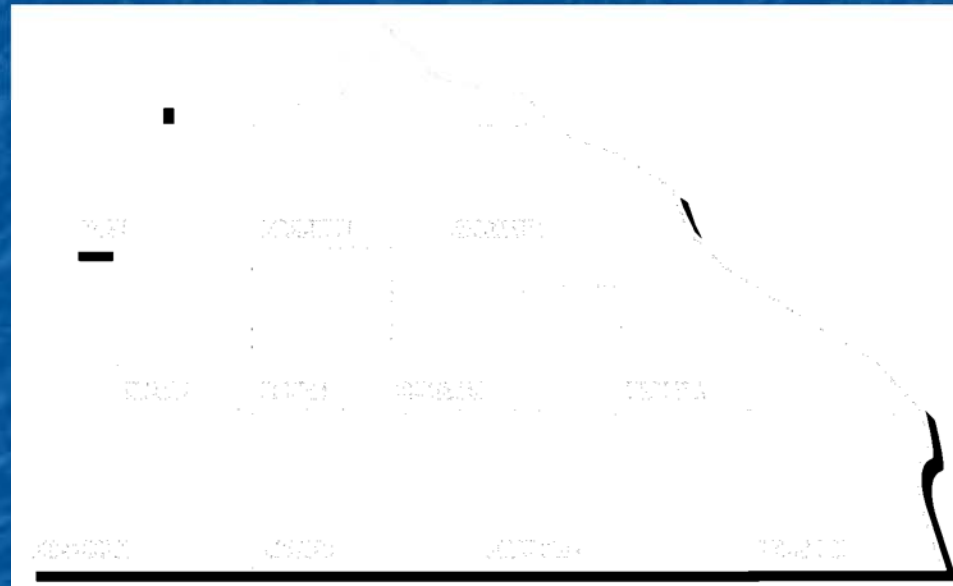


Southeast Minnesota



Toward Zero Deaths Workshop

May 3, 2007

Traffic Crashes in Southeast Minnesota

What Has Changed?

Crash Data for Southeast Minnesota

1998 - 2003

and

2005 - 2006

Crash Data for Southeast Minnesota **BIG Changes!**

	<u>1998-2003</u>	<u>2005-2006</u>
■ Crashes per year	8,947	7,706
■ PDO crashes per year	6,163	5,340
■ Injury crashes per year	2,709	2,307
■ Fatalities per year	86	66

Crash Data for Southeast Minnesota

	<u>1998-2003</u>	<u>2005-2006</u>
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■ PDO crashes per year	6,153	5,340
■ Injury crashes per year	2,709	2,307
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Improvements on all fronts!

Celebrate!!

Celebrate!!

Celebrate!!

Celebrate!!

Celebrate!!

Celebrate!!

Celebrate!!

OK, that's
enough.

Three Subsets of the Data Set the Course for SE MN Programs:

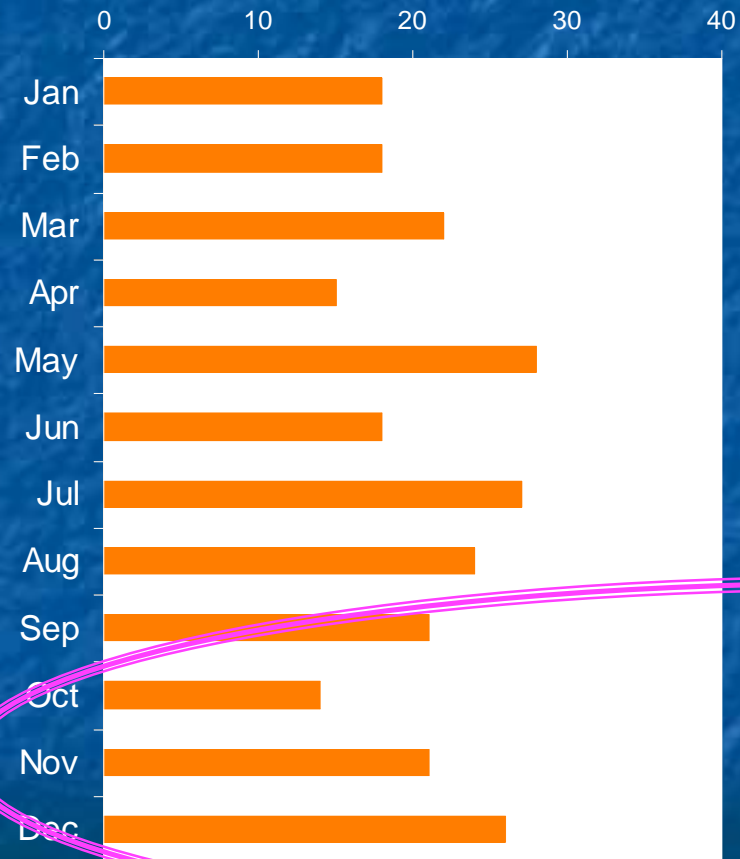
- 15-29 year olds
- Run Off Road Crashes
- 3 PM to 7 PM

15 – 29 Year Olds

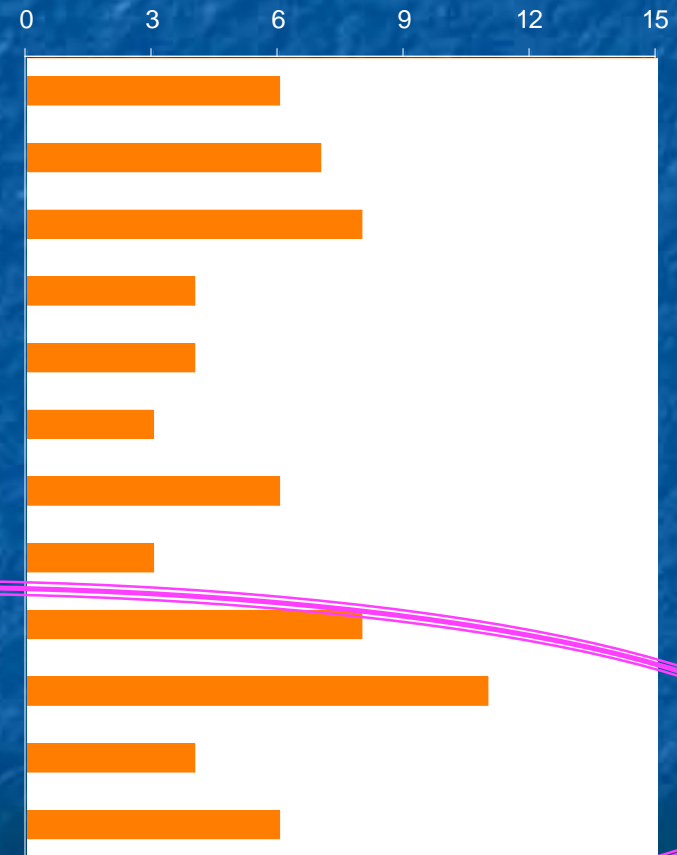
What Has Changed?

Month: Change

252 15-29 year old drivers 1998-2003



70 15-29 year old drivers 2005-2006



Time: Change

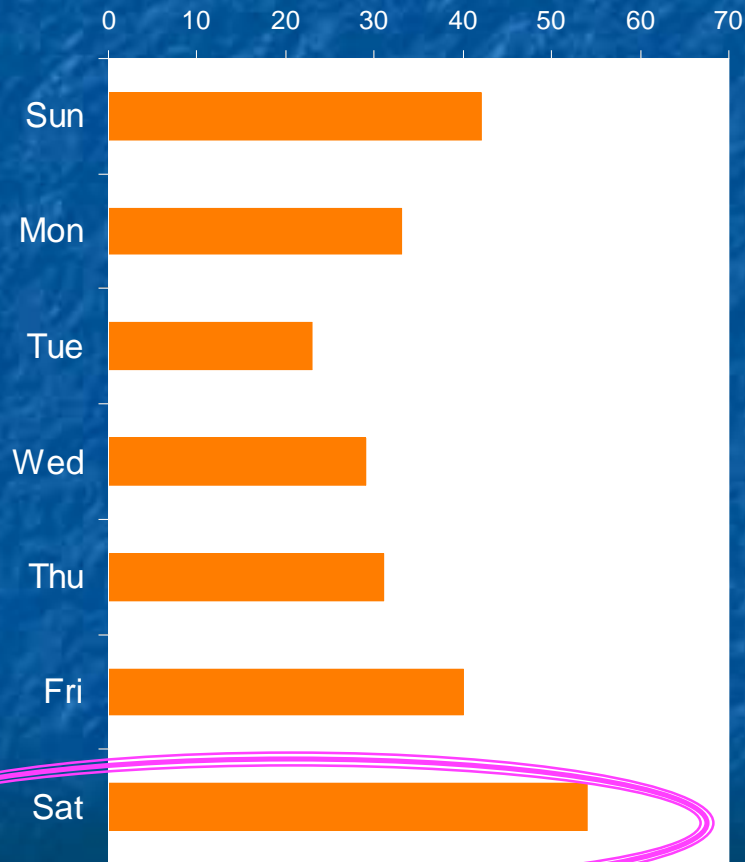
252 15-29 year old drivers 1998-2003

70 15-29 year old drivers 2005-2006



Day: Change

252 15-29 year old drivers 1998-2003

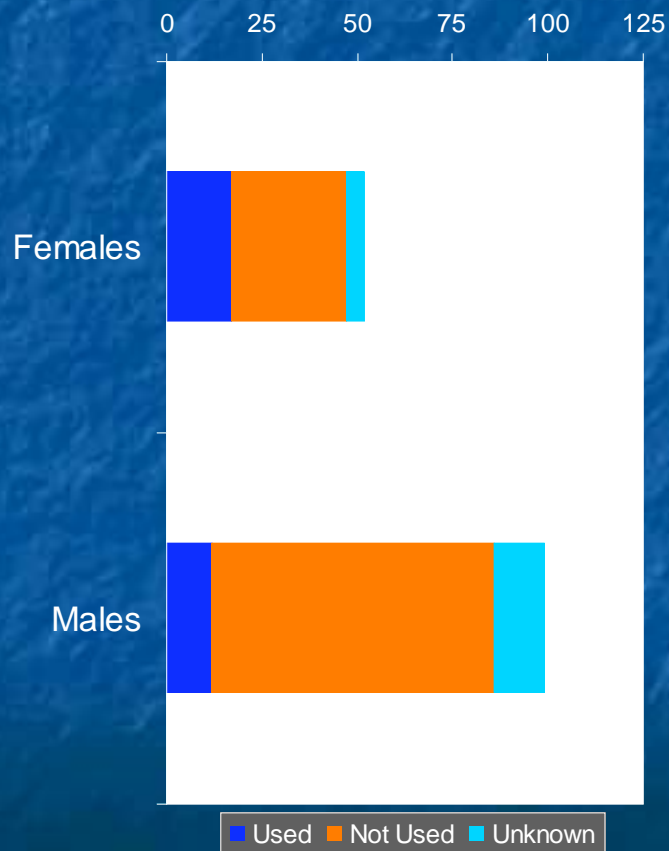


70 15-29 year old drivers 2005-2006

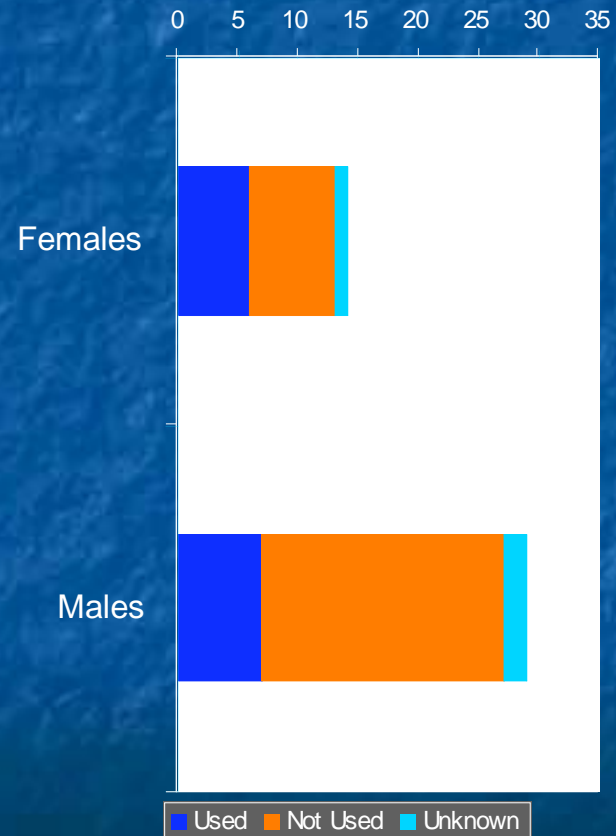


Belt Use (15-29): **Slight change**

151 15-29 year-old occupants killed



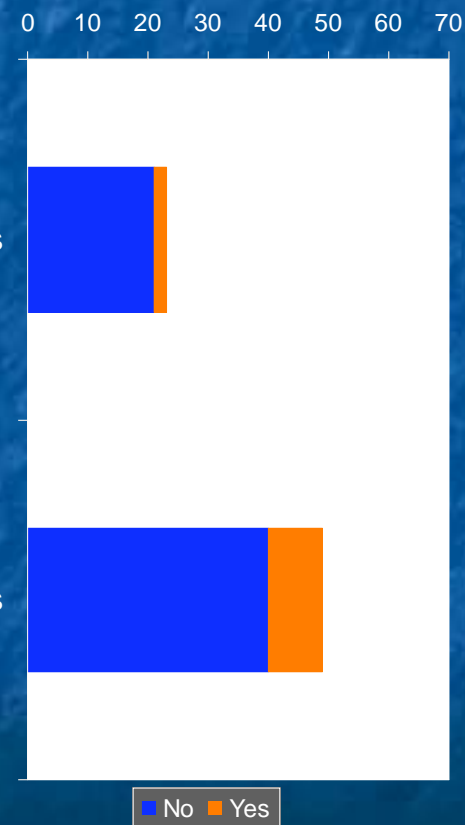
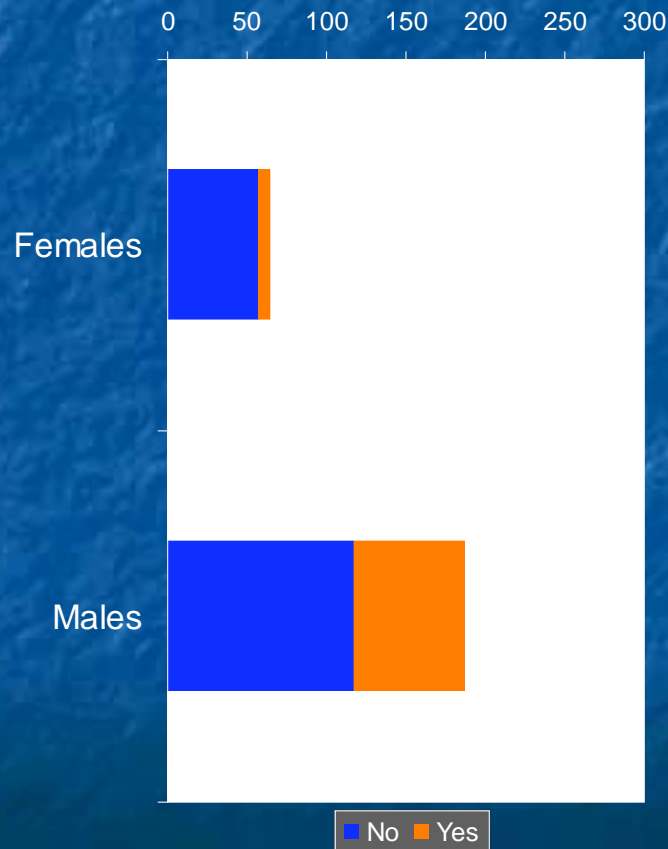
43 15-29 year-old occupants killed



Alcohol Involved: **Some Change**

252 15-29 year old drivers 1998-2003

72 15-29 year old drivers 2004-2005



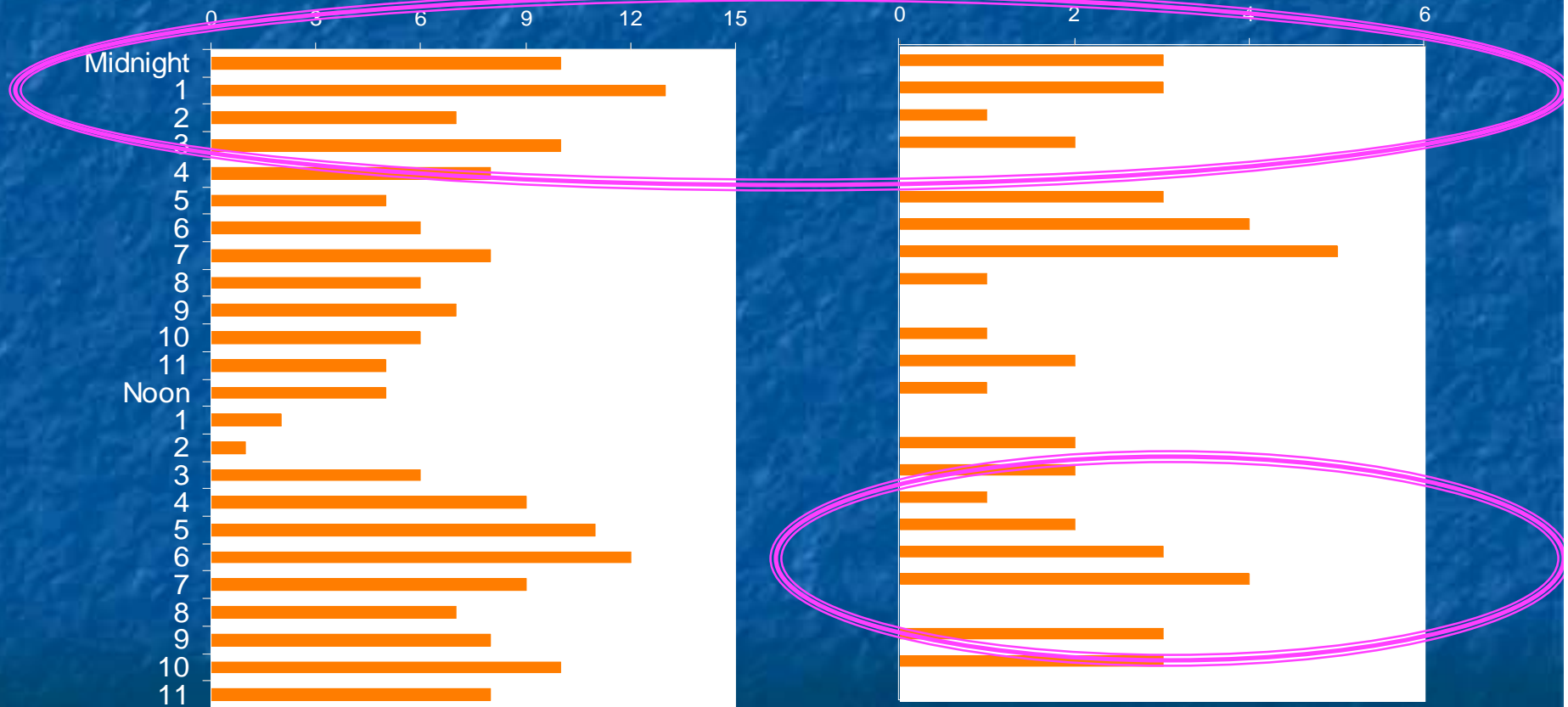
Run Off Road

What Changed?

Time of Day (ROR): **Change**

183 fatal crashes 1998-2003

46 fatal crashes 2005-2006



Month: **Change**

183 fatal crashes 1998-2003



46 fatal crashes 2005-2006

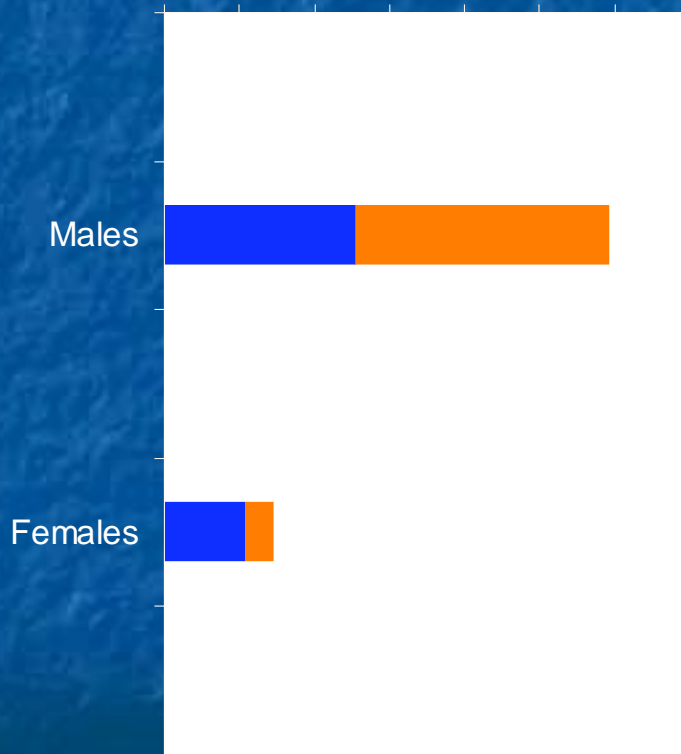


Alcohol Involvement (ROR)

Some Change

185 drivers in fatal crashes 1998-2003

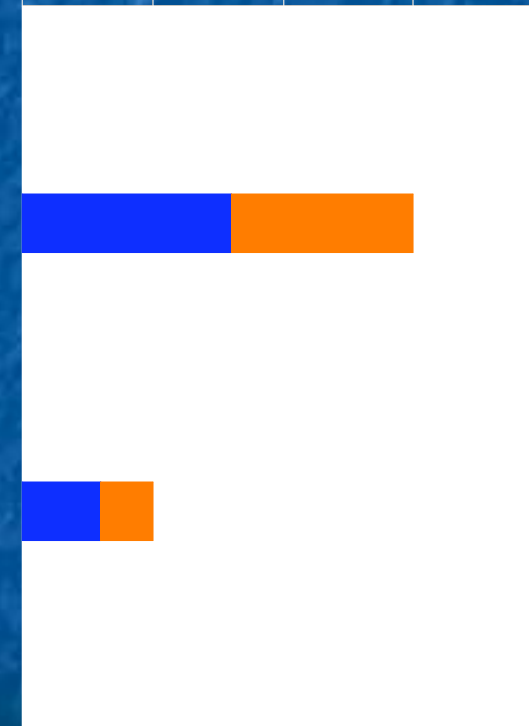
0 25 50 75 100 125 150 175



No Yes

41 drivers in fatal crashes 2004-2005

0 10 20 30 40



No Yes

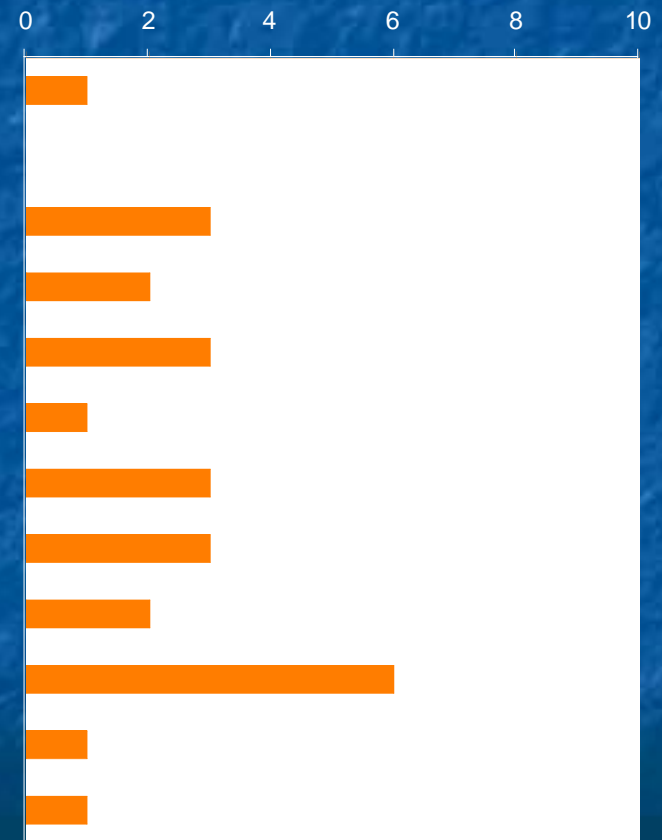
3 PM to 7 PM

What Changed?

Month (3PM-7PM): Change

117 fatal crashes 1998-2003

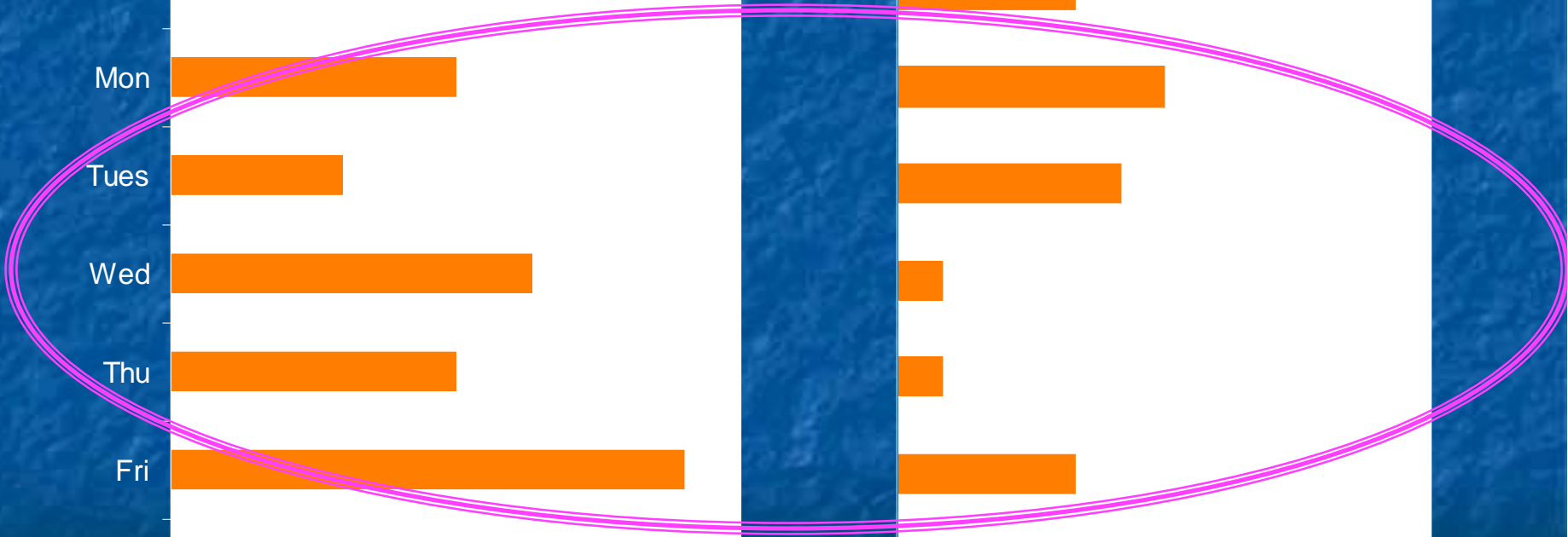
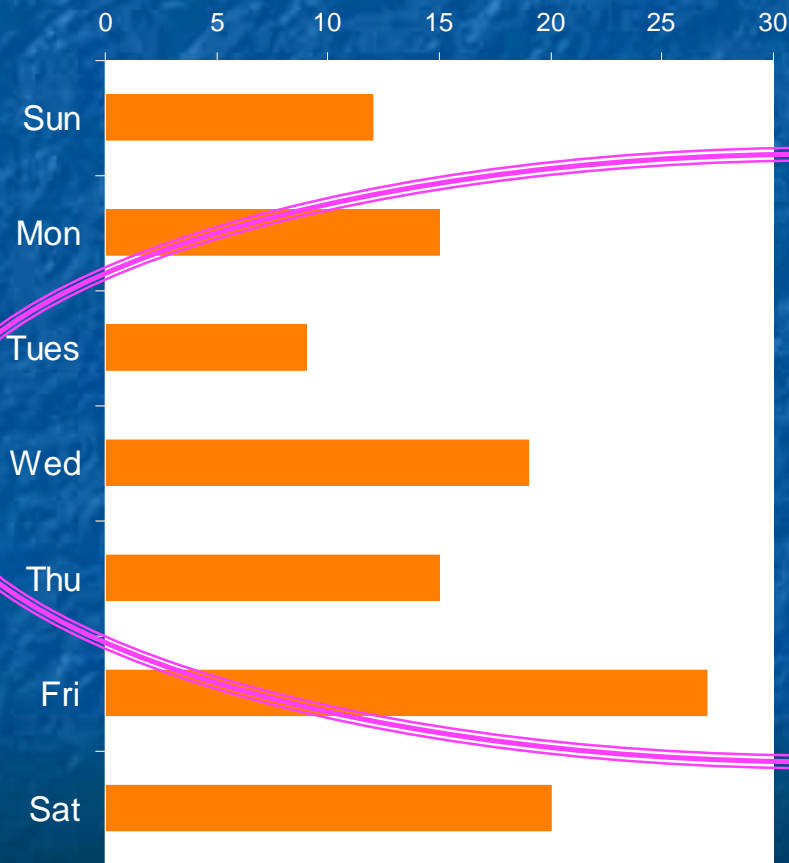
26 fatal crashes 2005-2006



Day of Week (3PM – 7PM): Change

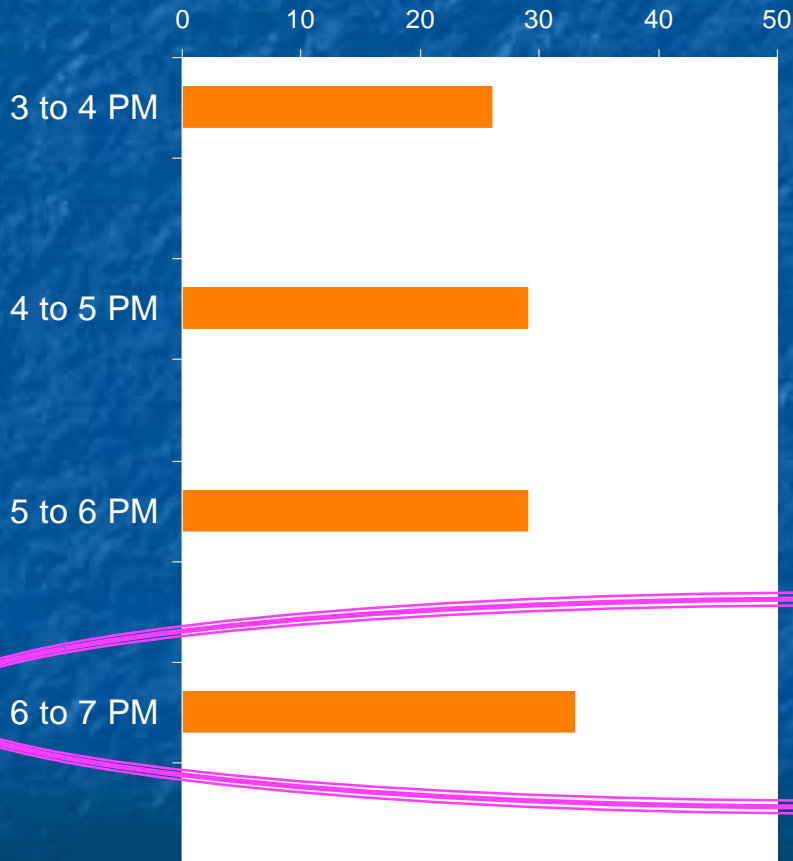
117 fatal crashes 1998-2003

26 fatal crashes 2005-2006

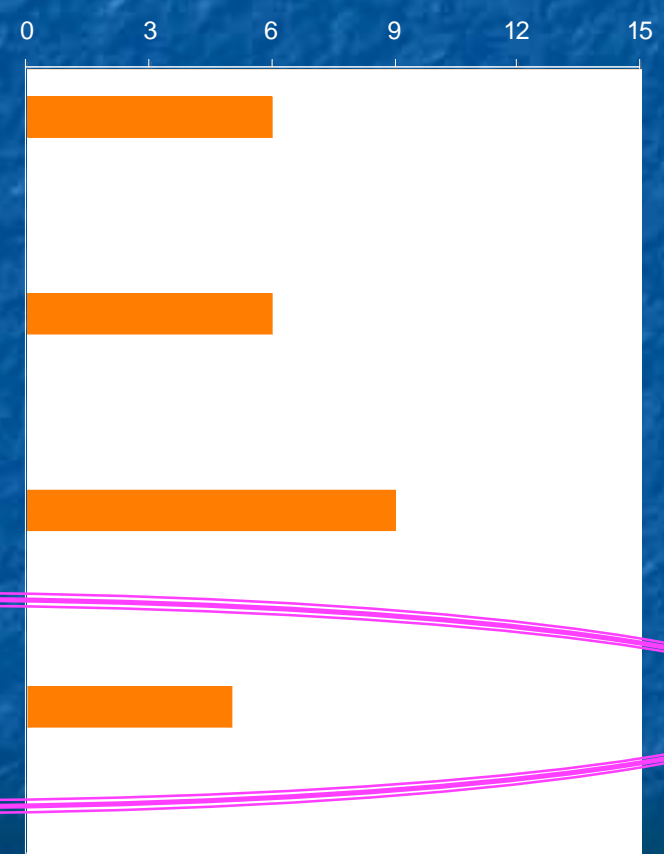


Time of Day (3PM - 7PM)

117 fatal crashes 1998-2003



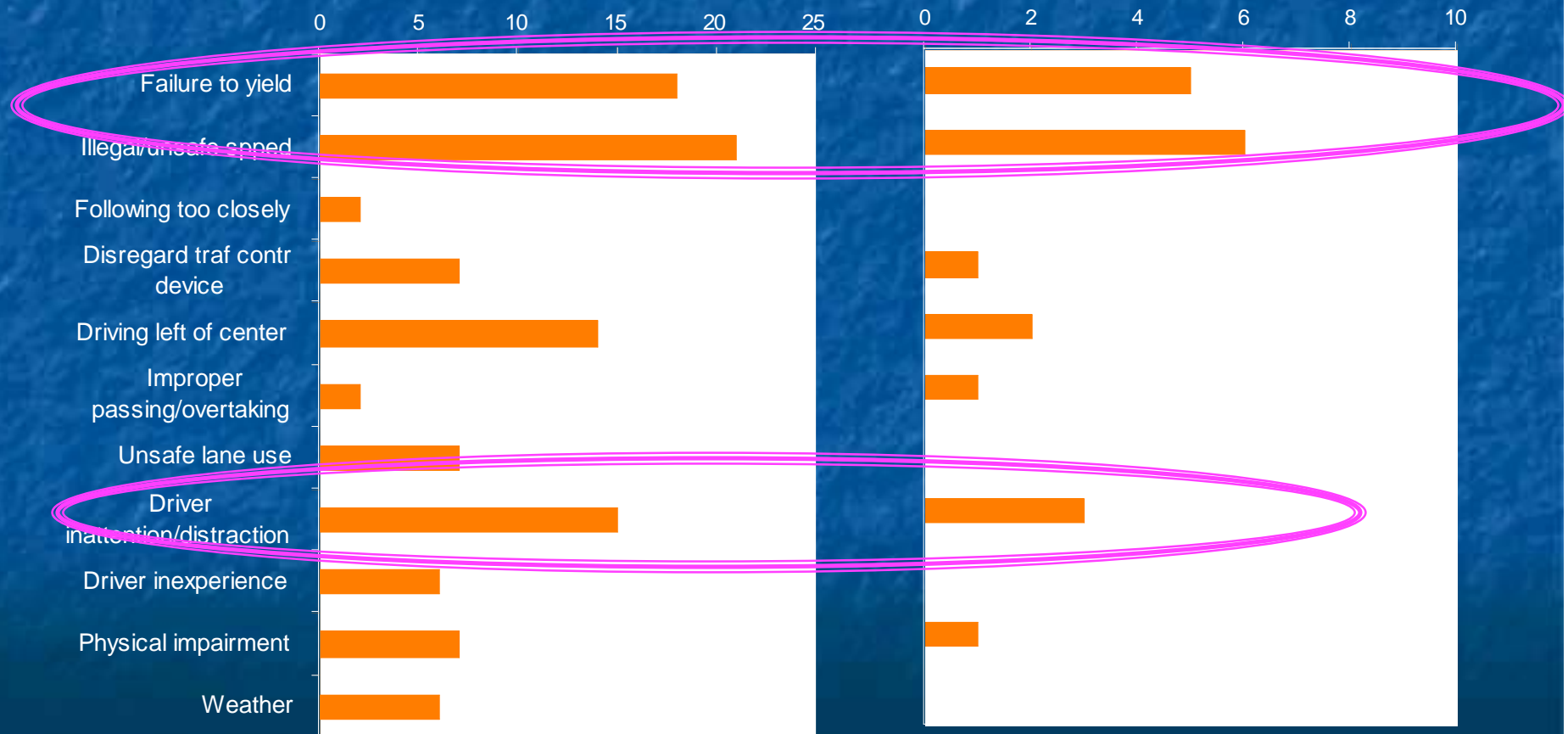
26 fatal crashes 2005-2006



Contributing Factors: Some Modest Change

193 drivers in fatal crashes 1998-2003

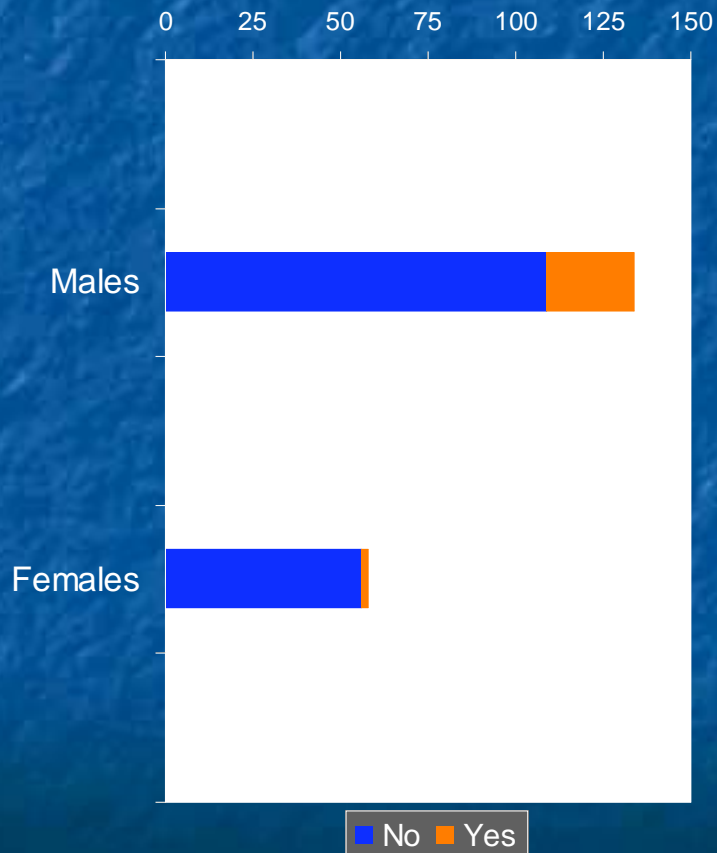
43 drivers in fatal crashes 2005-2006



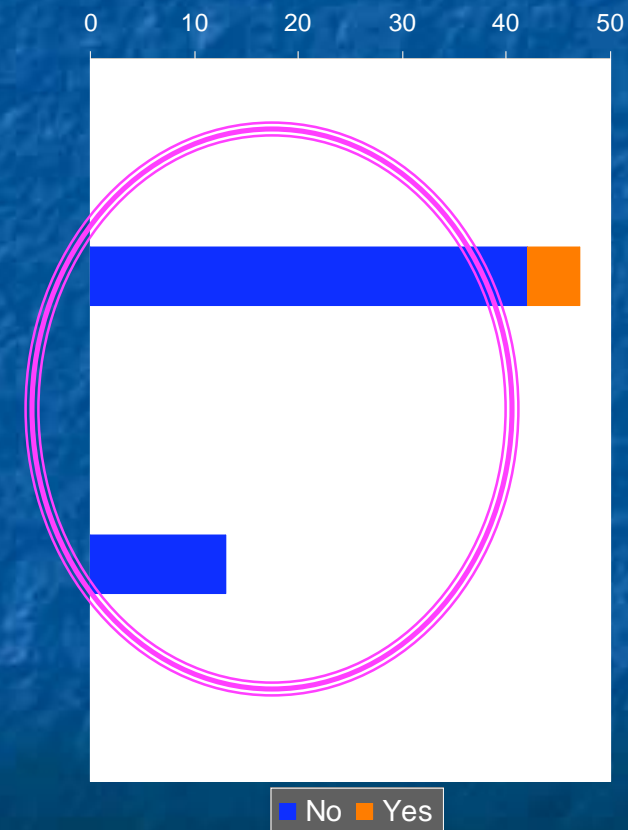
Alcohol Involvement (3PM to 7PM)

Some Change

193 drivers in fatal crashes 1998-2003



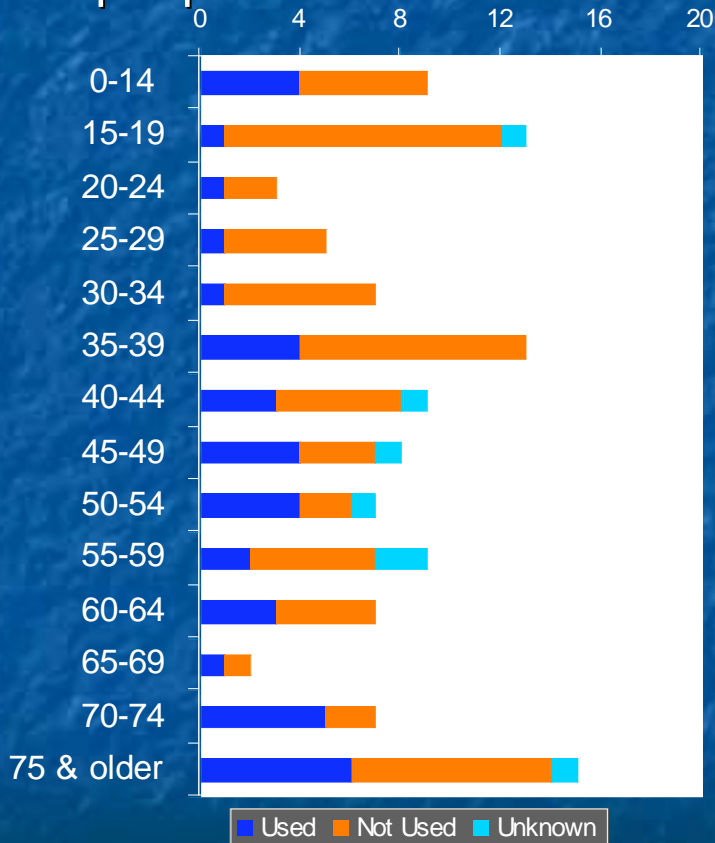
60 drivers in fatal crashes 2004-2005



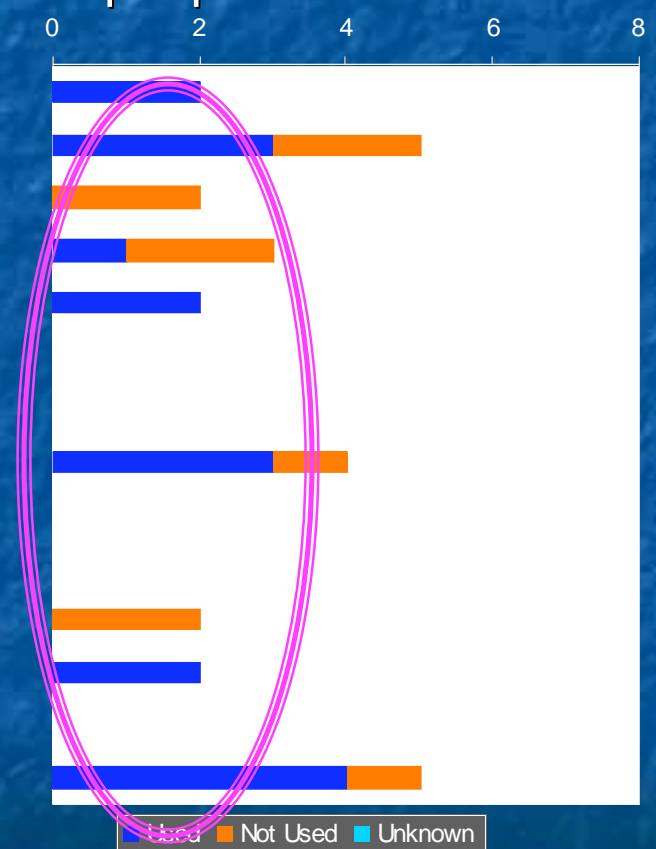
Belt Use (3PM – 7PM)

Some Change

114 people killed 1998-2003



28 people killed 2004-2005



Summary of changes

- Some change in time of crash
- No longer concentrated in December
- Some improvement among 15-29 year olds
 - More belt use
 - Less alcohol use

So Now What?

Continue the Success

- Notice what worked
- Notice what still needs to change
- Take a fresh look at the data

The New 4 Es

- Expansion
- Enthusiasm
- Empowerment
- Expectations of success