

TOWARD ZERO DEATHS MINNESOTA TOWARD **ZERO** DEATHS

Data, Diversity, and Carefully Crafted Messages

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Data, Diversity, and Carefully Crafted Messages

Do we really need data to know what is going on??

Is My Perception, Reality?

Family Marches For Distracted Driving Awareness In Anoka Halloween Parade
This driver and a woman killed in a crash while a parade truck marched

State Patrol Troopers Pull Over Hundreds Since Implementation Of Hands-Free Law
loween Parade- ry was killed on

Report: Man Pleads Guilty To Distracted Driving Crash That Killed Mother, Daughter
Overall, troopers say they are a bit frustrated. Over the past few months, they've blasted Minnesotans with information on using mounts and not holding your phone, but it seems some habits are

ans Have Been Cited For
MINNESOTA REASSESSMENT OF ENFORCEMENT

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Is Your Perception, Reality?

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TOWARD ZERO DEATHS

What does the Data Tell Us?

51,000 crashes and counting.....

Comparison?

- 2020 (year of COVID) = 58,000 total crashes
- 2019 = 80,612

TOWARD ZERO DEATHS

What does the Data Tell Us?

		Texting	Cellphone - HF	Cellphone - HH
YTD	Fatal	5	2	1
	Injury	219	47	42
	Total	416	77	73
2020	Fatal	8	1	1
	Injury	193	39	45
	Total	398	80	75
2019	Fatal	4	1	1
	Injury	151	31	62
	Total	448	87	113

TOWARD ZERO DEATHS

What does the Data Tell Us?

Here is where it gets interesting:

Crashes with 'Driver Distracted' noted

- YTD = 3,814
- 2020 = 3,702
- 2019 = 4,496

Remember I said there were 51,000 crashes YTD? (7%??)



What does the Data Tell Us?

Switching gears..... Citation Data

- 2019 = 10,082
- 2020 = 19,988
- YTD = 13,033



What does the Data Tell Us?

Citation Data – by violation type

	*2019	2020	YTD
Accessing the Web	2,175	5,051	3,516
Call not in HF	4,269	9,375	5,935
Texting/Emailing	3,042	5,001	3,191



What, who, why, and...

What are we going to do about it?

