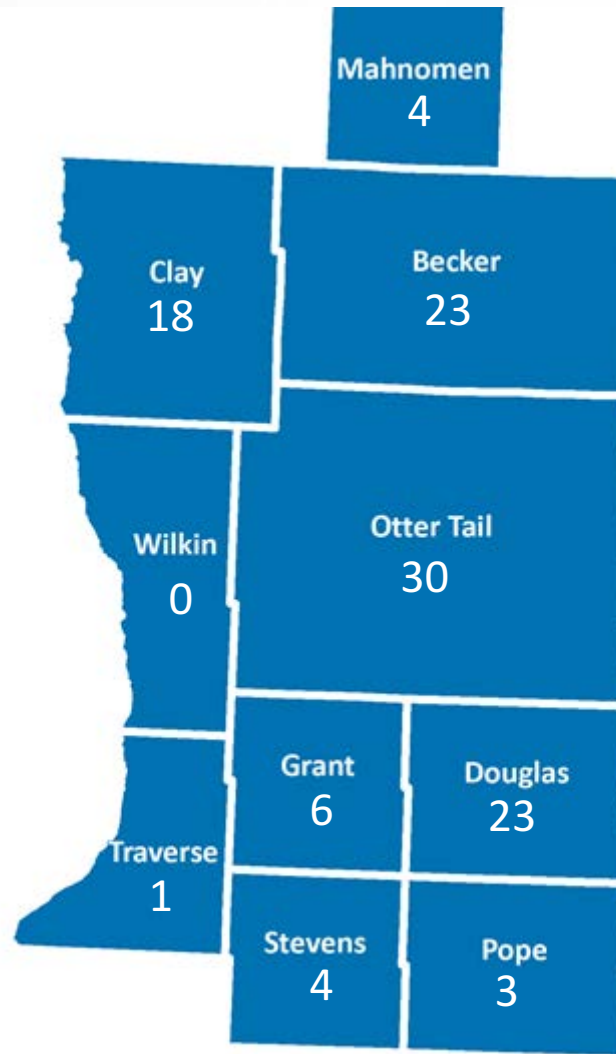


MINNESOTA
TOWARD **ZERO** DEATHS

West Central Minnesota Regional Crash Data

April 12, 2018

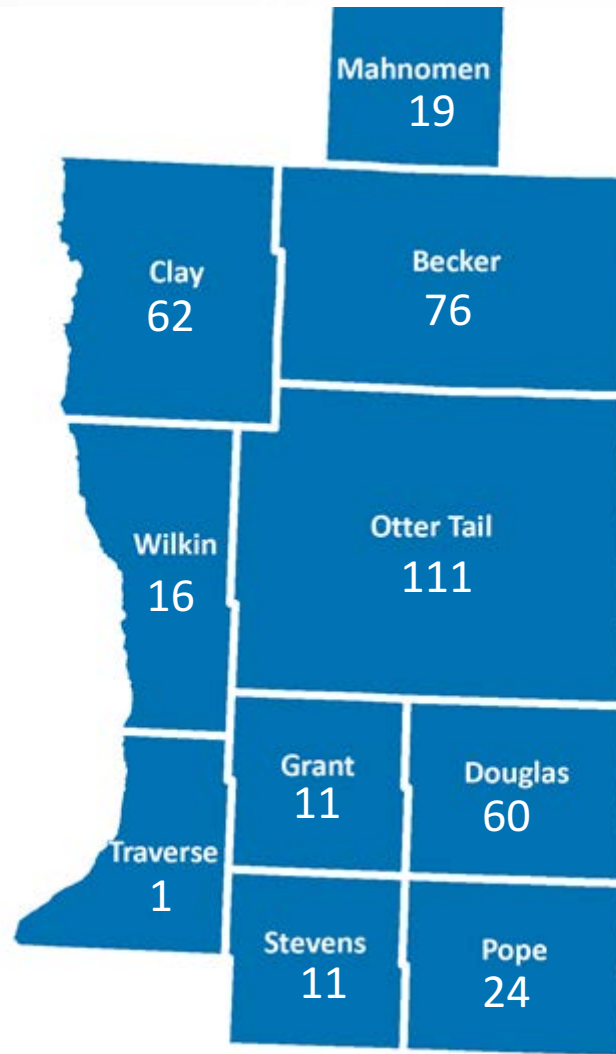
West Central MN Fatalities, 2013-2017*



Region Totals	
2013	23
2014	20
2015	17
2016	21
2017*	31

*2017 data are preliminary

West Central MN Serious Injuries, 2013-2017*

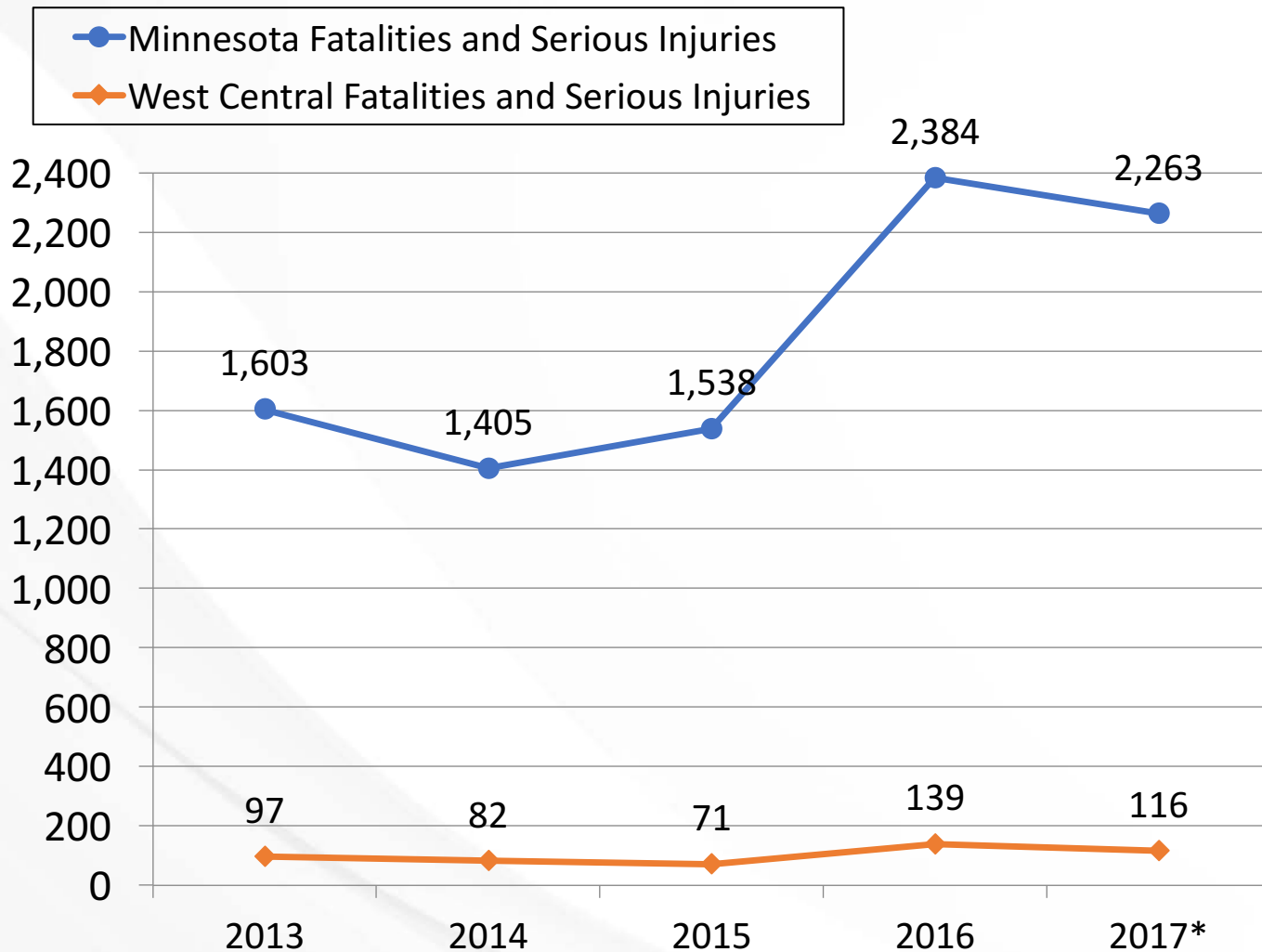


Region Totals	
2013	74
2014	62
2015	54
2016	118
2017*	85

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

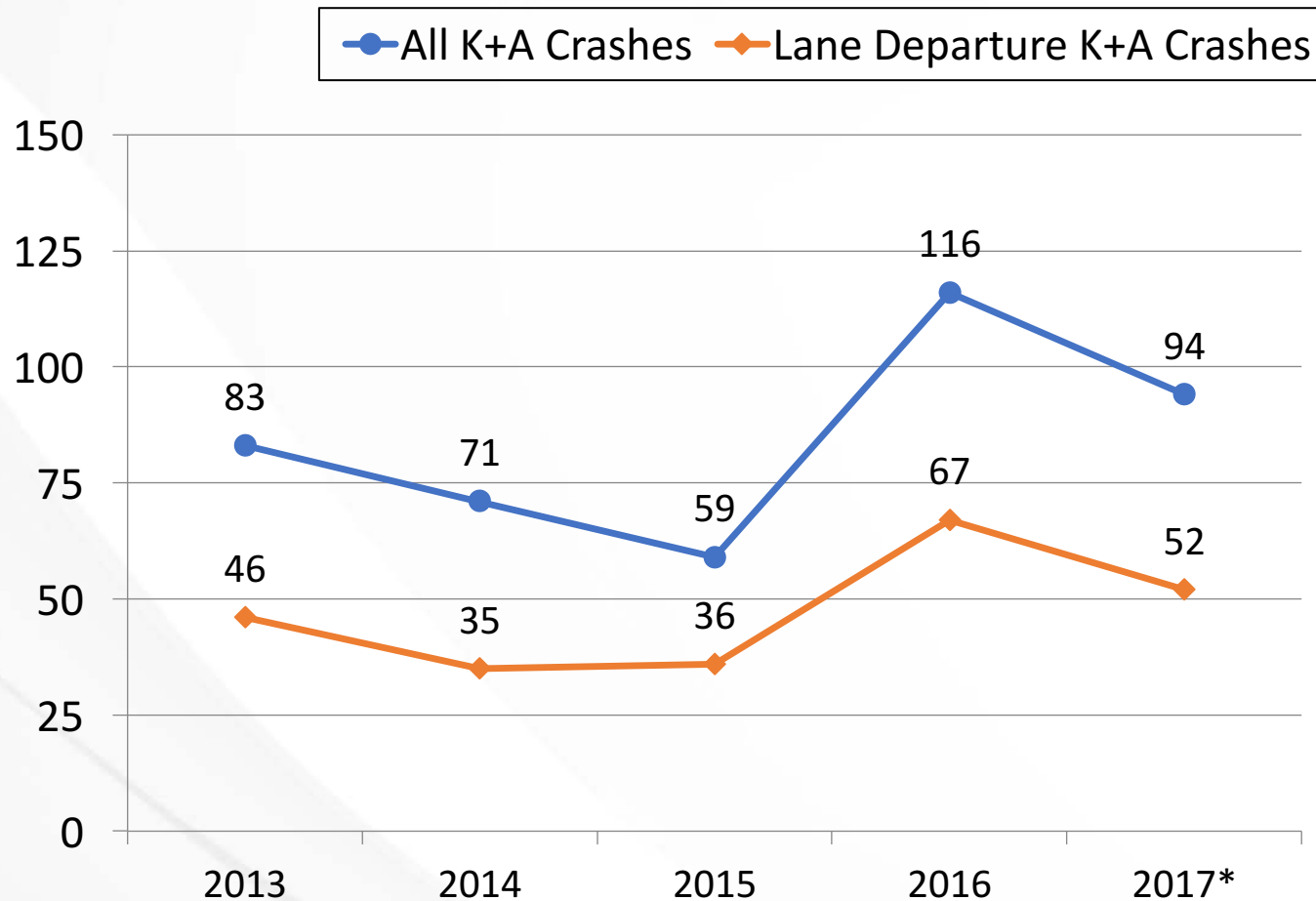
*2017 data are preliminary

Traffic Fatalities and Serious Injuries



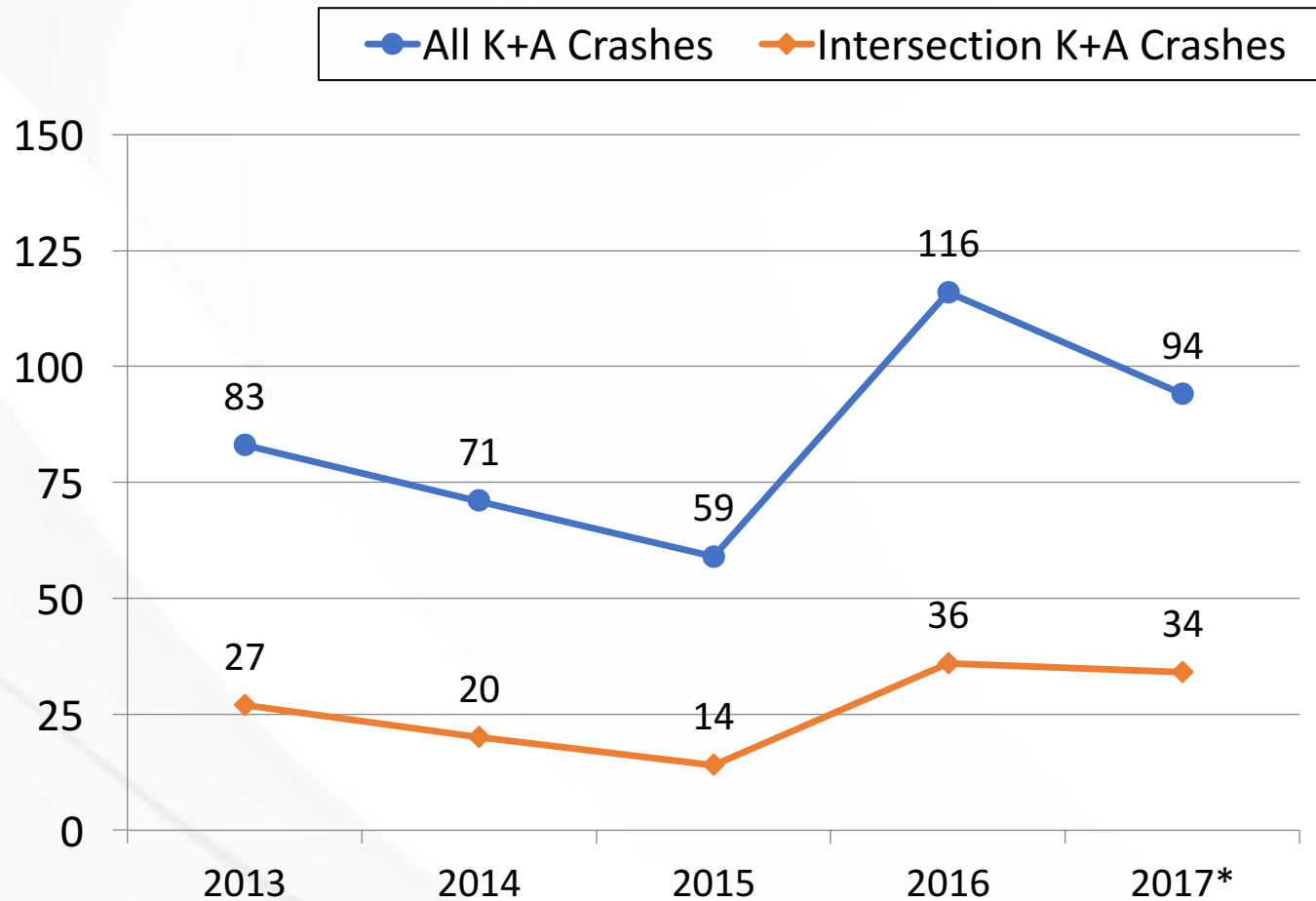
*2017 data are preliminary

Lane Departure Crashes



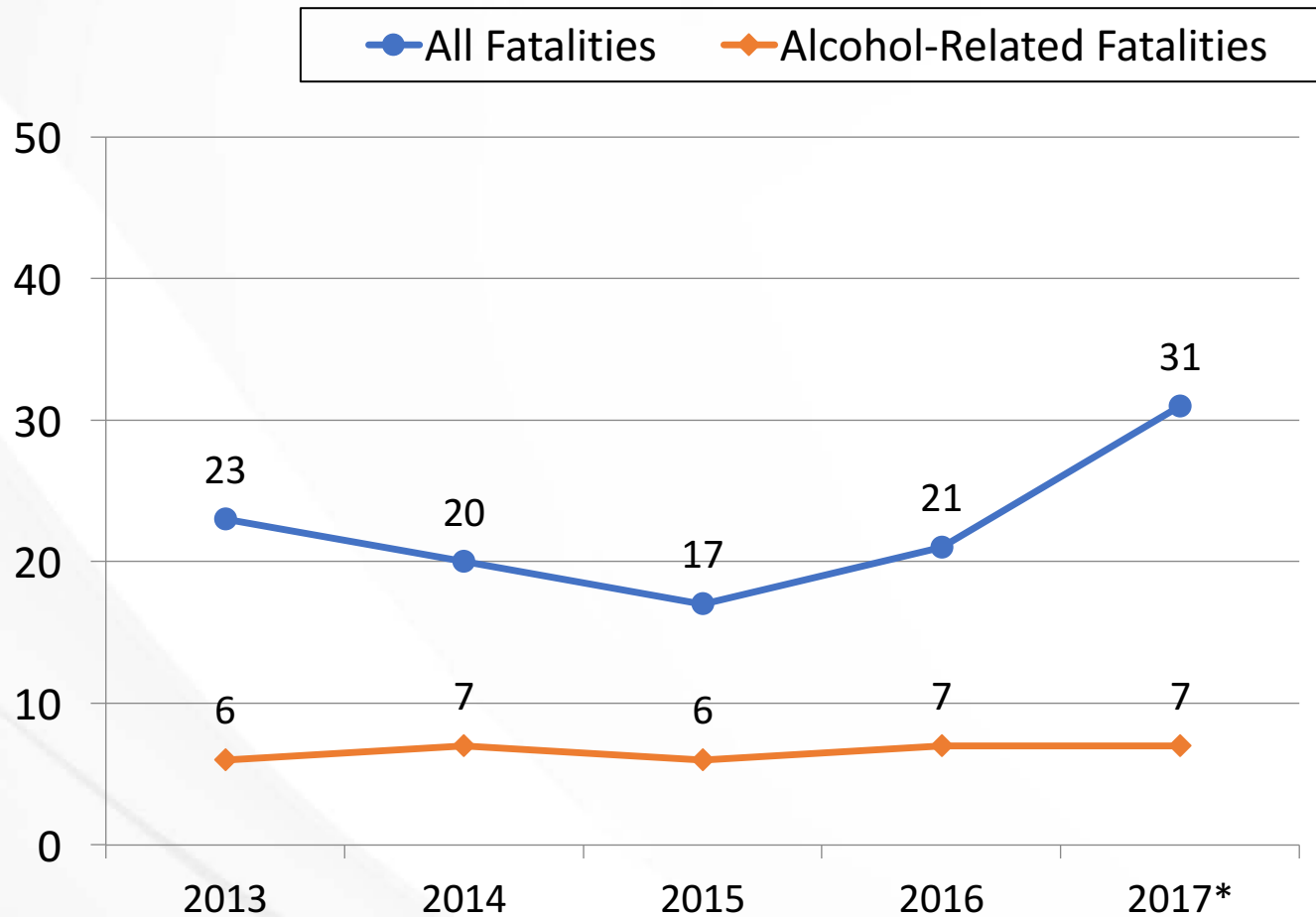
*2017 data are preliminary

Intersection Crashes



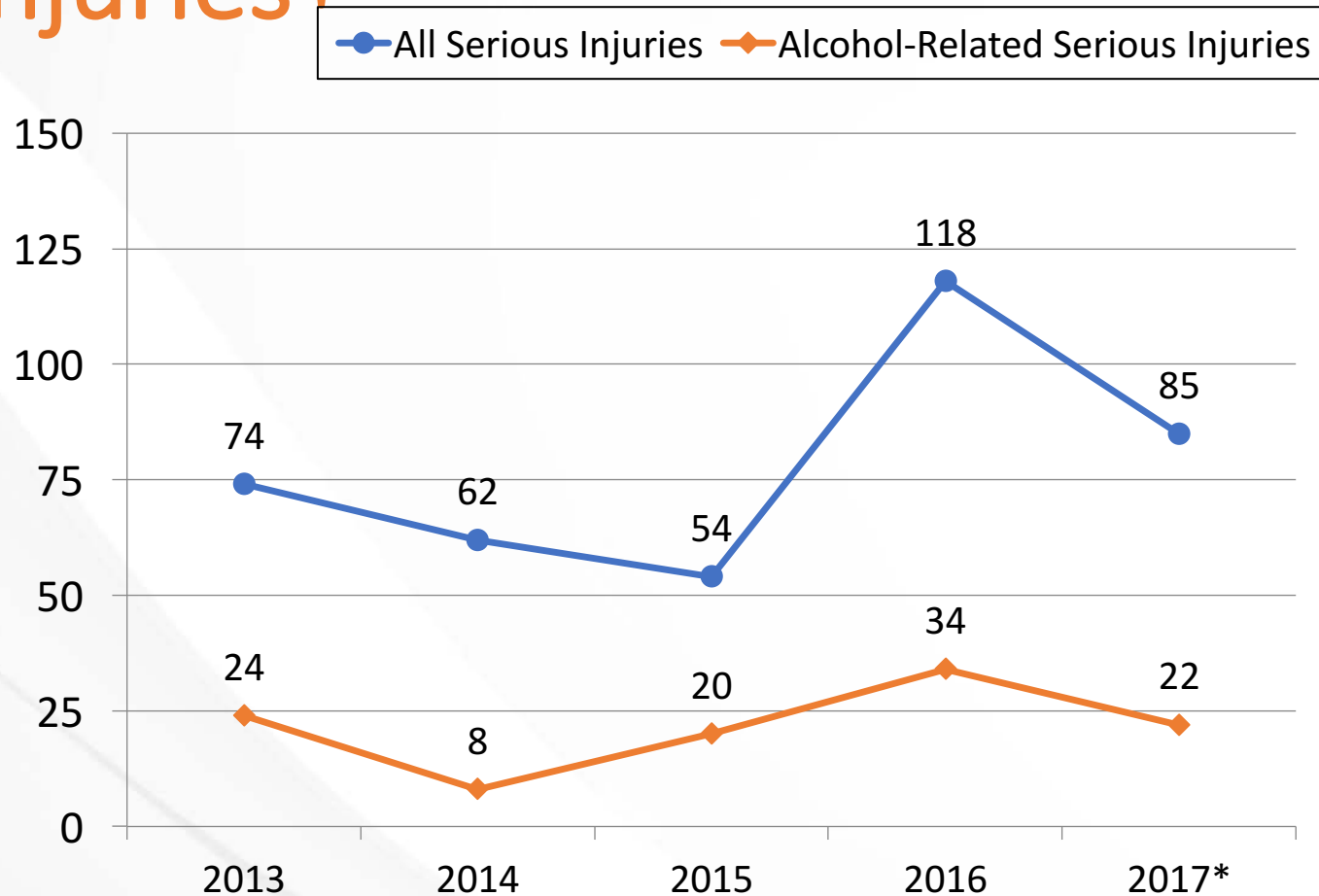
*2017 data are preliminary

Alcohol-Related Fatalities



*2017 data are preliminary

Alcohol-Related Serious Injuries†



† New injury definitions were introduced in MNCrash beginning in 2016 to align with national standard definitions. The numbers of reported injuries at various classifications of injury severity are not directly comparable to earlier years.

* 2017 data are preliminary

Alcohol-Related Target Audience

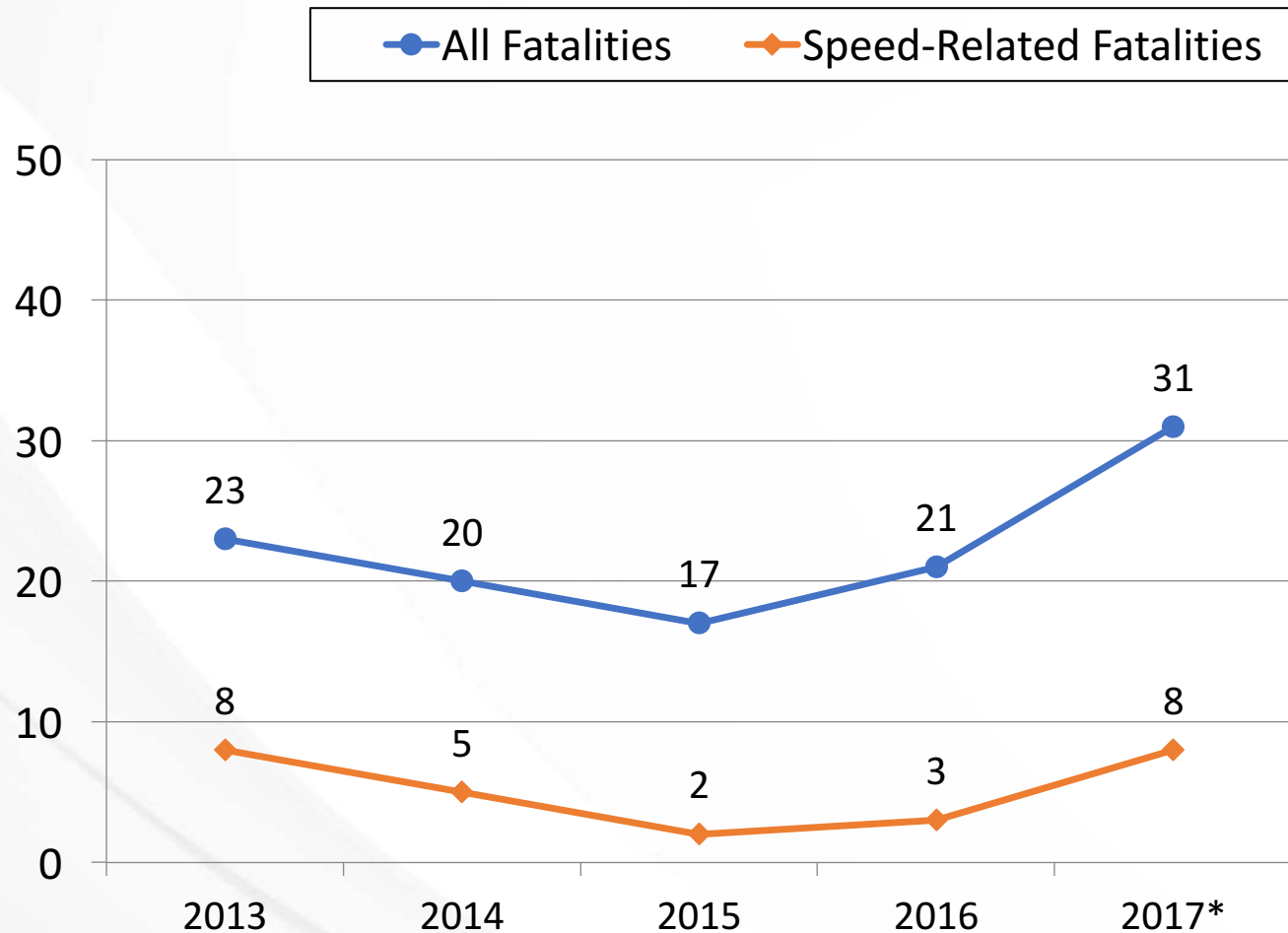
Who?

- Young adults (age 21-35)—52% of alcohol-related fatalities
- Men—82% of alcohol-related fatalities

When?

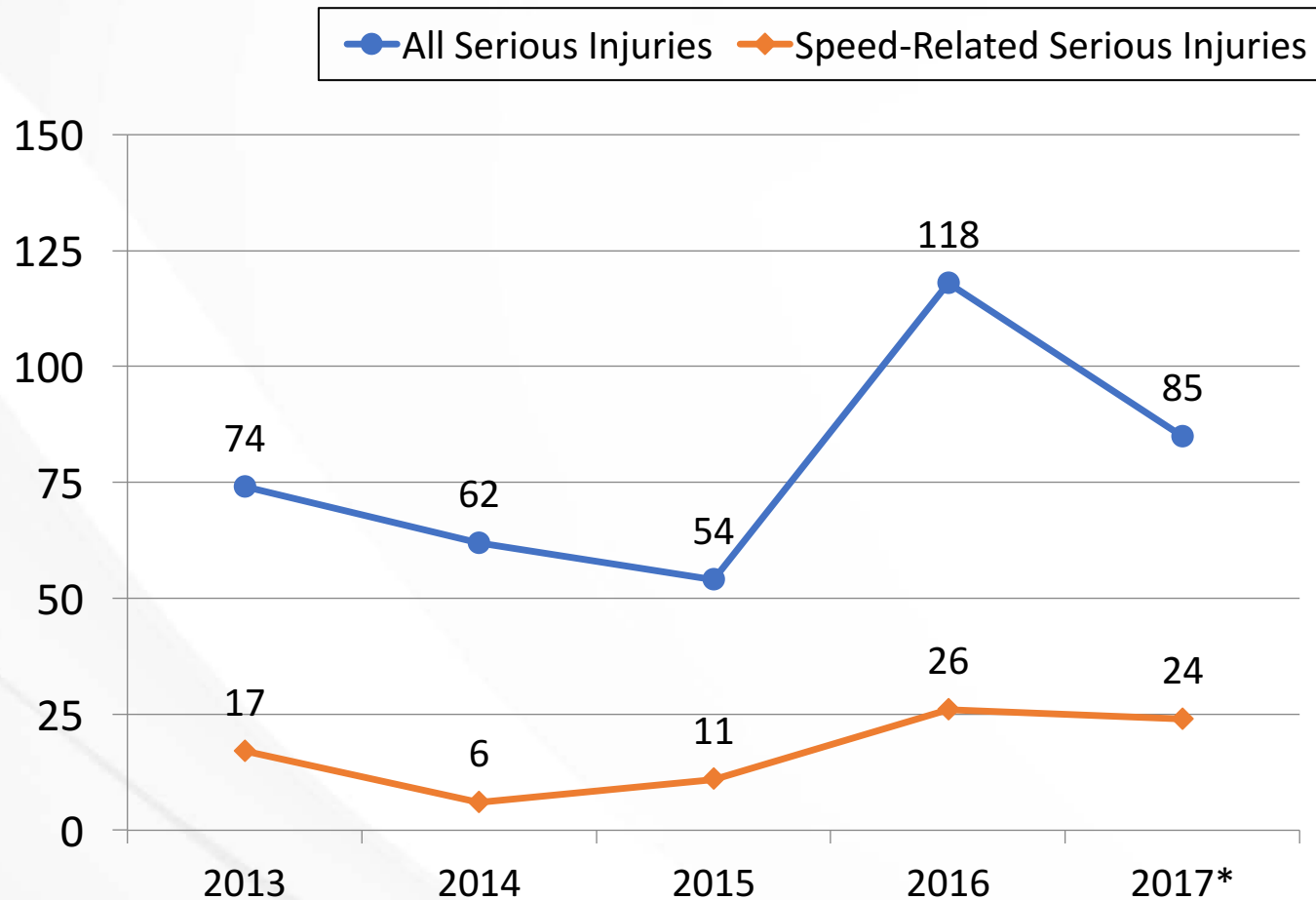
- 7 PM – 3 AM
- Weekends (Friday, Saturday, and Sunday)

Speed-Related Fatalities



*2017 data are preliminary

Speed-Related Serious Injuries†



† New injury definitions were introduced in MNCrash beginning in 2016 to align with national standard definitions. The numbers of reported injuries at various classifications of injury severity are not directly comparable to earlier years.

* 2017 data are preliminary

Speed-Related Target Audience

Who?

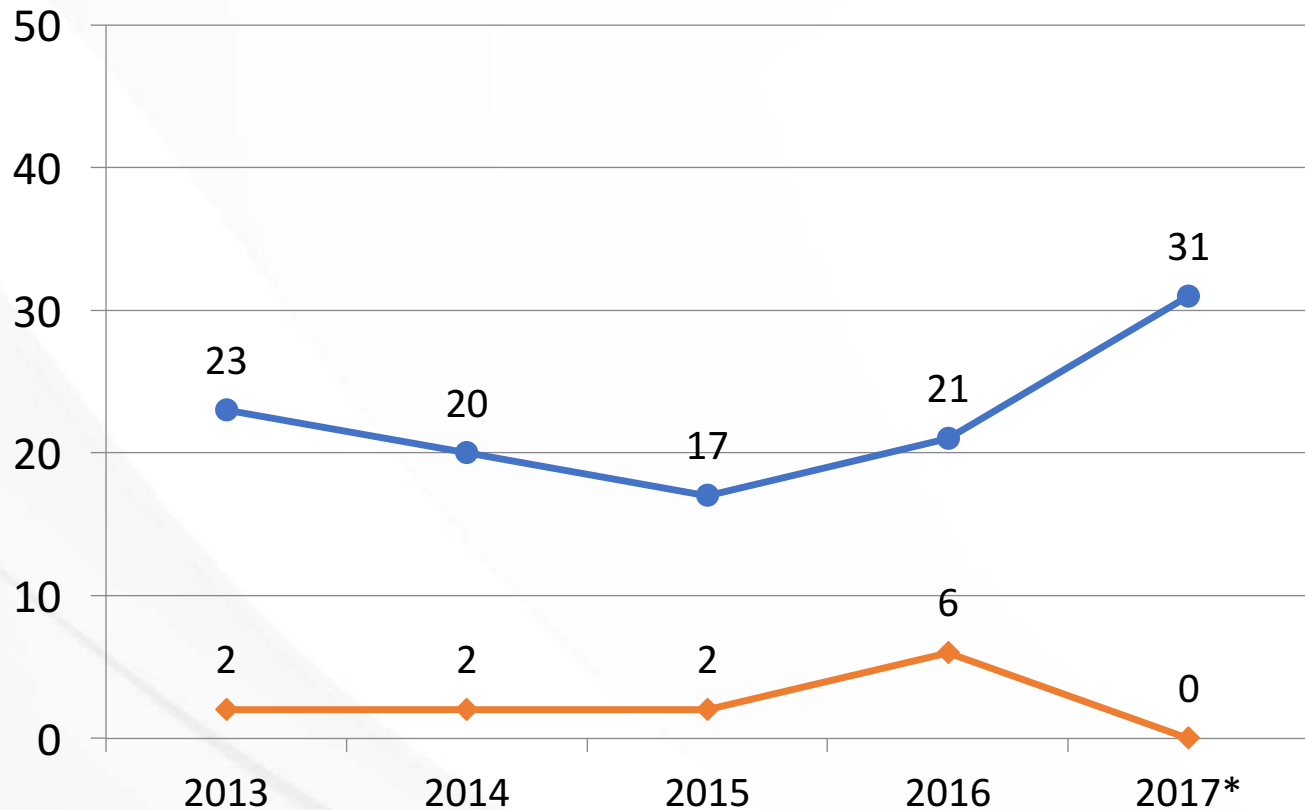
- Teens and young adults (age 16-30) make up almost half of fatalities and serious injuries
- Men—71% of fatalities and serious injuries

When?

- Evening and night—almost half occurred between 6 PM and 3 AM
- Weekends (Friday, Saturday, and Sunday)

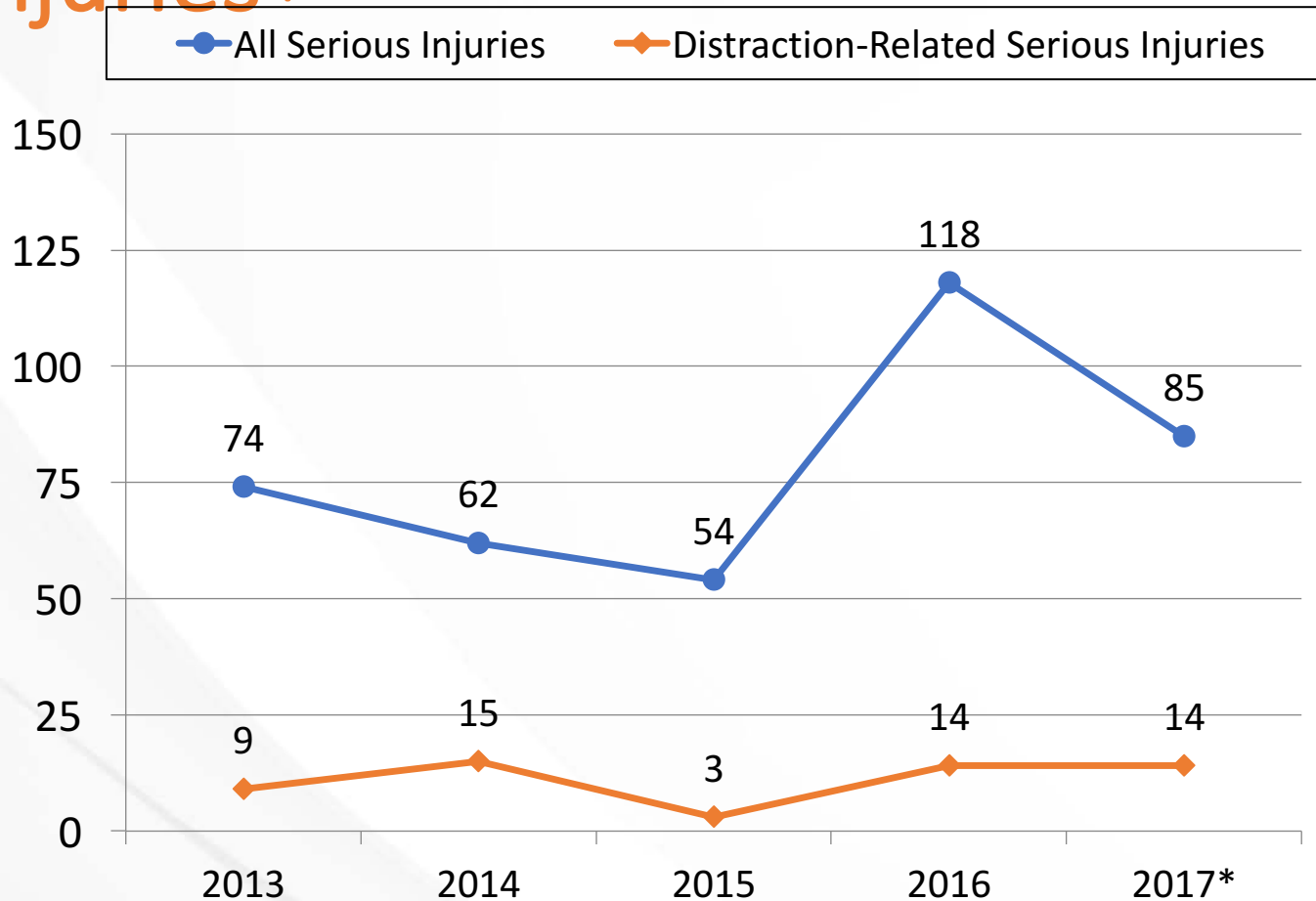
Distraction-Related Fatalities

● All Fatalities ◆ Distraction-Related Fatalities



*2017 data are preliminary

Distraction-Related Serious Injuries†



† New injury definitions were introduced in MNCrash beginning in 2016 to align with national standard definitions. The numbers of reported injuries at various classifications of injury severity are not directly comparable to earlier years.

* 2017 data are preliminary

Distraction-Related Target Audience

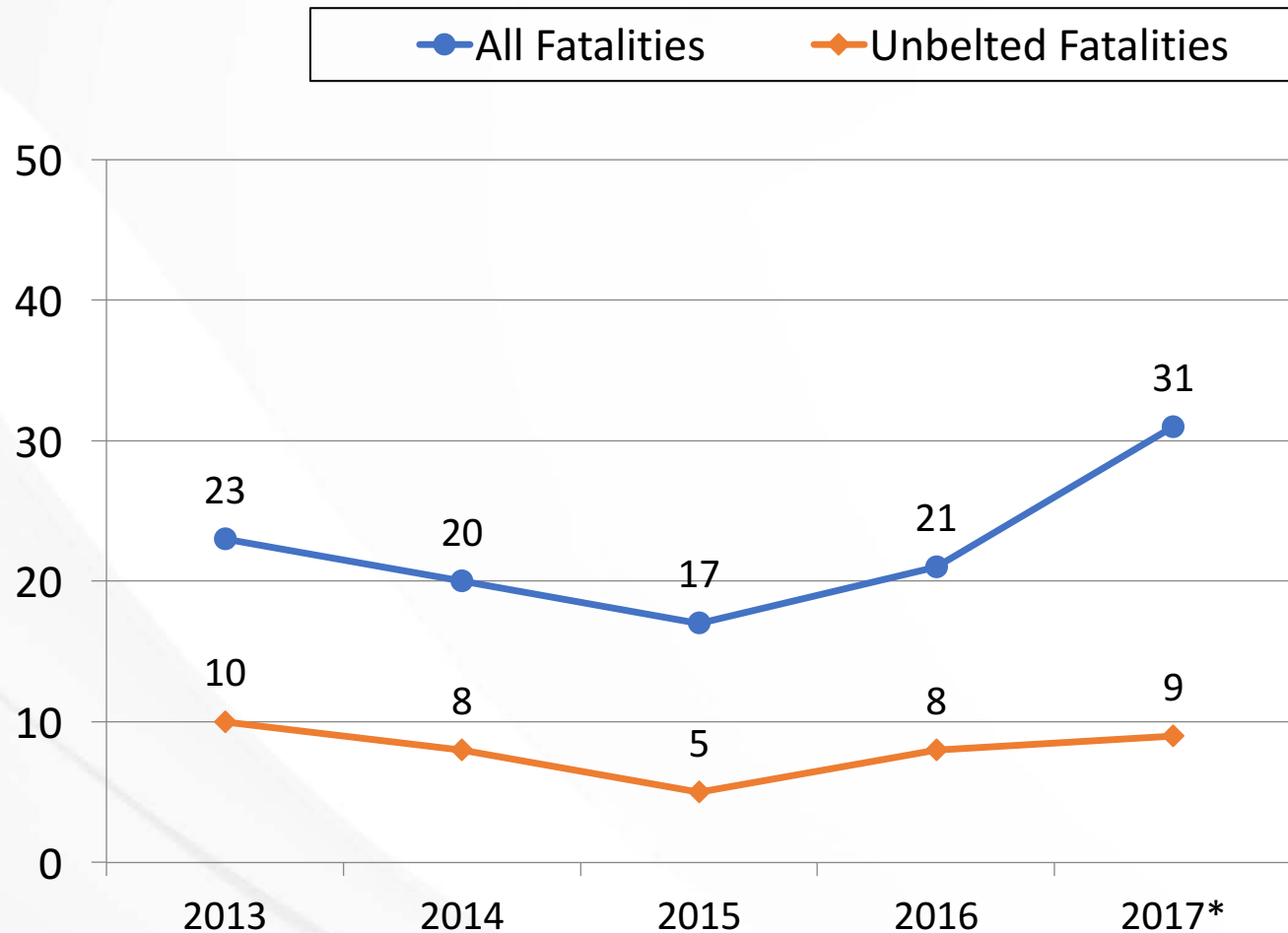
Who?

- Teens and young adults (age 16-30)—43% of fatalities and serious injuries
- Men—63% of fatalities and serious injuries

When?

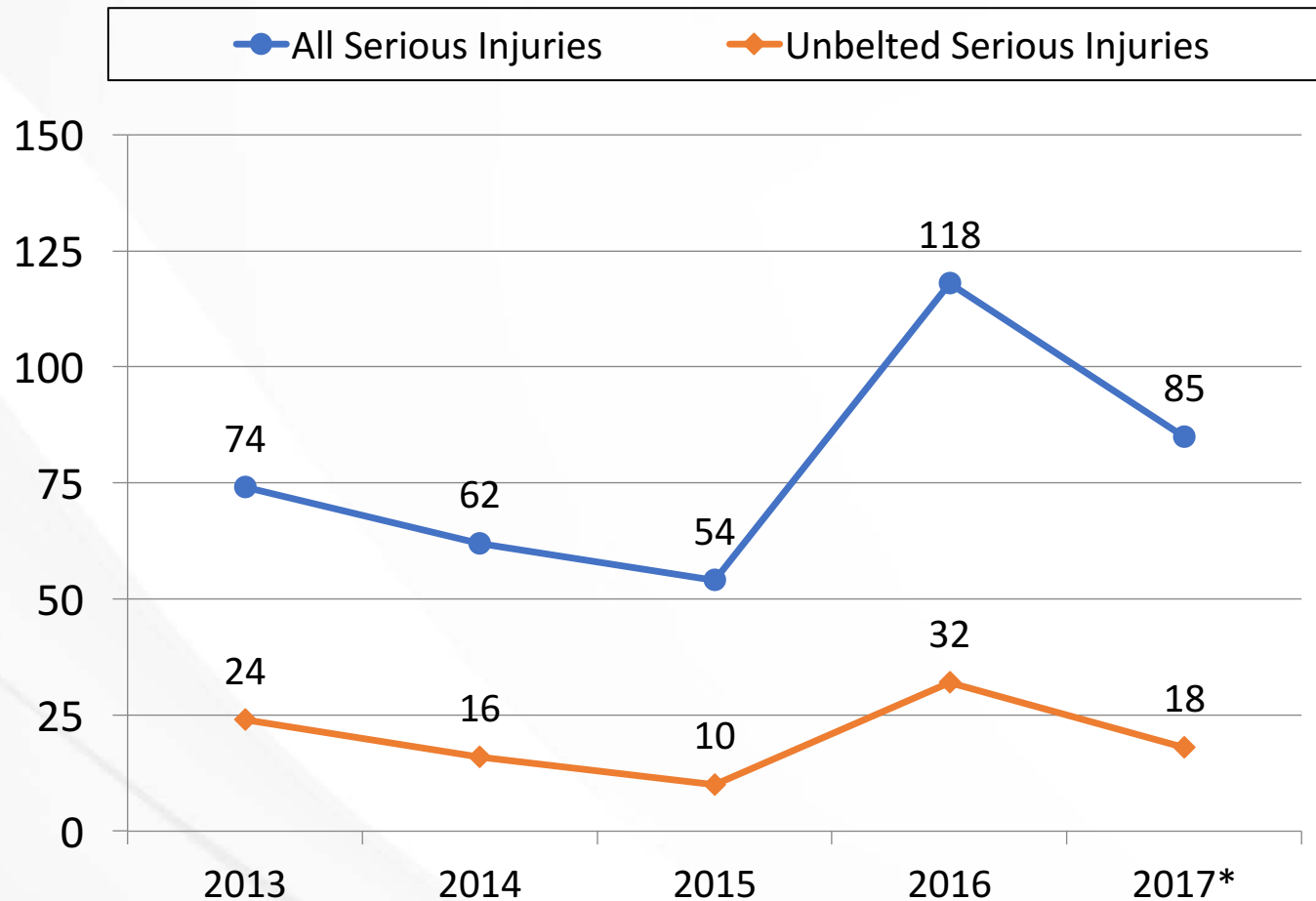
- Afternoon and evenings (2PM – 10PM)

Unbelted Fatalities



*2017 data are preliminary

Unbelted Serious Injuries†



† New injury definitions were introduced in MNCrash beginning in 2016 to align with national standard definitions. The numbers of reported injuries at various classifications of injury severity are not directly comparable to earlier years.

* 2017 data are preliminary

Seat Belt Target Audience

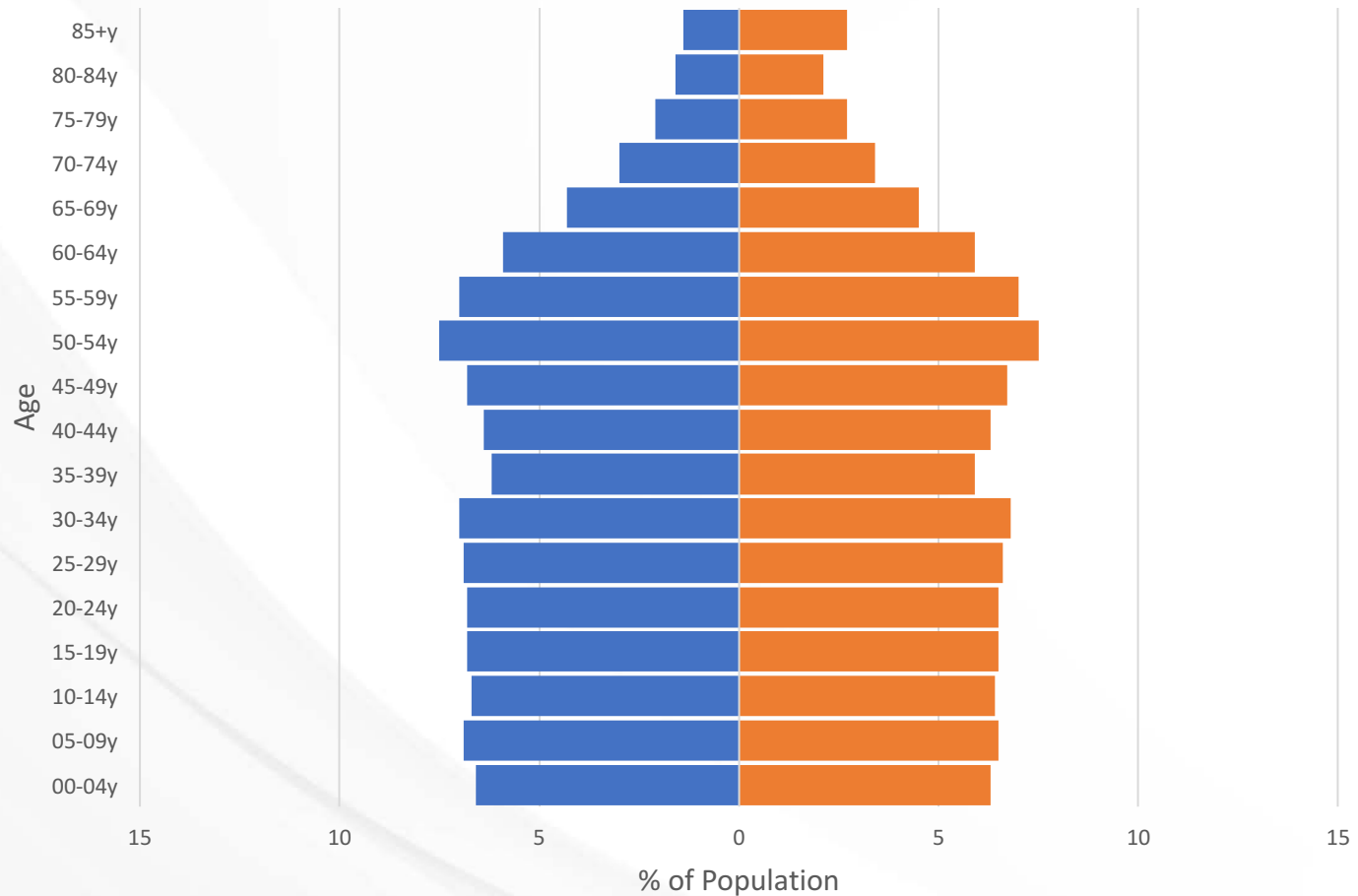
Who?

- Teens and young adults (age 16-35) make up more than half of fatalities and serious injuries
- Men account for 71% of fatalities and serious injuries

When?

- Afternoon (12PM – 4PM) and overnight (11PM – 3AM)
- Friday and Saturday—34% of fatalities and serious injuries

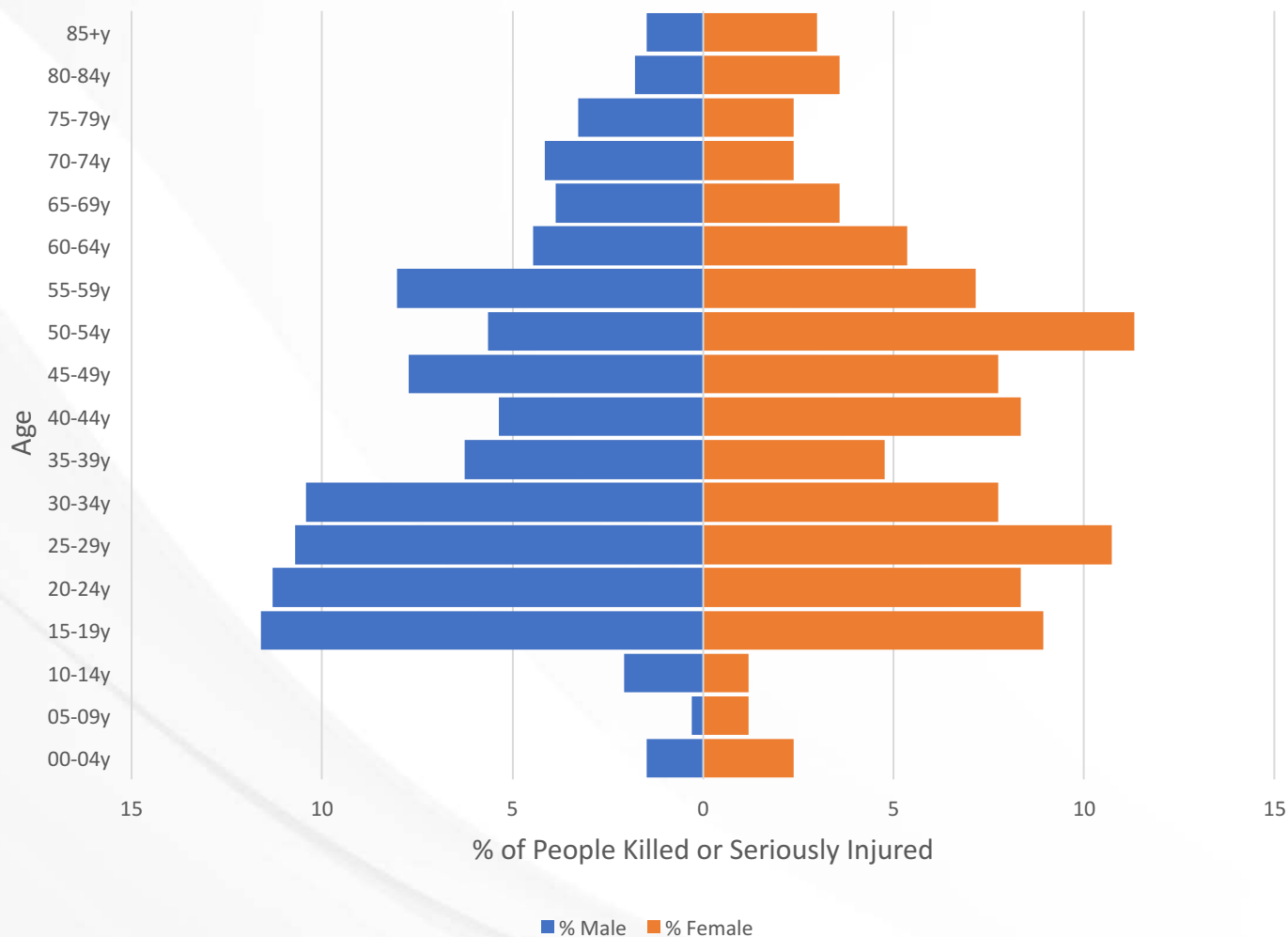
Population of Minnesota, 2015*



*Population data from the MN State Demographic Center

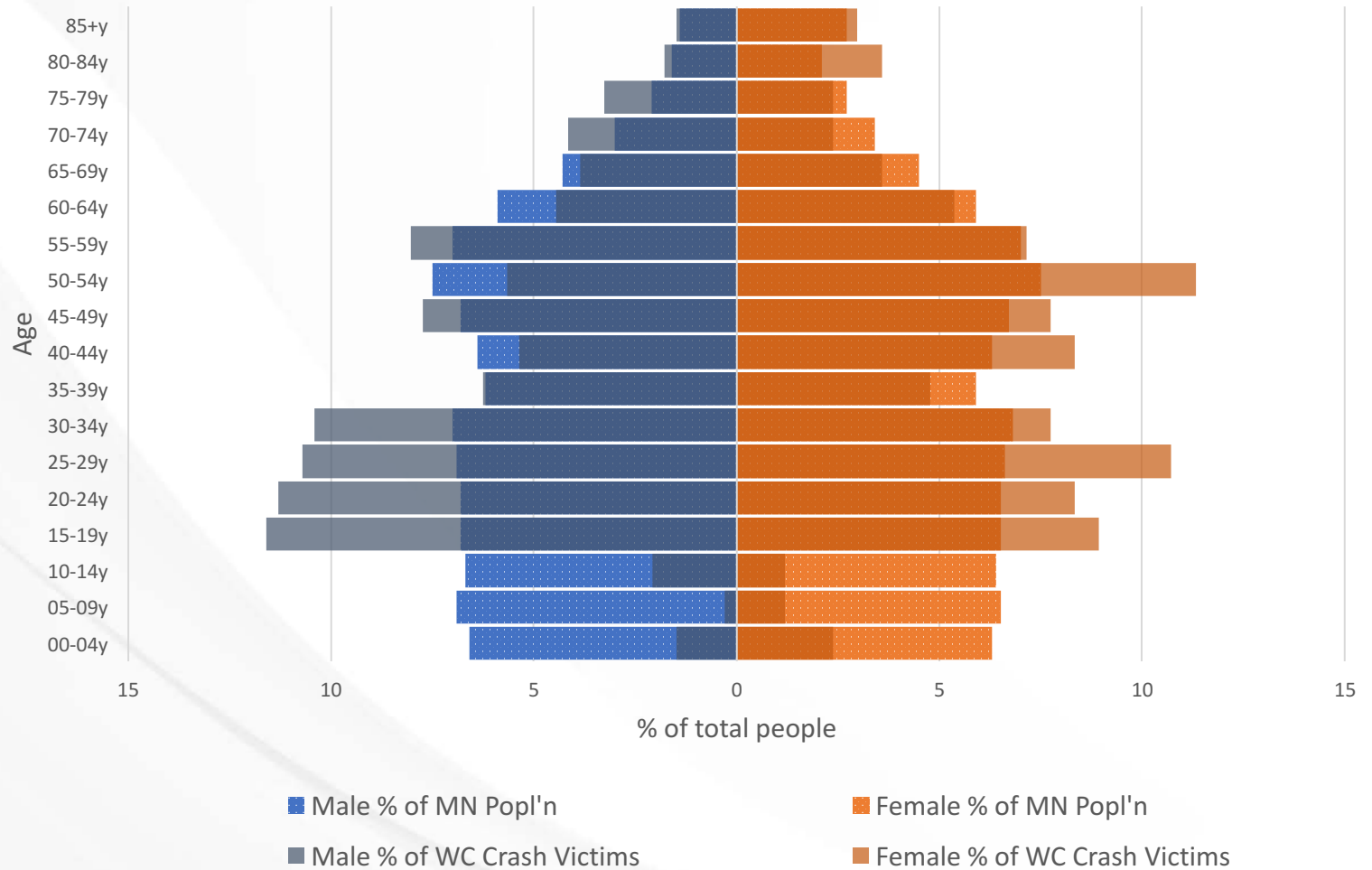
■ % Male ■ % Female

People Killed or Seriously Injured – West Central Region 2013-2017*



*2017 data are preliminary

MN Population and West Central Crash Victims, 2013-2017*



*2017 data are preliminary

West Central Minnesota Key Findings

- Compared to 2016, fatalities were up but 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
- **Strategic Highway Safety Plan**
 - www.mndot.gov/TrafficEng/Safety/SHSP
- **Minnesota Crash Facts**
 - <https://dps.mn.gov/Divisions/OTS>