



TOWARD ZERO DEATHS
Because your life counts

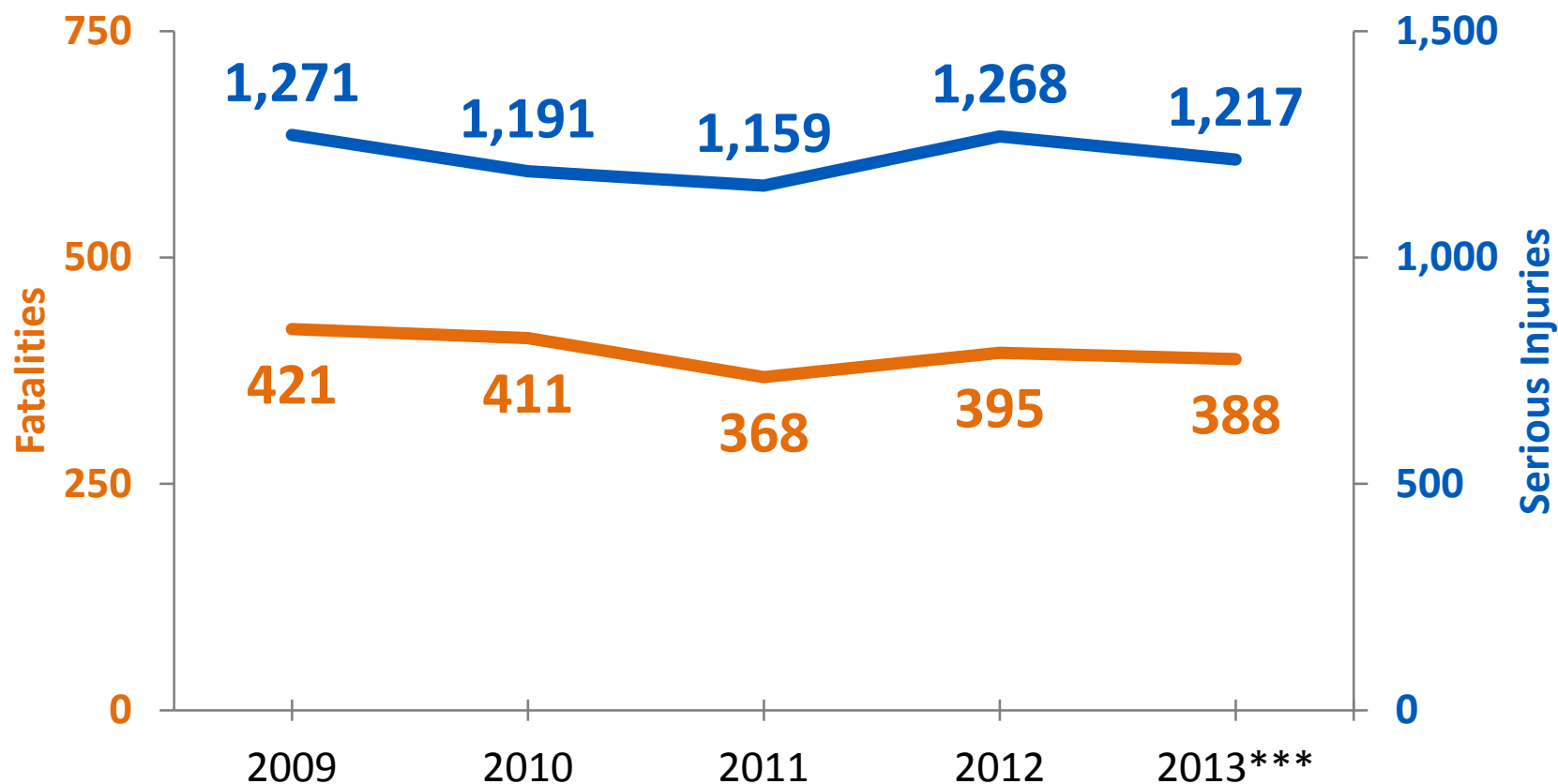
West Central Minnesota TZD Region Crash Data

May 7, 2014



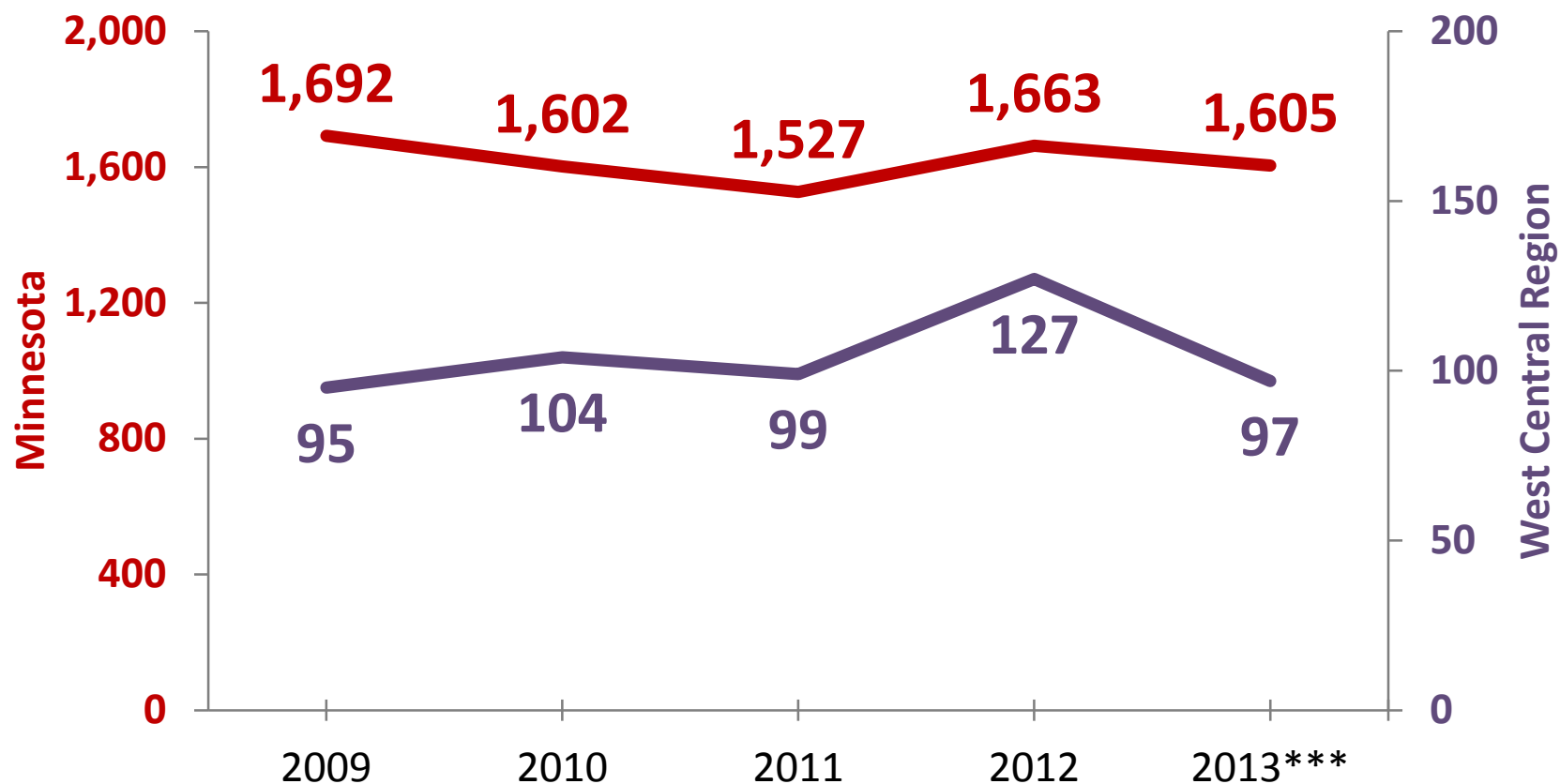
Minnesota Fatalities & Serious Injuries

2009-2013***



Fatalities & Serious Injuries

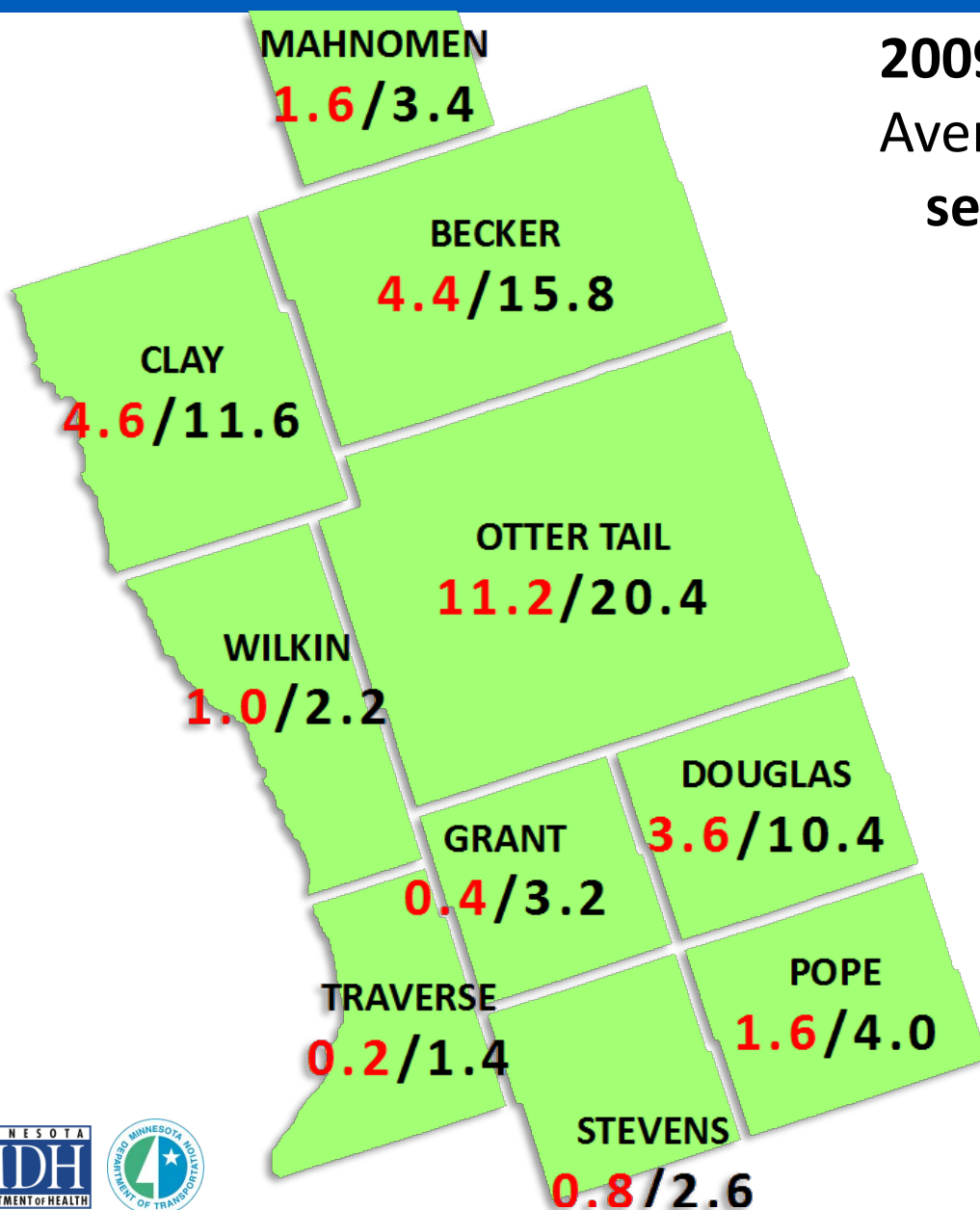
2009-2013***



***2013 data are preliminary

WEST CENTRAL REGION

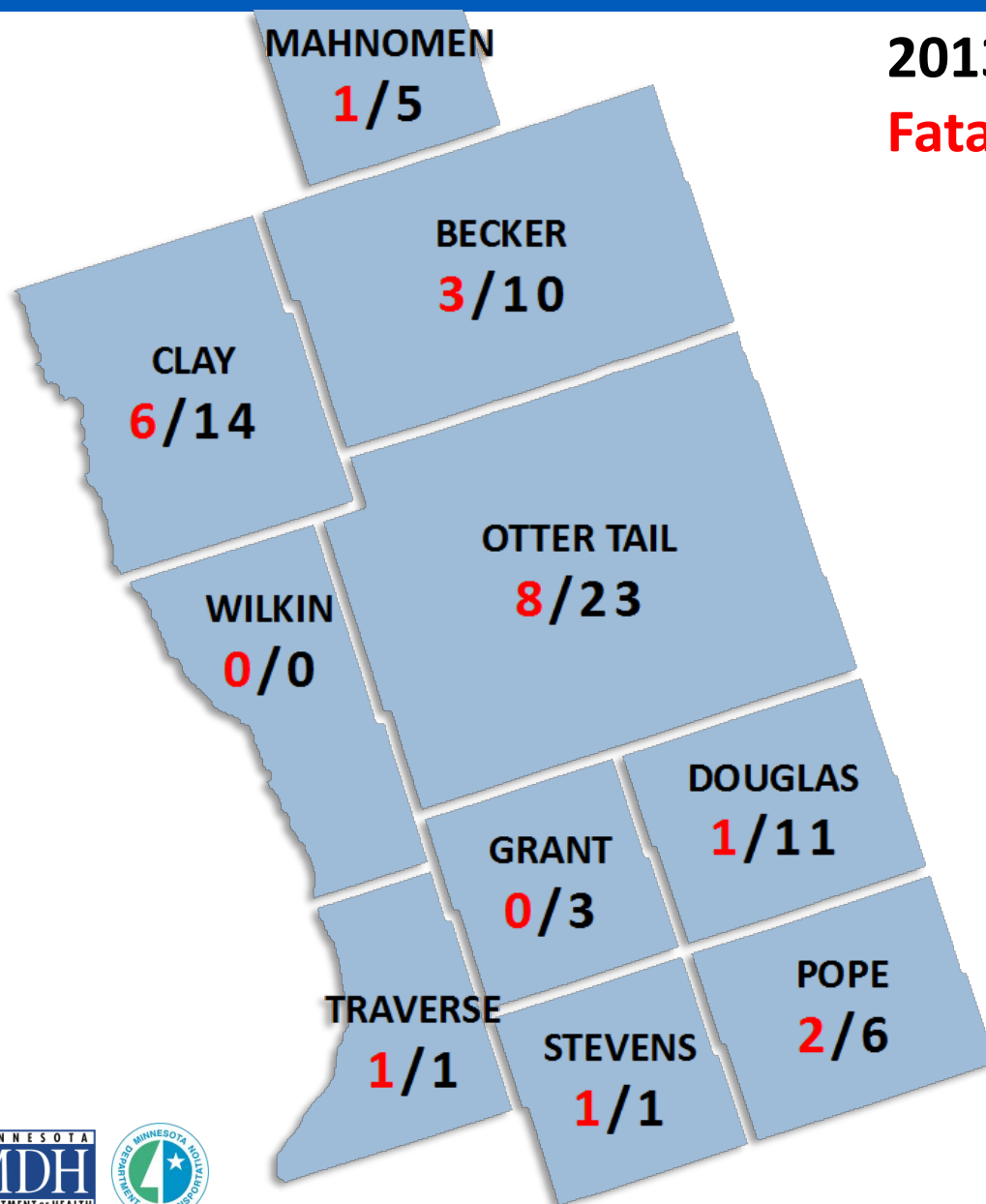
2009 to 2013***:
Average annual **fatalities** and
serious injuries



***2013 data are preliminary

2013*** Data

Fatalities and serious injuries

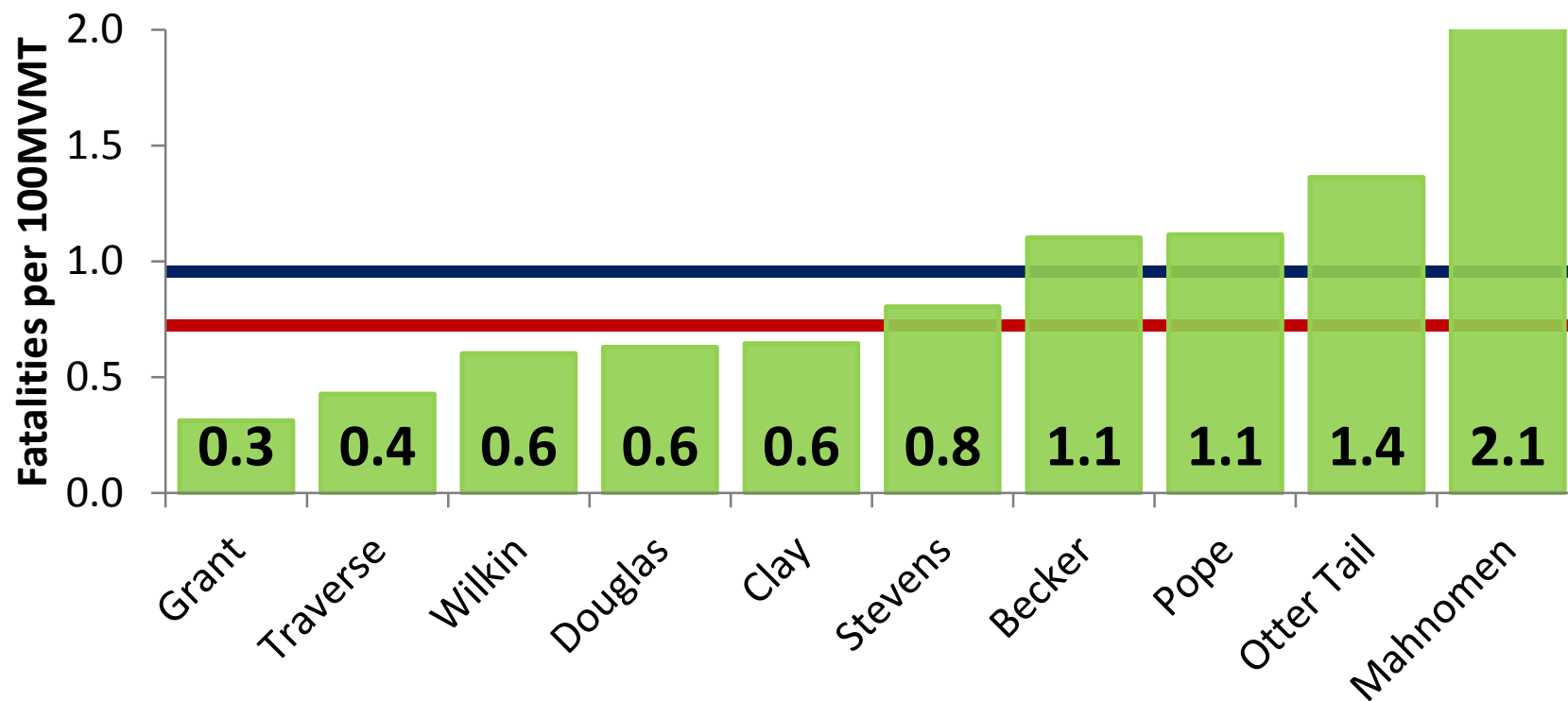


***2013 data are preliminary

Fatality Rates by County

2009-2013***

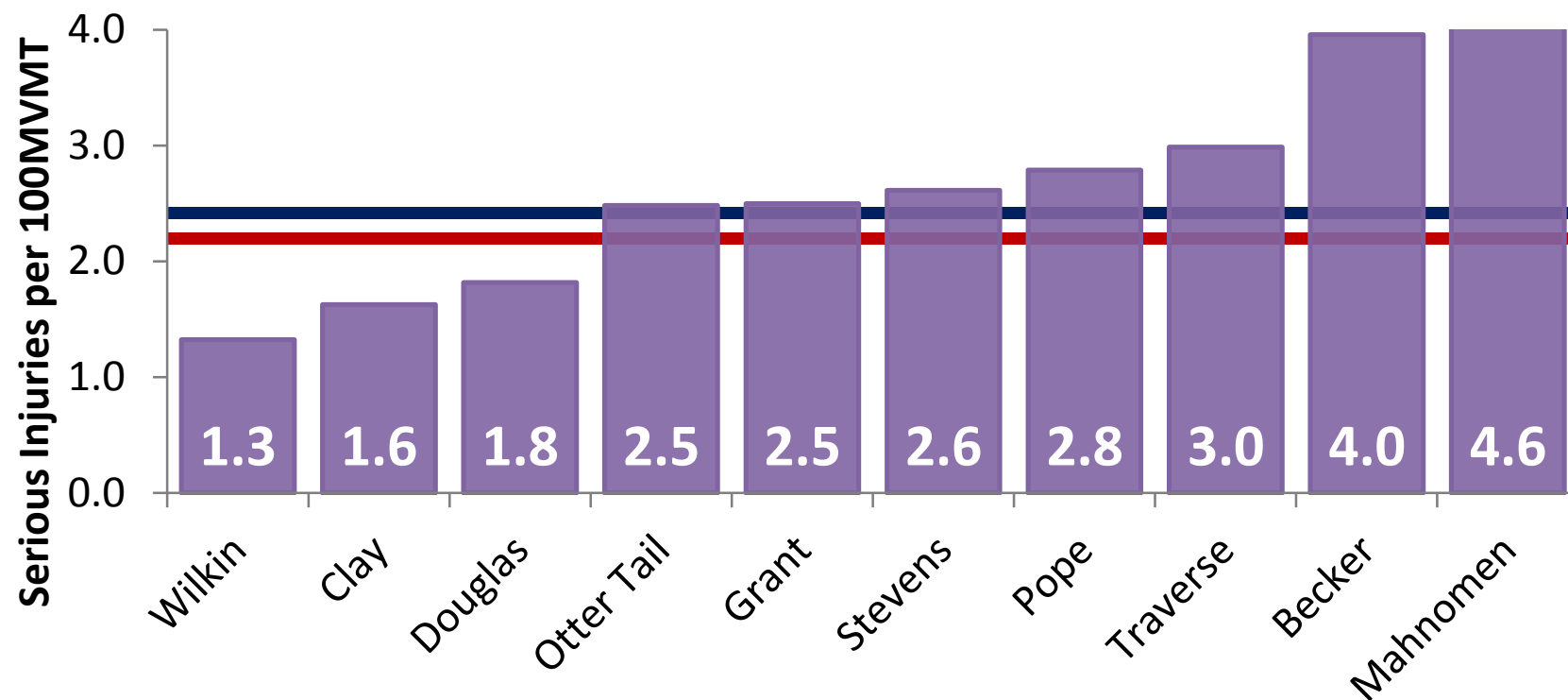
■ Minnesota Average ■ Regional Average



Serious Injury Rates by County

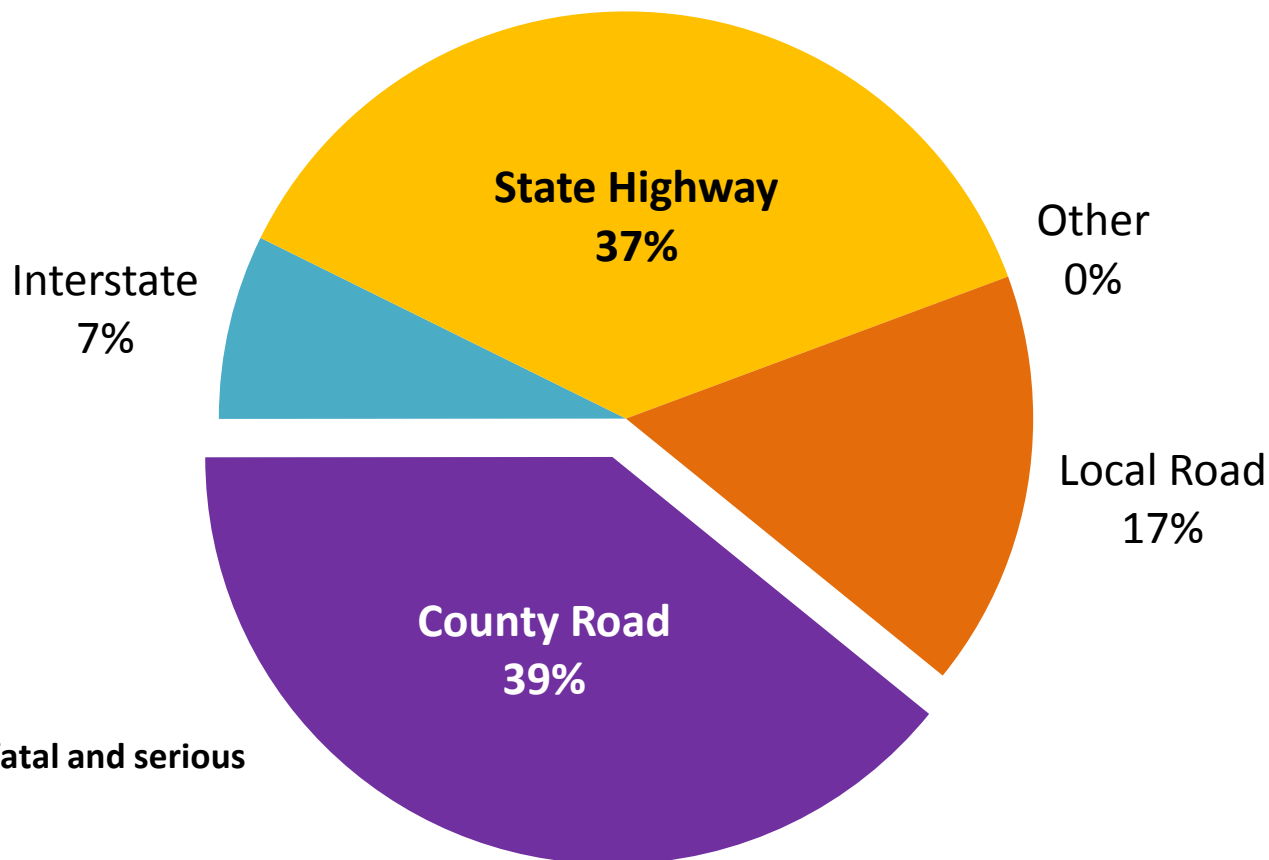
2009-2013***

■ Minnesota Average ■ Regional Average



Fatal & Serious Injury Crashes by Roadway

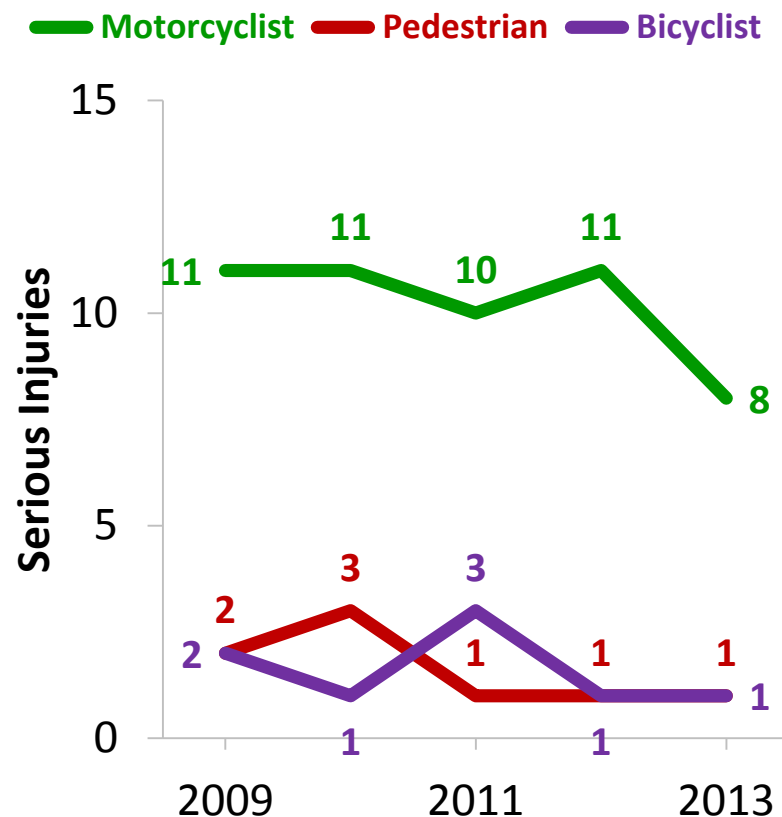
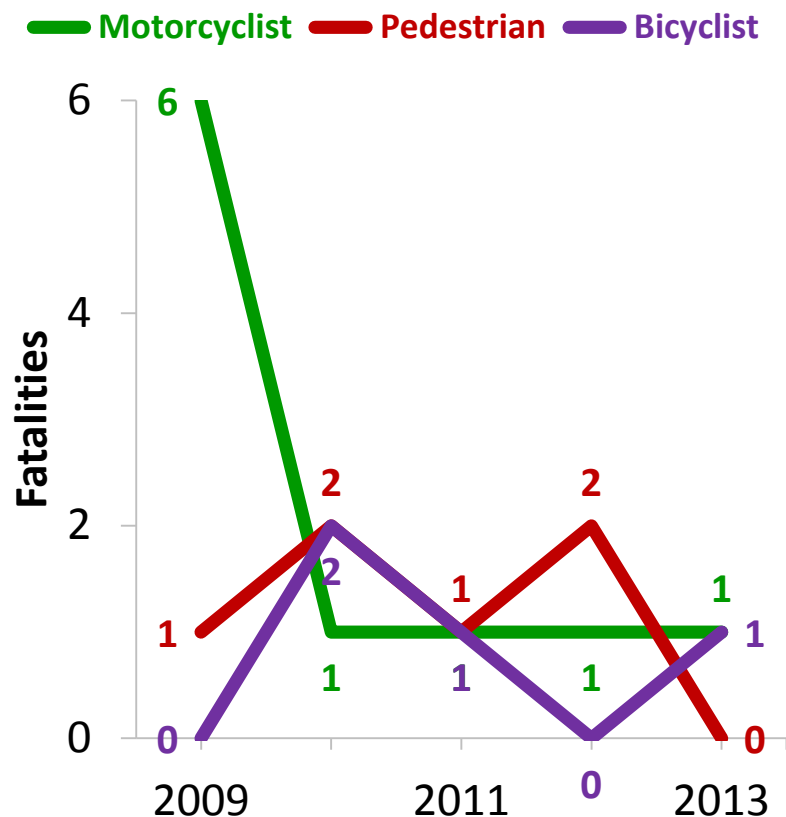
2009-2013***



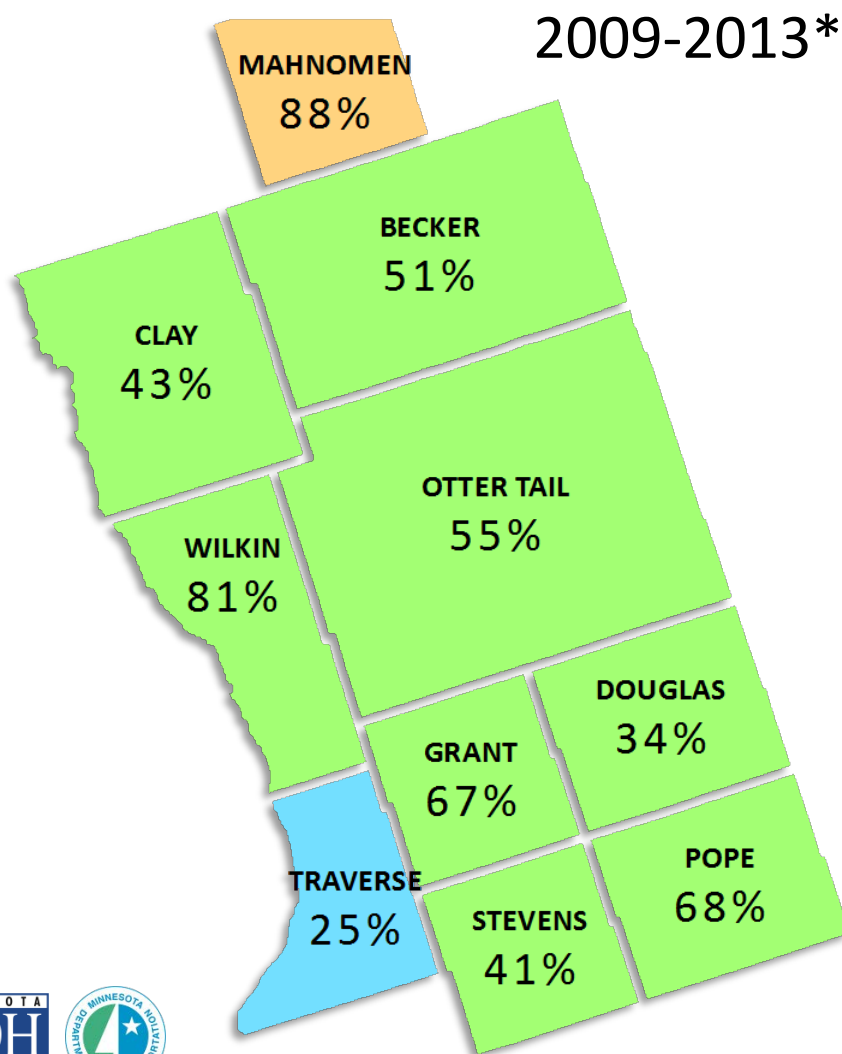
Percent of all fatal and serious injury crashes.

Fatalities & Serious Injuries by Roadway User

2009-2013***



Lane Departure Fatalities & Serious Injuries



	Lane Departure		Total
West Central	273	52%	522
Minnesota	3,783	47%	8,089

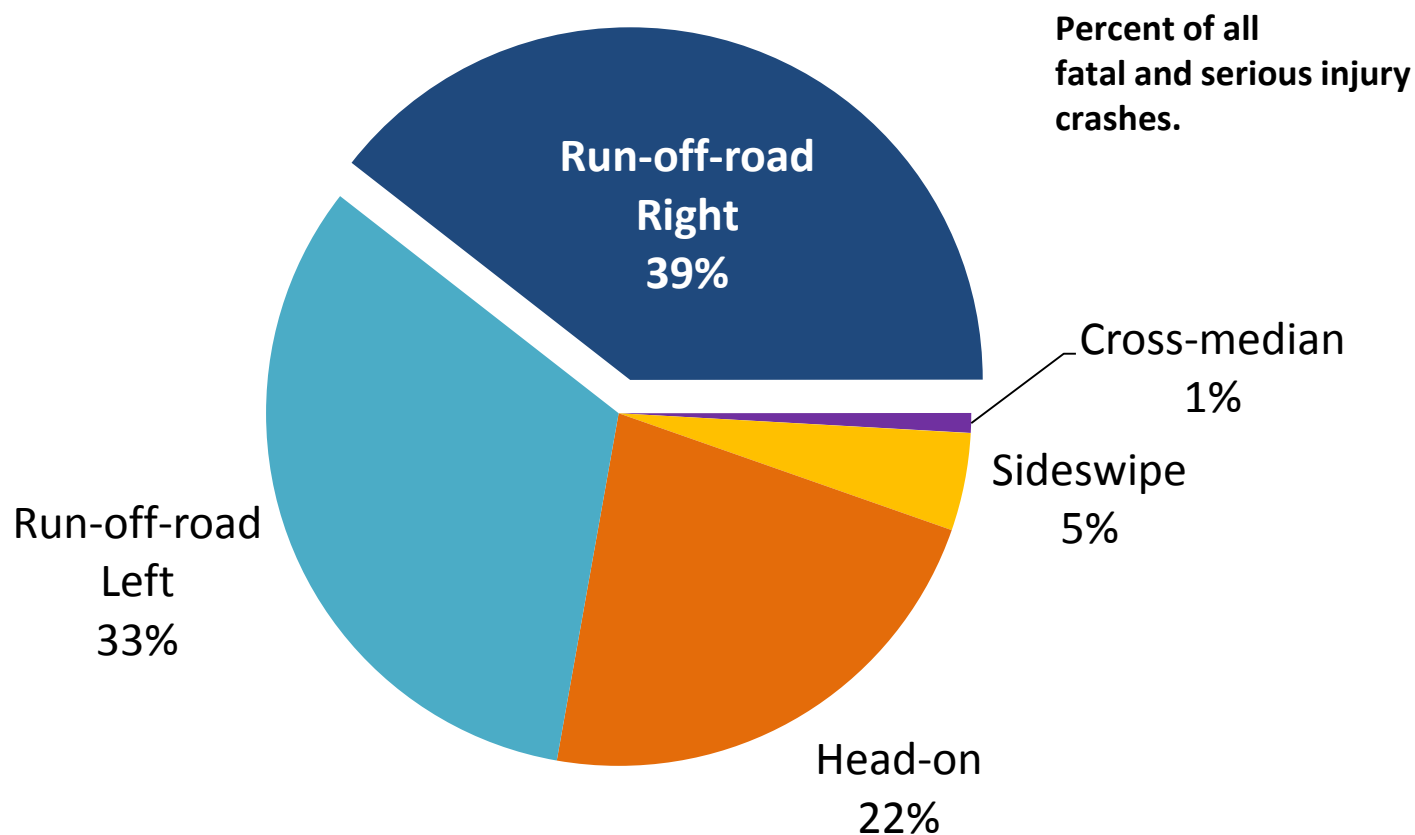


Percent of all fatalities and serious injuries.

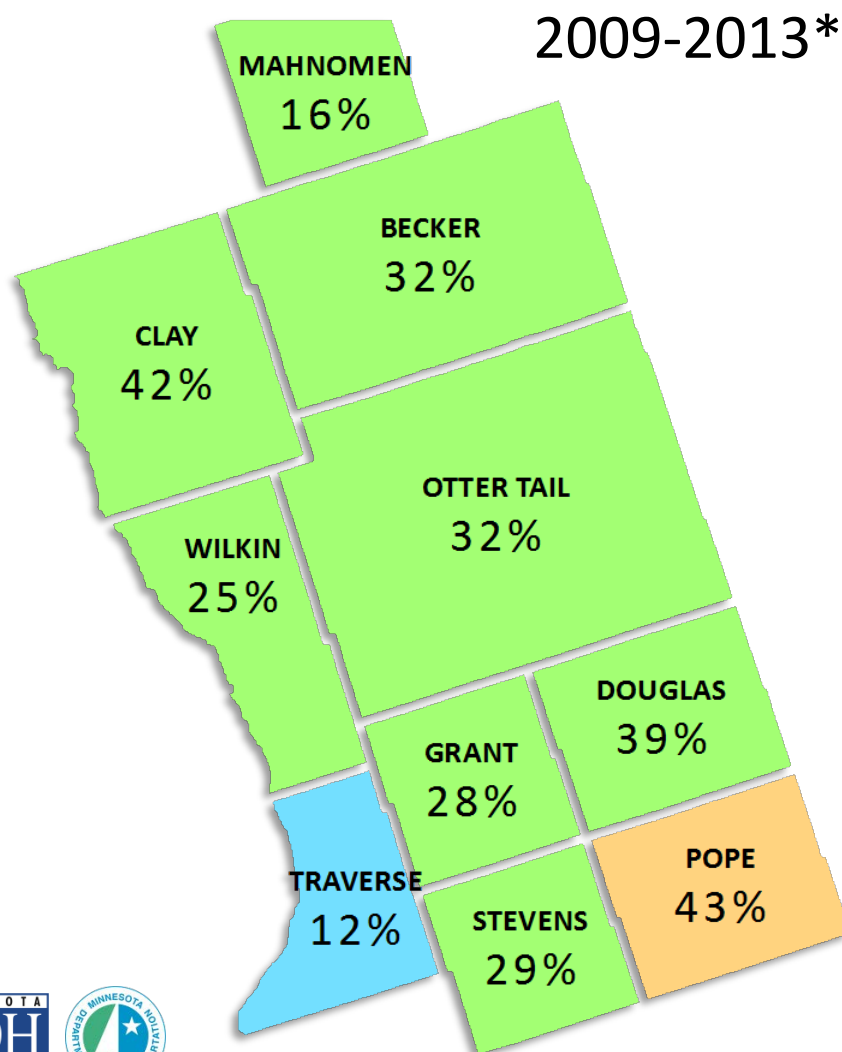
***2013 data are preliminary

Lane Departure Crash Type

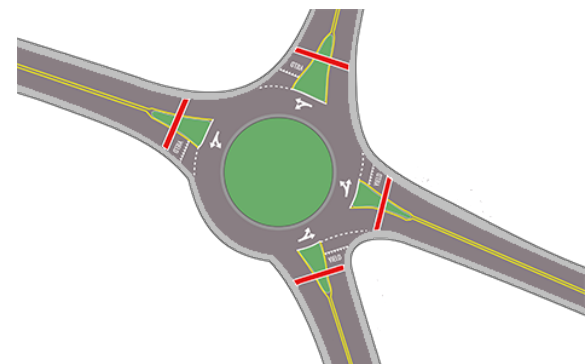
2009-2013***



Intersection-related Fatalities & Serious Injuries



	Intersections		Total
West Central	174	33%	522
Minnesota	3,326	41%	8,089

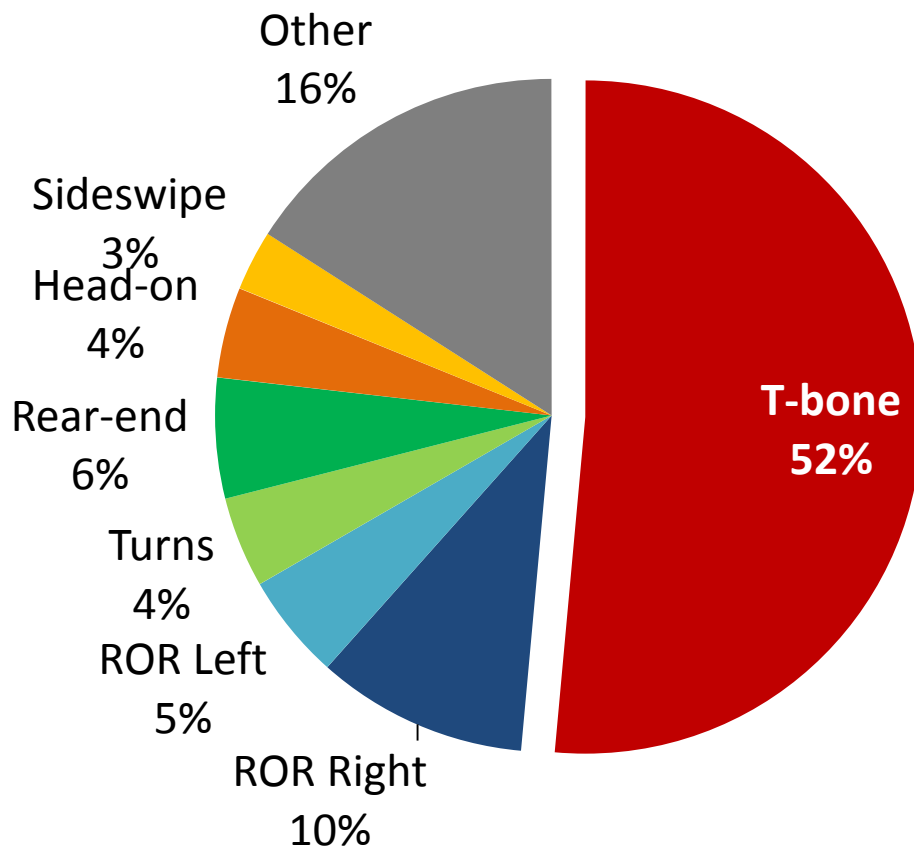


Percent of all fatalities and serious injuries.

***2013 data are preliminary

Intersection Crash Type

2009-2013***

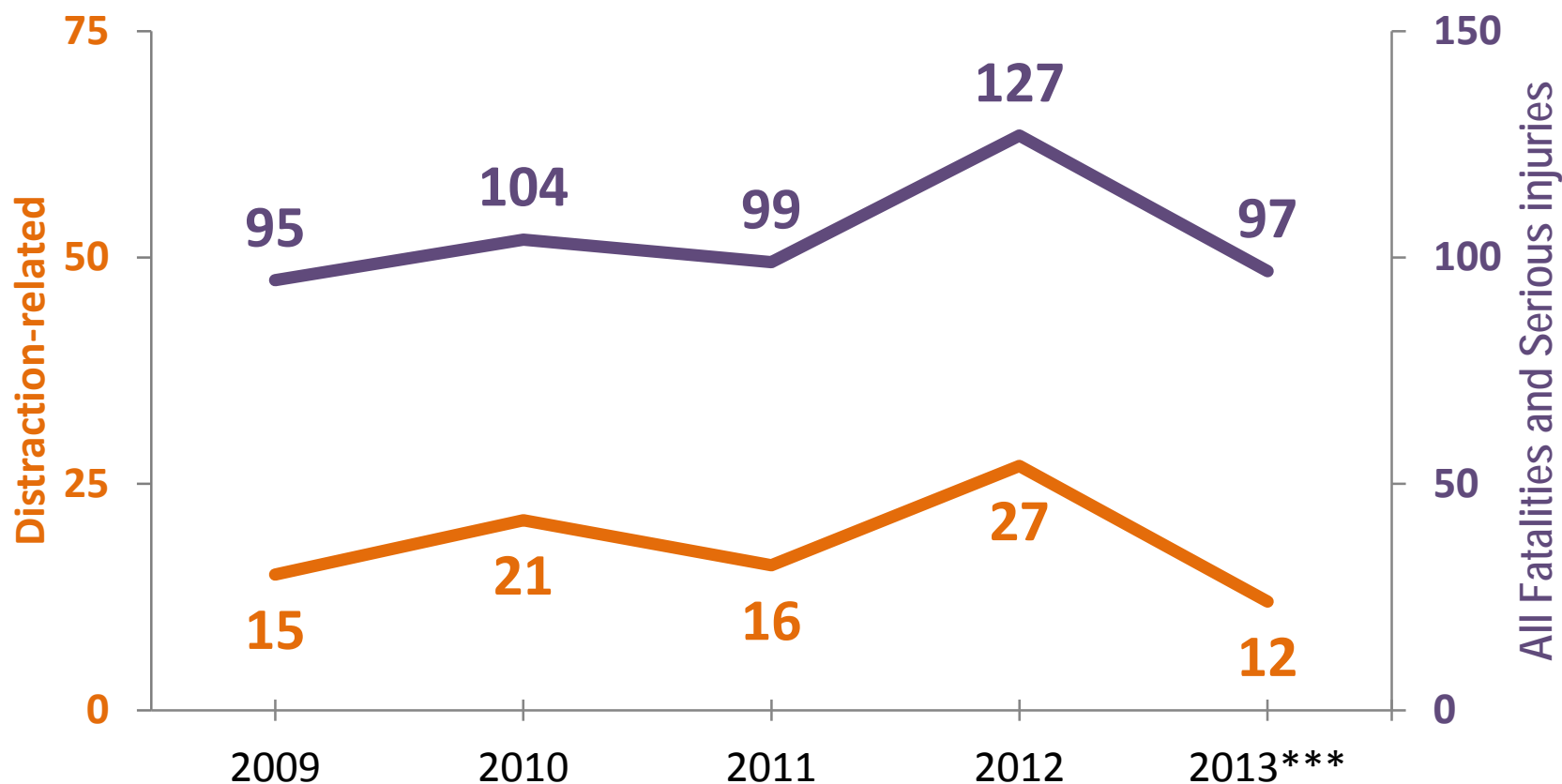


Percent of all fatal and serious injury crashes.

ROR denotes Run-Off-Road crash.

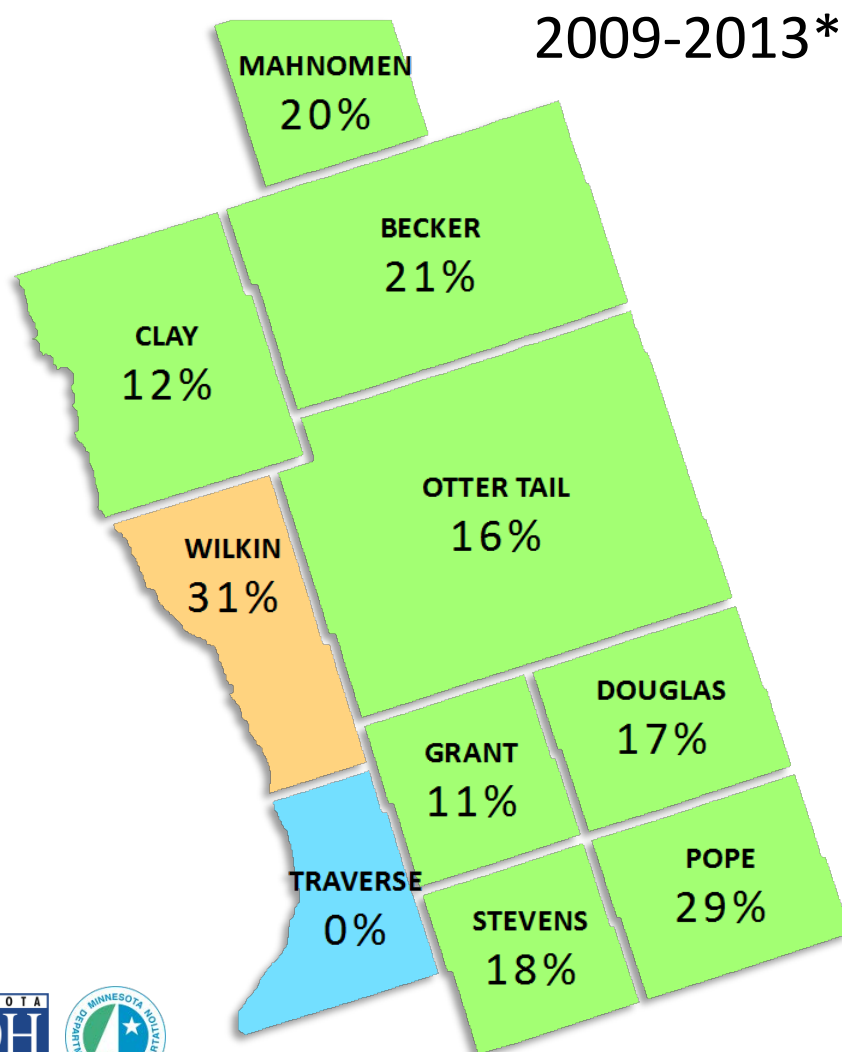
Distraction-related: Fatalities & Serious Injuries

2009-2013***



***2013 data are preliminary

Distraction-related: Geography



	Distraction		Total
West Central	91	17%	522
Minnesota	1,509	19%	8,089



Percent of all fatalities and serious injuries.

***2013 data are preliminary

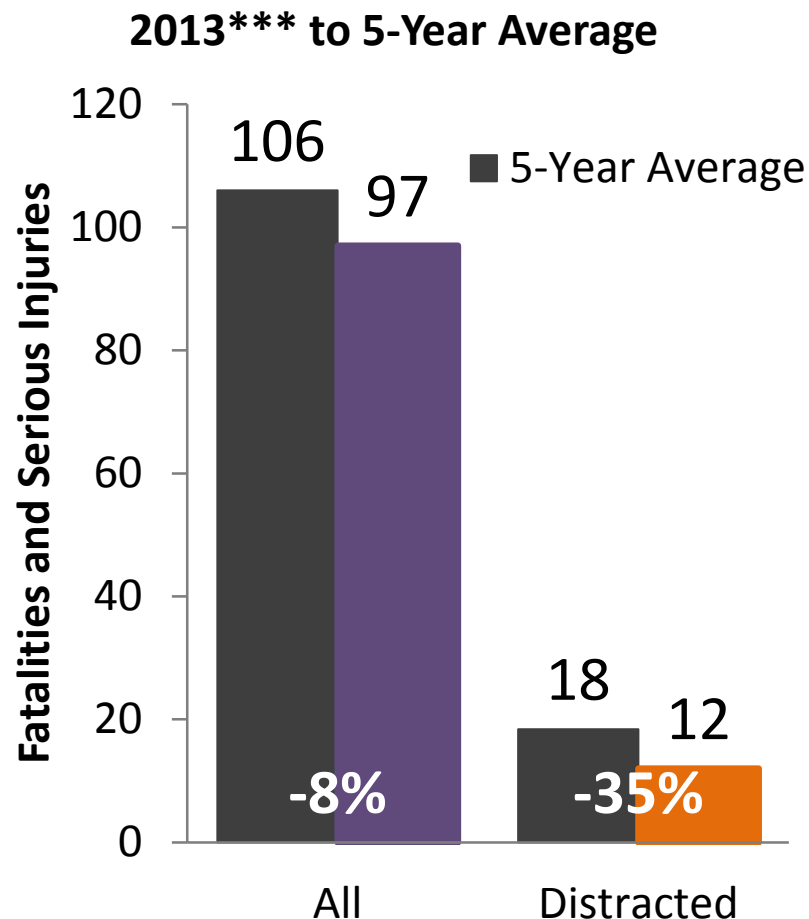
Distraction-related: Target Audience

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



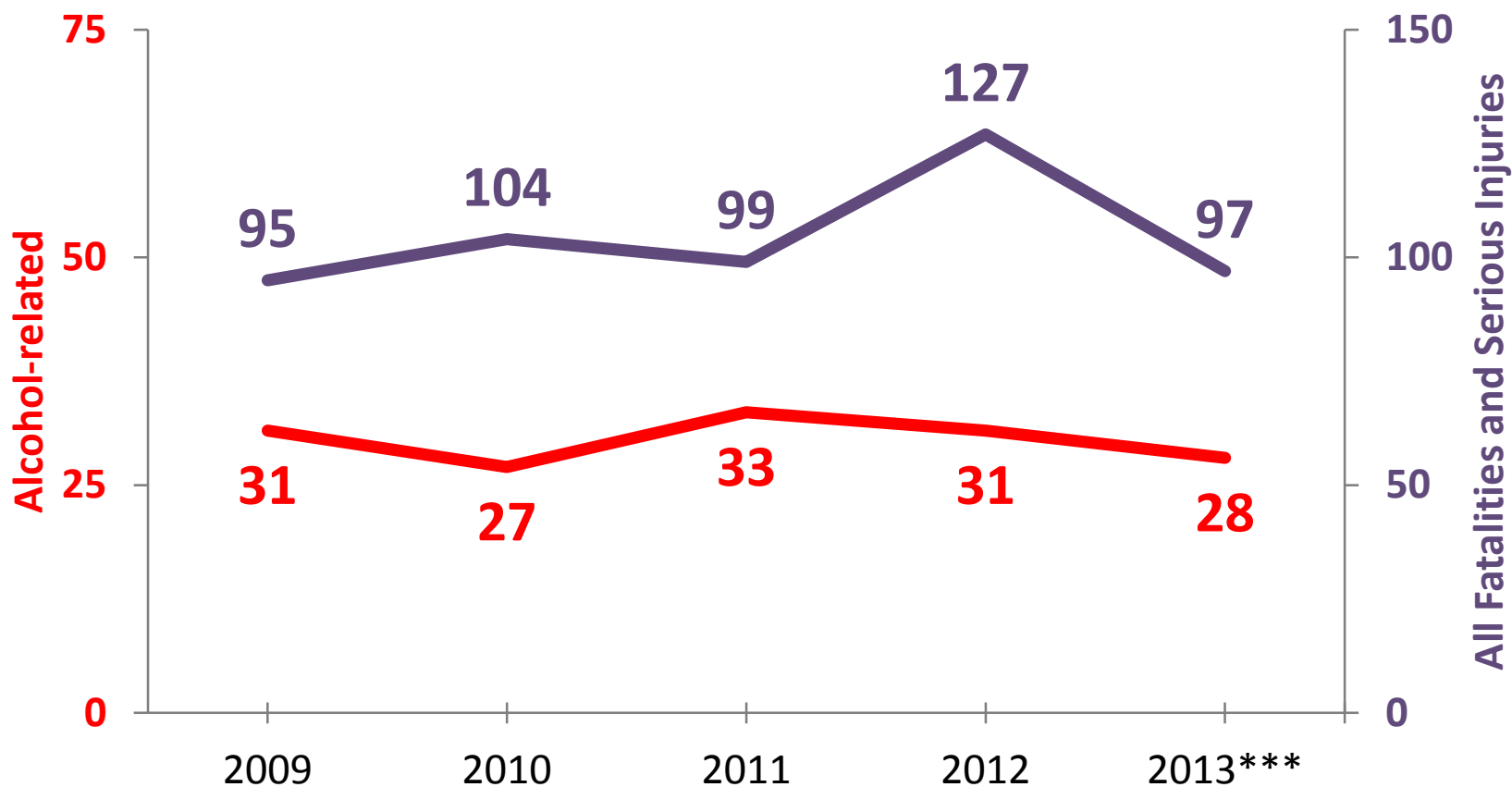
Distraction-related: Progress

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



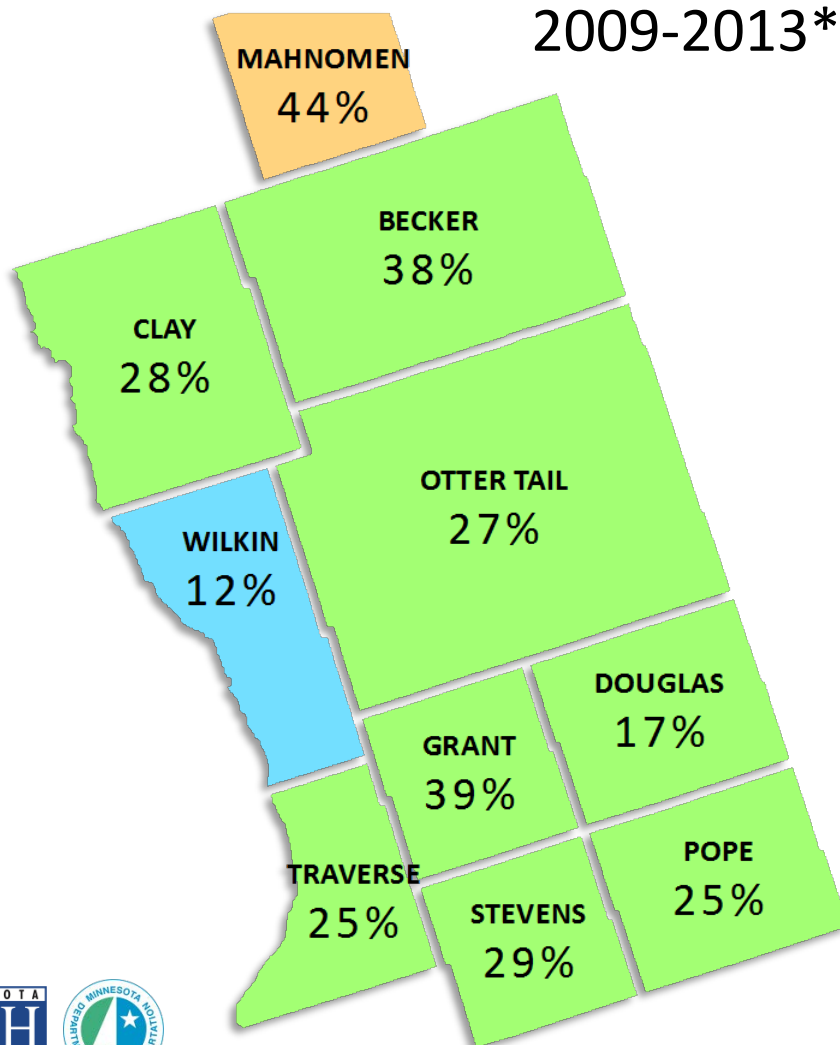
Alcohol-related: Fatalities & Serious Injuries

2009-2013***



Alcohol-related: Geography

2009-2013***



	Alcohol-related		Total
West Central	150	29%	522
Minnesota	2,047	25%	8,089



Percent of all fatalities and serious injuries.

***2013 data are preliminary

Alcohol-related: Target Audience

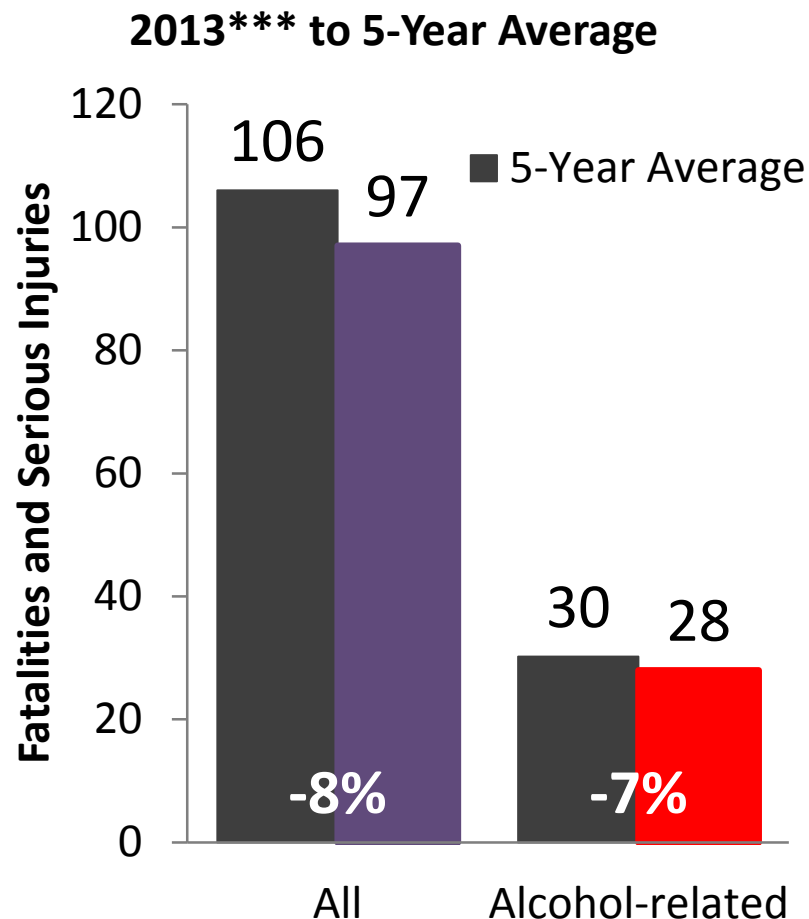
- Who?
 - Young adults (age 21-35)
 - Males
- When?
 - Weekend
 - 5 p.m. to 3 a.m.



Alcohol-related: Progress

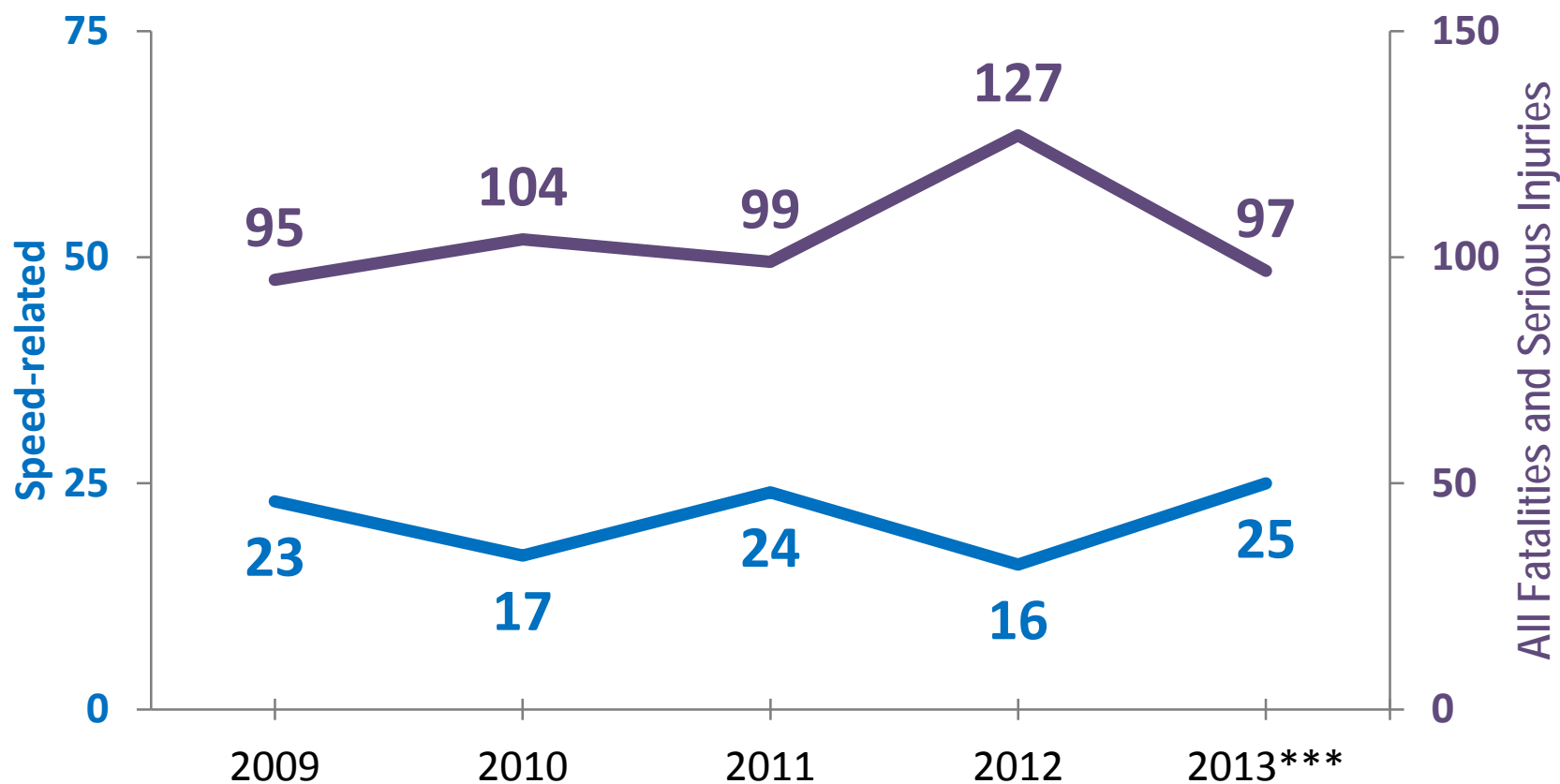
State Campaigns

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



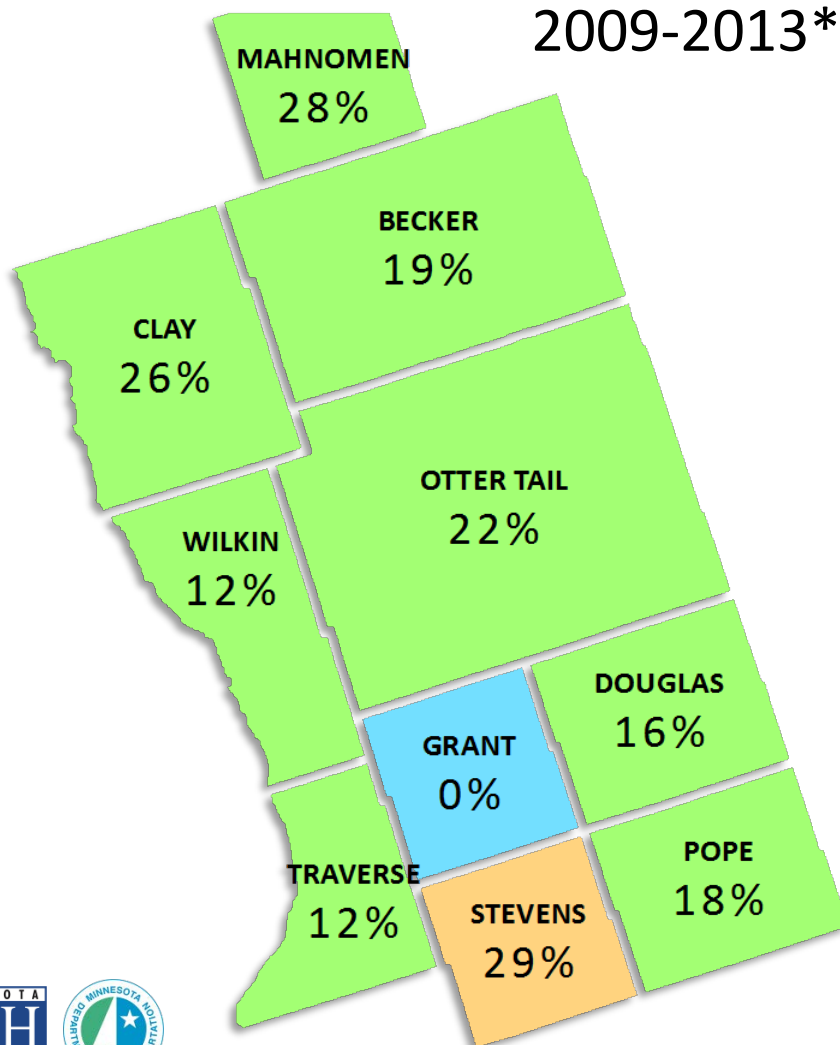
Speed-related: Fatalities & Serious Injuries

2009-2013***



Speed-related: Geography

2009-2013***



	Speed-related		Total
West Central	105	20%	522
Minnesota	1,544	19%	8,089

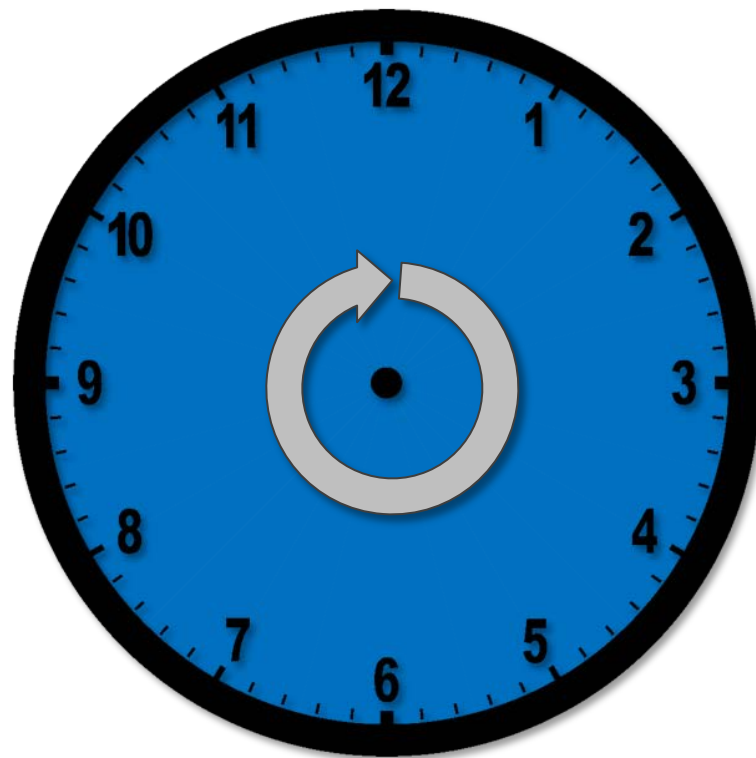


Percent of all fatalities and serious injuries.

***2013 data are preliminary

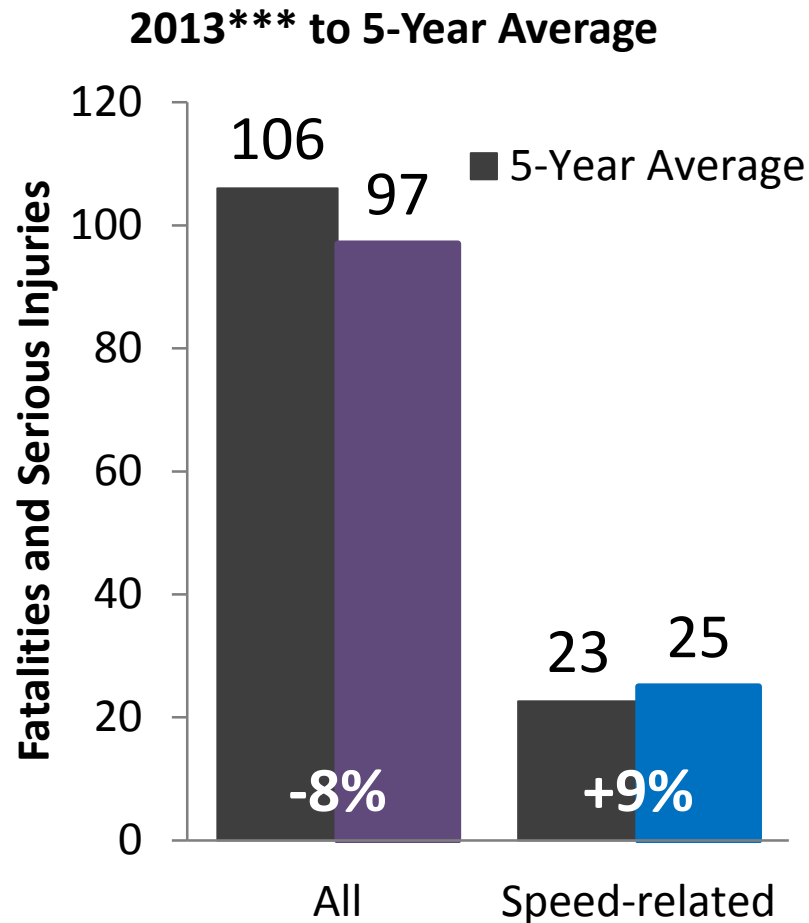
Speed-related: Target Audience

- Who?
 - Young adults (age 16-40)
 - Males
- When?
 - Warm Weather
 - ANY time



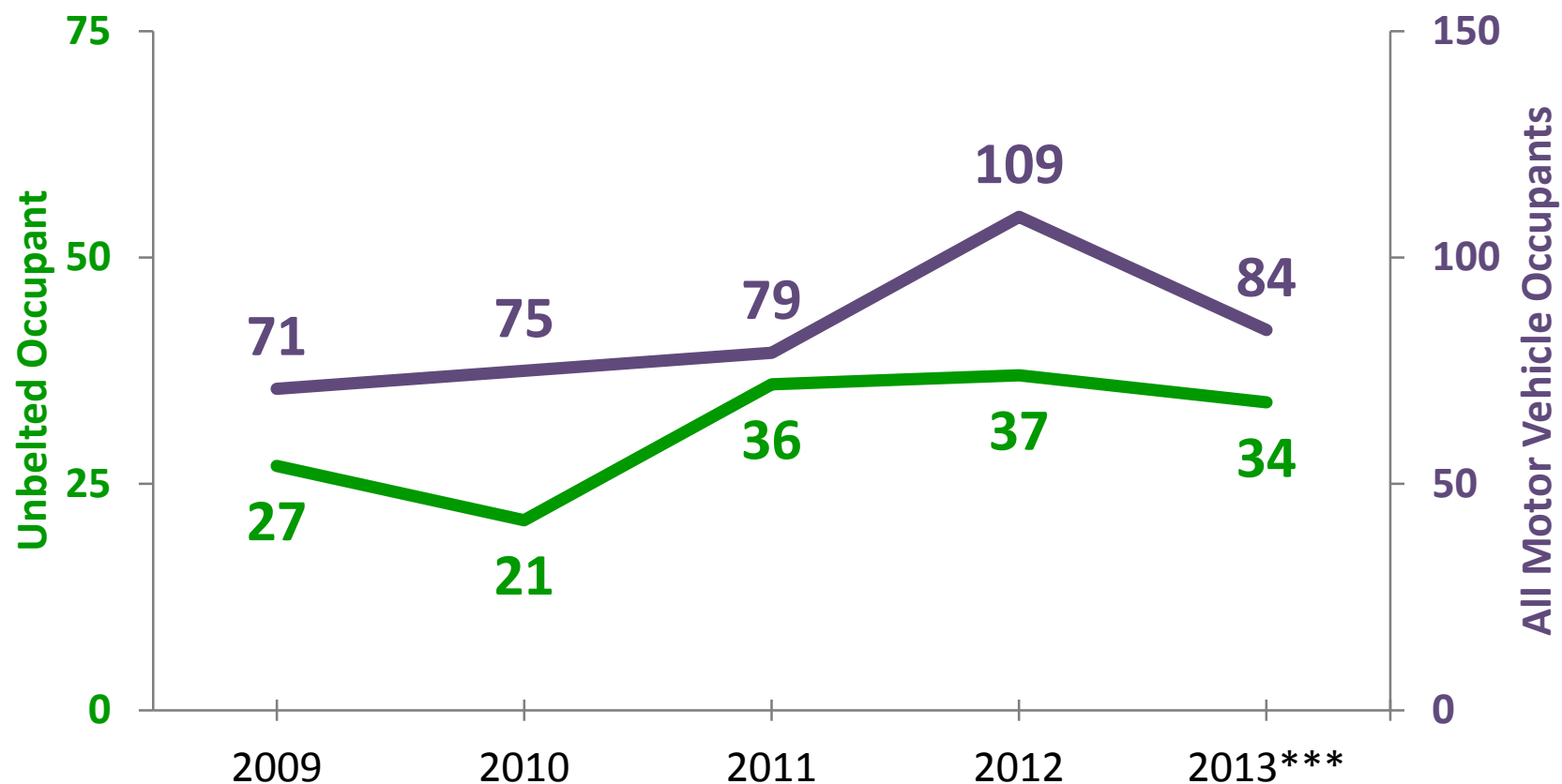
Speed-related: Progress

- State Campaigns
 - High visibility enforcement
 - Education and media buys
 - Emphasized in June, July, and November

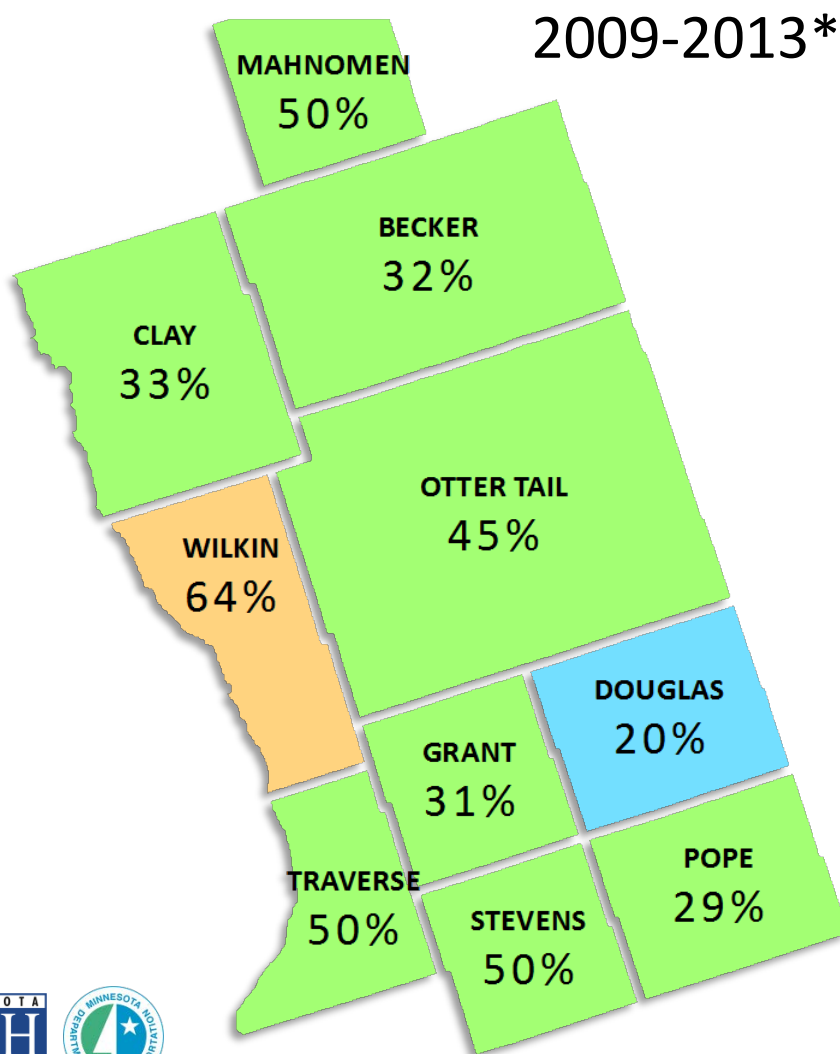


Unbelted Occupant: Fatalities & Serious Injuries

2009-2013***



Unbelted Occupant: Geography



	Unbelted		Total
West Central	155	37%	418
Minnesota	1,771	31%	5,712



Percent of all fatalities and serious injuries.

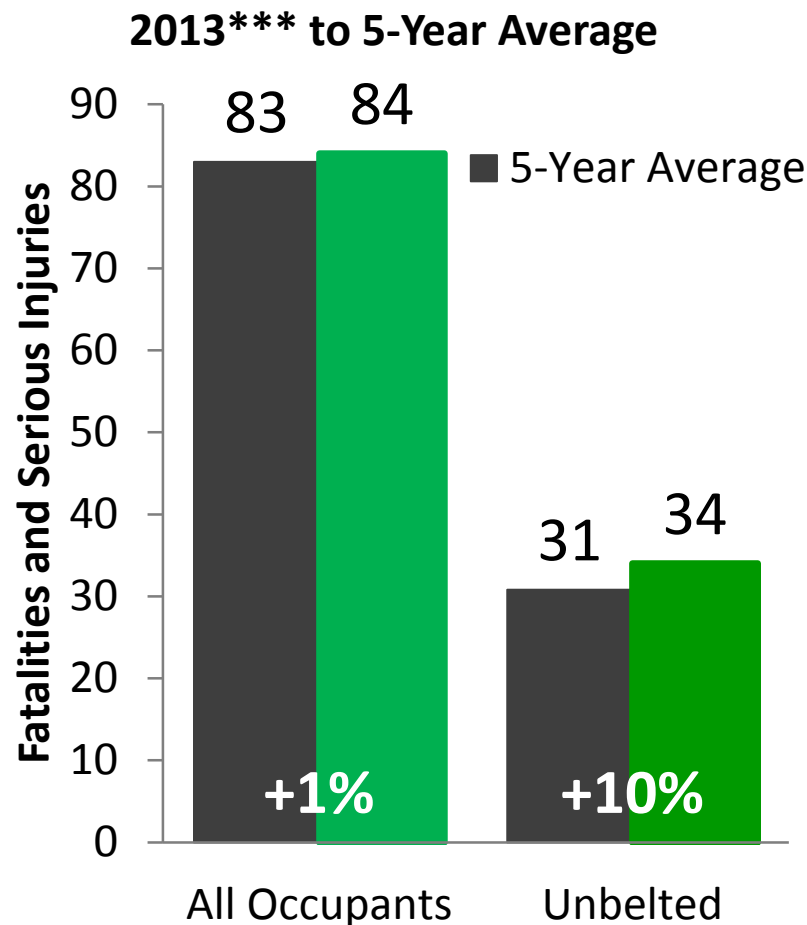
***2013 data are preliminary

Unbelted Occupant: Target Audience

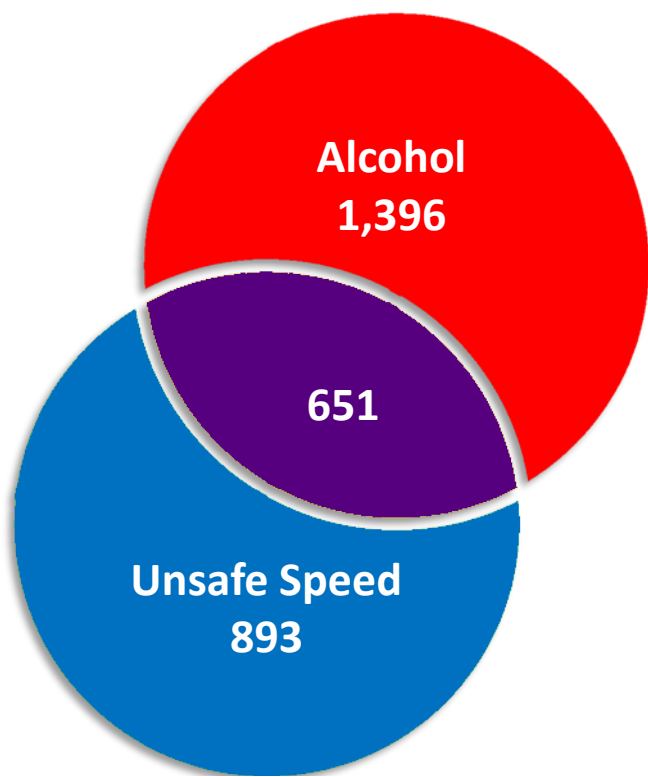
- Males
 - 68% of unbelted fatalities & serious injuries
- Age 16-35
 - Approximately 3 in 5 unbelted serious injuries
- Alcohol-impaired
 - Approximately 2 in 5 unbelted serious injuries

Unbelted Occupant: Progress

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



Thinking Outside the Silo(s)

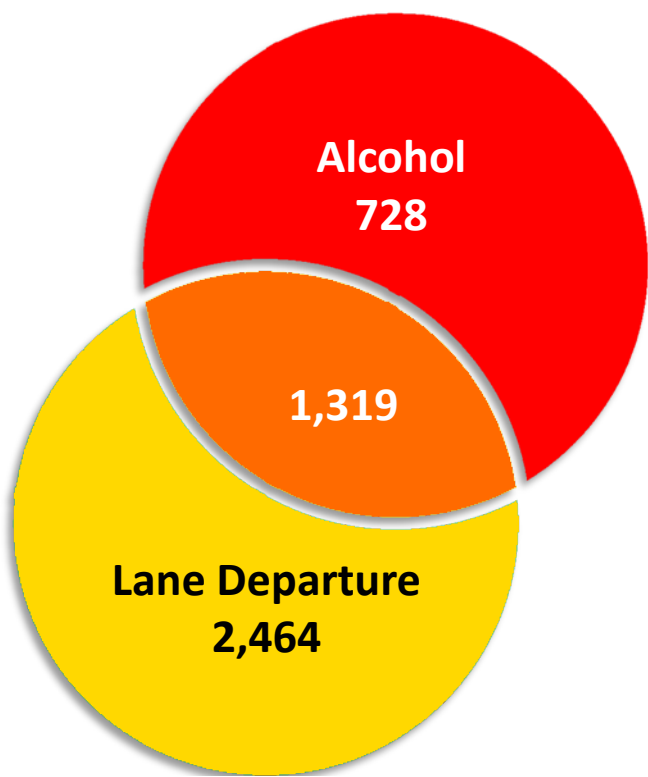


Fatalities & serious injuries, 2009-2013***

- 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)

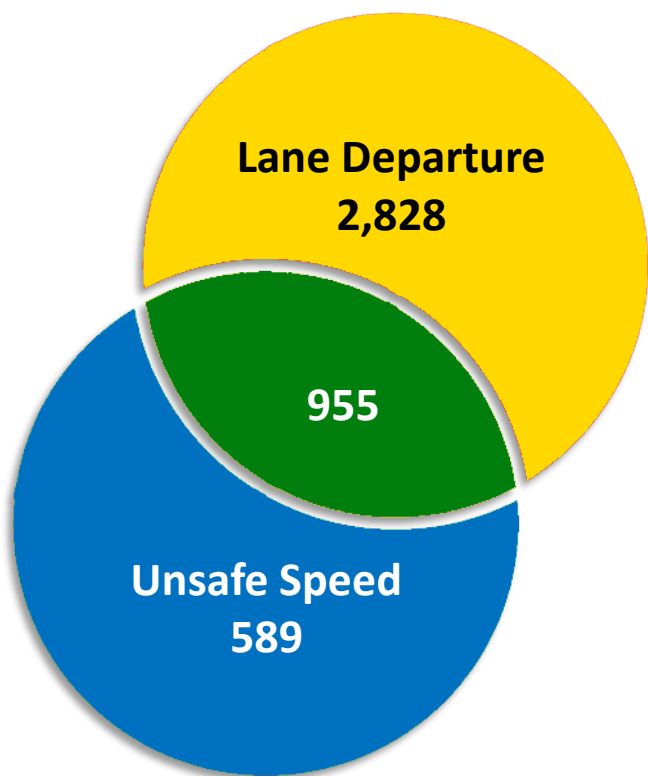


Fatalities & serious injuries, 2009-2013***

- 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!



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

