



TOWARD ZERO DEATHS
Because your life counts

West Central Minnesota TZD Region Crash Data

Rick West/Tom Swenson

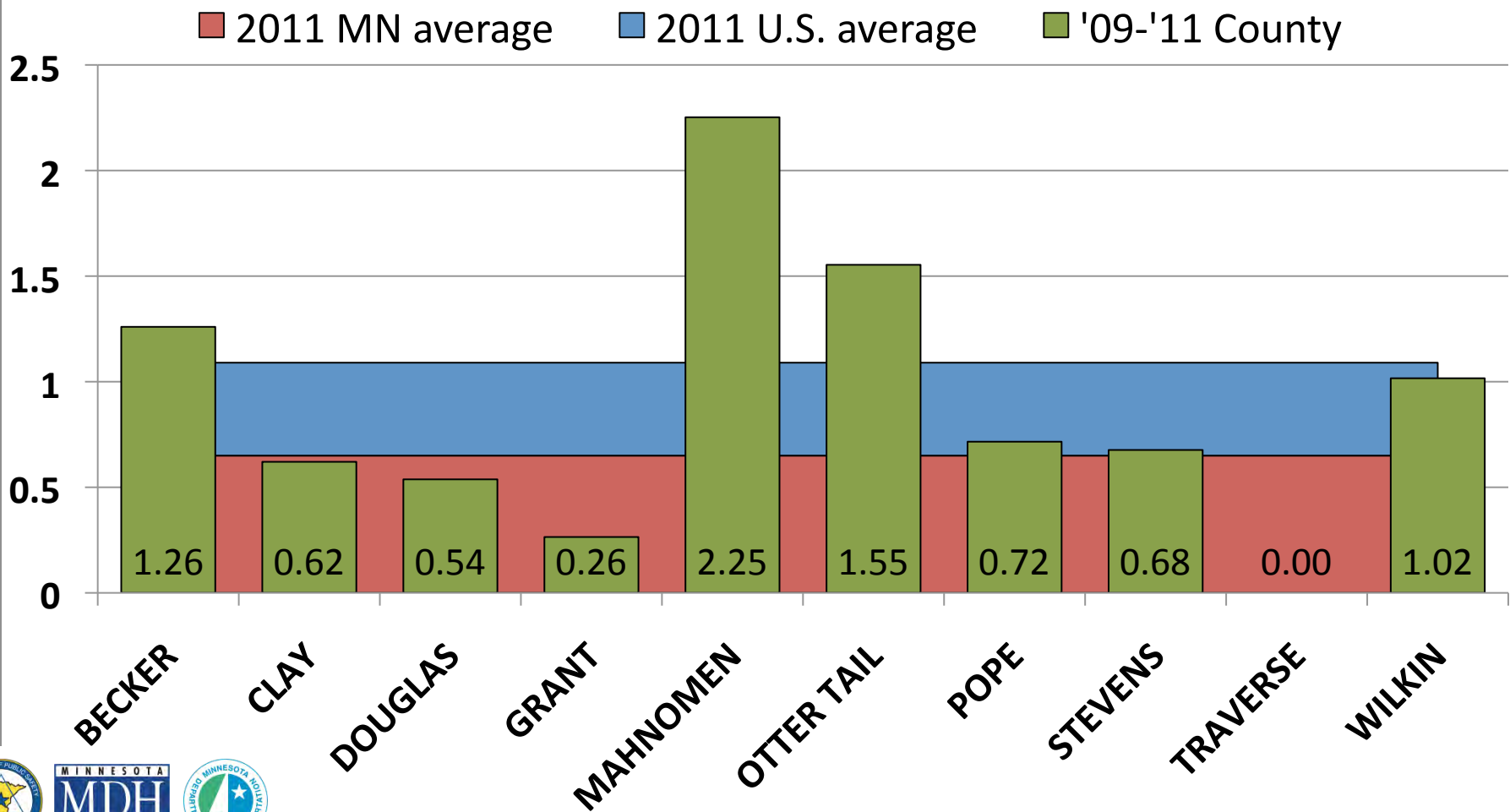
Detroit Lakes

May 21, 2013

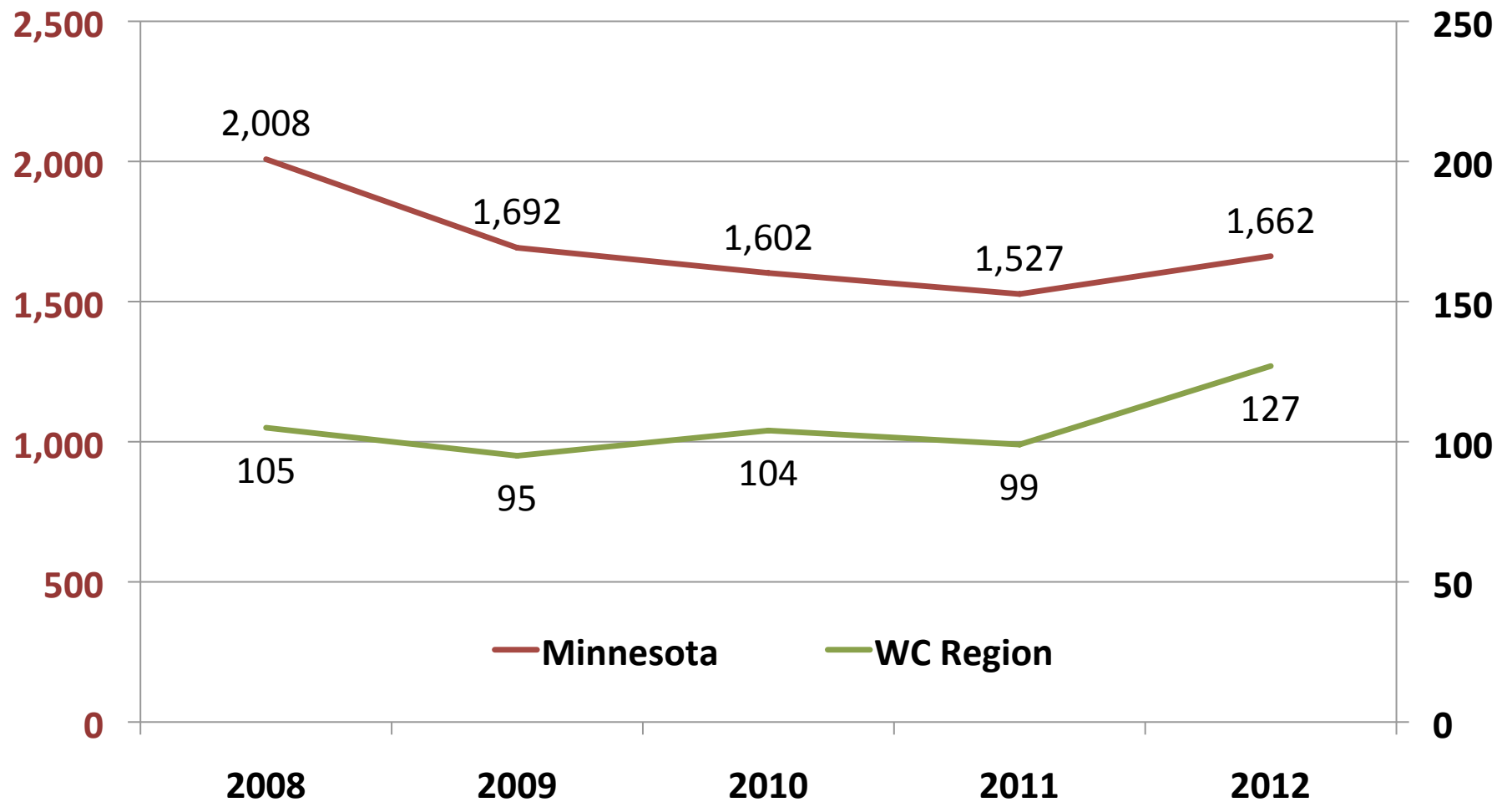




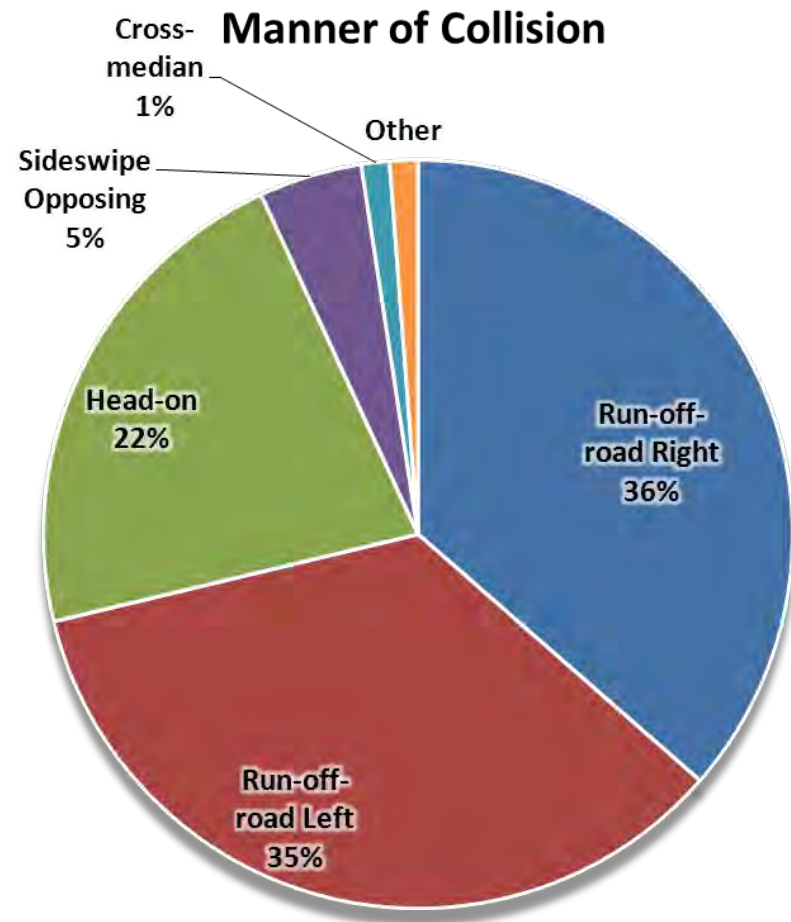
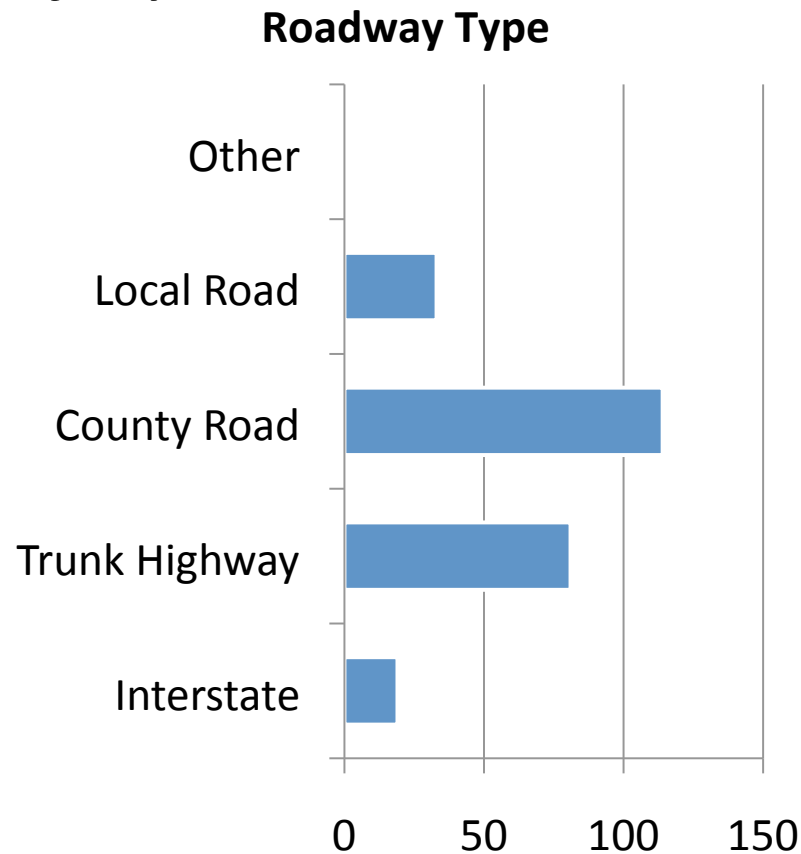
West Central Minnesota TZD Region 2009-2011 Fatality Rates per 100M Vehicle Miles Traveled by County



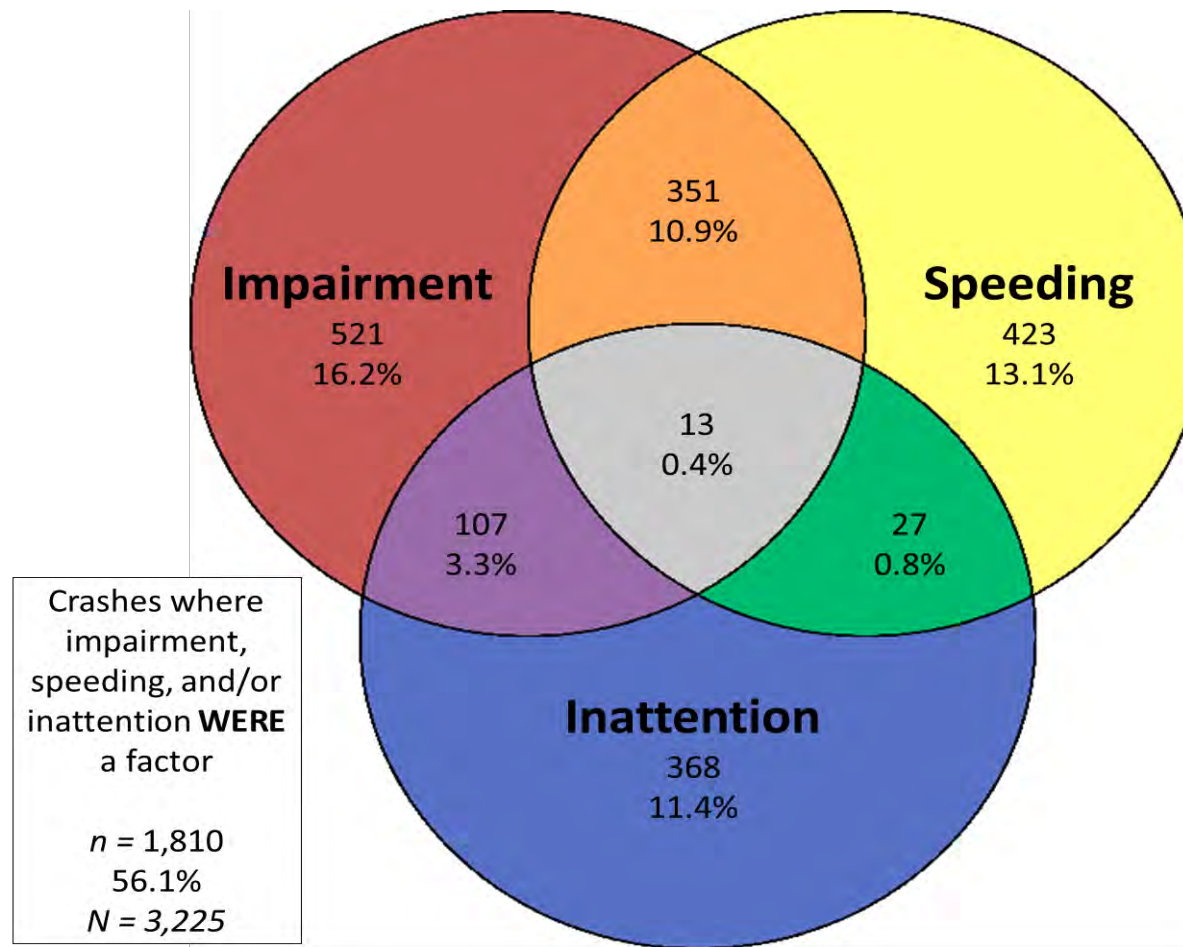
2008-2012 Fatalities and Serious Injuries



West Central Minnesota TZD Region: Lane Departure Accounts for 54% of all Fatal and Serious Injury Crashes



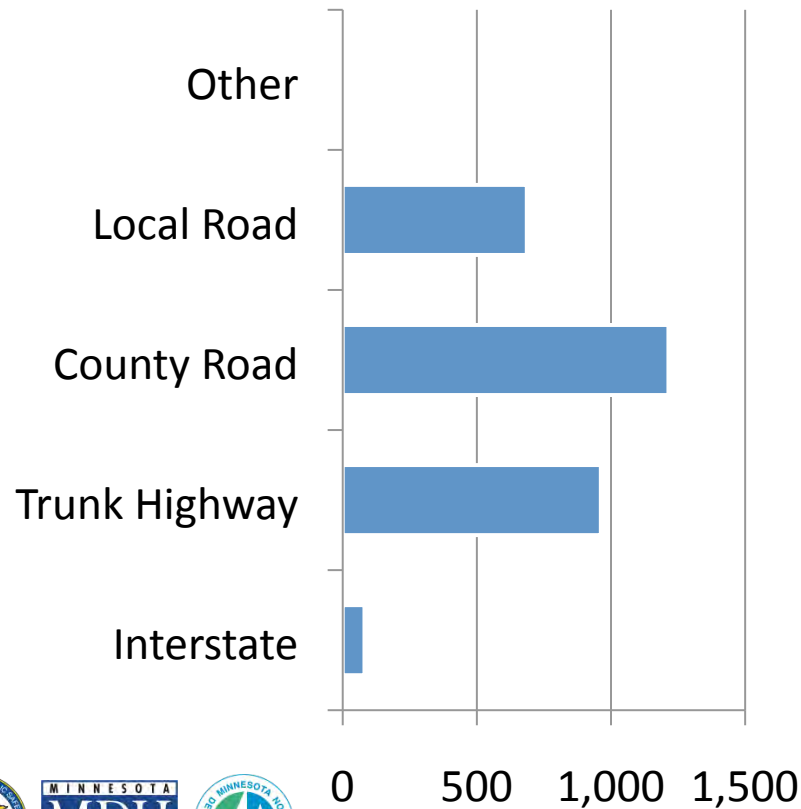
West Central TZD Region Driver's Choices that Lead to Fatal and Serious Injury Lane Departure Crashes



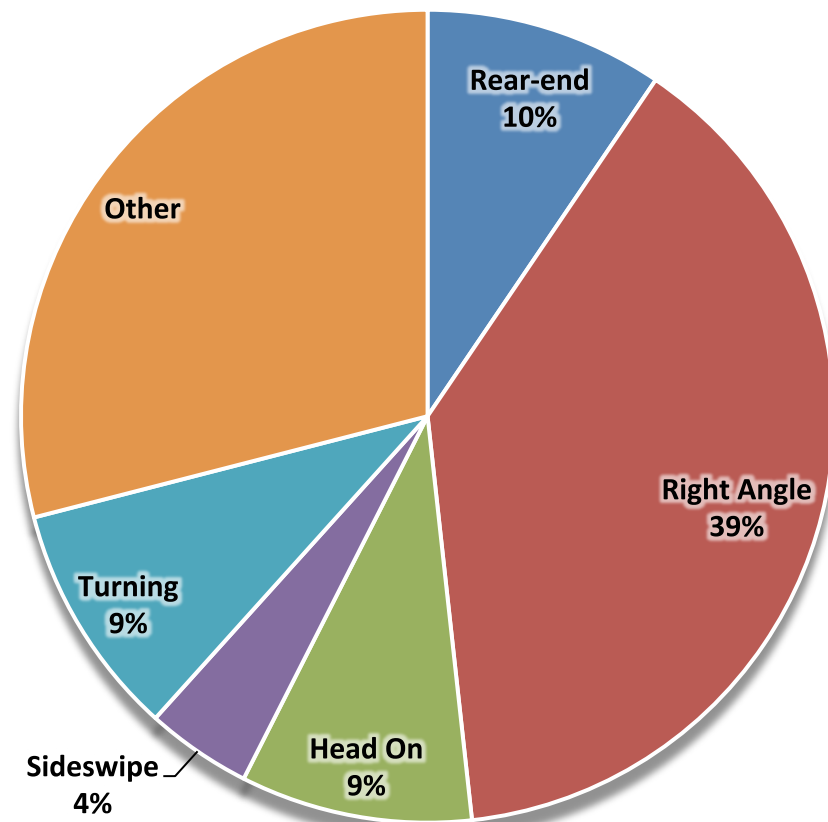
Data Source: TIS Crash Data, 2008-2012. Accessed 3/26/2013

West Central Minnesota TZD Region: Intersection Crashes Account for 35% of all Fatal and Serious Injury Crashes

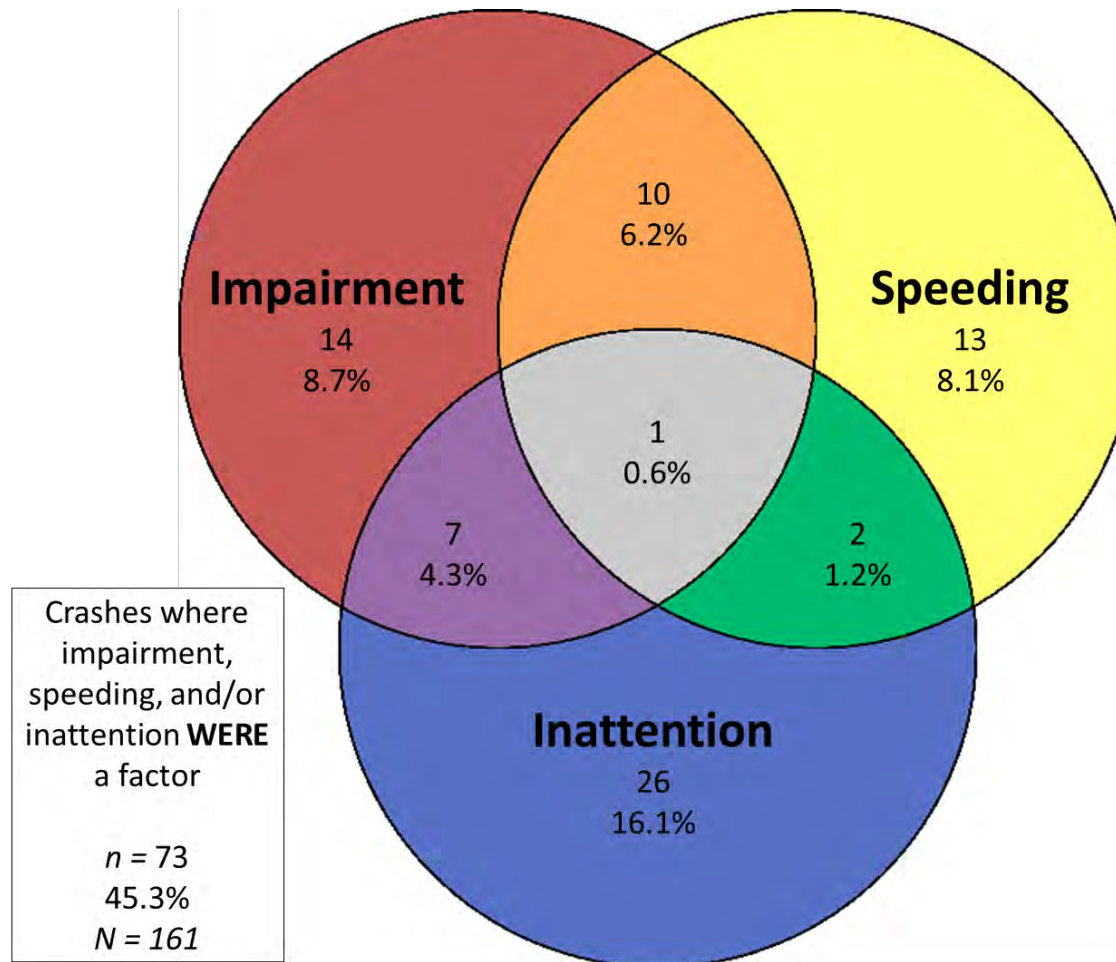
Roadway Type



Manner of Collision



West Central TZD Region Driver's Choices that Lead to Fatal and Serious Injury Intersection Crashes

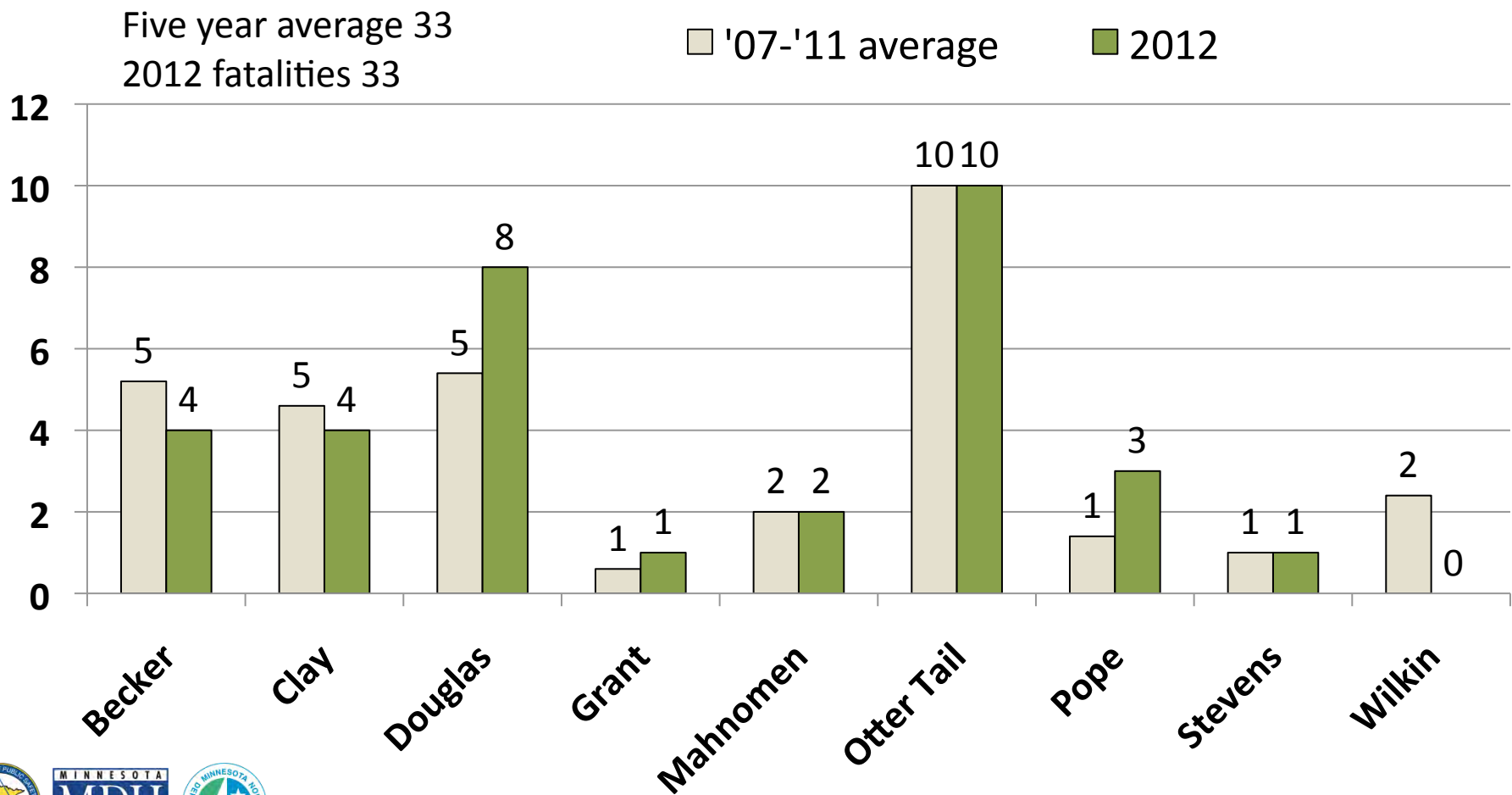


Data Source: TIS Crash Data, 2008-2012. Accessed 3/26/2013

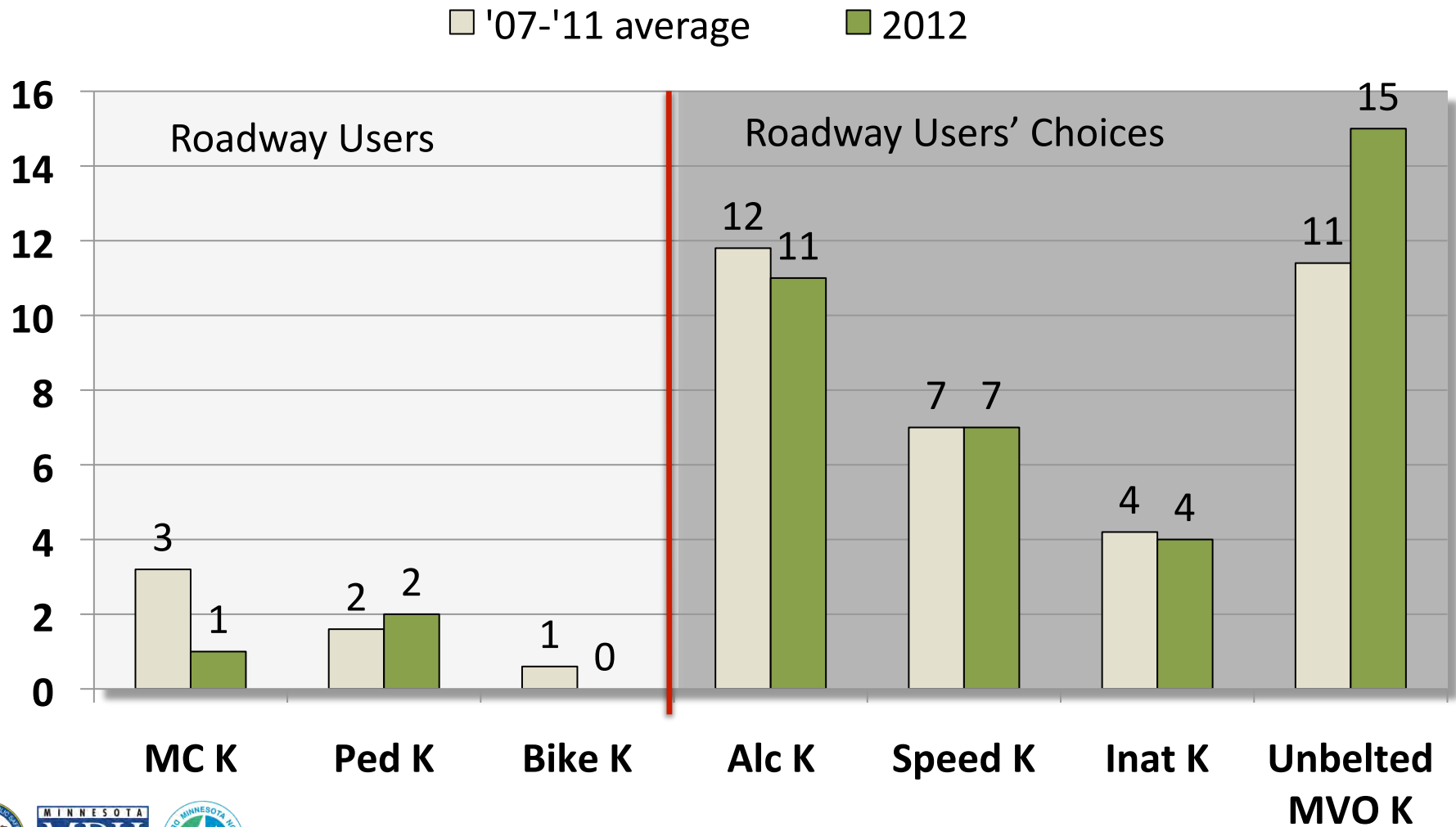


West Central Minnesota TZD Region

Fatalities by County, 2007–2012

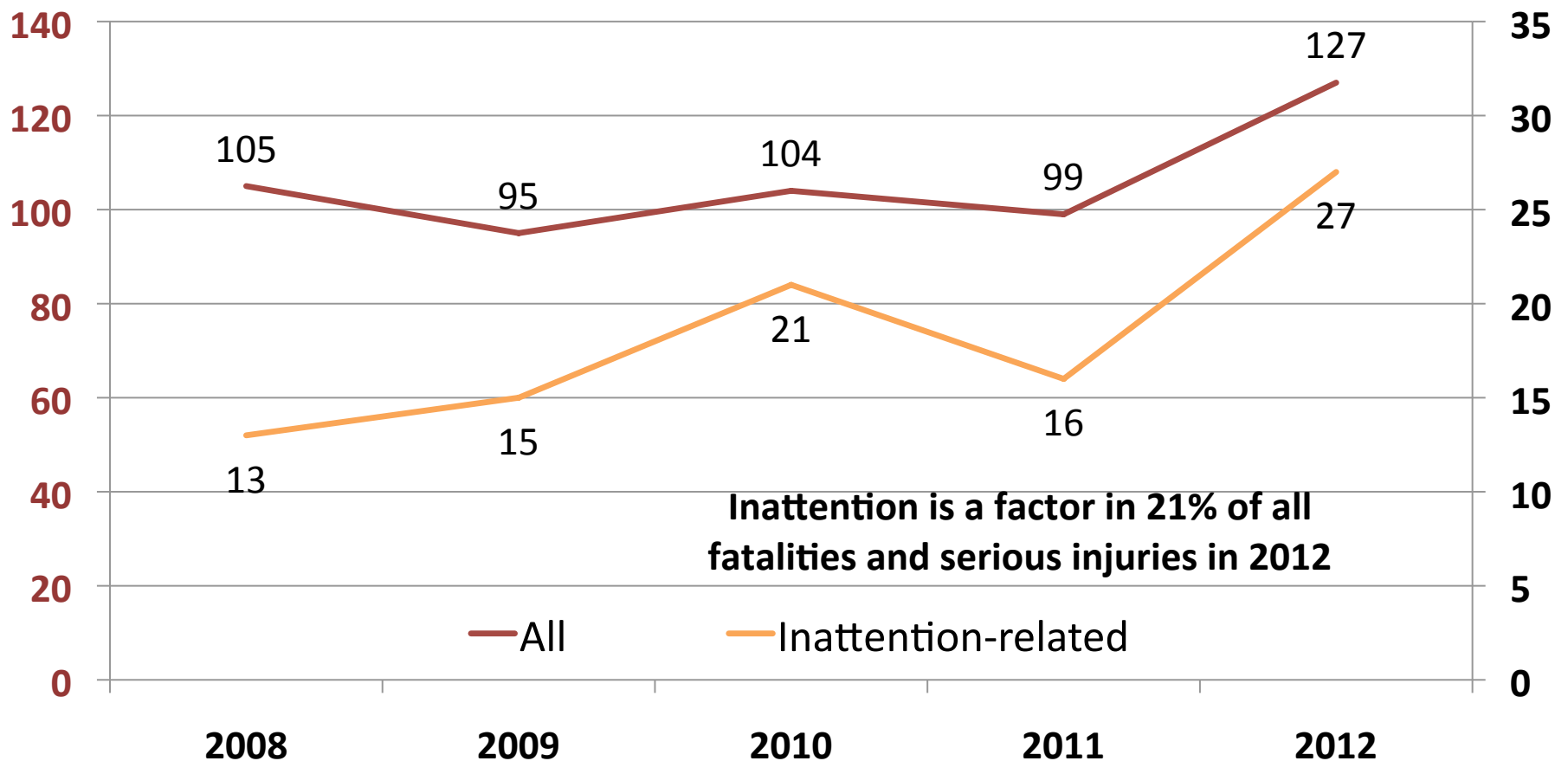


West Central Minnesota Fatality Trends, 2007-2012





West Central Minnesota TZD Region **Inattention-Related** Fatalities and Serious Injuries, 2008–2012



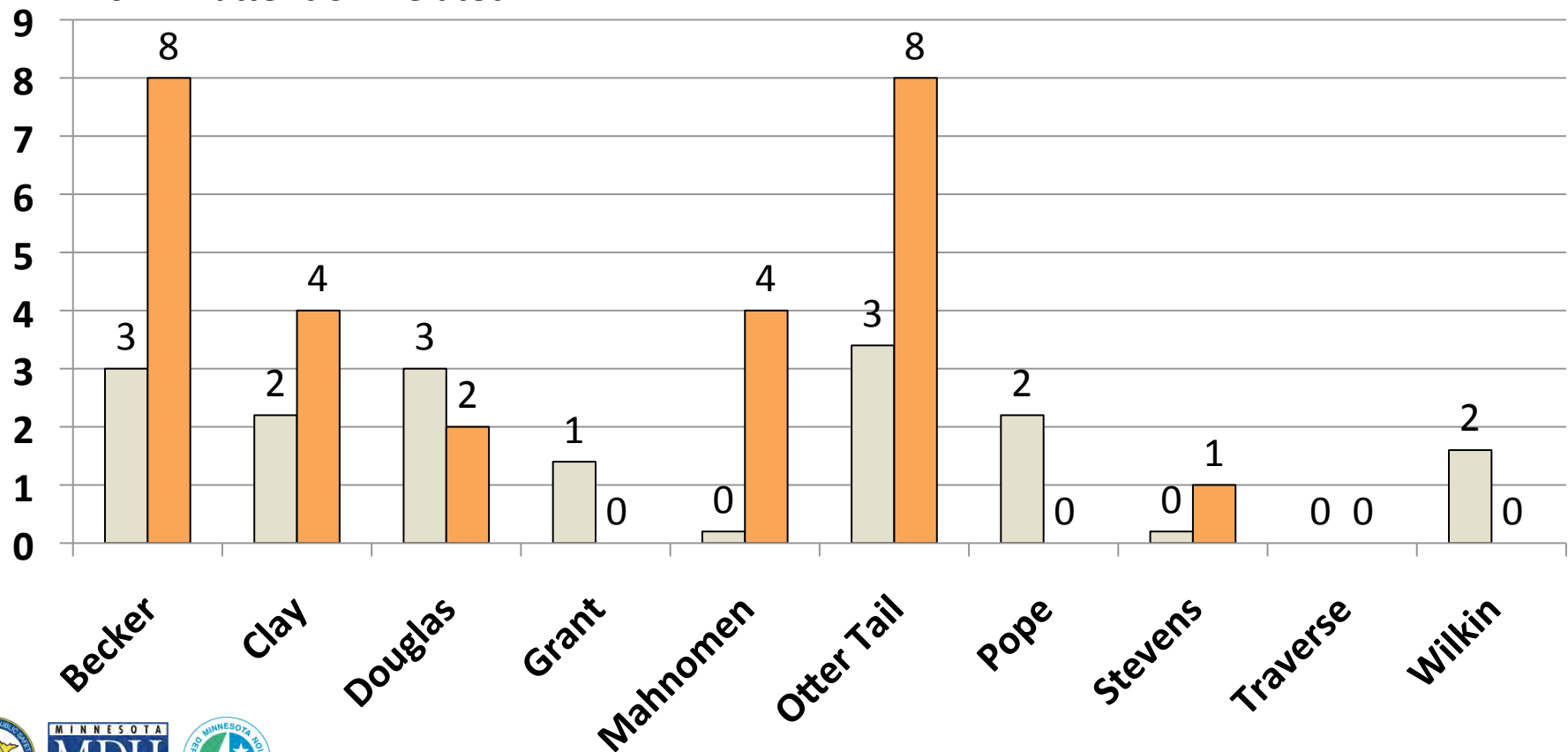
West Central Minnesota TZD Region **Inattention-Related** Fatalities and Severe Injuries by County, 2007–2012

Five year average: 17

2012 Inattention-Related: 27

■ '07-'11 average

■ 2012

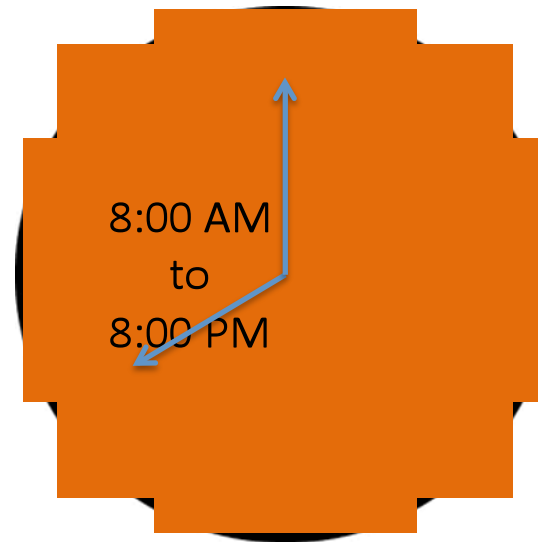


West Central Minnesota TZD Region

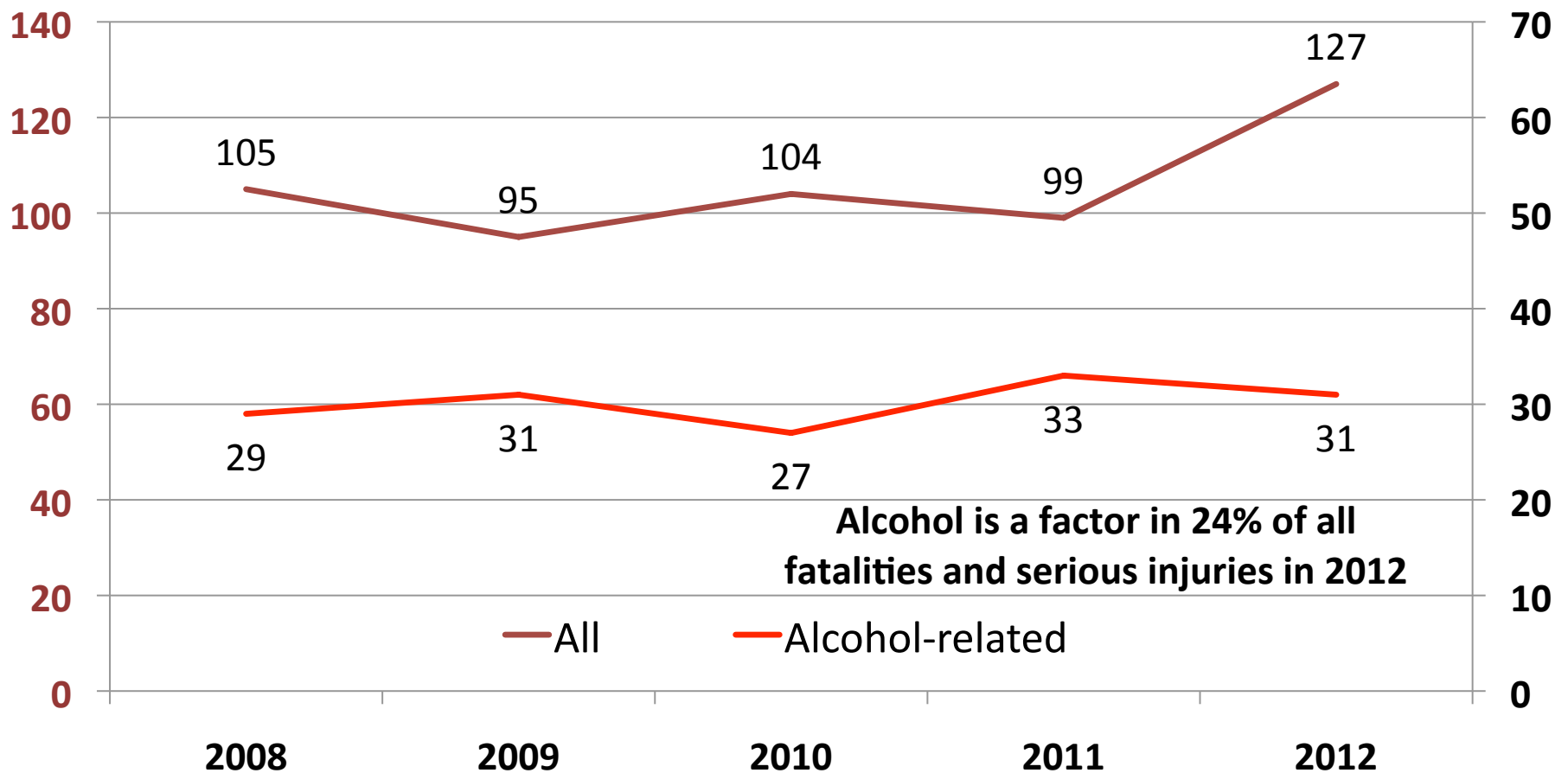
Inattention-Related Audience

- § Who?
 - § All ages
 - § Male and Female (females disproportionately affected)

- § When?
 - § “Work hours”



West Central Minnesota TZD Region **Alcohol-Related** Fatalities and Severe Injuries, 2008–2012

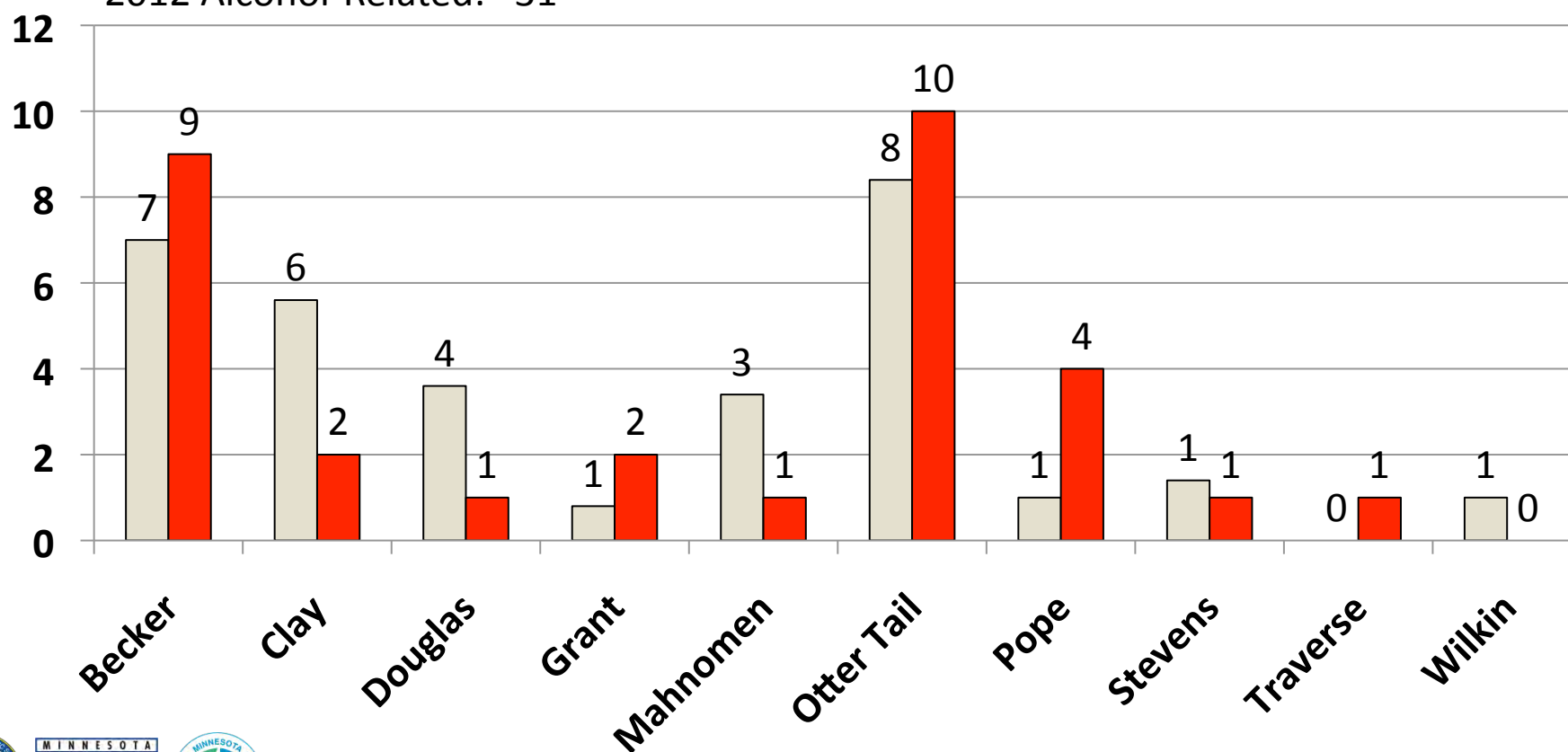


West Central Minnesota TZD Region **Alcohol-Related** Fatalities and Severe Injuries by County, 2007-2012

Five year average: 32

2012 Alcohol-Related: 31

■ '07-'11 average ■ 2012



West Central Minnesota TZD Region

Alcohol-Related Audience

§ Who?

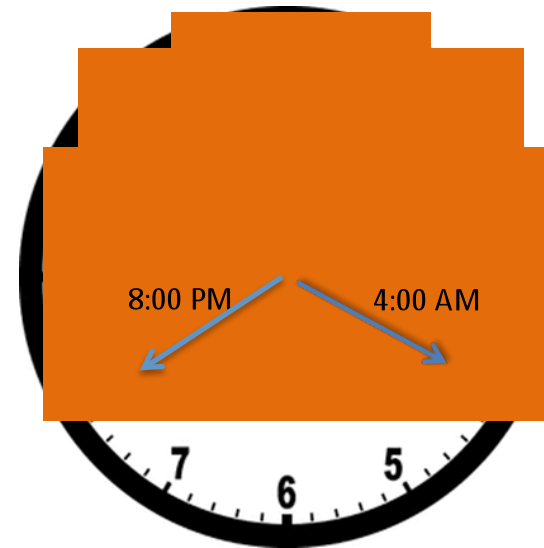
§ Young (21–29)

§ Males

§ When

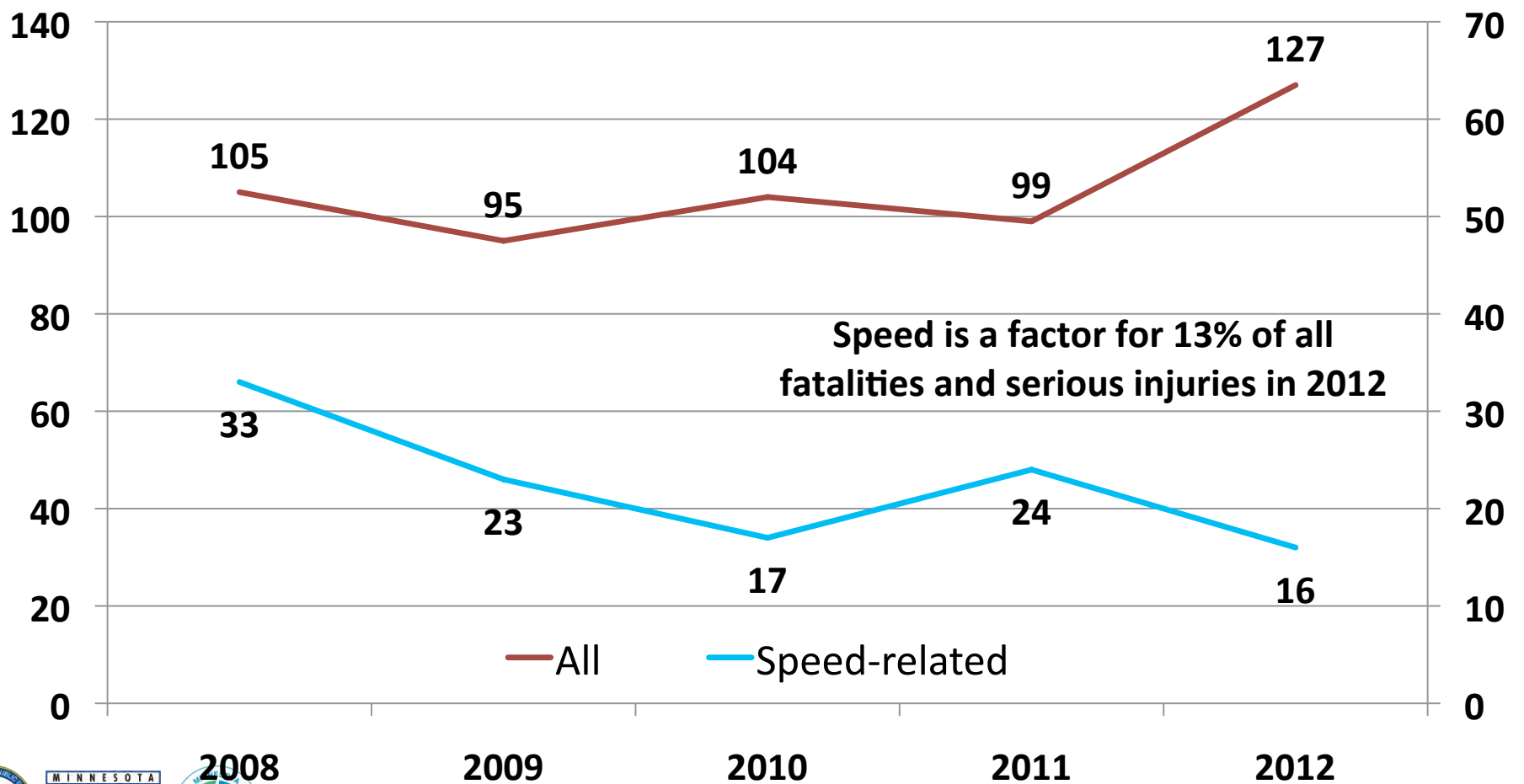
§ Weekends

§ 8 p.m. to 4 a.m.





West Central Minnesota TZD Region **Speed-Related** Fatalities and Severe Injuries, 2008–2012





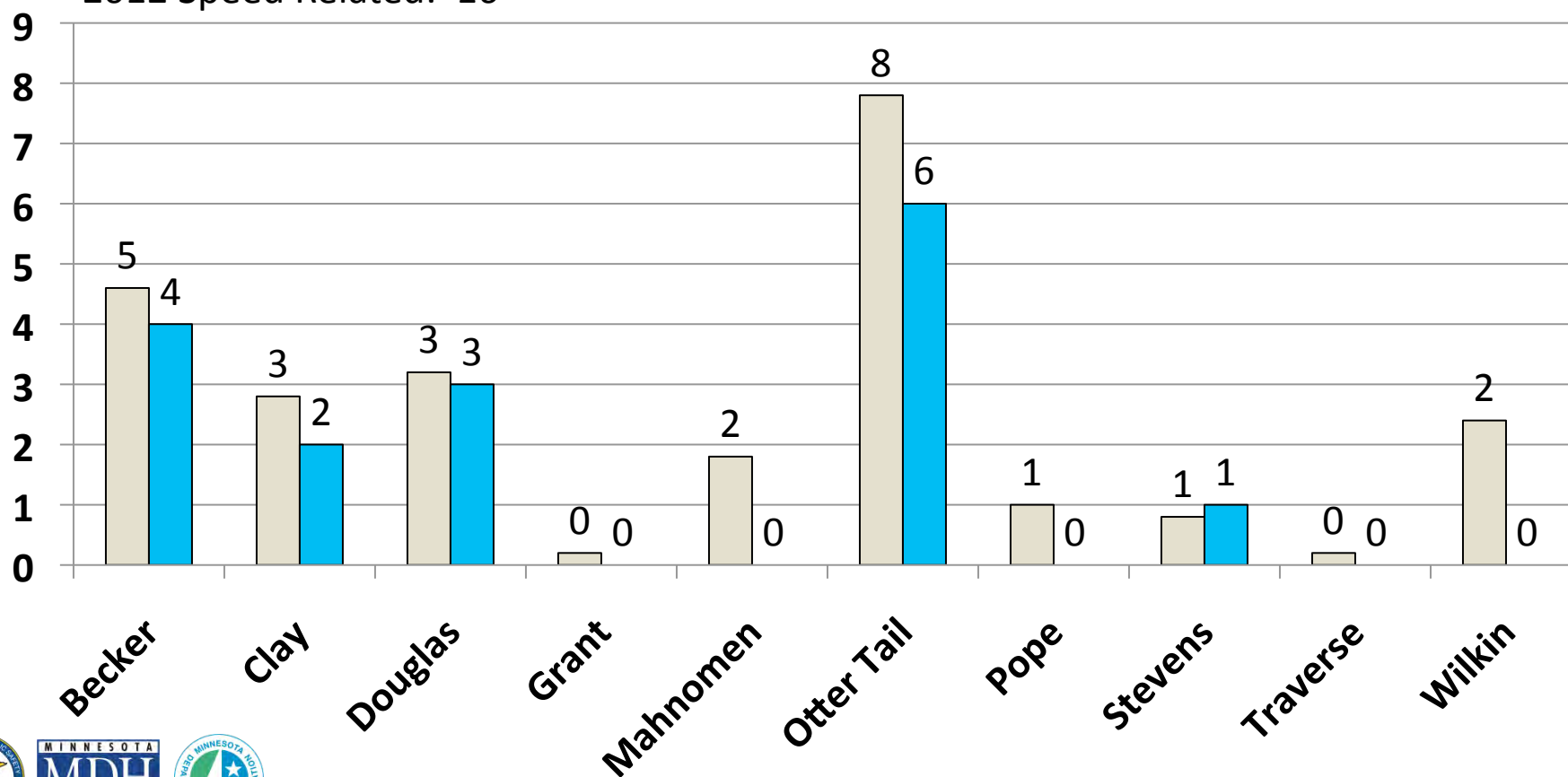
West Central Minnesota TZD Region **Speed-Related** Fatalities and Severe Injuries by County, 2007-2012

Five Year Average: 25

2012 Speed Related: 16

■ '07-'11 average

■ 2012



West Central Minnesota TZD Region

Speed-Related Audience

§ Who?

§ Young (21-29)

§ Male

§ When?

§ Weekend

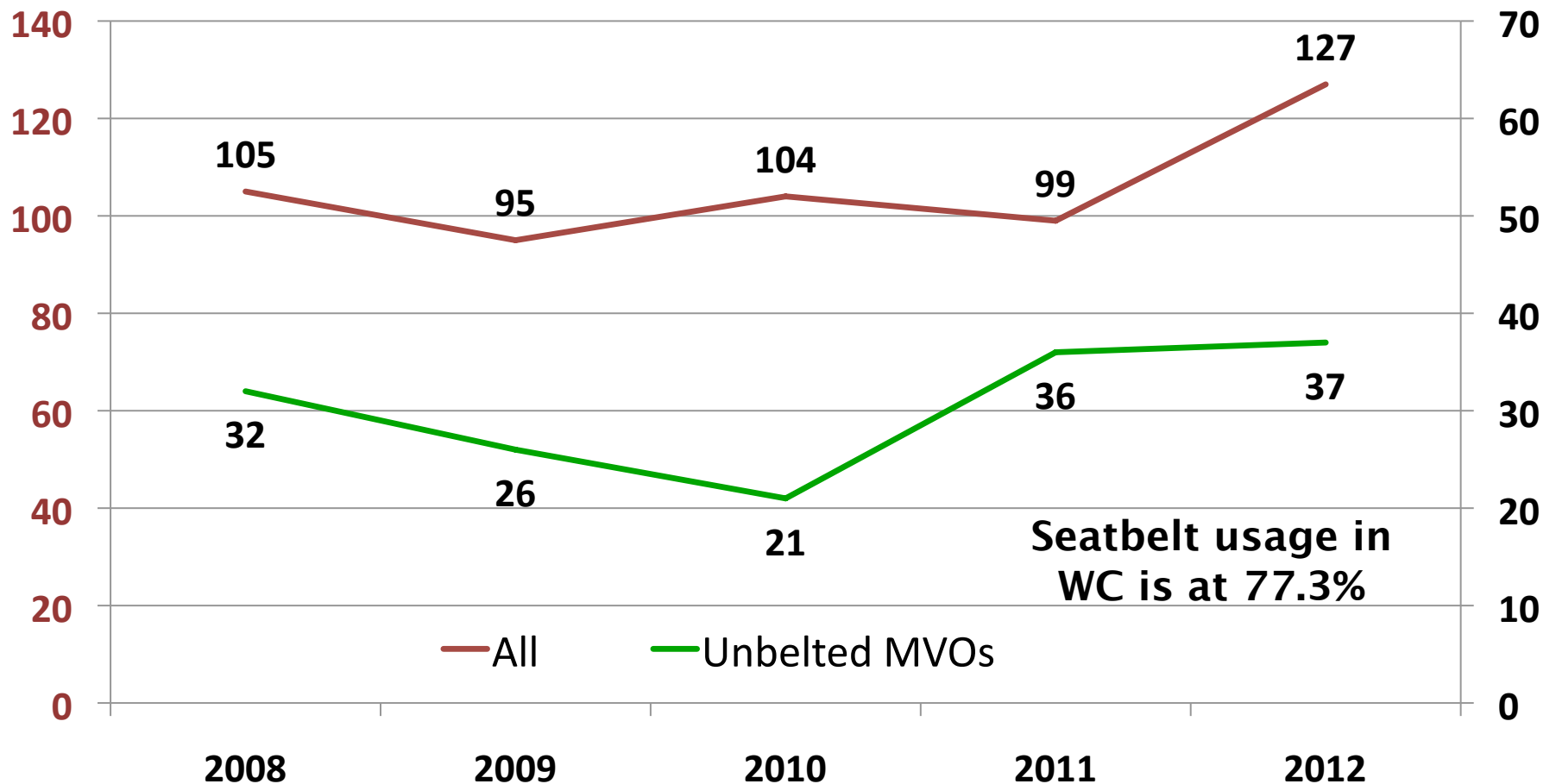
(particularly Saturday)



Any Time

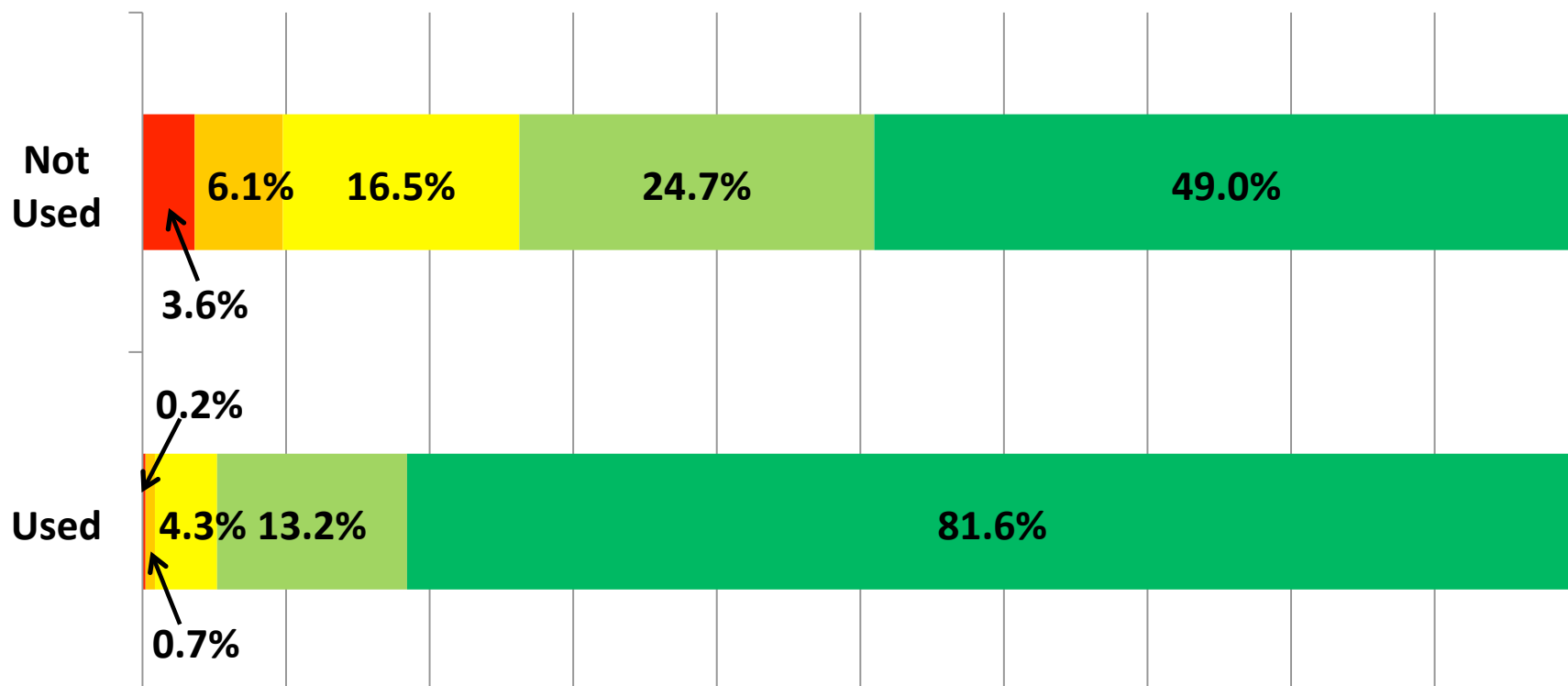


West Central Minnesota TZD Region **Unbelted Motor Vehicle Occupant** Fatalities and Severe Injuries, 2008-2012



West Central Minnesota TZD Region Percentage of Injury Severity by **Belt Usage**, 2008-2012

■ Killed ■ Serious Injury ■ Moderate Injury ■ Minor Injury ■ No Injury



West Central Minnesota TZD Region **Seat Belt** Audience

§ Males

§ More than 2 out of 3 unbelted fatalities & serious injuries

§ Age 18-35

§ More than 2 out of 5 of unbelted fatalities & serious injuries

§ Alcohol impairment

§ Over half of unbelted fatalities & serious injuries

West Central Minnesota TZD Region 2008-2012

Key Findings

- § Traffic fatalities and serious injuries
 - § Dropped by 17%
 - § Occur more frequently during summer months (particularly July)
 - § 1 out of 4 are 15 to 29-years-old
- § Two-thirds of fatalities are male



West Central Minnesota TZD Region 2008-2012

Key Findings

- § Greater percentage of inattention-related fatalities and serious injuries among females
- § Over 3 out of 4 alcohol-related fatalities are male
- § Speeding is an over-represented factor in single vehicle crashes – particularly for 15 to 34-years-olds
- § Males are more likely to be unbelted than females



TZD on the Web

§ TZD Web Site

www.minnesotatzd.org

