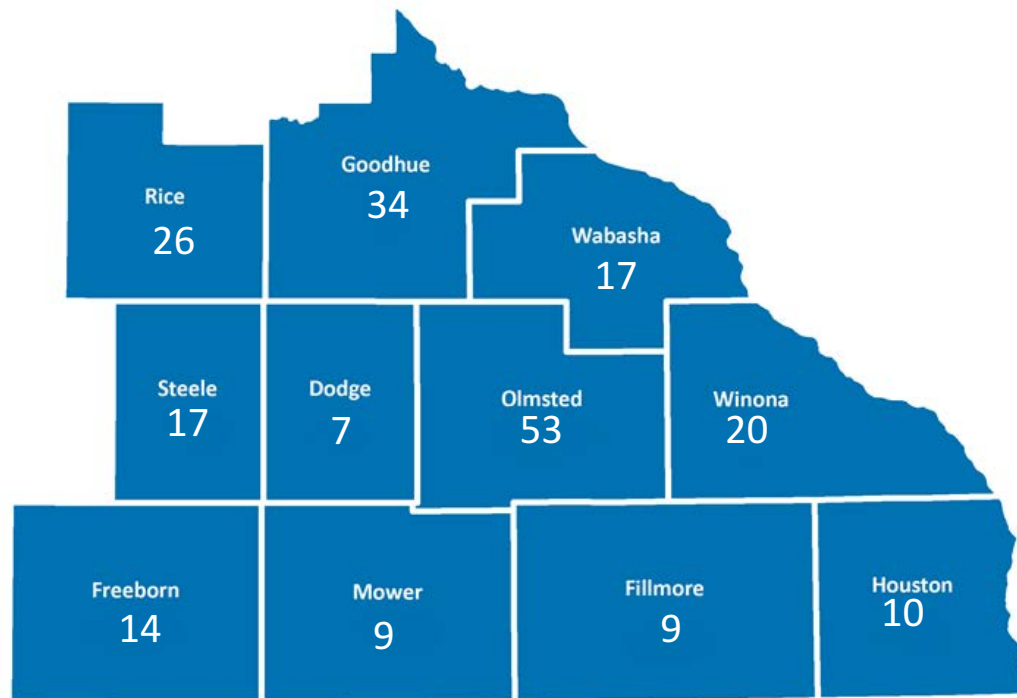


MINNESOTA  
TOWARD **ZERO** DEATHS

# Southeast Minnesota Regional Crash Data

May 2, 2018

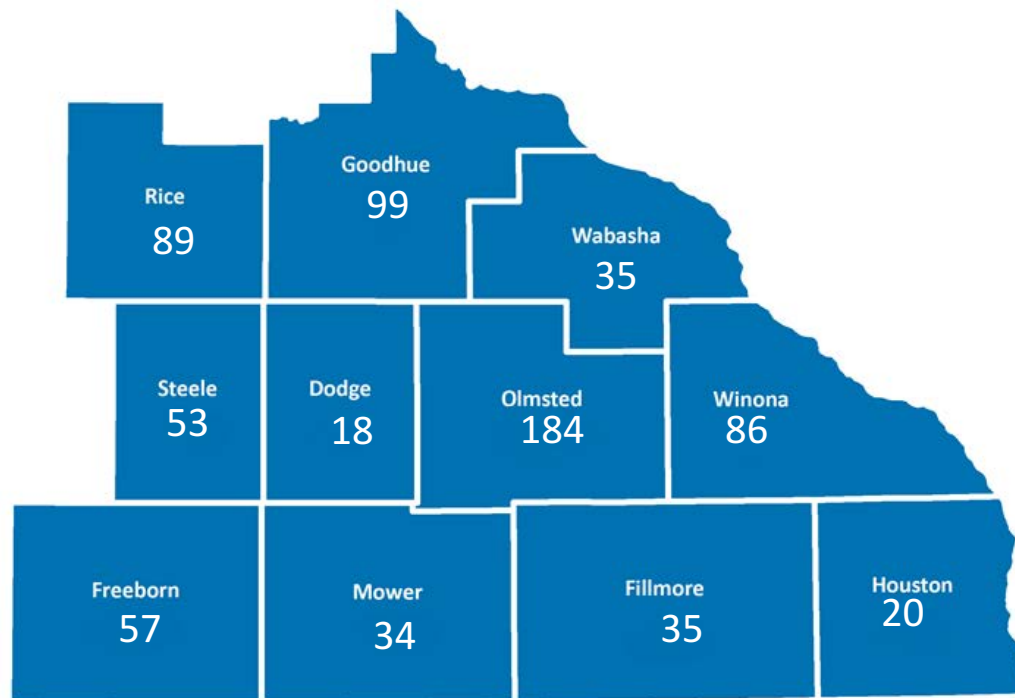
# Southeast MN Fatalities, 2013-2017\*



Region Totals	
2013	39
2014	49
2015	48
2016	46
2017*	34

\*2017 data are preliminary

# Southeast MN Serious Injuries, 2013-2017\*

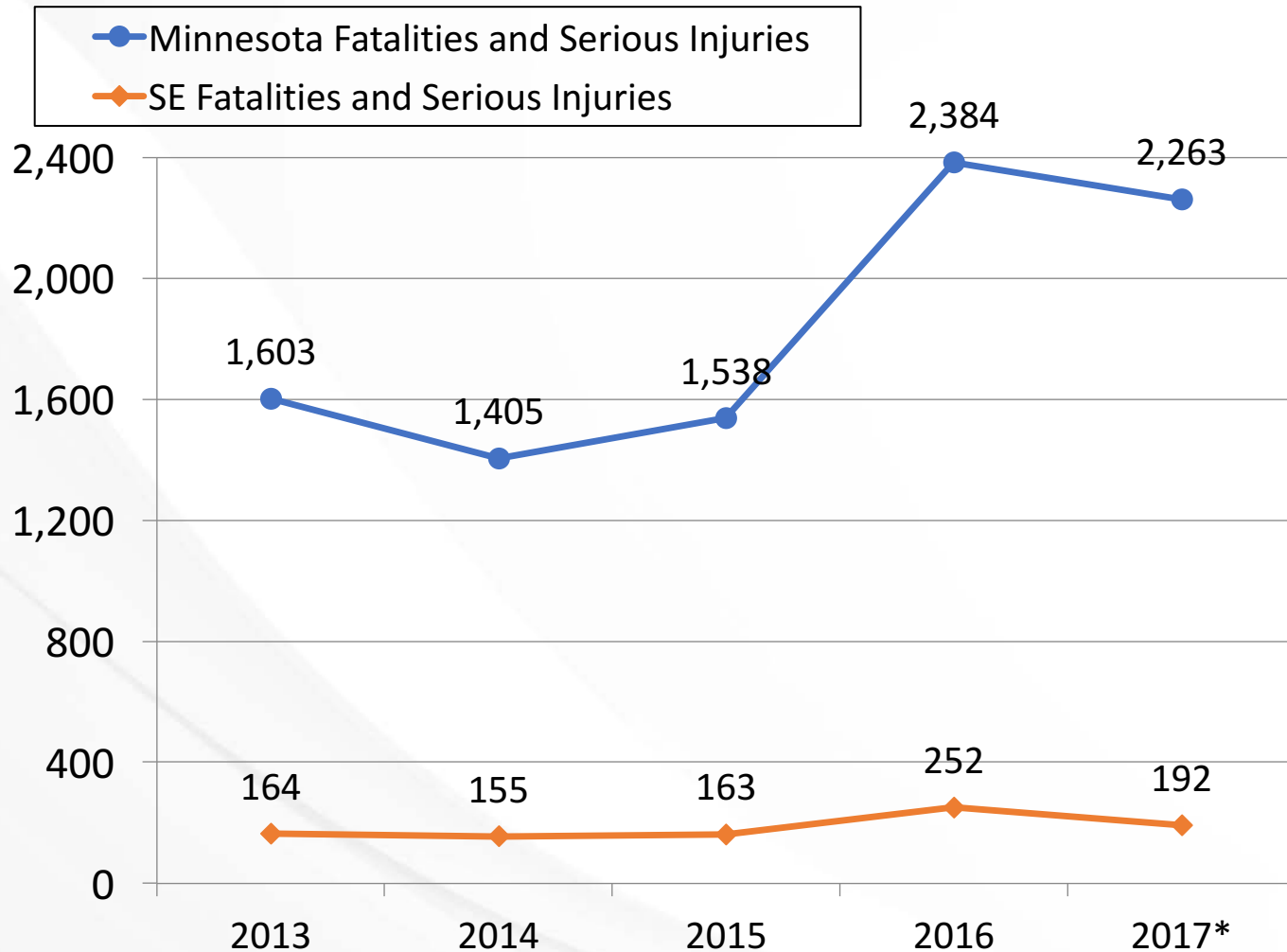


Region Totals	
2013	125
2014	106
2015	115
2016	206
2017*	158

Note: New injury definitions were introduced in MNCrash beginning in 2016 to align with national standard definitions.

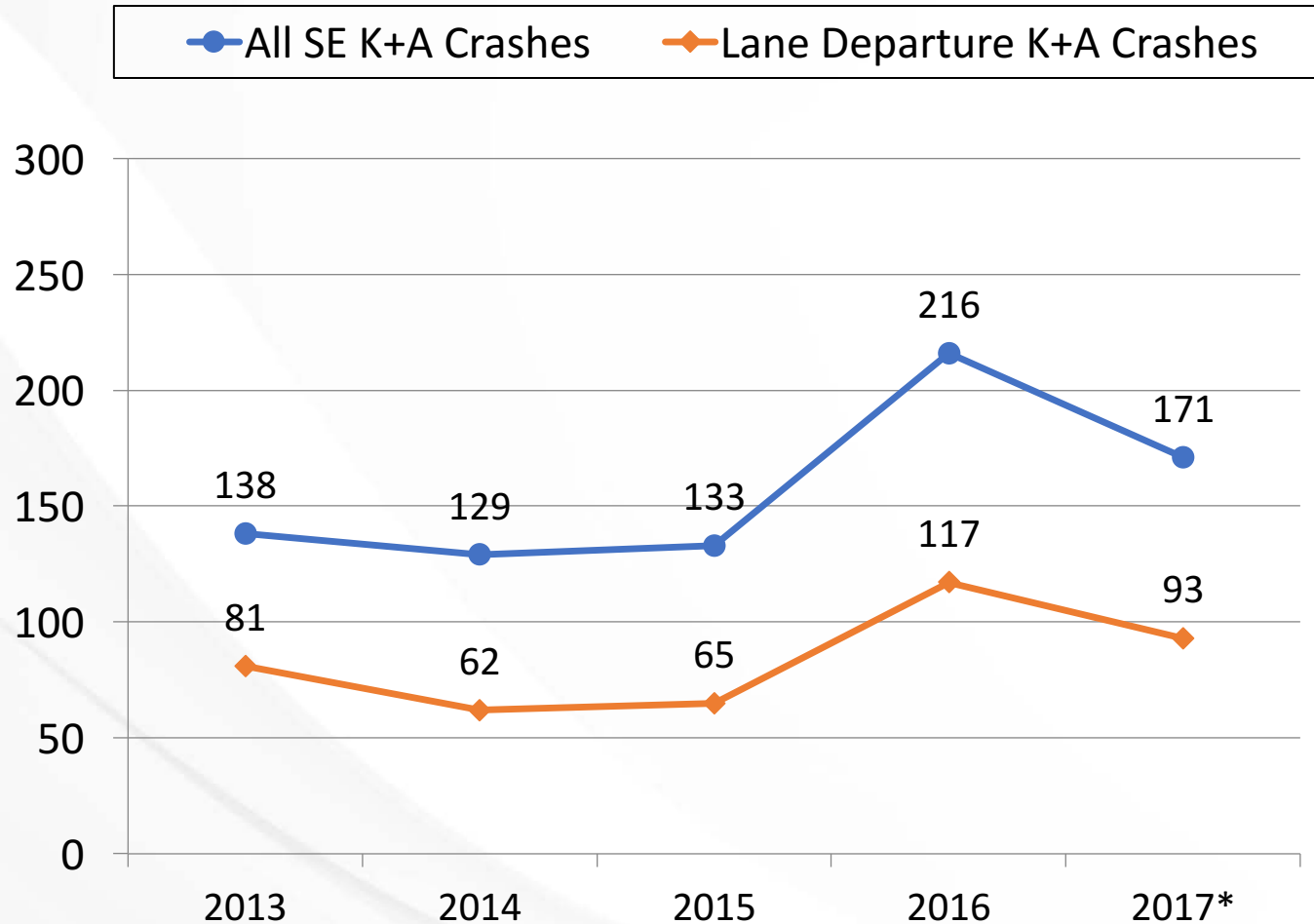
\*2017 data are preliminary

# Statewide Fatalities and Serious Injuries



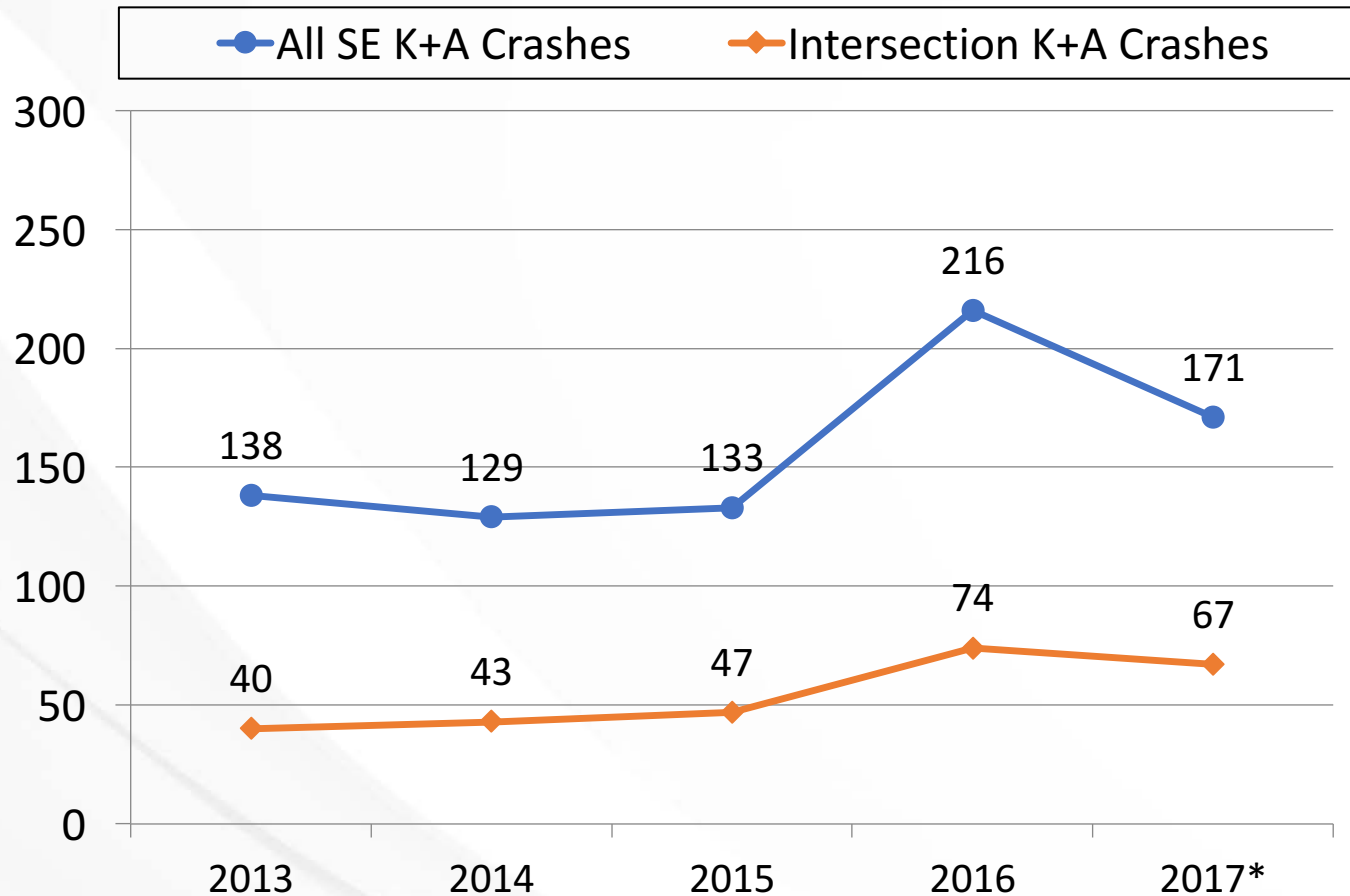
\*2017 data are preliminary

# Southeast Lane Departure Crashes



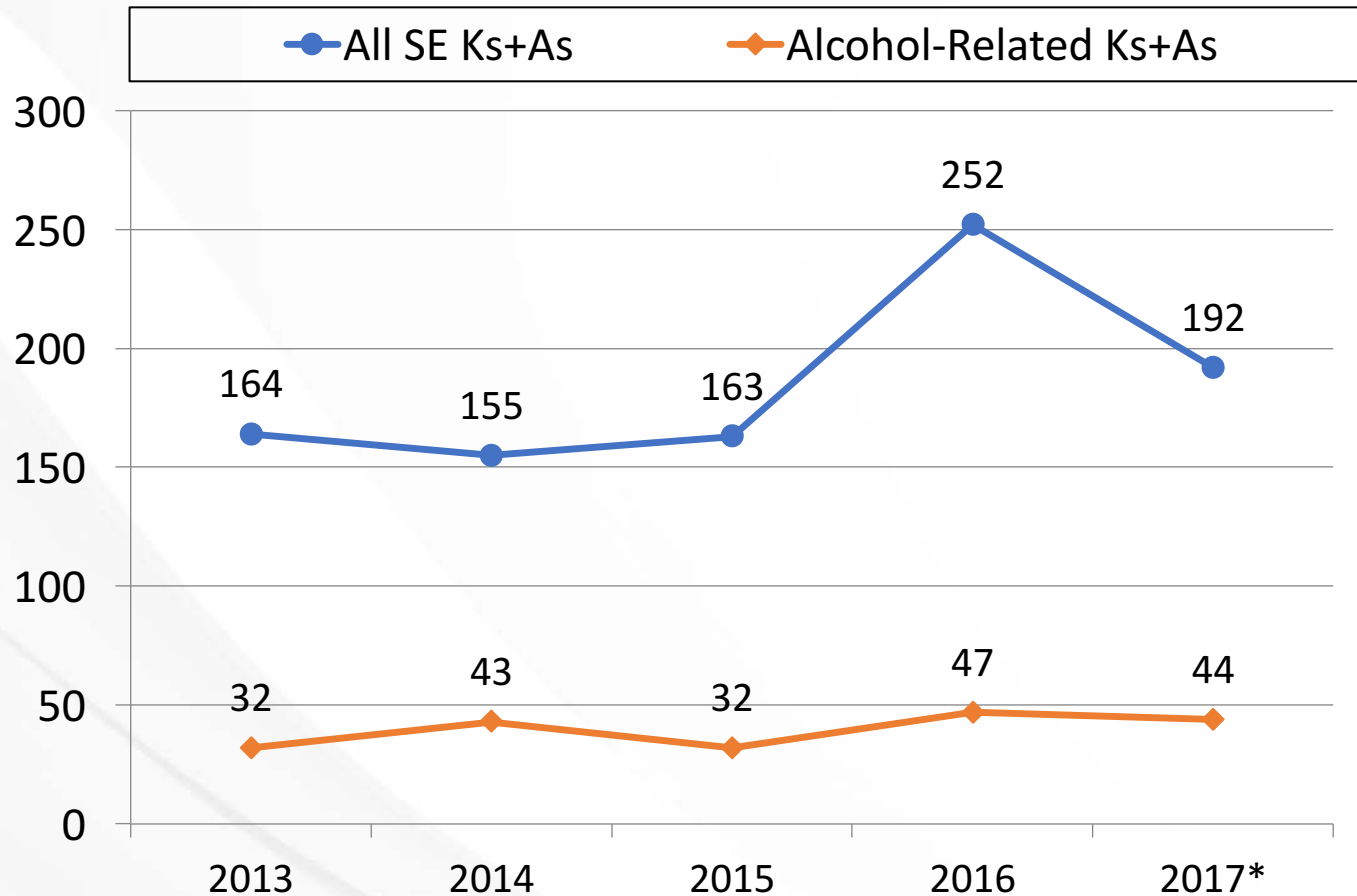
\*2017 data are preliminary

# Southeast Intersection Crashes



\*2017 data are preliminary

# Southeast Alcohol-Related Fatalities and Serious Injuries



\*2017 data are preliminary

# Alcohol-Related Target Audience

## Who?

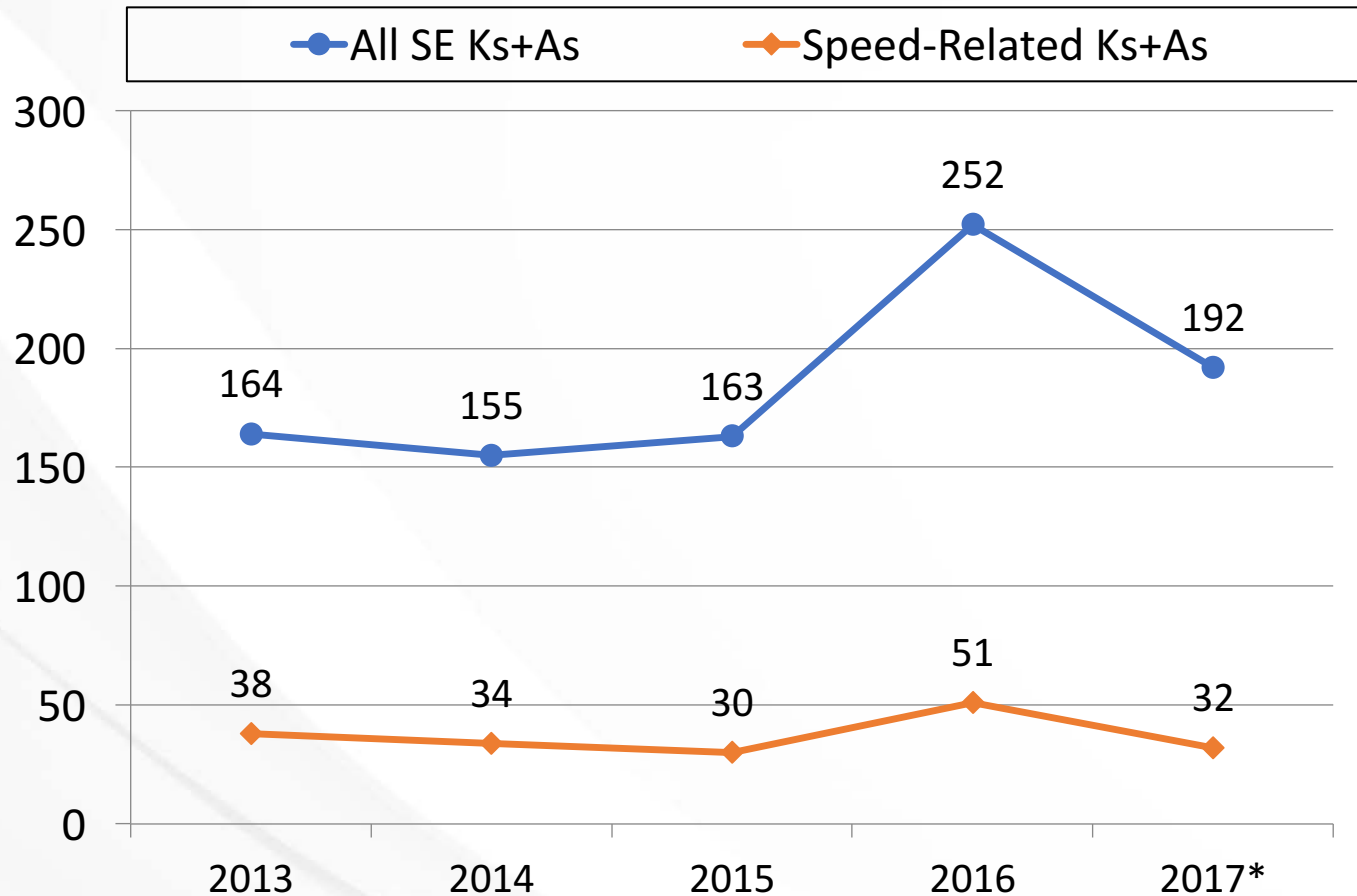
- Young adults (age 21 – 35)
- Men

## When?

- Evenings and nights (8 PM – 4 AM)
- Weekends (Saturday and Sunday)



# Southeast Speed-Related Fatalities and Serious Injuries



\*2017 data are preliminary

# Speed-Related Target Audience

## Who?

- Young adults (age 21 – 35)
- Men

## When?

- Early morning and overnight  
(7 AM – 9 AM; 10 PM – 4 AM)
- Every day of the week



Salmon  
Trout  
Steelheader

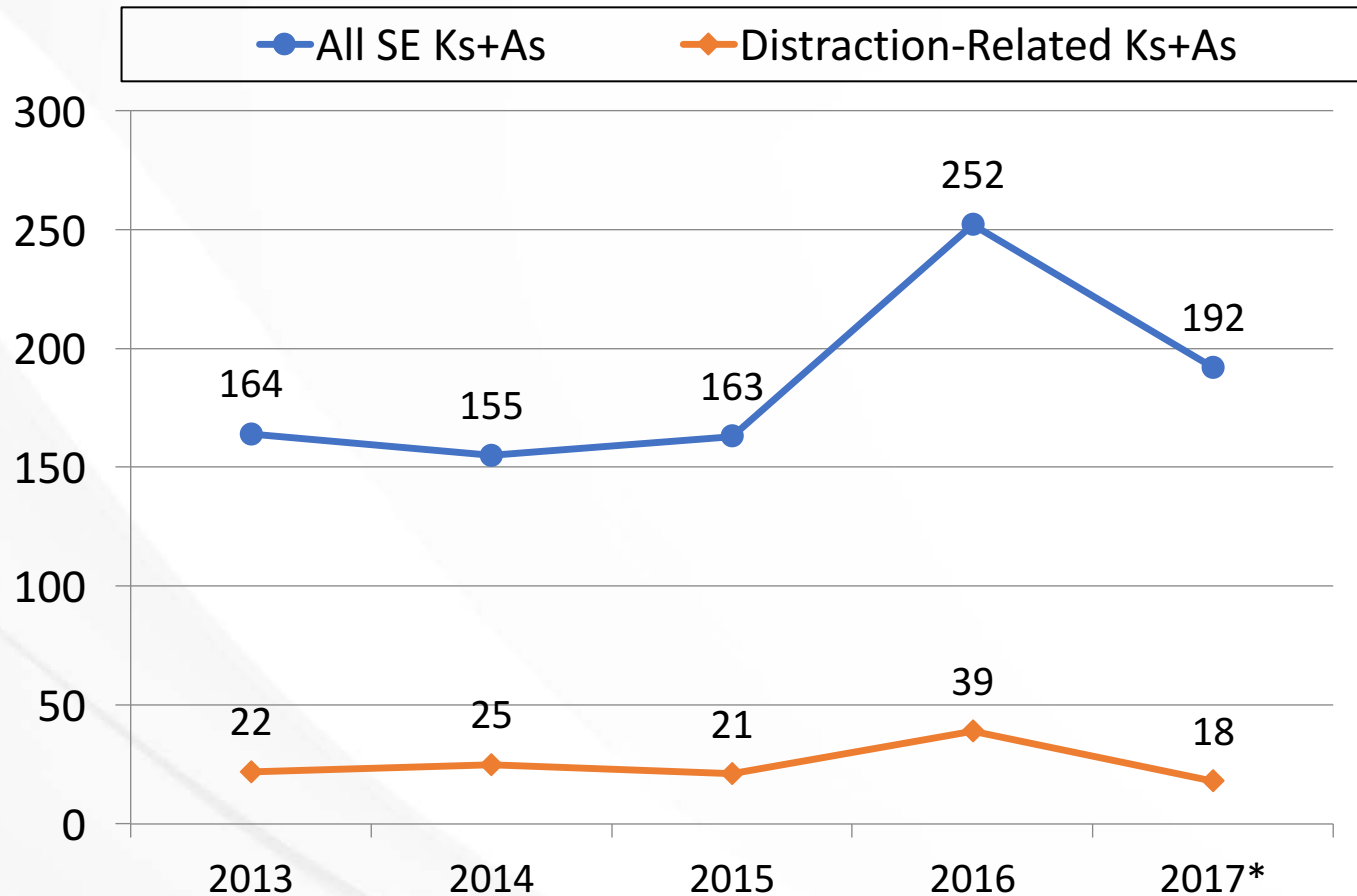
ANGLING  
LET'S FISH!

Onyx®

Keeping you there.

15 YEARS  
TOWARD  
ZERO  
DEATHS

# Southeast Distraction-Related Fatalities and Serious Injuries



\*2017 data are preliminary

# Distraction-Related Target Audience

Who?

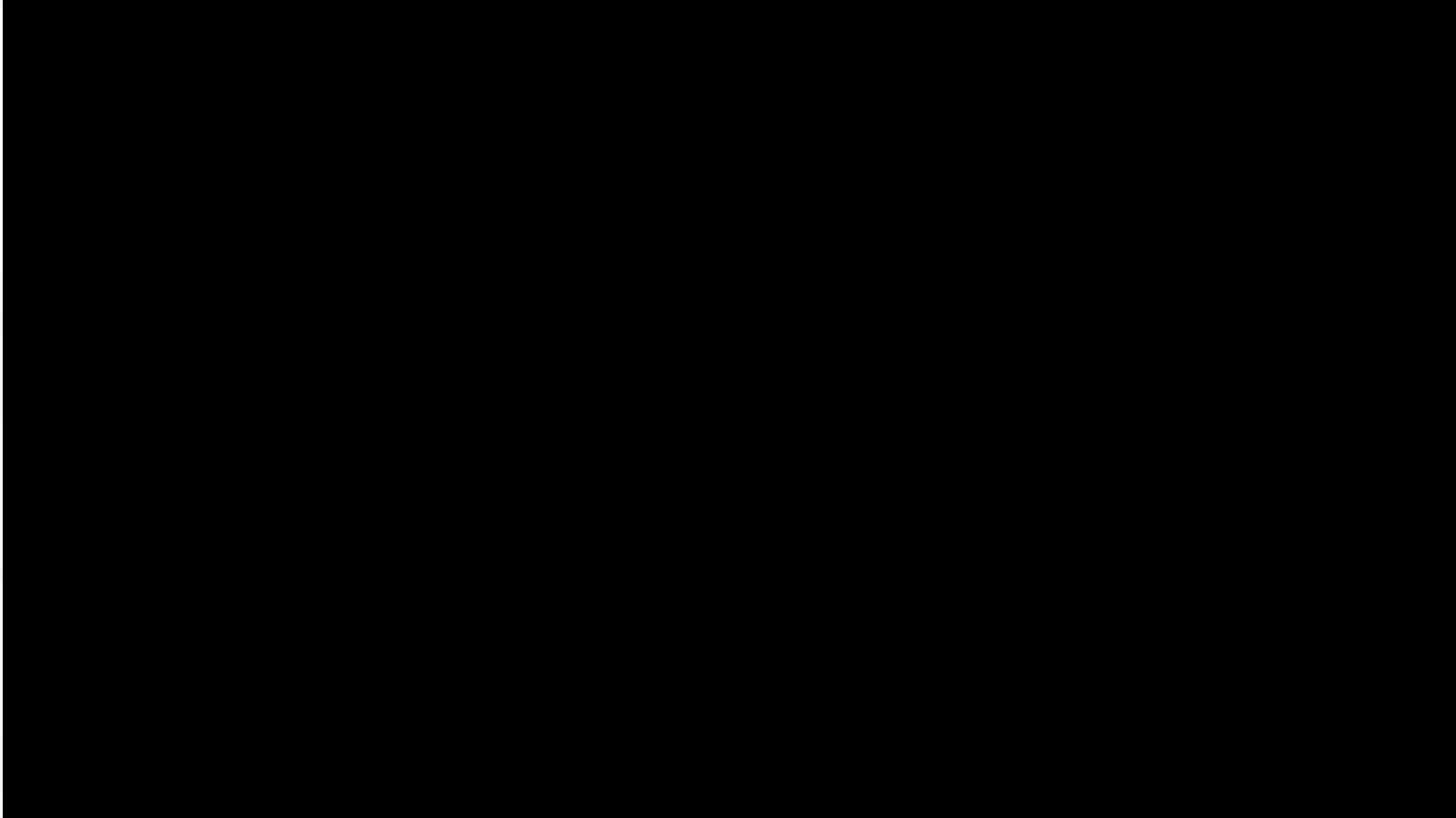
- All ages are about equally represented
- Distraction impacts both genders

When?

- Evenings (4PM – 10PM)
- Weekdays (Monday – Thursday)

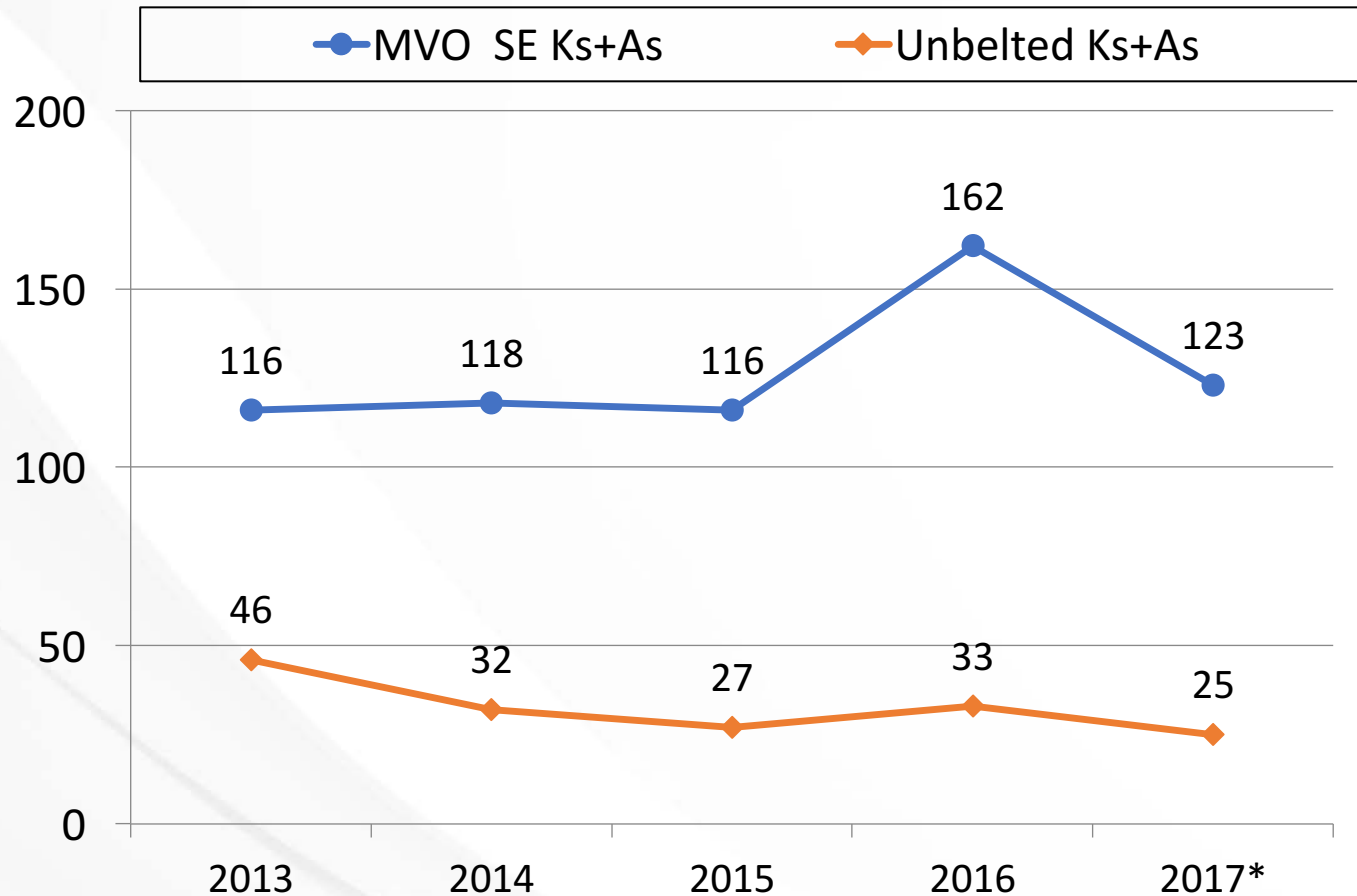


Professional stunt. Do not attempt.





# Southeast Unbelted Fatalities and Serious Injuries



\*2017 data are preliminary

# Seat Belt Target Audience

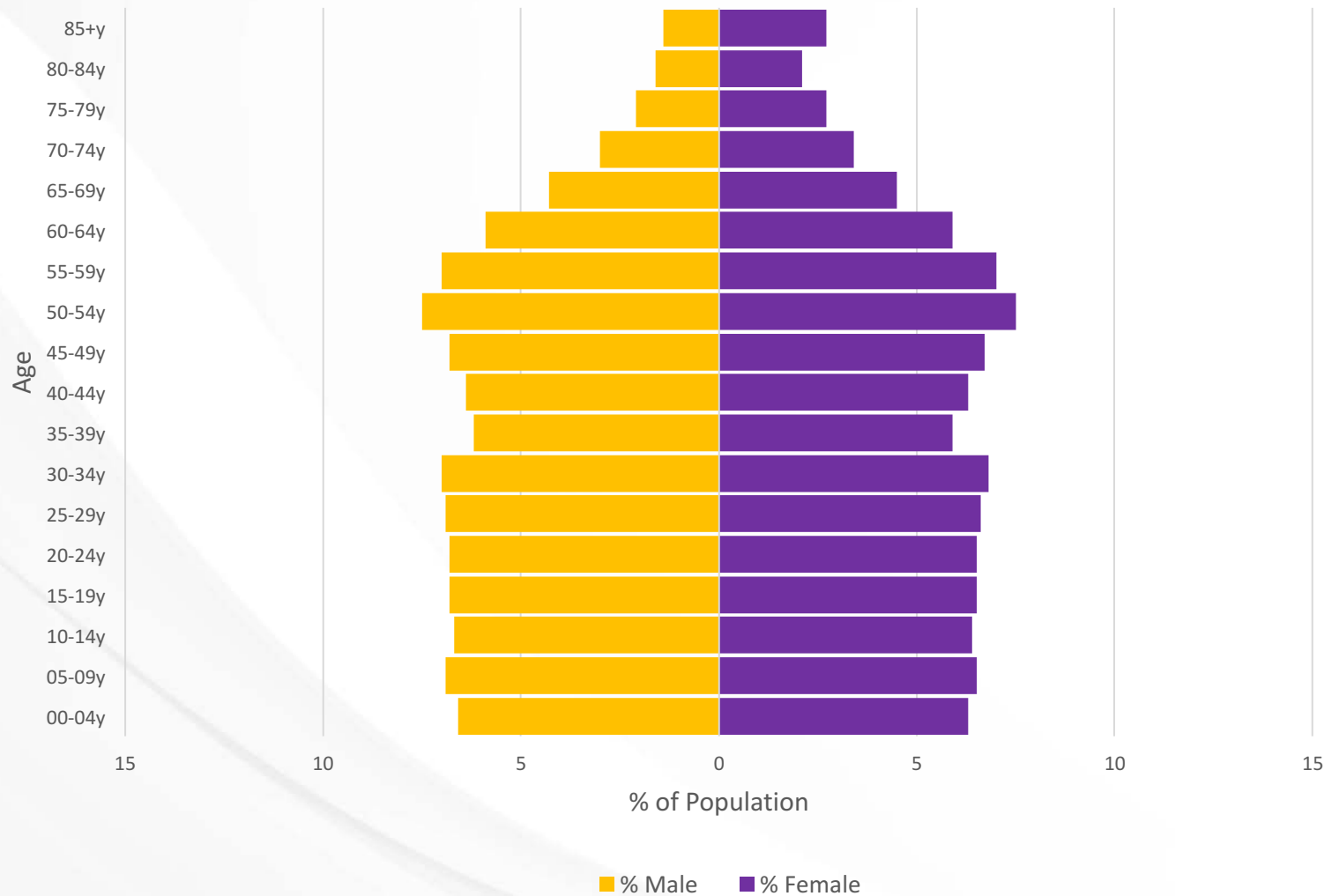
Who?

- Adults (age 31—55)
- Men

When?

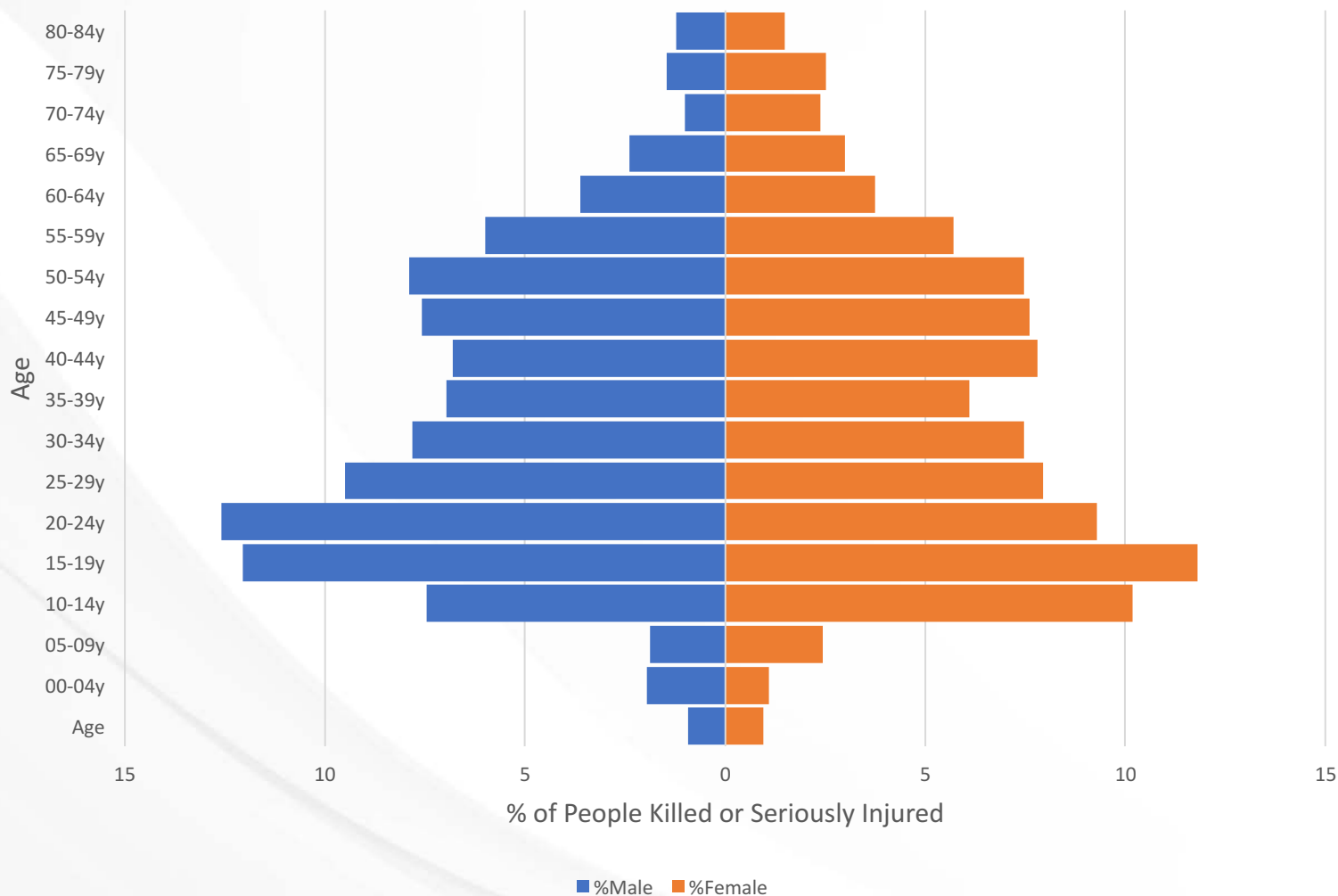
- Overnight (11PM – 5AM)

# Population of Minnesota, 2015\*



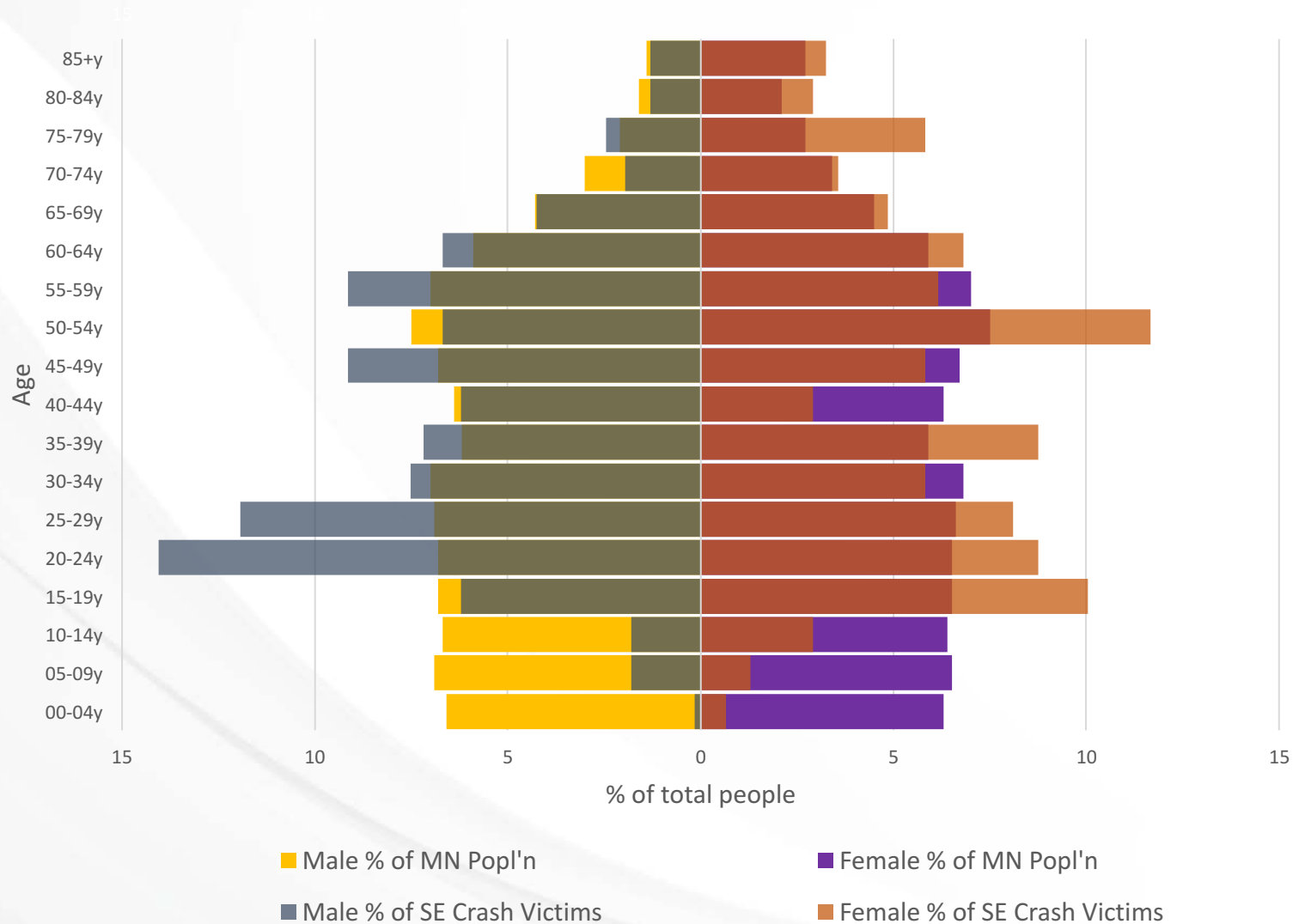
\*Population data from the MN State Demographic Center

# People Killed or Seriously Injured – Southeast Region 2013-2017\*



\*2017 data are preliminary

# MN Population and Southeast Region Crash Victims, 2013-2017\*



\*2017 data are preliminary





# Southeast Minnesota Key Findings

- Compared to 2016, fatalities and serious injuries were down in 2017
- The “Big Four” remain a challenge
  - Impairment
  - Distraction
  - Seat belt use
  - Speed
- Teens and young adults continue to be overrepresented in crashes



# Additional Resources

- **Minnesota Toward Zero Deaths**
  - [www.MinnesotaTZD.org](http://www.MinnesotaTZD.org)
- **Strategic Highway Safety Plan**
  - [www.mndot.gov/TrafficEng/Safety/SHSP](http://www.mndot.gov/TrafficEng/Safety/SHSP)
- **Minnesota Crash Facts**
  - <https://dps.mn.gov/Divisions/OTS>

# Happy Birthday Jon!



# And Trooper Troy...

