



TOWARD ZERO DEATHS
Because your life counts

Southeastern Minnesota
Regional Crash Data
Department of Public Safety
Office of Traffic Safety
May 17, 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

§ Number of unbelted deaths and serious injuries decreased 44% from 2007-2011

§ Number of deaths decreased 28%

§ Number of serious injuries decreased 32%

Minnesota Crash Fatalities and Serious Injuries 2007-2011

	Fatalities		Serious Injuries		
2007	1,736				
2008	510	1,553	421	411	
2009		455			368
2010			1,271	1,191	
2011					1,176

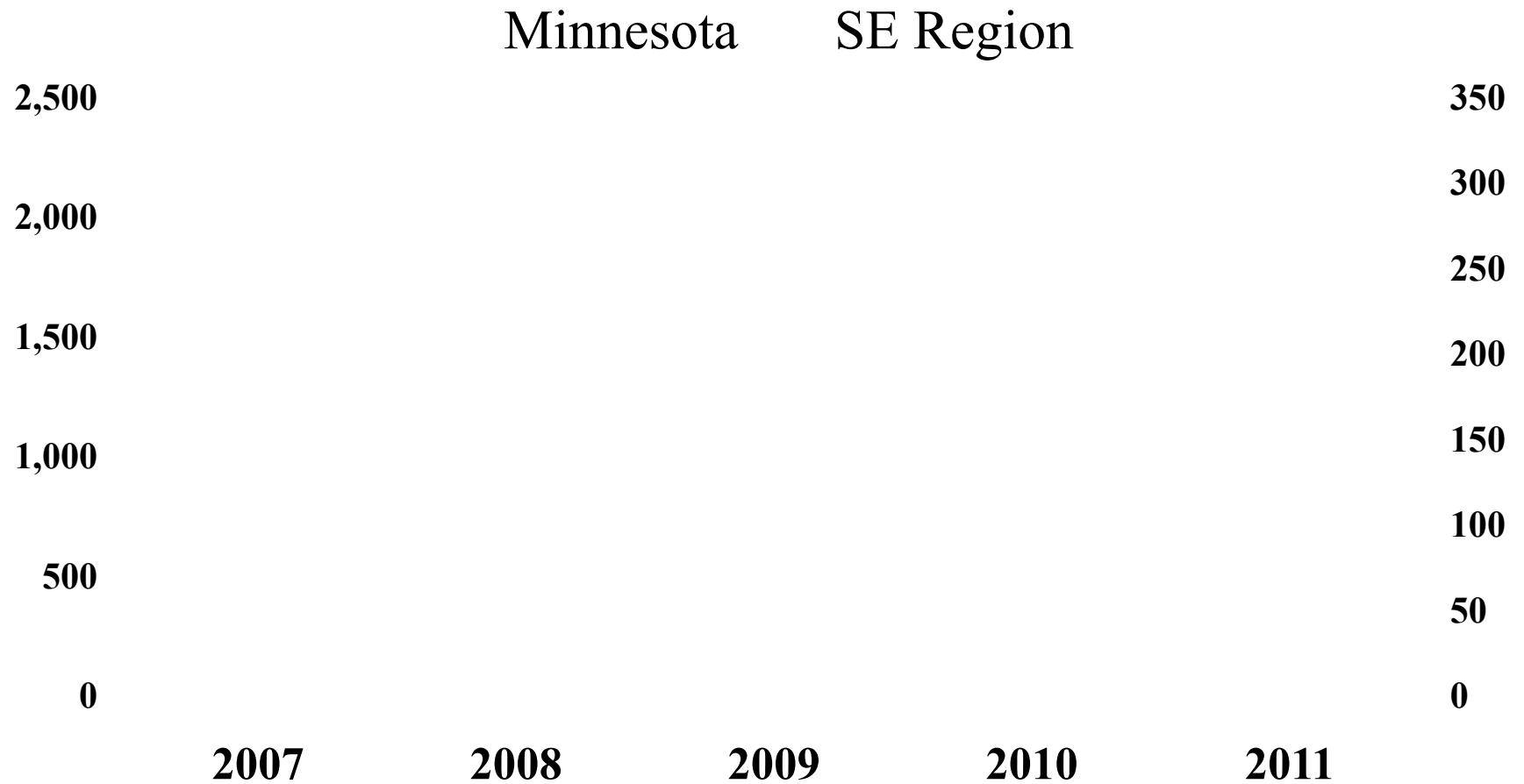


OTS Core Functions

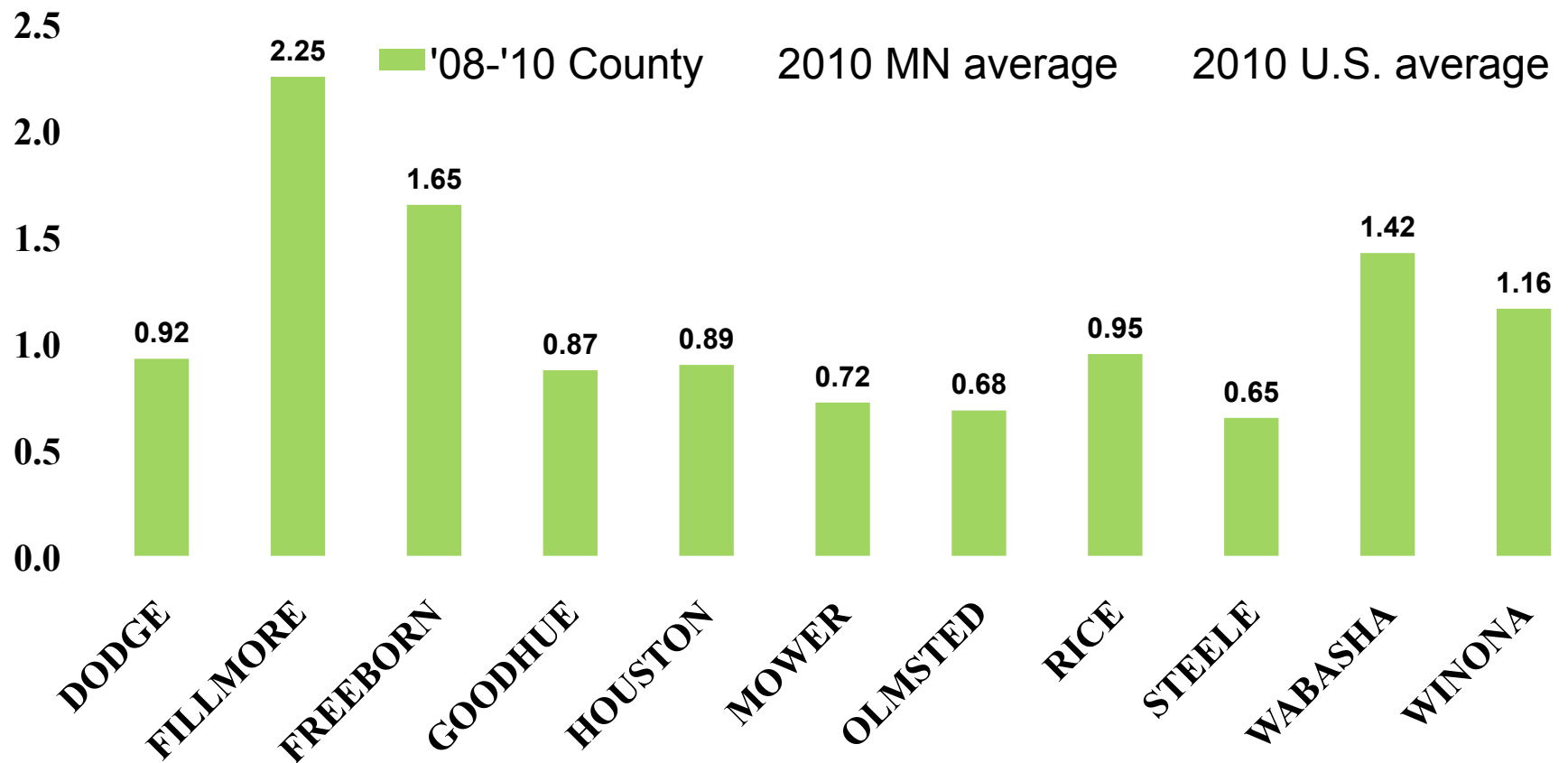
- § State and Local Community Engagement
- § Program Delivery
- § Research and Evaluation
- § Policy Development
& Support



2007-2011 Fatalities and Severe Injuries

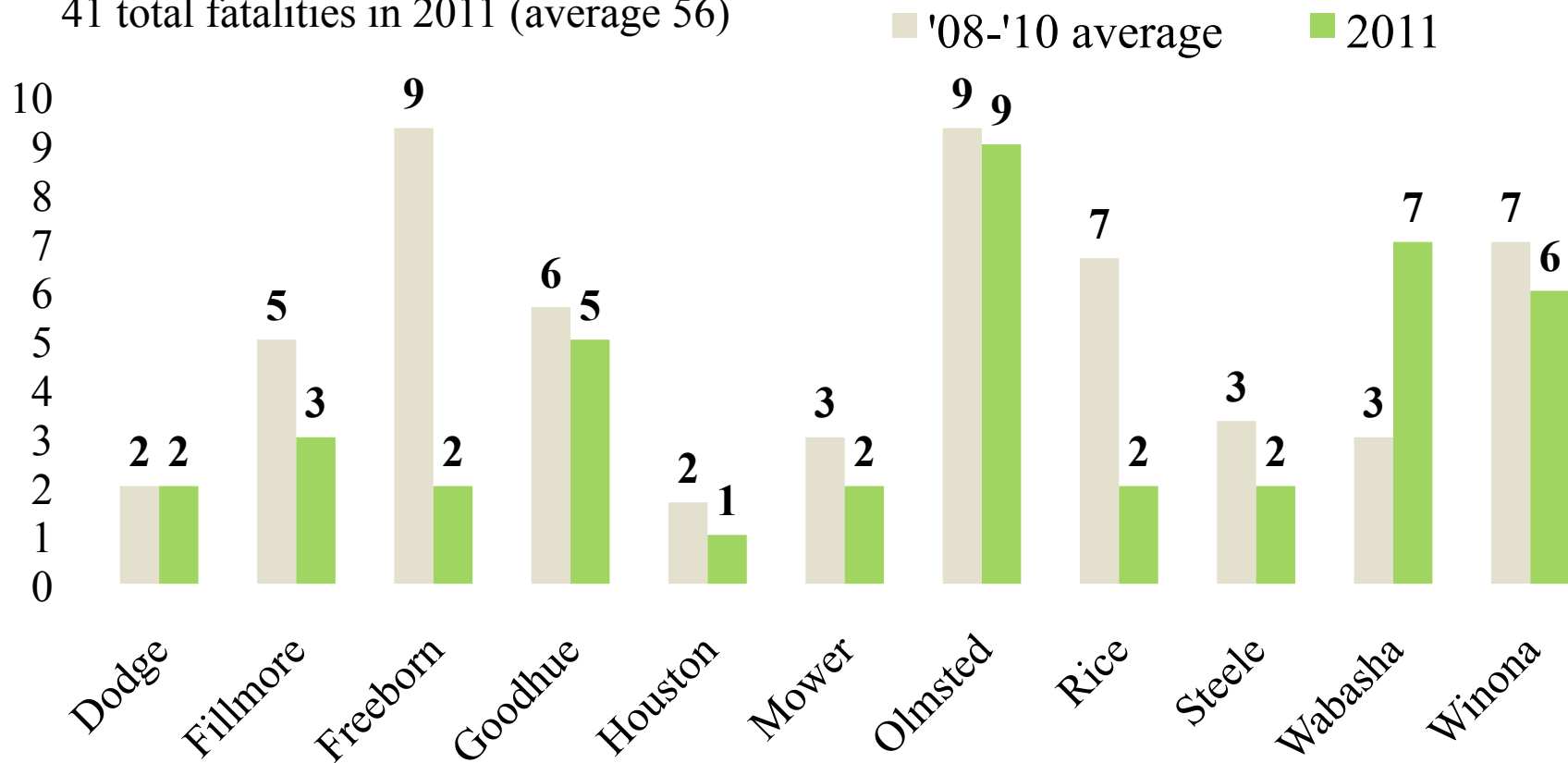


SE 2008-2010 Region Fatality Rates per 100M Vehicle Miles Traveled by County

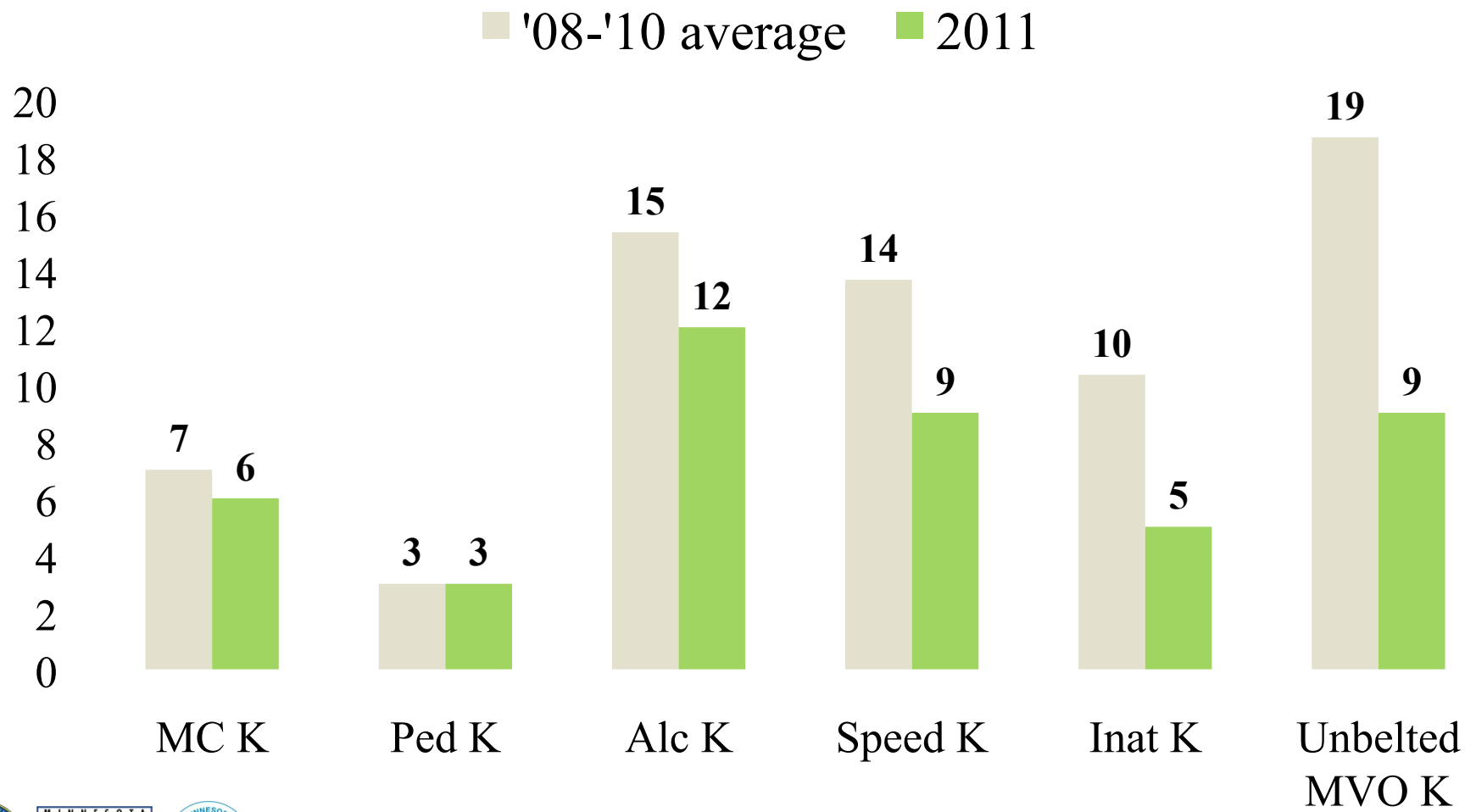


SE 2008-2011 Region Fatalities by County

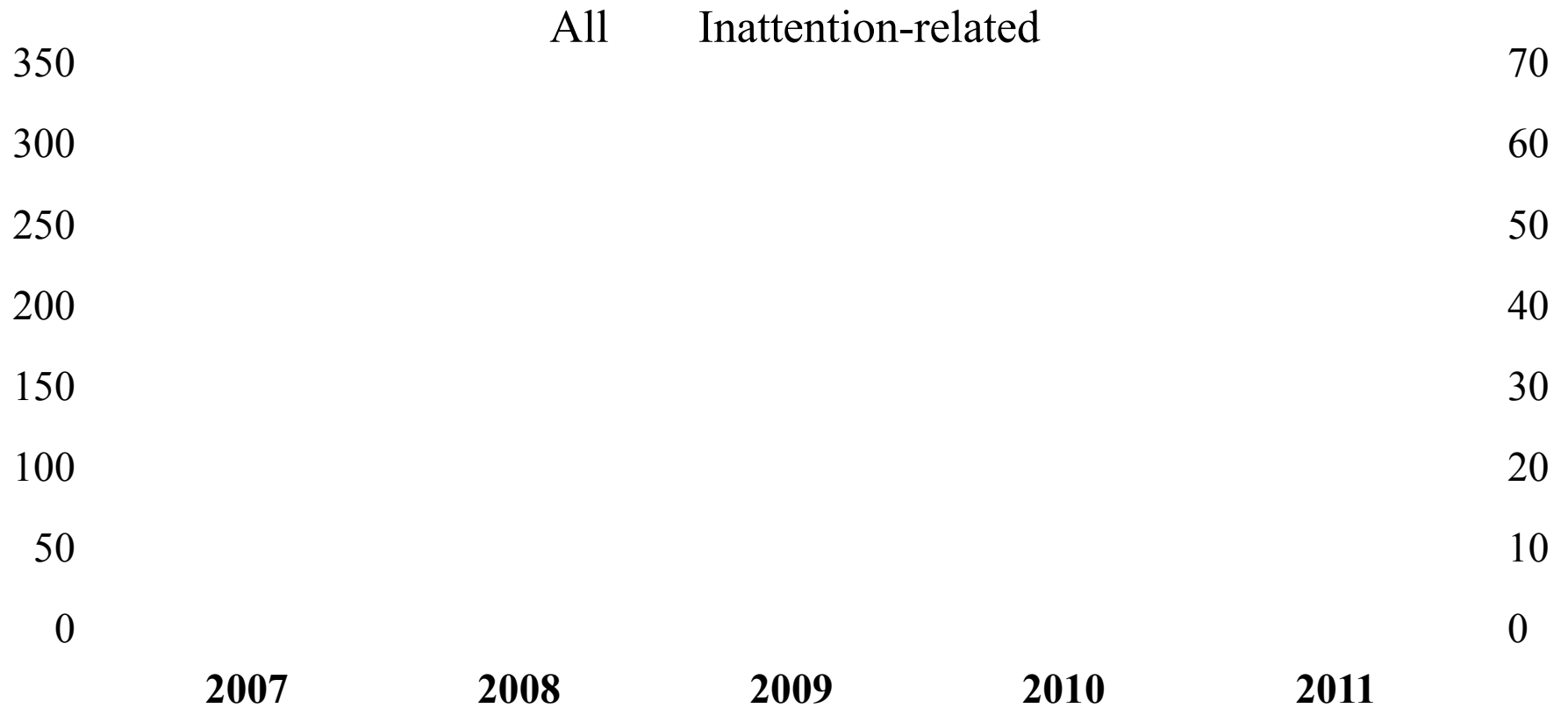
41 total fatalities in 2011 (average 56)



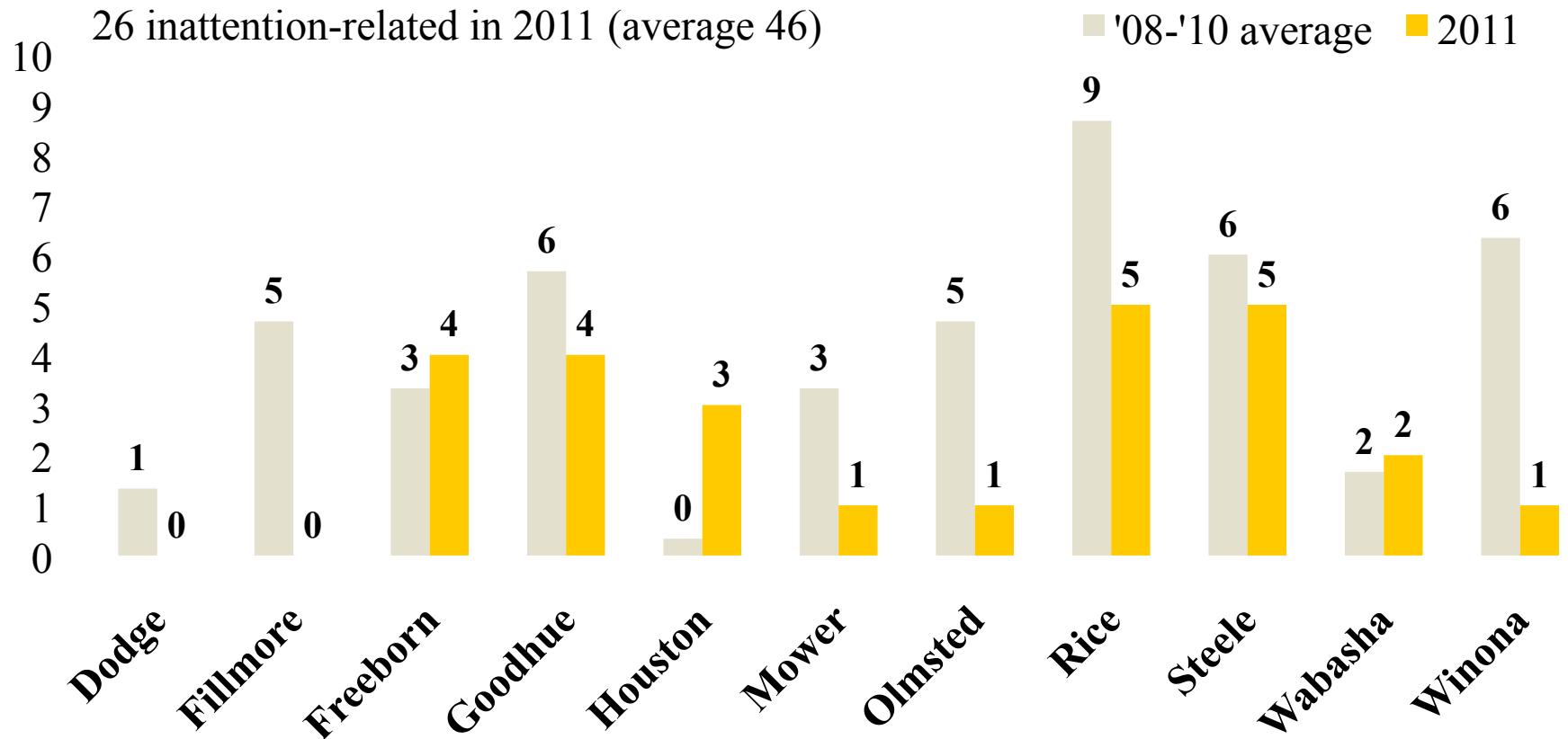
SE Region Fatality Trends 2008-2011



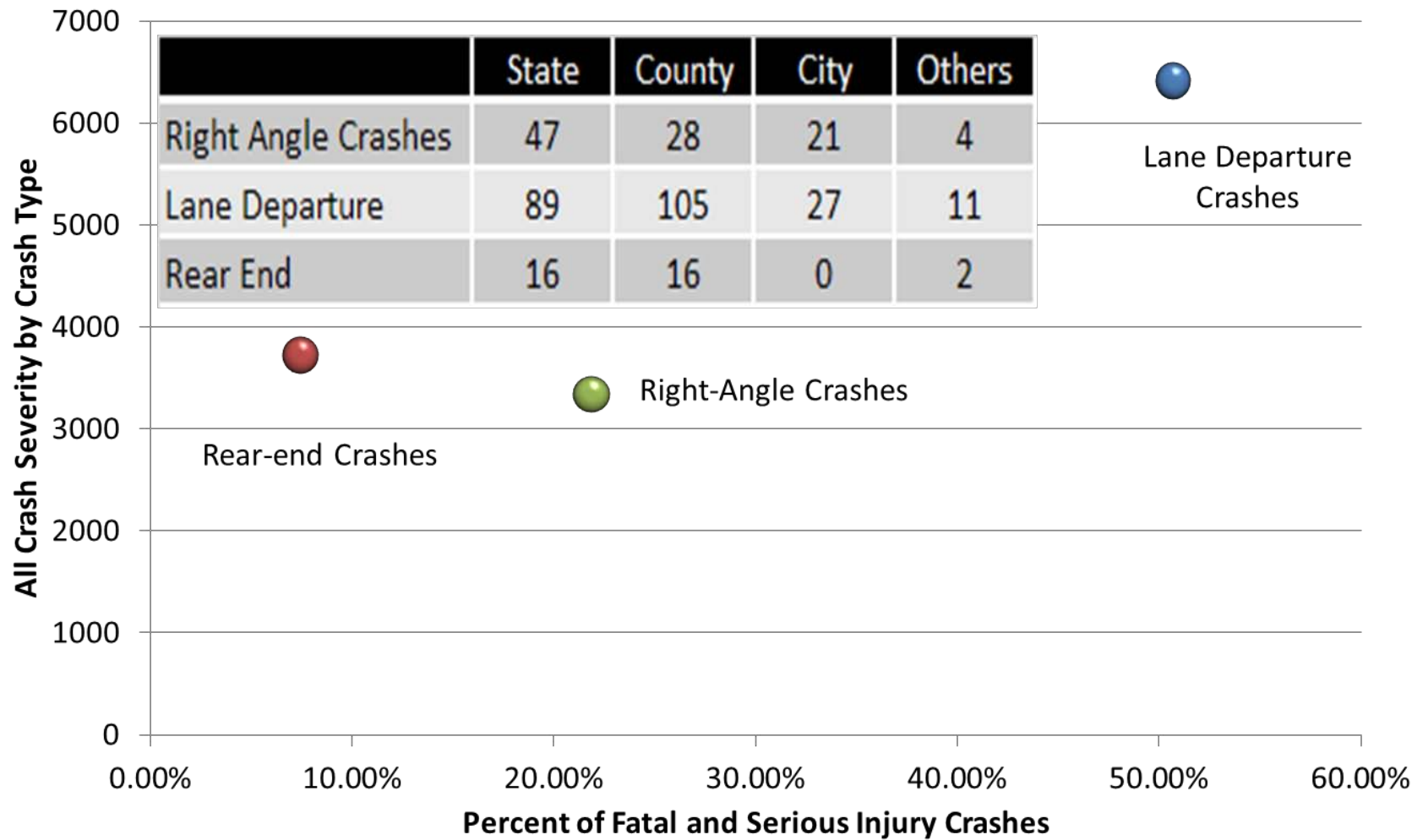
2007-2011 SE Region Inattention-Related Fatalities and Severe Injuries



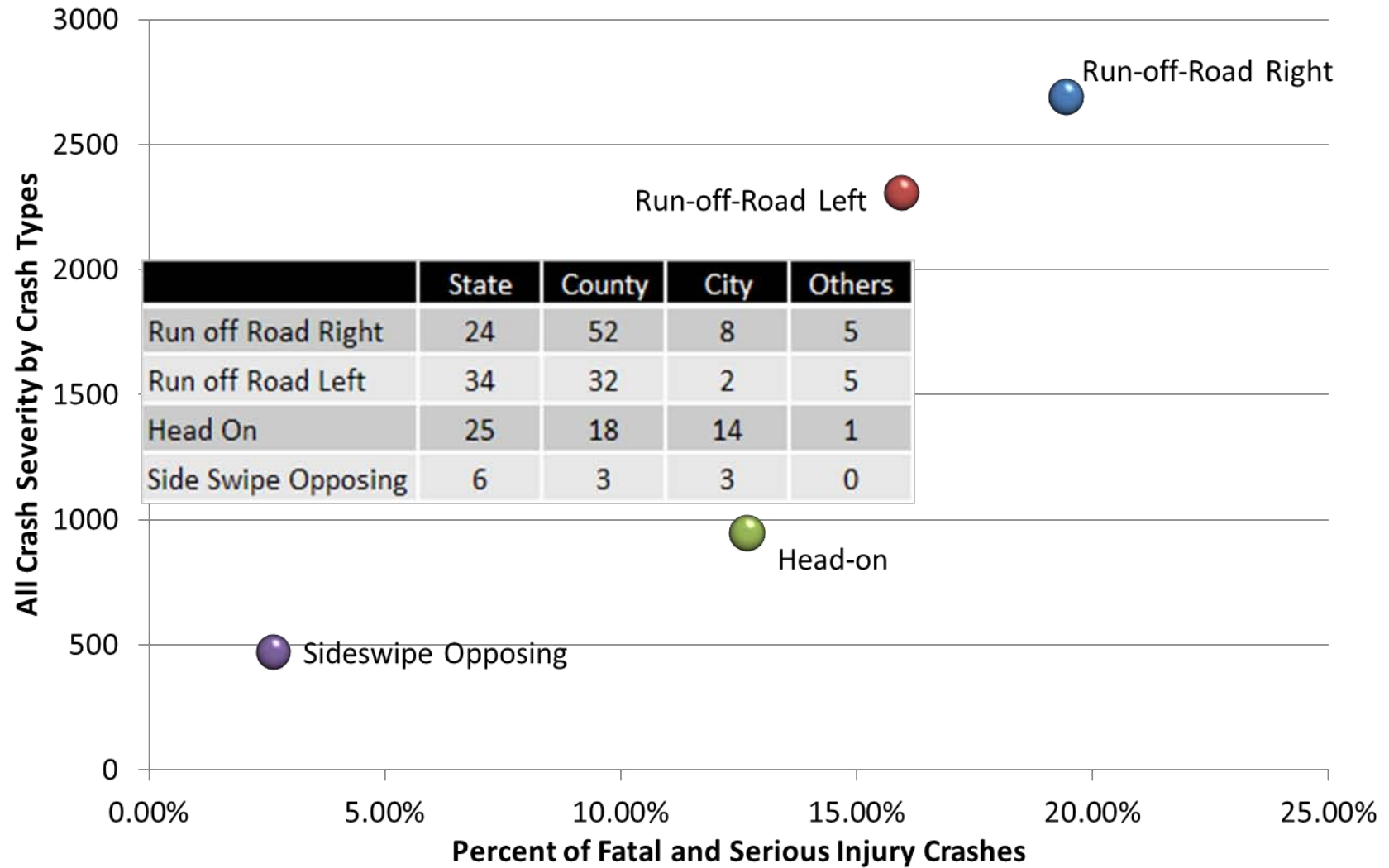
2008-2011 Inattention-Related Fatalities and Severe Injuries by County



Crashes (2009-2011) Southeast Region



Crashes (2009-2011) Southeast Region



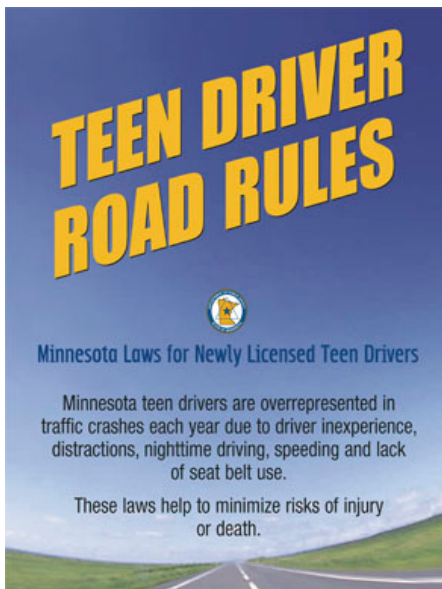
SE Region Inattention-Related Audience

- § 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
445 Minnesota Street, St. Paul, Minnesota 55101
Phone: 651-296-6211 FAX: 651-292-6935
Internet: <http://www.dps.state.mn.us>

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

Full name, date of birth and Minnesota Driver's License Number will appear 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 Divisions 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 adjustments of his or her driving privileges from the Driver and Vehicle Services Divisions. Also, I state that I am the parent or guardian who signed the application originally going forward to drive or who signed the Parental Consent/Voluntary Surrender form waiving 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 Divisions.

I have read and fully understand the procedures for requesting 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 adjustments of his or her driving privileges from the Driver and Vehicle Services Divisions. Also, I state that I am the parent or guardian who signed the application originally going forward to drive or who signed the Parental Consent/Voluntary Surrender form waiving 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 voluntary 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 Divisions.

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

PS 22501-01
CHILD, DRIVING PRIVILEGES (MPS) (2/11)



Strategy Example: Worksite Policy Implementation

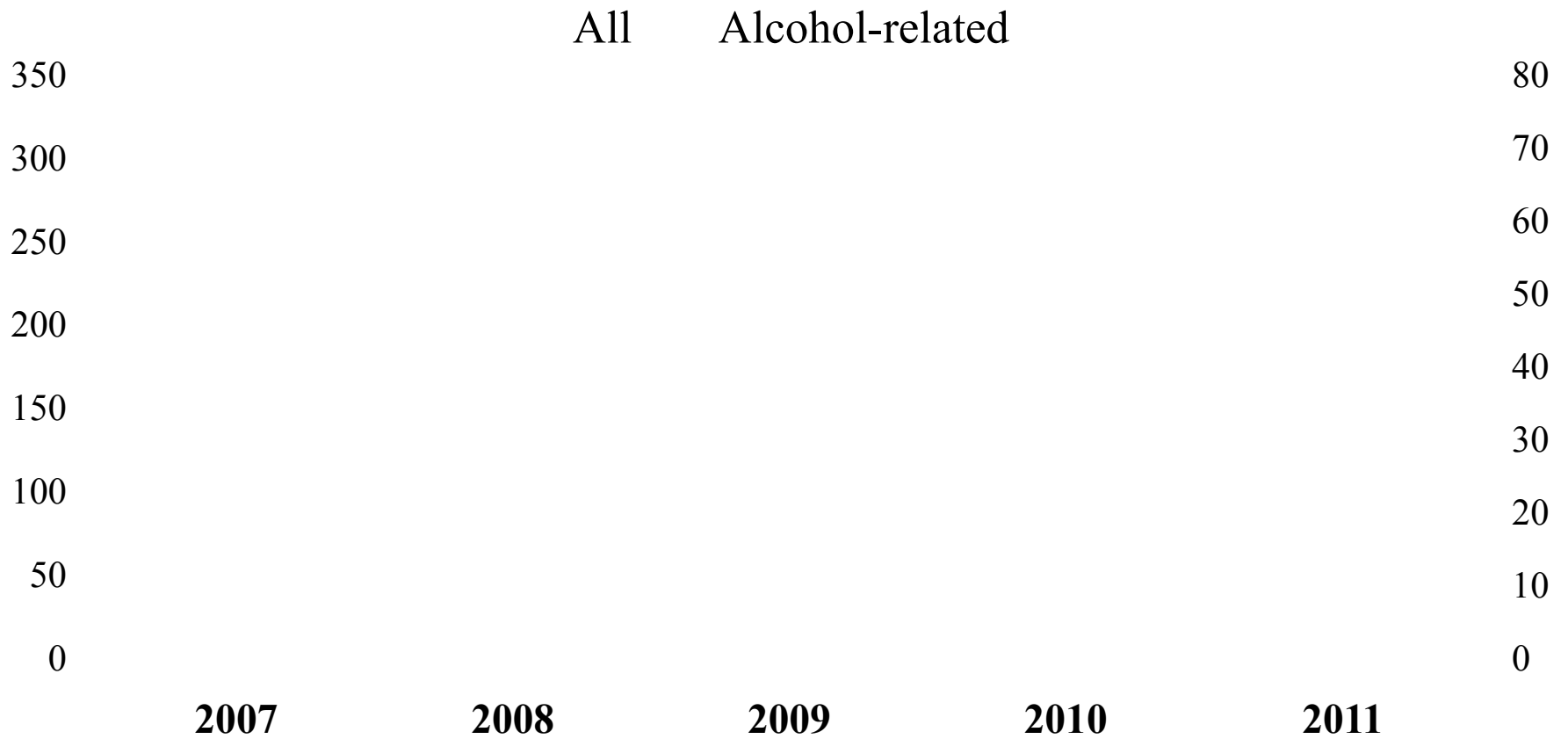
§ Employee education, promotion of enforcement and policy implementation



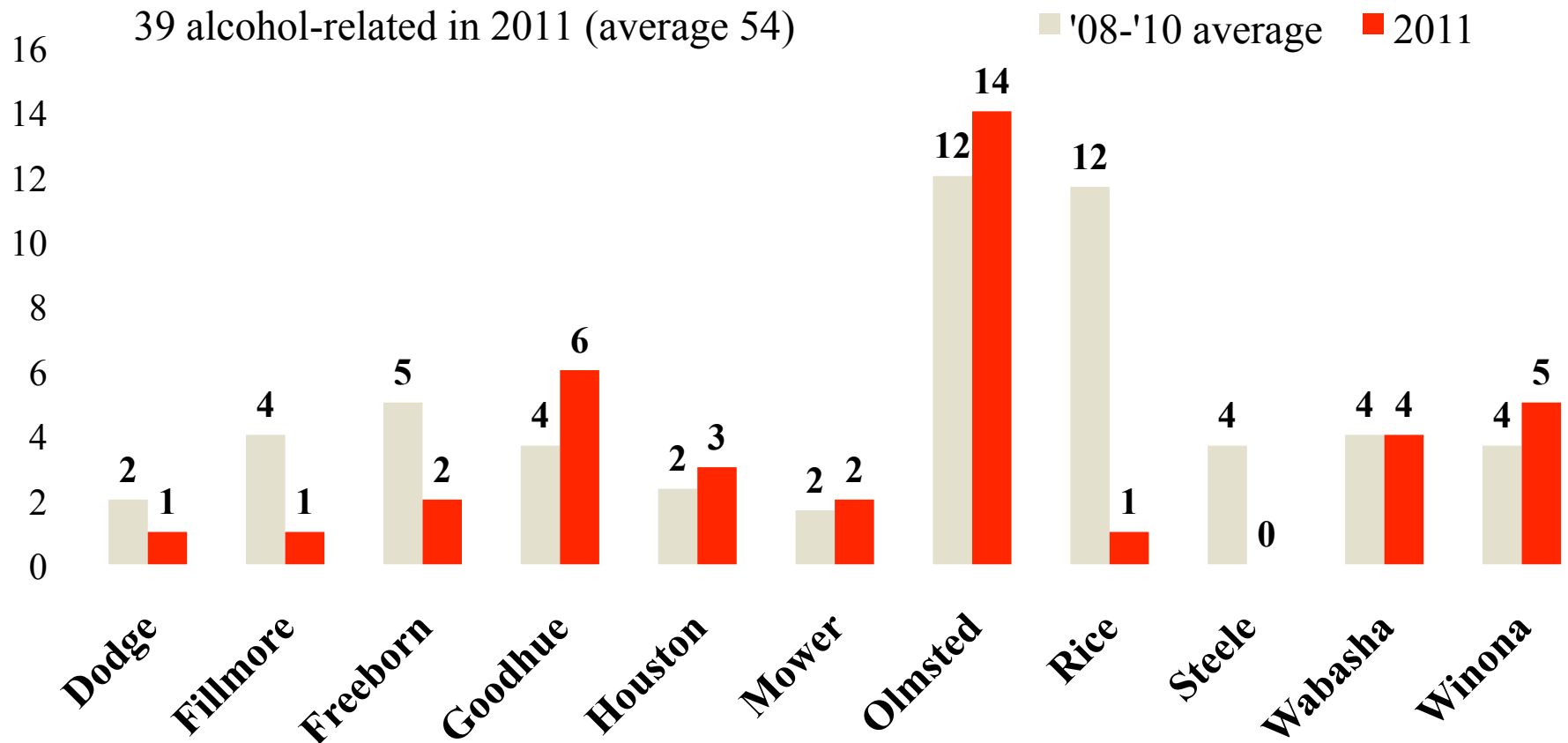
State of Minnesota
DPS Fleet Safety Management Standards
 Anyone who has ever been involved in even a minor fender bender is aware of the resulting fallout which involves time, money and effort. Accidents involving state vehicles and state employees can be even more complicated. These standards are steps that employees and agencies must follow to minimize the risk of vehicle accidents.
 The 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: 16B.01 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 Sub-committee. This procedure will accomplish the objective of monitoring any deviations from this safety policy revealing the benefits of the subcommittee's years of experience in transportation safety, and exploring alternative solutions. The sub-committee, reviewing requests for vehicle policy changes will be made up of representatives from DOJ, DNR, DPS, Travel and Risk Management Division and MACTC. 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 SE Region Alcohol-Related Fatalities and Severe Injuries



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



SE Region Alcohol-Related Audience

- § It may be cliché,
but...
- § Young (21-29)
- § Male (4 out of 5 K+A)
- § Weekend
- § Night time; early
morning
(8 p.m.-4 a.m.)



Strategy Example: Alternative Rides Home

§ Who is participating in their area?

§ Rice County

§ Houston County

§ Dodge County

§ Resource: Minnesota Safe Ride Guide



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



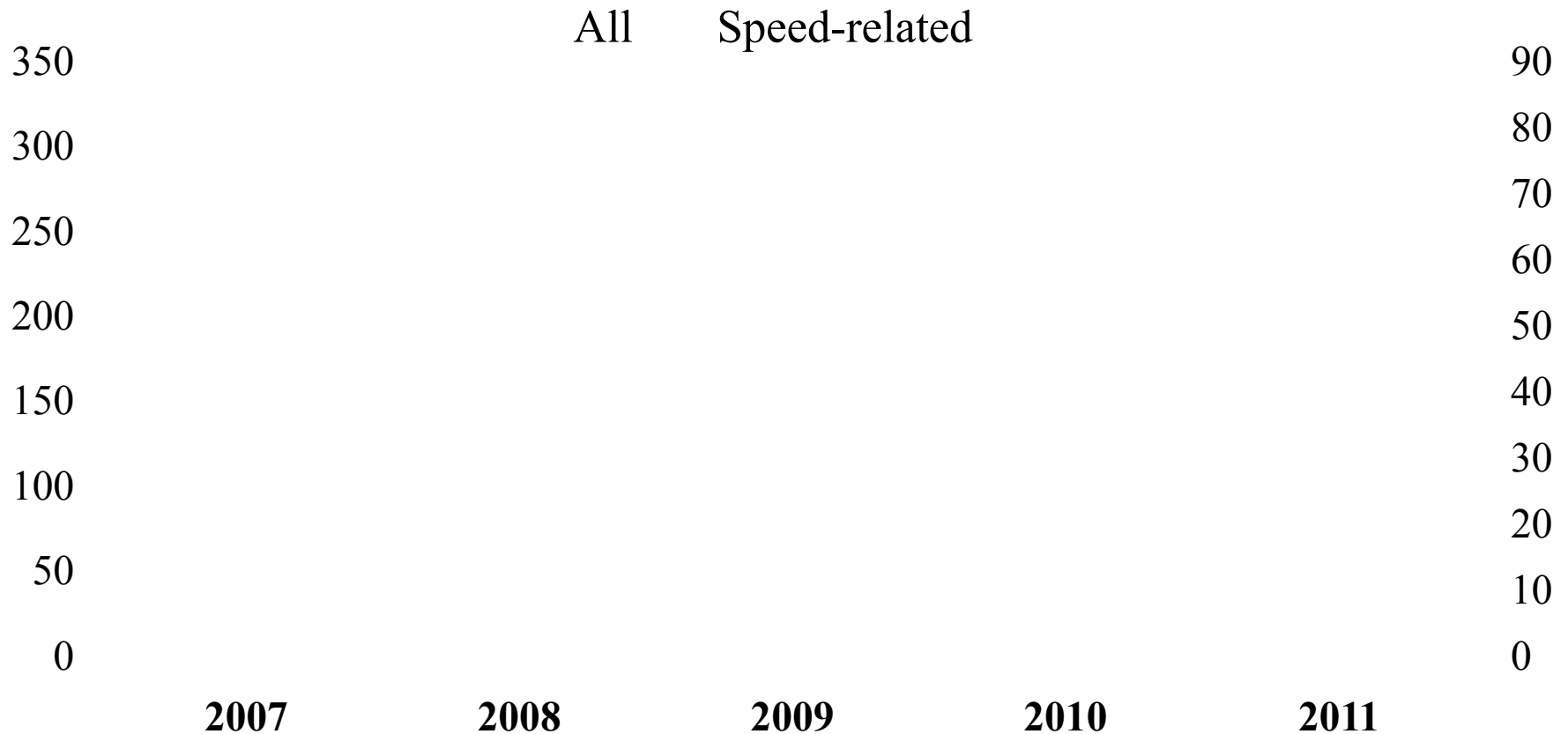
Strategy Example: Ignition Interlock

- § 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



<http://www.minnesotaignitioninterlock.org>

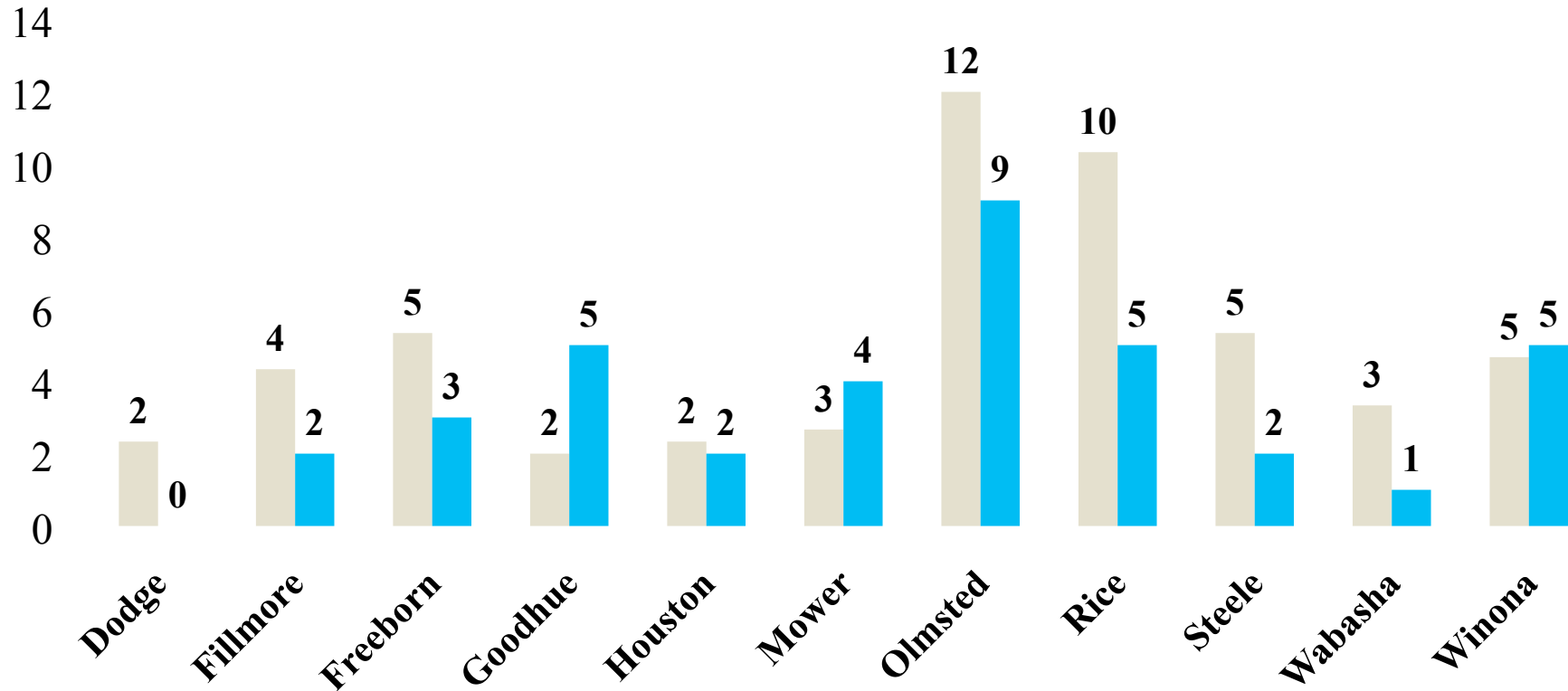
2007-2011 SE Region Speed-Related Fatalities and Severe Injuries



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

38 speed-related in 2011 (average 55)

■ '08-'10 average ■ 2011



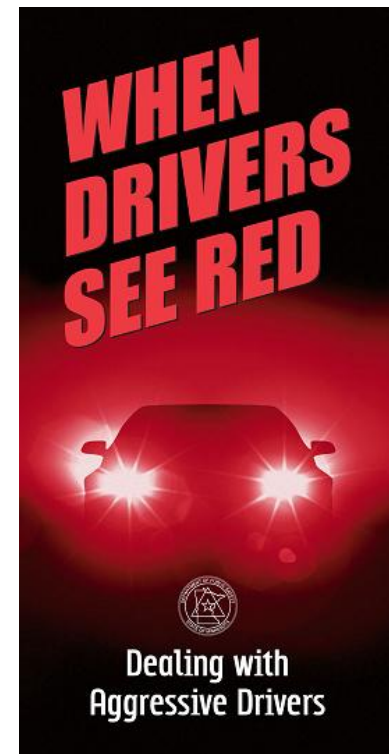
SE Region Speed-Related Audience

- § Who?
 - § Young (16-29)
 - § Male
- § When?
 - § Weekend (particularly Saturday)
 - § All day problem



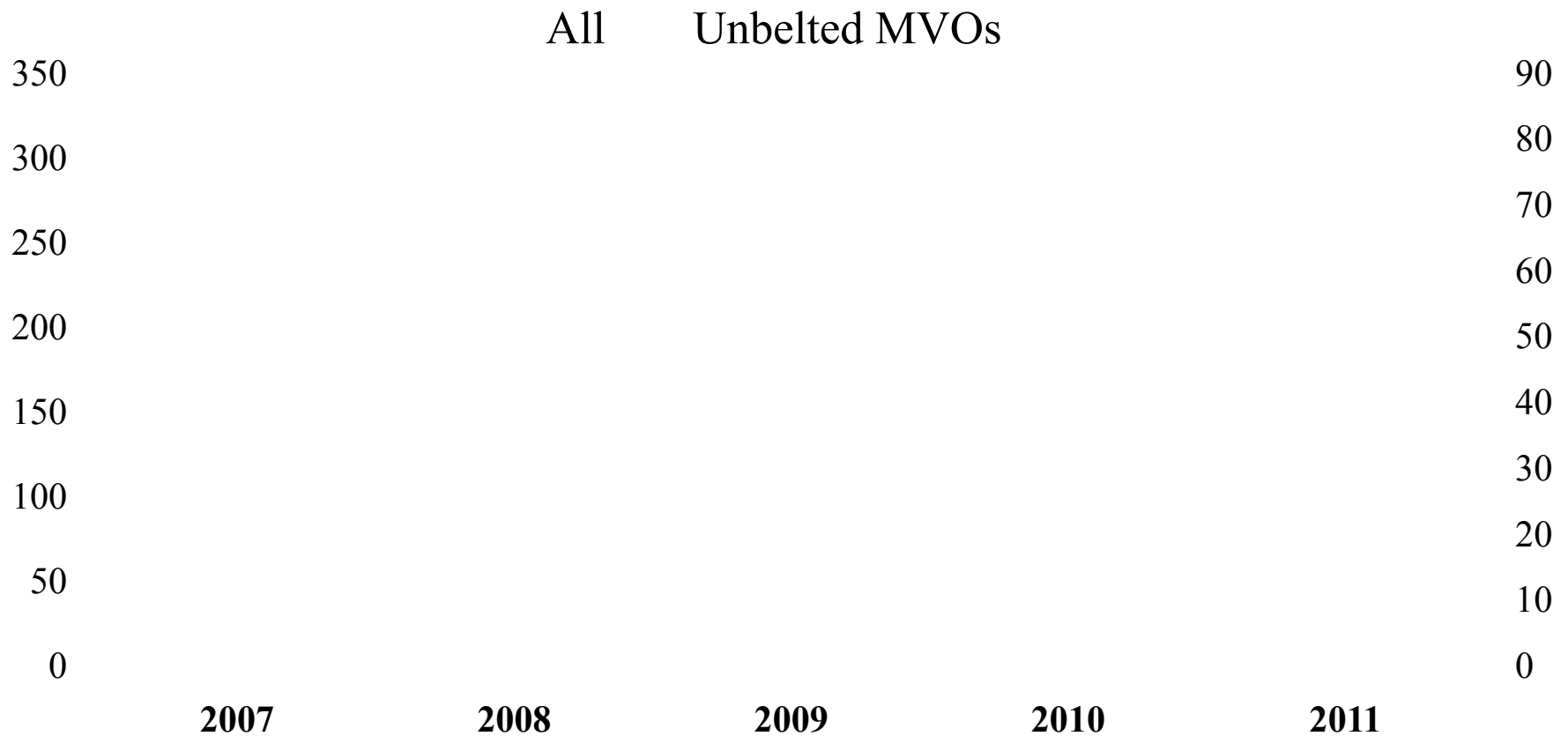
Strategy Example: High Visibility Enforcement

- § Multiple jurisdictions and/or 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).



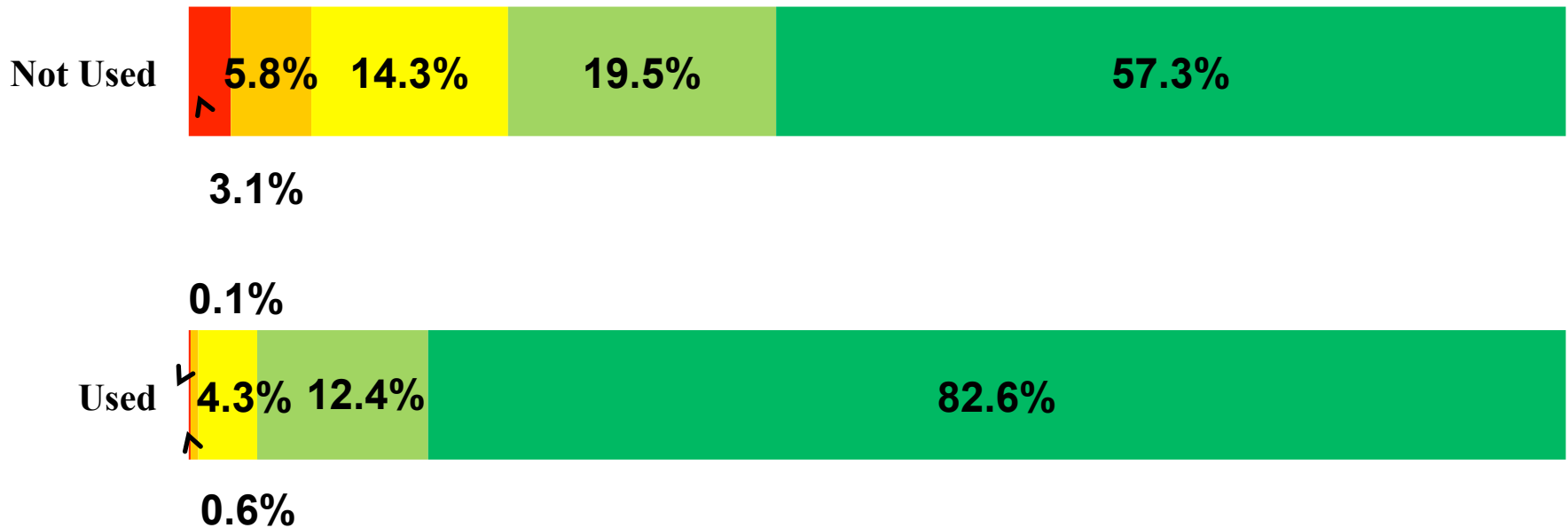


2007-2011 SE Region Unbelted Fatalities and Severe Injuries



2009-2011 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 (More than half [53%] of unbelted K+A)
- § More than 1 out of 3 unbelted K+A also alcohol-related



SE TZD 2009-2011 “Key Themes”

- § Fatalities and severe injuries have decreased 22% since 2009 in Southeastern Minnesota
- § Overall, most fatal and severe crashes occur during “good weather” months (e.g., July worst)
- § 27% of the killed and severely injured were 15 to 24-years-old
- § Two-thirds of fatalities were males

2009-11 SE TZD “Key Themes” continued

- § Male motor vehicle occupants are more likely to be unbelted than female motor vehicle occupants
- § Four 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 to 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](https://facebook.com/pages/MnDPS-OTS-Traffic-Safety)

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

