Welcome! Advisory Council on Traffic Safety

December 13, 2023

Note: Today's meeting will be recorded for record keeping purposes only







Welcome and Introductions

- Chairs' Welcome and Introductions
- Approve Today's Agenda
- Approve Minutes from September 21 Meeting

Commissioners' Welcome



Commissioner Nancy Daubenberger

Minnesota Department of Transportation

Commissioners' Welcome



Commissioner Bob Jacobson

Minnesota Department of Public Safety

Commissioners' Welcome



Assistant Commissioner Maria Serabia

Minnesota Department of Health

State of Traffic Safety in Minnesota

- History and Background
 - Col. Matt Langer, Minnesota State Patrol
- Current Crash Data Trends
 - Brian Sorenson, Minnesota Department of Transportation
- 20 Years of TZD: Then and Now
 - Kristine Hernandez, Statewide TZD Program Coordinator
- Disparities in Motor Vehicle Injury and Fatalities
 - Catherine Diamond, Minnesota Department of Health

History and Background



Colonel Matt Langer

Minnesota State Patrol



Advisory Council on Traffic Safety Current Crash Data Trends

December 13, 2023

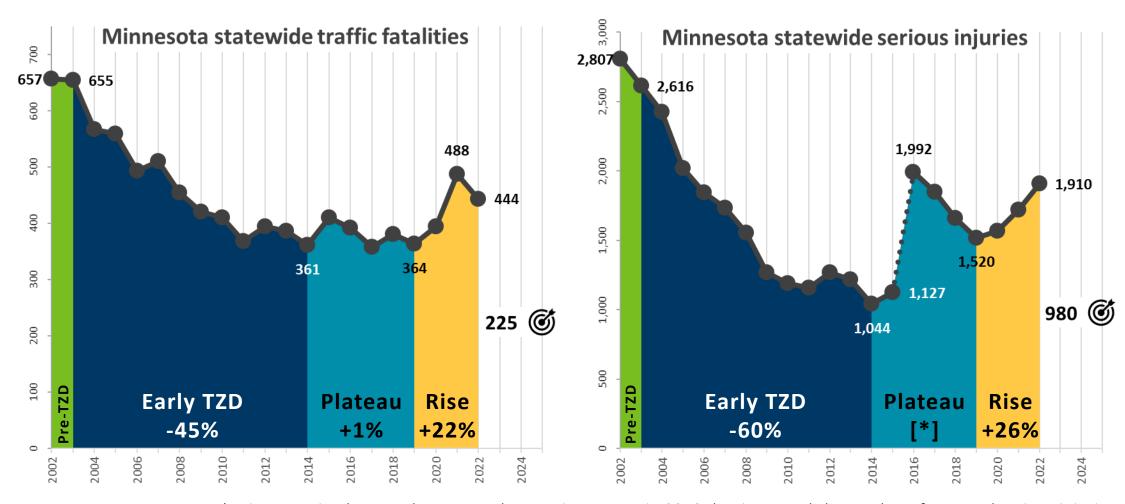
Crash Data Considerations

- Data is not a perfect representation of what is happening, but it can help us understand generally what is happening, and how it is changing over time.
- We have structures for crash reporting, but there can be differences in judgment and sometimes we don't know all factors based on available evidence. (Inattention)
- We have made systematic adjustments. Definition of "Serious Injury" changed in Minnesota in 2016.
- With TZD (as is inherent in Safe System), we are focused on life changing crashes. Fatal and Serious injury crashes don't always follow the same trends and patterns.

Remember Our Successes!

Change since pre-TZD	Statewide					
	2002	2022	% Change			
Fatalities	657	444	-32%			
Fatality rate	1.21	0.78	-36%			
Serious Injuries	2807	1910	-32%			
Serious Injury Rate	5.16	3.32	-36%			

Fatality & Serious Injury History



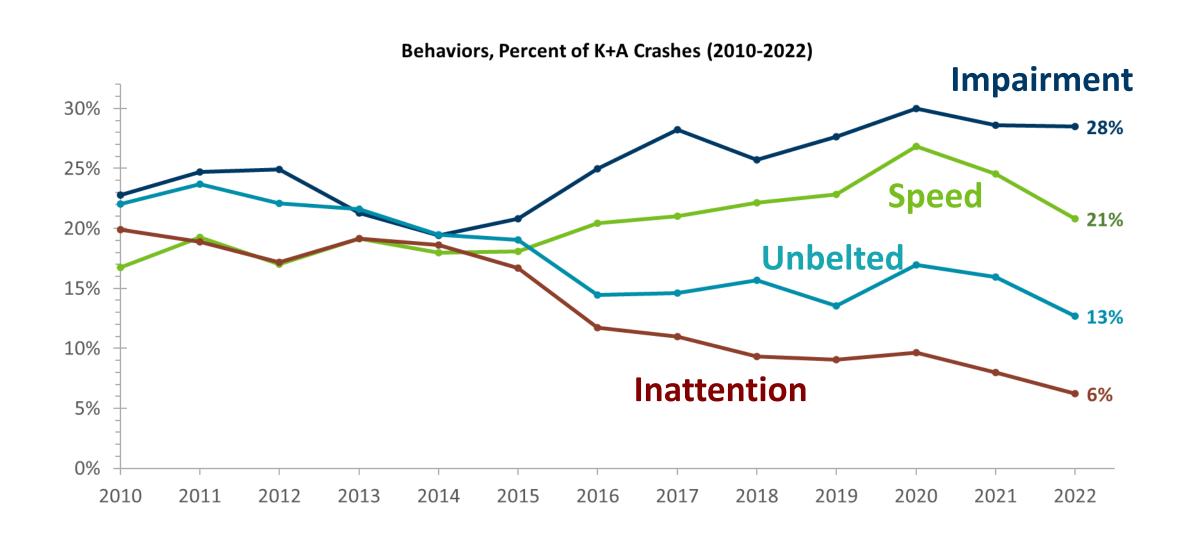
^{*} Minnesota implemented a new crash reporting system in 2016 that increased the number of reported serious injuries

Statewide Crash Data – Summary

Fatal and Serious Injury Crash 5 year average (2018-2022) (2014-2018)

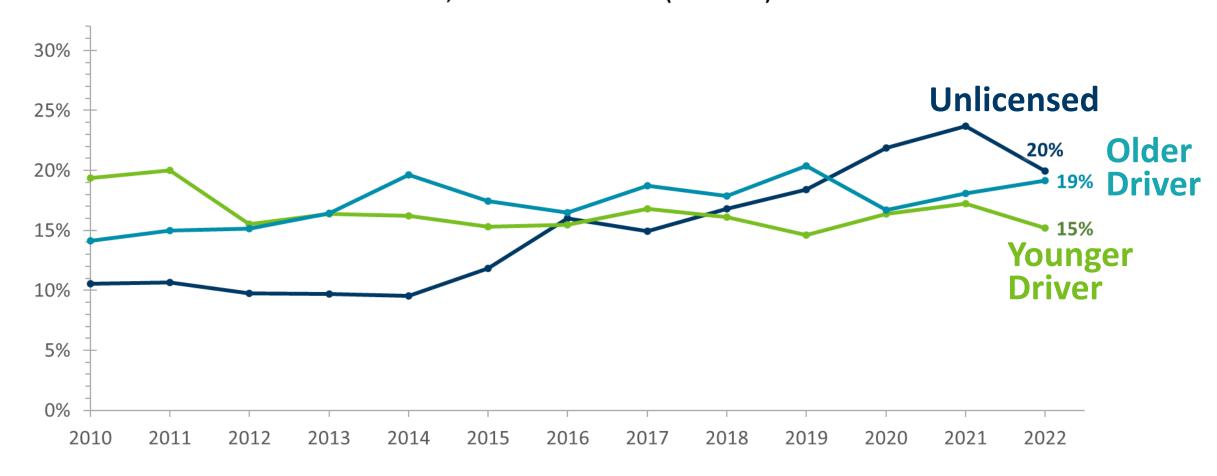
1	Intersections	49% (47%)	6	Older Drivers	18% (18%)	12	Commercial Vehicles	9% (9%)
2	Single Vehicle Run off the Road	32% (31%)	7	Motorcyclists	17% (17%)	13	Inattention	8% (13%)
3	Impairment	28% (25%)	8	Younger Drivers	16% (16%)	14	Bicyclists	4% (4%)
4	Speed	23% (20%)	9	Pedestrians Unbelted Occupa	(12%) 15% nts(16%)15%	15	Work Zones	2% (2%)
5	Unlicensed Drivers	20% (14%)	11	Head-On	11% (11%)	16	Trains	0.2% (0.4%)

Statewide Crash Data – Behaviors

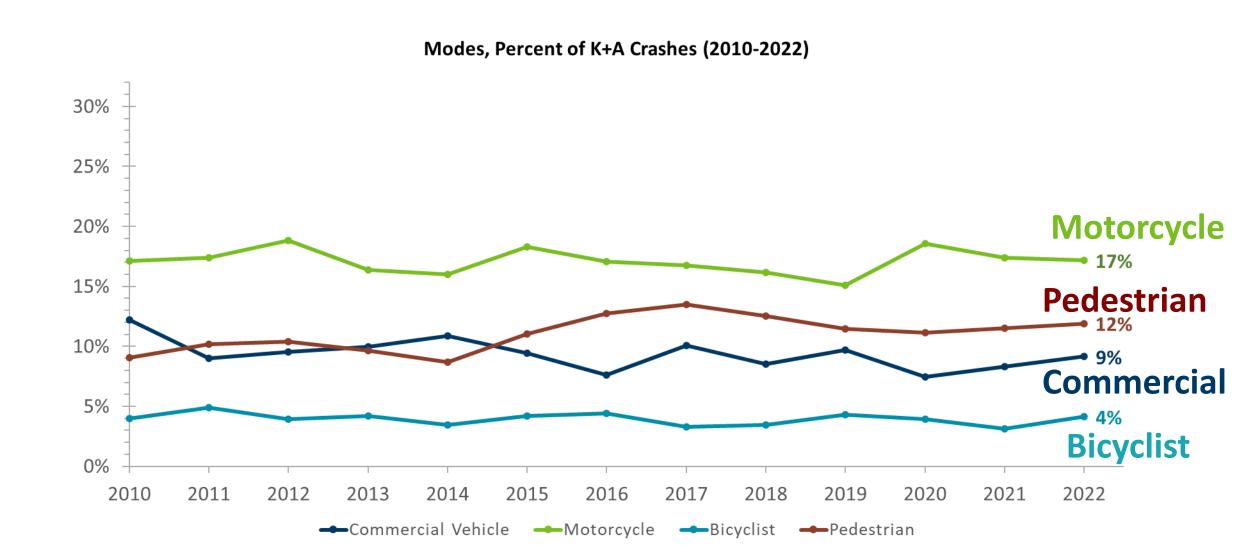


Statewide Crash Data – Drivers

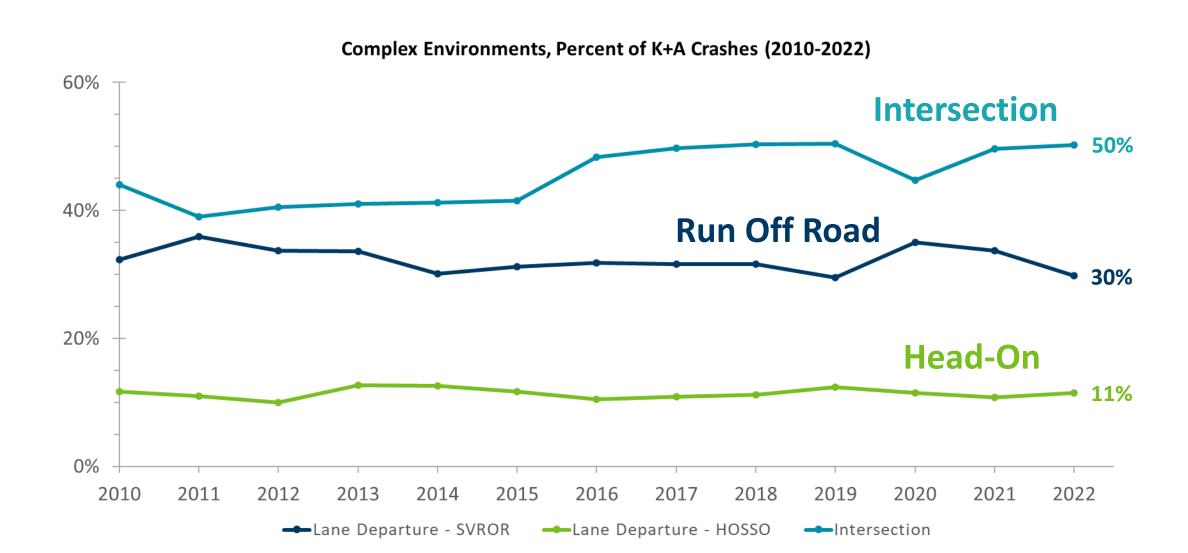




Statewide Crash Data – Modes

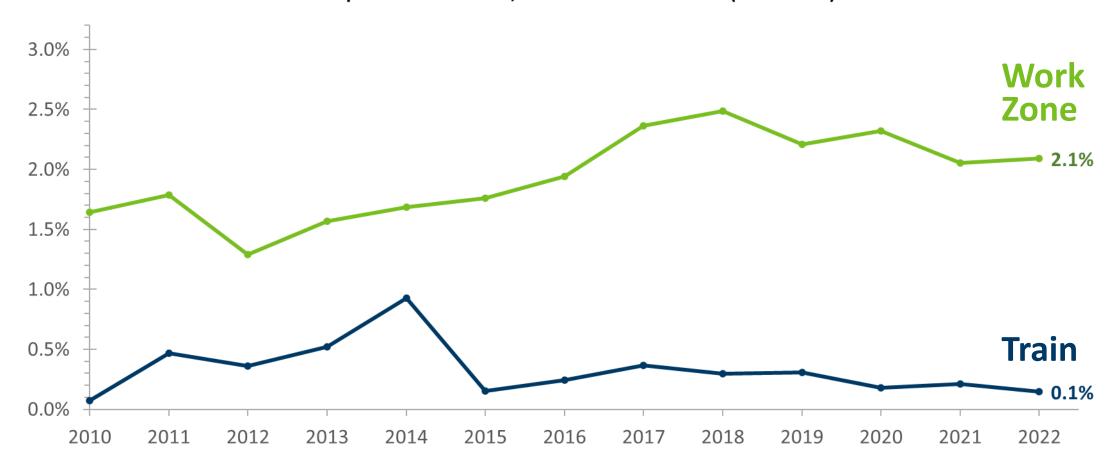


Statewide Crash Data – Engineering

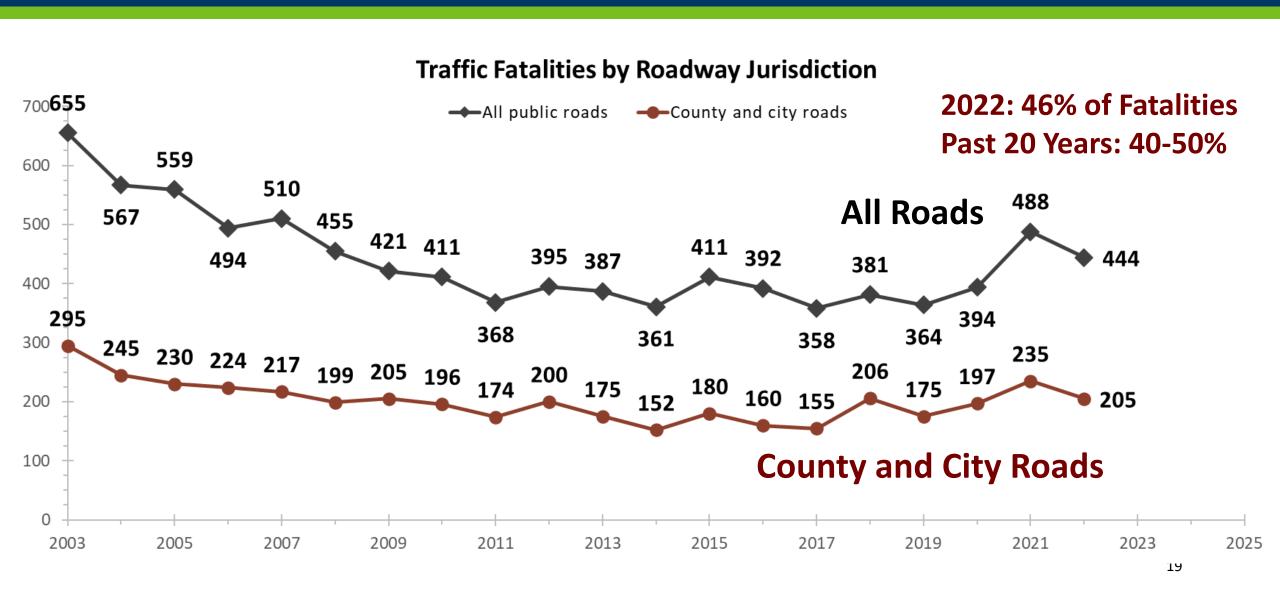


Statewide Crash Data – Complex Environments





County/City Fatalities Statewide



Key Takeaways | Statewide

- 1. The 4 most common behavioral factors involved in life changing crashes are Impairment, Speed, Seat Belts, and Inattention
- 2. Fatalities receded in 2022 (and so far in 2023), but Serious Injuries have steadily increased since 2019 (2023 slightly higher than 2022)
- 3. Life changing (Fatal and Serious Injury) crash factors that are trending up:
 - Impairment, Speed
 - Unlicensed Driver, Older Driver (since 2010)
 - Intersections
- 4. 40-50% of fatalities occur on county and city roadways

Advisory Council & Data

ADVISORY COUNCIL HOMEWORK:

- What data would be helpful for you and for this committee?
- How do we best use data to prioritize our efforts to most effectively reduce the greatest number of life changing crashes?
- How would you like to use the Data Analytics Center provided for in the 2023 Legislative Session?



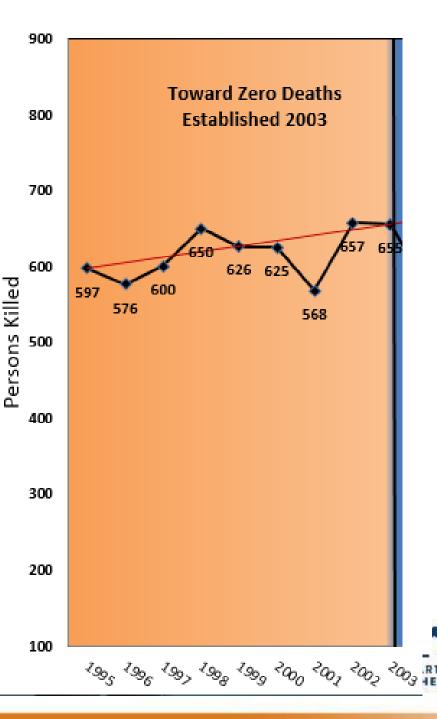
20 years of TZD: Then and Now

Kristine Hernandez
Statewide Toward Zero Deaths Program Coordinator

Advisory Council on Traffic Safety December 13, 2023

TZD History

- Program created in 2003 during a time of increasing traffic fatalities.
- Unique program that coordinated the traffic safety efforts of the Departments of Public Safety, Health and Transportation.
- Modeled after Sweden's Vision Zero Program, which began in 1997.







Vision

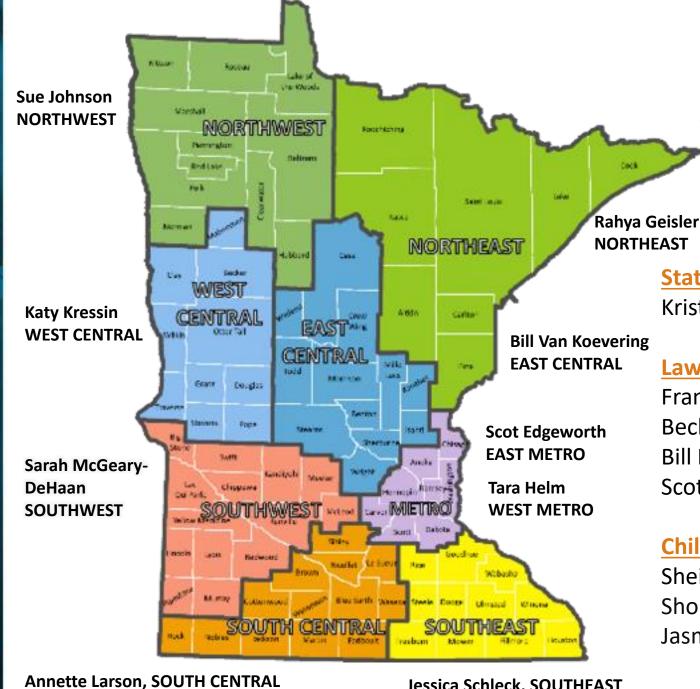
To prevent fatalities and serious injuries on Minnesota's roads to get to zero



Mission

To move Minnesota toward **zero** deaths on our roads using education, enforcement, engineering and emergency medical & trauma services.





TZD Geographic Regions

State TZD Program Coordinator

Kristine Hernandez

Law Enforcement Liaisons

Frank Scherf, Northeast Becky Putzke, Northwest Bill Hammes, Metro Scott McConkey, South

Child Passenger Safety Liaisons

Sheila Denton, Southern Shonette Micco, Hospital Support Jasmine Wangen, Northern

Jessica Schleck, SOUTHEAST

TZD Regional Structure

Regional Leadership Team

Co-Chairs

- MnDOT District Engineer (in Metro: Director of Operations & Maintenance)
- MSP District Captain(s)

Staff

Regional TZD Program Director

Role

- Develop TZD Strategic Plan
- Develop Regional Overview
- Develop New Innovations
- Develop Cultural Strategies
- Monitor progress
- Evaluate program





TZD Regional Structure

Regional TZD Steering Committee

Members

- Leadership Team
- 1-2 representatives per county
- Good representation of each discipline
 - Engineering
 - Law Enforcement
 - Education (health and traffic)
 - Emergency Medical & Trauma Services

Role

- Coordinate regional efforts
- Champion best practices
- Identify opportunities for community engagement
- Encourage & enhance traffic safety partnerships
- Promote new innovative ideas & evaluate

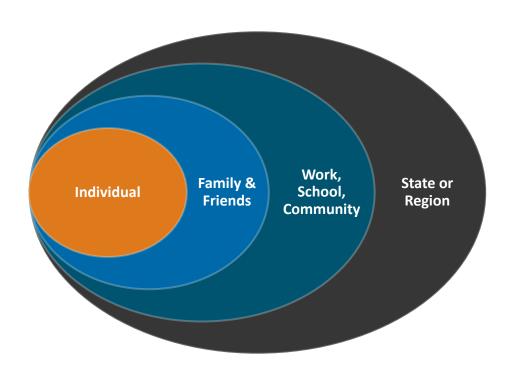




The Future of Minnesota TZD

Traffic Safety Culture

Safe System



Using the environment to create lasting changes to beliefs and behavior



"Safety Net" to protect people when mistakes are made





What is *Traffic Safety* Culture?

Shared:

- Values
- Beliefs
- Norms
- Attitudes



TZD State Conference

2023: Nov. 14-15, Rochester

2024: Oct. 22-23, St. Cloud



2024 Regional Workshops

- April 23 Northwest Regional Workshop
 Thief River Falls
- May 2 East Central Regional Workshop
 St. Cloud
- May 6 South Central Regional Workshop Mankato
- May 14 Southwest Regional Workshop Granite Falls



- May 8 Southeast
 Regional Workshop
 Rochester
- May 15 Metro
 Regional Workshop
 Brooklyn Center
 - May 21 Northeast Regional Workshop Duluth
- West Central TZD Regional Roundtables:
 - January 23
 - March 20
 - June 4
 - September 18





Thank you!

507.273.0677

Minnesota Toward Zero Deaths
Kristine Hernandez, MBA

State TZD Program Coordinator

MnDOT Office of Traffic Engineering

Kristine.Hernandez@state.mn.us





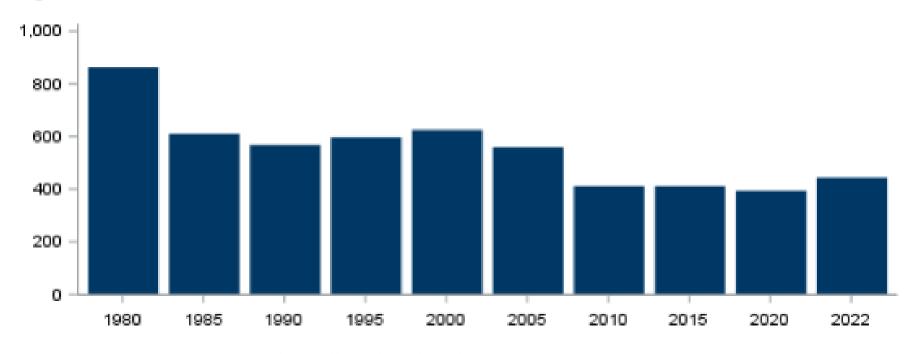
Disparities in Motor Vehicle Injury and Fatalities

Catherine Diamond, DrPH Sally Bushhouse, DVM, MPH, PhD and Anna Gaichas, MS

PROTECTING, MAINTAINING AND IMPROVING THE HEALTH OF ALL MINNESOTANS

The Overall Picture

Figure 2: Minnesota Traffic Fatalities



Department of Public Safety, Office of Traffic Safety - Minnesota Motor Vehicle Crash Facts, 2022



The Overall Picture





Minnesota Ranks as One of the Healthiest States





A Closer Look

- Minnesota has high racial disparities in:
 - Premature deaths
 - High school graduation
 - Homeownership



A Closer Look



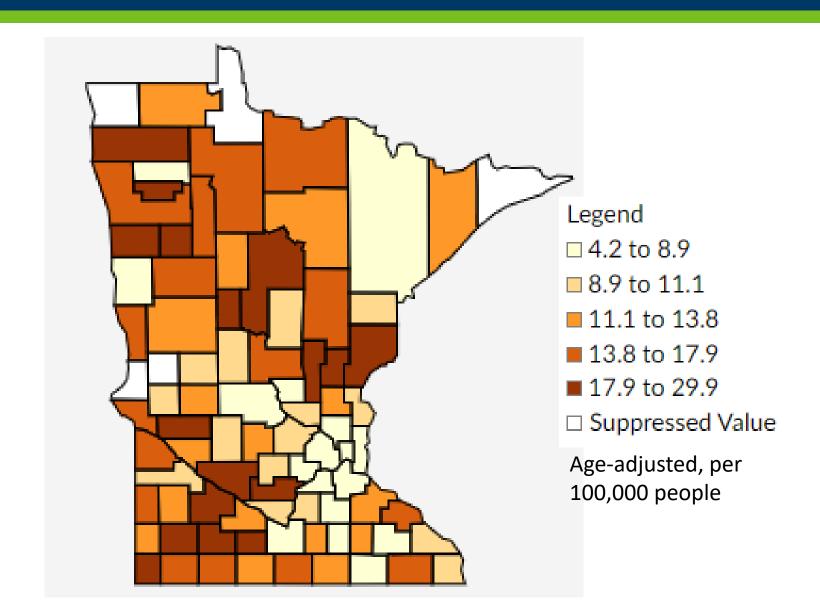


A Closer Look at Motor Vehicle Injury and Fatalities

- 443 deaths in 2020
- 488 deaths in 2021
- 444 deaths in 2022
- 375 deaths in 2023 as of 12/8 (compared to 426 on this date in 2022)

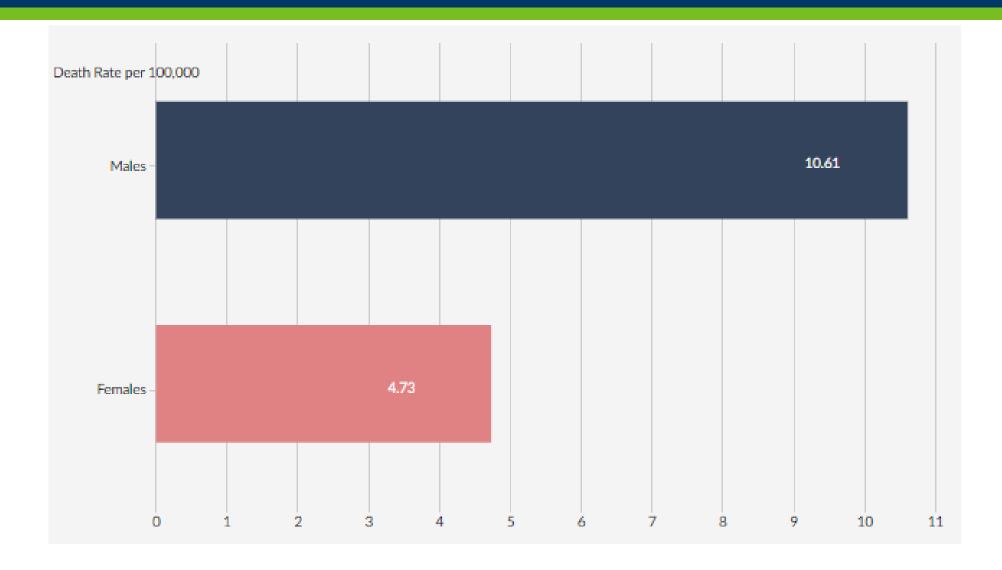


Motor Vehicle Traffic Deaths, 2010-2020





Motor Vehicle Traffic Deaths by Gender, 2010-2020



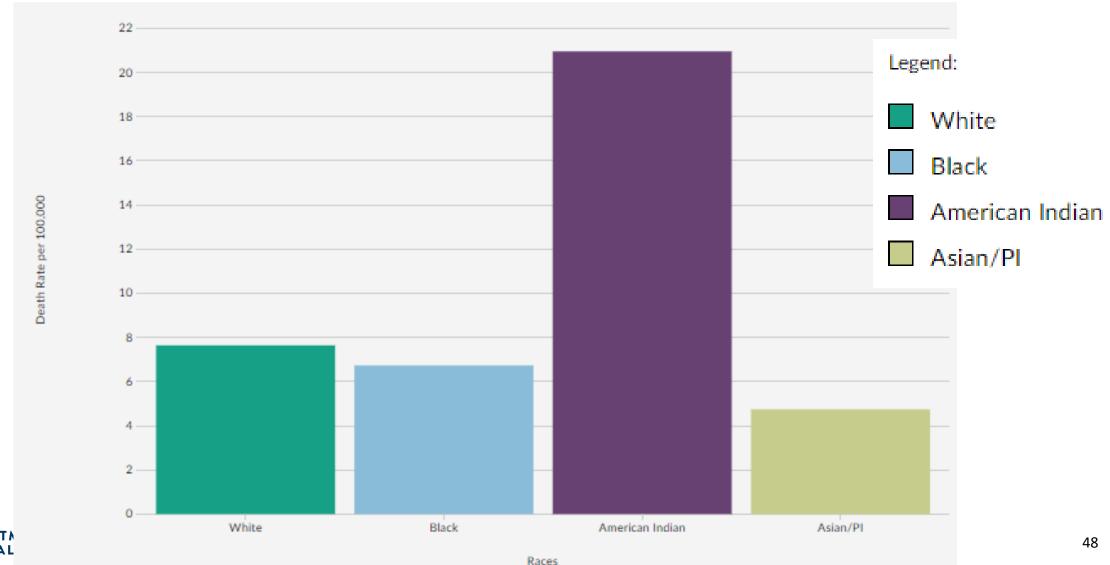


Severity of injury by year of vehicle make, 2016-20 Max score is 75; score of 15+ is severe



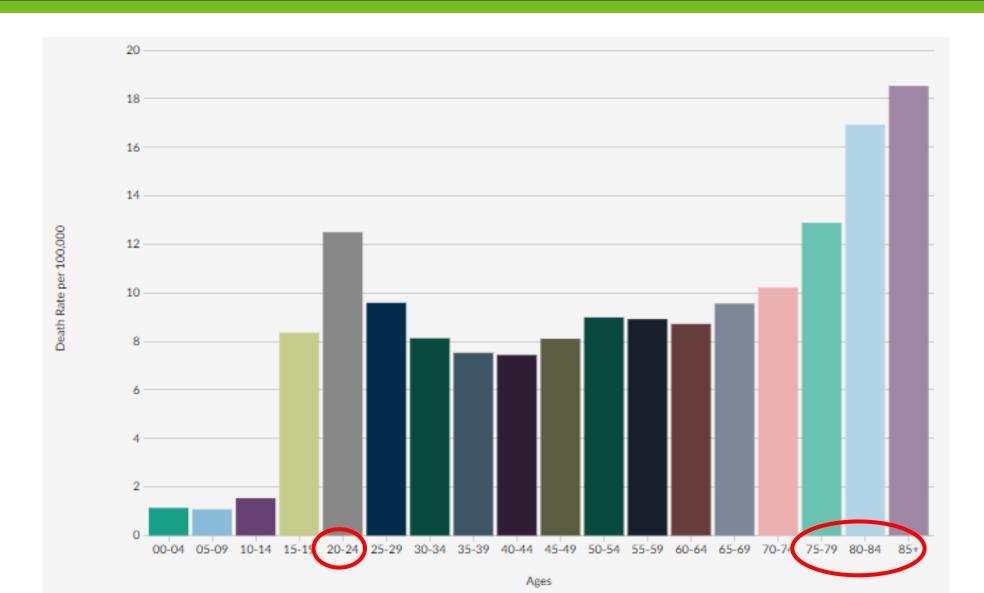


Motor Vehicle Traffic Deaths, 2010-2020



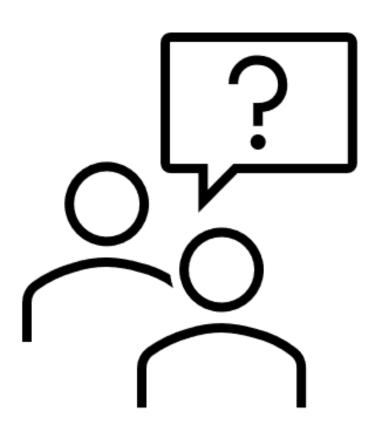


Motor Vehicle-Related Deaths by Age, 2010-2020





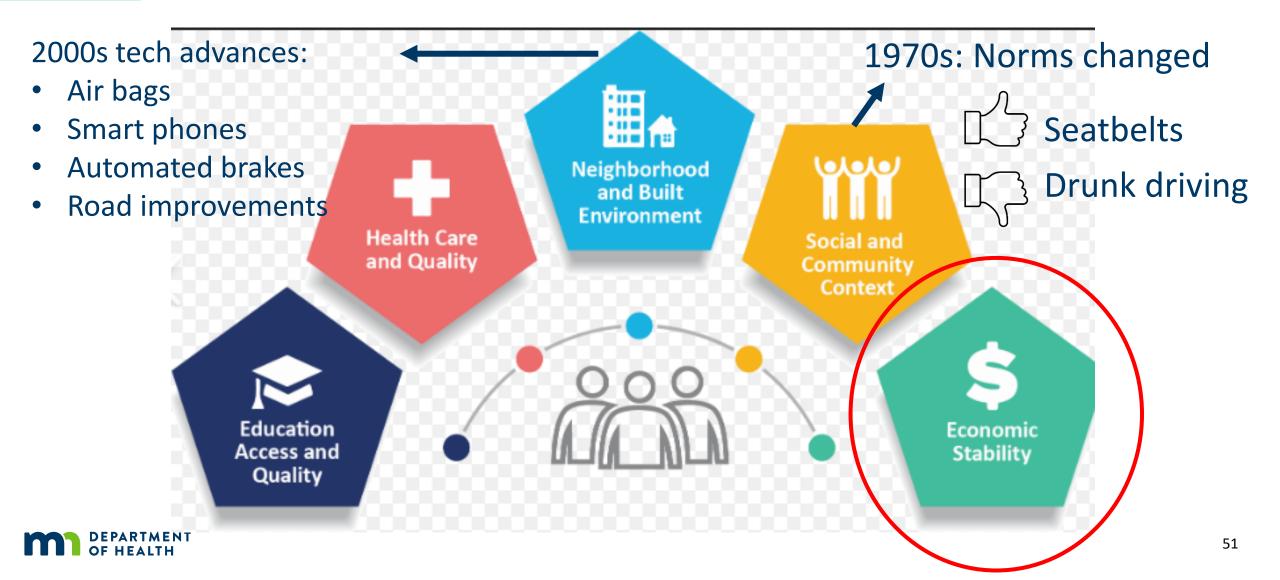
Why do these disparities exist?



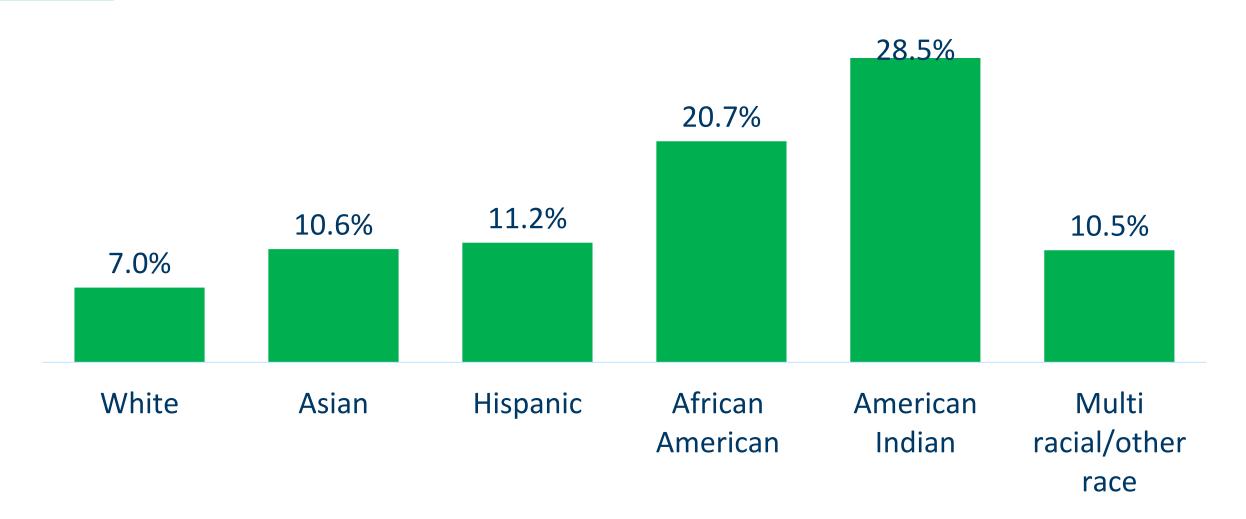
WHY?



A Closer Look

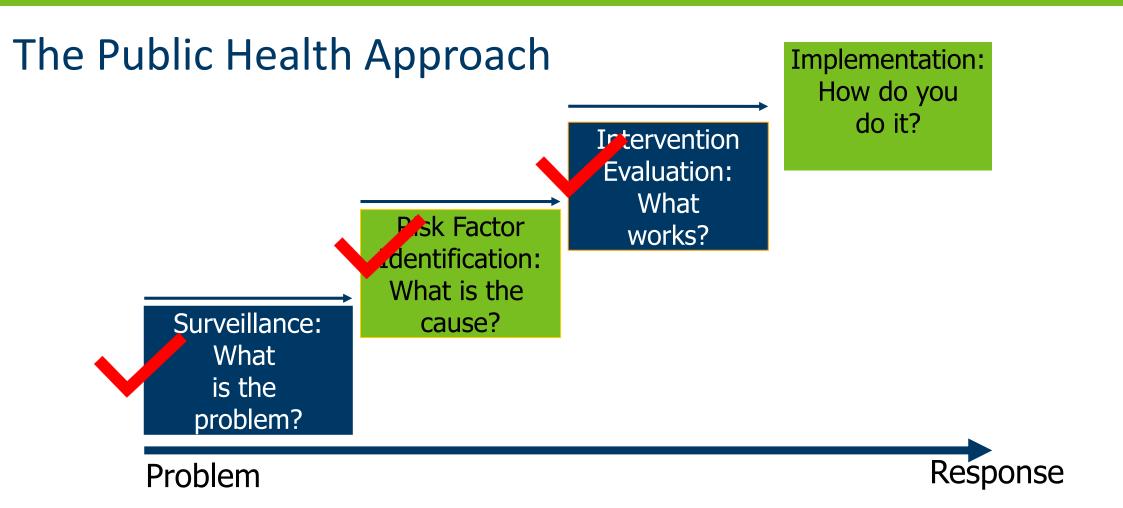


Poverty in MN by race, ethnicity





What can be done?







Thank you.

Catherine Diamond, DrPH

Catherine.diamond@state.mn.us

651-201-3969



Member Discussion

- What do you see as critical areas of focus as we continue our efforts toward zero deaths?
- What are the biggest challenges as we work in these critical areas of focus?
- What resources are needed as we move forward?

Break

Programmatic Updates and Associated Council Activities

- Safe Road Zones
 - Shannon Grabow, Department of Public Safety and Ken Johnson, Department of Transportation
- Rural High-Risk Roadways
 - Shannon Grabow, Department of Public Safety and Ken Johnson, Department of Transportation
- Strategic Highway Safety Plan
 - Whitney Mason, Minnesota Department of Transportation

Topic: Safe Roads Zones

What we are asking:

The Minnesota Department of Transportation (MnDOT) and the Department of Public Safety (DPS) are asking for volunteers to form a working group to help form the process and selection criteria.

Background

Legislation in the 2023 Transportation Omnibus Bill:

Subd. 2.

Establishment.

- (a) The commissioner may designate a safe road zone as provided in this section.
- (b) Upon receipt of a local request, the (transportation) commissioner, in consultation with the commissioner of public safety, must consider designating a segment of a street or highway as a safe road zone. In determining the designation of a safe road zone, the commissioner must evaluate traffic safety concerns for the street or highway, including but not limited to: excessive speed; crash history; safety of pedestrians, bicyclists, or other vulnerable road users; intersection risks; and roadway design.

Background

Legislation in the 2023 Transportation Omnibus Bill:

Subd. 3. Implementation.

- The Advisory Council on Traffic Safety under section 4.076 must make recommendations to the commissioners of public safety and transportation on supporting the local authority with implementation of safety measures for each safe road zone through education, public awareness, behavior modification, and traffic engineering efforts. Safety measures for a safe road zone may include:
- (1) providing safe road zone signs to the local authority for use in the zone;
- (2) consulting with the local authority on roadway design modifications to improve safety;
- (3) performing statewide safe road zone public awareness and educational outreach;
- (4) providing safe road zone outreach materials to the local authority for distribution to the general public;
- (5) working with the local authority to enhance safety conditions in the zone;
- (6) establishing a speed limit as provided under section 169.14, subdivision 5i, with supporting speed enforcement and education measures; and
- (7) evaluating the impacts of safety measures in the zone on: crashes; injuries and fatalities; property damage; transportation system disruptions; safety for vulnerable roadway users, including pedestrians and bicyclists; and other measures as identified by the commissioner.

Background

Legislation in the 2023 Transportation Omnibus Bill:

Subd. 4.

Traffic enforcement.

• The commissioner of public safety must coordinate with local law enforcement agencies to determine implementation of enhanced traffic enforcement in a safe road zone designated under this section.

Funding

\$1,000,000 to MnDOT to fund Safe Road Zones

\$1,000,000 in fiscal year 2024 is from the general fund for safe road zones under Minnesota Statutes, section 169.065, including development and delivery of public awareness and education campaigns about safe road zones.

\$1,000,000 to DPS to fund enforcement within Safe Roads Zones

\$1,000,000 in fiscal year 2024 is from the general fund for grants to local units of government to perform additional traffic safety enforcement activities in safe road zones under Minnesota Statutes, section 169.065. In allocating funds, the commissioner must account for other sources of funding for increased traffic enforcement.

Topic: Safe Roads Zones

What we are asking:

The Minnesota Department of Transportation (MnDOT) and the Department of Public Safety (DPS) are asking for volunteers to form a working group to help form the process and selection criteria.

Topic: Rural High-Risk Roadways

What we are asking:

The Minnesota Department of Transportation (MnDOT) are asking for volunteers to form a working group to help form the process and selection criteria.

Background

Legislation

\$10,000,000 in fiscal year 2024 is from the trunk highway fund for roadway design and related improvements that reduce speeds and eliminate intersection interactions on rural high-risk roadways. The commissioner must identify roadways based on crash information and in consultation with the Advisory Council on Traffic Safety under Minnesota Statutes, section 4.076, and local traffic safety partners.

- This appropriation includes use of consultants to support development and management of projects.
- This is a onetime appropriation and is available until June 30, 2026.

Information Gathered to Date:

- Trunk Highway Funds <- Must be spent on the Trunk Highway Network
- Regular Laws, MnDOT Policies and Practices are required
 - Cost Participation may be problematic with local cost participation (exemption?)
- Money can be spent on consultants, right-of-way, etc.
- June 30, 2026 very tight deadline
- Rural Definition: basically, anything outside of urban limits (TBD)

Legislation

\$2,000,000 in fiscal year 2024 is from the general fund for grants to law enforcement agencies to undertake targeted speed reduction efforts on rural high-risk roadways identified by the commissioner based on crash information and consultation with the Advisory Council on Traffic Safety under Minnesota Statutes, section 4.076, and local traffic safety partners.

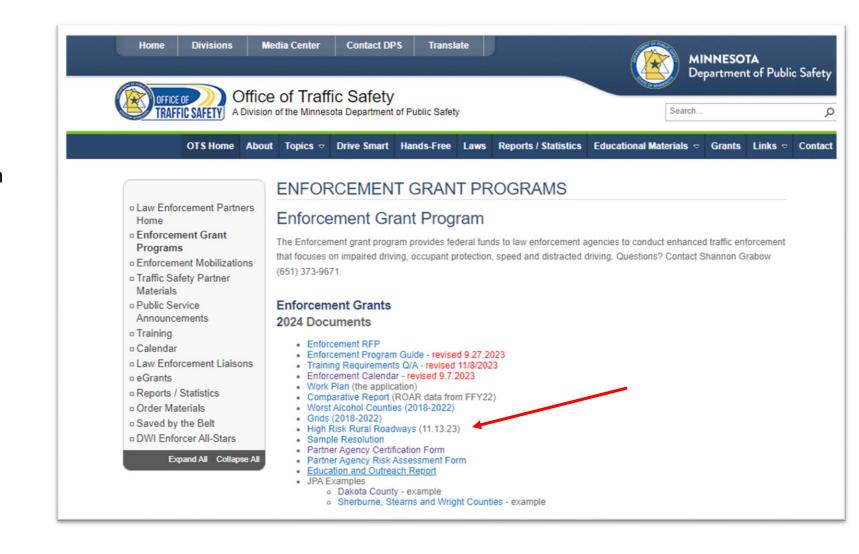
Challenging Timeline

Fiscal year 2024 expires June 30, 2024 – DPS needed to allocate the funds to law enforcement agencies by Oct.

1, 2023, in order for the agencies to develop a work plan and spend the funds as they were intended.

Determining Eligibility

- DPS Research team analyzed several types of crash data, traffic volume, county population and speed citation details from all 87 Minnesota counties to locate route systems and trunk highways that needed the most attention.
- The full analysis can be found on the DPS web site under Enforcement Grant Programs titled, "High Risk Rural Roadways."



How funding was allocated:

- ~\$1.2 million to city and county law enforcement agencies for speed enforcement on targeted rural high-risk roadways identified by DPS Research team (including admin costs).
- ~\$800 thousand to the Minnesota State Patrol for speed enforcement on targeted rural high-risk roadways identified by DPS Research team.



Questions and Discussion



Strategic Highway Safety Plan

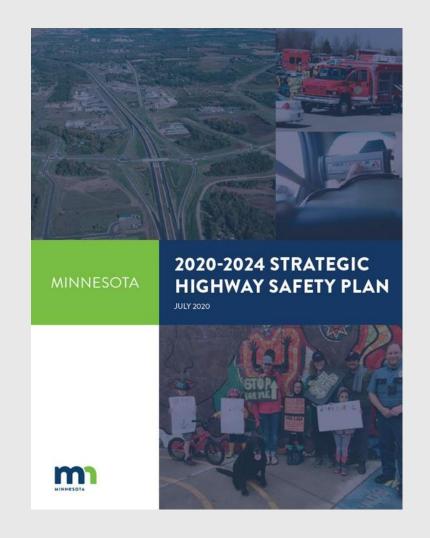
Topic: Strategic Highway Safety Plan (SHSP)

What we are asking:

How the Advisory Council should be engaged and interact with the SHSP Process?

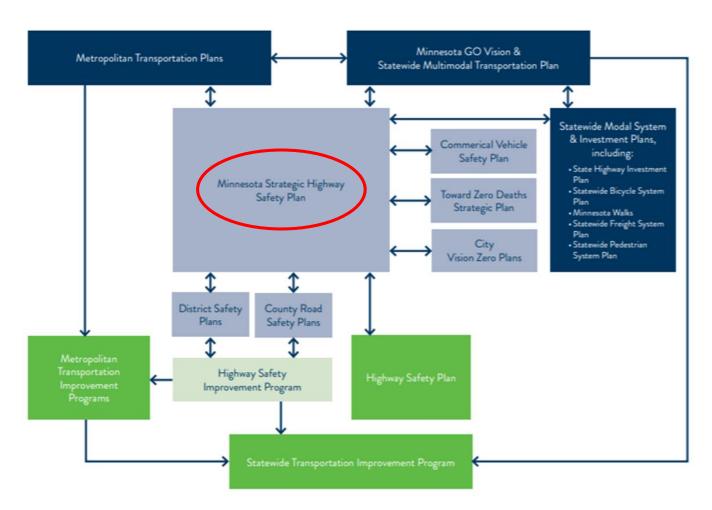
The Minnesota **Strategic Highway Safety Plan** (SHSP)

- Sets statewide direction to reduce traffic *fatalities* and serious injuries for all roadway users
- Recognizes that a single crash can have multiple contributing factors
- Promotes partnerships to positively impact safety
- Is informed by data *and* input from traffic safety professionals and advocates from many disciplines
- Is required by federal law and updated every 5 years



The Minnesota Strategic Highway Safety Plan (SHSP)

- Federally required but not just a checkbox for Minnesota
- Sets spending priorities for HSIP and HSP
- Relevant for all traffic safety partners: state, county, local
- Helps feed traffic safety elements of other plans



What's inside the current SHSP?

- Crash Data and Trends
- Engagement Results
- Focus Areas
- Priorities
- Action-Oriented Strategies to Reduce Crashes

ACTION ORIENTED STRATEGIES: CORE FOCUS AREAS IMPAIRED ROADWAY USERS TIMEFRAME TACTIC STRATEGY 1 INCREASE PUBLIC AWARENESS TO REDUCE IMPAIRED DRIVING T1.1 Increase public awareness of the dangers of impaired driving through media campaigns targeting issues and high-risk driver groups. Use crash data analysis and market research to identify high-risk driver groups. ON-GOING Use full range of print, digital, broadcast and electronic material distribution methods for public awareness T1.2 Tailor messaging to emphasize personal responsibility so all drivers know that even a little impairment ON-GOING can be dangerous. T1.3 Include evidence-based information about the effects of drugs other than alcohol on driver impairment. ON-GOING Improve data collection and analysis for impaired driving offenses related to drugs other than alcohol. T1.4 Develop a uniform public complaint reporting form for use in a "See Something, Say Something" initiative YEARS 1-2 to identify suspected habitually impaired drivers and to identify alcohol retailers that serve underage persons. STRATEGY 2 SUPPORT COMMUNITY-BASED INITIATIVES TO KEEP IMPAIRED DRIVERS OFF THE ROAD T2.1 Promote expansion and use of safe ride home options. YEARS 1-2 T2.2 Implement best practice models of privately-sponsored public transit safe ride programs. YEARS 1-2 T2.3 Develop a template for community-based Place of Last Drink data collection and analysis. T2.4 Identify and implement successful approaches to partnering with alcohol retailers and servers to prevent YEARS 1-2 over-serving and to reduce alcohol sales to underage persons. Increase community-based efforts to prevent alcohol consumption by underage persons. YEARS 1-2 T2.5 Expand availability of Responsible Beverage Server Training to all counties. T2.6 Identify and pilot test best practice models of effective, cost efficient alcohol retailer-based safe ride YEARS 3-5

2025-2029 SHSP: Timeline

New and Improved! **Step 02 Step 04 GATHER INPUT** Input sessions, TZD regional 000 **FINALIZE** workshops and other venues **PLAN** Spring/Summer 2024 Finalize the SHSP **Commenting:** (December 2024 - March 2025) Sign: April 2025! **Step 01** Step **03** You Are Here! **ANALYZE CRASH DATA SUMMARIZE & STRATEGIZE BASED ON INPUT** Present summary of crash data analysis Summarize input from outreach activities Fall/Winter 2023 Finalize focus area priorities and strategies Fall 2024

Statewide Crash Data – Summary

Fatal and Serious Injury Crashes = 8,930 over 5 years (2018-2022 - Preliminary) — Up 9% over previous 5 years								
1	Intersections	49%	6	Older Drivers	18%	11	Head-On	11%
2	Single Vehicle Run off the Road	32%	7	Motorcycles	17%	12	Commercial Vehicles	9%
3	Impairment	28%	8	Younger Drivers	16%	13	Inattention	8%
4	Speed	23%	9	Unbelted Occupants	15%	14	Bicyclists	4%
5	Unlicensed Drivers	20%	10	Pedestrians	12%	15	Work Zones	2%
						16	Trains	0.2%

Engagement and the 2025-2029 SHSP



Advisory Council on Traffic Safety



TZD Conferences and Regional Workshops



Meetings with MPOs, Cities, Counties, ATPs, Etc.



Equity-Focused Outreach Meetings



Vulnerable Road User Safety Assessment



Online Public Engagement (Surveys, Etc.)

78

What's becomes the SHSP?

- Crash Data and Trends
- Engagement Results
 - Stakeholders
 - Online/In-Person Comments
 - ACoTS Input!
- Set the Priorities
- Action-Oriented Strategies to Reduce Crashes
- Directs the Funding (>\$100 Ms)

ACTION ORIENTED STRATEGIES: CORE FOCUS AREAS IMPAIRED ROADWAY USERS TIMEFRAME TACTIC STRATEGY 1 INCREASE PUBLIC AWARENESS TO REDUCE IMPAIRED DRIVING T1.1 Increase public awareness of the dangers of impaired driving through media campaigns targeting issues and high-risk driver groups. Use crash data analysis and market research to identify high-risk driver groups. ON-GOING Use full range of print, digital, broadcast and electronic material distribution methods for public awareness T1.2 Tailor messaging to emphasize personal responsibility so all drivers know that even a little impairment ON-GOING can be dangerous. T1.3 Include evidence-based information about the effects of drugs other than alcohol on driver impairment. ON-GOING Improve data collection and analysis for impaired driving offenses related to drugs other than alcohol. T1.4 Develop a uniform public complaint reporting form for use in a "See Something, Say Something" initiative YEARS 1-2 to identify suspected habitually impaired drivers and to identify alcohol retailers that serve underage persons. SUPPORT COMMUNITY-BASED INITIATIVES TO KEEP IMPAIRED DRIVERS OFF THE ROAD STRATEGY 2 ON-GOING T2.1 Promote expansion and use of safe ride home options. YEARS 1-2 T2.2 Implement best practice models of privately-sponsored public transit safe ride programs YEARS 1-2 T2.3 Develop a template for community-based Place of Last Drink data collection and analysis. T2.4 Identify and implement successful approaches to partnering with alcohol retailers and servers to prevent YEARS 1-2 over-serving and to reduce alcohol sales to underage persons. Increase community-based efforts to prevent alcohol consumption by underage persons. YEARS 1-2 T2.5 Expand availability of Responsible Beverage Server Training to all counties. T2.6 Identify and pilot test best practice models of effective, cost efficient alcohol retailer-based safe ride YEARS 3-5 home programs

Strategic Highway Safety Plan

Topic: Strategic Highway Safety Plan (SHSP)

- What are the ways to get ACTS input?
- We don't yet know the full scope of gathering input, so need to be flexible
- Regular update at each of the upcoming ACTS meeting and then discussion until completed?
- Should there be a working group from ACTS?

Strategic Highway Safety Plan

Topic: Strategic Highway Safety Plan (SHSP)

What we are asking:

How the Advisory Council should be engaged and interact with the SHSP Process?



Discussion

Ken Johnson

MnDOT

Assistant State Traffic Engineer
ken.johnson@state.mn.us

Derek Leuer

MnDOT State Traffic Safety Engineer derek.leuer@state.mn.us

Whitney Mason

MnDOT - PM

Statewide Multimodal Transportation Planner
whitney.mason@state.mn.us

Council Administration

- Working Groups and Subcommittees
- Operating Procedures

Public Comment

Public comment is limited. The number of commenters and length of time permitted is at the discretion of the chair, and is subject to change.

Thank You





