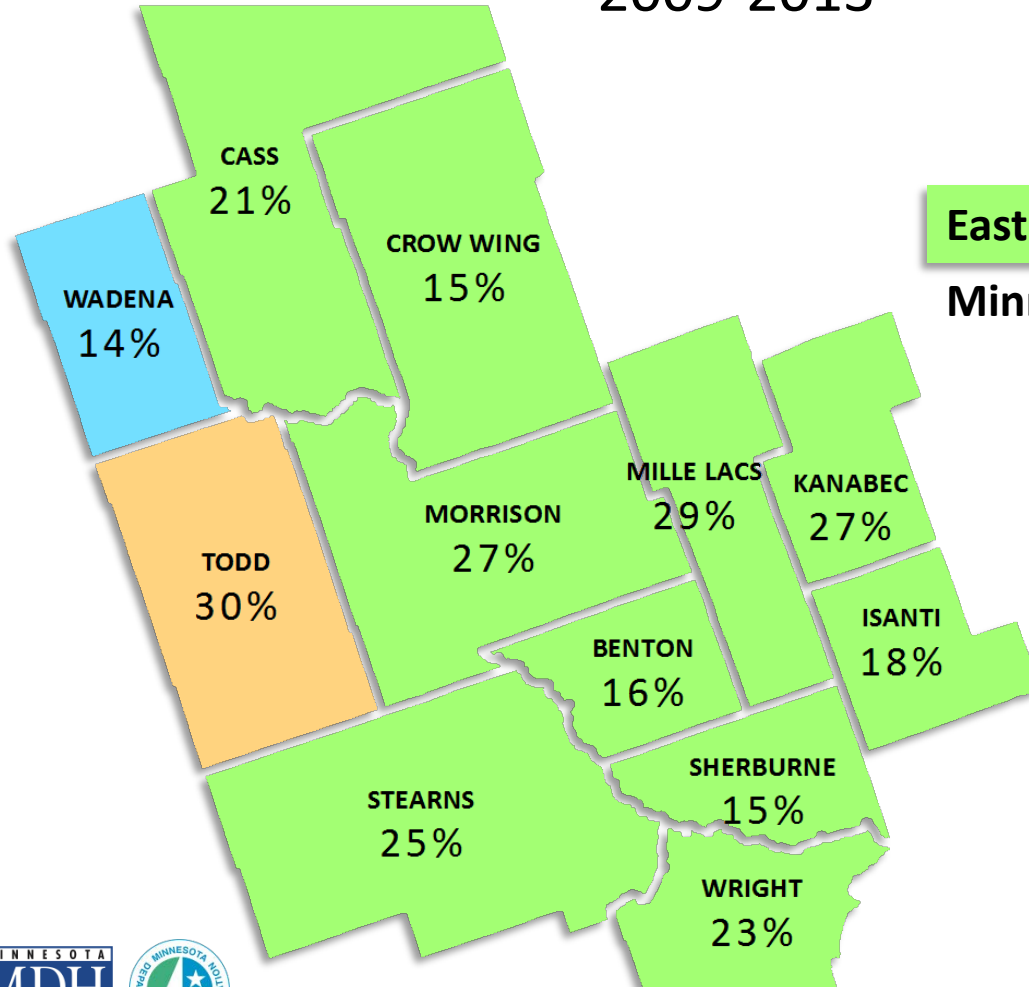
# Speed-related: Fatalities & Serious Injuries

2009-2013\*\*\*



# Speed-related: Geography

2009-2013\*\*\*



	Speed-related	Total
East Central	255	1,200
Minnesota	1,544	8,089

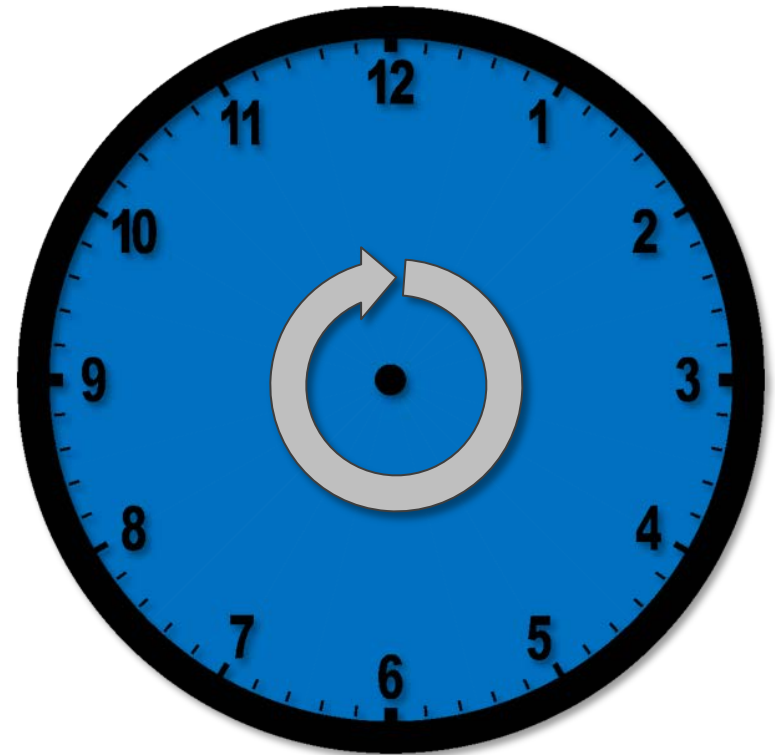


Percent of all fatalities and serious injuries.

\*\*\*2013 data are preliminary

## Speed-related: Target Audience

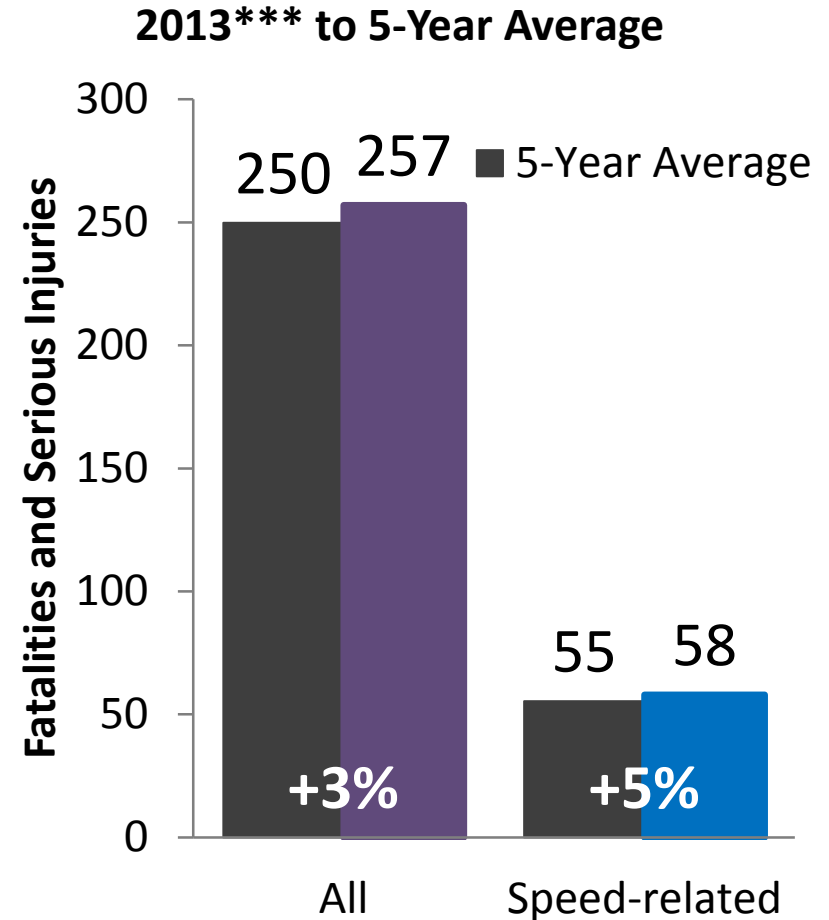
- Who?
  - Young adults (age 16-40)
  - Males
- When?
  - Warm Weather
  - ANY time





## Speed-related: Progress

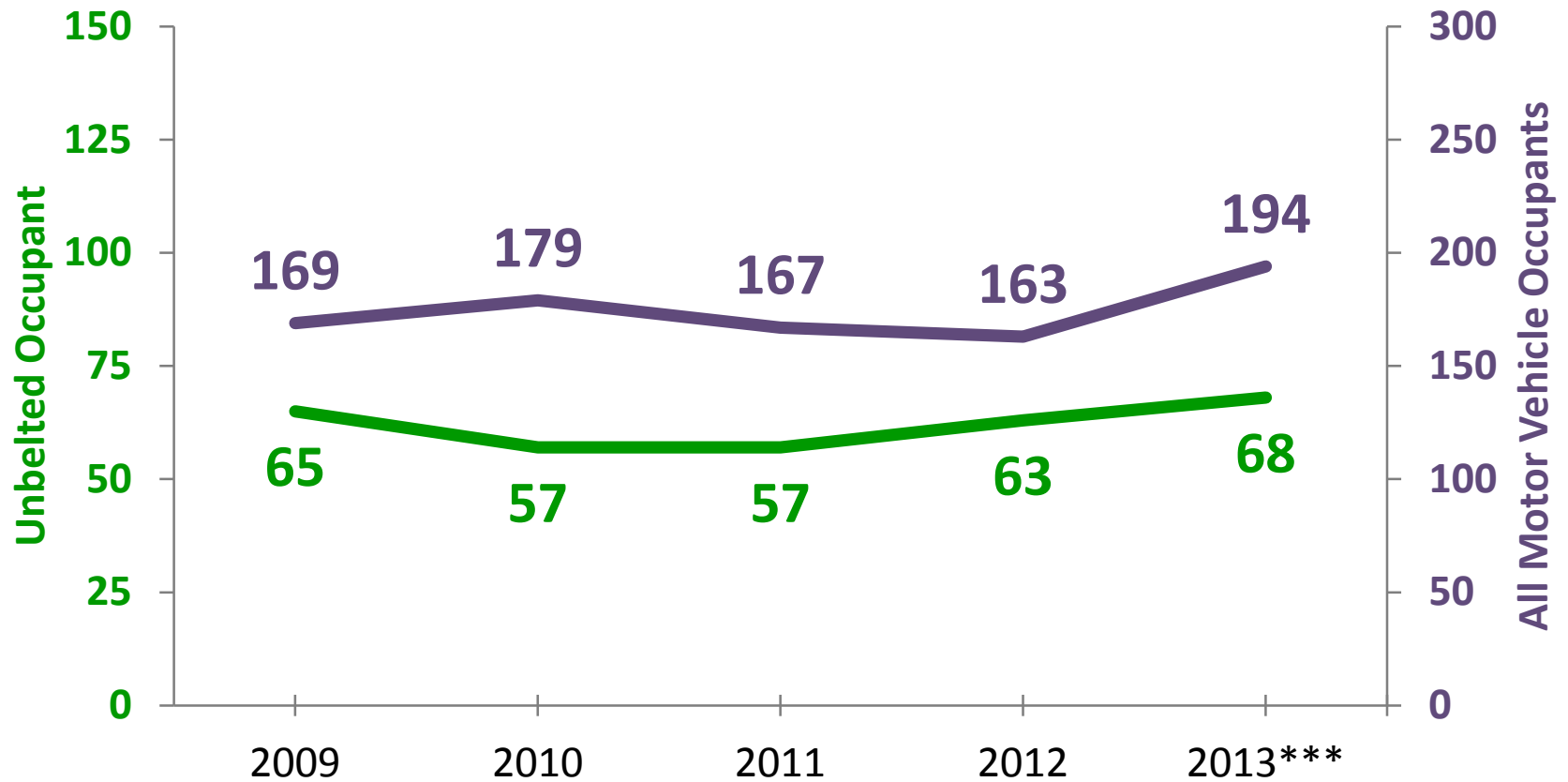
- State Campaigns
  - High visibility enforcement
  - Education and media buys
  - Emphasized in June, July, and November



\*\*\*2013 data are preliminary

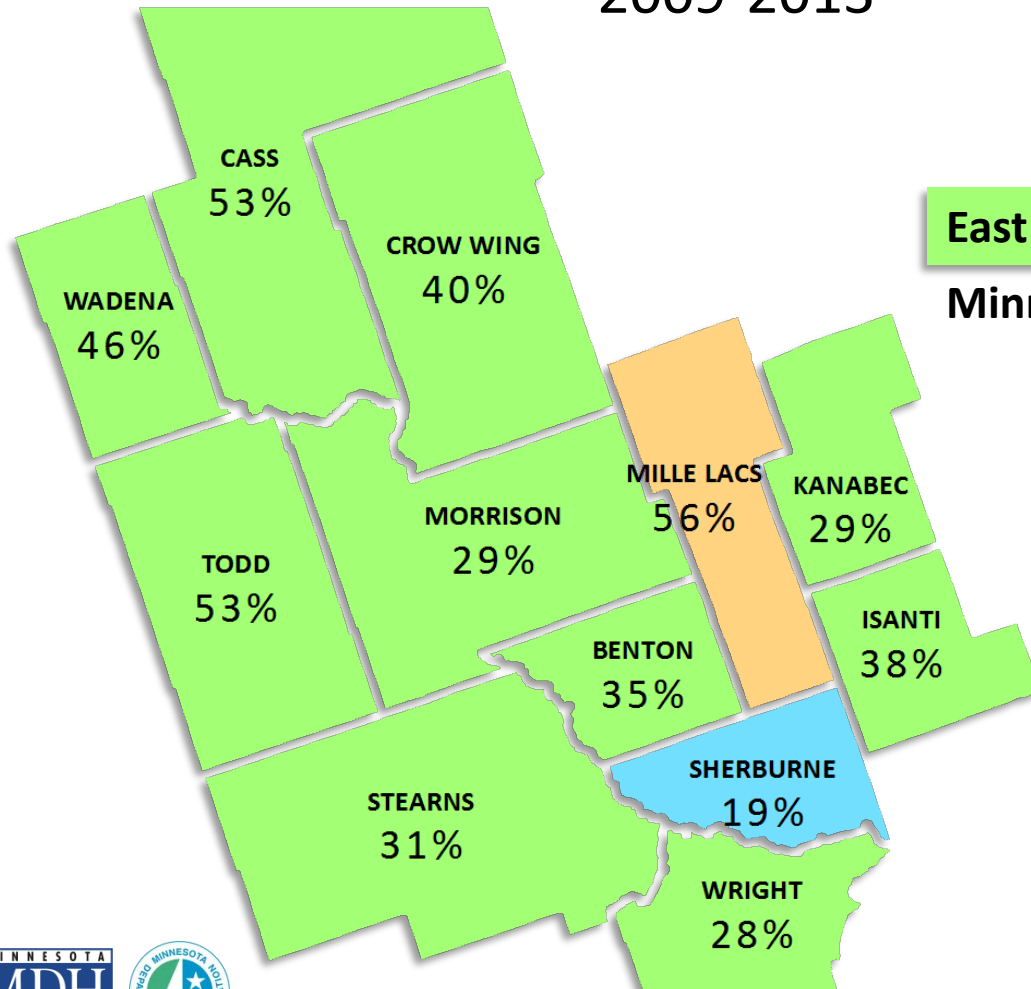
# Unbelted Occupant: Fatalities & Serious Injuries

2009-2013\*\*\*



# Unbelted Occupant: Geography

2009-2013\*\*\*



	Unbelted	Total
East Central	310	872
Minnesota	1,771	5,712



Percent of all fatalities and serious injuries.

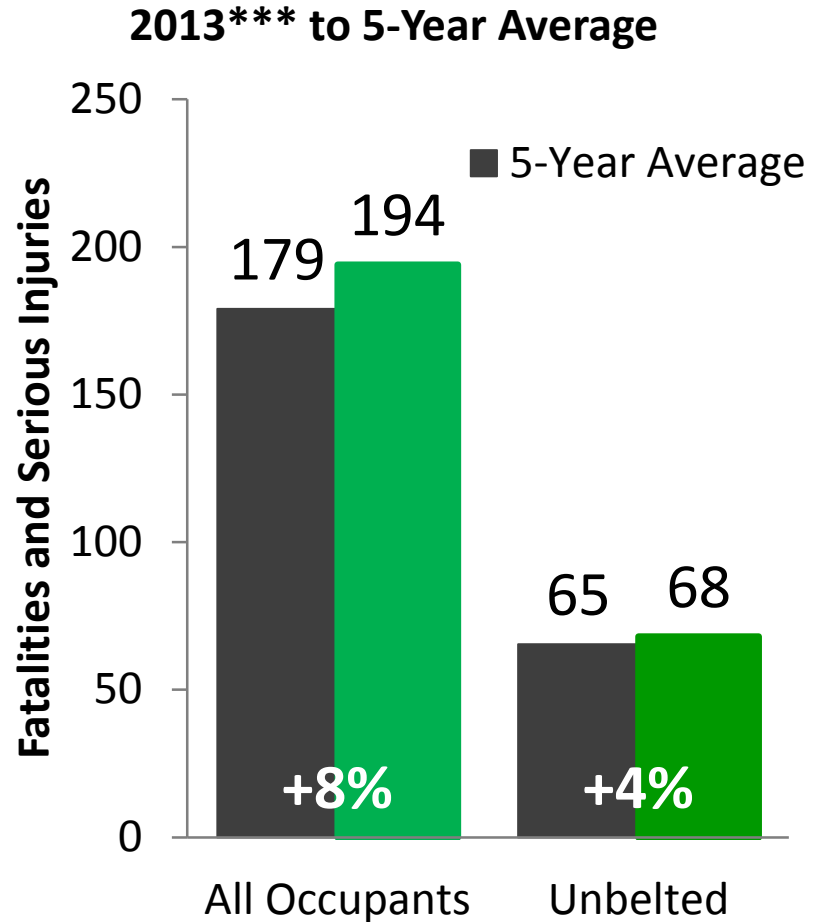
\*\*\*2013 data are preliminary

## Unbelted Occupant: Target Audience

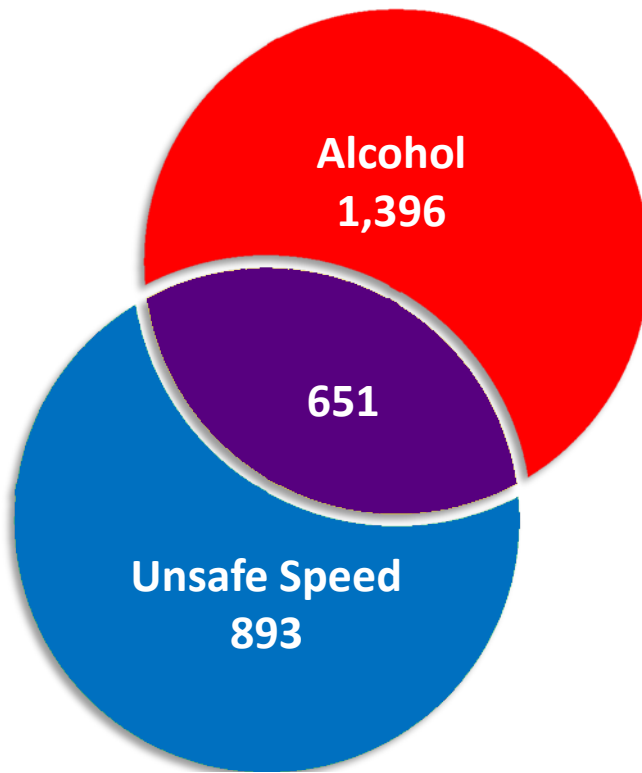
- Males
  - 68% of unbelted fatalities & serious injuries
- Age 16-35
  - Approximately 3 in 5 unbelted serious injuries
- Alcohol-impaired
  - Approximately 2 in 5 unbelted serious injuries

## Unbelted Occupant: Progress

- State Campaigns
  - High visibility enforcement
  - Education and media buys
  - Emphasized in May and October



## Thinking Outside the Silo(s)

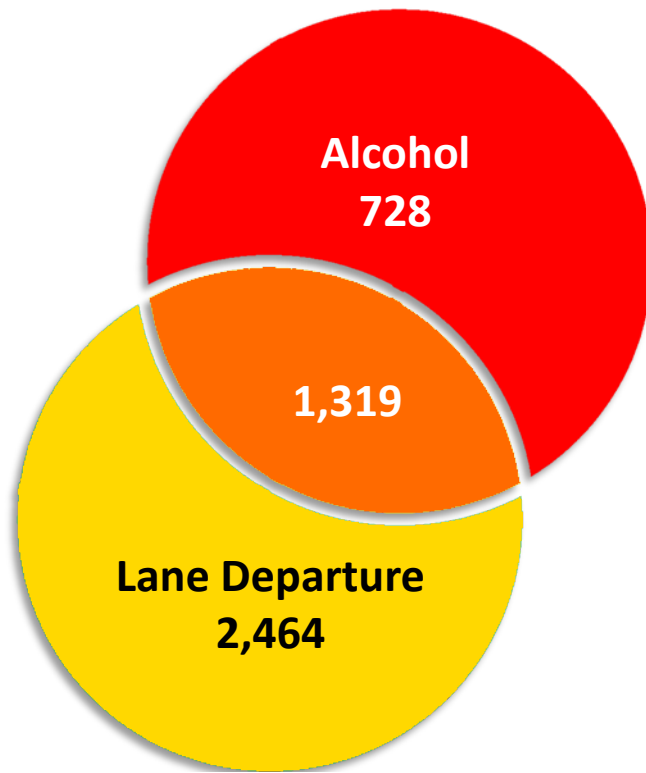


Fatalities & serious injuries, 2009-2013\*\*\*

- Individually:
  - 25% of fatalities & serious injuries were **alcohol-related**
  - 19% of fatalities & serious injuries were **speed-related**
- Either/Or:
  - **36%** of fatalities & serious injuries!



# Thinking Outside the Silo(s)

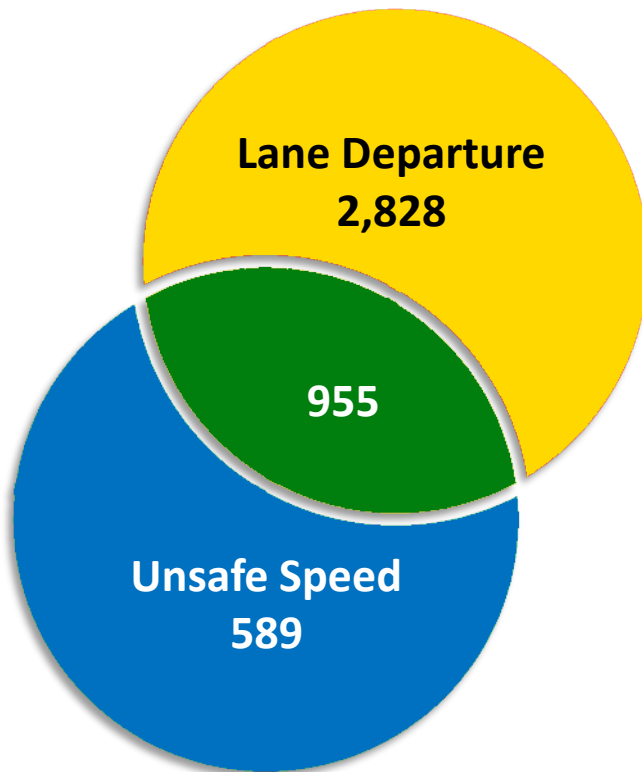


Fatalities & serious injuries, 2009-2013\*\*\*

- Individually:
  - 25% of fatalities & serious injuries were **alcohol-related**
  - 47% of fatalities & serious injuries were **lane departure**
- Either/Or:
  - **56%** of fatalities & serious injuries!



# Thinking Outside the Silo(s)



Fatalities & serious injuries, 2009-2013\*\*\*

- Individually:
  - 47% of fatalities & serious injuries were **lane departure**
  - 19% of fatalities & serious injuries were **speed-related**
- Either/Or:
  - **54%** of fatalities & serious injuries!



\*\*\*2013 data are preliminary



## Key Findings, 2009-2013\*\*\*

- Traffic fatalities and serious injuries:
  - Continued success—dropped by **5%**
  - Occur more frequently during **summer** months
  - One-third are **16 to 30**-year-olds
  - Two-thirds of fatalities are **male**
- Crashes do not occur in a silo, collaboration is key

## Key Findings, 2009-2013\*\*\*

### Distraction-related:

- Mostly male but **females** greater than expected

### Alcohol-related:

- Three in four alcohol fatalities & serious injuries **male**

### Speed-related:

- Over-represented factor in **single vehicle** crashes, particularly for 15 to 40-year-olds

### Unbelted Occupants:

- Half of unbelted fatalities & serious injuries **age 16-35**

# Further Resources

[www.MinnesotaTZD.org](http://www.MinnesotaTZD.org)

