



TOWARD ZERO DEATHS
Because your life counts

Northeastern Minnesota
Regional Crash Data
Department of Public Safety
Office of Traffic Safety

May 30, 2012



OTS Mission



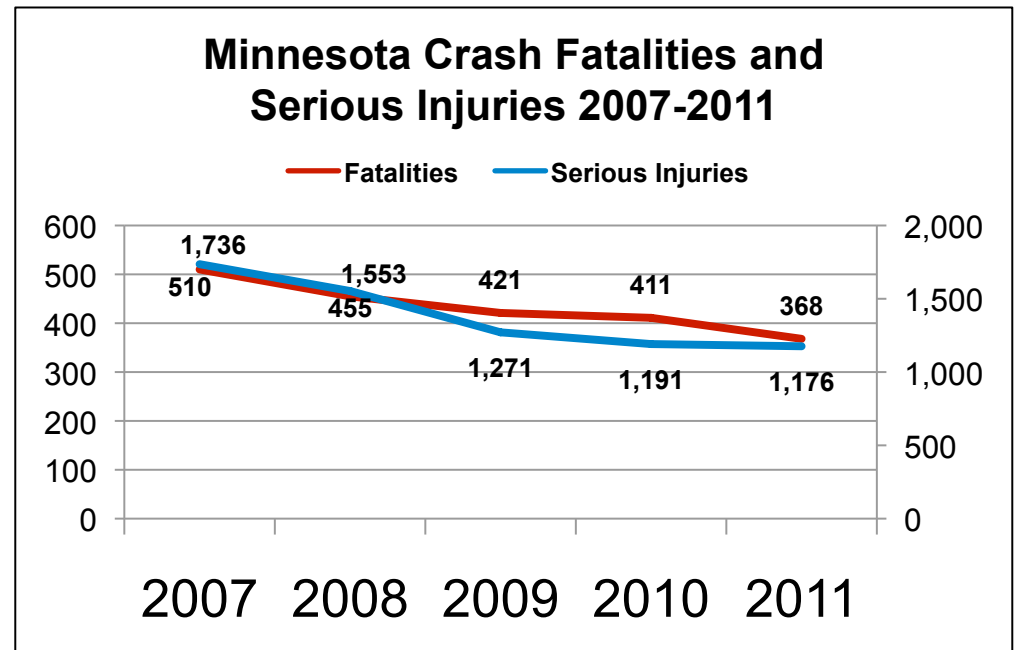
To prevent traffic deaths and serious injuries by changing human behavior in Minnesota through policy development and support, stakeholder engagement, program delivery leadership, and research and evaluation.

Values Supporting Mission: Data Driven and Research-Based

- § Problem identification
 - § Who, What, When, Where and Why of Traffic Crashes
- § Incorporate proven countermeasures
- § Target resources to biggest problems and what works
- § Evaluate for impact

Minnesota Traffic Safety Successes

- § Third **lowest** fatality rate in the U.S.
- § Alcohol-related fatality rate (VMT) is approximately **half** the national average
 - § MN-.25 vs. US .45 (2010)
- § Number of unbelted deaths and serious injuries decreased 44% from 2007-2011
- § Number of deaths decreased 28%
- § Number of serious injuries decreased 32%

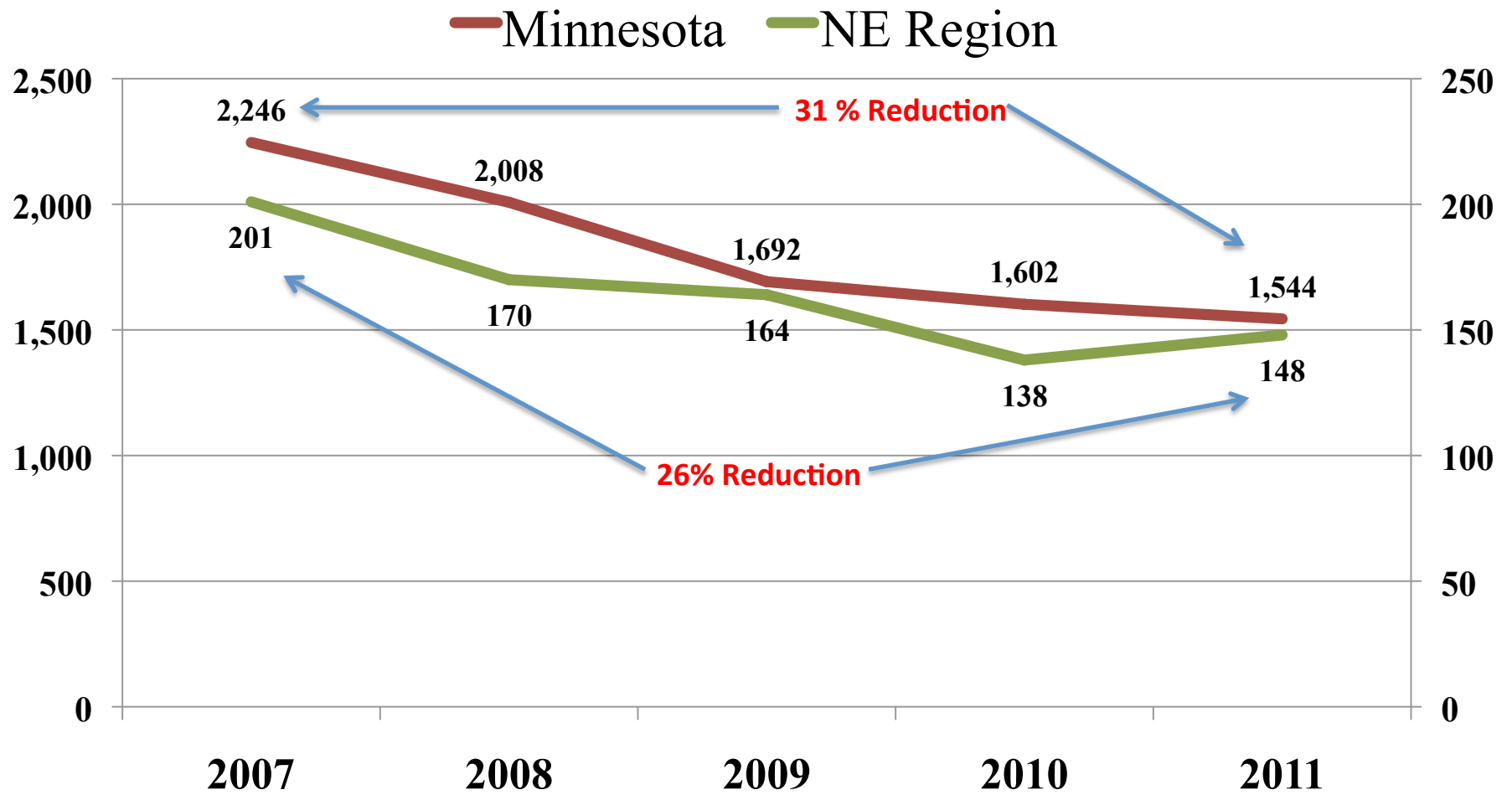


OTS Core Functions

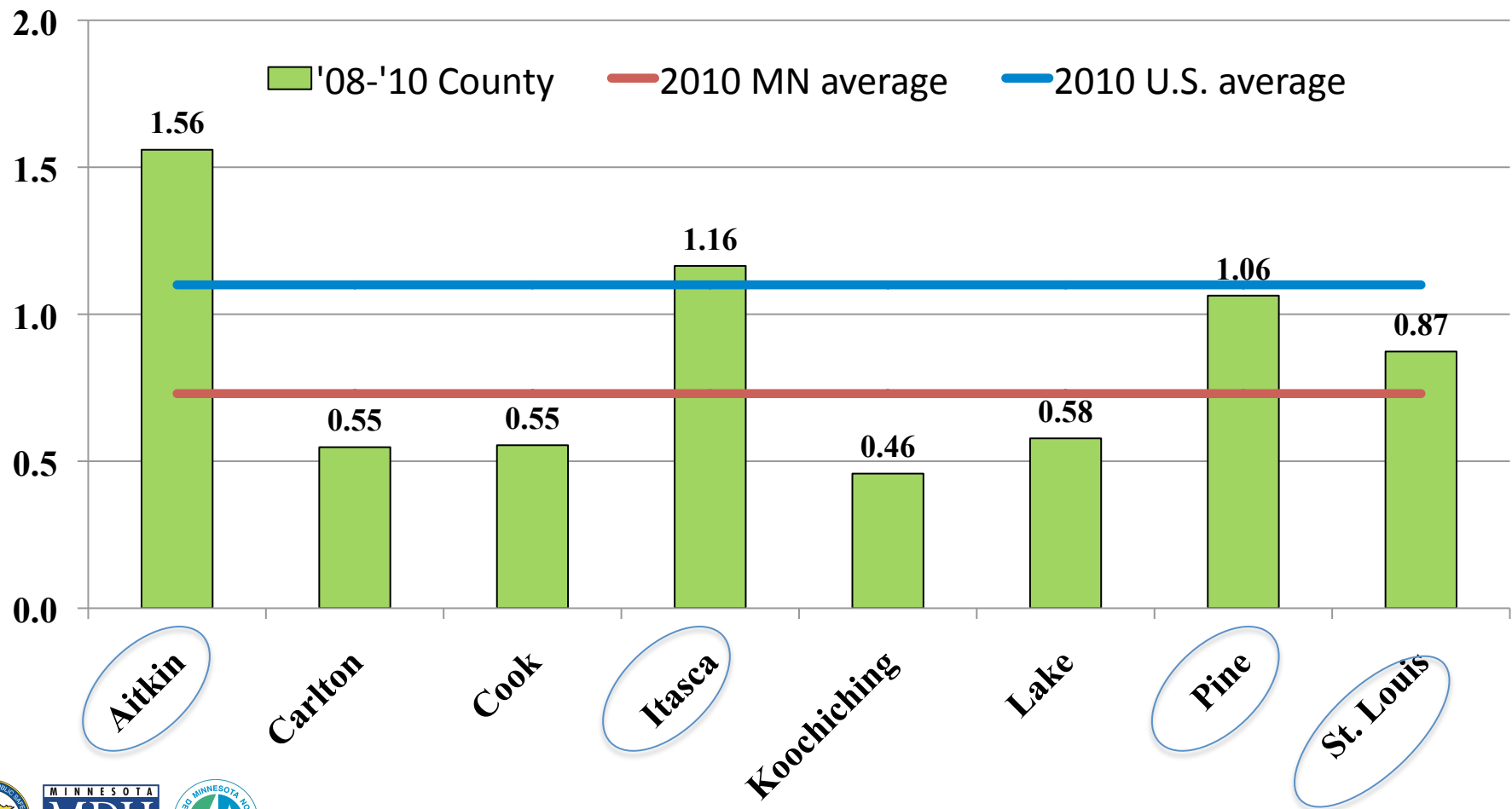
- § State and Local Community Engagement
- § Program Delivery
- § Research and Evaluation
- § Policy Development
& Support



2007-2011 Fatalities and Severe Injuries



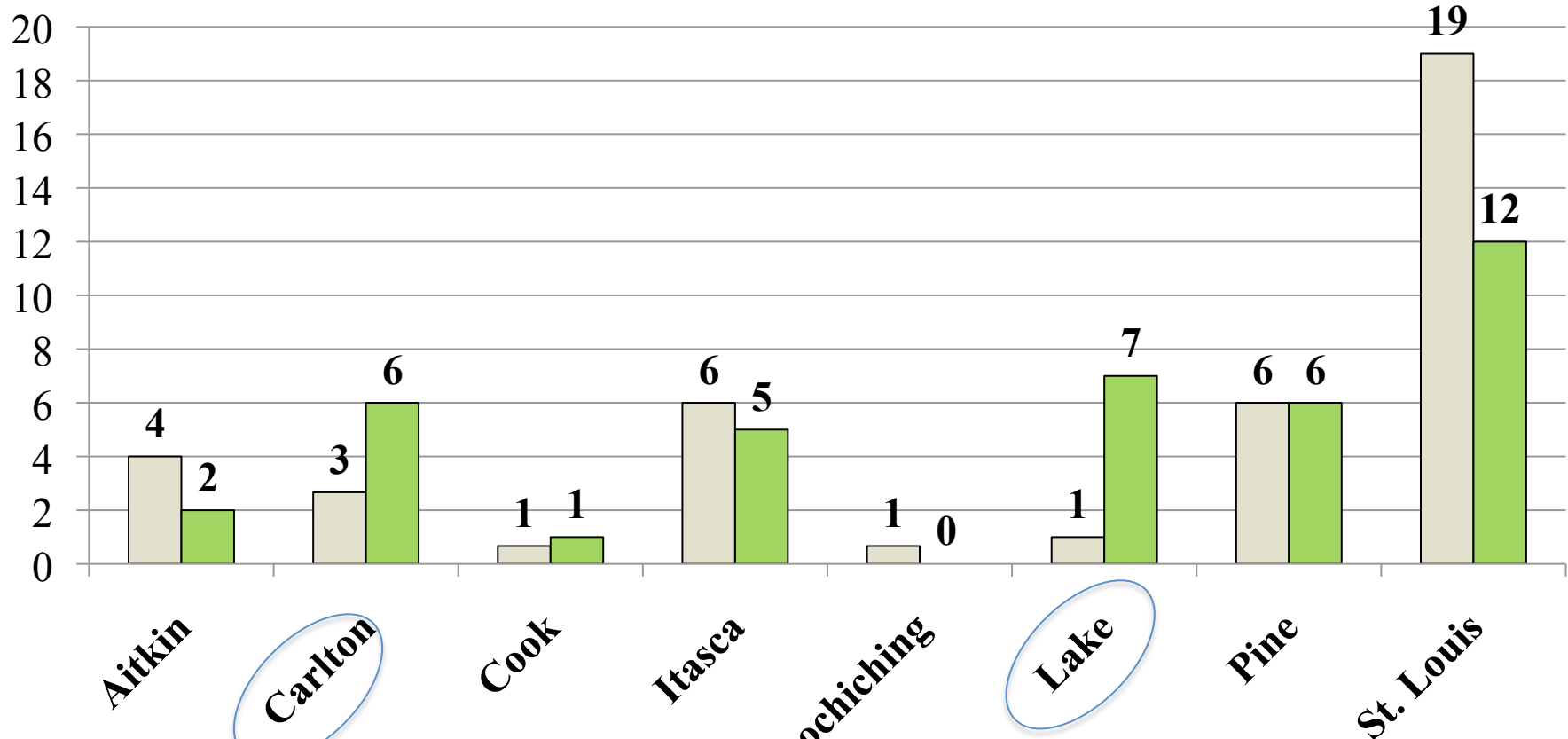
NE 2008-2010 Region Fatality Rates per 100M Vehicle Miles Traveled by County



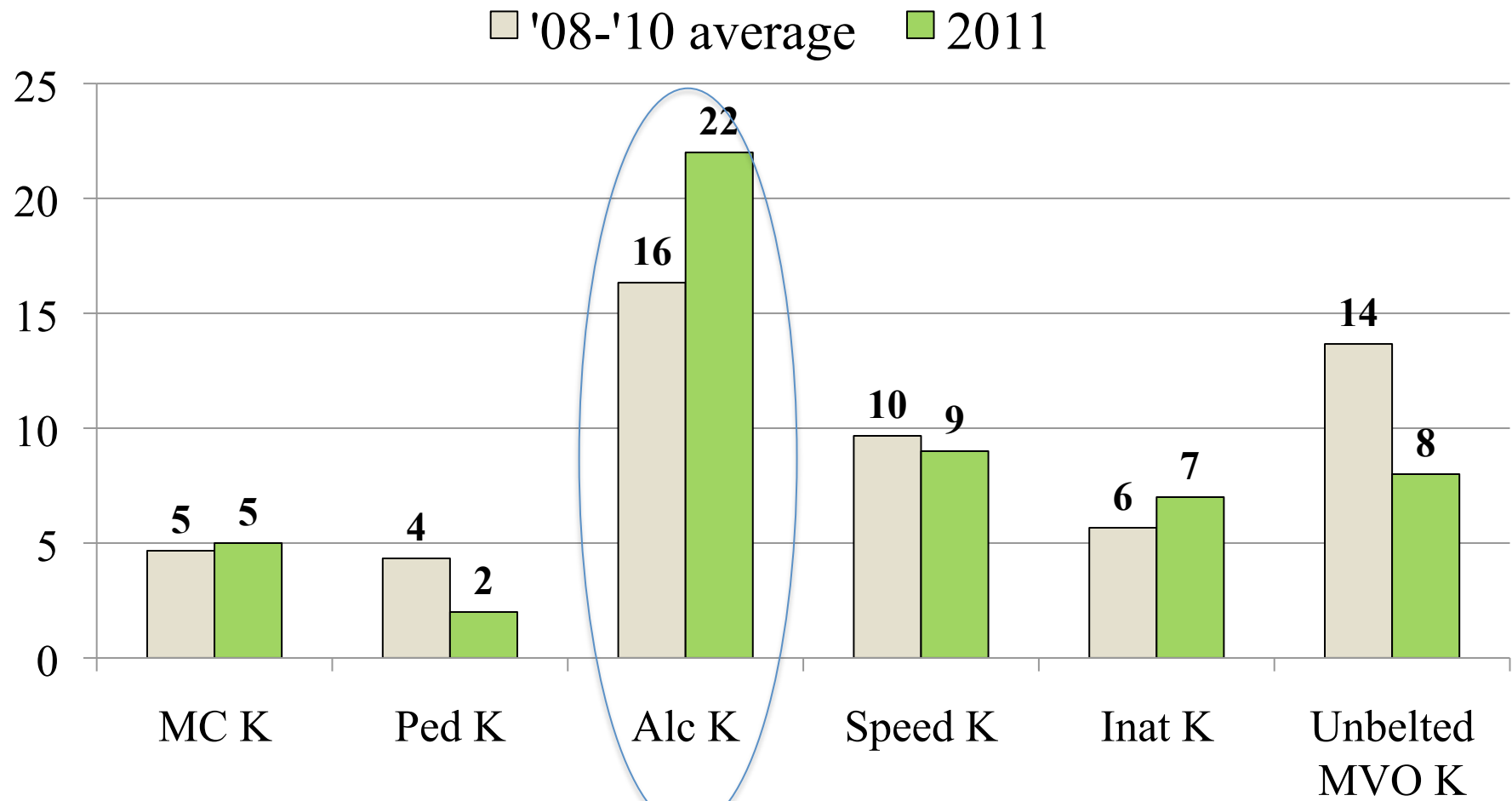
NE 2008-2011 Region Fatalities by County

39 total fatalities in 2011 (average 40)

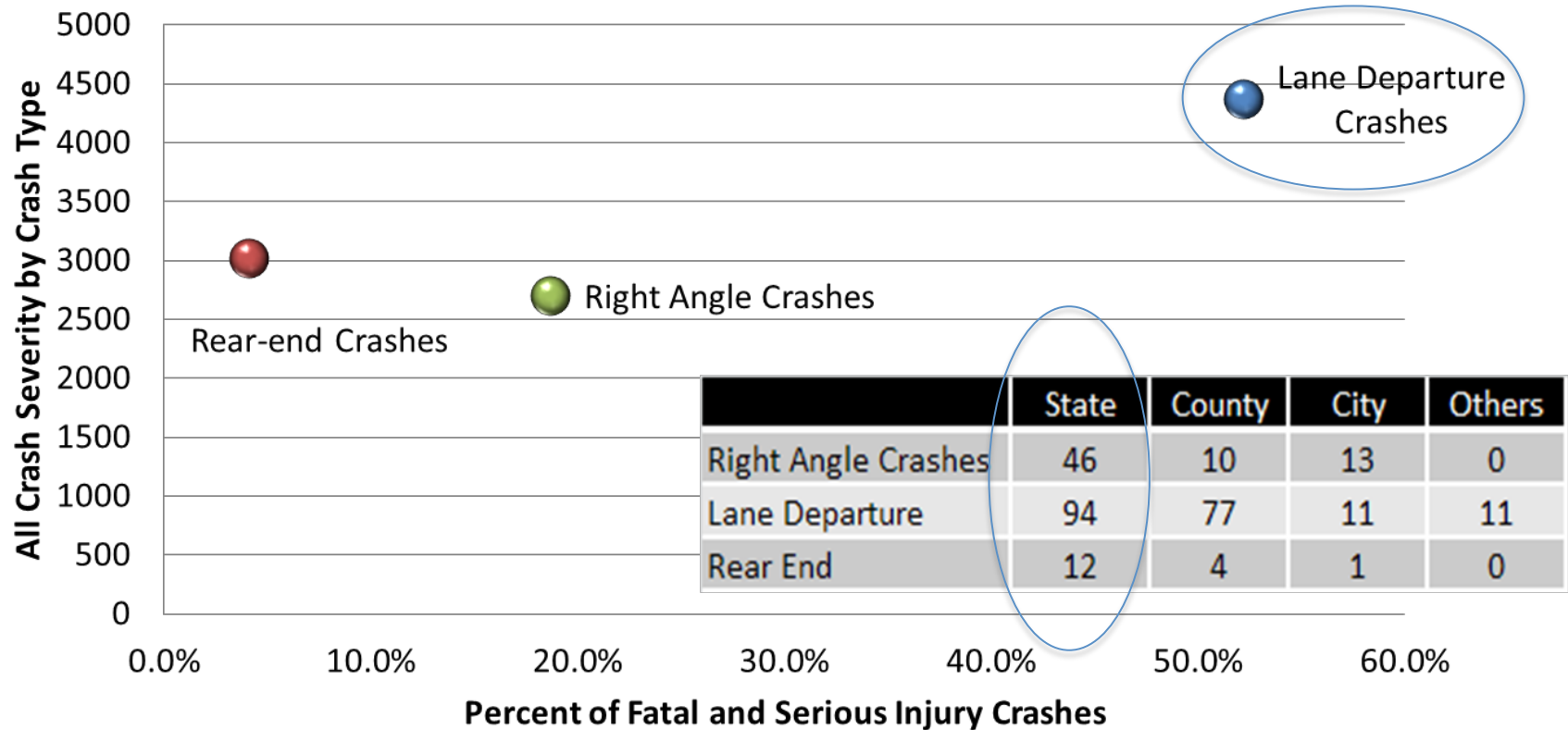
□ '08-'10 average ■ 2011



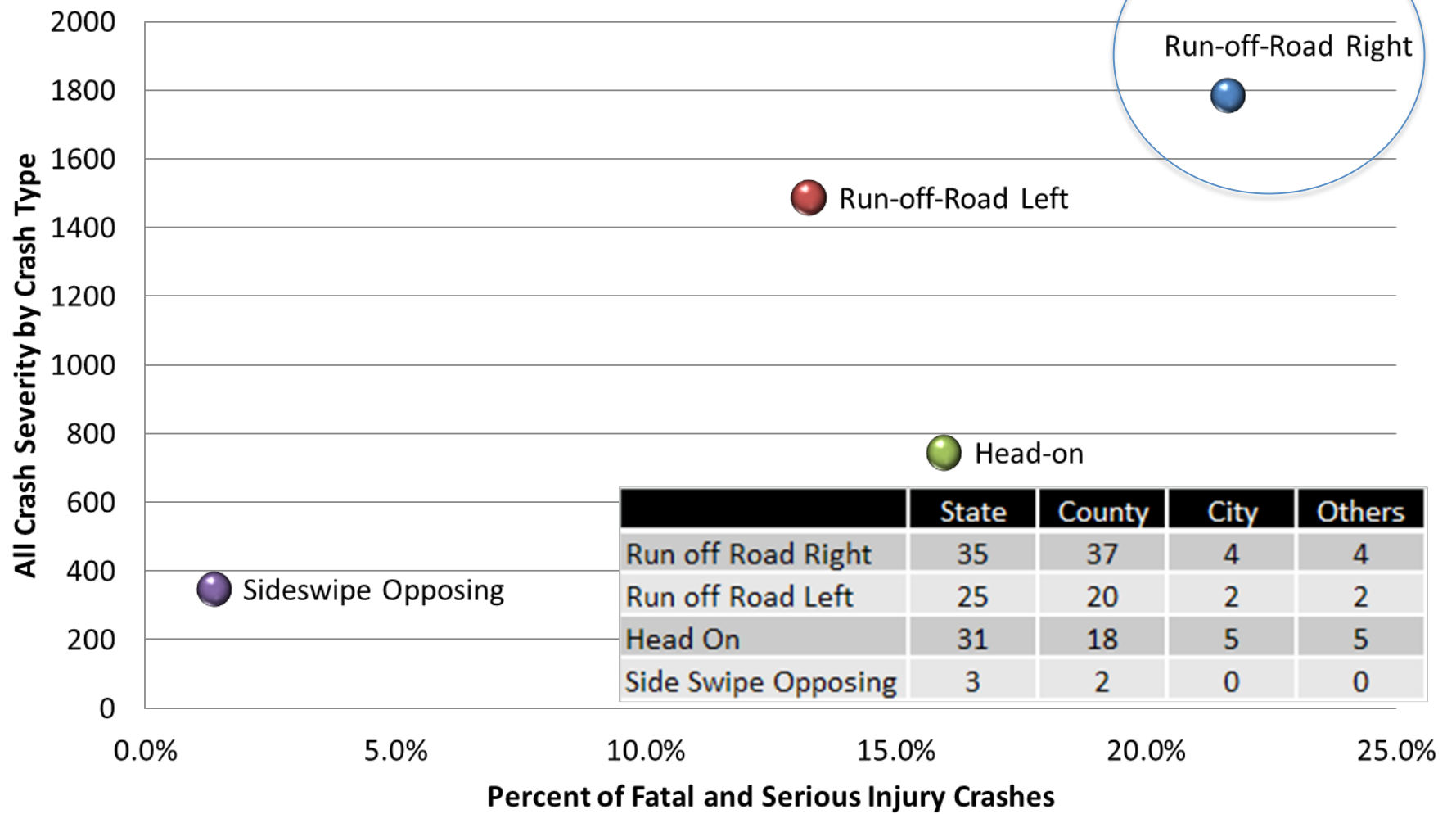
NE Region Fatality Trends 2008-2011



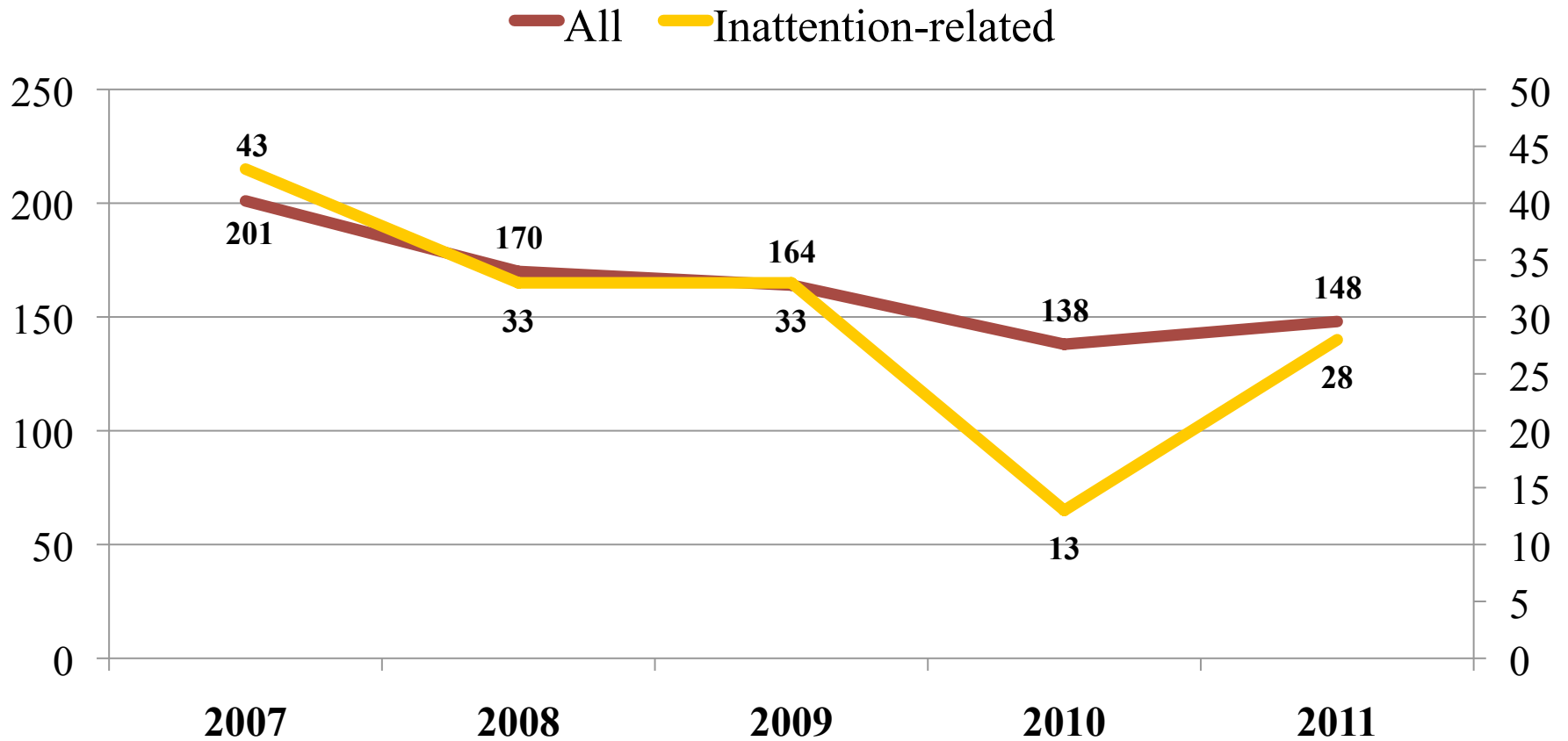
Crashes (2009-2011) Northeast Region



Crashes (2009-2011) Northeast Region



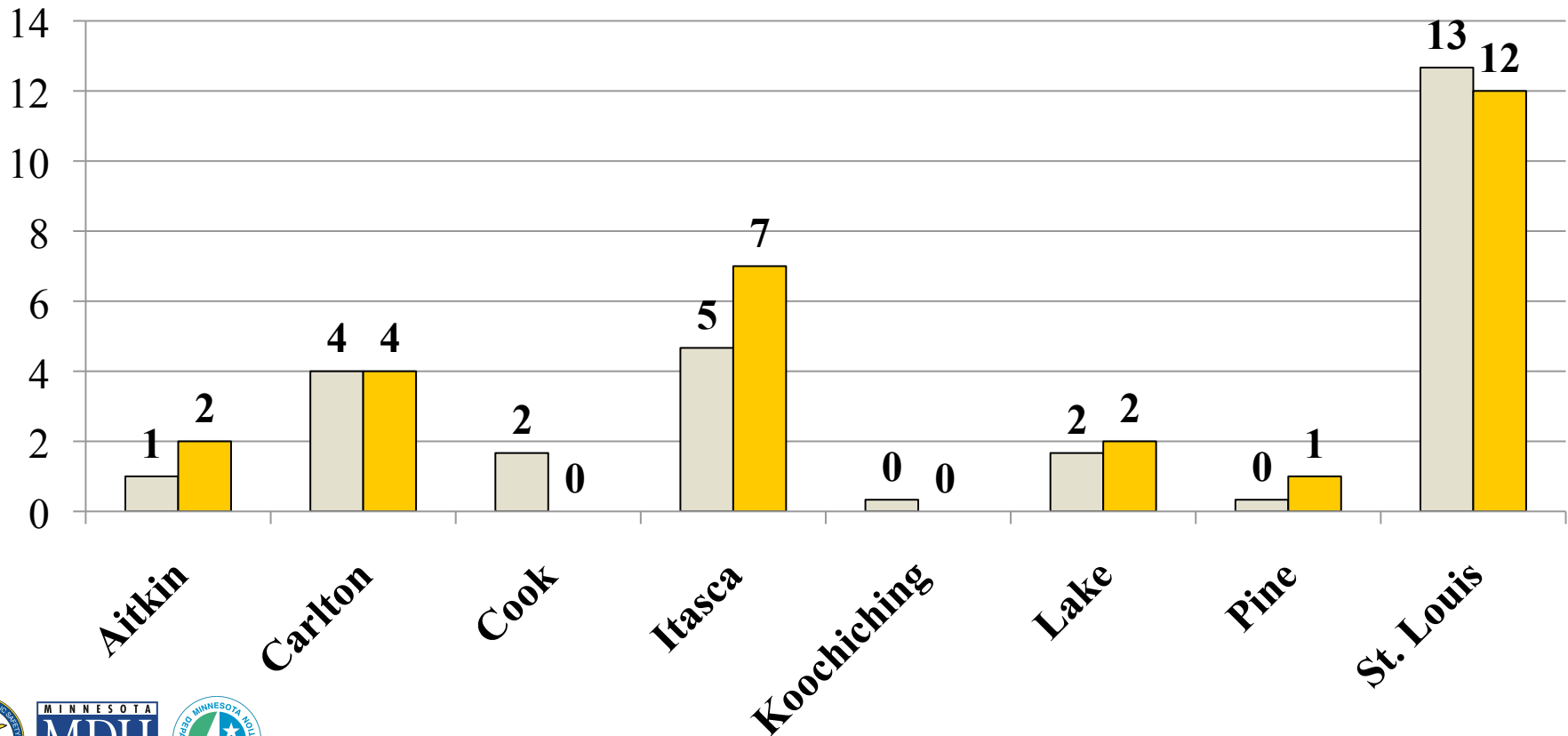
2007-2011 NE Region Inattention-Related Fatalities and Severe Injuries



2008-2011 Inattention-Related Fatalities and Severe Injuries by County

28 inattention-related in 2011 (average 26)

□ '08-'10 average ■ 2011



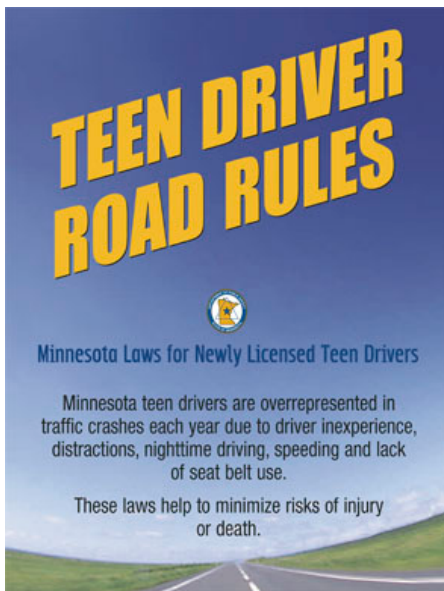
NE Region Inattention-Related Audience

- § Who?
 - § All ages, but skews younger
 - § Male and Female (females disproportionately affected)
- § When?
 - § “Work hours”
(around) 8a.m.-8p.m.



Strategy Example: Parent Involvement

- § Promote parent/teen driving contracts and revocation forms
- § Require parent attendance at driver education for teen to be able to pass the class



MINNESOTA DEPARTMENT OF PUBLIC SAFETY

Driver and Vehicle Services
 443 Minnesota Street, St. Paul, Minnesota 55101
 Phone: 651-296-6211 TTY: 651-296-6205
 Internet: <http://www.dps.state.mn.us>

TO ENSURE THAT THIS REQUEST IS PROCESSED IN A TIMELY MANNER, PLEASE PRINT LEGIBLY

Full name, date of birth and Minnesota Driver's License Number as it appears on the Minnesota Driver's License of the individual whose driving privileges are to be cancelled or reinstated.

First Name _____ Middle Name _____ Last Name _____
 Date of Birth _____ Minnesota Driver's License Number _____

PARENTAL/CONSENT/VOLUNTARY SURRENDER

I am requesting that the Driver and Vehicle Services Division CANCEL the driving privileges of the above named child, who is under the age of 18.

I am over the age of 18 and I voluntarily request the CANCELLATION of my driving privileges.

REINSTATEMENT

I request that the driving privileges of the above named child, who is under the age of 18, be reinstated. I understand that he or she may NOT operate a motor vehicle until he or she receives written notification of the reinstatement of their driving privileges from the Driver and Vehicle Services Division.

I am over the age of 18 and request that my driving privileges be reinstated. I understand that I may NOT operate a motor vehicle until I receive written notification of the reinstatement of my driving privileges from the Driver and Vehicle Services Division.

I have read and fully understand the procedures for cancelling and reinstating the driving privileges of the above named child. I have informed him or her that he or she may not operate a motor vehicle until he or she receives written notification of the reinstatement of his or her driving privileges from the Driver and Vehicle Services Division. Also, I state that I am the parent or guardian who signed the application originally going forward to show or who signed the Parental/Consent/Voluntary Surrender form cancelling the driving privileges of the above named minor child.

Signature of parent or guardian of the above named minor child _____ Date _____

I have read and fully understand the procedures for voluntarily cancelling and reinstating my driving privileges. I will not operate a motor vehicle until I receive written notification of the reinstatement of my driving privileges from the Driver and Vehicle Services Division.

Signature of license holder over the age of 18 _____ Date _____

PS 2056-1-01

EQUAL OPPORTUNITY EMPLOYER



Strategy Example: Worksite Policy Implementation

§ Employee education, promotion of enforcement and policy implementation



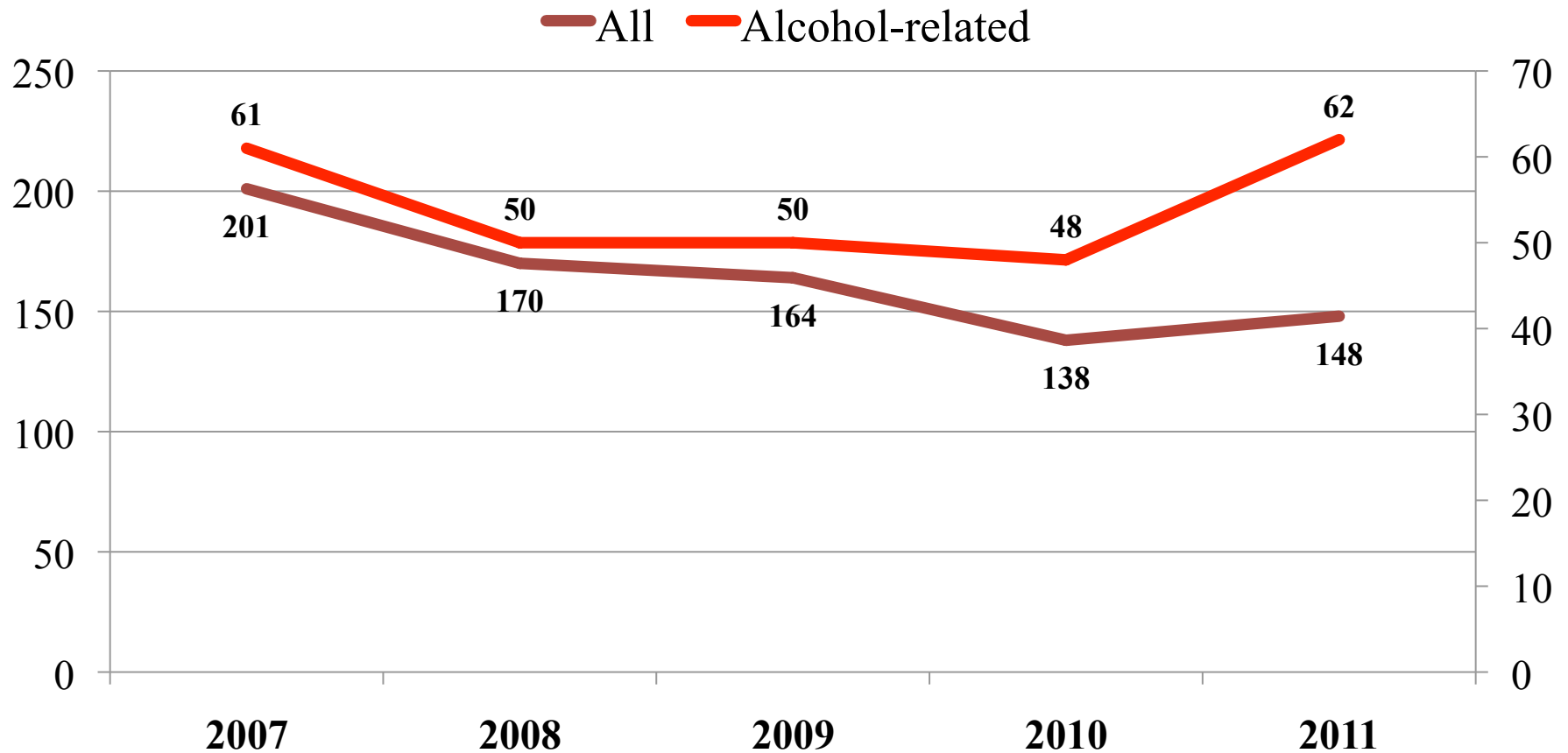
State of Minnesota
DPS Fleet Safety Management Standards
 Anyone who has ever been involved in even a minor fender bender is aware of the resulting fallout which involves time, money and effort. Accidents involving state vehicles and state employees can be even more complicated. These standards are steps that employees and agencies must follow to minimize the risk of vehicle accidents.
 This Risk Management less control policy seeks to reduce the frequency and severity of vehicle-related accidents. Knowing this information can help reduce the risk of injuries and decrease the State's cost of insurance resulting from motor vehicle accidents.
 Using these Fleet Safety Management Standards will ensure that the State's auto insurance costs will be kept as low as possible.

Authority: 16B.85 Subd. 3
Scope:
 This policy sets forth the general standards for motor vehicle safety operation by the State of Minnesota. This policy covers the use of state owned or leased vehicles, rental vehicles and the use of personal vehicles when used in the conduct of State of Minnesota business. The Department of Administration's Risk Management Division will be conducting interviews regarding compliance with this policy in conjunction with its loss control visits throughout the state.

Any entity that requests to deviate from these standards will present their case to the Fleet Safety Management Standards Subcommittee. This procedure will accomplish the objectives of monitoring any deviations from this safety policy receiving the benefit of the subcommittee's years of experience in transportation safety, and exploring alternative solutions. The Subcommittee, reviewing requests for vehicle policy changes will be made up of representatives from DOT, DNR, DPS, Travel and Risk Management Division and MASCC. Their role will be to listen to any requested deviations from a participating agency, make recommendations for alternative solutions and approve necessary changes. A record will be kept of all change activity, so deviations can be monitored and managed.

I. Vehicle Operator Responsibilities

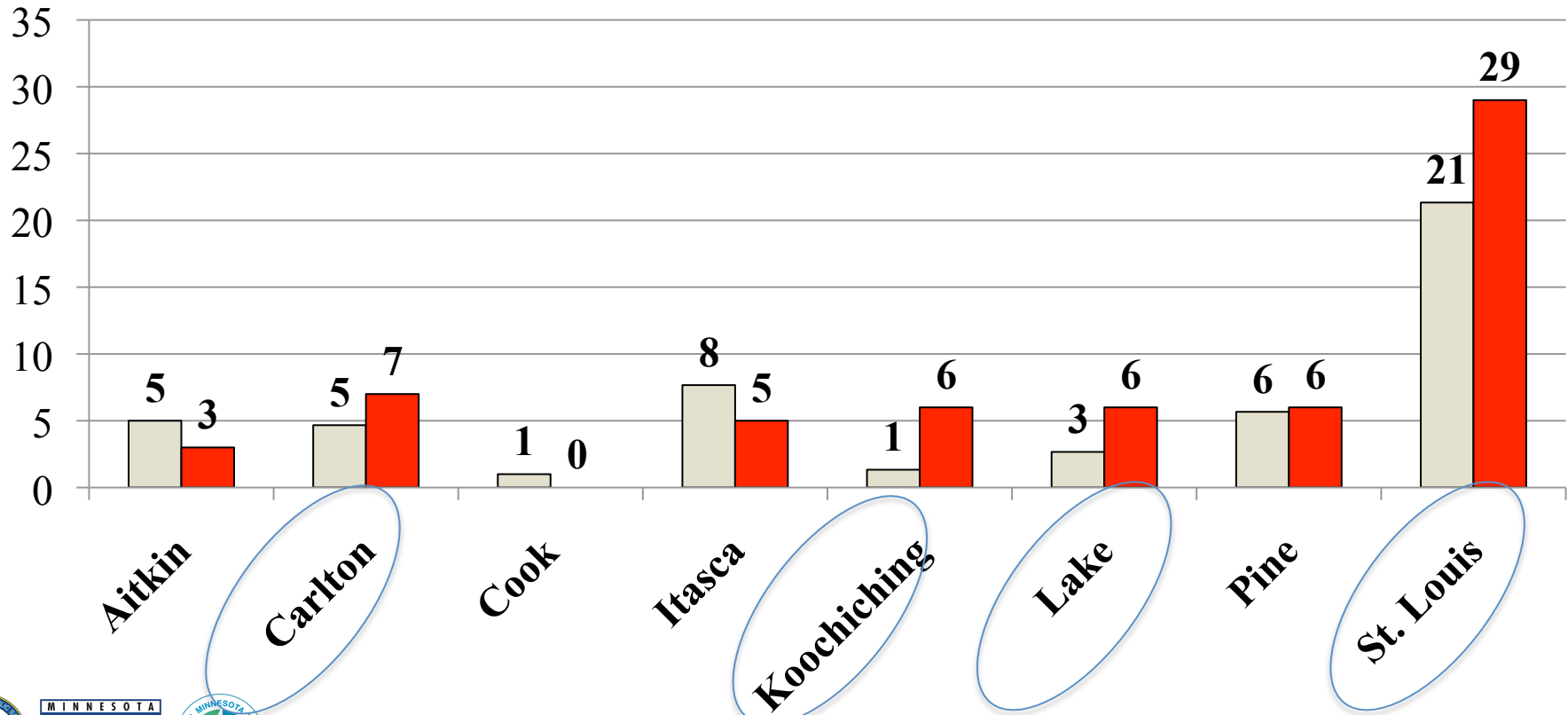
2007-2011 NE Region Alcohol-Related Fatalities and Severe Injuries



2008-2011 Alcohol-Related Fatalities and Severe Injuries by County

62 alcohol-related in 2011 (average 49)

□ '08-'10 average ■ 2011



NE Region Alcohol-Related Audience

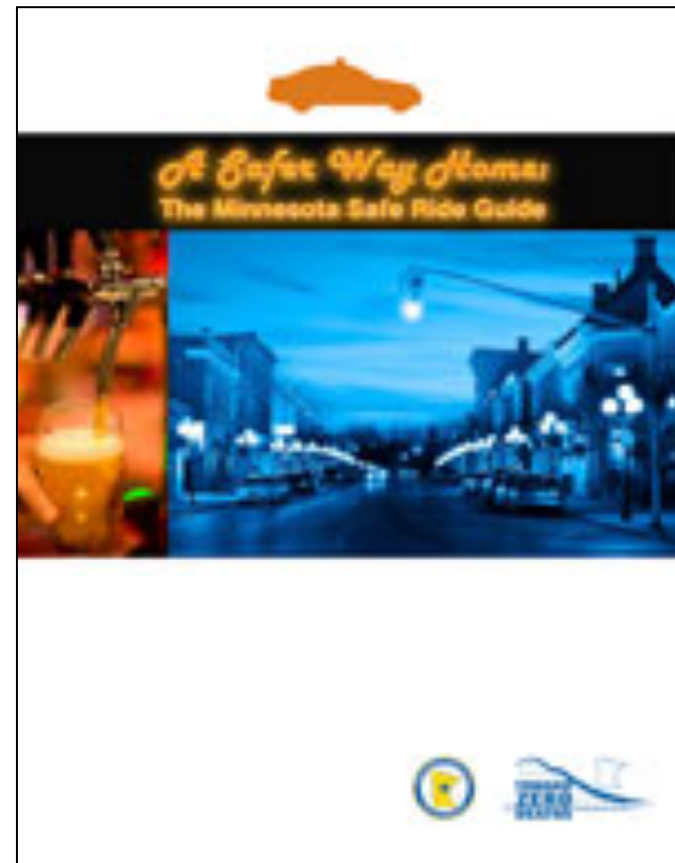
- § It may be cliché,
but...
- § Young (21-29)
- § Male (3 out of 4 K+A)
- § Weekend
- § Night time; early
morning
(8 p.m.-4 a.m.)



Strategy Example: Alternative Rides Home

- § Who is participating in their area?
 - § Isanti County: Safe Cab

- § Resource: Minnesota Safe Ride Guide



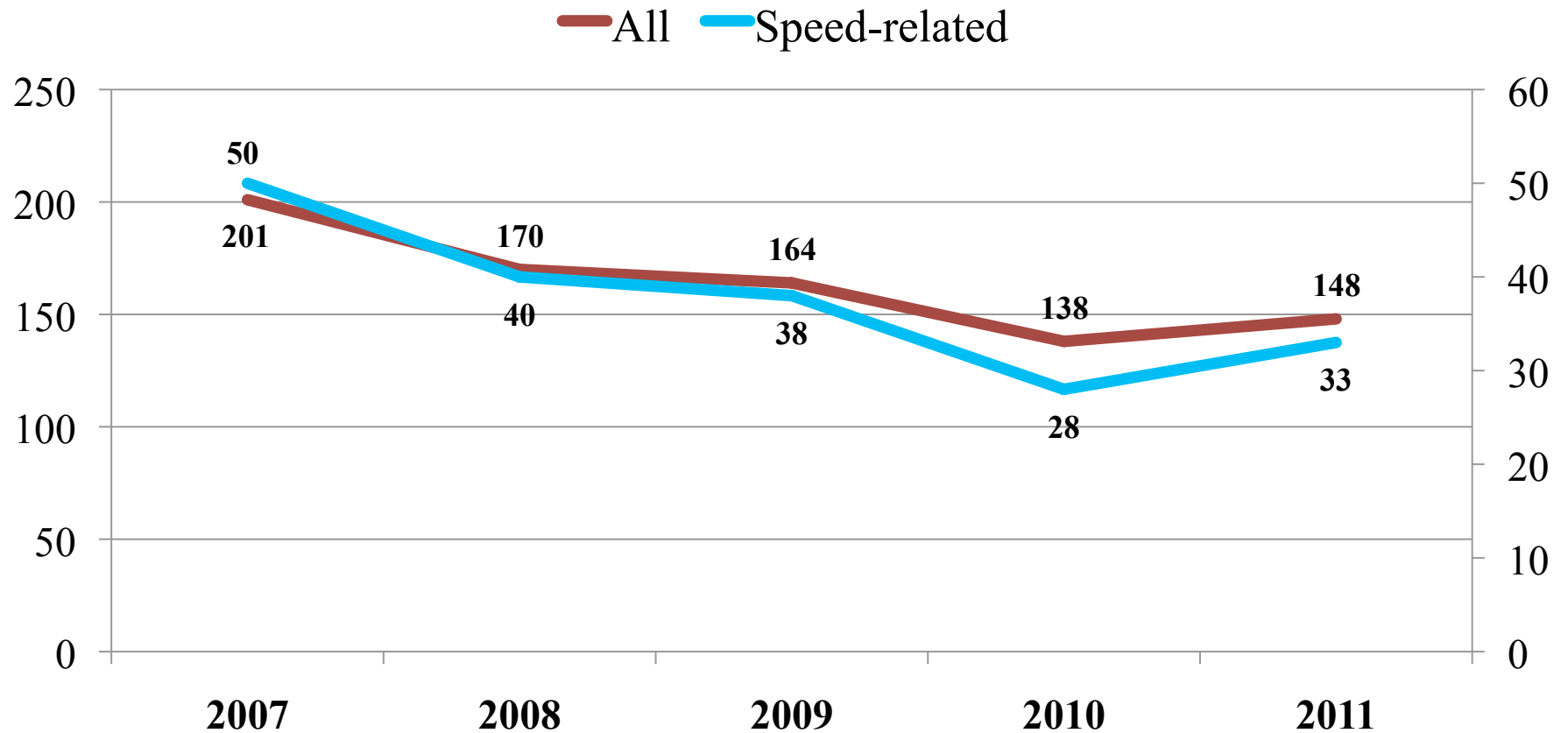
<http://www.minnesotatzd.org/network/state/saferide/guide.html>

Strategy Example: Ignition Interlock

- § Reduces recidivism on average 64% while installed.
- § Reduces the economic impact of impaired driving by \$3 -\$7 for every \$1 spent.
- § Offenders agree interlock is a fair sanction



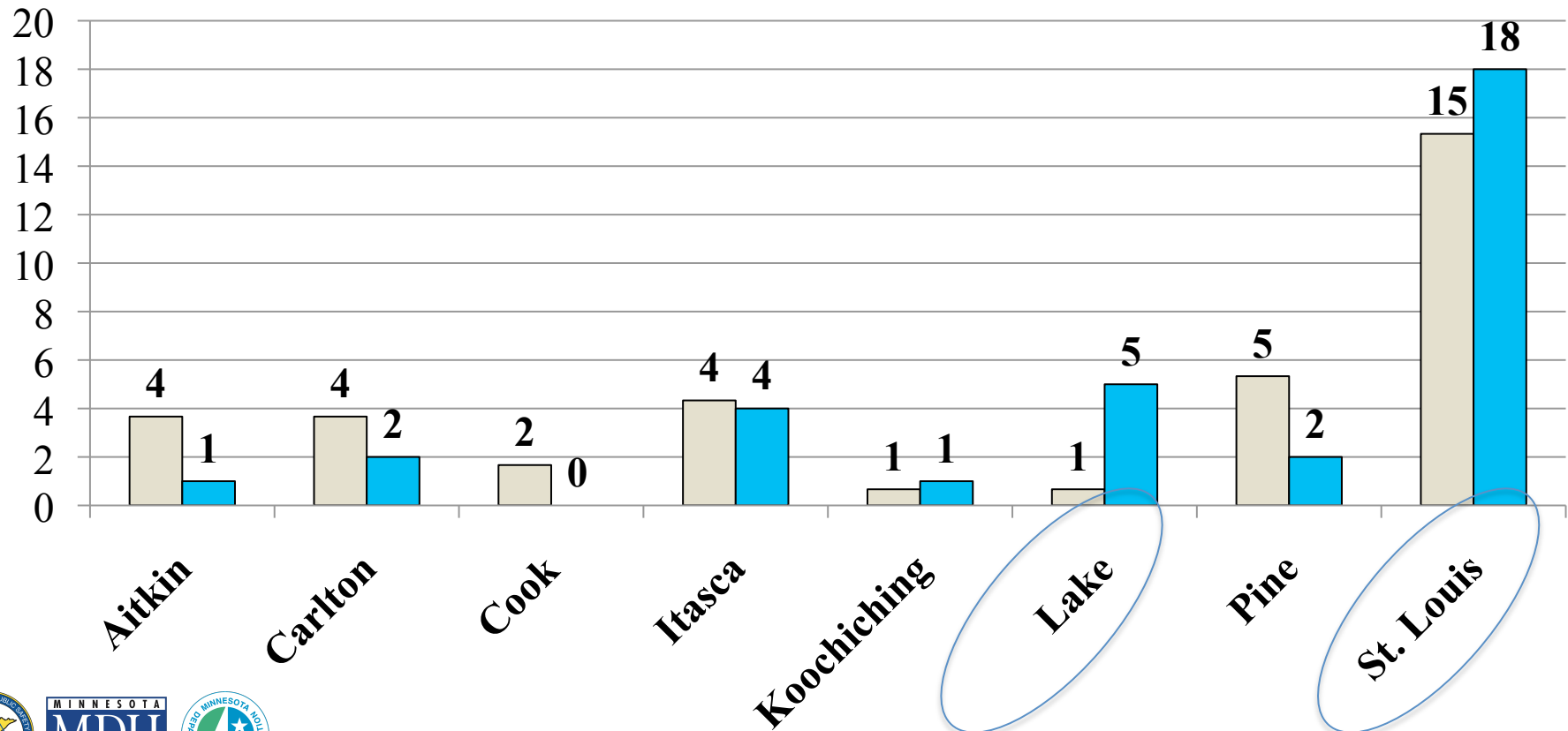
2007-2011 NE Region Speed-Related Fatalities and Severe Injuries



2008-2011 Speed-Related Fatalities and Severe Injuries by County

33 speed-related in 2011 (average 35)

□ '08-'10 average ■ 2011



NE Region Speed-Related Audience

§ Who?

§ 16-29 (More than 50% of K+A)

§ Male (Nearly 3 out of 4 K+A)

§ When?

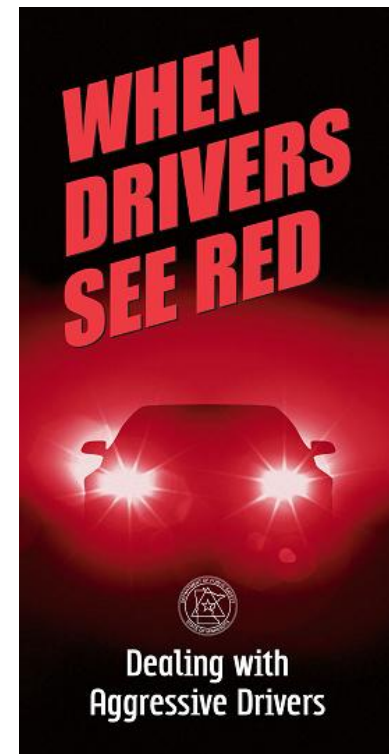
§ All Week

§ Many incidents at night (8 p.m.-4 a.m.)

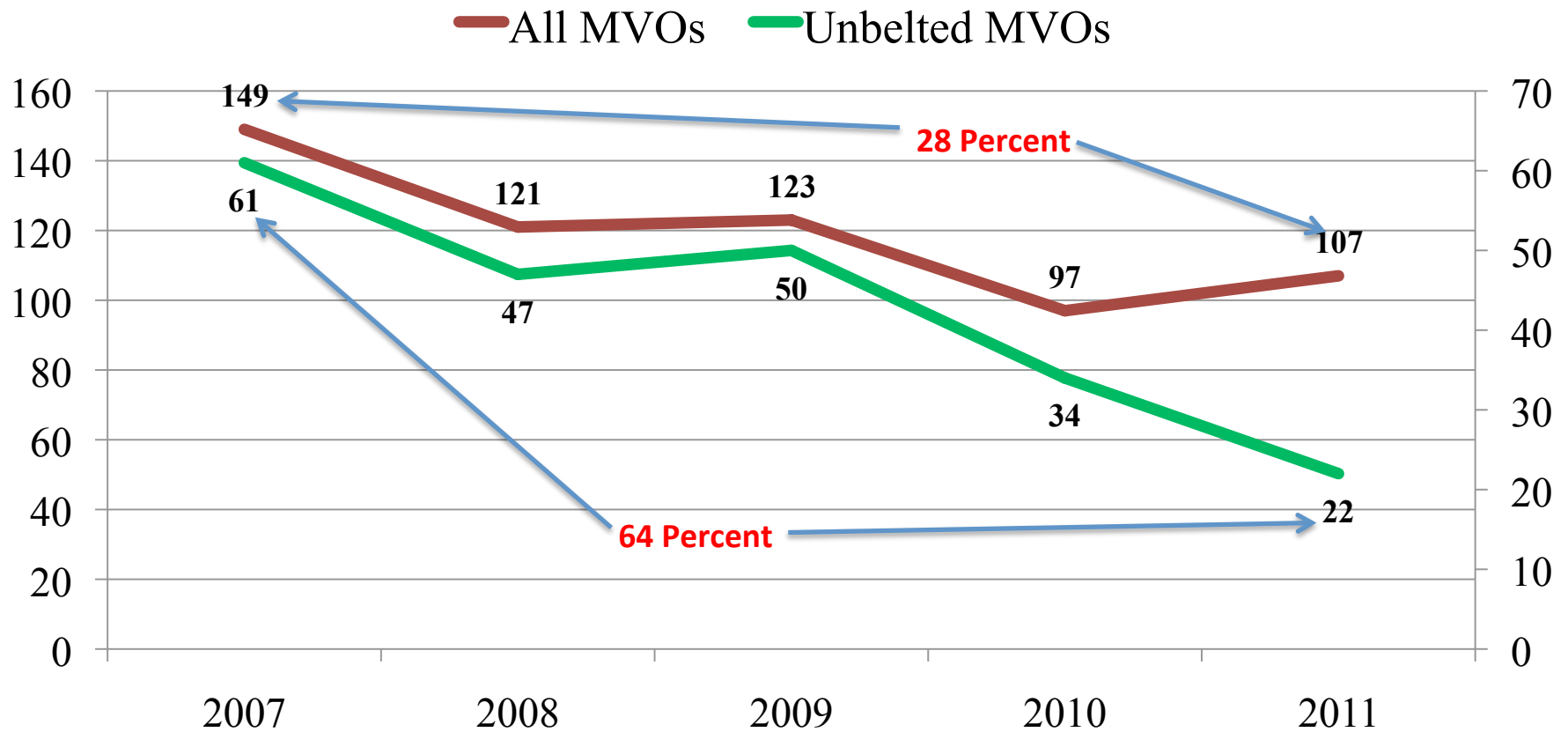


Strategy Example: High Visibility Enforcement

- § Multiple jurisdictions and/or squads are out at the same time patrolling, often in brightly-colored vests and signs.
- § Publicize efforts through statewide paid media, community events and a public education campaign (posters, letter to the editor).

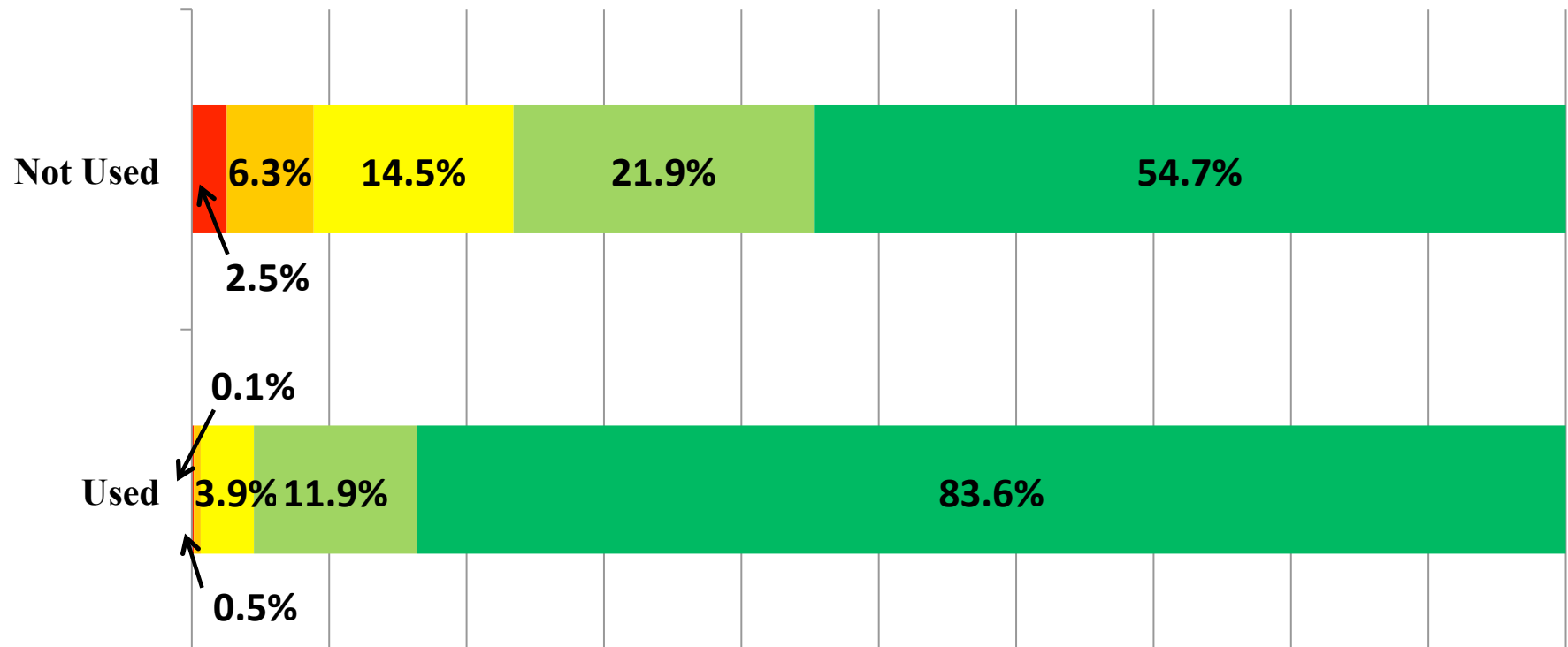


2007-2011 NE Region Unbelted Fatalities and Severe Injuries



2009-2011 NE Region Percentage of Injury Type by Belt Use

■ Killed
 ■ A-Injury
 ■ B-Injury
 ■ C-Injury
 ■ No Injury



NE Region Seat Belt Audience

- § Male (70% of unbelted K+A)
- § 15-29 (Nearly half [46%] of unbelted K+A)
- § More than 1 out of 3 unbelted K+A also alcohol-related



NE TZD 2009-2011 - Key Themes

- § Fatalities and severe injuries have decreased 10% since 2009 in Northeast
 - Seat belt usage appears to be a contributing factor to that decrease
- § Alcohol-related fatalities and severe injuries are increasing
- § Speeding is a major factor in single vehicle crashes – particularly from 15-34 years-old.
- § Lane departure-run off the road right is the most common crash type

NE TZD 2009-2011 - Key Themes cont'd

- § Overall, most fatal and severe crashes occur during the “good weather” months
- § Young males are over-represented
 - 1 out of 3 of the killed and severely injured were 15-29 years olds
 - Nearly 3 out of 4 fatalities were males
 - More likely to be unbelted and involved in an alcohol-related fatality
- § Relatively high percentage of inattention-related fatalities and severe injuries among females compared to males

Web sites

§ Office of Traffic Safety
www.dps@state.mn.us/ots

§ TZD Web Site
www.minnesotatzd.org

§ NHTSA Web site
www.nhtsa.gov

§ Facebook
[facebook.com/pages/
MnDPS-OTS-Traffic-Safety](https://facebook.com/pages/MnDPS-OTS-Traffic-Safety)

§ Twitter
[twitter.com/MnDPS OTS](https://twitter.com/MnDPS_OTTS)

