



MINNESOTA

TOWARD **ZERO** DEATHS

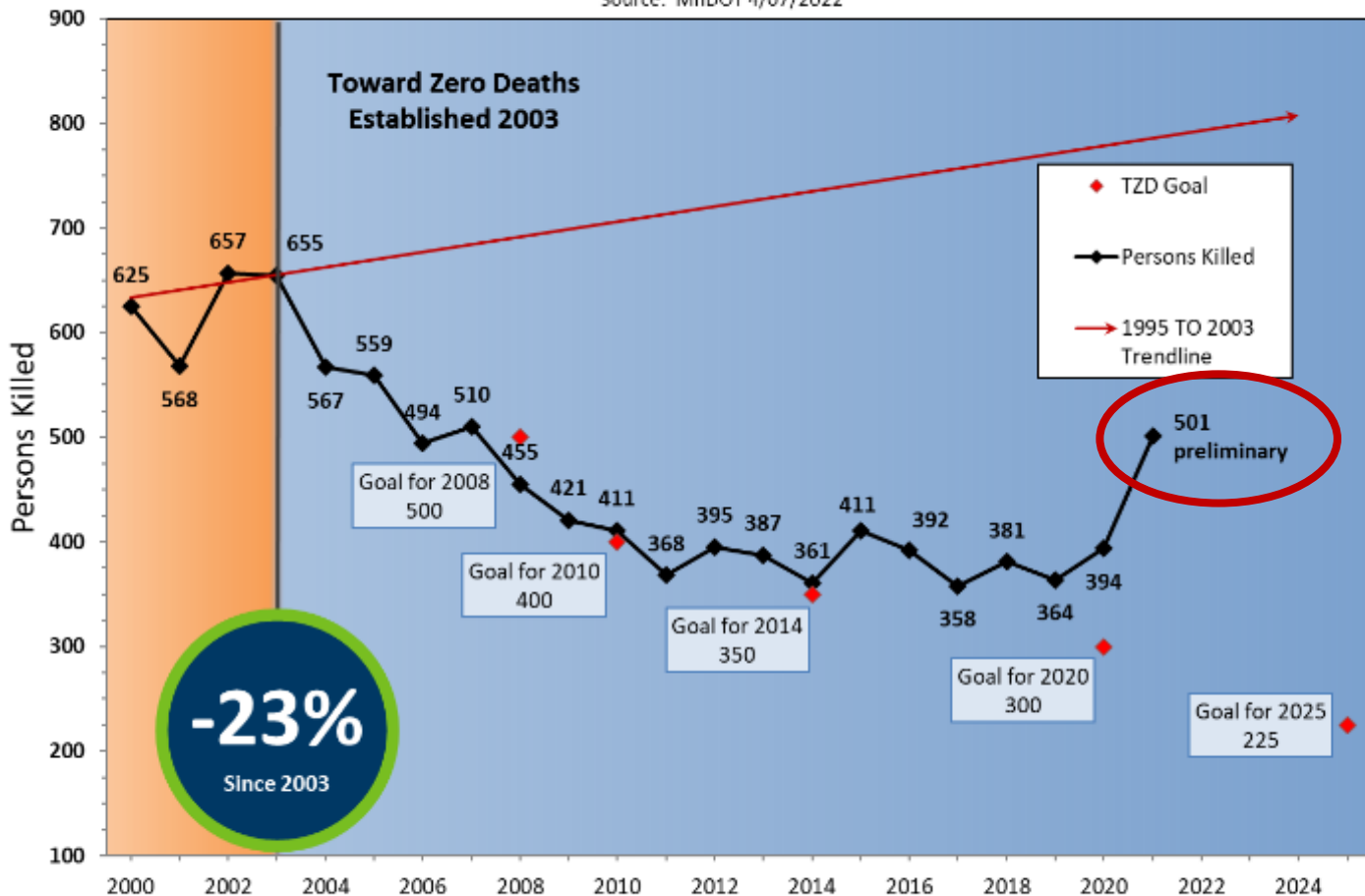
South Central Region Data Overview

April 21, 2022

minnesotatzd.org

Minnesota Roadway Fatalities

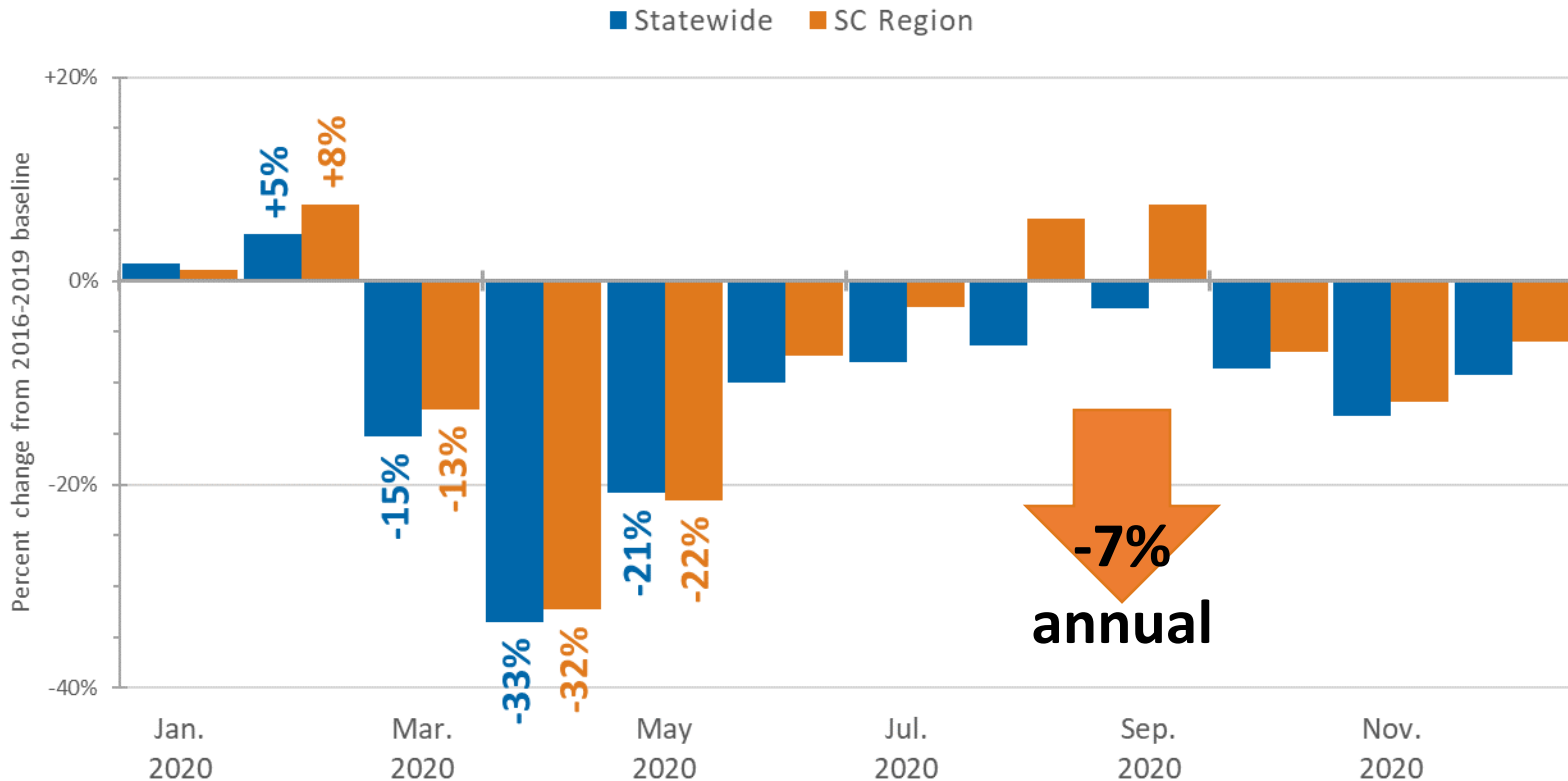
Source: MnDOT 4/07/2022



**TOWARD
ZERO
DEATHS**

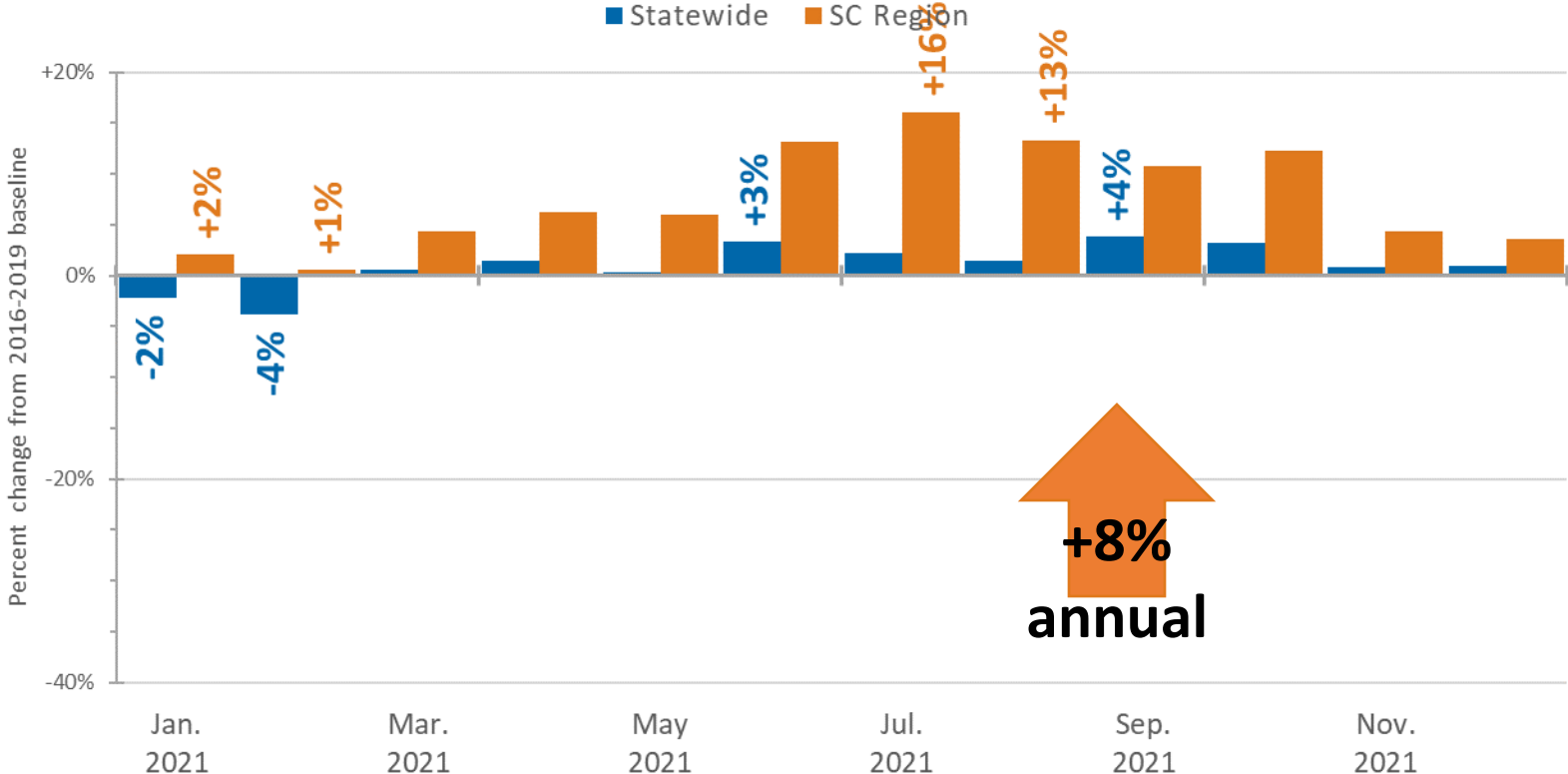
2020 Traffic Volumes: massive drop in vehicles

Monthly Average Vehicle Traffic Volumes



2021 Traffic Volumes: returning to baseline

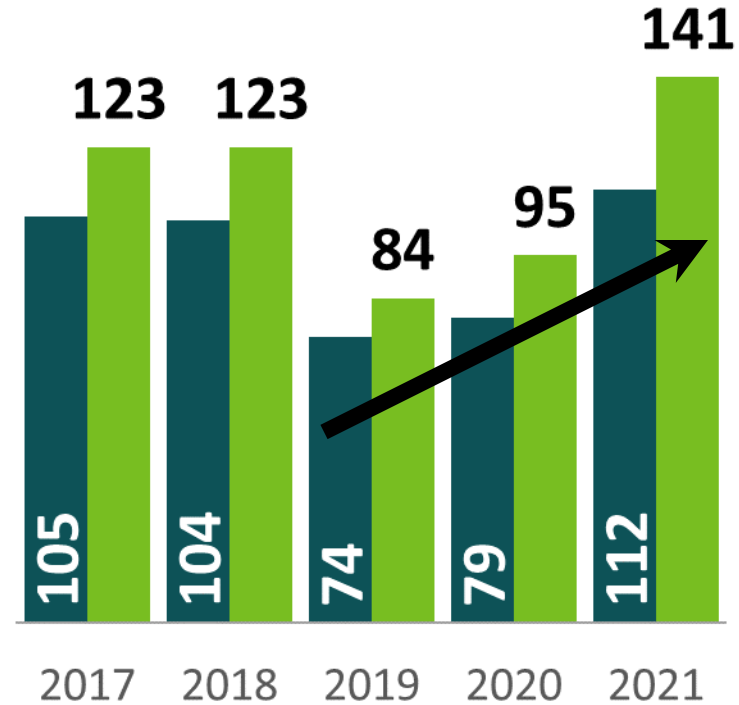
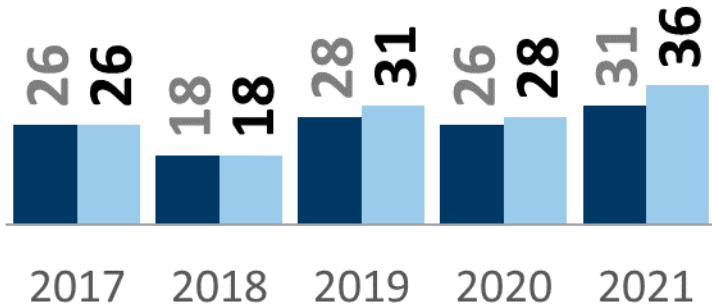
Monthly Average Vehicle Traffic Volumes



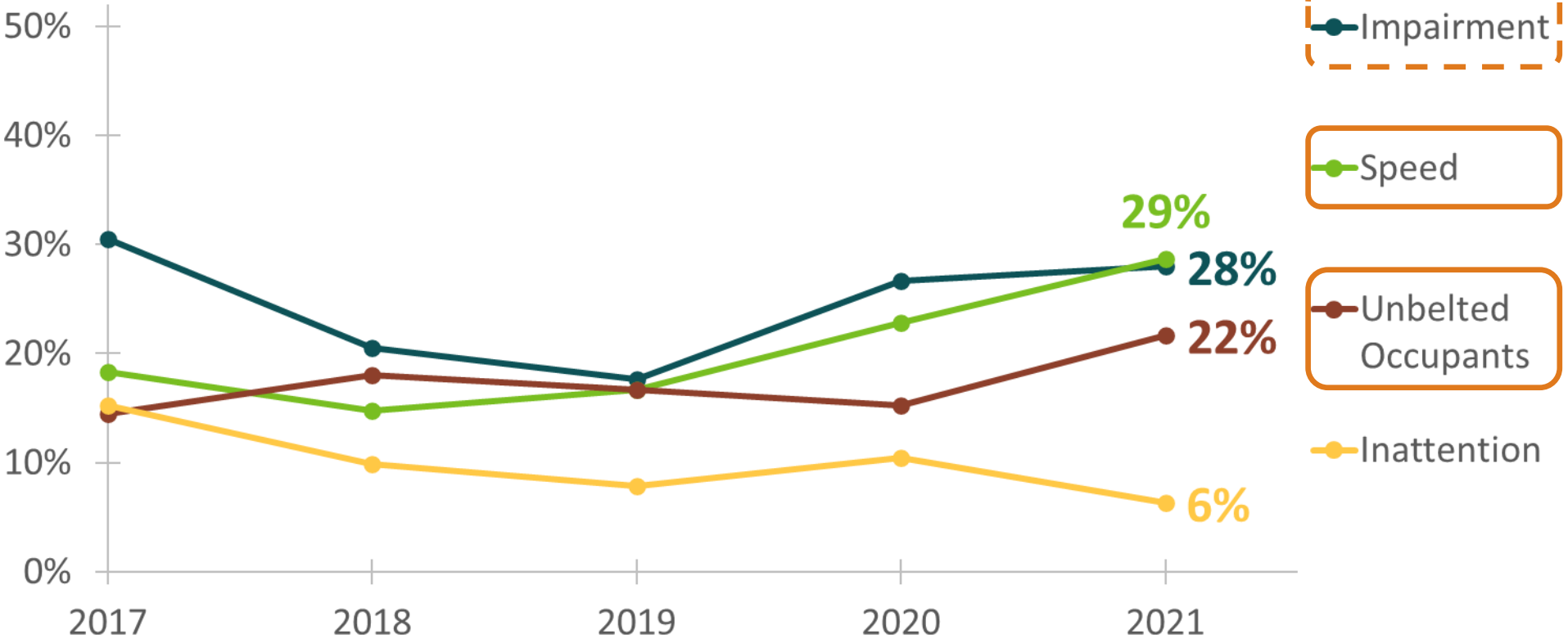
Regional Fatal and Serious Injury Crash Trends

■ K crashes ■ Fatalities

■ A crashes ■ Serious injuries

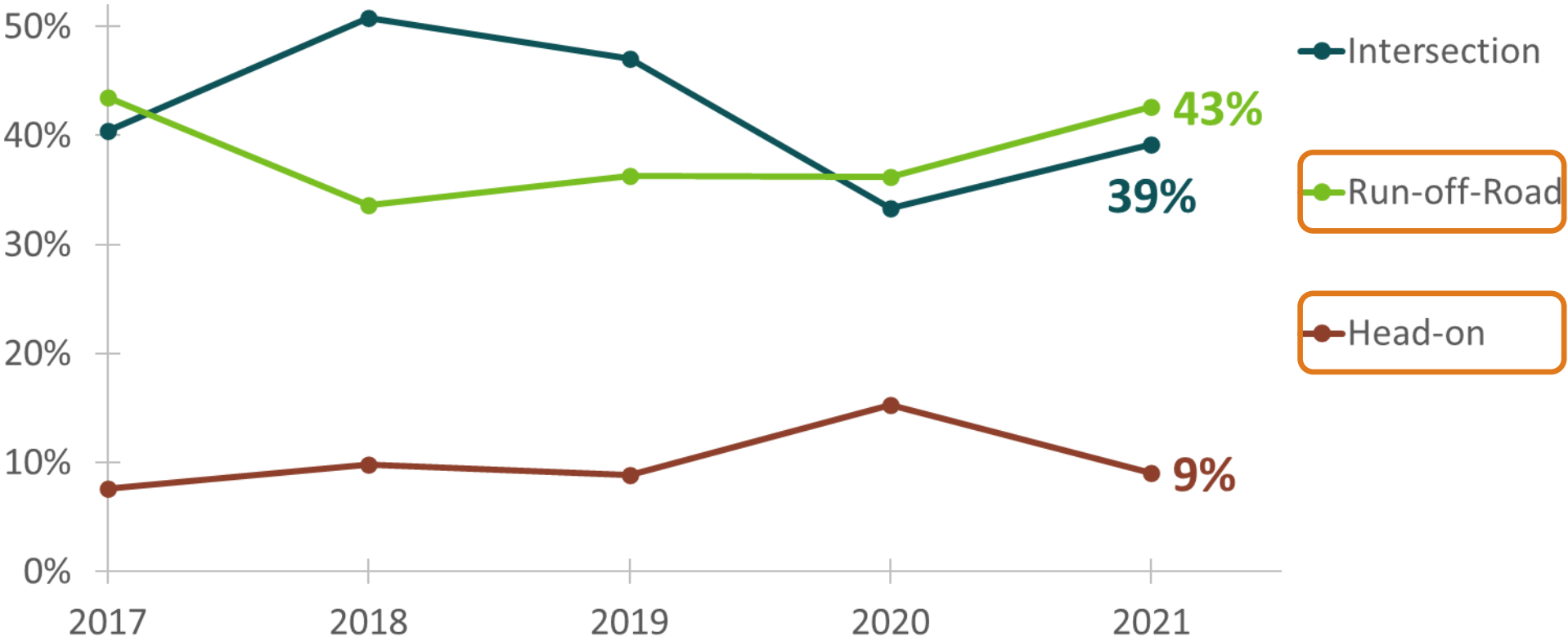


2021 Regional Crash Trends: behaviors

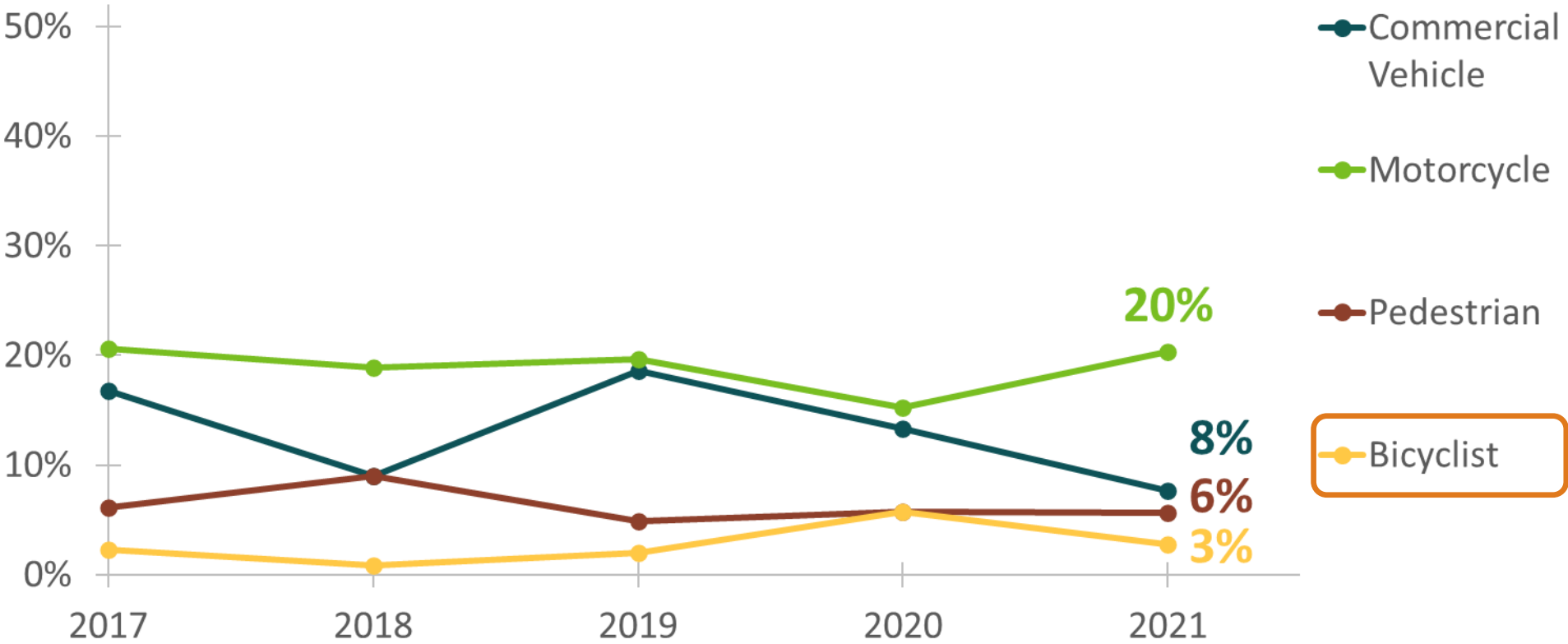




2021 Regional Crash Trends: roadways

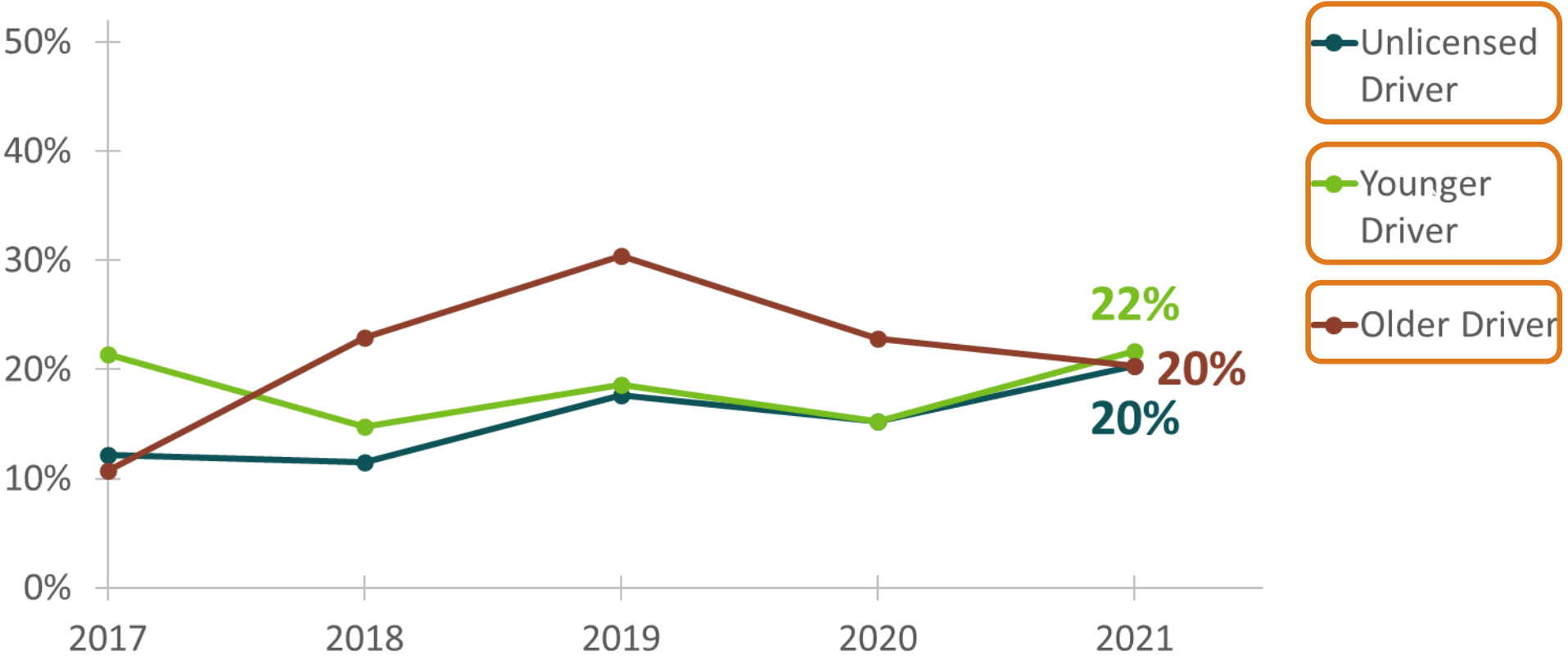


2021 Regional Crash Trends: modes



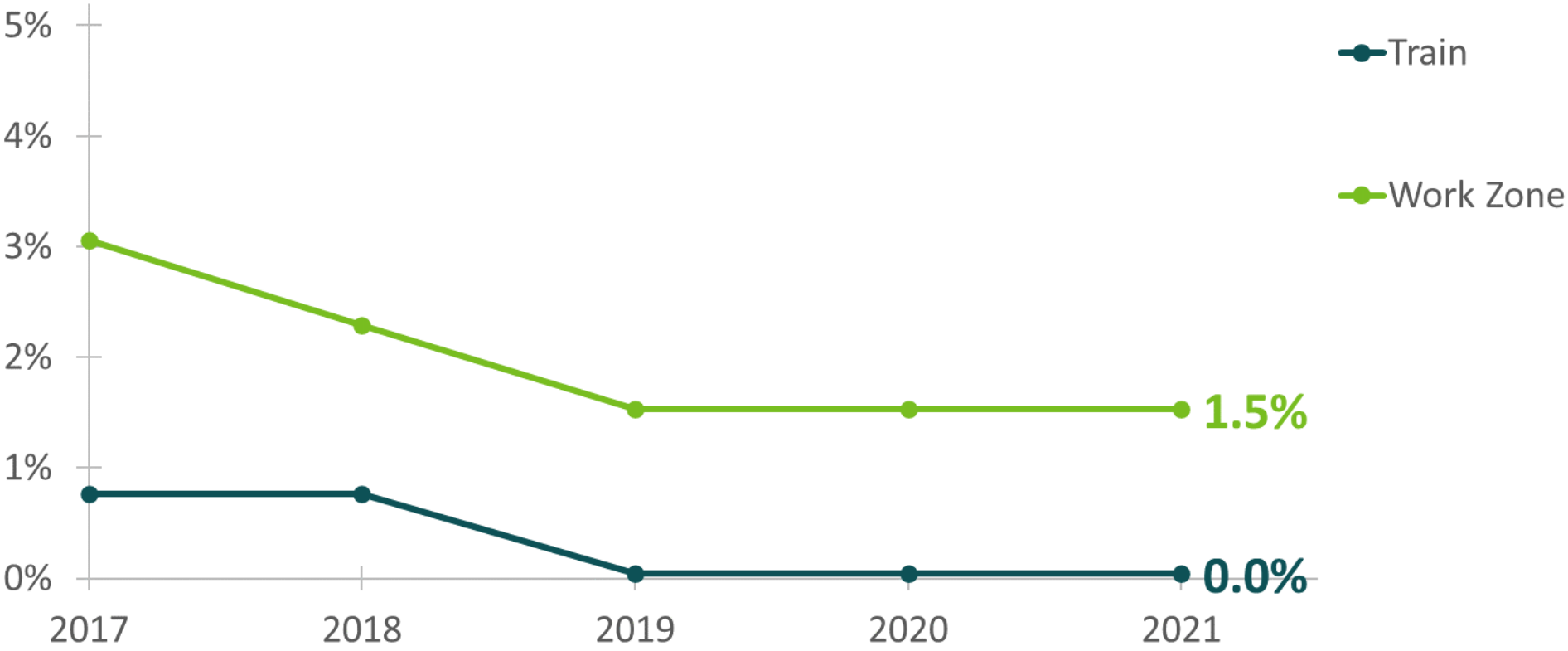


2021 Regional Crash Trends: drivers

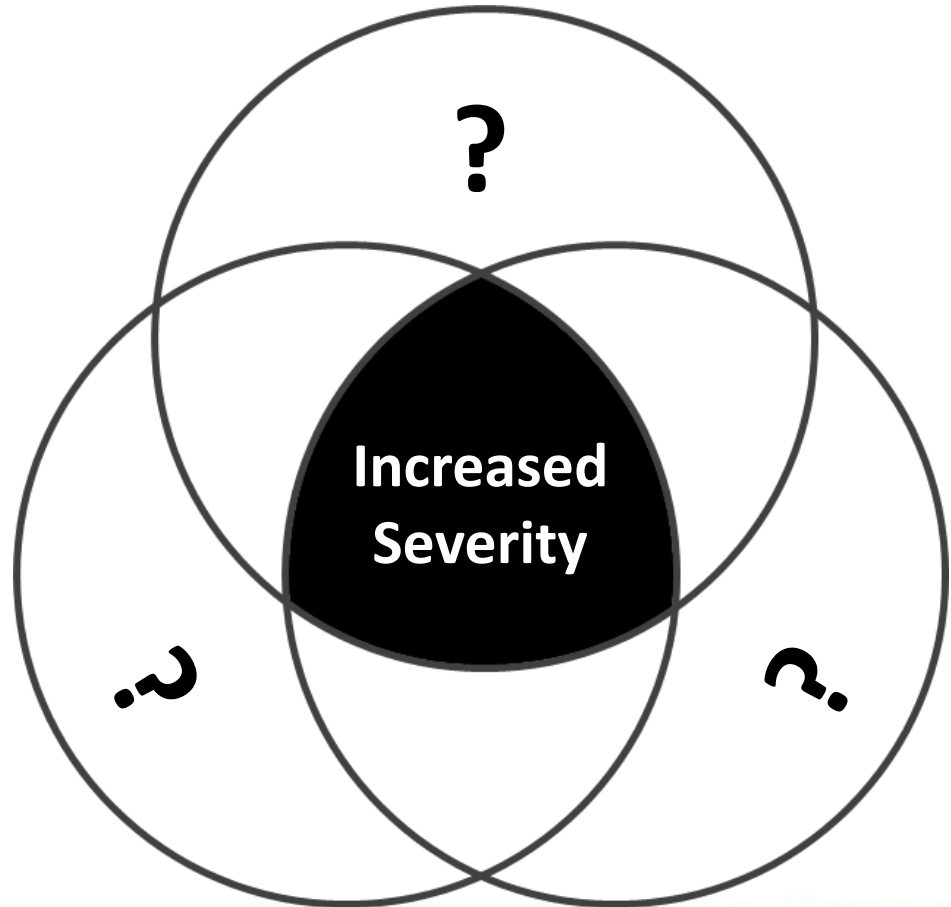




2021 Regional Crash Trends: complex sites

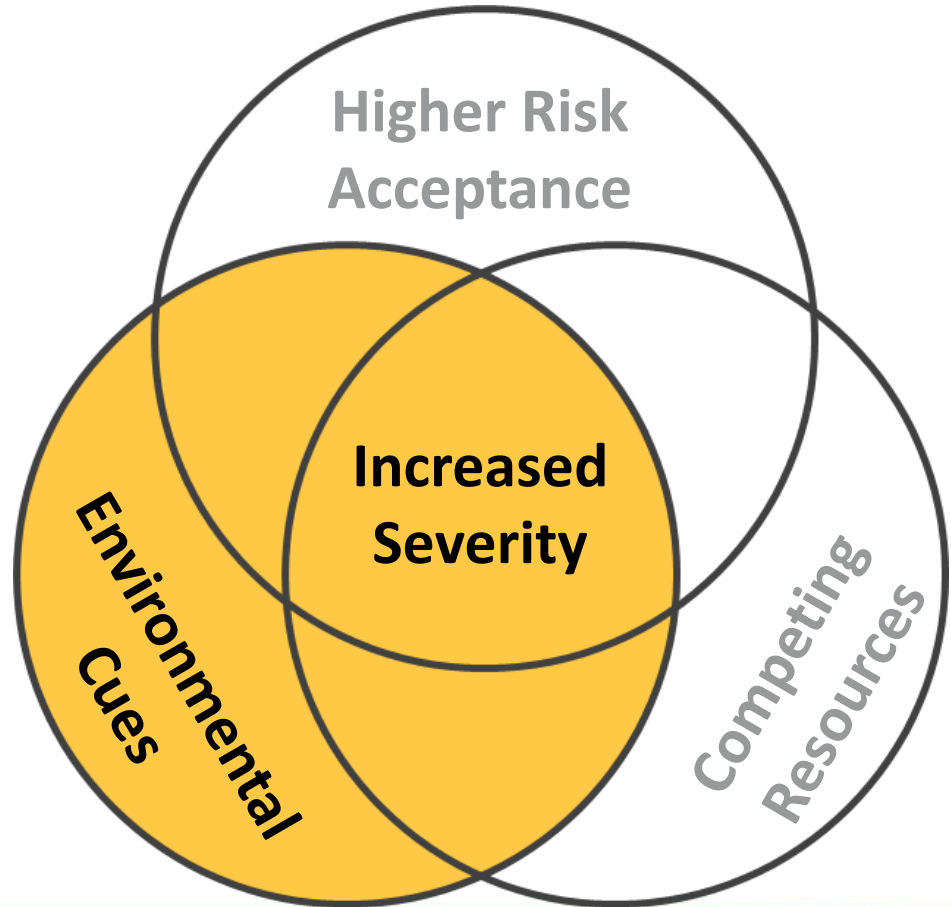


2020/2021 Themes



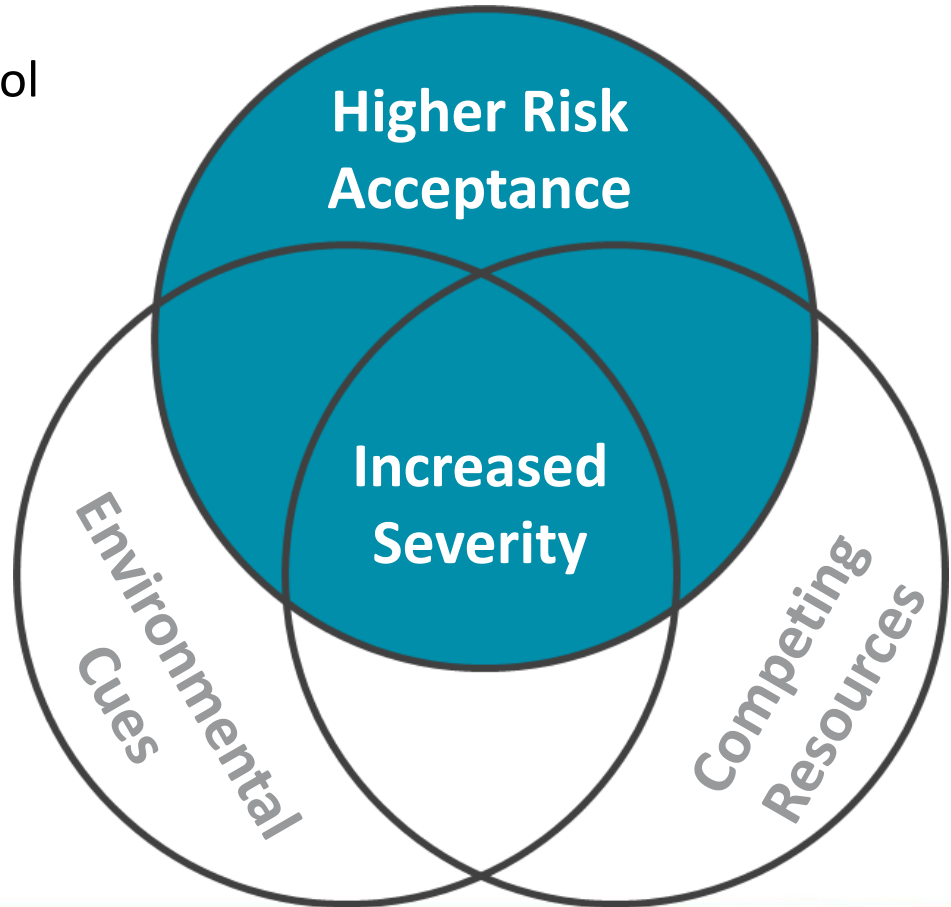
Perceptions: environmental cues

- Other driver behavior
- Following-distance
- Perceived risk of citation



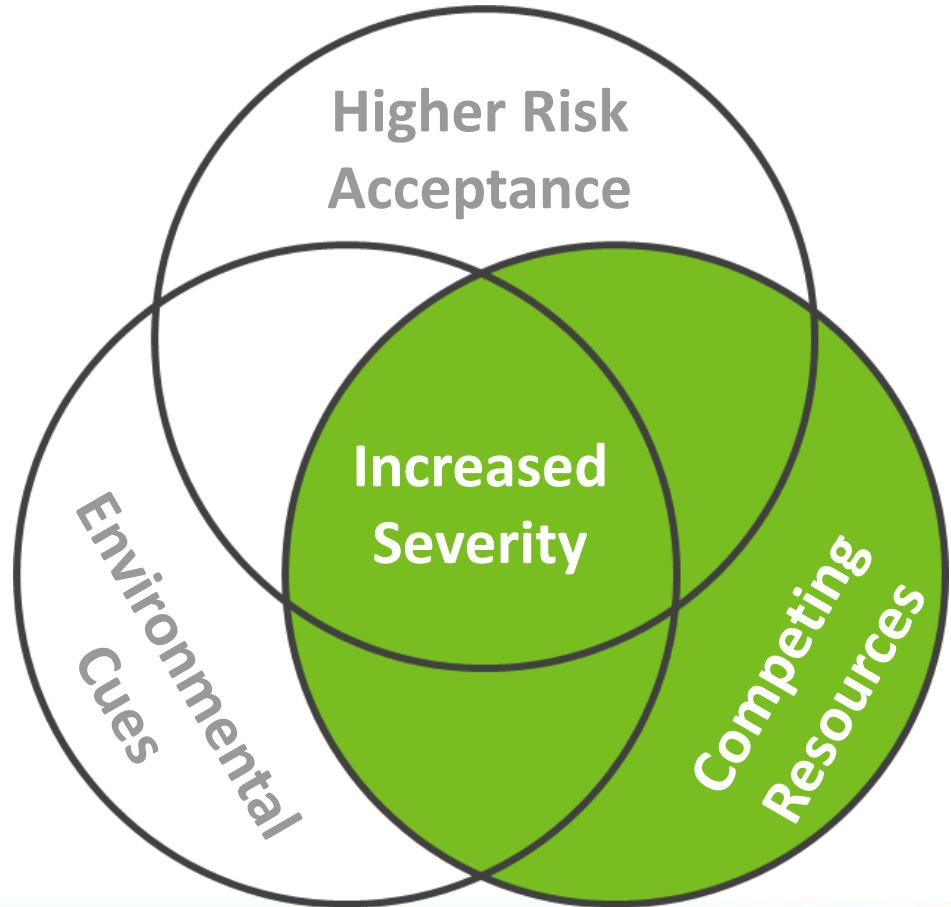
Personal Agency: risk acceptance

- More perceived control in traffic behavior
- Isolation from social groups/norms
- Boredom/monotony



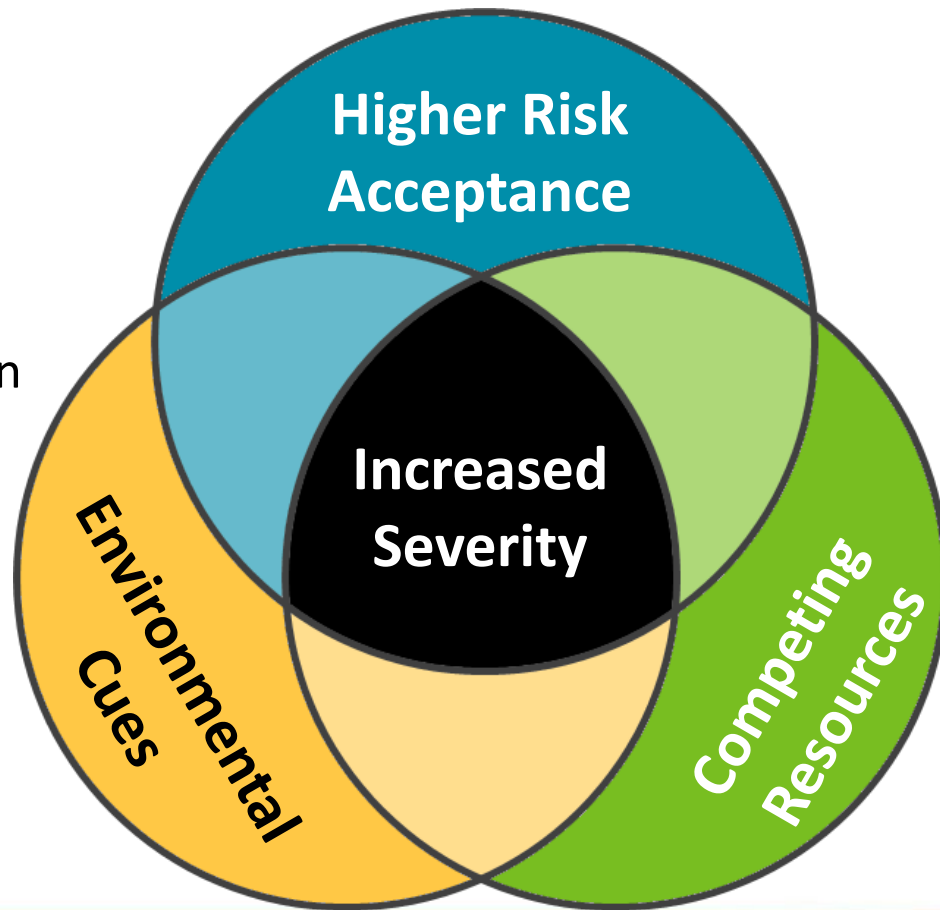
External Constraints: resources

- Public health and safety redeployments
- Finite attention of public for messaging
- Priorities vary across agencies/regions



Is there hope? YES!!

- Traffic Safety Culture
- Community level engagement
- Federal Transportation Funding Bill
- Safe System



Strategic Highway Safety Plan (SHSP)

www.mndot.gov/trafficeng/safety/shsp/index.html

