Minnesota takes Distracted Driving by Storm

Lt. Heath Dienger, Minnesota State Patrol
Kristine Hernandez, Statewide TZD Program Coordinator

October 29, 2015
Minnesota TZD:
12 years of Progress

“Progress occurs when courageous, skilled leaders seize the opportunity to change things for the better.”
– Harry S. Truman
## Top 5 Contributing Factors (2010-2014)

<table>
<thead>
<tr>
<th>Fatal Crashes</th>
<th>Injury Crashes</th>
<th>Property Damage Crashes</th>
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<td>2. Fail to Yield</td>
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<td>5. Driving Left of Center</td>
<td>5. Weather</td>
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State Patrol Video
“Gone Too Soon”
TZD Southeast Region: Nontraditional Distracted Driving Efforts
State Patrol Using New Tactic to Catch Distracted Drivers

Personal Impact Statement

Matt Logan, parent
“Remembering D.J.”
Distracted Driving Card

(TZD Southeast Region: Regional Pilot Program)

The Lesson of the Purple Rock

“Deej” Logan was excited about her first day of school as a senior. That day ended in tragedy when Deej ran into the back of a school bus while driving home after school. She was texting and hit the bus without ever slowing down. It took rescuers an hour to pull her from the wreckage. She died several hours later at an area hospital without ever regaining consciousness.

From the family:

“Cell phones are a distraction for many while driving. As parents, we need to educate and live by example by limiting our phone use while in the car. Our beautiful Deej was a good kid – with good grades, great friends, a perfect driving record and she loved life. She made a mistake like all teenagers do in the process of growing up. Except this time, there is no growing up. We would much rather be grounding her for this mistake than never hearing her laughter fill the house again. We can only pray that others can learn from her.”

DJ’s Byron High School classmates painted a rock purple (her favorite color) as a permanent memorial to her and to remind students not to text and drive.

Distractions Endanger Everyone’s Safety

Each year in Minnesota, distracted or inattentive driving is a factor in one in four crashes, resulting in at least 65 deaths and 250 serious injuries.

Minnesota’s "No Texting While Driving" Law

It is illegal for ALL drivers to read/compose/send text messages and emails, or access the Internet using a wireless device while the vehicle is in motion or a part of traffic — including when stopped in traffic or at a traffic light.

Violations are up to $300
TZD Southeast Region: Distracted Driving News Conferences
TZD South Central Region:
Outreach Events & News Conference
TZD South Central Region: Nontraditional Distracted Driving Events
TZD South Central Region: High School Events

Taking action to stop distraction
Southwest TZD Region Marshall & Minneota High Schools

Safe Roads Week

A PERSONAL POINT

During a poignant and meaningful event Tuesday, Marshall students were delivered a strong message about what can happen if they make bad choices behind the wheel.

By Janay Melcher
jmelcher@pressjournal.com

"If someone is going to make a bad decision, I want someone to have the courage to step up," said Brad Bingham, Marshall Police Officer. "If someone is going to make a bad decision, I want someone to have the courage to step up." Brad Bingham, Marshall Police Officer.

Brad Bingham, Marshall Police Officer, was one of the first to arrive at the scene of the accident. He immediately took control of the situation and directed the traffic around the area.

"I heard the screaming and立刻 rushed out to the scene," said Brad Bingham. "I heard the screaming and立刻 rushed out to the scene." Brad Bingham.

Rex Sherrill, Marshall Police Officer, was also on the scene. "Rex Sherrill, Marshall Police Officer, was also on the scene." Rex Sherrill.

Sherrill immediately got on the radio and called for paramedics and the fire department. He directed traffic around the area and ensured that the area was safe for the emergency workers.

"We immediately got on the radio and called for paramedics and the fire department," said Rex Sherrill. "We immediately got on the radio and called for paramedics and the fire department." Rex Sherrill.

The Marshall Police Department and the Marshall Fire Department responded to the scene and began the process of removing the vehicle from the road. The driver was transported to the hospital with minor injuries.

"The process of removing the vehicle from the road was a bit challenging," said Rex Sherrill. "The process of removing the vehicle from the road was a bit challenging." Rex Sherrill.

The scene was secured and traffic on the road was restored within a few hours. The Marshall Police Department worked closely with the Marshall Fire Department to ensure that the area was safe for the public.


The Marshall Police Department is reminding the public to always make safe decisions while driving. They encourage everyone to wear their seatbelts, drive defensively, and avoid distractions while on the road.

"We encourage everyone to wear their seatbelts, drive defensively, and avoid distractions while on the road," said Brad Bingham. "We encourage everyone to wear their seatbelts, drive defensively, and avoid distractions while on the road." Brad Bingham.

The Marshall Police Department and the Marshall Fire Department would like to remind the public that their safety is their top priority. They encourage everyone to be safe and make good decisions while on the road.

"Our priority is the safety of everyone on the road," said Rex Sherrill. "Our priority is the safety of everyone on the road." Rex Sherrill.

The Marshall Police Department and the Marshall Fire Department would like to thank everyone who helped at the scene. They would also like to thank the Emergency Medical Technicians and the Fire Department for their quick response.

"We would also like to thank the Emergency Medical Technicians and the Fire Department for their quick response," said Brad Bingham. "We would also like to thank the Emergency Medical Technicians and the Fire Department for their quick response." Brad Bingham.
Southwest TZD Region

Kandiyohi County Safe Communities
Distracted Driving Pedal Cart Course
Ridgewater College, September 2015

I promise not to text and drive, because I want to arrive alive. If I decide to message a friend, to the police, my wallet I lend. Because I know, if I send a salutation, I will receive an expensive citation. I'm not a Jedi and can't use the force, I'll set down the phone and finish this course.
Southwest TZD Region

Meeker County Fair
July 2015

Southwest Central Safe Communities Coalition:
TZD Metro Region Distracted Driving

Nontraditional enforcement efforts

TZD Information tables
Distracted Driving Education Card

(Metro Region Pilot Program)

All it took was one look

Shreya Dixit, 19, a University of Wisconsin sophomore, planned to hop a Greyhound bus home for a weekend visit to her parents in the fall of 2007. But at the last minute, she was offered a ride from Madison to the Minneapolis area by an acquaintance.

She called to tell her parents of the change in plans. That was the last time her mother heard her voice.

About 45 minutes later, the driver turned around to look in the back seat for a napkin, lost control of the car and smashed the front end into a concrete pillar of an underpass.

Shreya, who was in the front passenger seat, died on the spot.

“She was the most warm, wonderful, happy, generous young woman — full of humor, full of life,” Vijay Dixit says of his daughter.

To help prevent similar tragedies and to raise awareness about distracted driving, Vijay and Rekha Dixit and daughter Nayha created “Distraction-free Driver” — an e-trainer to combat irresponsible behaviors that cause driver distractions. This tool works on major tablets smartphones and computers.

The tool is FREE. To access please visit www.shreyaadixit.org

Take Action Stop Distraction

- It's illegal for drivers under age 18 to use a cell phone while driving. Turn ringers off and put phones out of reach to avoid the urge to answer or dial. Have passengers handle calls.
- Set mirrors and music (not too loud) before driving.
- Don’t eat or drink while driving.
- Know trip directions in advance. Park at a safe location to look at a map.
- Drive well rested. If you feel tired, find a safe place to rest. An open window or loud music won’t help.

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TZD West Central Region

Nontraditional Distracted Driving Efforts
East Central, Northwest & Northeast TZD Regions Collaborative Enforcement Efforts: Tackling Texting & Driving

- Local Agencies
  - Bemidji
  - Brainerd
  - Breezy Point
  - Cross Lake
  - Duluth
  - Grand Rapids
  - Hermantown
  - Pequot Lakes
  - Polk
  - Pennington County Sheriff’s Office
  - Thief River Falls

- Minnesota State Patrol (Districts 2700, 2800, 3100, 3200)
Northern Minnesota Distracted Driving Law Enforcement Pilot Project
2013-2014 Detail Year Summary

<table>
<thead>
<tr>
<th>HOURS</th>
<th>STOPS</th>
<th>TEXTING CITED</th>
<th>TEXTING Warned</th>
<th>SEATBELT</th>
<th>DAR/DAS</th>
<th>INATTENTIVE DRIVING CITED</th>
<th>INATTENTIVE DRIVING WARNED</th>
<th>Misc</th>
</tr>
</thead>
<tbody>
<tr>
<td>49/144 Officer hours</td>
<td>135</td>
<td>51</td>
<td>32</td>
<td>19</td>
<td>3</td>
<td>1</td>
<td>12</td>
<td>15</td>
</tr>
</tbody>
</table>
Snapchat – Texting - GPS

How are u
Wed. 6:48p

Ace benace
Wed. 6:59p

Hi pebbles
8:44a

Hey! How’s it going
8:52a

Are you up all bright and early?
Unmarked SUVs - Success Factors

- Promote best practices and lessons learned
- Collaboration with other agencies
- Stationary vs. moving
- Time of day (afternoon/early evening)
- Alert prosecutors prior to enforcement wave
Marked Squads - Successes

- Work 4-lane roads
- Observe drivers looking away or down
- Turn around in next crossover
- Catch up to vehicle to observe driving conduct
- Stops car for driving conduct
- Questions reason for driving conduct
- Asks about phone use
Goal for 2008
500
Goal for 2010
400
Goal for 2014
350
Goal for 2020
300

Toward Zero Deaths
Established 2003

Minnesota Roadway Fatalities
Source: MnDOT 5/13/2015

Persons Killed

TZD Goal
Persons Killed
1995 TO 2003 Trendline

Goal for 2008
500
Goal for 2010
400
Goal for 2014
350
Goal for 2020
300

1995 TO 2003 Trendline

MnDOT 5/13/2015
Minnesota TZD:
How to Change a Culture

“It’s amazing what you can accomplish when you don’t care who gets the credit.”
– Harry S. Truman
Traffic Safety Culture
Private Partners

Safeway Driving School

North Memorial Health Care
Speak Up: Texting + Driving = Illegal

https://www.youtube.com/watch?v=fr9x1OPh4XU
MnDOT Work zone Safety Campaign 2014

HANG UP!

Workers Lives At Stake. Orange Cones. No Phones.
Questions?