

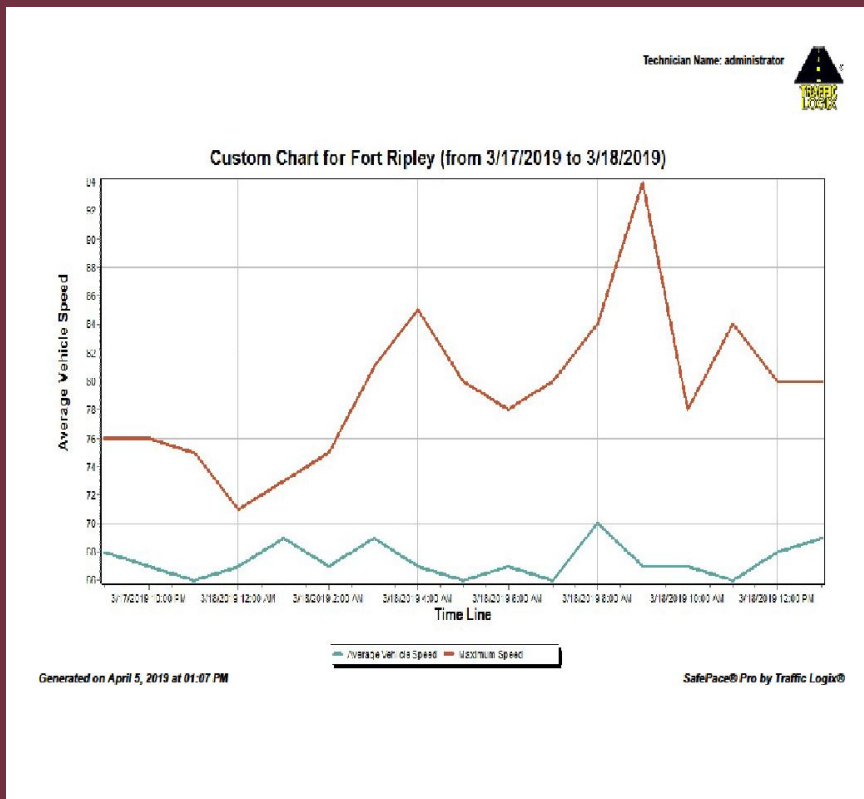
# RADAR DSD

- 2017 Sept
- 2018
- 2019-current



# DATA

- Chart or graph



## Custom Report

Technician Name: administrator

Location: MNTH 371-Rest Area

State/Province:

Address:

Postal Code/ZIP:

City: Brainerd



Report Period: 8/17/2018 5:00:00 PM to 8/28/2018

	Total Vehicle Count	Average Vehicle Speed	Maximum Speed	
8/17/2018	17:00:00	145	64	81
	18:00:00	643	68	89
	19:00:00	810	68	88
	20:00:00	571	66	82
	21:00:00	453	66	80
	22:00:00	246	67	81
	23:00:00	136	66	82
8/18/2018	00:00:00	86	61	75
	01:00:00	40	69	83
	02:00:00	34	63	80
	03:00:00	24	64	71
	04:00:00	36	63	73
	05:00:00	60	63	75
	06:00:00	101	60	81
	07:00:00	245	62	83
	08:00:00	466	63	81
	09:00:00	832	64	94
	10:00:00	625	64	87
	11:00:00	817	64	85
	12:00:00	547	64	84
	13:00:00	531	64	83
14:00:00	527	65	85	
15:00:00	401	64	89	
16:00:00	392	65	85	
17:00:00	375	65	83	
18:00:00	334	68	84	
19:00:00	235	67	88	
20:00:00	248	65	88	
21:00:00	172	65	76	
22:00:00	146	64	81	
23:00:00	93	65	78	
8/19/2018	00:00:00	54	67	75
	01:00:00	34	61	78
	02:00:00	23	63	75

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Page 1



# DATA

## Comparison Report

Technician Name: administrator

Location: MNTH 371/Crow Wing CR2  
 Address: Baxter  
 Speed Limit: 65

Report 11/11/2019 to 11/17/2019  
 Report 11/18/2019 to 11/24/2019



### Summary

Day	Vehicle Count			Average Speed			Number of Speed Violations			% of Speed Violations		
	Period 1	Period 2	Difference	Period 1	Period 2	Difference	Period 1	Period 2	Difference	Period 1	Period 2	Difference
Monday	3,772	4,304	532	67	68	-1	2,830	3,404	474	75 %	74 %	-1 %
Tuesday	3,997	4,167	170	68	64	-4	3,301	3,212	-89	76 %	74 %	-2 %
Wednesday	4,237	4,389	152	66	68	2	2,982	3,531	549	70 %	78 %	8 %
Thursday	4,962	4,659	-323	68	67	-1	4,220	3,547	-673	80 %	70 %	-10 %
Friday	6,711	6,458	-253	69	69	0	5,791	5,895	-108	82 %	84 %	2 %
Saturday	4,240	4,408	168	67	69	2	3,495	3,801	306	79 %	83 %	4 %
Sunday	3,512	3,471	-41	68	68	0	2,877	2,968	-91	80 %	80 %	0 %
Average:	4,493	4,551	58	68	67	-1	3,671	3,735	64	77 %	78 %	1 %

### Speed Bins Statistics

Speed	Total Vehicle Count			% of Vehicle Count			Total Speed Violations			% of Speed Violations		
	Period 1	Period 2	Difference	Period 1	Period 2	Difference	Period 1	Period 2	Difference	Period 1	Period 2	Difference
0 - 5	42	53	11	0 %	0 %	0 %	0	0	0	0 %	0 %	0 %
5 - 10	41	5	-36	0 %	0 %	0 %	0	0	0	0 %	0 %	0 %
10 - 15	7	9	2	0 %	0 %	0 %	0	0	0	0 %	0 %	0 %
15 - 20	26	15	-11	0 %	0 %	0 %	0	0	0	0 %	0 %	0 %
20 - 25	33	21	-12	0 %	0 %	0 %	0	0	0	0 %	0 %	0 %
25 - 30	16	23	7	0 %	0 %	0 %	0	0	0	0 %	0 %	0 %
30 - 35	68	57	-11	0 %	0 %	0 %	0	0	0	0 %	0 %	0 %
35 - 40	149	139	-10	0 %	0 %	0 %	0	0	0	0 %	0 %	0 %
40 - 45	281	270	-11	1 %	1 %	0 %	0	0	0	0 %	0 %	0 %
45 - 50	279	382	103	1 %	1 %	0 %	0	0	0	0 %	0 %	0 %
50 - 55	309	376	67	1 %	1 %	0 %	0	0	0	0 %	0 %	0 %
55 - 60	657	599	-58	2 %	2 %	0 %	0	0	0	0 %	0 %	0 %
60 - 65	3,947	3,757	-190	12 %	12 %	0 %	0	0	0	0 %	0 %	0 %

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# 2020-2021

- Pandemic
- Population shift
- Civil Unrest
- L3
- Fatal count



# PROJECT 20(22)

- Kicked off in Brainerd
- Opening Fishing Weekend
- Speed focused
- Supervision led

	Hrs Wrkd	Troopers	Stops	Arrests
2022	389.5	13	786	15
2023	372.5	15	650	9



# HEAT

## District 2100 (Rochester)

Total Stops 548  
Speed Contacts 492  
People Arrested 7  
DWI Arrests 4

## District 2200 (Mankato)

Total Stops 117  
Speed Contacts 108  
People Arrested 2  
DWI Arrests 1

## District 2300 (Marshall)

Total Stops 246  
Speed Contacts 208  
People Arrested 1

## District 2600 (Saint Cloud)

Total Stops 134  
Speed Contacts 105  
People Arrested 1  
DWI Arrests 1

## District 2700 (Duluth)

Total Stops 169  
Speed Contacts 157  
People Arrested 2  
DWI Arrests 1

## District 2800 (Brainerd)

Total Stops 312  
Speed Contacts 263  
People Arrested 2  
DWI Arrests 1

## District 2900 (Detroit Lakes)

Total Stops 190  
Speed Contacts 170  
People Arrested 1

## District 3100 (Virginia)

Total Stops 193  
Speed Contacts 162

## District 3200 (Thief River Falls)

Total Stops 89  
Speed Contacts 68

## D2400 (East Metro)

Total Stops 210  
Speed Contacts 171

## D2500 (West Metro)

Total Stops 310  
Speed Contacts 221  
People Arrested 3  
DWI Arrests 2

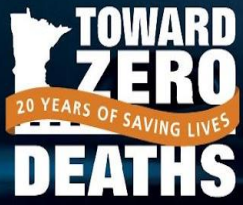


# RESULTS

- CORE 4 Enforcement

Activity	2022 Total	2022 YTD	2023 YTD	Percent Change
Traffic Stops (No O.T.)	22,918	20,037	21,650	8.1%
Speed Citations	5,531	4,910	5,487	11.8%
Speed Warnings	10,870	9,478	10,432	10.1%
Seat belt citations	583	525	717	36.6%
Seat belt warnings	698	625	751	20.2%
Distracted citations	636	560	645	15.2%
Distracted warnings	1,631	1,402	1,445	3.1%
DWI Arrests	196	172	162	-5.8%
	<b>2022 Total</b>	<b>2022 YTD</b>	<b>2023 YTD</b>	<b>Percent Change</b>
Fatal Crashes	19	19	8	-57.9%
10-52 Injury Crashes	231	186	227	22.0%
10-50's	478	364	355	-2.5%
Total Crashes	728	567	590	4.1%

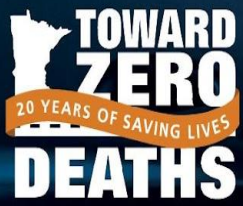




MINNESOTA

TOWARD **ZERO** DEATHS





MINNESOTA

TOWARD **ZERO** DEATHS

# Strategic Highway Safety Plan (SHSP) Speed Action Team

*Jessica Schleck, Southeast TZD Regional Coordinator  
Statewide SHSP Speed Action Team Co-Chair  
Wednesday, Nov. 14, 2023*

## We have a Speeding Problem...

- Reduce speeding by changing the traffic safety culture in Minnesota
- What can be done now



Before and After a High-Speed Crash



## Building the Team:

- State, County, City, and Community Perspectives
- Need a Plan in Place, Because...
- Time is Valuable!

# Objective #1:

Use the Strategic Highway Safety Plan (SHSP), to develop an implementation plan for the strategies and tactics listed in the SHSP.





## The Minnesota Strategic Highway Safety Plan:

- Identifies key areas to focus traffic safety resources
- Provides data driven, actionable strategies to reduce deaths and serious injuries on Minnesota roadways

<http://www.dot.state.mn.us/trafficeng/safety/shsp/mn-shsp-2020-24.pdf>



## The Minnesota Strategic Highway Safety Plan:

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<http://www.dot.state.mn.us/trafficeng/safety/shsp/mn-shsp-2020-24.pdf>

## Objective #2: LOOK OUTSIDE THE BOX

- New Approaches to Curb Speeding
- Understand Available Speed-Related Data
- Identify Data Needs
- Explore Opportunities for New Data Sources



## Statewide SHSP Speed Action Team

- Kickoff Meeting – April 2021
- Overview of SHSP
- SHSP Speed Strategies and Tactics
- Discussion of SHSP Goals
- Speed Data Overview
- Met Bi-Monthly



# Strategies and Tactics

1. Collaborative Messaging
2. Automated Speed Enforcement
3. Improvements to the Roadway Design Process
4. Improvements to the Speed Limit Setting Process
5. Legislative Action

# The Goal:

Develop a Statewide Strategic Communications Plan



SHSP Speed Action Team  
Collaborative Messaging



Automated Speed  
Enforcement  
Subcommittee



Improvements to  
Road Design  
Subcommittee



Improvements to  
Urban Roadway  
Design  
Subcommittee

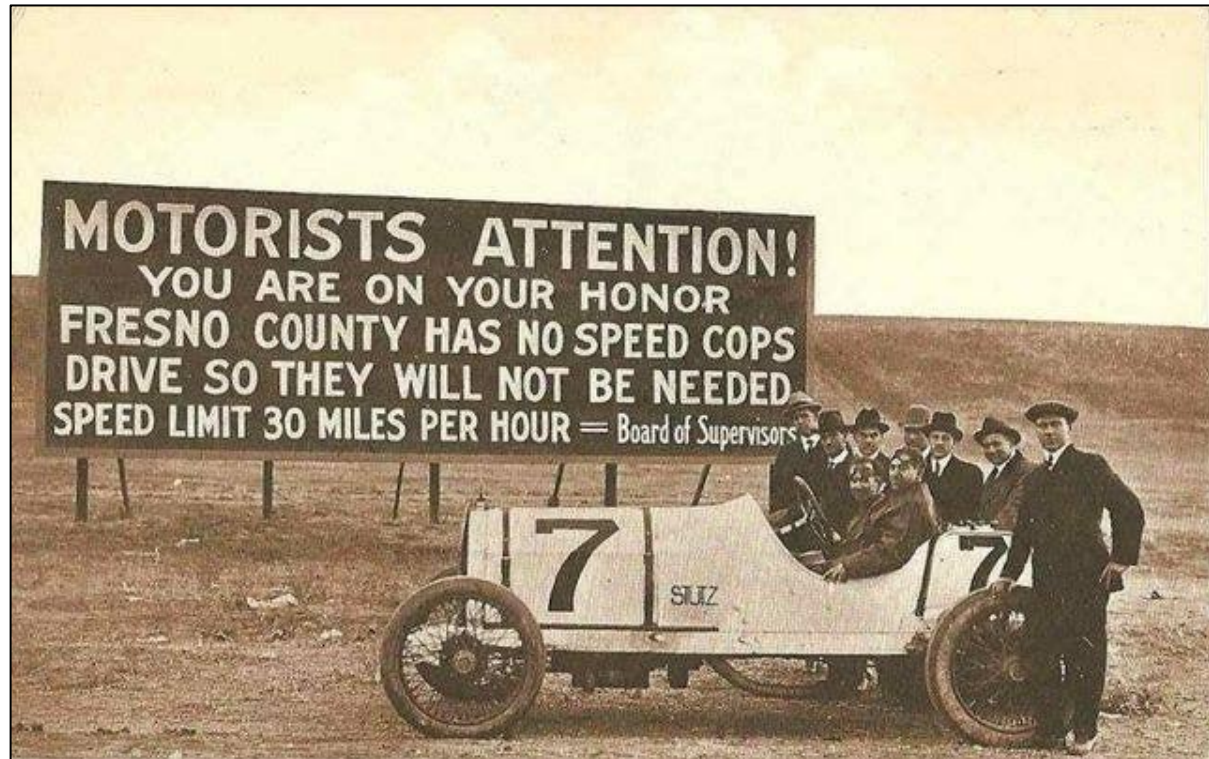
# Strategy Development

- WHO is Speeding?
- WHEN They Speed?
- WHERE They Speed?
- WHY They Speed?
- Motivation to SLOW DOWN?



**“BYOFFCR”**

# CHANGE



## Next Steps in Developing a Communications Strategy:

- Updated Speed research was critical
- Accurate information = Strategy
- Collaborative effort between agencies



## Minnesota Speeding Behavior Survey

### Final Report

Solicitation Number DTNH2216R00042

Submitted by  
M. Davis and Company, Inc.  
1015 Chestnut St. Suite 317  
Philadelphia, PA 19107  
(215) 790-8900



# Minnesota Speeding Behavior Research Study

- TZD Speed Action Committee
- Minnesota Department of Public Safety
- Minnesota Department of Transportation
- Minnesota Department of Health
- Minnesota Safety Council
  
- Research Conducted by:  
M. Davis and Company

# Thank



Contact:

Jessica Schleck

Southeast Minnesota TZD Regional Coordinator

Statewide SHSP Speed Action Team Co-chair

[jessica.schleck@state.mn.us](mailto:jessica.schleck@state.mn.us)



## Research Methodology

### Survey Development:

- DPS
- MnDOT
- MN Safety Council
- TZD Speed Action Team

### Two Wave Mailing Design:

- 10,000 recipient sample size, \$100 gift card drawing
- First wave: Letter
- Second wave: Postcard

### Focus Groups:

- 3 Focus Groups; 90 minutes; 4-6 participants per group
- ❖ Drive the posted speed limit
- ❖ Drive with the flow of traffic
- ❖ Drive faster than the flow of traffic

Response  
Rate: 10.56%

Respondents were given a Risky  
Driving Score based on  
responses to several key  
questions.



**TOWARD  
ZERO**  
20 YEARS OF SAVING LIVES  
**DEATHS**

# Working Together to Curb Speed

Presented by:

Lisa Kons, Minnesota Speed Action Team Committee, Co-Chair  
Traffic Safety Program and Advocacy Director, Minnesota Safety  
Council

Coordinator, Minnesota Network of Employers For Traffic Safety

# Minnesota Speeding Behavior Study

A collaboration between:

Minnesota Department of Public Safety

Minnesota Department of Transportation

TZD Speed Action Team

**Research Conducted by M. Davis and Company**

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## Key Takeaways: Survey Results

### Who are the risky drivers? Demographic Results

#### Who is Participating in Risky Driving Behavior?

- Younger drivers (ages 18 to 34) are significantly more likely than drivers of other ages to participate in risky driving behavior.
- Male drivers and non-white drivers also pose a greater risk.

#### Who is not participating in risky driving behavior?

We find that those drivers who do not participate in risky driving are more likely to be older (age 45 or higher) and female.

## Motivations to Speed

### What motivates risky drivers to speed?

- Being familiar with the road
- Good weather conditions
- Light traffic
- Vehicles around are speeding
- Being in a rush

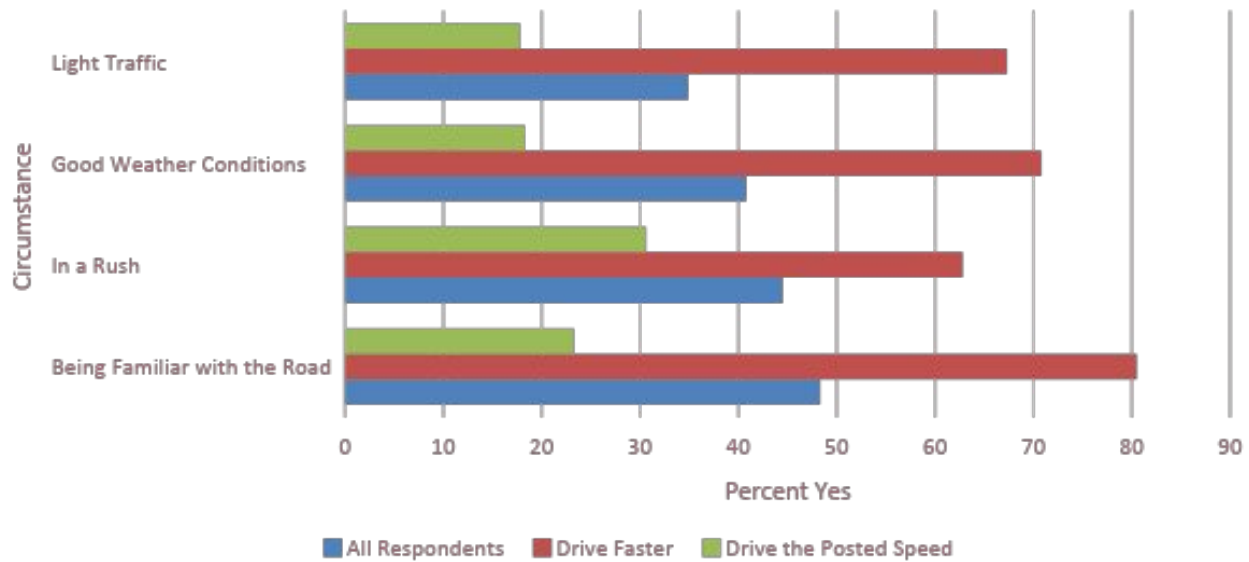
### What motivates usually safer drivers to speed?

- Being in a rush
- Being familiar with the road
- Vehicles around are speeding
- Being tailgated

Speeding for **riskier drivers** tends to be more opportunity based (nice weather, clear roadway, familiarity with roadway)

Speeding for **less risky drivers** tends to be motivated more by external pressures (rushing, being tailgated, others speeding)

## Reasons For Speeding





## Motivations to Slow Down

What motivates **risky drivers** to slow down?

- Poor weather conditions
- Seeing people walking or biking
- Presence of a school zone
- Heavy traffic
- Presence of a work zone

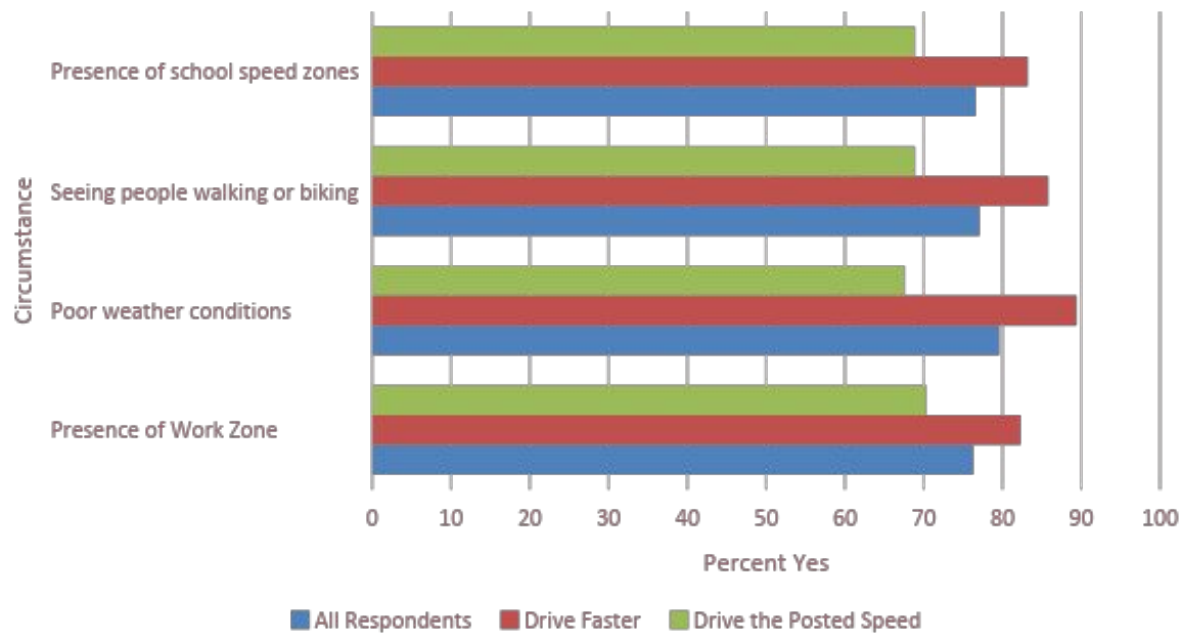
What motivates **(usually) safer drivers** to slow down?

- Presence of work zone
- Presence of school zone
- seeing people walking or biking
- Poor weather conditions
- Threat of traffic fines/loss of license/legal liability

Risky and Non Risky drivers tend to slow down when non-motorists are present.

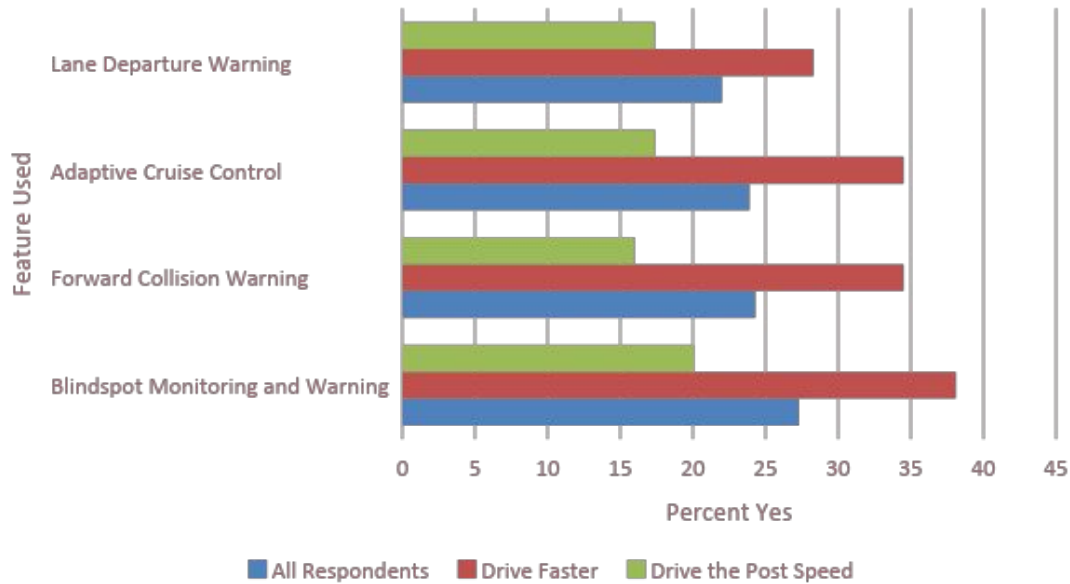
Non Risky drivers tend to consider fines and/or injury to be more of a real threat than risky drivers.

## Reasons for NOT Speeding



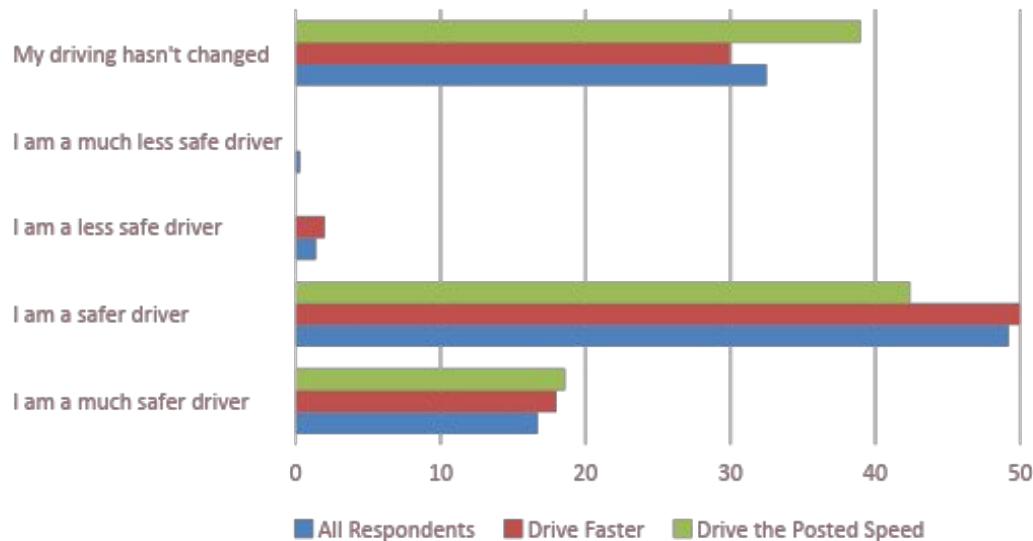
## Automated Assist Features

What CAV features do people have/use?



## Automated Assist Features

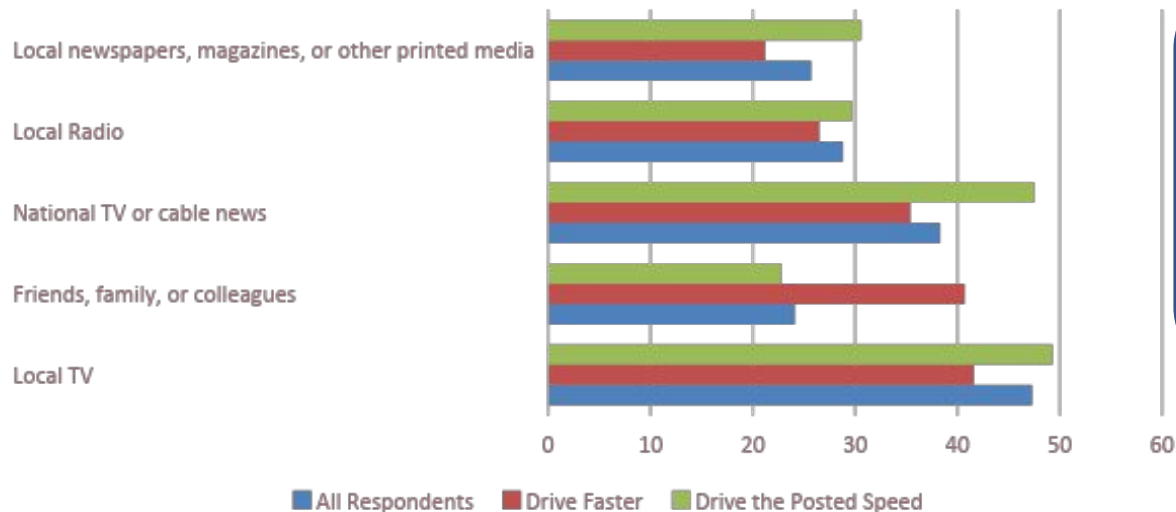
Do drivers believe CAV features enhance or decrease safety?



- Drivers who own and use CAV features believe they enhance safety.
- Drivers who don't use these features believe they make roadways more dangerous.

## Preferred Media

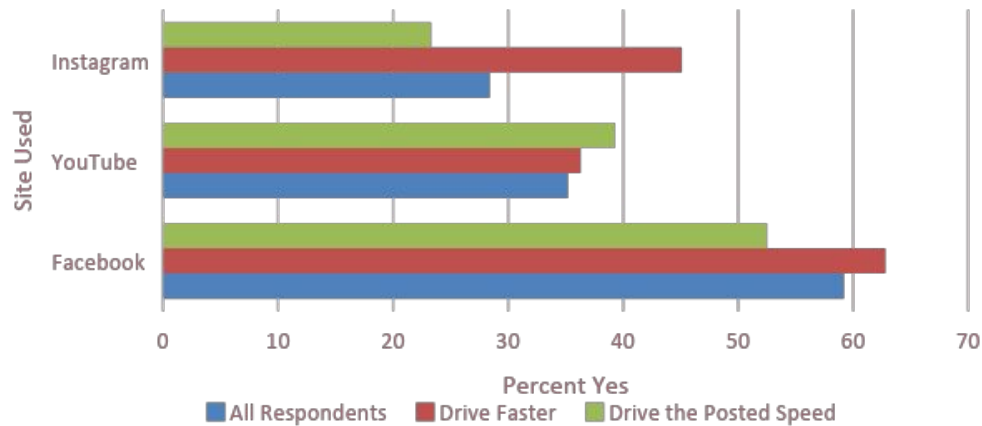
Excluding social media, what sources of information do you trust the most?



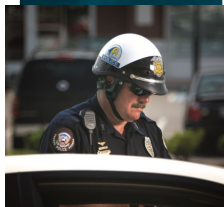
Riskier drivers tend to trust **family, friends and colleagues** for information at a much higher rate than non risky drivers.

## Preferred Media

What social media sites do you the most?



Riskier drivers use Instagram, which tends to be associated with younger users, at a higher rate than non-risky drivers.



**DON'T SPEED OR  
YOU'LL BE NEXT.**



Drivers, please help Slow the Flock Down! Graphic: SDOT.



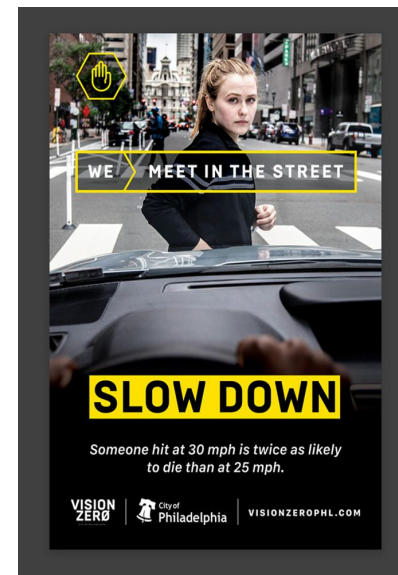
**TOWARD  
ZERO  
20 YEARS OF SAVING LIVES  
DEATHS**

## Example 1

Theme: Mixed Response: Positives and Negatives

- The notable approach of the ad, in the woman facing right towards the viewer, was striking and memorable.
- The impact of 5 MPH in a crash really stuck with the participants.
- There was too much text, and it was difficult to read.
  - This made the information that was meaningful difficult to identify.

**TOWARD  
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Example 2

Theme: A generally negative reaction to this ad.

- The image of the monster was eye-grabbing but distracted from the actual message.
  - It was confusing as well as distracting.
- Font size was inverted – participants felt that ‘deaths do’ should be largest, not ‘don’t exist.’



### Example 3

Theme: Funny, but confusing and lacking focused meaning.

- The play on words was funny and got participants to smile.
- The font sizes and color of the words made it difficult to follow the information being presented.



Drivers, please help Slow the Flock Down! Graphic: SDOT.

#### Example 4

Theme: Simple and easy to get the message, but the message was a negative one.

- The participants almost universally liked the simple and easy to understand layout of this stimuli.
- The message itself was, overall, poorly received.
  - Many participants felt intimidated by the officer.
  - Participants also talked about the fraught political nature of including a police officer.



### Speeding Deterrents

- Speeding ticket
- Passengers in the vehicle
- Potential for Non Motorists outside the vehicle

### An Effective Message Should:

- Be Concise, not too busy
- Contain new information
- Be seen/heard while driving
- Come from a trusted source

## Focus Group Takeaways

Many participants said that they have seen fewer patrols since the onset of COVID-19, so they believe they are less likely to be stopped for speeding.

### Reasons for Speeding

- Not aware of speed (particularly in newer vehicles)
- Being in a rush
- Avoid other bad drivers

### An Effective Spokesperson

- Is a family member, particularly a child
- Has personal experience with traffic crashes (EMS, crash victim, etc)

Education Through Messaging

Legislation

Billboard Campaign

Education Through Hi-Vis  
Enforcement

## Countermeasure Ideas

Drive Time Messaging

Engineering to Eliminate High  
Speeds

Peer to Peer Education

YOUR Ideas here

## Contact Information

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