



TOWARD ZERO DEATHS
Because your life counts

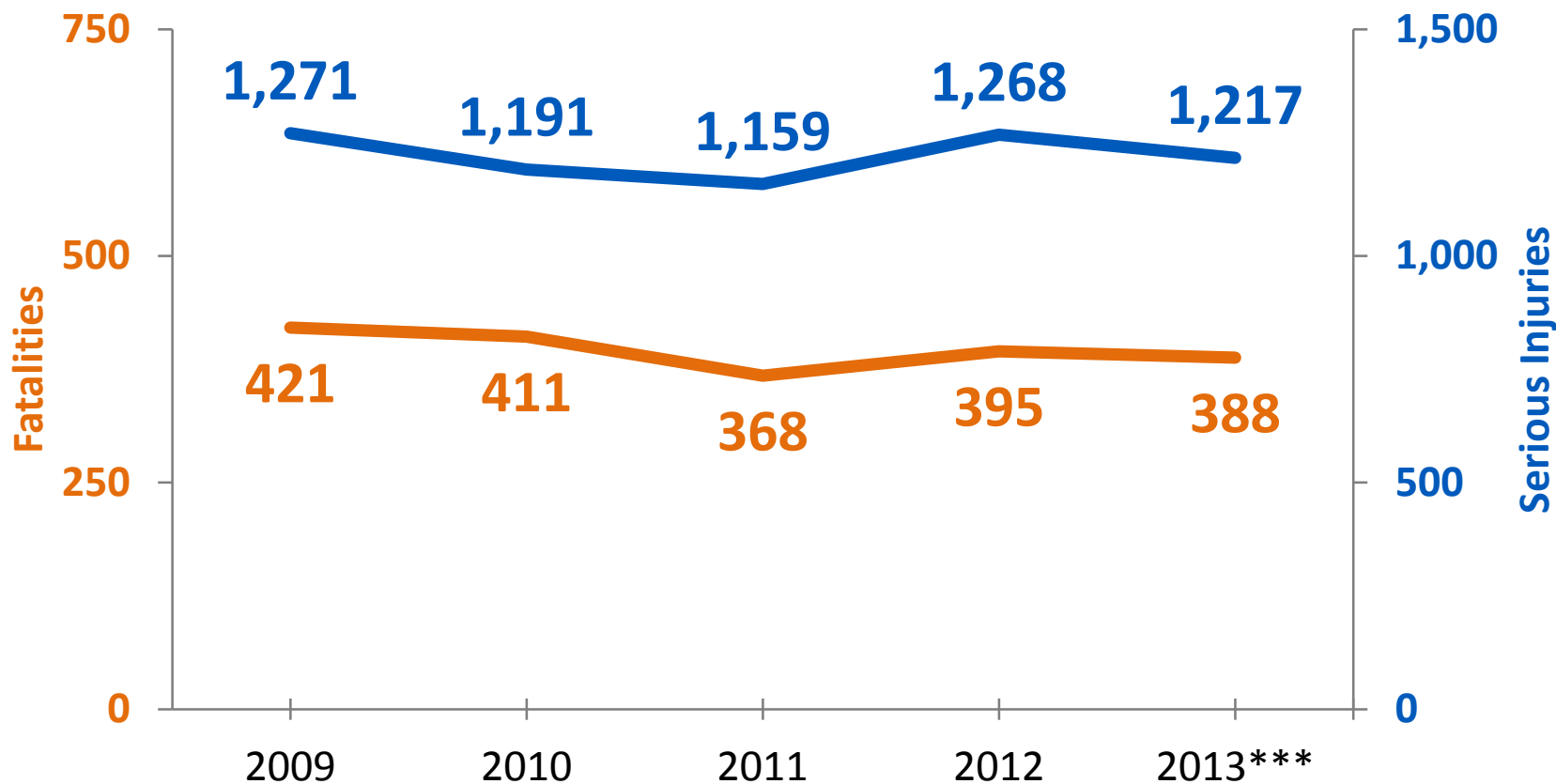
Northeast Minnesota TZD Region Crash Data

May 29, 2014



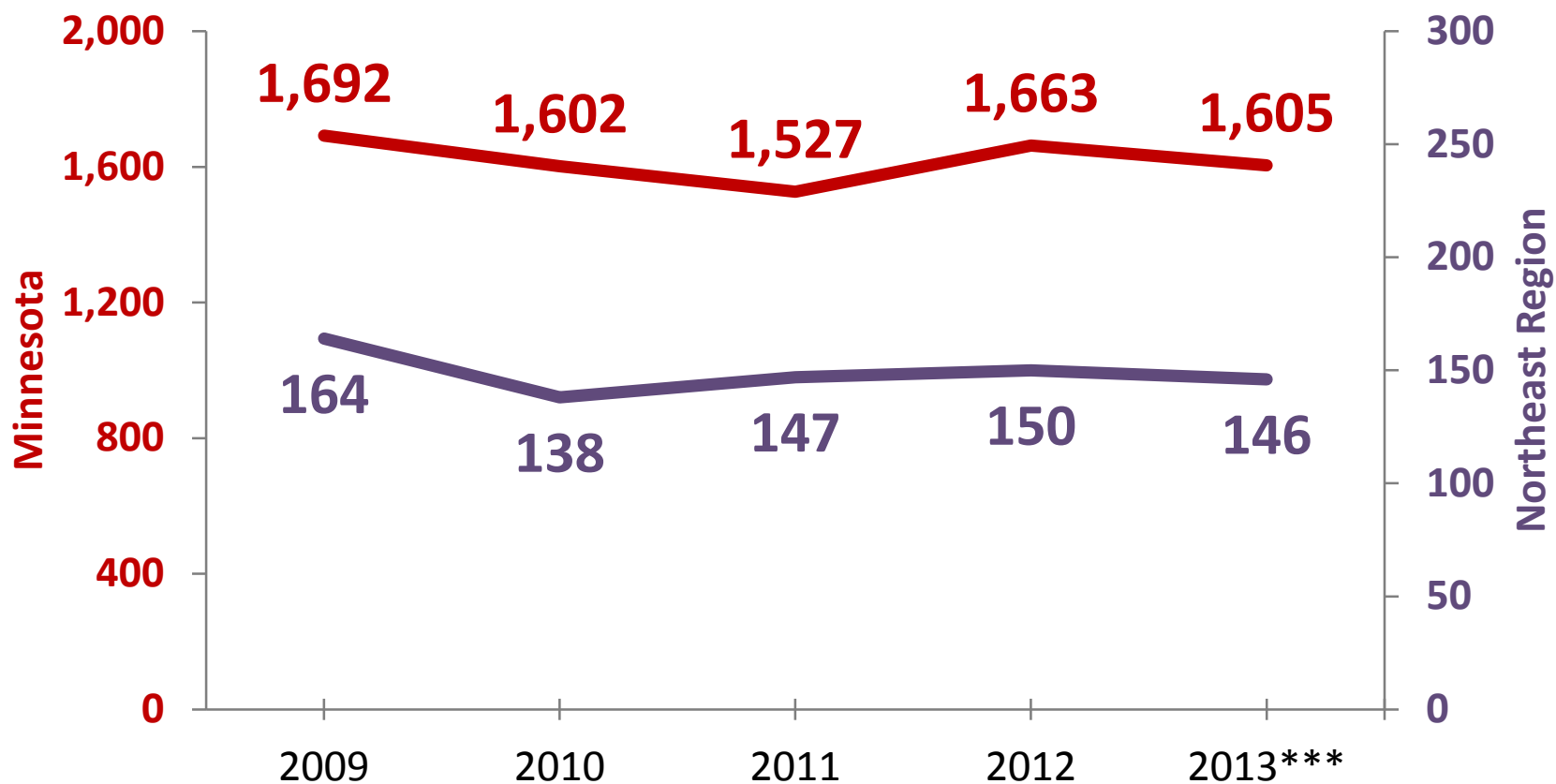
Minnesota Fatalities & Serious Injuries

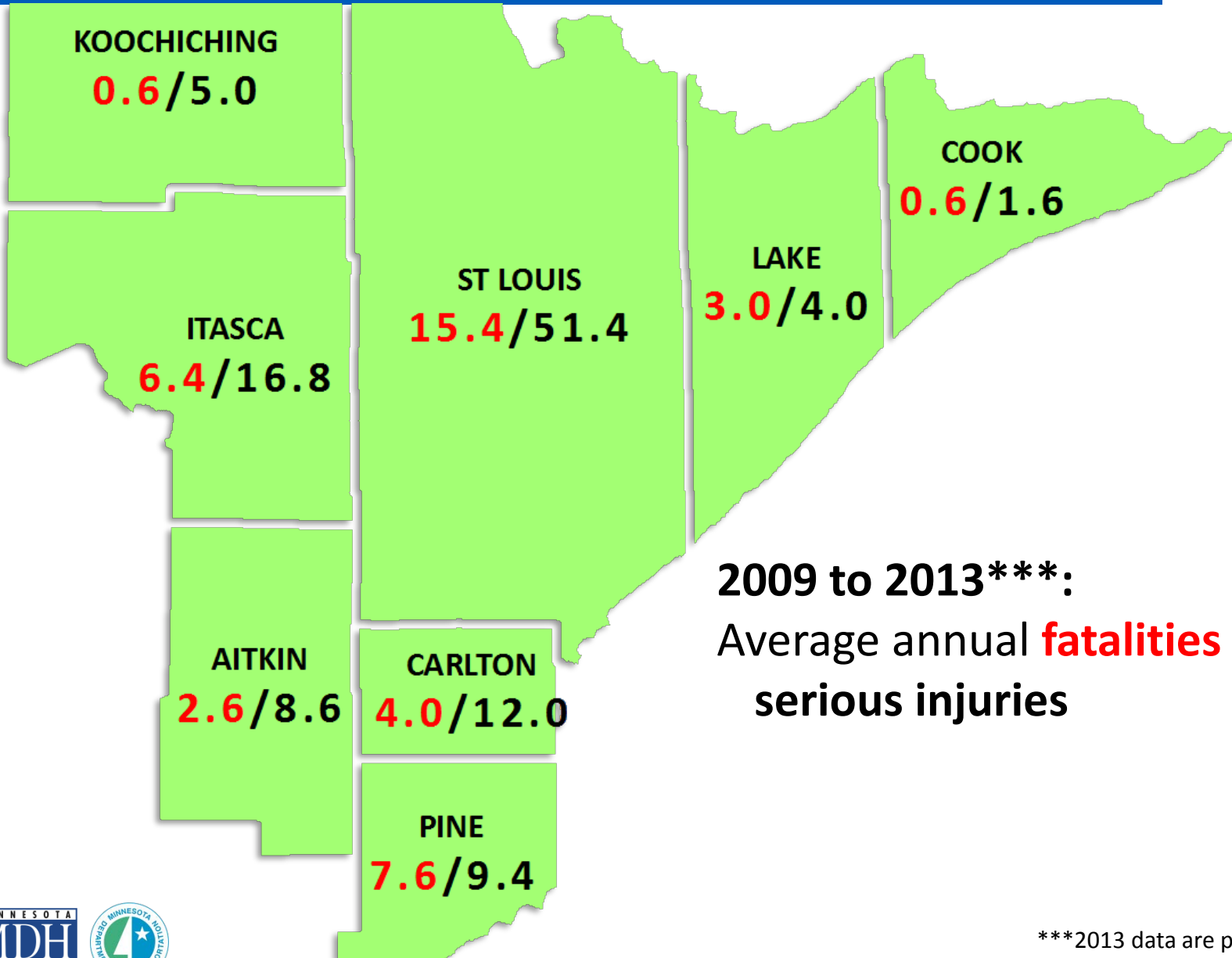
2009-2013***



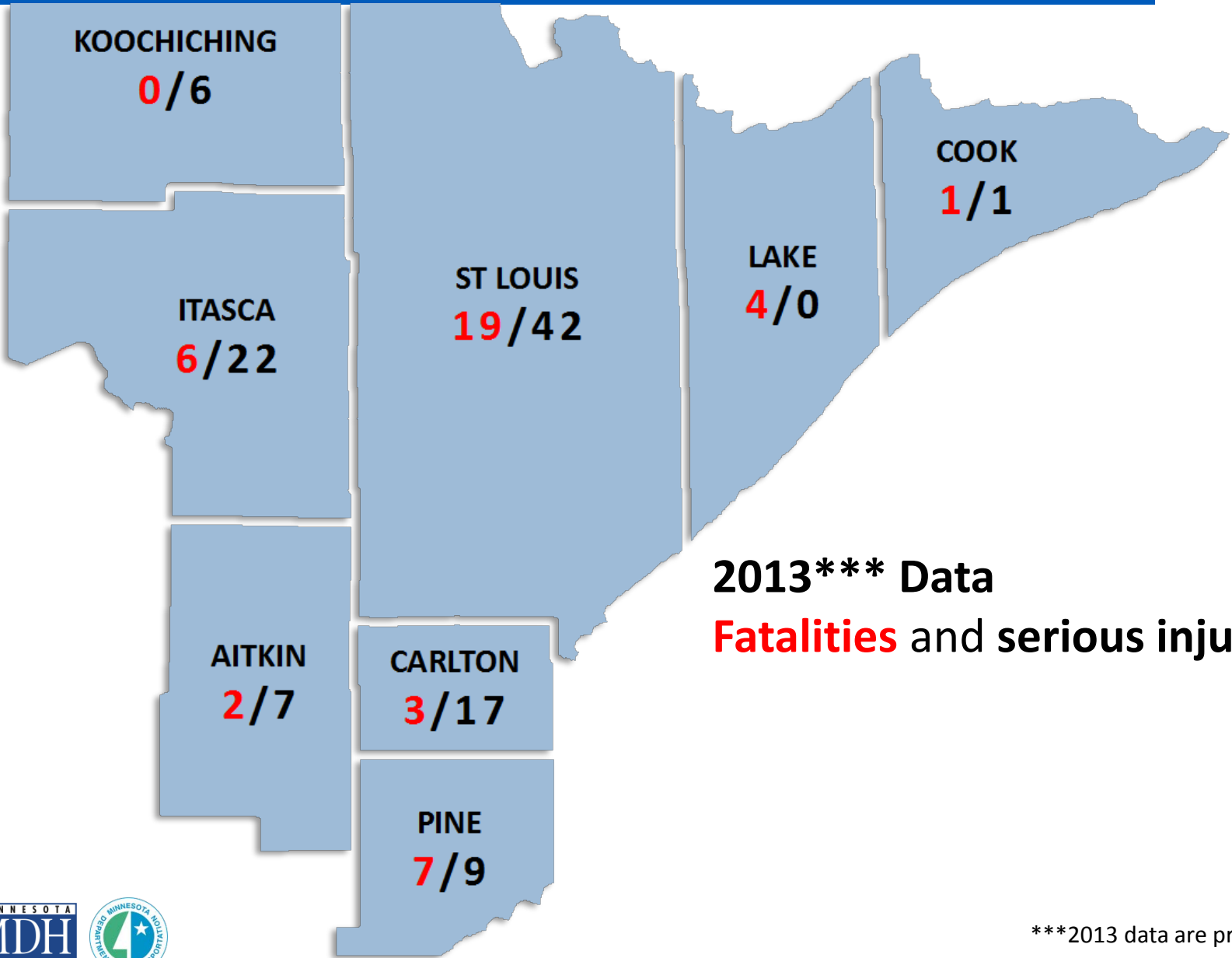
Fatalities & Serious Injuries

2009-2013***





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



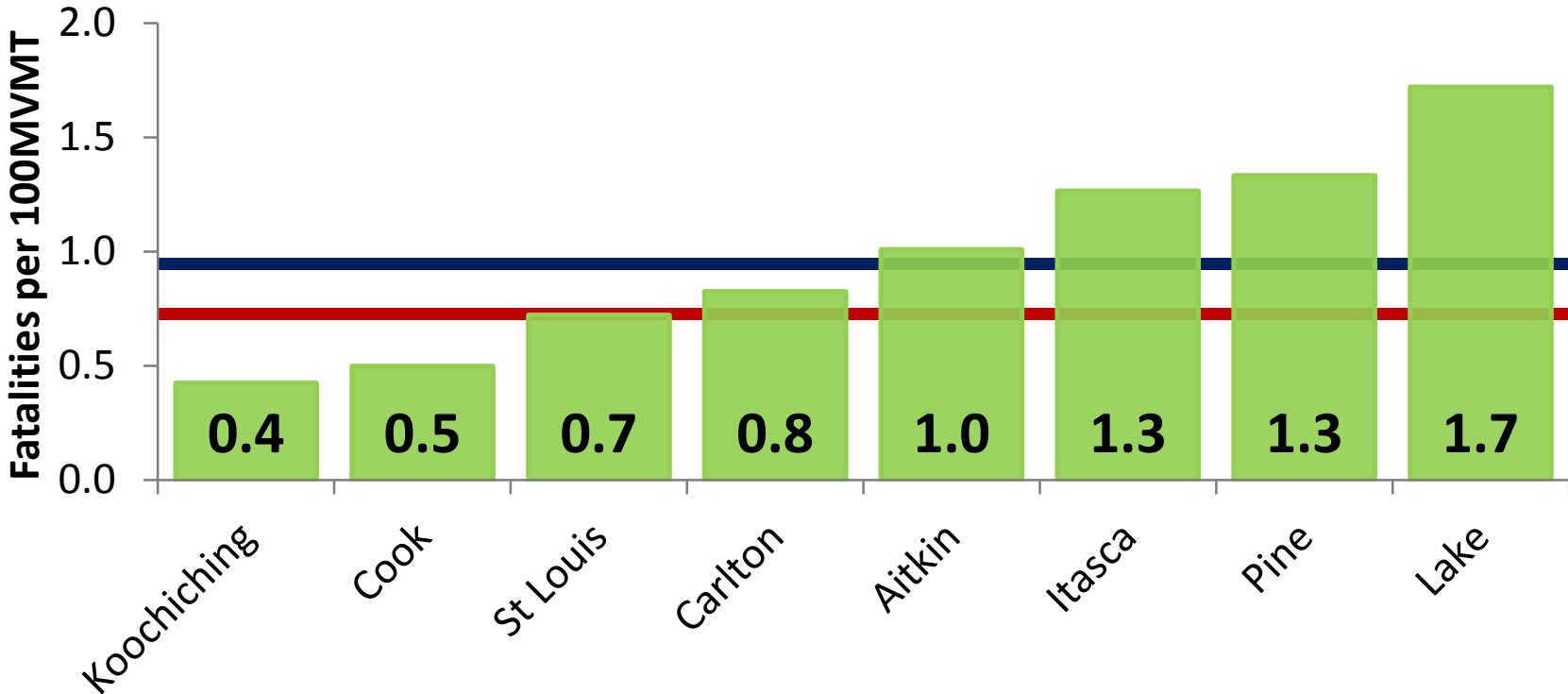
2013*** Data
Fatalities and serious injuries

***2013 data are preliminary

Fatality Rates by County

2009-2013***

■ Minnesota Average ■ Regional Average

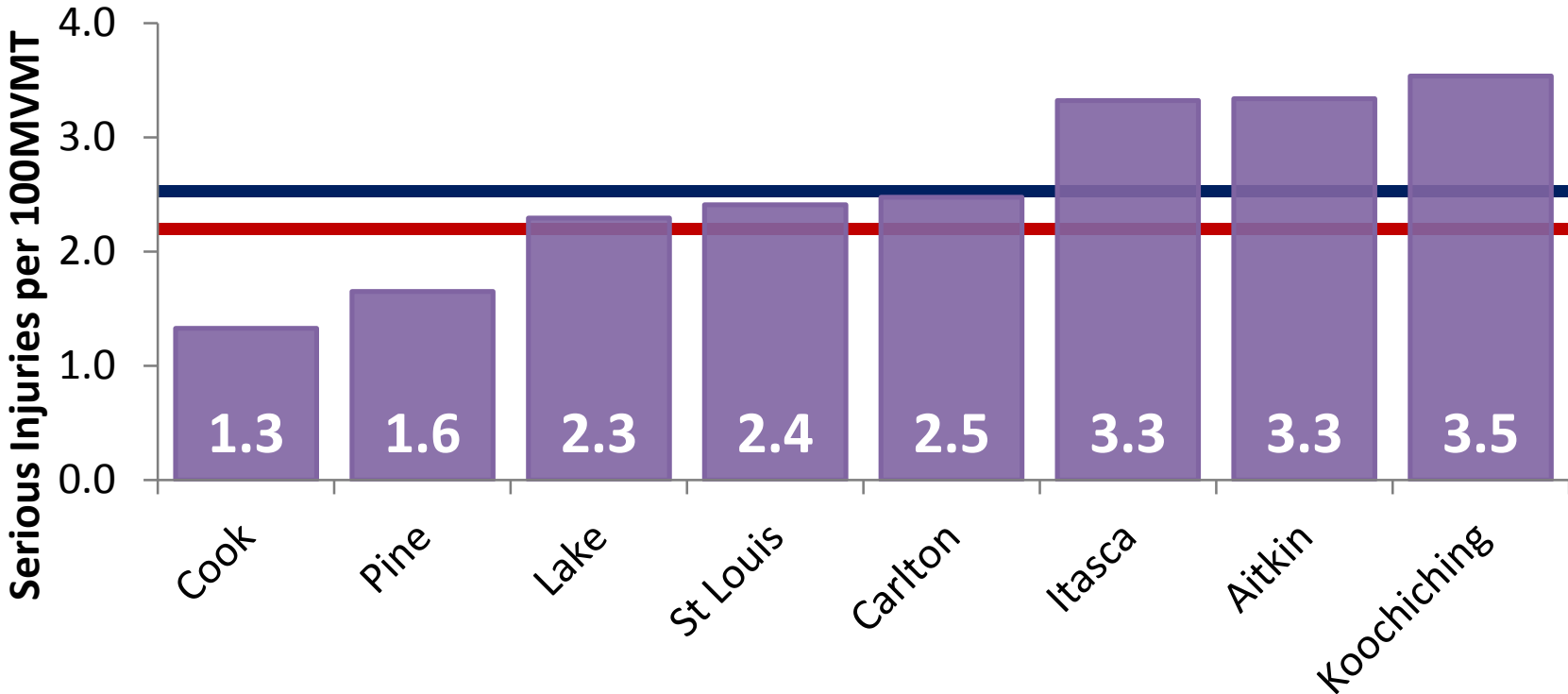


***2013 data are preliminary

Serious Injury Rates by County

2009-2013***

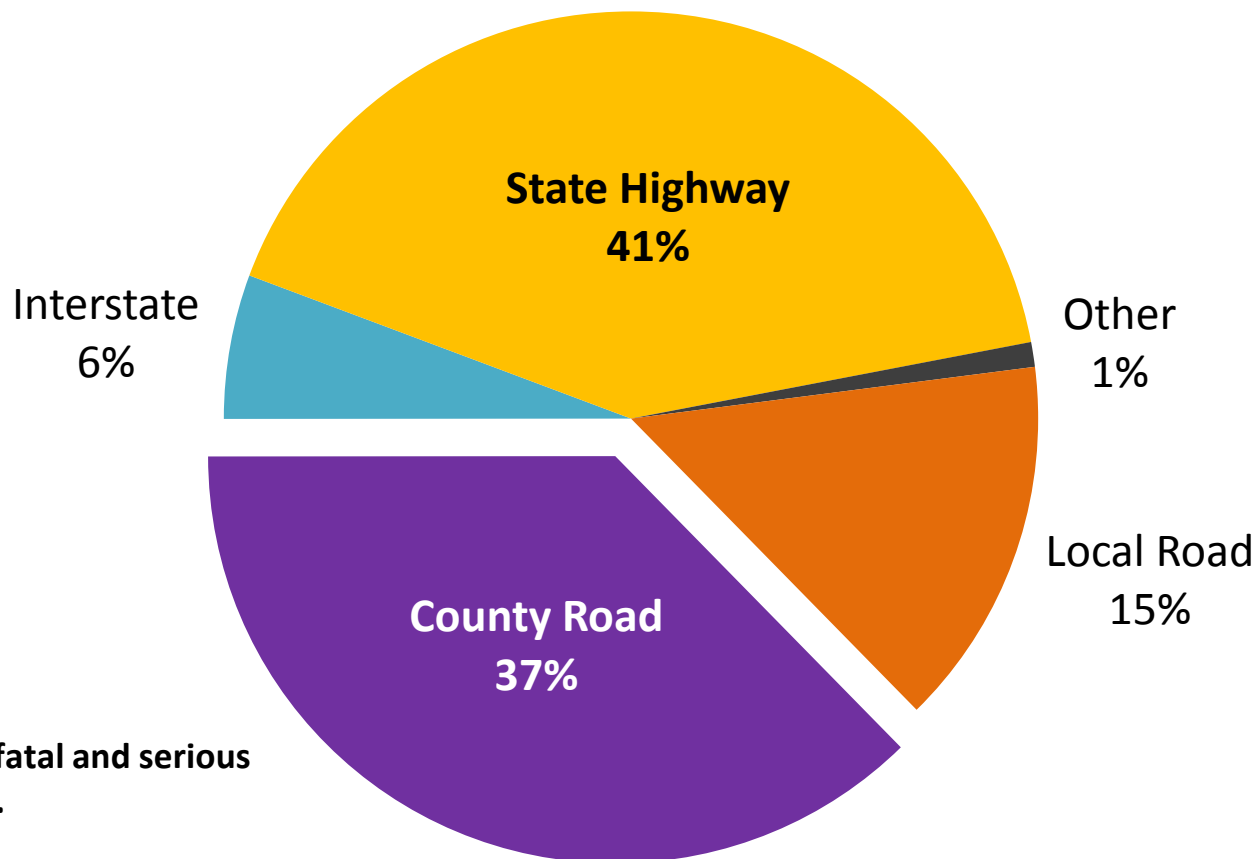
■ Minnesota Average ■ Regional Average



***2013 data are preliminary

Fatal & Serious Injury Crashes by Roadway

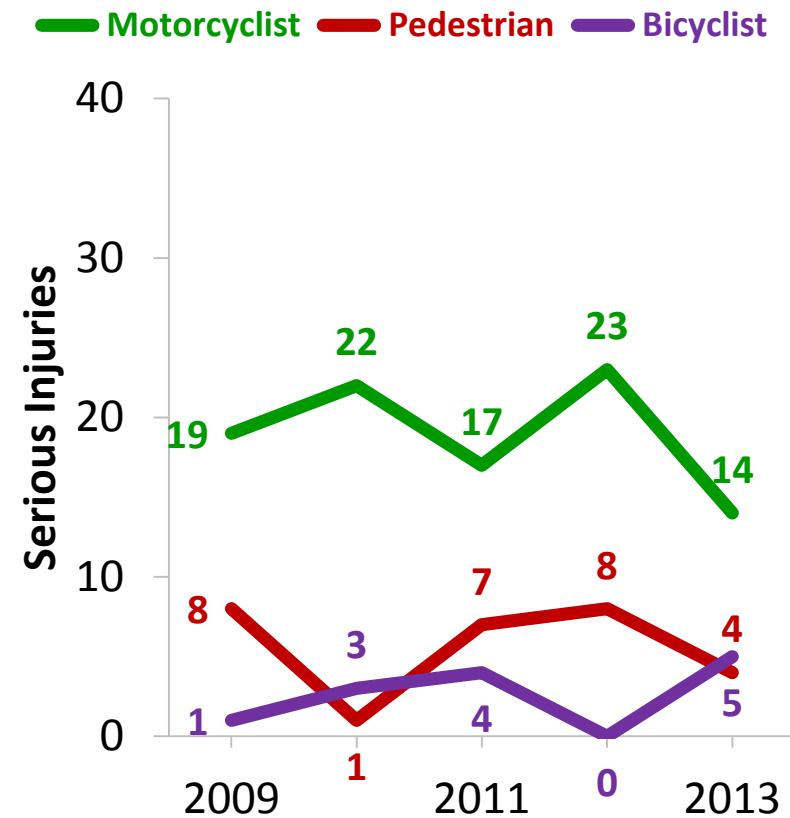
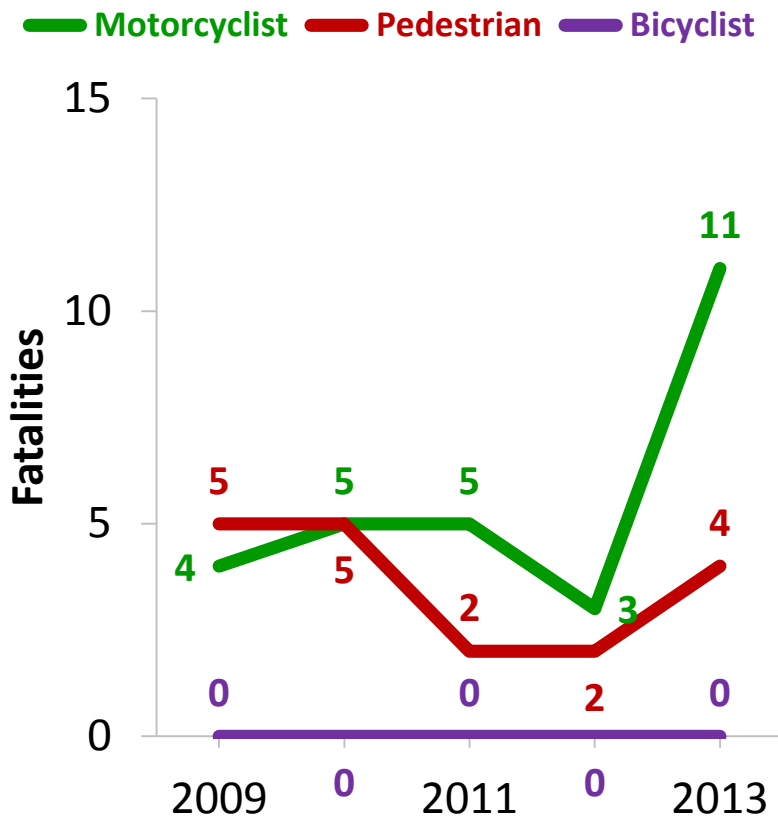
2009-2013***



Percent of all fatal and serious injury crashes.

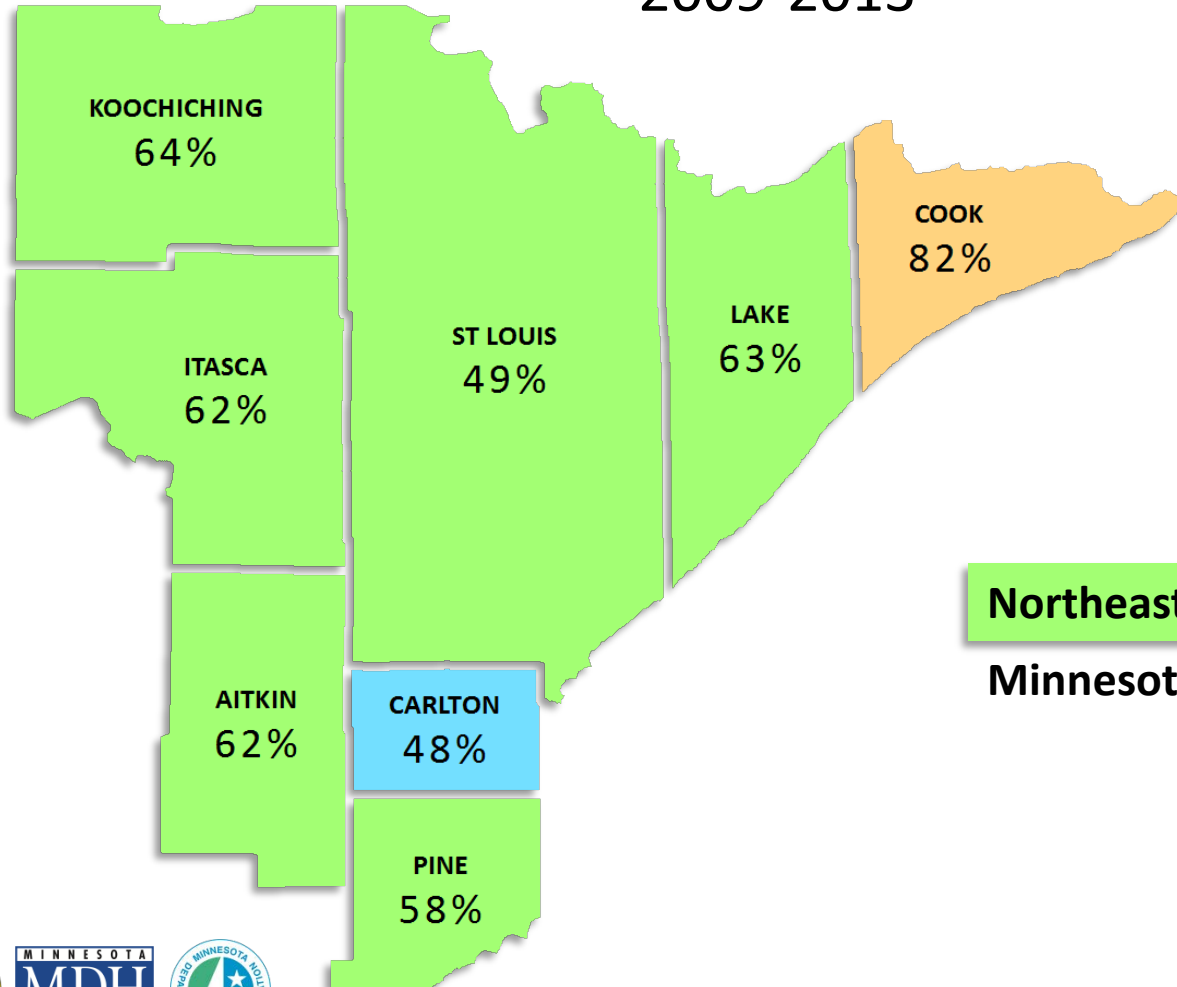
Fatalities & Serious Injuries by Roadway User

2009-2013***



Lane Departure Fatalities & Serious Injuries

2009-2013***



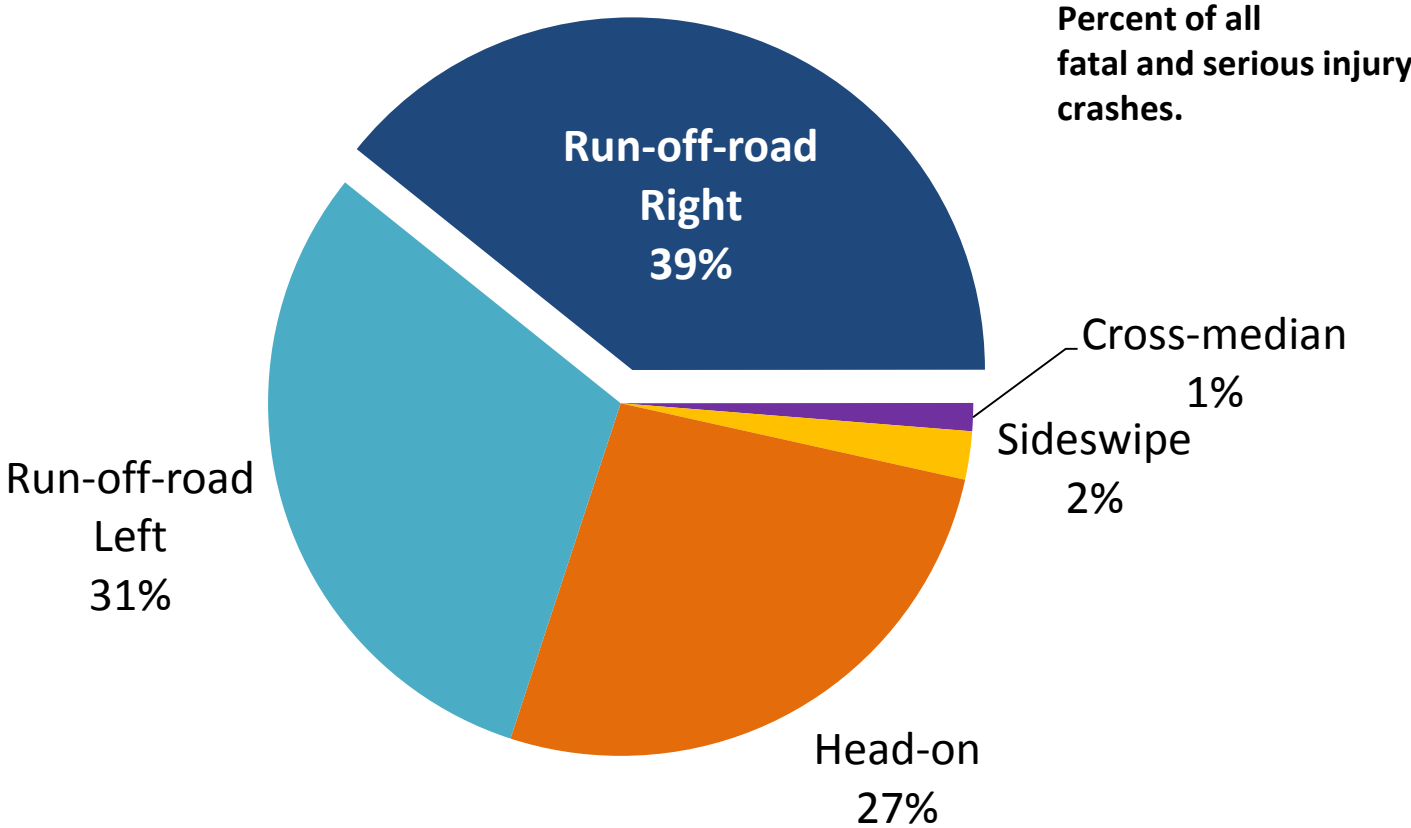
| | Lane Departure | Total |
|------------------|----------------|-------|
| Northeast | 406 | 745 |
| Minnesota | 3,783 | 8,089 |

Percent of all fatalities and serious injuries.

***2013 data are preliminary

Lane Departure Crash Type

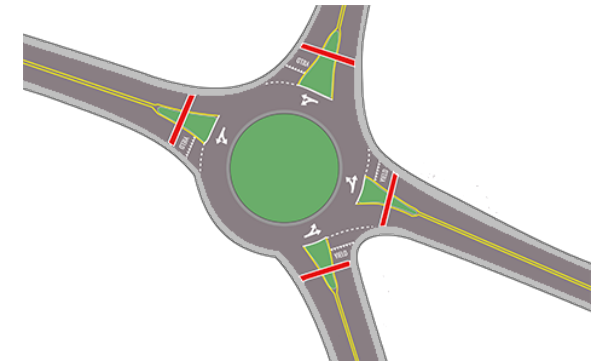
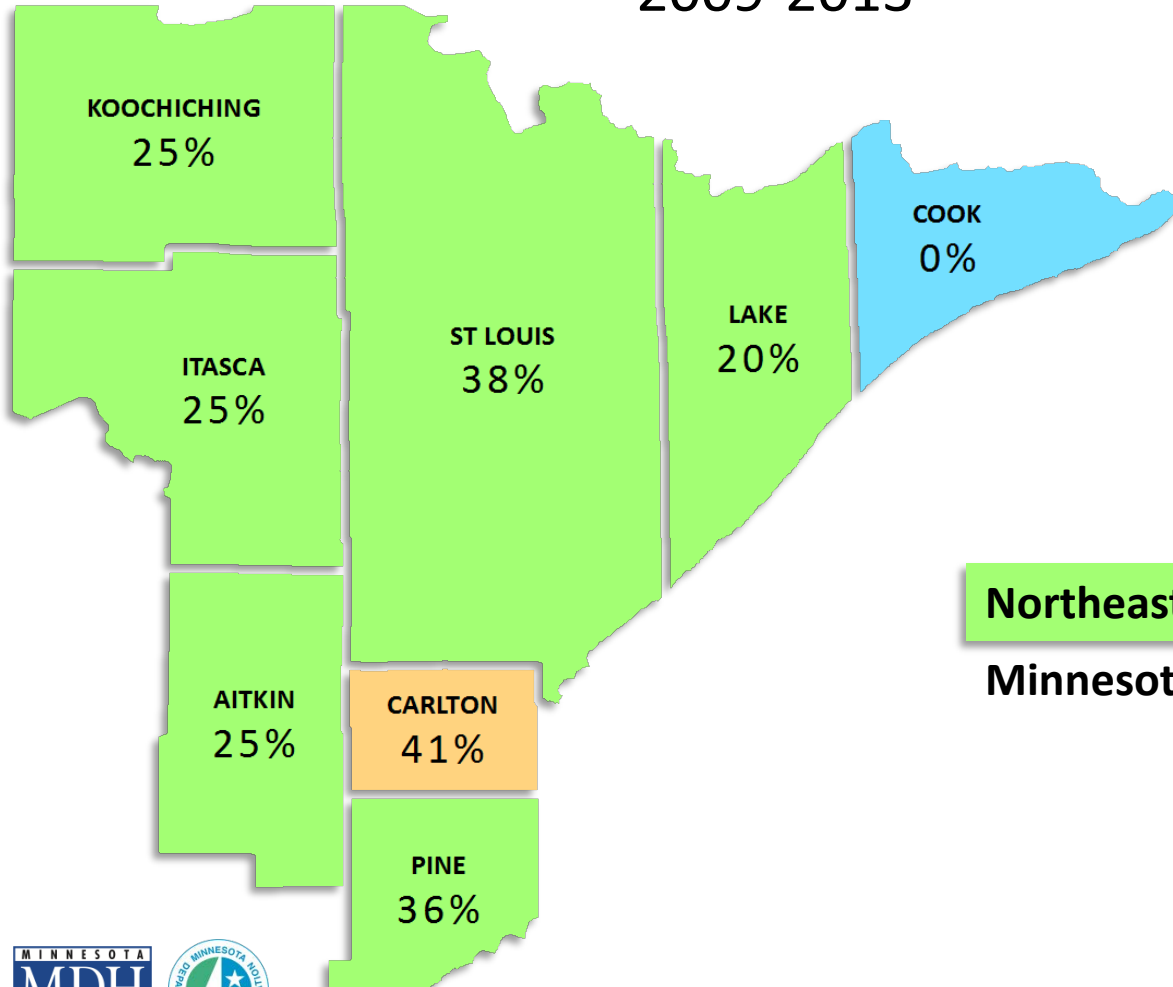
2009-2013***



***2013 data are preliminary

Intersection-related Fatalities & Serious Injuries

2009-2013***



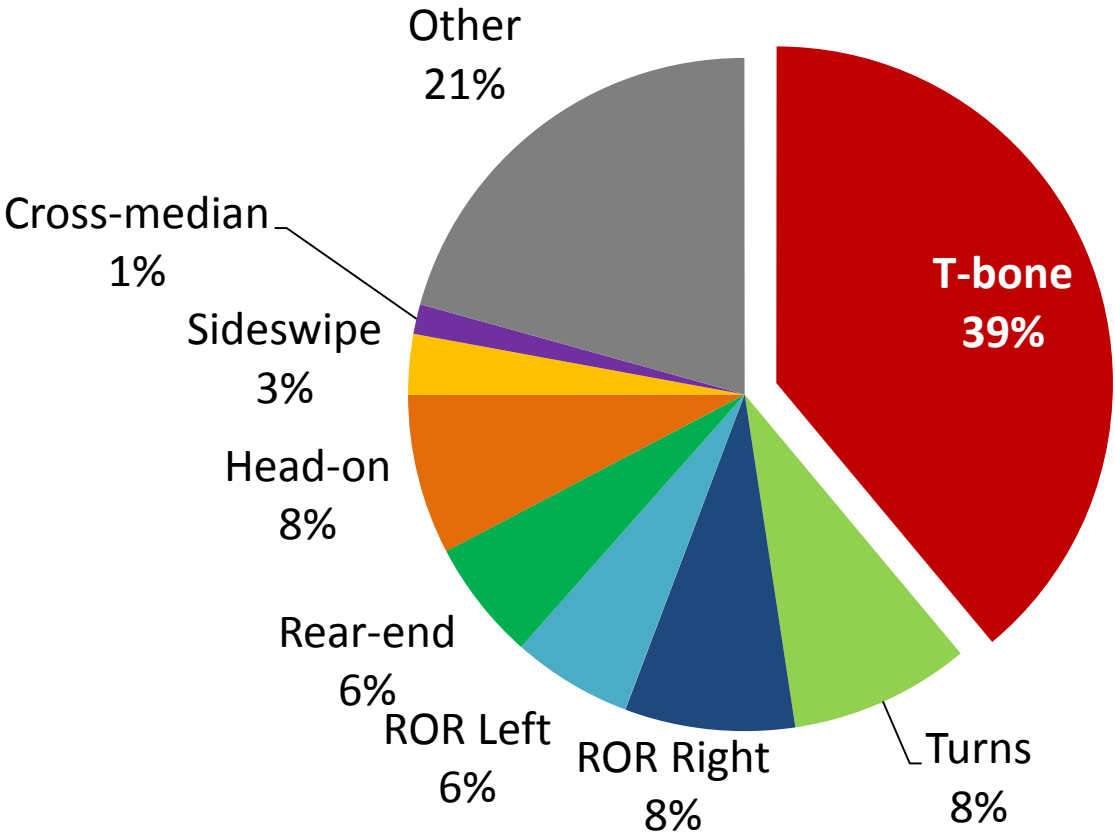
| | Intersections | | Total |
|------------------|---------------|-----|-------|
| Northeast | 248 | 33% | 745 |
| Minnesota | 3,326 | 41% | 8,089 |

Percent of all fatalities and serious injuries.

***2013 data are preliminary

Intersection Crash Type

2009-2013***



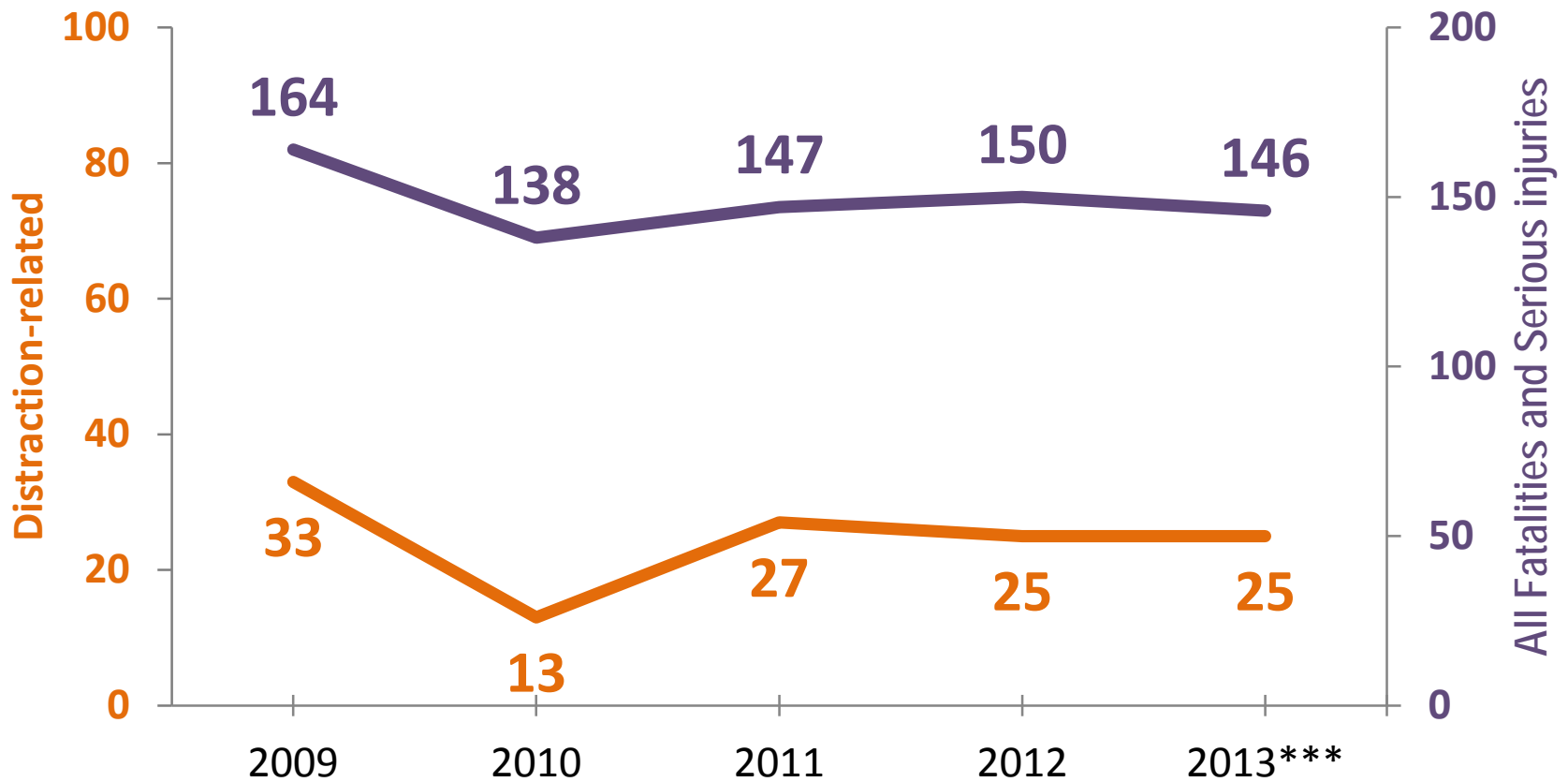
Percent of all fatal and serious injury crashes.

ROR denotes Run-Off-Road crash.

***2013 data are preliminary

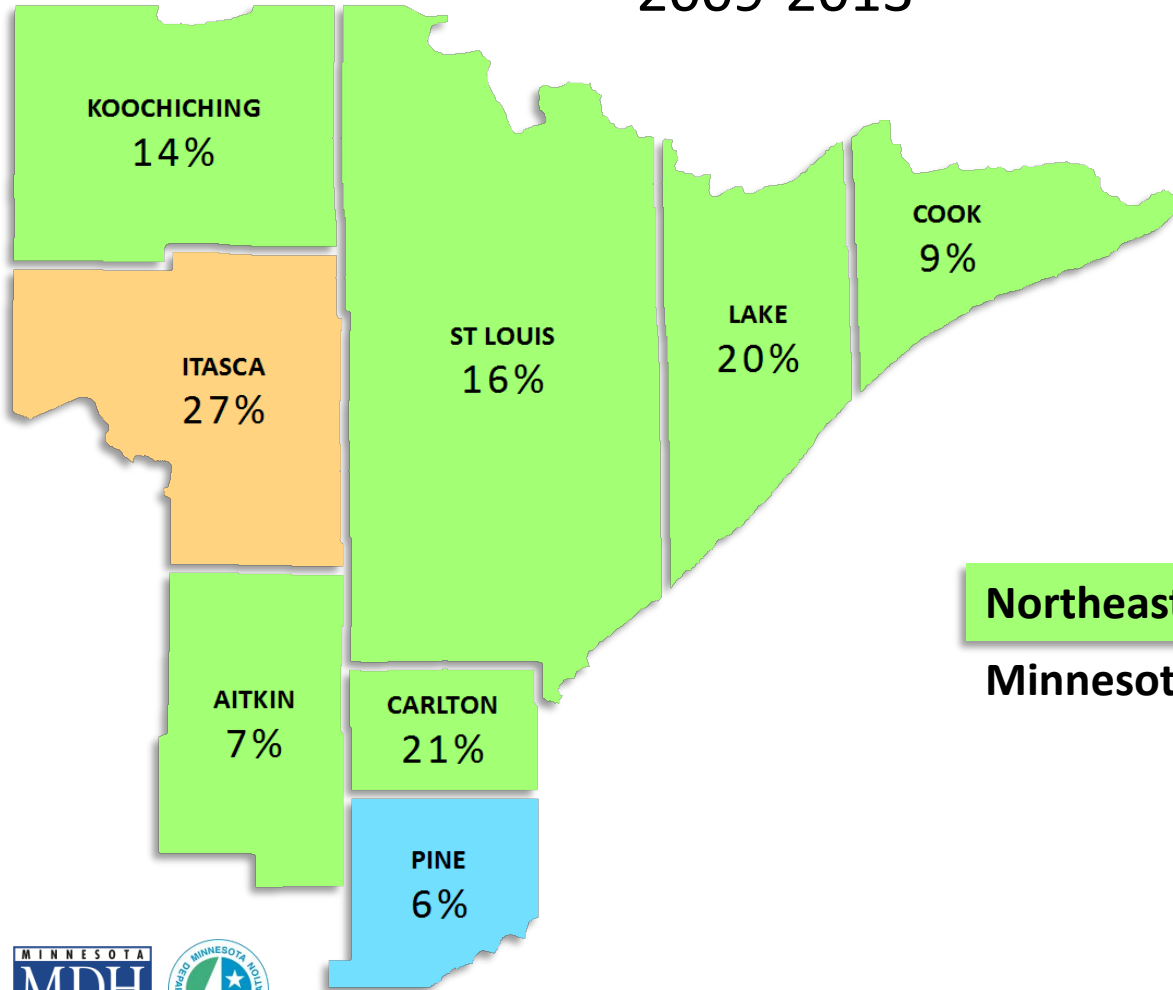
Distraction-related: Fatalities & Serious Injuries

2009-2013***



Distraction-related: Geography

2009-2013***



| | Distraction | Total |
|-----------|-------------|-------|
| Northeast | 123 | 745 |
| Minnesota | 1,509 | 8,089 |

Percent of all fatalities and serious injuries.

***2013 data are preliminary

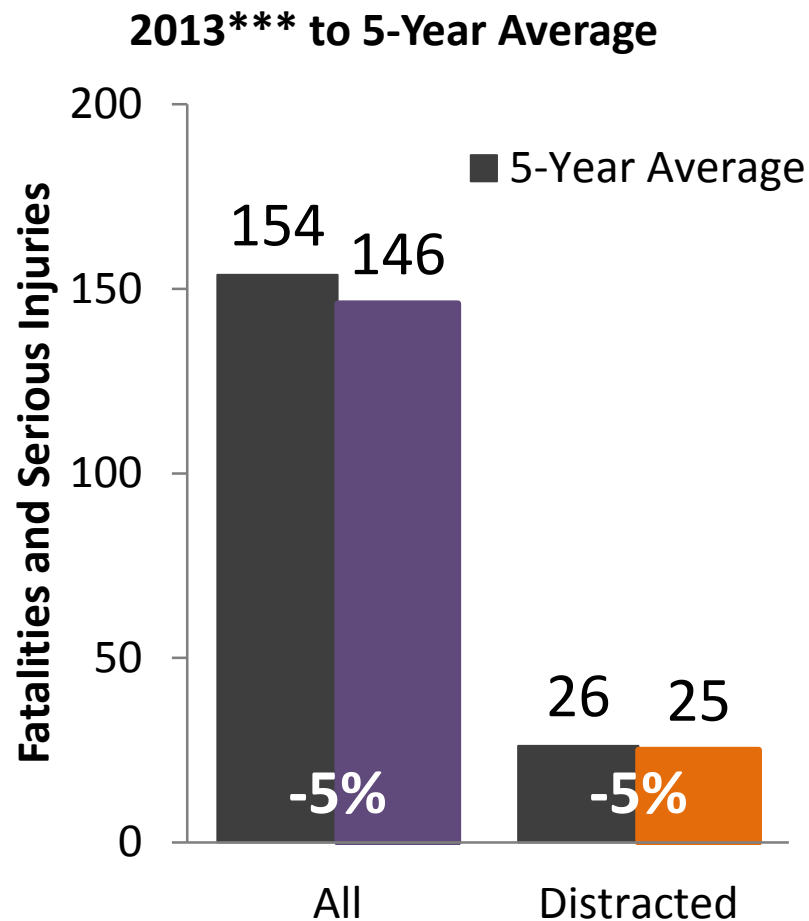
Distraction-related: Target Audience

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



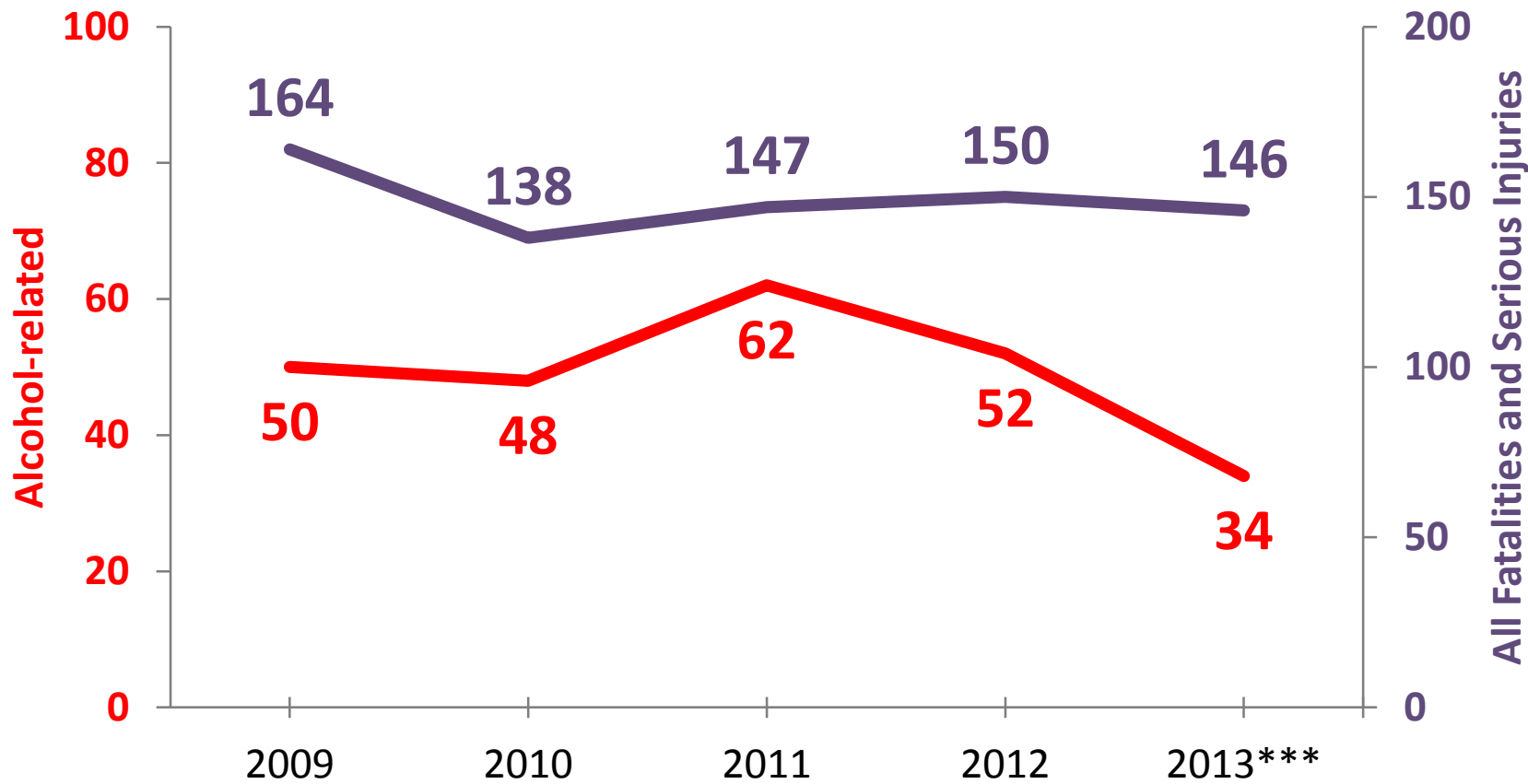
Distraction-related: Progress

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



Alcohol-related: Fatalities & Serious Injuries

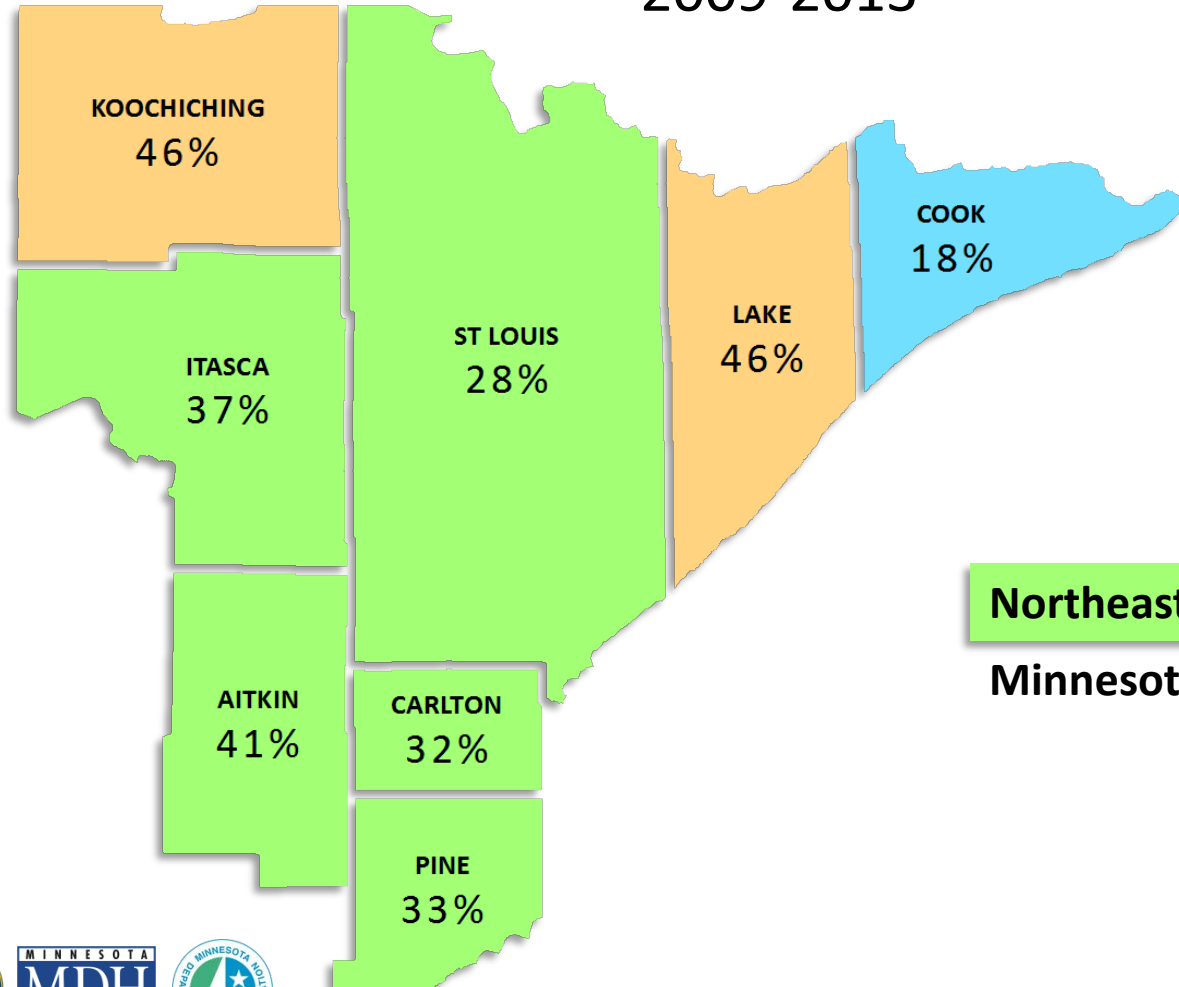
2009-2013***



***2013 data are preliminary

Alcohol-related: Geography

2009-2013***



| | Alcohol-related | Total |
|------------------|-----------------|-------|
| Northeast | 246 | 745 |
| Minnesota | 2,047 | 8,089 |

Percent of all fatalities and serious injuries.

***2013 data are preliminary

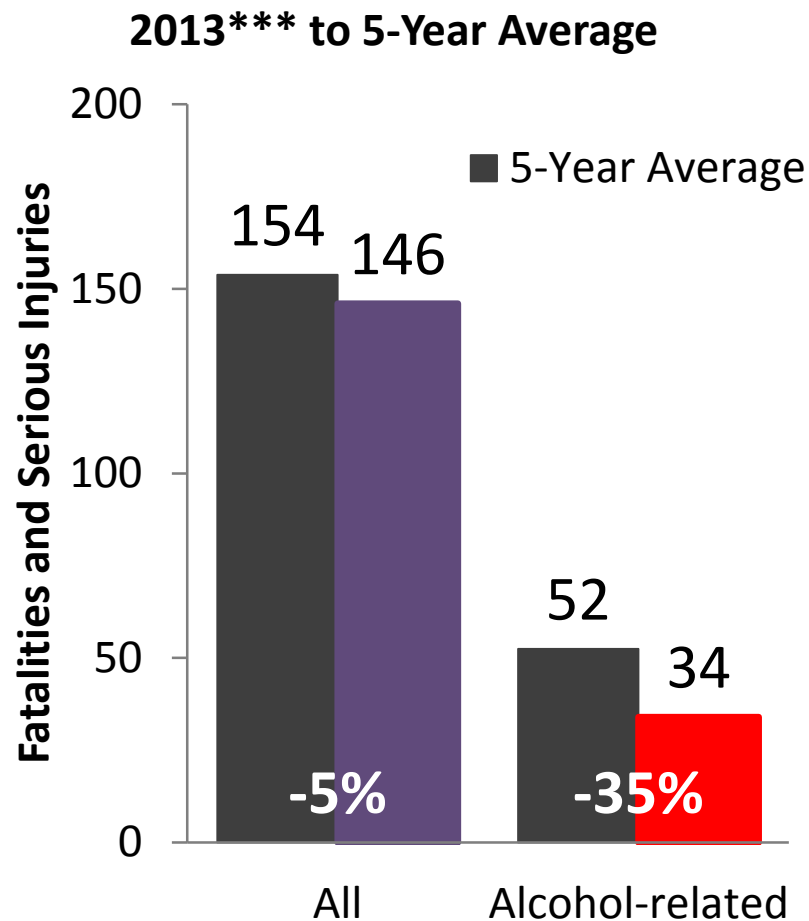
Alcohol-related: Target Audience

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



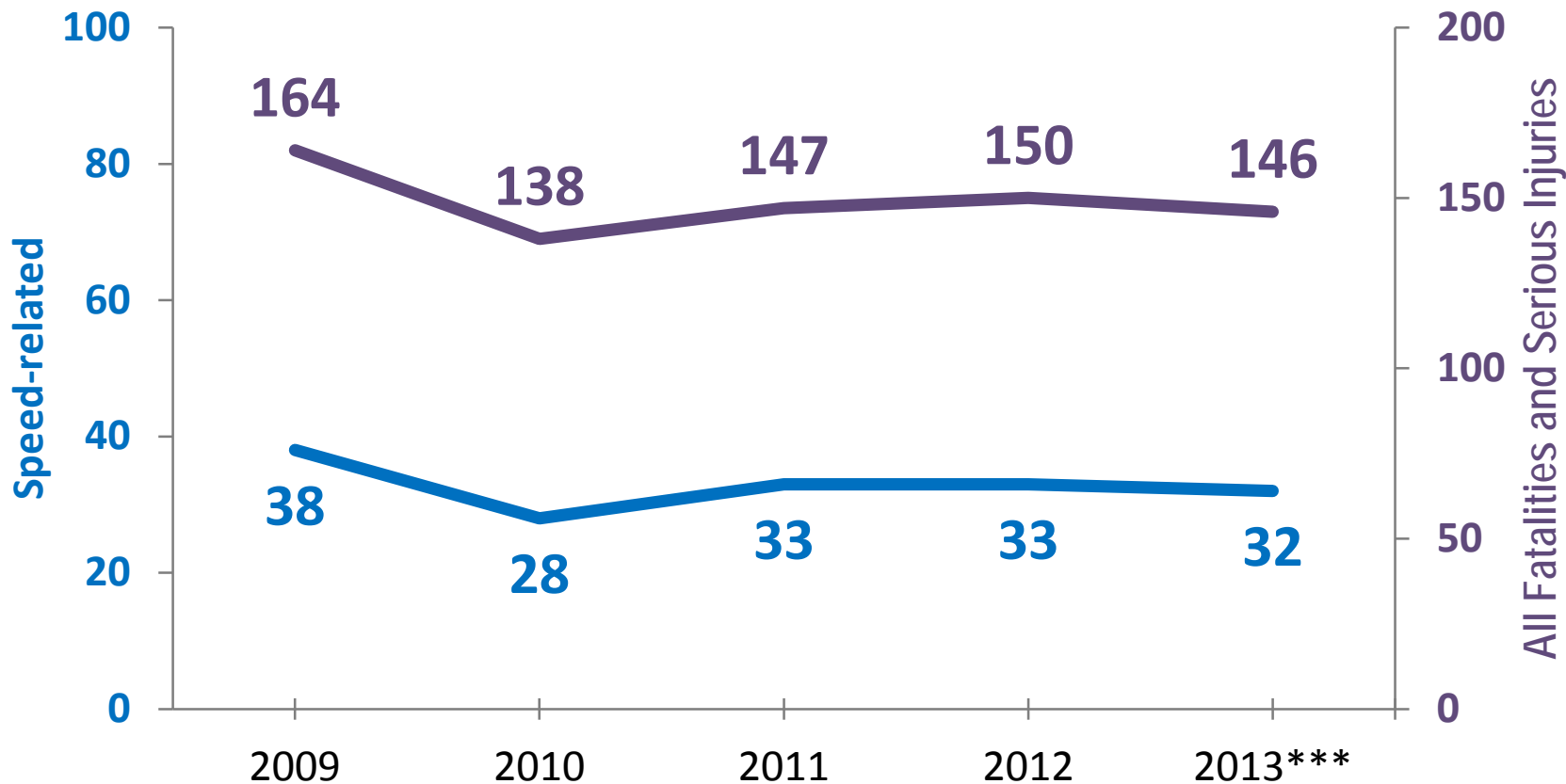
Alcohol-related: Progress

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



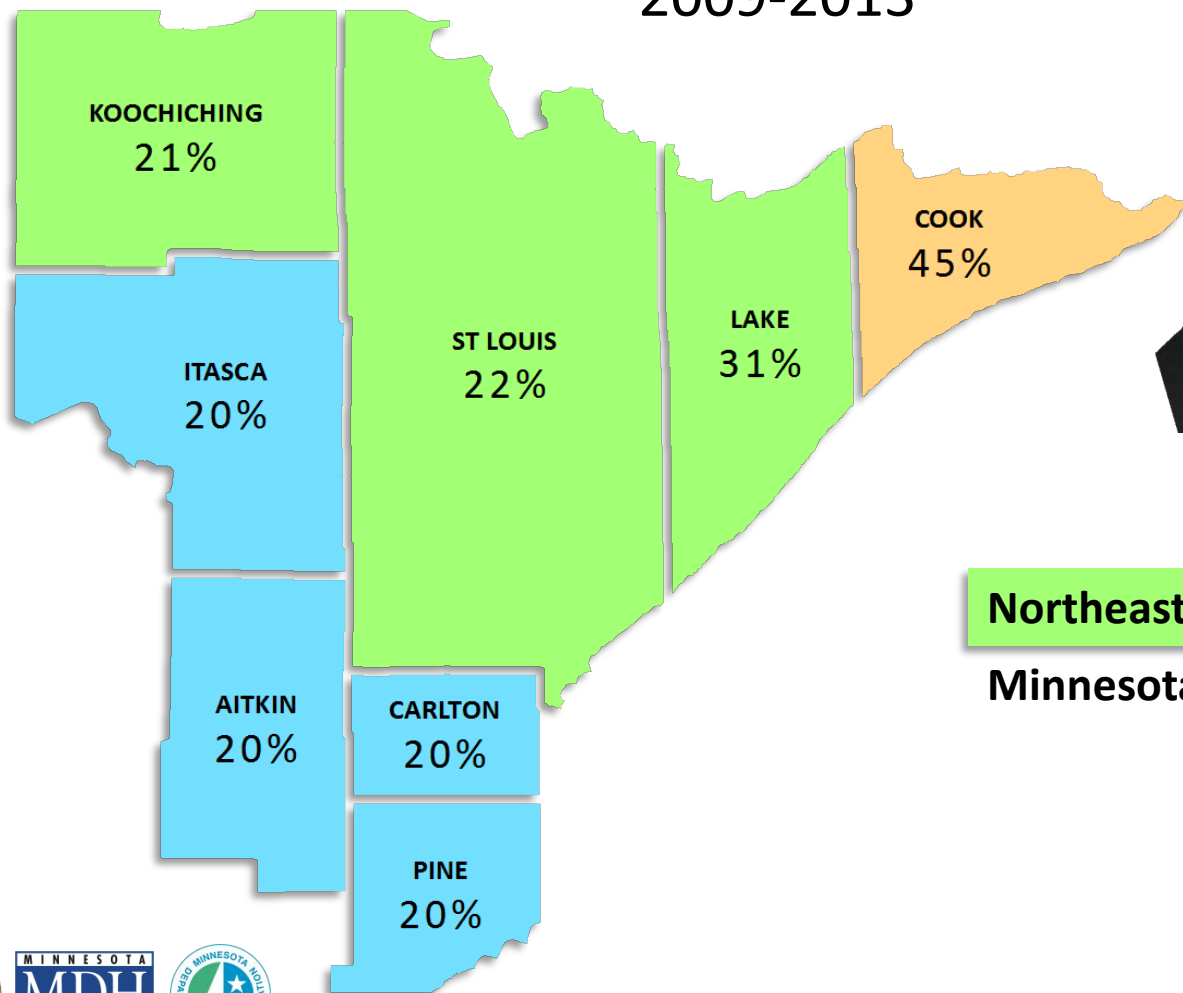
Speed-related: Fatalities & Serious Injuries

2009-2013***



Speed-related: Geography

2009-2013***



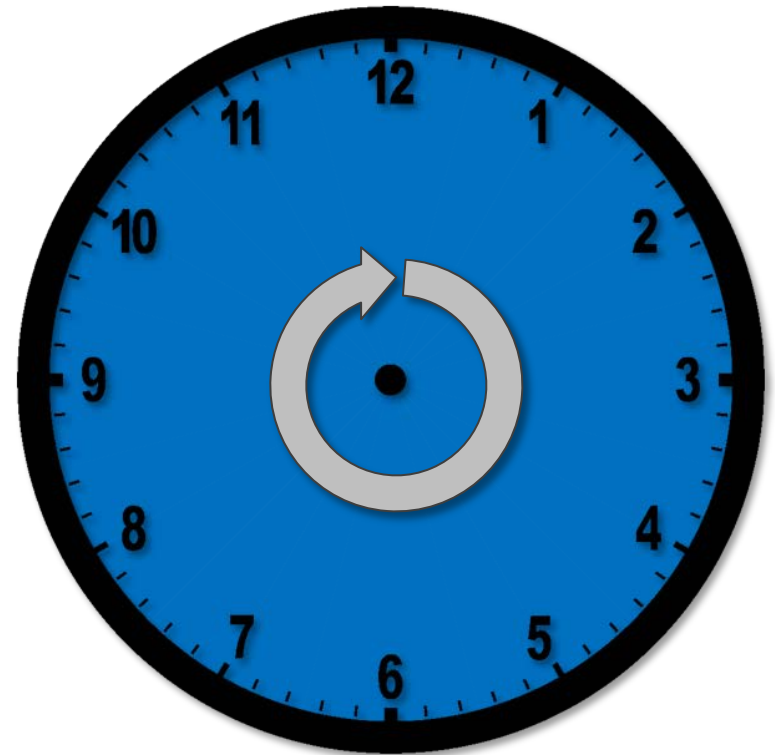
| | Speed-related | Total |
|------------------|---------------|-------|
| Northeast | 164 | 745 |
| Minnesota | 1,544 | 8,089 |

Percent of all fatalities and serious injuries.

***2013 data are preliminary

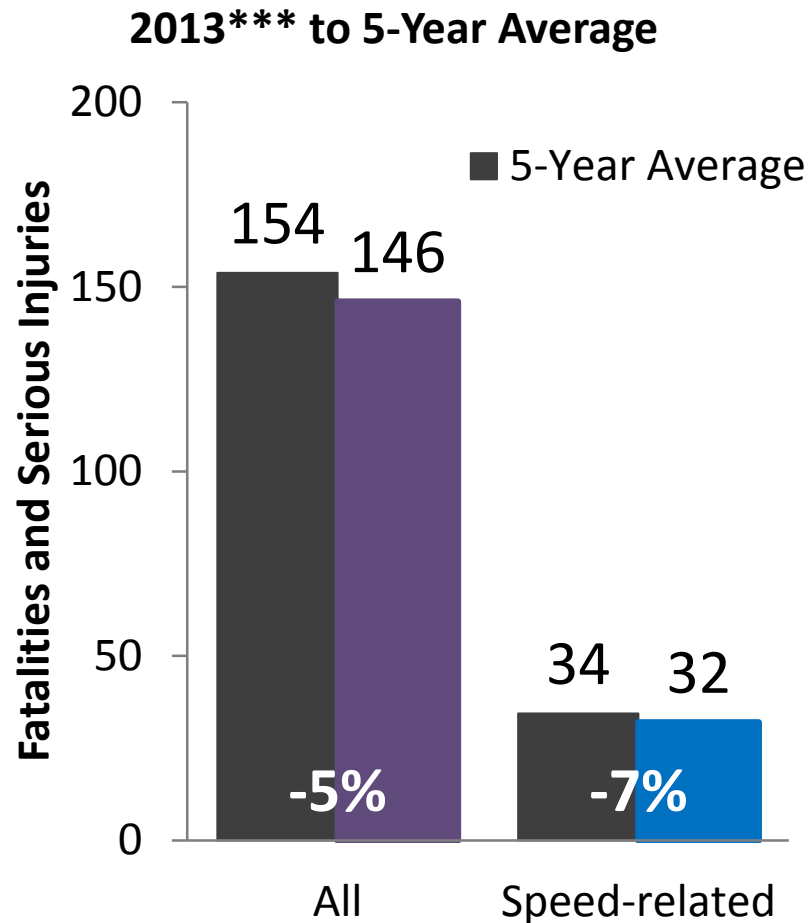
Speed-related: Target Audience

- 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

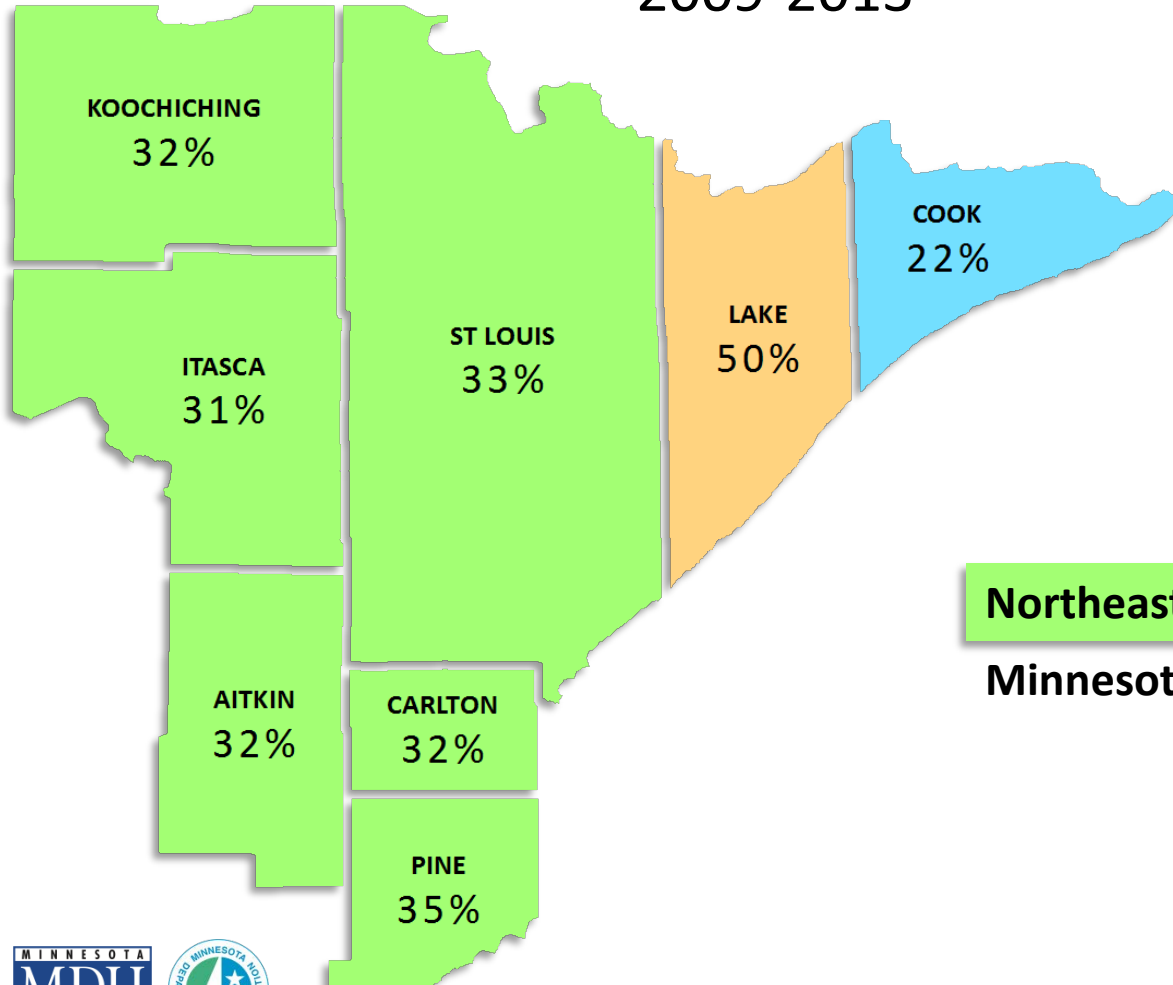
Unbelted Occupant: Fatalities & Serious Injuries

2009-2013***



Unbelted Occupant: Geography

2009-2013***



| | Unbelted | Total |
|------------------|----------|-------|
| Northeast | 179 | 534 |
| Minnesota | 1,771 | 5,712 |

Percent of all fatalities and serious injuries.

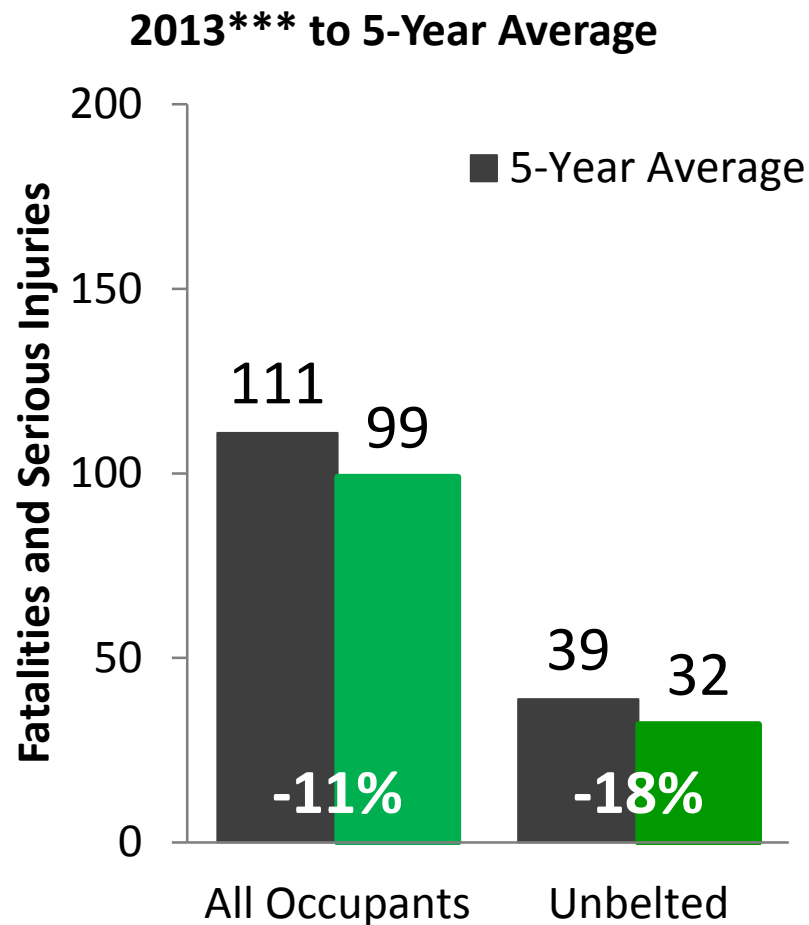
***2013 data are preliminary

Unbelted Occupant: Target Audience

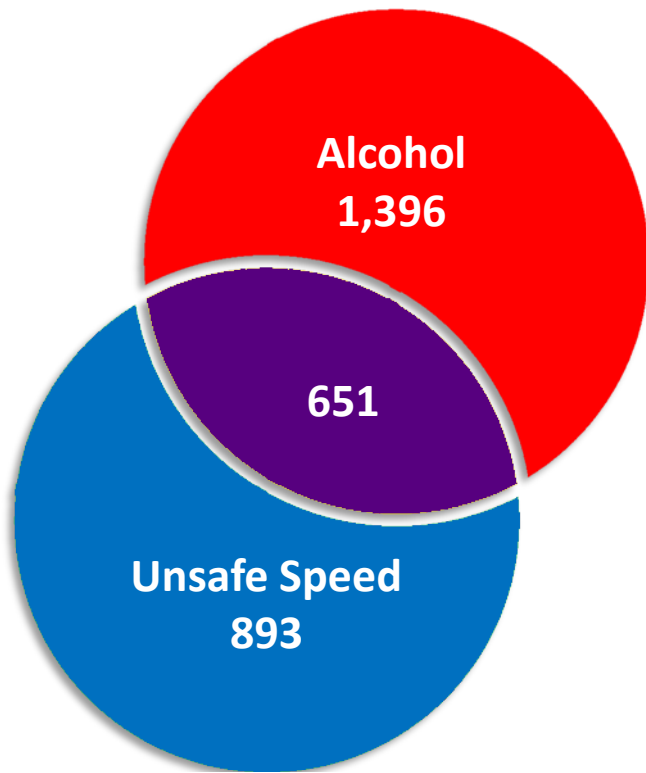
- Males
 - 68% of unbelted fatalities & serious injuries
- Age 16-35
 - Approximately 3 in 5 unbelted serious injuries
- Alcohol-impaired
 - Approximately 2 in 5 unbelted serious injuries

Unbelted Occupant: Progress

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



Thinking Outside the Silo(s)

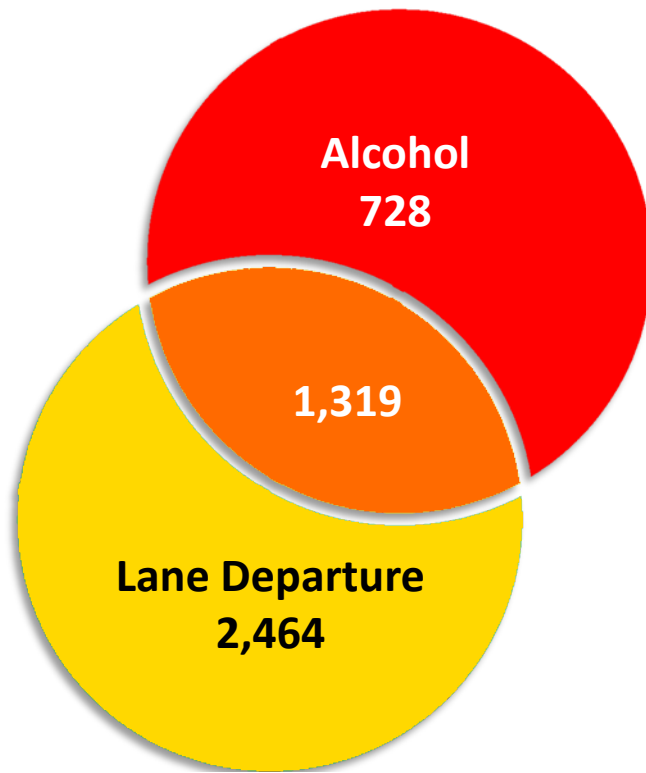


Fatalities & serious injuries, 2009-2013***

- 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)

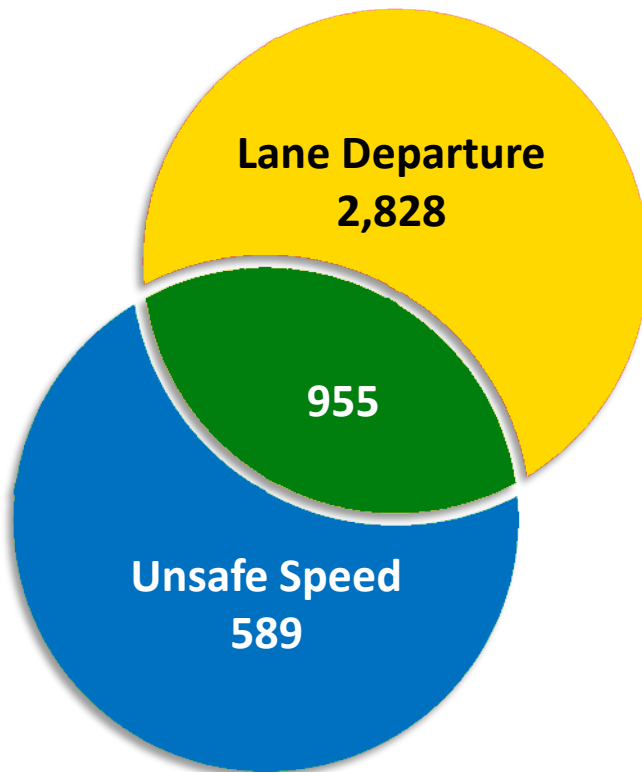


Fatalities & serious injuries, 2009-2013***

- 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

