Younger Drivers Toolkit for Local Agencies

TZD Quarterly Breakfast
July 13, 2016
Renae Kuehl - SRF Consulting Group
Cheri Marti – CH2M
Mission: supporting and sharing the latest transportation research applications with the state’s city and county engineers.
MN Local Road Research Board

Local Road Research Board (LRRB)
- Conducts Research

Research Implementation Committee (RIC)
- Implements Research
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- Katie Fleming, MnDOT
- Suzanne Hanrahan, Dakota Co.
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- Stephanie Malinoff, CTS

- Cheri Marti, CH2M
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- Wayne Sandberg, Washington Co.
- Shirlee Sherkow, MnDOT
- Luane Tasa, MnDOT
- Mark Vizecky, MnDOT
- Rick West, Otter Tail County
- Tony Winiecki, Scott County
What is the Goal?

To provide Minnesota city and county safety engineering staff with a focused presentation to engage local communities to improve younger driver safety

– Understand the problem
– Understand the facts
– Resources to change behavior
How Will the Toolkit be Used?

Provide materials and guidance to prepare a focused presentation to the community:

• Work with local TZD coordinator
• Use research and facts from the toolkit that are more relevant to the audience
• Select fact sheets for distribution
• Modify the Powerpoint as needed
• Invite younger drivers and TZD partners to participate
Toolkit Elements

Understanding Younger Driver Safety Challenges:

1. Importance of Younger Drivers’ Behavior
2. Understanding Younger Drivers’ Attitudes and Motivations
3. Minnesota Younger Driver Crash Fact Sheets
Toolkit Elements

Resources to Promote Behavior Change:

1. Strategies to Strengthen Younger Driver Safety
2. Public Service Announcement (PSA) Videos
3. Toward Zero Deaths (TZD) Partnerships
4. Younger Driver PowerPoint Presentation Template
Younger Driver Risk Factors

Teen Drivers

• Immaturity and developmental characteristics such as heightened impulsivity and sensation-seeking behavior
• A lack of driving skills and experience
• Exposure to higher risk driving environments (e.g., driving at night, driving with passengers)

Teens and 20–29 Year Old Drivers

• Greater willingness to engage in risk-taking behavior (e.g., distracted driving, speed and seatbelt non-use)
• Overestimation of their ability to multitask while driving

20 – 29 Year Old Drivers

• Drinking and Driving
Younger Driver Attitudes/Motivations
Unbelted Occupants

• Susceptible to social pressure to not buckle up
• Maintain an illusion of control to avoid a crash or injury in the event of a crash
• Poor comprehension and mistrust about the benefits of belt use
• Younger drivers are more inclined to wear a seat belt:
  – Promoting parental monitoring
  – Promoting employer sanctions
  – Utilize peer-to-peer persuasion and competition
  – Presence of law enforcement; increase perception of being stopped and ticketed
Younger Driver Attitudes/Motivations
Impaired Driving and Alcohol-Related

- Teen drivers less likely to drink and drive; however, when they do, risk of crash high, due to:
  - Greater likelihood to consume more alcohol over shorter periods, resulting in higher BACs
  - Drinking results in greater impairment and exacerbates lack of driving skills
- Younger drivers’ exaggerated views of peers’ drinking and driving
- Younger drivers are less inclined to drink and drive:
  - Correcting misperceptions of peers’ attitudes/behaviors
  - Utilize peer-to-peer outreach and persuasion
  - Increase perception of being stopped and apprehended by law enforcement
Younger Driver Attitudes/Motivations

Speeding

• Drivers who routinely speed perceive posted speed limits as more of a minimum speed

• Factors influencing drivers to increase speed:
  – situational factors (e.g., being late),
  – social pressure
  – inattention
  – positive feelings about driving fast

• Factors influencing drivers to decrease speed:
  – speed ticket (consistent and sustained enforcement)
  – social pressure (peers, employers)
  – Critical/traumatic driving events experienced in the past
Younger Driver Attitudes/Motivations

Distracted Driving

- 30% of drivers 18 to 24-years old believe eyes off the road for 3-10 sec or > before driving impaired; > 50% believe phone, text, read e-mail makes no difference on driving.
- Increased confidence to perform secondary tasks for longer periods than adults.
- Younger drivers are less inclined to engage in distracted driving:
  - Promote placing phone out of reach, the use of Smartphone safe driving/monitoring/blocking technology.
  - Promote parental monitoring/feedback.
  - Peers speaking out; change social norms/expectations.
Fact Sheets

Series of Five Younger Driver Fact Sheets:
– All Younger Drivers
– Speeding
– Alcohol
– Distracted Driving
– Unbelted
Fact Sheets

Overview Younger Drivers: Fatal and Severe Injury Crashes

On Minnesota’s roadways, there were 3,088 severe crashes (fatal and serious injury) involving younger drivers ages 15-29 over a five-year period from 2008-2012, averaging 618 severe crashes per year. The crash data provided in this fact sheet is for younger drivers ages 15-29, unless otherwise noted. If there was a significant difference in data for the two age groups of 15-20 and 21-29, the data is shown separately. 48% of crashes each year involve younger drivers.

Crashes by Year
Younger driver severe crashes for ages 21-29 have remained consistent over the past five years, while crashes for ages 15-20 have decreased.

Crashes by Age and Gender
66% of younger drivers in severe crashes are male.

Crash Type
Run off road and right angle crashes are the most prevalent severe crash types for younger drivers, 27% and 23% respectively.

Time of Day and Month
21% of severe crashes involving younger drivers occurred between the hours of 3:00 to 5:30 PM.

There was a slight increase in severe crashes involving younger drivers in the summer months. Overall, the crashes occur relatively evenly throughout the year.

Road Type
40% of severe crashes involving younger drivers occur on rural 2-lane roads.

Traffic Control at Intersections
80% of crashes involving younger drivers occurred at intersections. 44% at stop-controlled intersections, 24% at signalized intersections.

Additional Contributing Factors
The majority of severe crashes involving younger drivers were intersection related or lane departure crashes.
Fact Sheets

Crash data/charts included in each fact sheet:
– Overall crash summary
Fact Sheets

Crash data/charts included in each fact sheet:

– Overall crash summary
– Year
Fact Sheets

Crash data/charts included in each fact sheet:

– Overall crash summary
– Year
– Age/gender
Fact Sheets

Crash data/charts included in each fact sheet:
– Overall crash summary
– Year
– Age/gender
– Type of crash
Fact Sheets

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- Overall crash summary
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- Age/gender
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- Road type
Fact Sheets

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– Age/gender
– Type of crash
– Time of day/month
– Road type
– Traffic control
Fact Sheets

Crash data/charts included in each fact sheet:

– Overall crash summary
– Year
– Age/gender
– Type of crash
– Time of day/month
– Road type
– Traffic control
– Additional contributing factors
Resources for Behavior Change

1. Strategies to Strengthen Younger Driver Safety
2. Public Service Announcement (PSA) Videos
3. Toward Zero Deaths (TZD) Partnerships
4. Younger Driver PowerPoint Presentation Template
## Strategies for Behavior Change

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Activities and Suggested Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publicize and support high-visibility law</td>
<td>Support statewide dedicated high-visibility enforcement waves through media and social media messaging, letters to the editor, signs, and related community outreach events. Generally, enforcement waves include:</td>
</tr>
<tr>
<td>enforcement efforts</td>
<td>October: Belt Use&lt;br&gt;November – December: Impaired Driving&lt;br&gt;April: Distracted Driving&lt;br&gt;May: Belt Use&lt;br&gt;July: Speed&lt;br&gt;August – September: Impaired Driving</td>
</tr>
<tr>
<td>Addresses:</td>
<td></td>
</tr>
<tr>
<td>Belt Use</td>
<td>See the Office of Traffic Safety (OTS) website for it’s annual calendar of enforcement mobilizations, talking points and outreach materials:</td>
</tr>
<tr>
<td>Speed</td>
<td></td>
</tr>
<tr>
<td>Impaired/Alcohol-Related</td>
<td></td>
</tr>
<tr>
<td>Promote local employer traffic safety policies and training</td>
<td>Collaborate with local employers to develop/strengthen employee safe driving policies, including clear sanctions for failure to comply, and conduct supporting employee traffic safety training programs.</td>
</tr>
<tr>
<td>Addresses:</td>
<td></td>
</tr>
<tr>
<td>Belt Use</td>
<td>See Minnesota Safety Council’s Network for Employers for Traffic Safety (NETS) employer sample policies and resources:</td>
</tr>
<tr>
<td>Distracted Driving</td>
<td><a href="http://www.minnesotasafetycouncil.org/nets/AboutNETS.cfm">http://www.minnesotasafetycouncil.org/nets/AboutNETS.cfm</a></td>
</tr>
<tr>
<td>Speed</td>
<td></td>
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<tr>
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</tbody>
</table>
10 videos for each of the following categories:
– Speeding
– Alcohol
– Distracted Driving
– Unbelted
## Public Service Announcement

**Video Library**

<table>
<thead>
<tr>
<th>Unbelted Occupants</th>
</tr>
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<tbody>
<tr>
<td><strong>1</strong></td>
</tr>
</tbody>
</table>
| Zero Fatalities Twist  
Child in back seat dies because unbelted parent was thrown into him.  
[https://www.youtube.com/watch?v=tXW57B_2sRQ&list=UUrR3CPsVkfzJSQNa4hZwAw](https://www.youtube.com/watch?v=tXW57B_2sRQ&list=UUrR3CPsVkfzJSQNa4hZwAw) |
| **2**              |
| DOE: Rear Passenger Seatbelt (1:11)  
[https://www.youtube.com/watch?v=e6Ohmdk4VNs](https://www.youtube.com/watch?v=e6Ohmdk4VNs)  
Crash where unbelted rear passenger kills three people by colliding with them during the crash. |
| **3**              |
| MnDPS: Heights (0:30)  
[http://www.youtube.com/watch?v=HSZ-pQeRtK8&feature=youtu.be](http://www.youtube.com/watch?v=HSZ-pQeRtK8&feature=youtu.be)  
Informational: Collision at 25MPH without seatbelt is like falling from a 2-story building, shows all the way up to 60mph = 12-story building. Shows camera view from that height looking straight down to portray the potential damage a vehicular crash while being unbelted can cause. |
| **4**              |
| NHTSA: Buckle Up America (0:32)  
[http://www.trafficsafetymarketing.gov/BUA](http://www.trafficsafetymarketing.gov/BUA)  
Random people on street slam their forehead into guy’s windshield. “Since you’ll never get to see your own face hit the windshield” then guy gets rear-ended and his head goes into the windshield. |
| **5**              |
| Embrace Life (1:28)  
[http://www.youtube.com/watch?v=h-8PBx7isoM](http://www.youtube.com/watch?v=h-8PBx7isoM)  
Video conveying that life is too precious to risk not wearing seatbelt, especially to family. Gears more towards significance of personal choice to buckle up and its impact on family members. |
MN Statewide TZD Program

- TZD Program 1-pager
- TZD Strategic Direction
- TZD Roadmap of partners
- Local MN Traffic Safety Initiatives
- TZD Contacts
- TZD Events
MN Local/Regional TZD Program

- 8 Regions
- Regional TZD coordinators
- Annual regional workshops
- Resource for local agencies
Understanding Younger Drivers

Name
Agency
Date, Year
Younger Drivers Toolkit

• Final August 2015
• www.lrrb.org
• Search : Younger Drivers
Distributing the Toolkit

Emailed to:

- Cities and counties via State Aid
- TZD program members
- TZD regional coordinators
Distributing the Toolkit

Conference Presentations:

- CTS May 2015
- TZD Nov 2015
- City Engineers Jan 2016
- County Engineers Jan 2016
- TRB Conference Jan 2016
- TZD Breakfast July 2016

TZD: Getting the Message to Younger Drivers
A Toolkit for Local Agencies

This Younger Driver Toolkit for Local Agencies is intended to provide Minnesota local city and county transportation and traffic safety engineering staff with the information needed to help get the message to younger drivers through focused presentations to engage local communities to improve safety for Minnesota’s highest risk during population - younger drivers ages 15-20. The Toolkit is structured to first provide a foundation to understand the “why” behind younger driver severe crashes. Second, the toolkit features ideas and resources to help advocate and promote community engagement to reduce younger driver-related traffic deaths and injuries.

Toolkit outline:

Understanding Younger Driver Safety Challenges
1. The Importance of Driver Behavior in Improving Road Safety
2. Understanding Younger Drivers’ Attitudes and Motivations for High-Risk Driving
3. Minnesota Younger Drivers Crash Fact Sheets

Resources to Promote Younger Driver Behavior Change
1. Example Community-Based Safety Strategies to Target Younger Driver Safety
2. Public Service Announcement (PSA) Videos
3. Toward Zero Deaths (TZD) Partnerships
4. Younger Driver PowerPoint Presentation Template

Download the Toolkit and PowerPoint template.
For more information visit www.rrb.org (Search: Younger Drivers) or http://towardzero.com/zzd

Minnesota Local Road Research Board
Distributing the Toolkit

Additional ideas?

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2. Understanding Younger Drivers’ Attitudes and Motivations for High-Risk Driving
3. Minnesota Younger Drivers Crash Fact Sheets

Resources to Promote Younger Driver Behavior Change
1. Example Community-Based Safety Strategies to Deters Younger Drivers from Driving Dangerously
2. Public Service Announcement (PSA) Videos
3. Toward Zero Deaths (TZD) Partnerships
4. Younger Drivers PowerPoint Presentation Template

Download the Toolkit and PowerPoint template.
For more information visit www.imr.org (Search: Younger Drivers) or http://towardzero.com/0Deaths.

Minnesota Local Road Research Board
Questions?

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