

Office of Traffic Safety (OTS)



Southeast TZD Regional Workshop
May 19, 2011



OTS Mission



To reduce traffic deaths and serious injuries on Minnesota roads by influencing motorists' behavior.



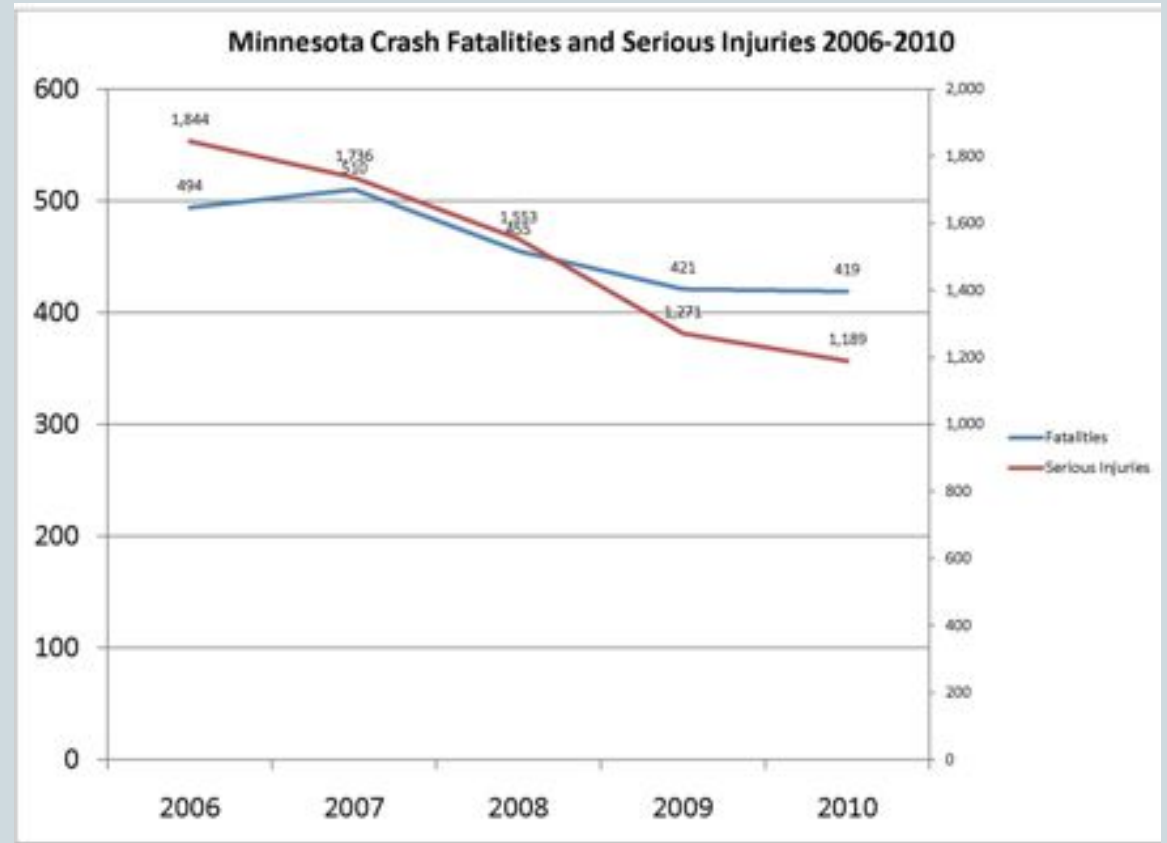
Values Supporting Mission: Data Driven and Research-Based



- 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
- Number of unbelted deaths and serious injuries decreased 48% from 2006-2010



- Number of deaths decreased 15%
- Number of serious injuries decreased 36%

OTS Core Functions



1. State and Local Community Engagement
2. Program Delivery
3. Research and Evaluation
4. Policy Development
& Support



Core Function: Traffic Safety Policy Development and Support

2007

Ⓜ Pilot Ignition Interlock

2008

Ⓜ Graduated Driver's License

Ⓜ No Electronic Communications
(text, e-mail, web access)

2009

Ⓜ Booster Seat

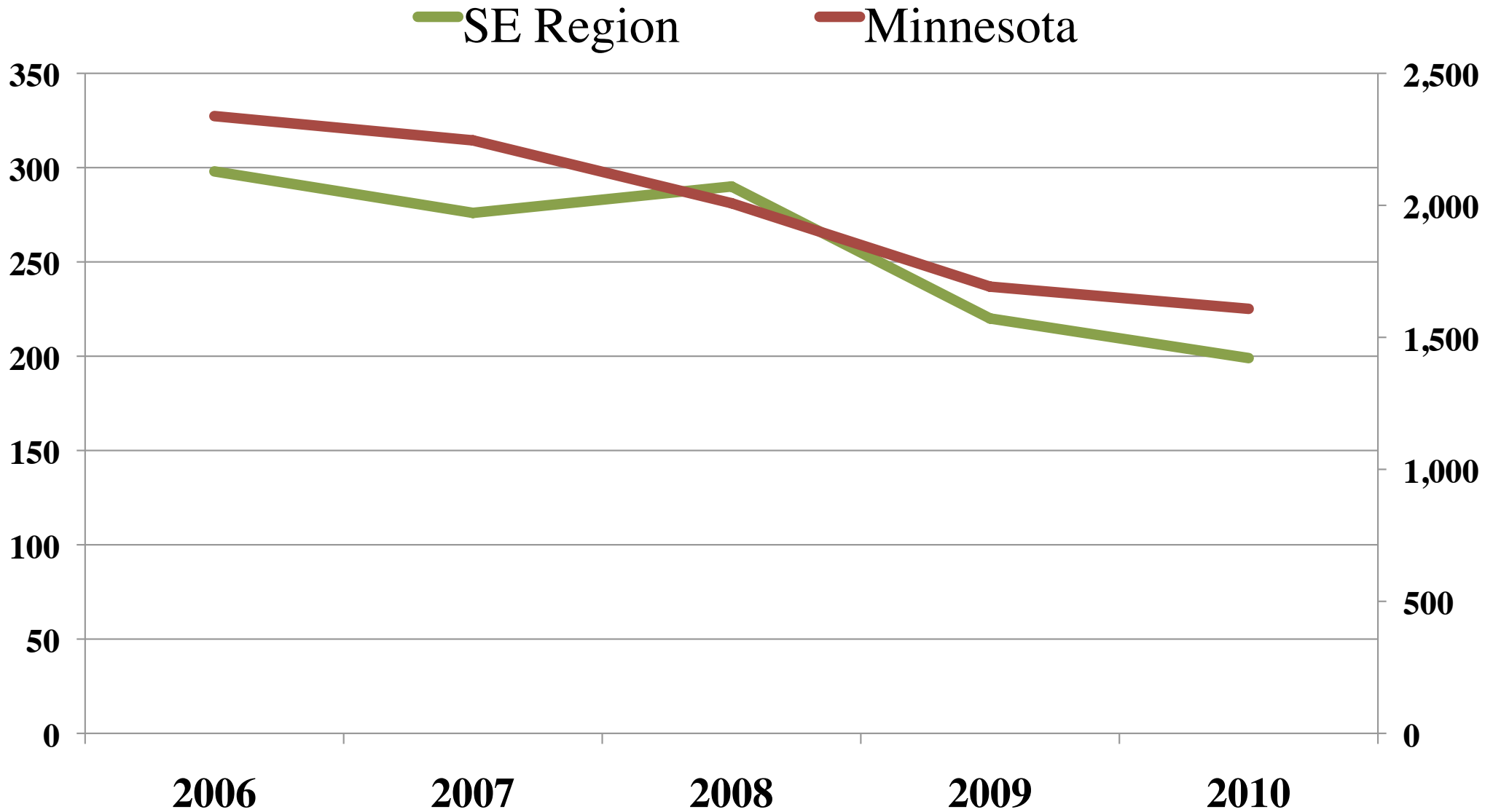
Ⓜ Primary Seat Belt

2010

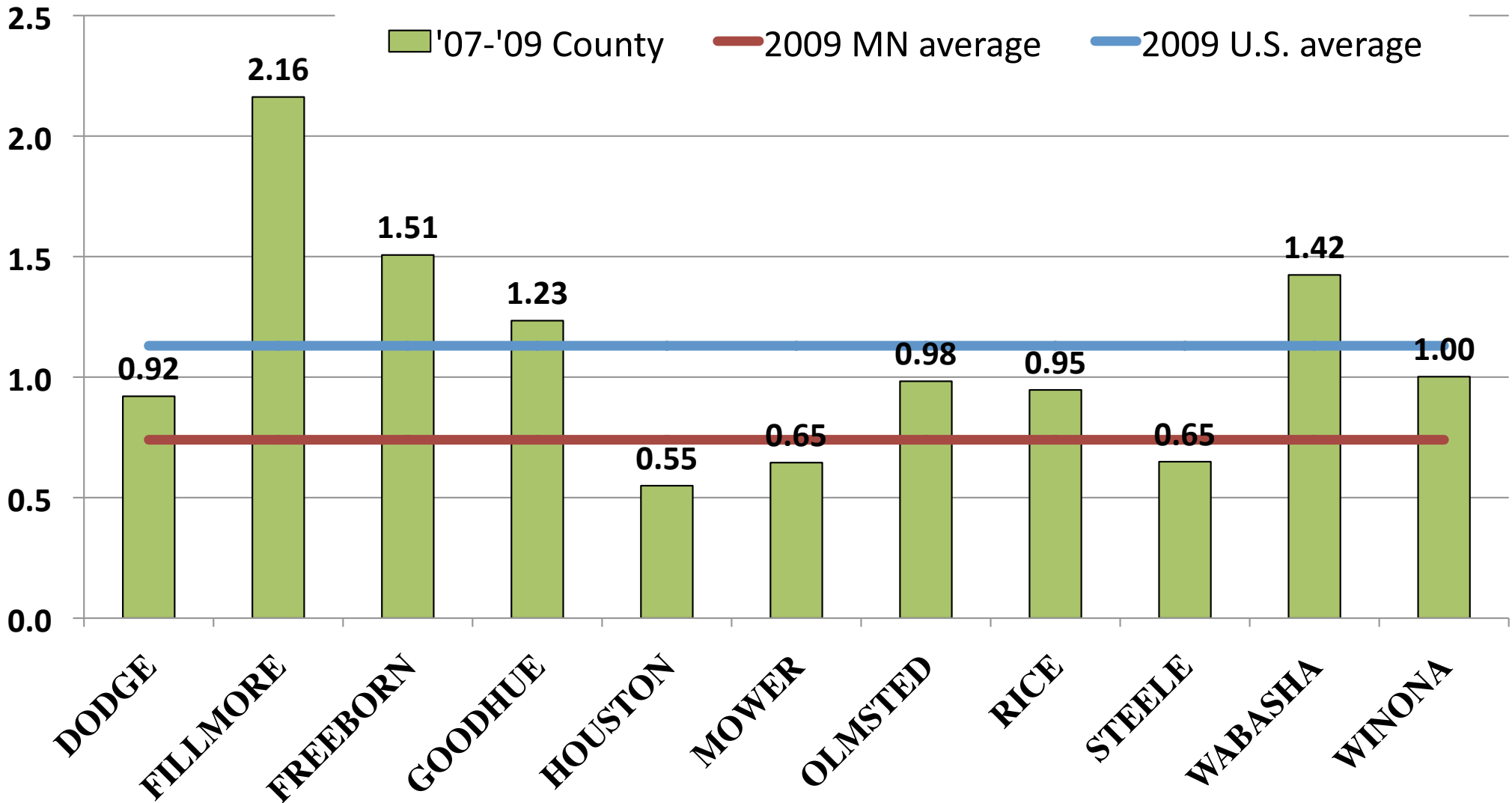
Ⓜ DWI Administrative
Sanctions/Ignition Interlock



2006-2010 Fatalities and Severe Injuries



SE 2007-2009 Region Fatality Rates per 100M Vehicle Miles Traveled by County

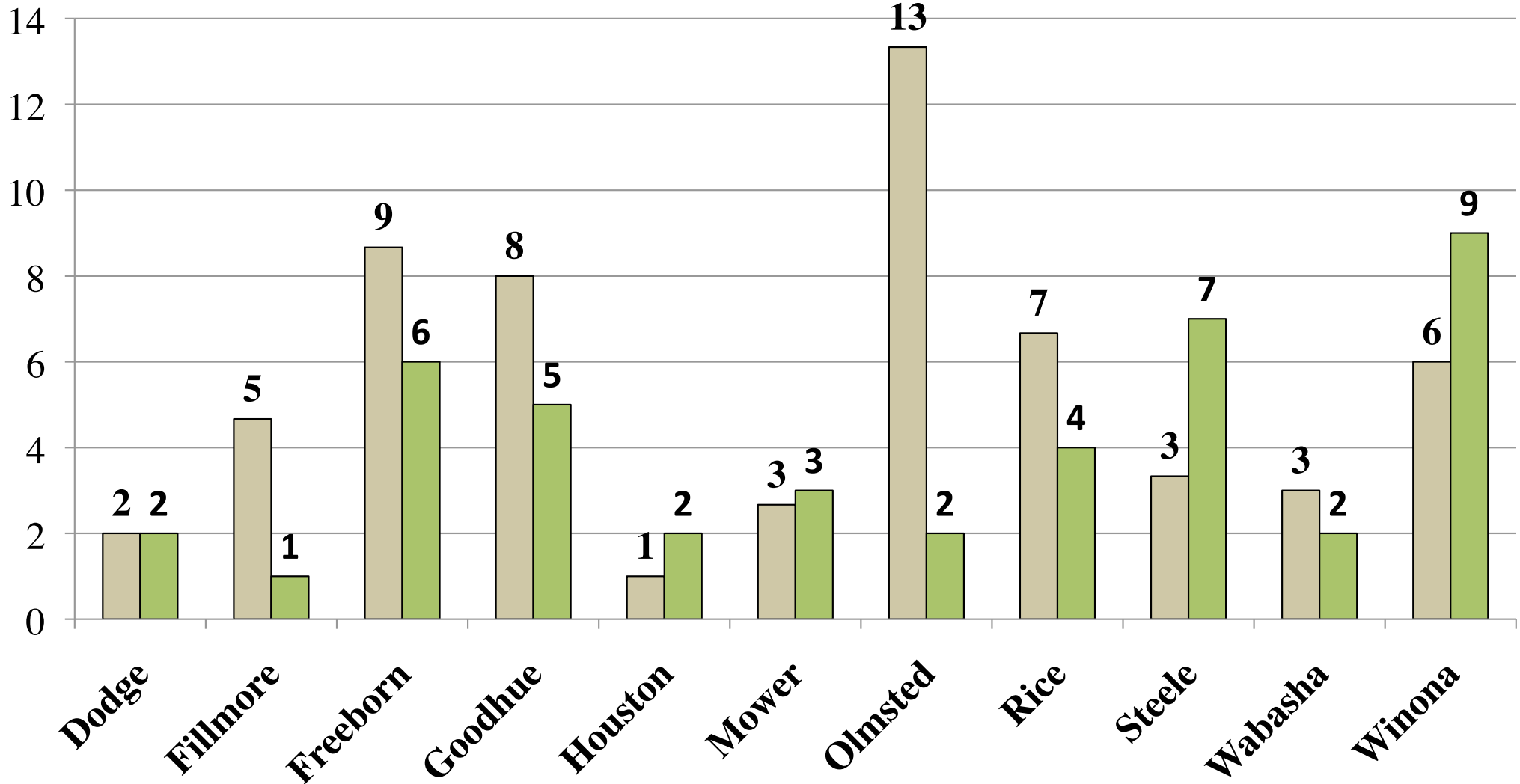


SE 2007-2010 Region Fatalities by County

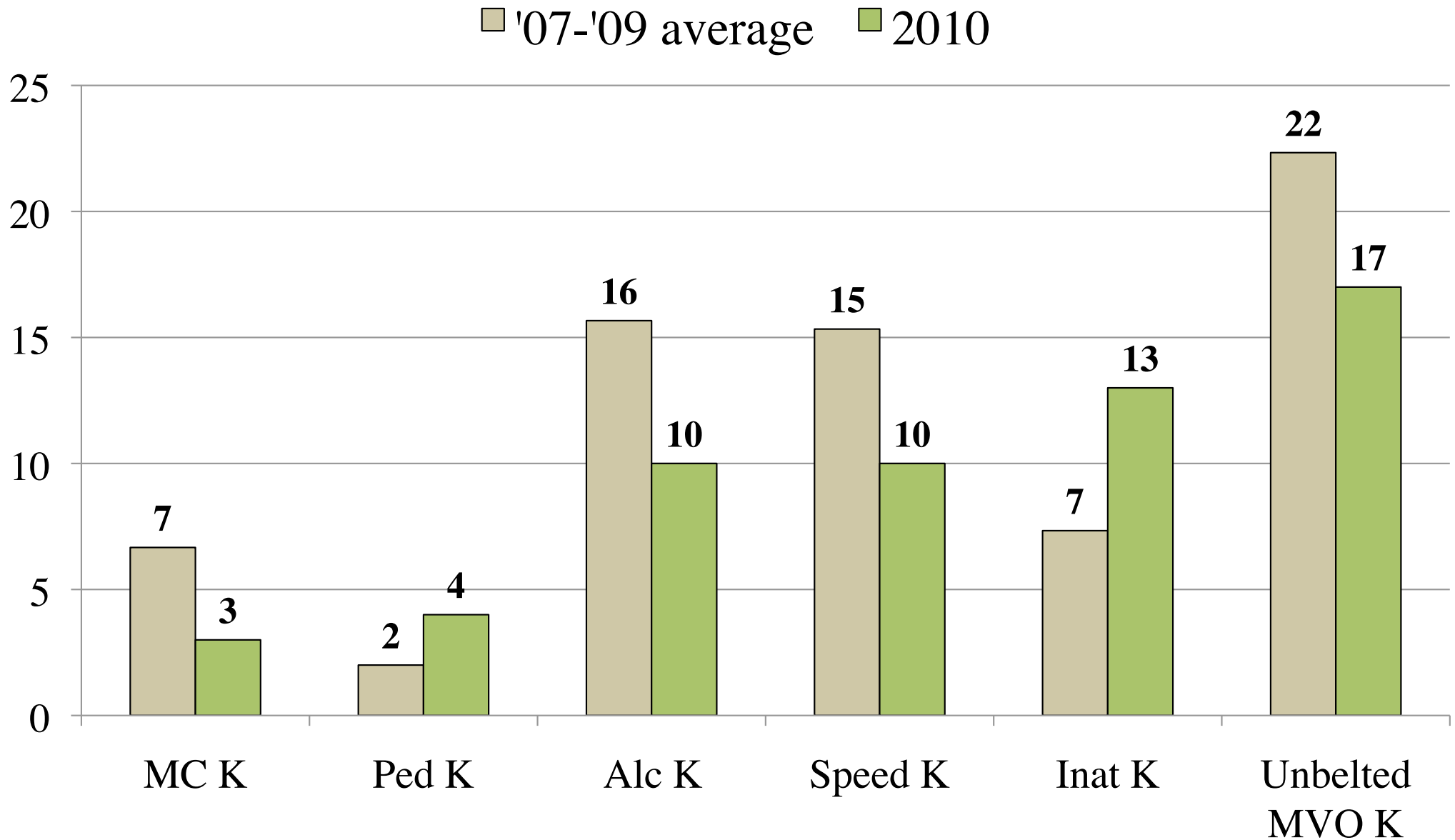
43 total fatalities in 2010 (average 59)

■ '07-'09 average

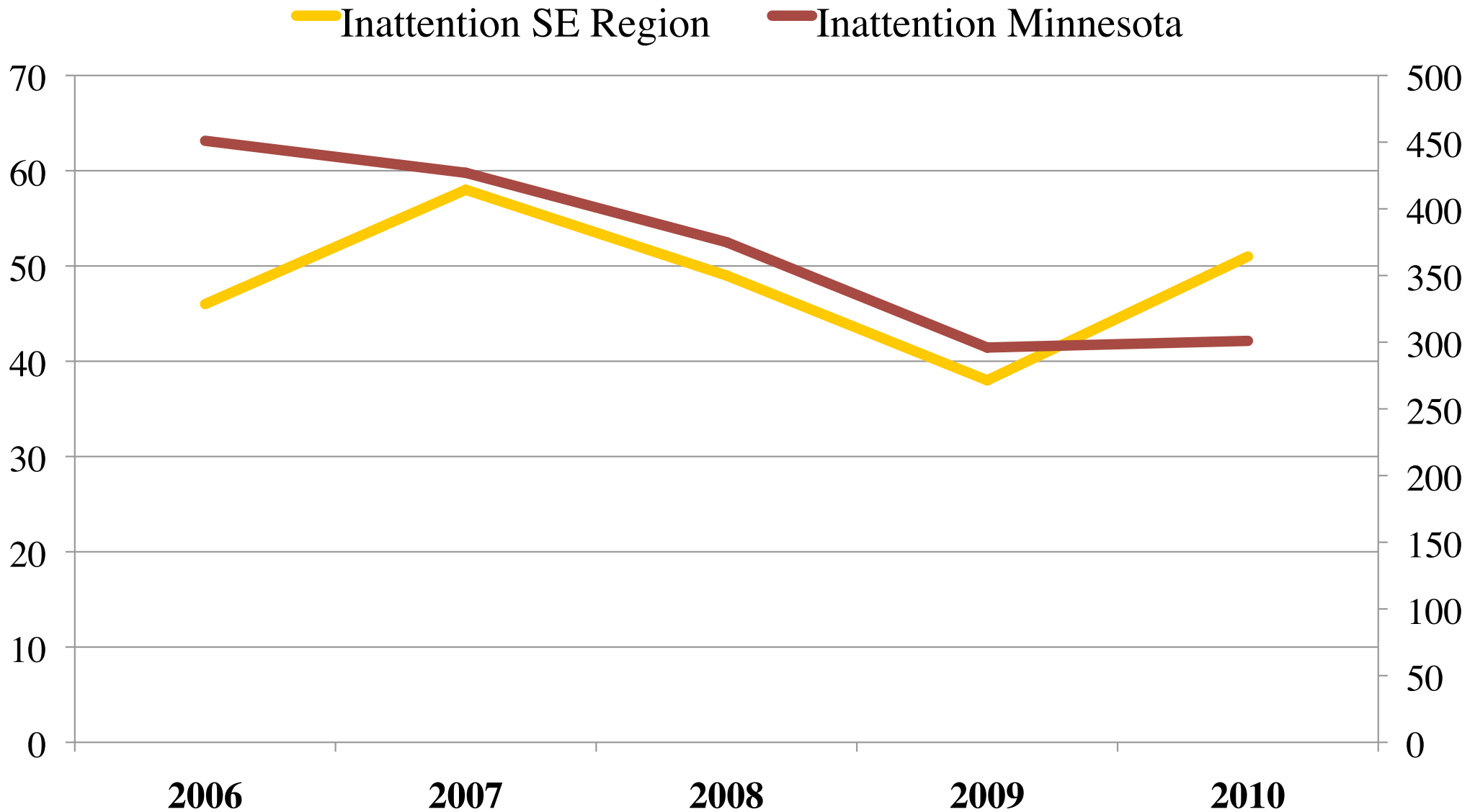
■ 2010



SE Region Fatality Trends 2007-2010



2006-2010 SE Region Inattention-Related Fatalities and Severe Injuries

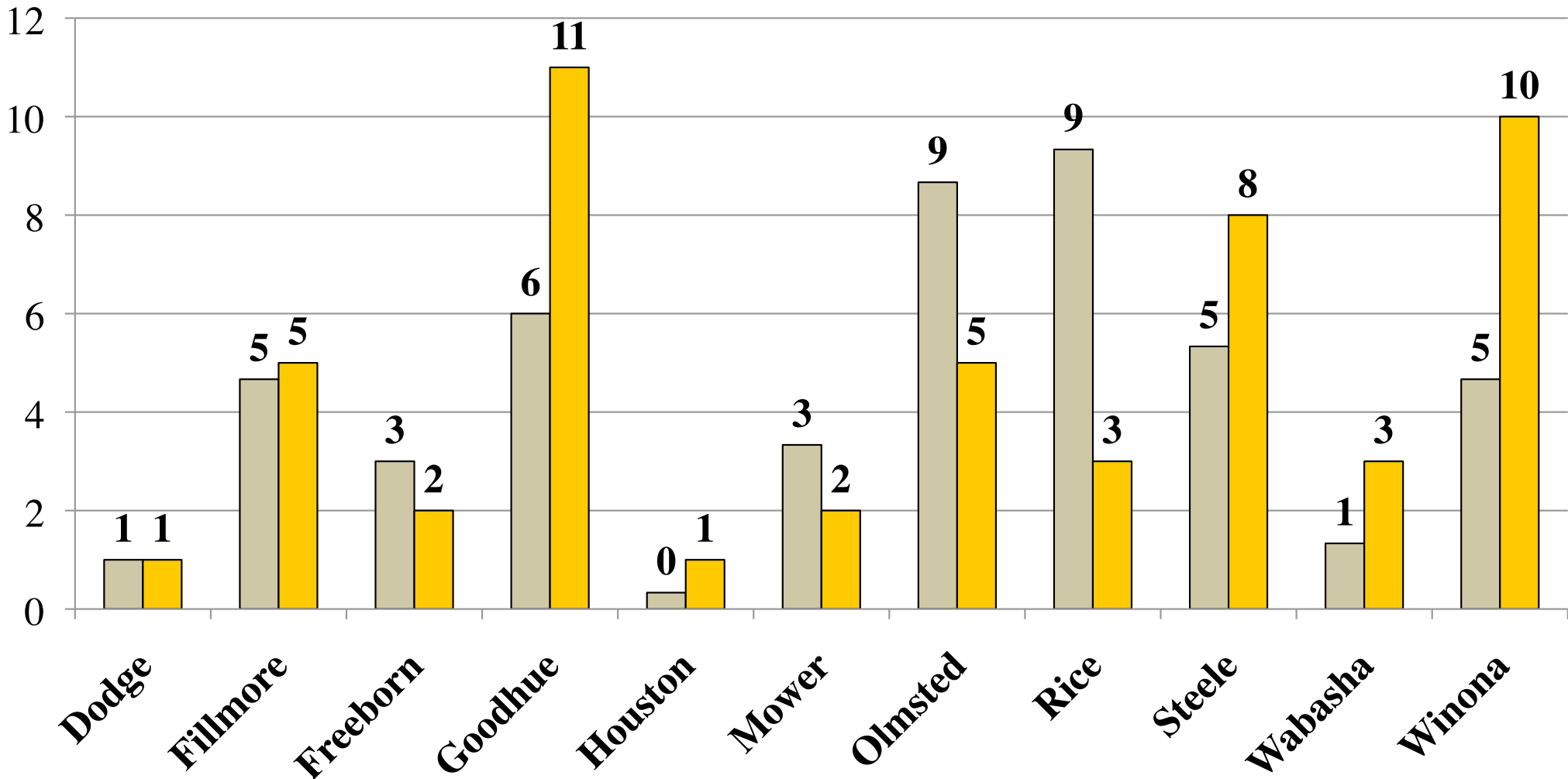


2007-2010 Inattention-Related Fatalities and Severe Injuries by County

51 inattention-related in 2010 (average 48)

■ '07-'09 average

■ 2010



SE Region Inattention-Related Audience

Who?

- All ages, but skews younger
- Male and Female (disproportionately affected in general and higher numbers in 2010)


When?

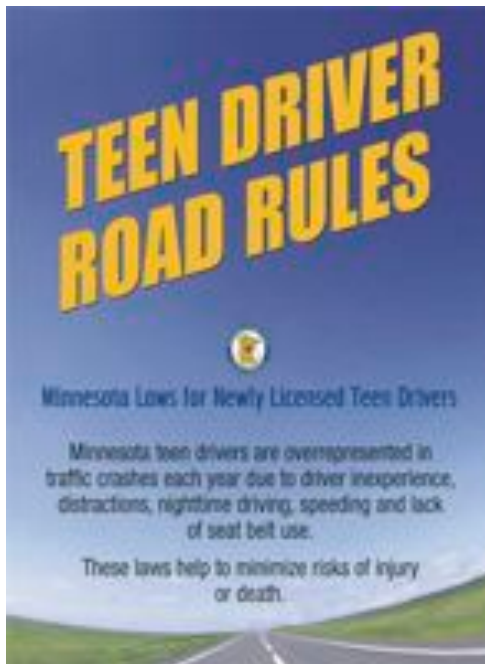
- “Work hours”, (around) 8am-8pm



Strategy Example: Parent Involvement

 Promote parent/teen driving contracts and revocation forms

 Require parent attendance at driver's 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 55104
Phone: 651.296.4311 / 1-763-622-6433
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 we're to be cancelled or reinstated:

First Name _____ Middle Name _____ Last Name _____
Date of Birth: MM / DD / YY 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 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 to initially grant consent to drive or who signed the Parental Consent/Voluntary Surrender form exercising the driving privileges of the above named minor child.

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 understood the procedures for receiving 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 to initially grant consent to drive or who signed the Parental Consent/Voluntary Surrender form exercising 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 understood the procedures for receiving 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 the minor holder over the age of 18: _____ Date: _____

PS 22561-01

REGULAR, OCCASIONALLY EMPLOYED



Strategy Example: Worksite Policy Implementation

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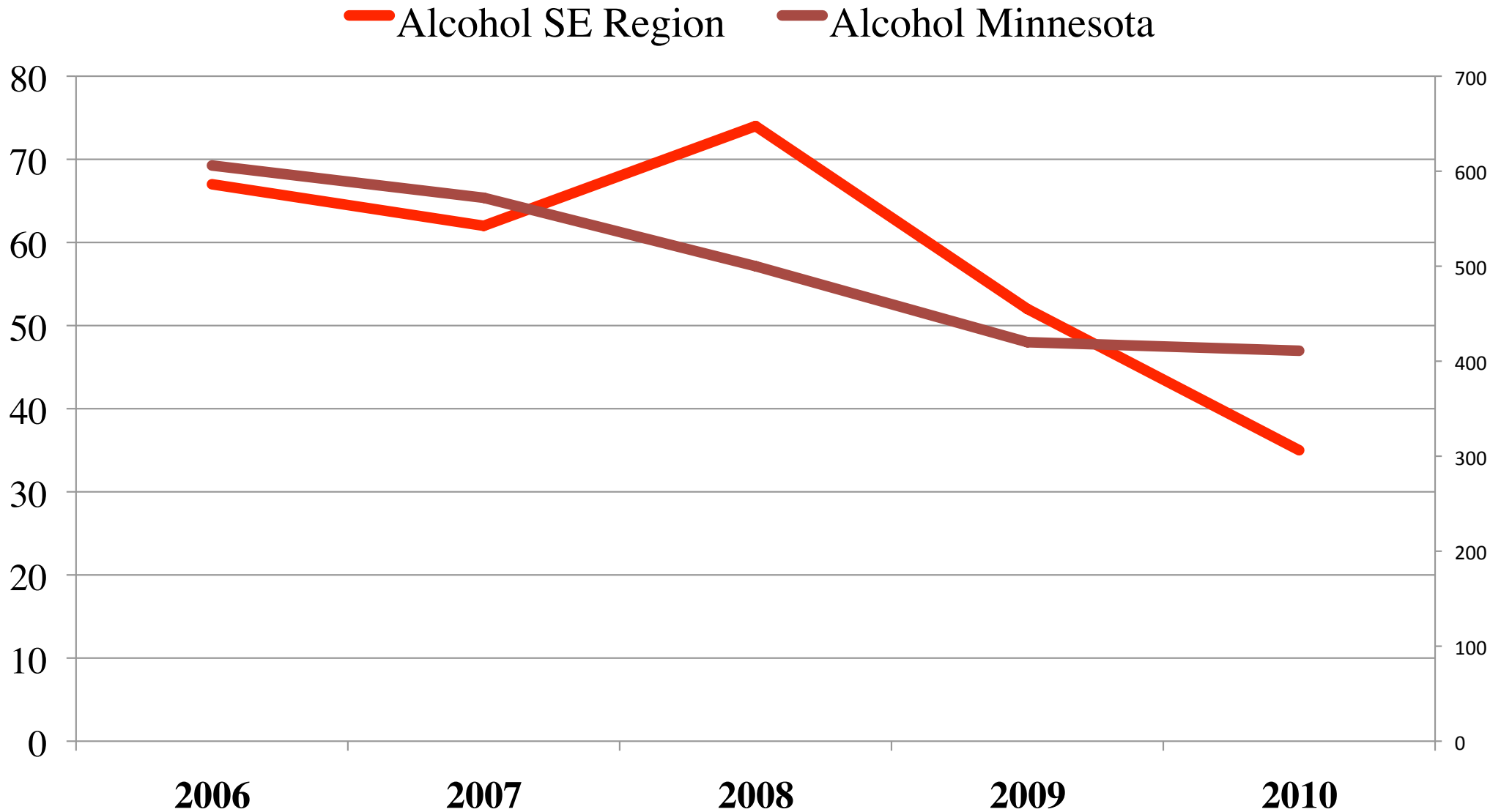


Employee education, promotion of enforcement and policy implementation



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 loss 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: 168.85 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 benefits 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 DOJ, DNR, DPS, Travel and Risk Management Division and MnSCU. 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
08/14/2007 Revision: 3 DPS ver July 2007 1 Paul 107
Replaces Rev. 4 DPS-1-07

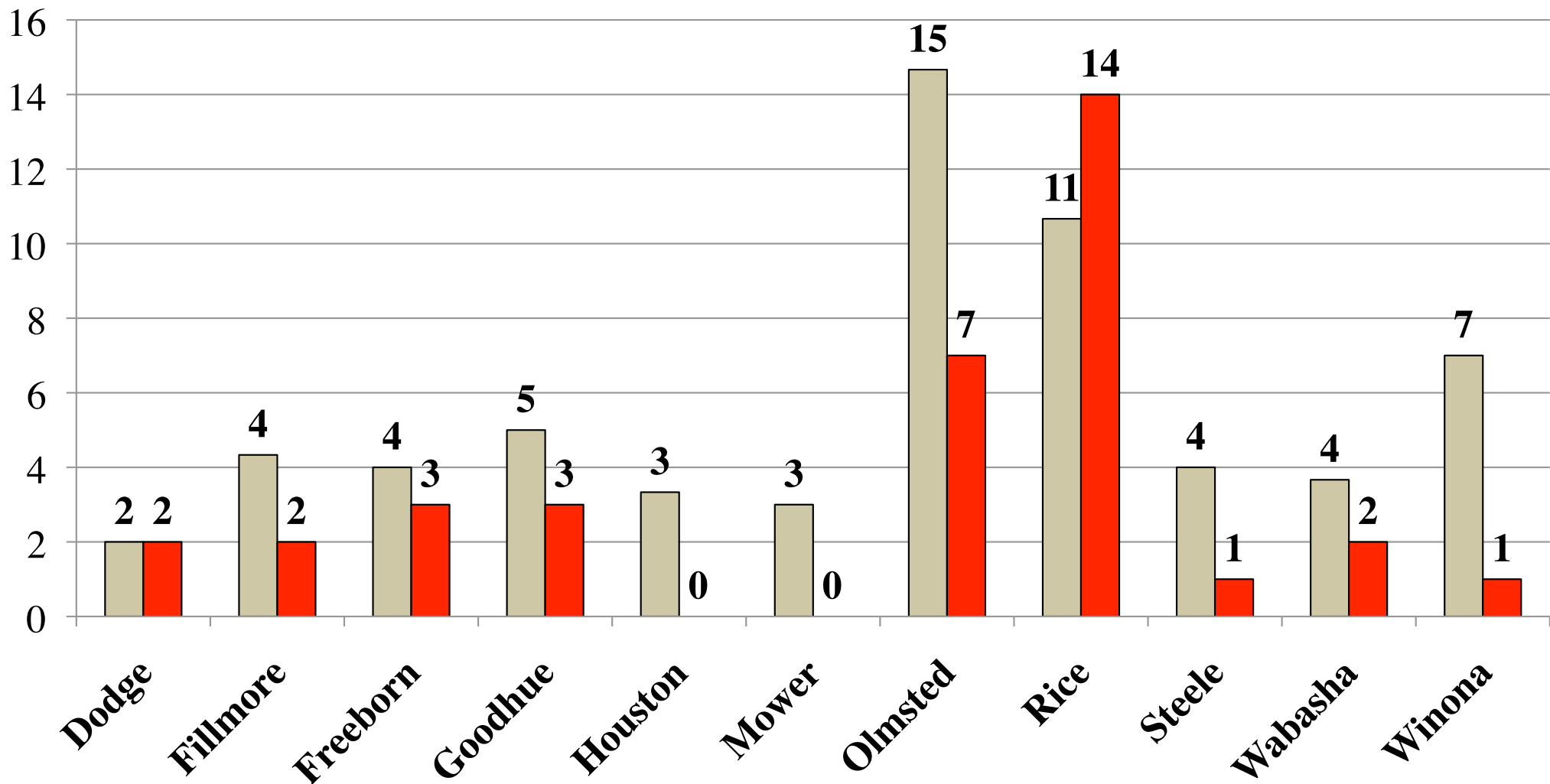
2006-2010 SE Region Alcohol-Related Fatalities and Severe Injuries



2007-2010 Alcohol-Related Fatalities and Severe Injuries by County

35 alcohol-related in 2010 (average 62)

■ '07-'09 average ■ 2010




SE Region Alcohol-Related Audience

 It may be cliché, but...

 Young (21-29)

 Male (3 out of 4 K+A)


 Weekend


 Night time; early morning
(8pm-4am)



Strategy Example: Alternative Rides Home

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 Who is participating in their area?

 South West: Worthington Police Dept (Nobles County)




 Resource: Minnesota Safe Ride Guide



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

Strategy Example: Ignition Interlock

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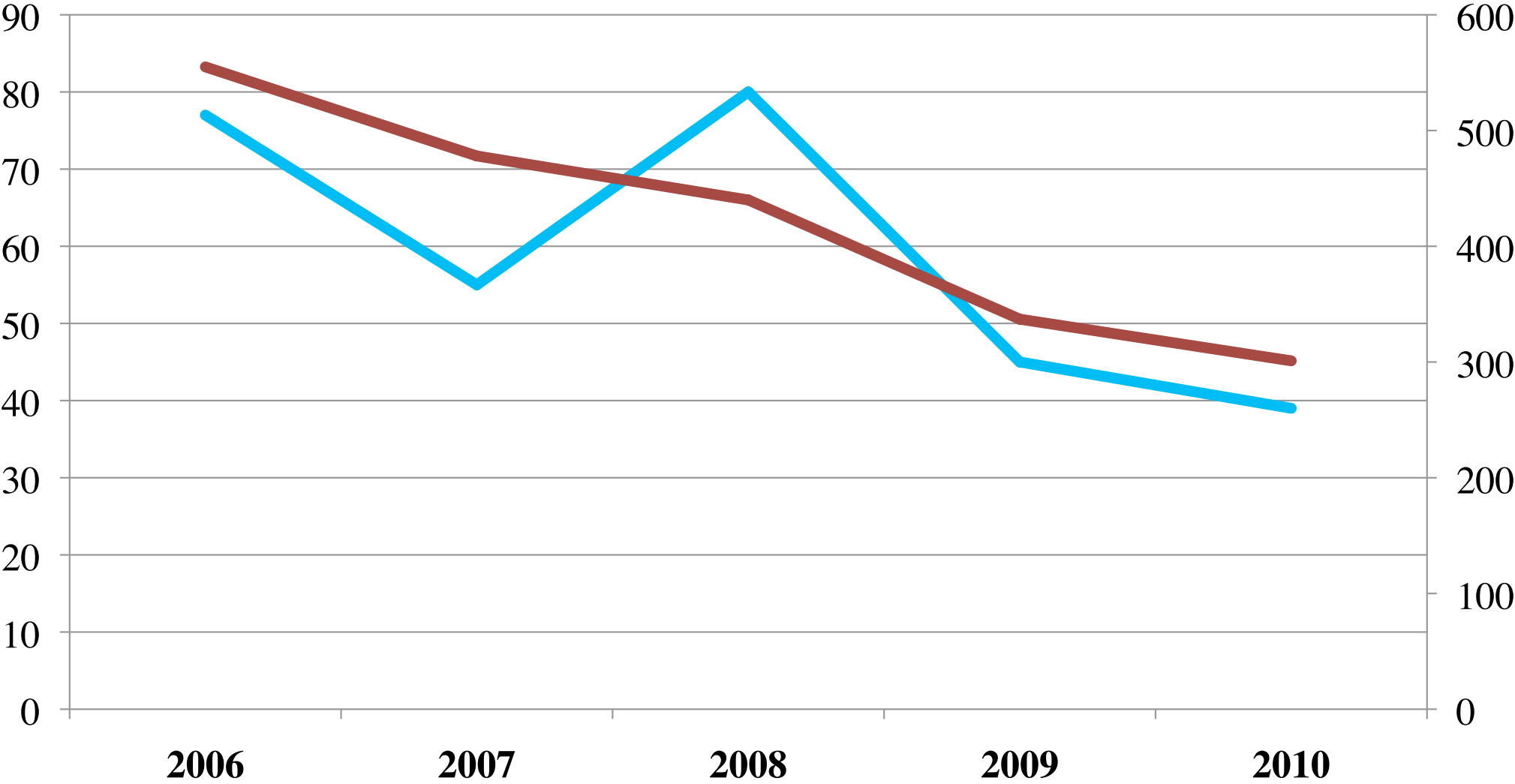
-  Reduces recidivism on average 64% while installed.
-  Reduces the economic impact of impaired driving by \$3 -\$7 for every \$1 spent.
-  Offenders agree interlock is a fair sanction



<http://www.minnesotaignitioninterlock.org>

2006-2010 SE Region Speed-Related Fatalities and Severe Injuries

Speed SE Region Speed Minnesota

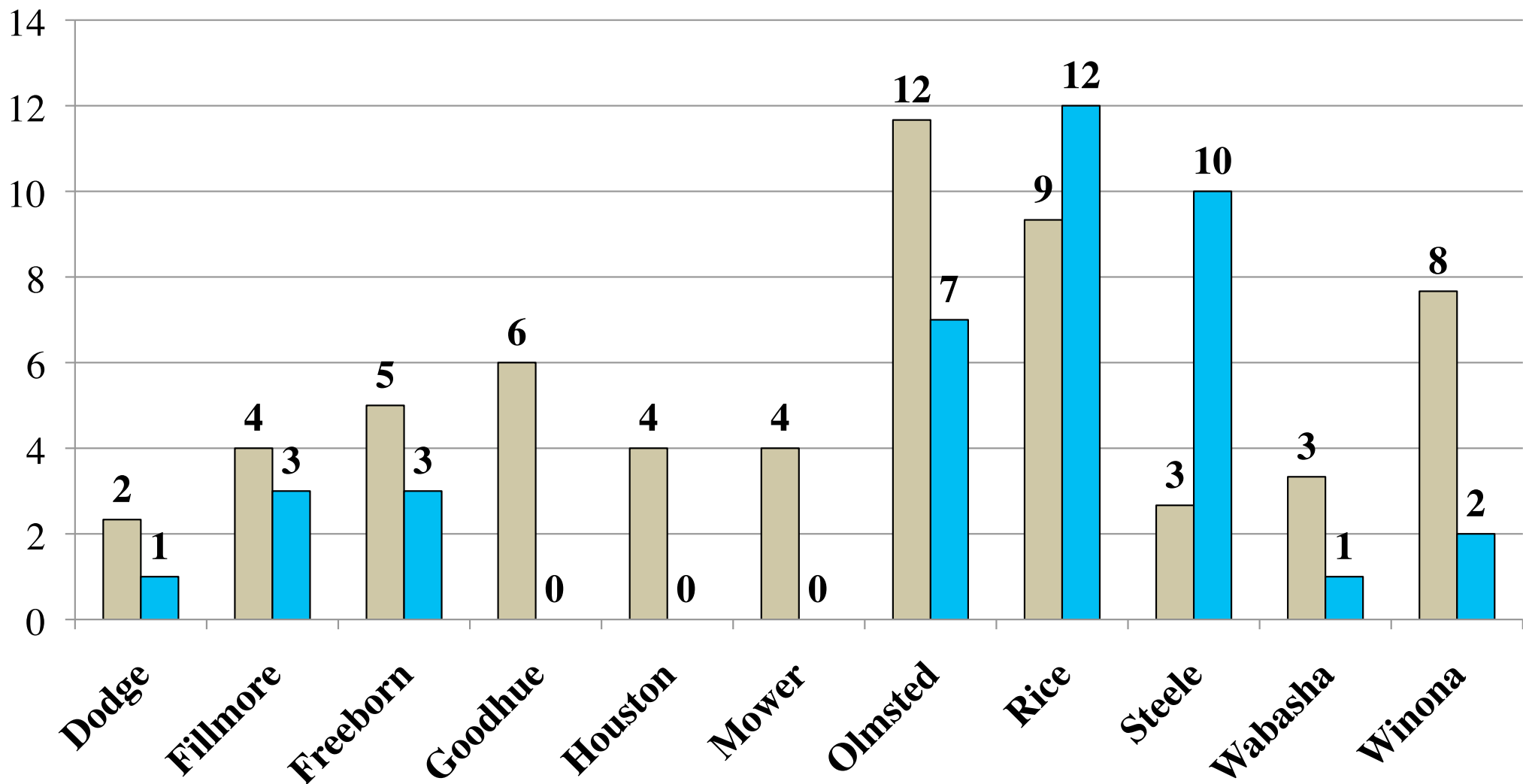


2007-2010 Speed-Related Fatalities and Severe Injuries by County

39 speed-related in 2010 (average 60)

■ '07-'09 average

■ 2010



SE Region Speed-Related Audience



Who?

- Young (16-29)
- Male

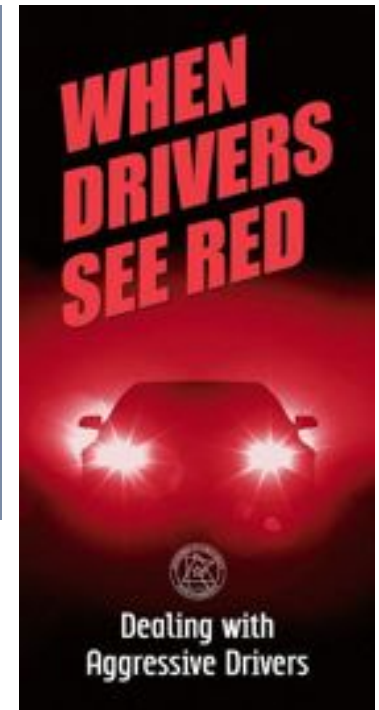
When?

- Weekend (particularly Saturday)
- All day problem

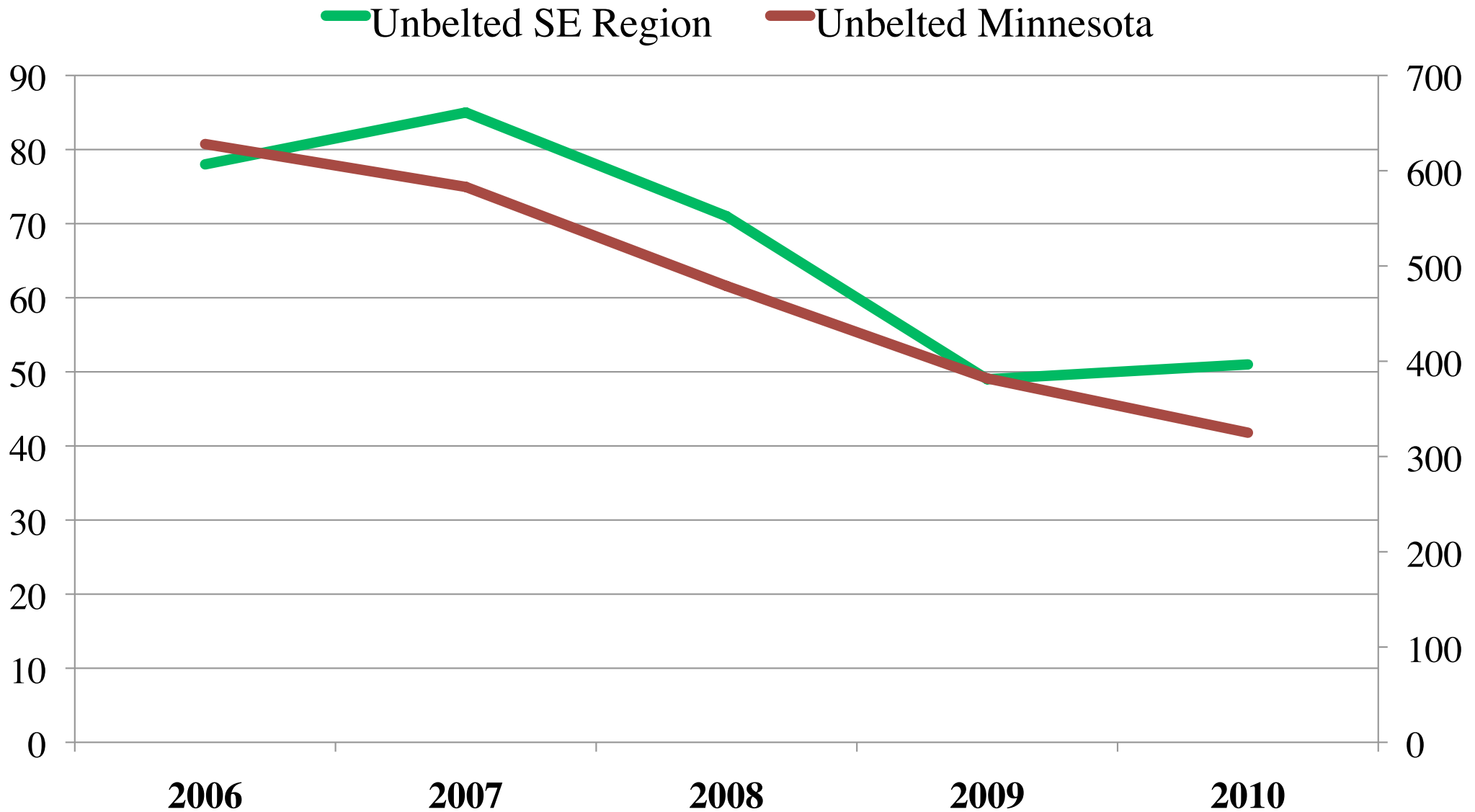


Strategy Example: High Visibility Enforcement

- ❑ Multiple jurisdictions and/or multiple squads are out at the same time patrolling, often in brightly colored vests and signs.
- ❑ Publicizing is done through statewide paid media, community events for the local media and a public education campaign (posters, letter to the editor) in the community about the enforcement.

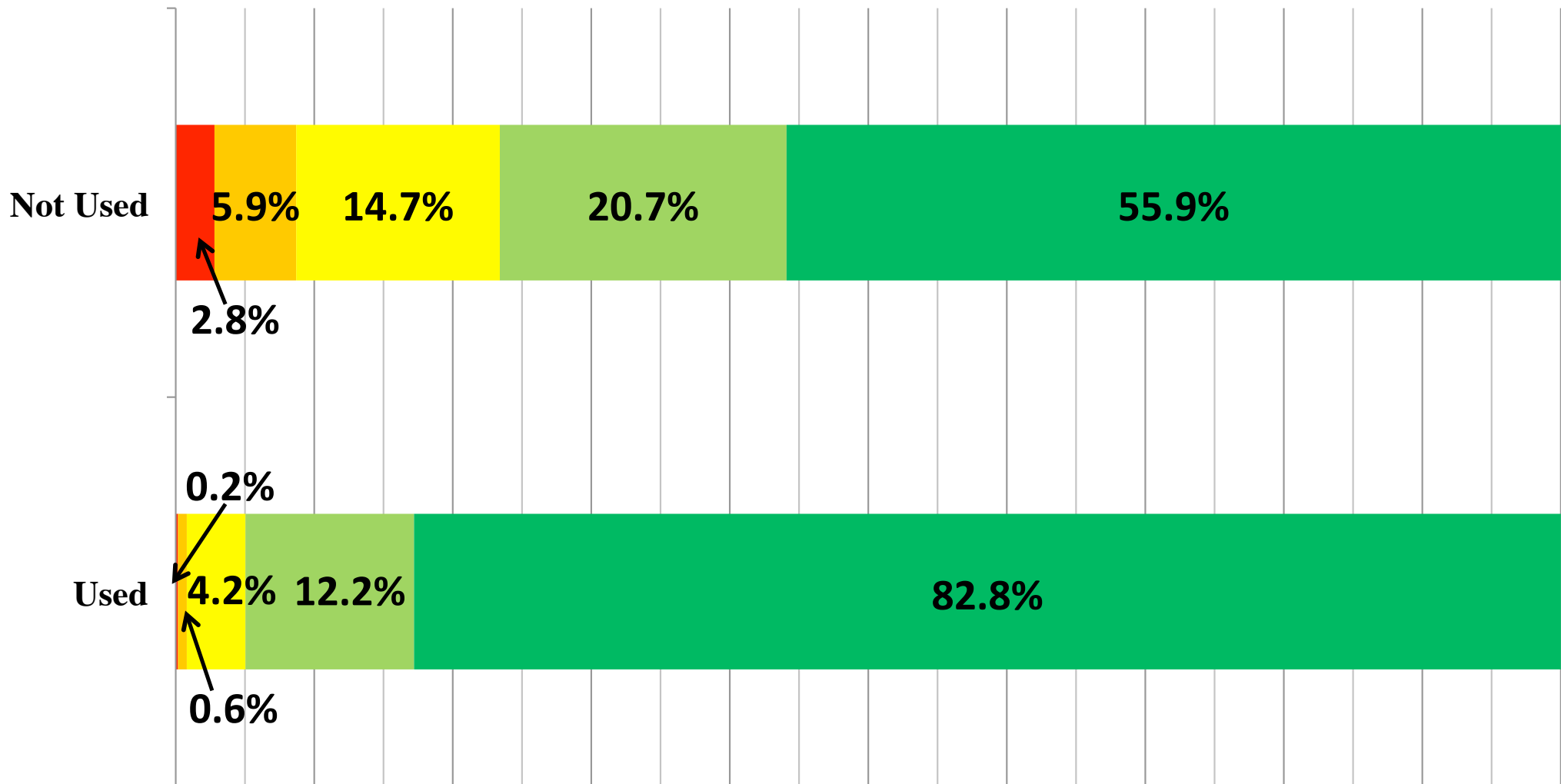


2006-2010 SE Region Unbelted Fatalities and Severe Injuries



2008-2010 SE Region Percentage of Injury Type by Belt Use

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



SE Region Seat Belt Audience



- ❏ Male
- ❏ 15-29 (Over half (53%) of unbelted K+A)
- ❏ Over 1 out of 3 unbelted K+A also alcohol-related



SE TZD 2008-2010 - Key Themes

- ❖ Fatalities and severe injuries have decreased 31% since 2008 in Southeast
- ❖ Overall, most fatal and severe crashes occur during the “good weather” months (e.g., July worst)
- ❖ 37% of the killed and severely injured were 15-29 years old
- ❖ Two-thirds of fatalities were males
- ❖ Male motor vehicle occupants are more likely to be unbelted than female motor vehicle occupants
- ❖ 4 times as many male alcohol-related fatalities than female
- ❖ Relatively high percentage of inattention-related fatalities and severe injuries among females compared to males
- ❖ Speeding is a major factor in single vehicle crashes – particularly from 15-34 years-old.

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

