



Strategic Highway Safety Plan Update – Input Session

Get to know the SHSP project team:



Agenda for Today



SHSP Overview (25 min)



Priority focus area verification activity (15 min)



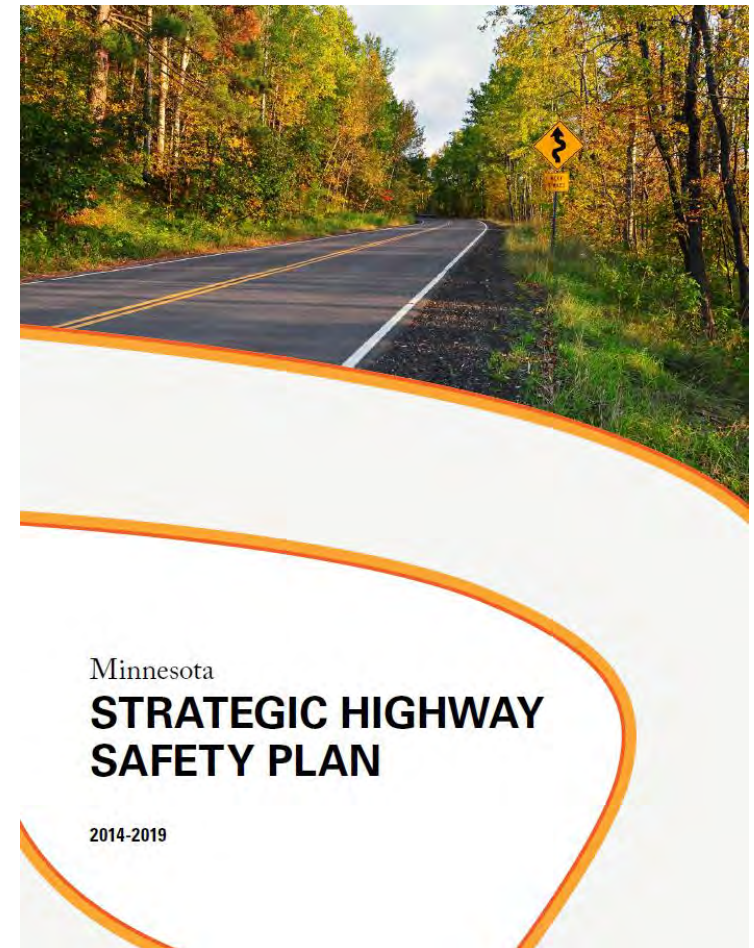
Small group discussions by focus area (30 min per round)

SHSP Overview

What is the SHSP?

The Minnesota Strategic Highway Safety Plan (SHSP):

- Sets direction to reduce traffic fatalities and serious injuries for all roadway users
- Recognizes the complicated relationship between crash types and promotes strategic partnerships to impact safety
- Is informed by data and input from traffic safety professionals and advocates of many disciplines
- Is required by federal law and is updated every five years



Relationship to Other Plans

The SHSP directly impacts:

- Highway Safety Plan
- Highway Safety Improvement Program

The SHSP informs and is informed by:

- MnDOT statewide plans
- MPO long-range transportation plans
- Tribal plans
- County safety plans
- And more!

What is included in the update?



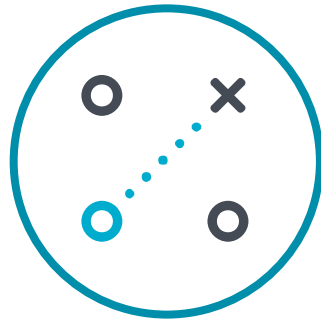
ANALYZE

recent crash data



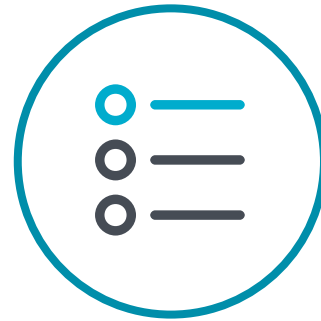
CONSULT

with traffic safety professionals and advocates



IDENTIFY

action-oriented strategies



PRIORITIZE

SHSP focus areas



IDENTIFY

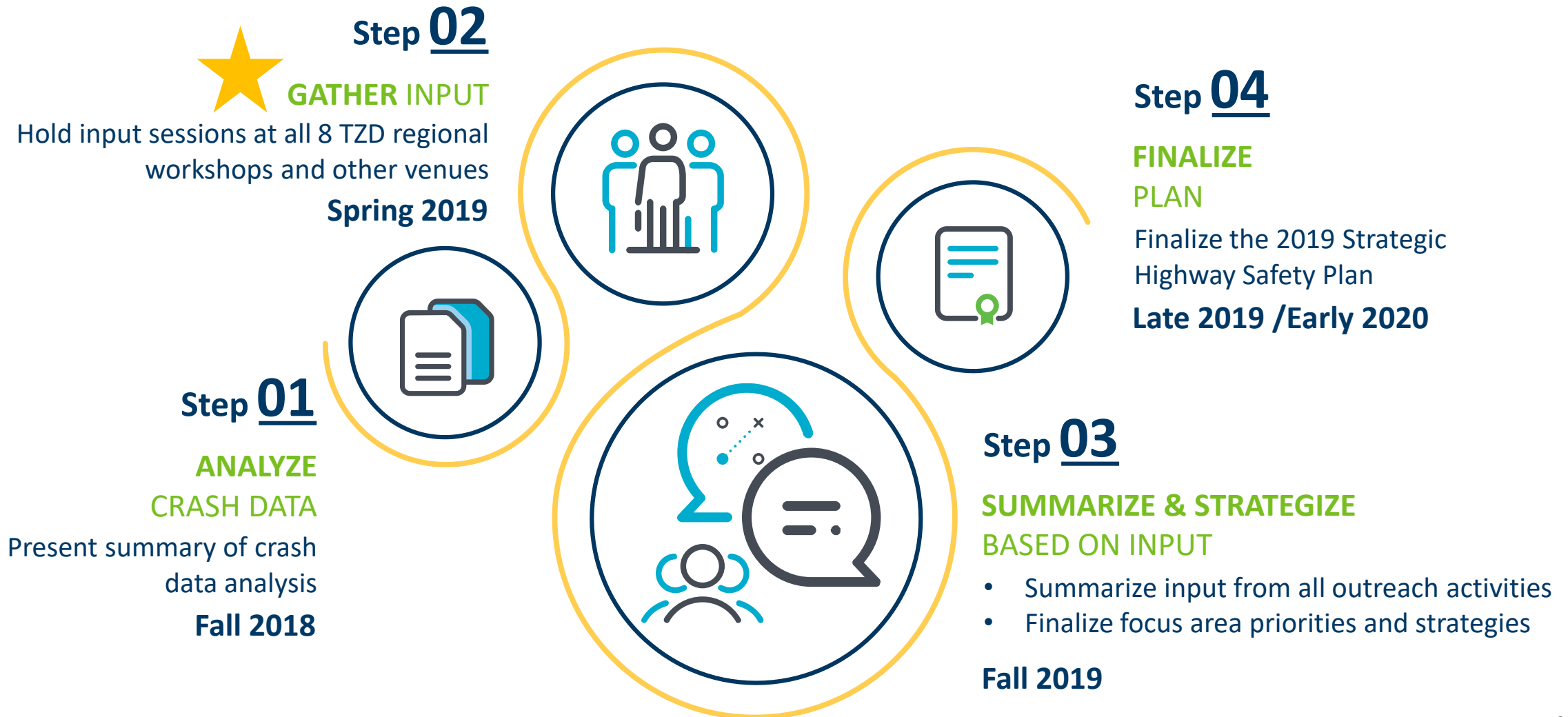
potential local champions



DEVELOP

a user-friendly updated plan

Update Schedule



Who is involved?



Goals for Today's Input Session



Validate focus area priorities in existing SHSP



Gather input on action-oriented strategies, policies, programs and countermeasures



Identify potential champions to be included in an action plan

Mentimeter – Round 1



Let's learn who is in the room.

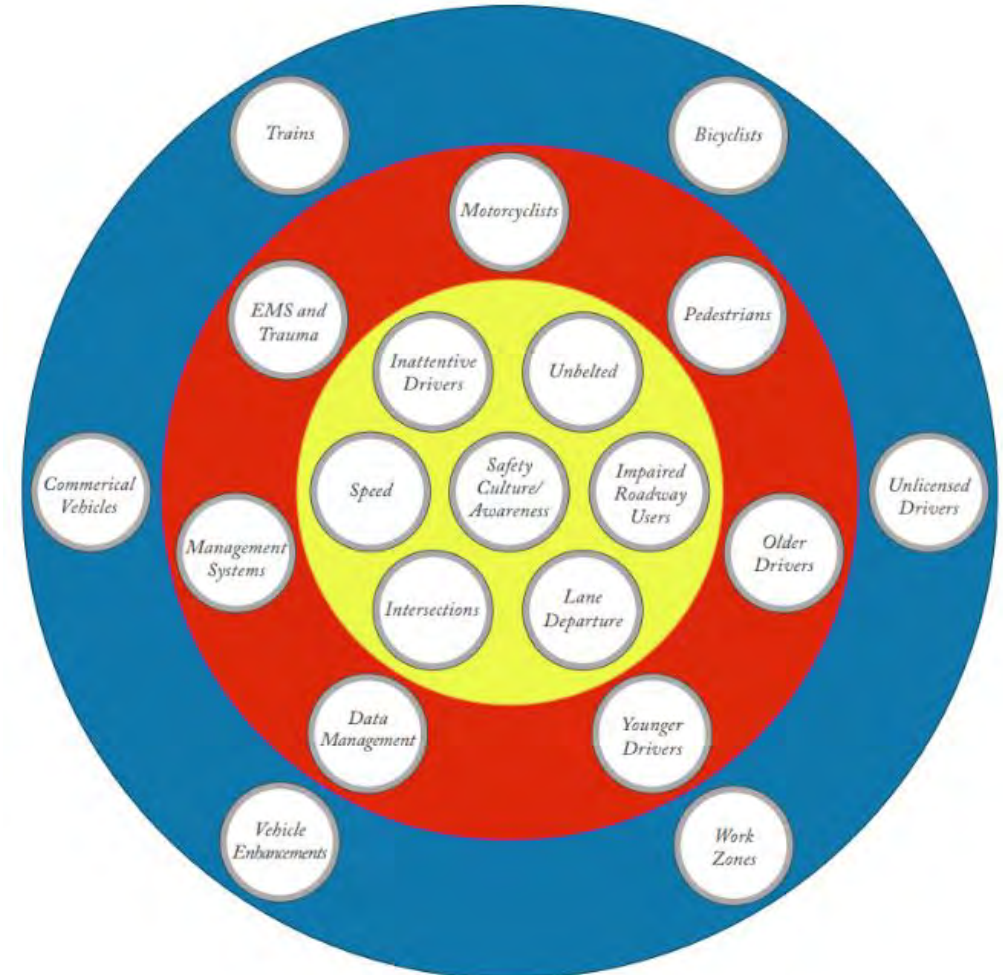
Crash Data Analysis

20 total focus areas:

- Bicyclists
- Commercial vehicles
- Impaired roadway users
- Inattentive drivers
- Intersections
- Lane departure
 - Run off the Road
 - Head On
- Motorcyclists
- Older drivers
- Pedestrians
- Speed
- Trains
- Unbelted occupants
- Unlicensed drivers
- Work zones
- Younger drivers
- EMS and trauma systems
- Traffic safety culture and awareness
- Vehicle safety enhancements
- Data management
- Management systems

Top 7

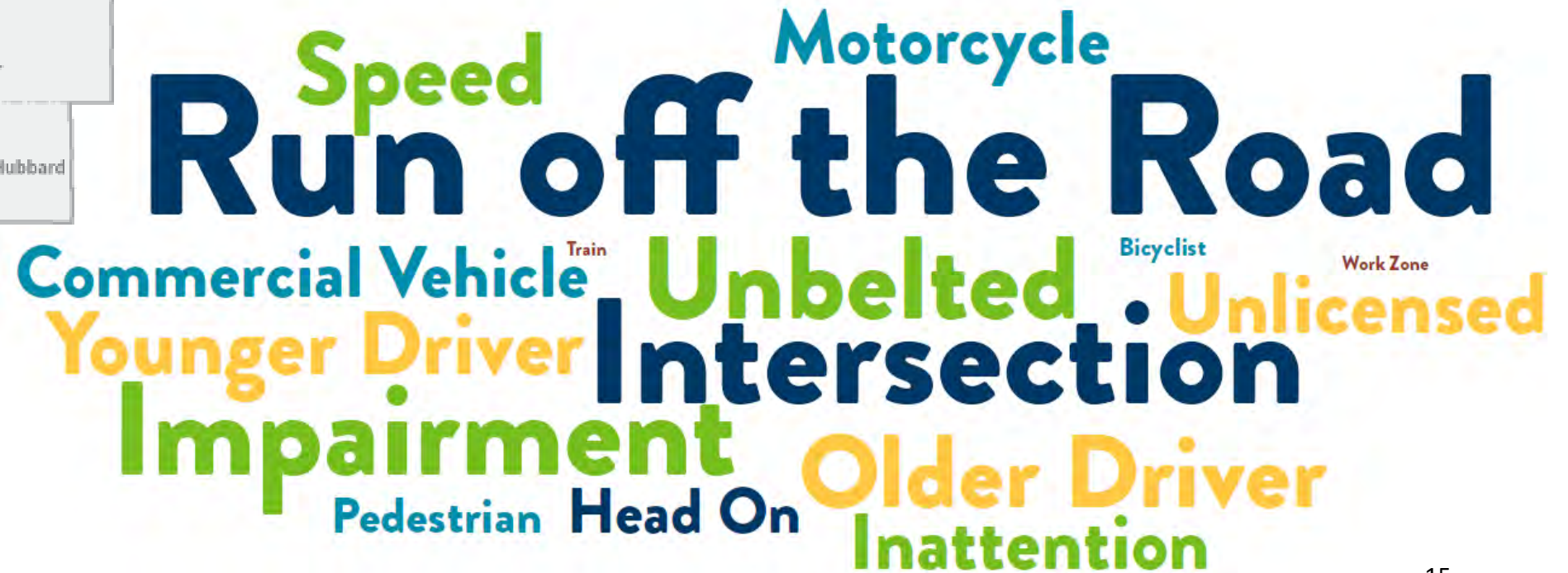
- Traffic safety culture & awareness
- Intersections
- Lane departure
- Unbelted occupants
- Impaired roadway users
- Inattentive drivers
- Speed



Regional Crash Data – Summary

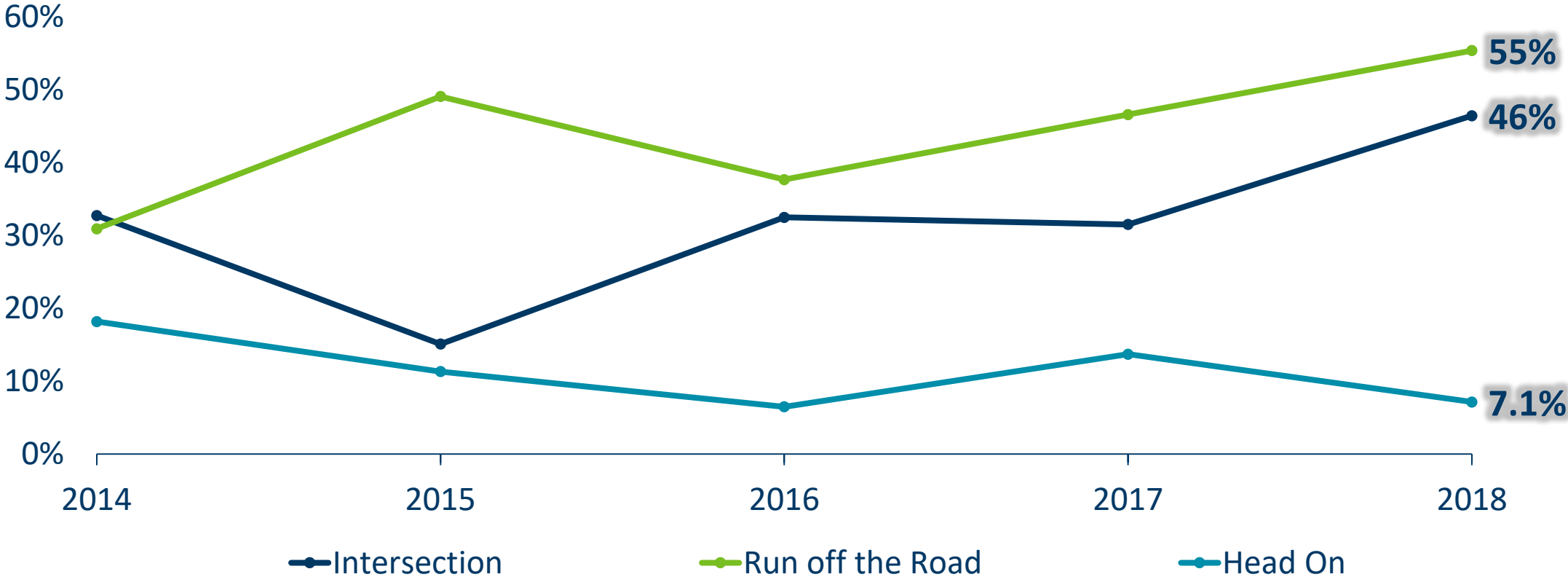


99 fatal and 215 serious injury crashes occurred in the Northwest Region



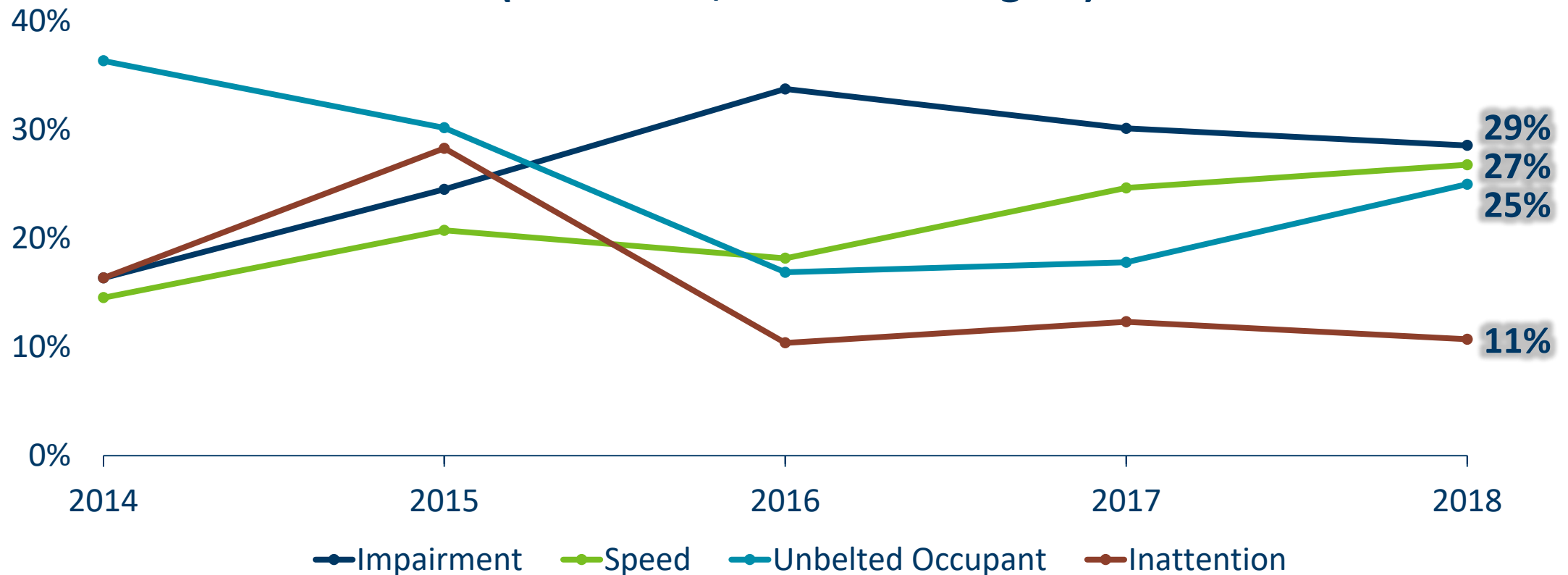
Regional Crash Data – Engineering

Engineering, Percent of Fatal & Serious Injury Crashes (2014-2018, Northwest Region)



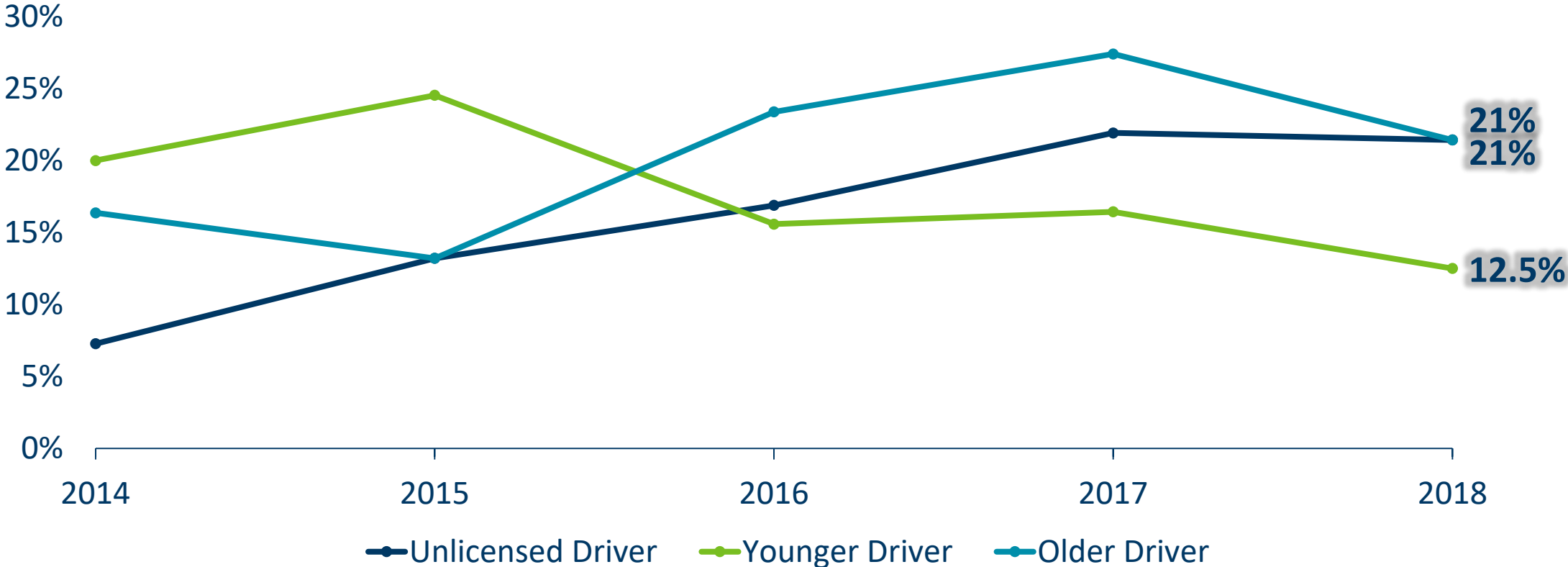
Regional Crash Data – Behavior

Behaviors, Percent of Fatal & Serious Injury Crashes (2014-2018, Northwest Region)



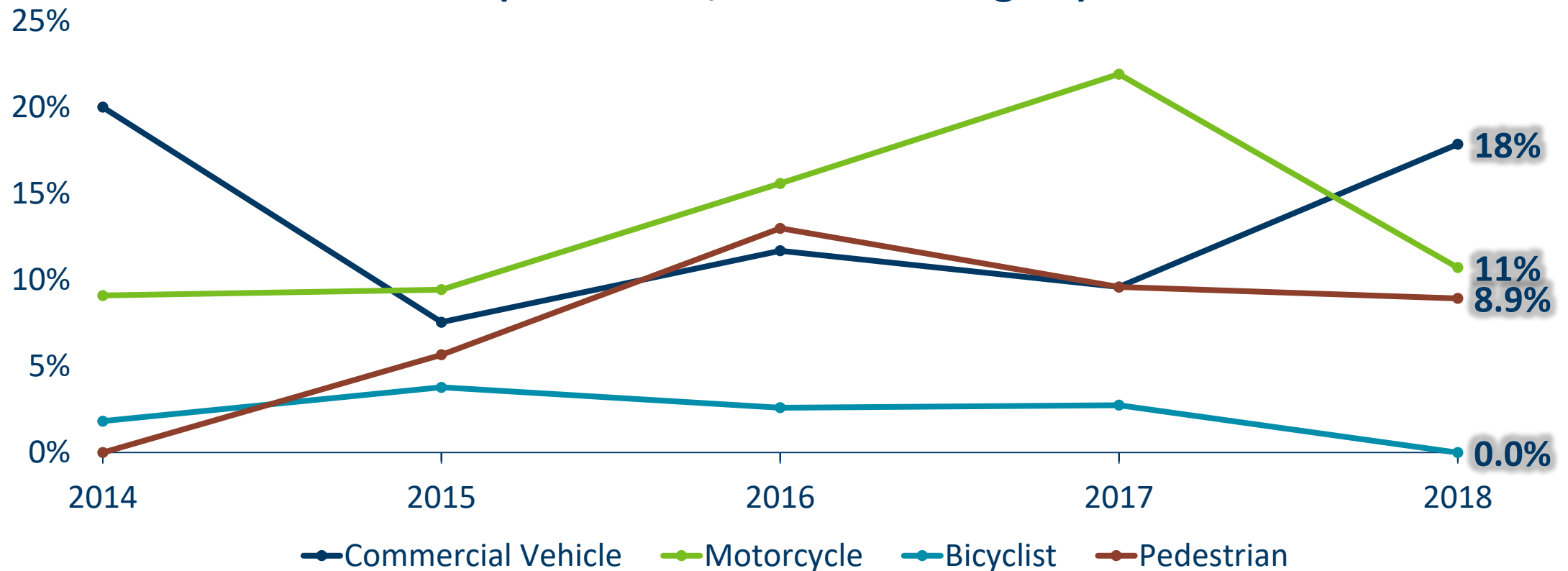
Regional Crash Data – Drivers

Drivers, Percent of Fatal & Serious Injury Crashes (2014-2018, Northwest Region)



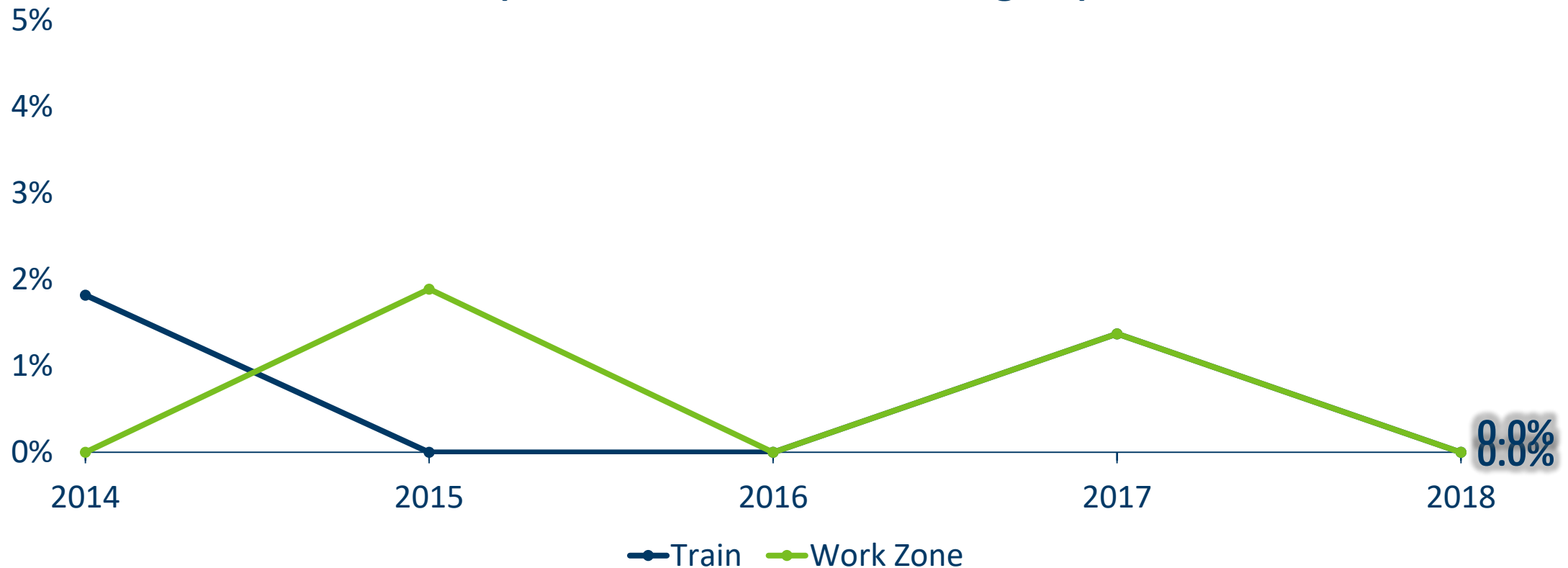
Regional Crash Data – Modes

Modes, Percent of Fatal & Serious Injury Crashes (2014-2018, Northwest Region)



Regional Crash Data – Complex Environments

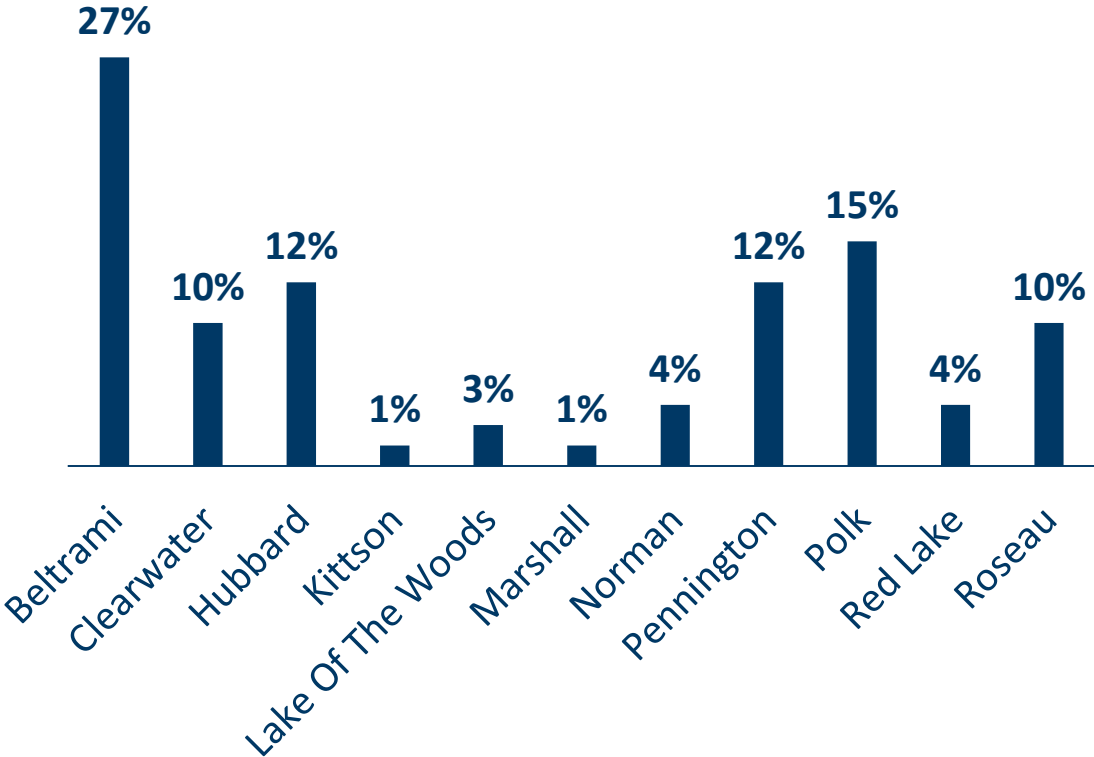
Complex Environments, Percent of Fatal & Serious Injury Crashes (2014-2018, Northwest Region)



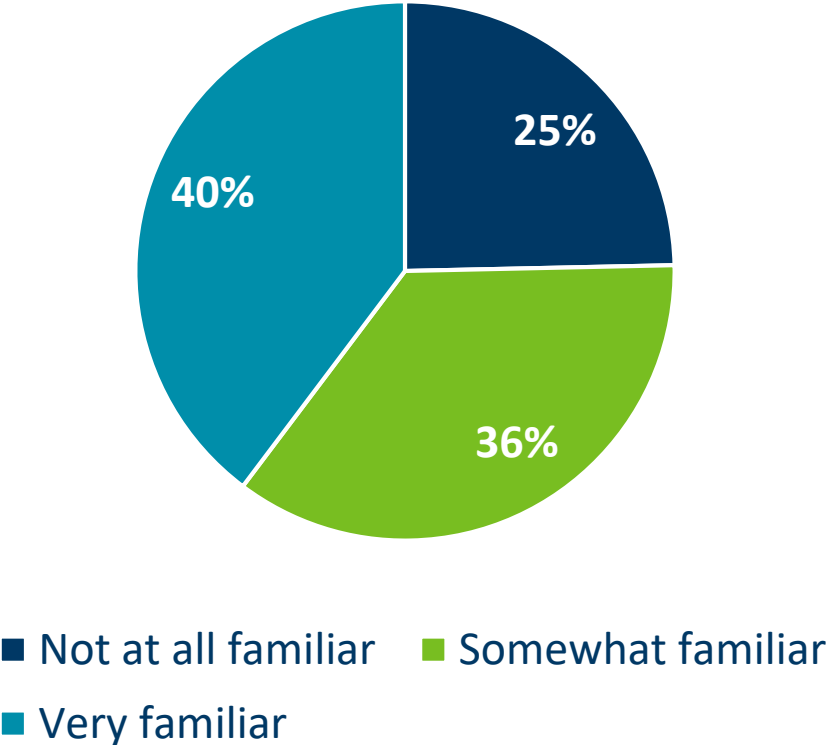
Regional Public Survey Responses

Who responded:

Total responses – 73

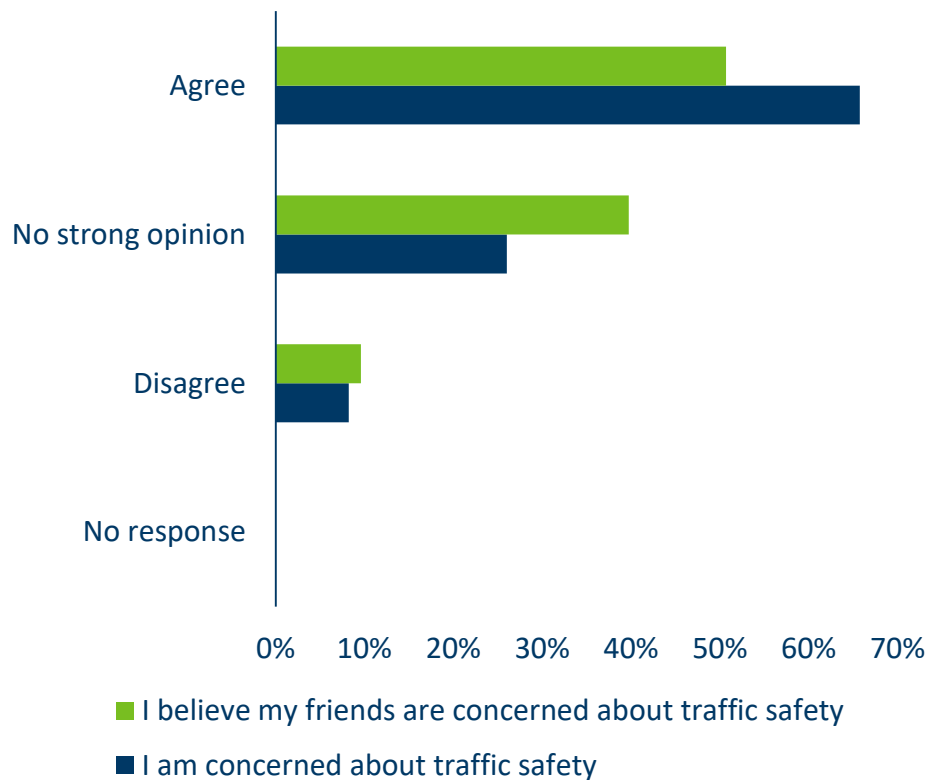


Familiarity with TZD:

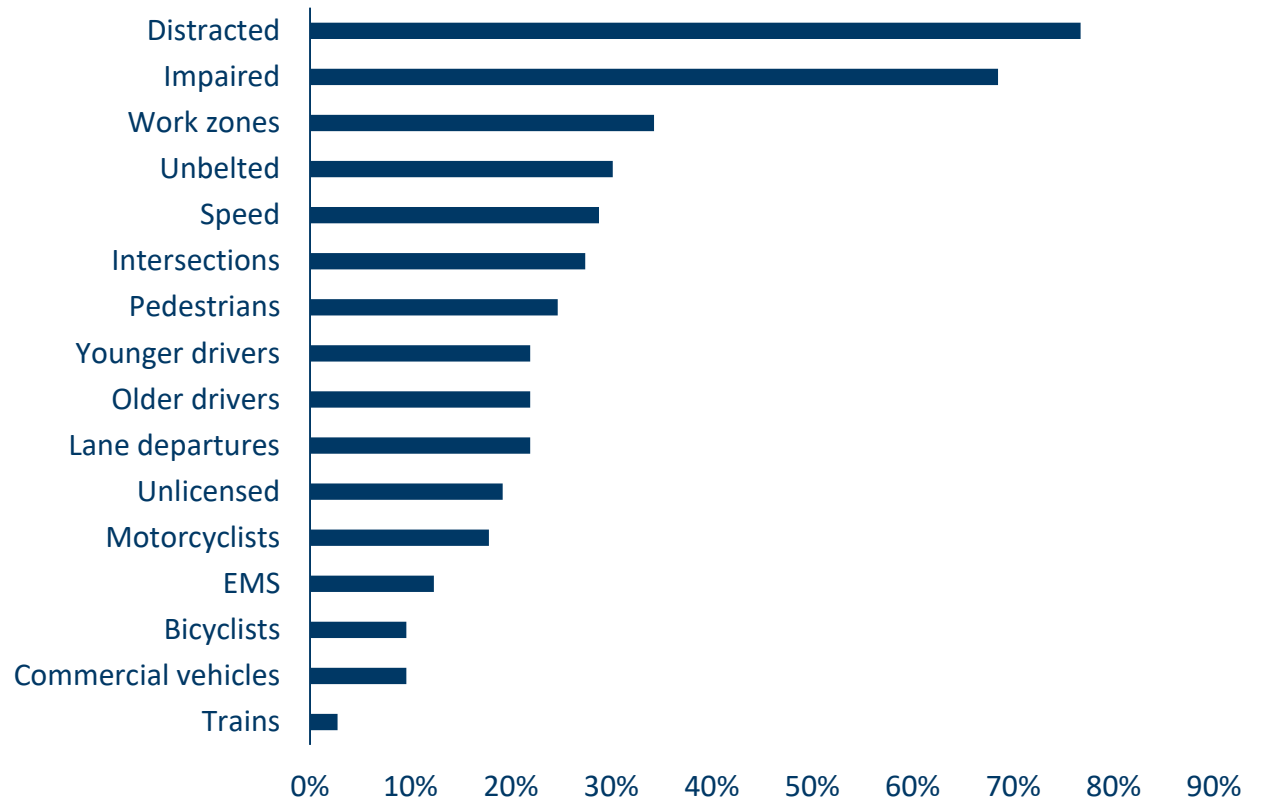


Regional Public Survey Responses (cont.)

Concern about safety:

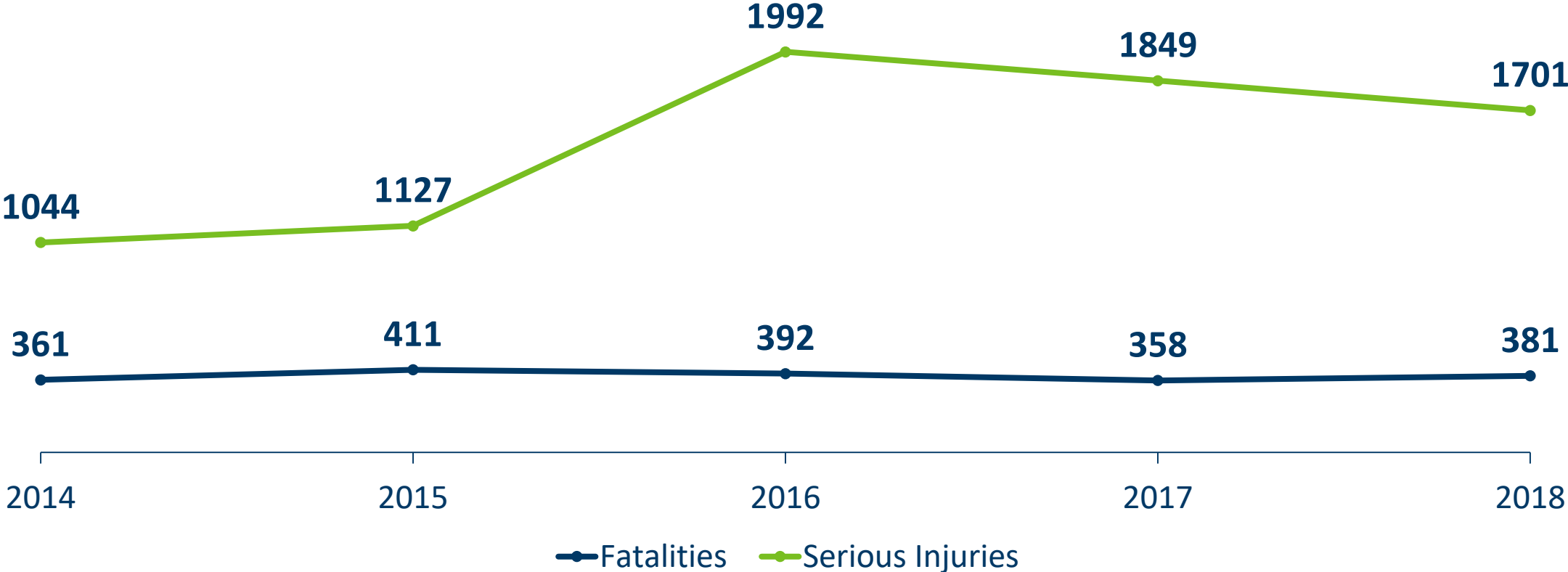


What is most important to focus on:



Statewide Crash Data – Total Crashes

Total Statewide Fatalities & Serious Injuries (2014-2018)



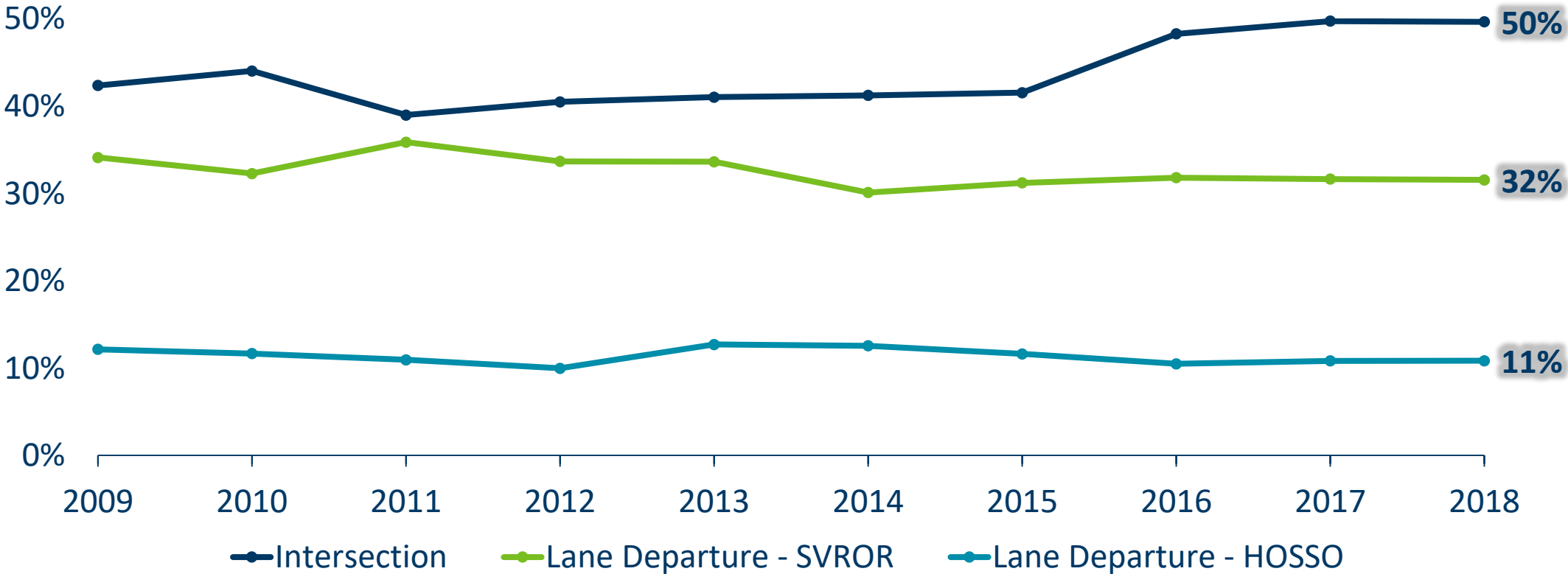
Statewide Crash Data – Summary

Fatal and Serious Injury Crashes = 8,188 over 5 years

1	Intersections	47%	6	Motorcyclists	17%	12	Head-On	11%
2	Single Vehicle Run off the Road	31%	7	Unbelted Occupants / Younger Drivers	16%	13	Commercial Vehicles	9%
3	Impairment	25%	9	Unlicensed Drivers	14%	14	Bicyclists	4%
4	Speed	20%	10	Inattention	13%	15	Work Zones	2%
5	Older Drivers	18%	11	Pedestrians	12%	16	Trains	0.4%

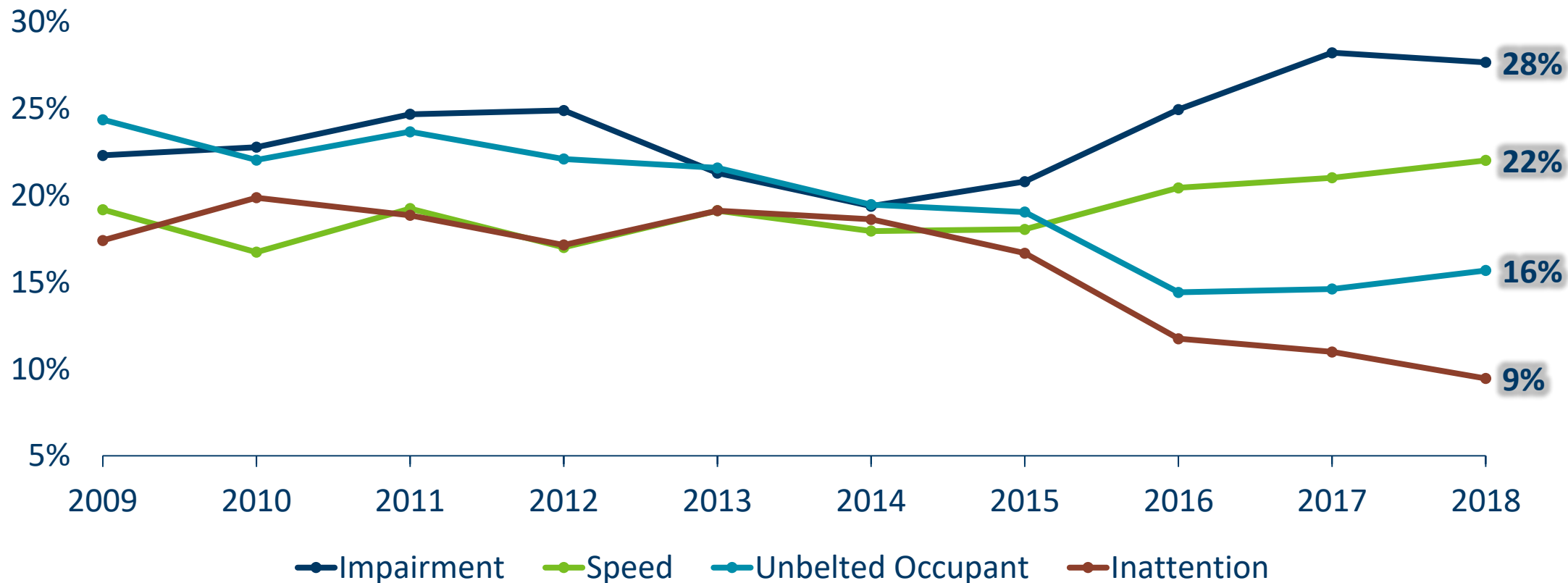
Statewide Crash Data – Engineering

Engineering, Percent of Statewide Fatal & Serious Injury Crashes (2009-2018)



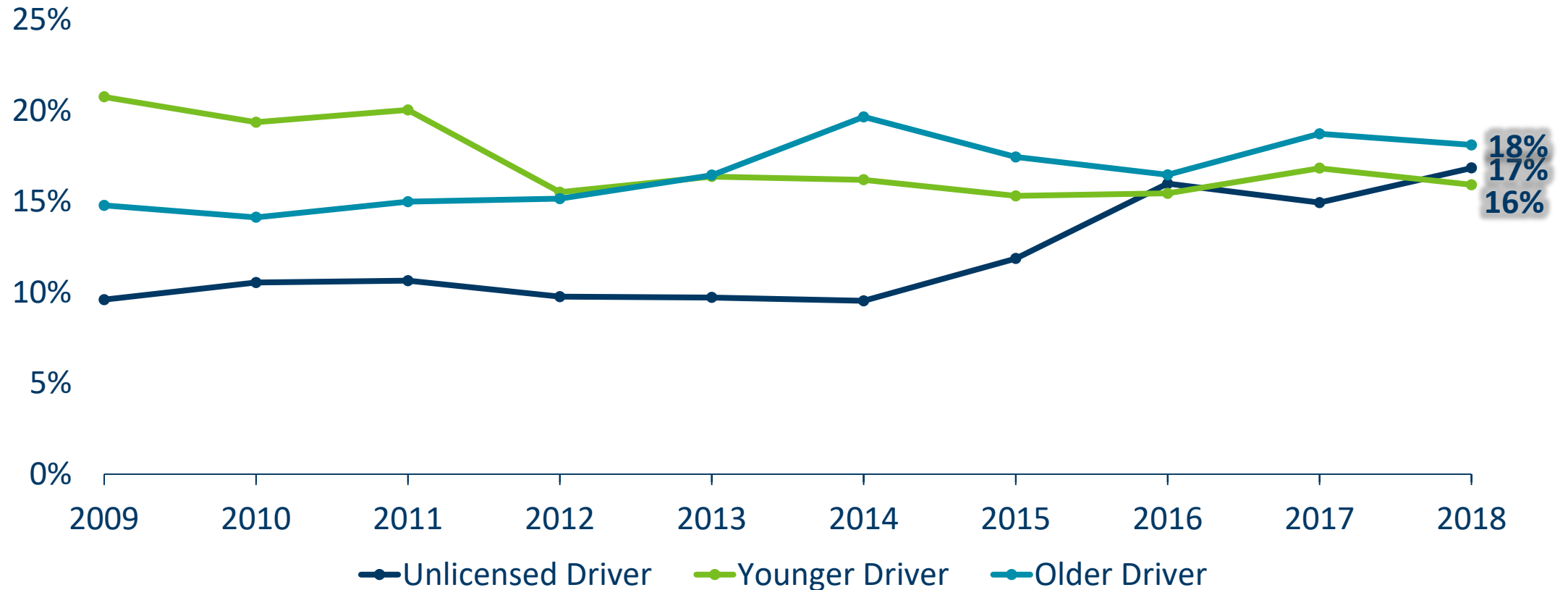
Statewide Crash Data – Behavior

Behaviors, Percent of Statewide Fatal & Serious Injury Crashes (2009-2018)



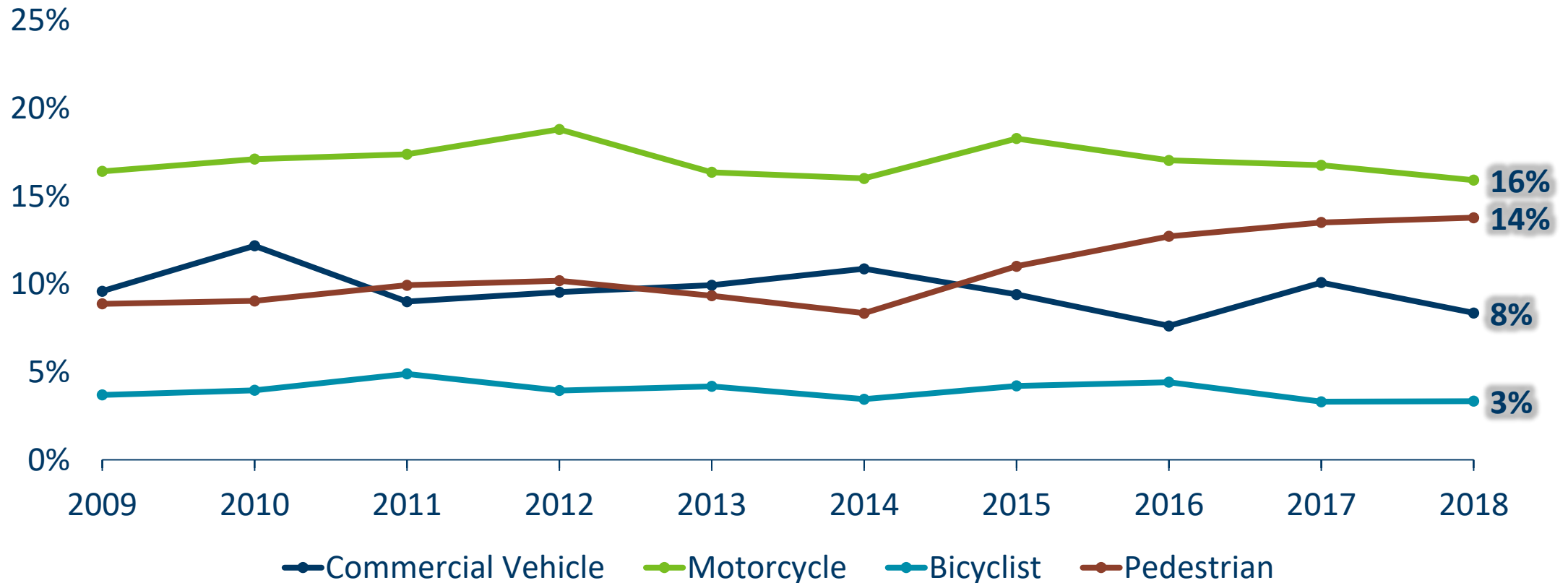
Statewide Crash Data – Drivers

Drivers, Percent of Statewide Fatal & Serious Injury Crashes (2009-2018)



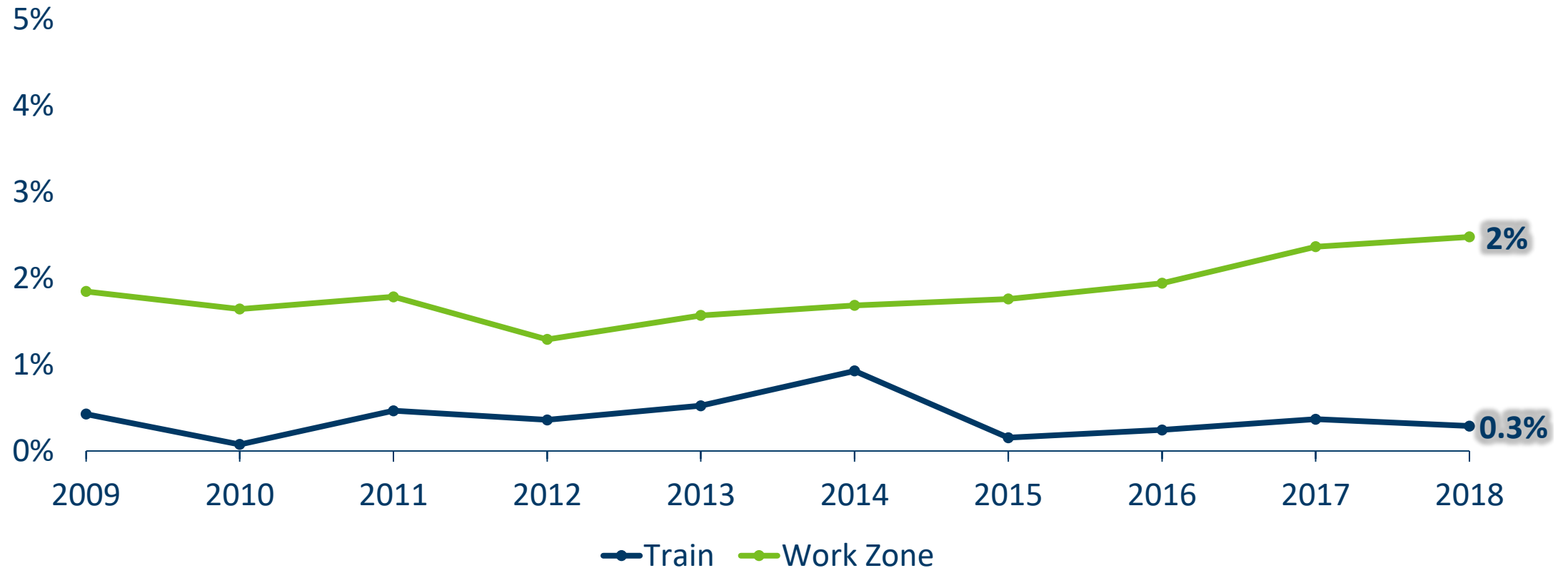
Statewide Crash Data – Modes

Modes, Percent of Statewide Fatal & Serious Injury Crashes (2009-2018)



Statewide Crash Data – Complex Environments

Complex Environments, Percent of Statewide Fatal & Serious Injury Crashes (2009-2018)

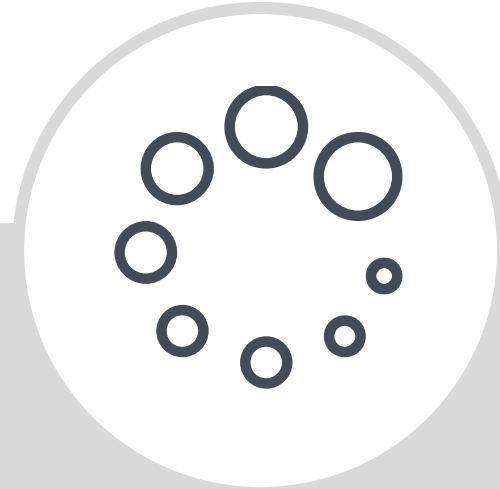


Statewide Crash Data – Trends



TRENDING UP

- Intersections
- Older drivers
- Pedestrians
- Speed
- Unlicensed drivers
- Work zones



STEADY

- Bicyclists
- Commercial vehicles
- Impaired roadway users
- Lane departure (head-on)
- Motorcyclists
- Trains



TRENDING DOWN

- Inattentive drivers
- Lane departure (run-off-the-road)
- Unbelted occupants
- Younger drivers



**Let's test your traffic safety
knowledge.**

Priority Focus Area Verification

Goals for the Activity

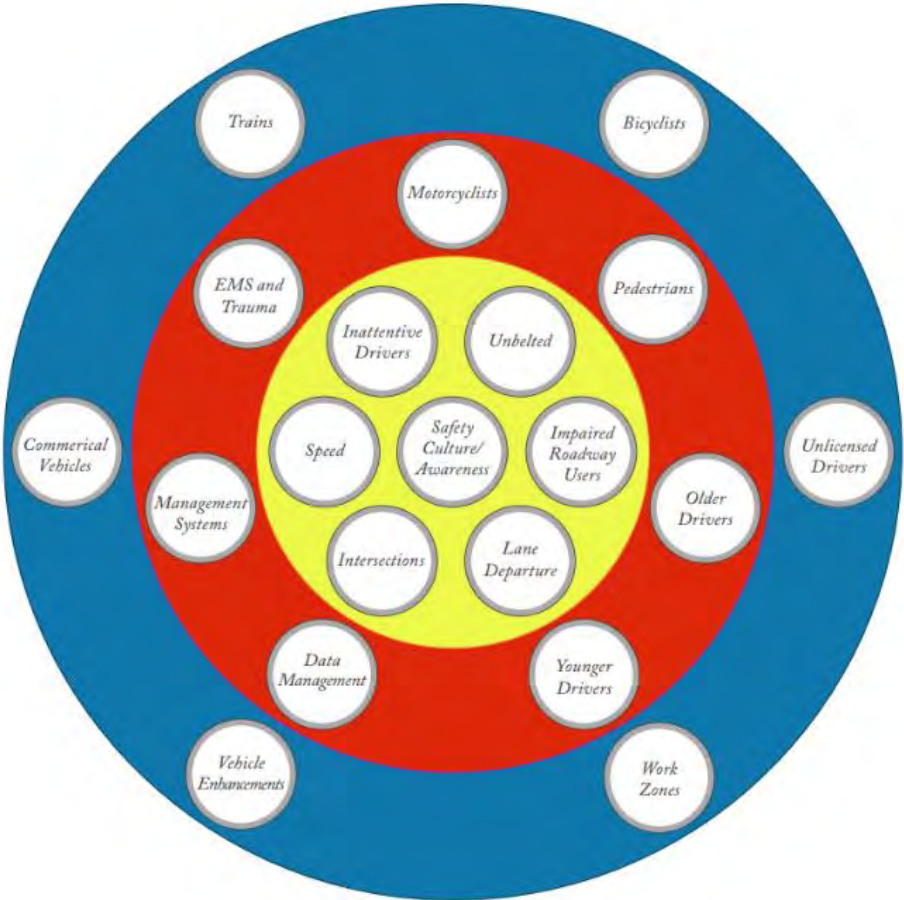


ASK

- Should any focus area be a higher priority?
- Should any focus area be a lower priority?

CONSIDER

- Recent crash data and trends
- Impact on reducing fatal and serious injury crashes



Activity Instructions

1:52 58% 79%

<https://www.menti.com/e69c8>

Rate these top-tier priorities:

Choose 3 if you think it should remain a top-tier priority. Choose 2 if you think it should be a mid-tier priority. Choose 1 if you think it should be a lower-tier priority. Remember, not everything can be the highest priority!

Safety culture/awareness

1 3
Lower priority Higher priority

Inattentive drivers

1 3
Lower priority Higher priority

Unbelted occupants

1 3
Lower priority Higher priority

Impaired roadway users

1 3

- Log back into Mentimeter
- You rate whether each focus area should be higher or lower in priority
 - Select 3 if you think it should be a top-tier priority
 - Select 2 if you think it should be a mid-tier priority
 - Select 1 if you think it should be a lower-tier priority
- Questions will ask about focus areas in each ring of the target separately



**Priority focus area verification
activity**

Small Group Discussions

Goals for the Discussions



Talk about individual focus areas in more depth



Identify action-oriented strategies



Prioritize among strategies



Identify potential local champions

Choose Your Groups

- Everyone will participate in two small group discussions
- You can choose which focus areas you want to discuss



THINK ABOUT

- What are you interested in?
- Where do you have ideas to share?
- What are your areas of expertise?
- Which focus areas need the most attention?

Discussion Instructions

- 1 Familiarize yourself with the materials (1 min)
- 2 Select a group facilitator and note taker (1 min)
- 3 Individual brainstorm on strategies (3 min)
- 4 Group discussion on strategies (20 min)
- 5 Individual brainstorm on champions (2 min)
- 6 Group discussion on champions (3 min)



Small group discussion selection

*you can still change your mind

Spread Out Across the Room to Find Your Group

Toward left side

Bicyclists

Commercial vehicles

EMS and trauma systems

Impaired roadway users

Inattentive drivers

Intersections

Toward middle of the room

Lane departure

Motorcyclists

Older drivers

Pedestrians

Trains

Toward right side

Speed

Younger drivers

Unbelted occupants

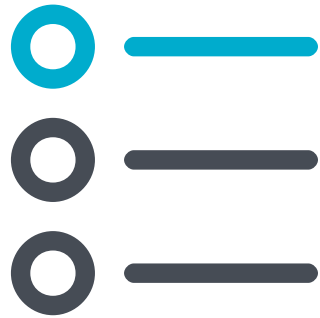
Unlicensed drivers

Work zones



Transition to small group tables.

Step 1 – Familiarize yourself with the materials



- Individually, review the **Small Group Discussion Instructions**
- Review related worksheets

Review Materials

Step 2 – Select a Facilitator and Note Taker



Select Facilitator & Note Taker

- The facilitator will be responsible for moving the discussion along.
- The note taker will be responsible for filling out the **Group Summary Worksheet**.

Step 3 – Individual Brainstorm



Individual Brainstorm

- Individually, brainstorm strategies you think are important for the focus area your table is discussing.
 - What are we already doing that we should keep doing?
 - What should we be doing less or should do differently? What can we be doing better?
 - What new ideas do you have? What are others doing that we should be doing?
- Use the **Individual Brainstorm Worksheet** to record your thoughts.

Step 4 – Group Discussion



Group Discussion

- As a group, do a quick round-robin to discuss everyone’s individual brainstorming.
 - For larger groups, individuals should highlight their top two to three strategies for group discussion.
- Collectively, identify your group’s top three to five strategies
- The group note taker is responsible for filling out the **Group Summary Worksheet**.

Step 5 – Individual Brainstorm



Individual Brainstorm

- Individually, brainstorm potential local champions for your focus area. Champions can be individuals or organizations.
 - Who is already working on these strategies in the region (in addition to MnDOT or DPS)?
 - Who is doing something that could be expanded?
- Use the **Individual Brainstorm Worksheet** to record your thoughts.

Step 6 – Group Discussion



Group Discussion

- As a group, do a quick round-robin to discuss everyone's individual brainstorming.
- The group note taker is responsible for filling out the **Group Summary Worksheet**.



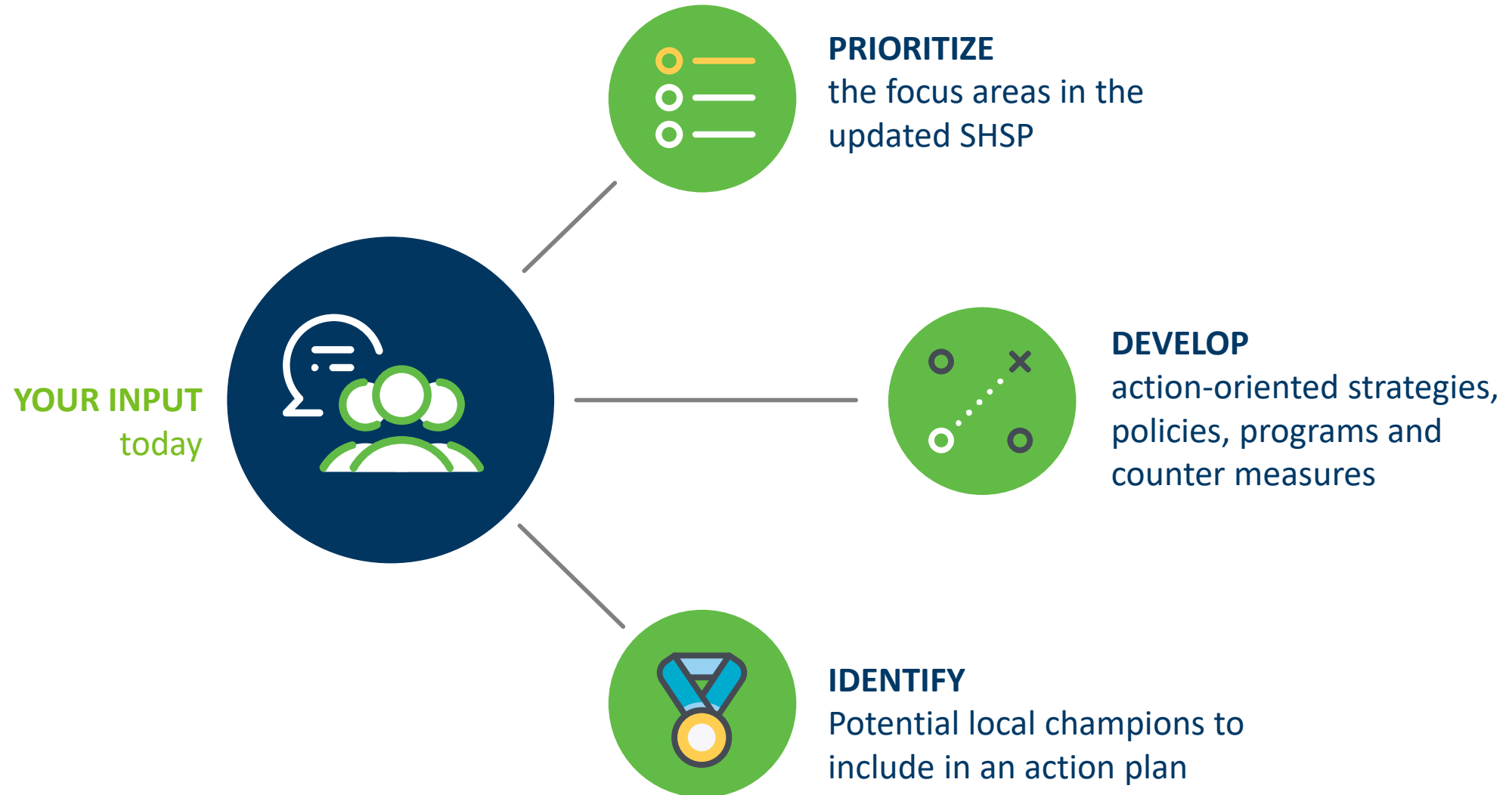
Transition to next small group tables.

Closing

Thank you!

Thank you!

How will your input be used?



Next Steps

 **Step 02**
GATHER INPUT
Hold input sessions at all 8 TZD regional workshops and other venues
Spring 2019



Step 04

FINALIZE PLAN

Finalize the 2019 Strategic Highway Safety Plan
Late 2019 /Early 2020



Step 01

ANALYZE CRASH DATA

Present summary of crash data analysis
Fall 2018



Step 03

SUMMARIZE & STRATEGIZE BASED ON INPUT

- Summarize input from all outreach activities
- Finalize focus area priorities and strategies

Fall 2019



Goals of the Updated SHSP



Chart the way for starting a new crash reduction trend that hasn't existed over the past several years



Identify actions needed to improve performance and motivate stakeholders to take action



Foster innovation, collaboration, and positive norming around reducing fatal and serious injuries throughout the state

SHSP Contact Information



Brad Estochen

State Traffic Safety Engineer
Bradley.Estochen@state.mn.us

651-234-7011