Welcome!
Advisory Council on Traffic Safety

April 9, 2025

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

DEPARTMENT OF TRANSPORTATION

DEPARTMENT OF PUBLIC SAFETY
STATE OF MINNESOTA

DEPARTMENT OF HEALTH

Welcome and Introductions

- Chairs' Welcome and Introductions
- Approve Today's Agenda
- Approve Minutes from February 12 Meeting
- Membership updates

Member Profile

- Jim Kosluchar, City of Fridley
- Andrew Witter, Sherburne County

Policy and Legislative Affairs Subcommittee

- Paul Aasen
  - *Minnesota Safety Council*

Federal updates and implications

State updates and implications

- Status of ACTS-related requests and position statements
- Update on state agency requests and initiatives
- Policy changes that impact traffic safety
- Meetings with relevant committees

Break

Minnesota Department of Public Safety

Office of Traffic Safety (OTS)

Road Safety Information Center Pilot Project

MINNESOTA IT SERVICES

OFFICE OF TRAFFIC SAFETY

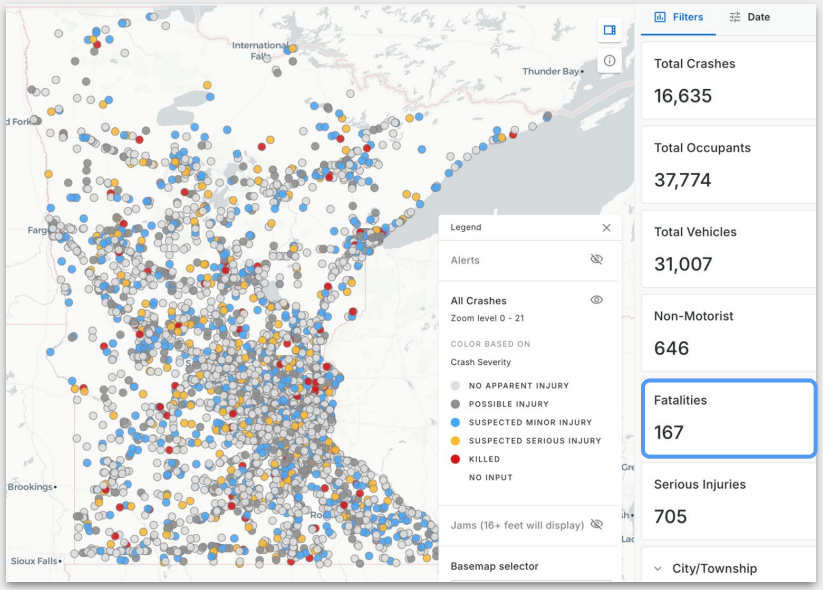
Challenge

Minnesota faces a significant challenge in managing traffic safety during the "100 Deadliest Days" (Memorial Day weekend through Labor Day). Accidents surge during this period, but our current systems lack the visibility and predictive capabilities necessary to proactively address the problem. This leaves agencies and providers struggling to understand how best to prepare for and deploy their resources throughout the summer.

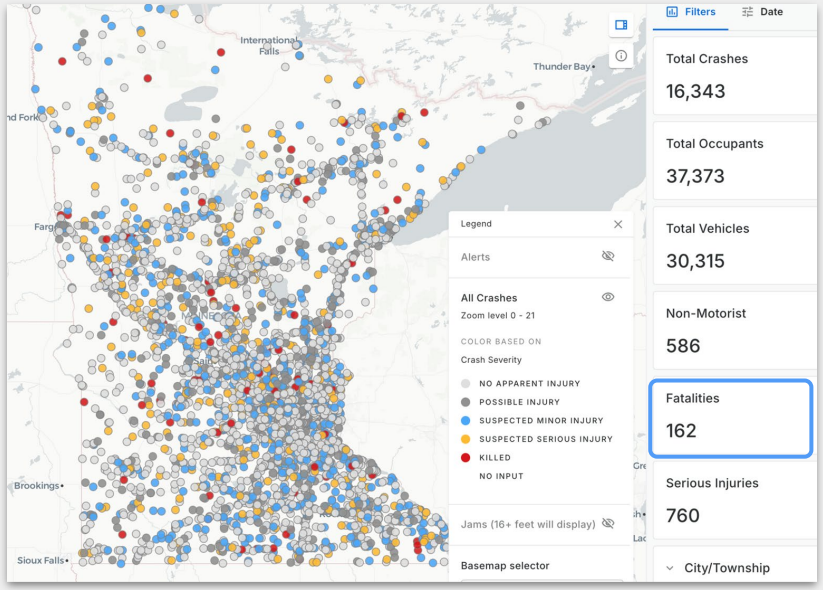
Challenge

Past 3 years Memorial Day Weekend - Labor Day

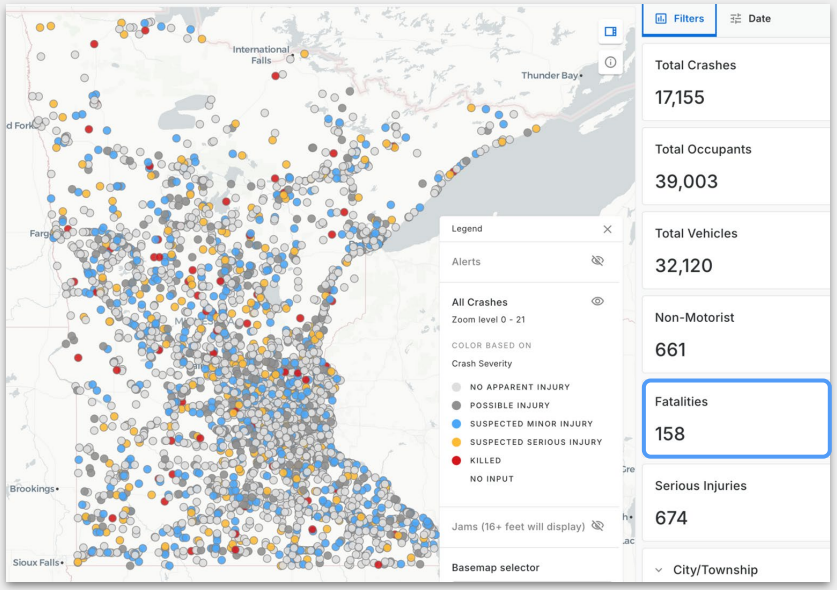
100 days and an average of 162 fatalities in Minnesota



2022 - May 27 (Friday) - September 5 (Monday)



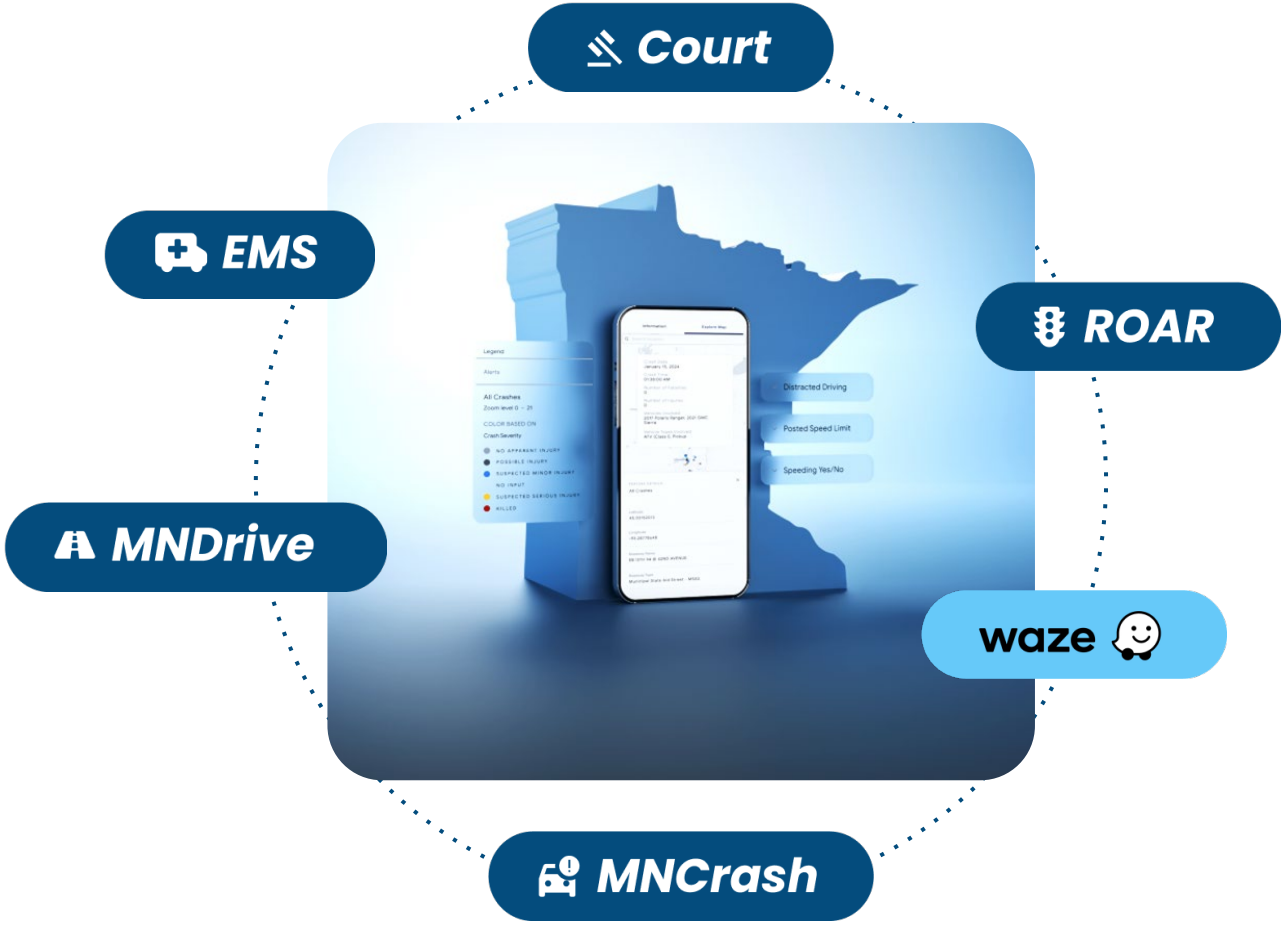
2023 - May 26 (Friday) - September 4 (Monday)



2024 - May 24 (Friday) - September 2 (Monday)

Approach

This pilot program proposes leveraging our advanced data platform Road Safety Information Center (RSIC) to address these shortcomings. The platform integrates diverse data sources (crash reports, ambulance dispatch, court records, Waze, etc.) to provide historic trends, real-time insights and predictive analytics that were previously unavailable.



Scope

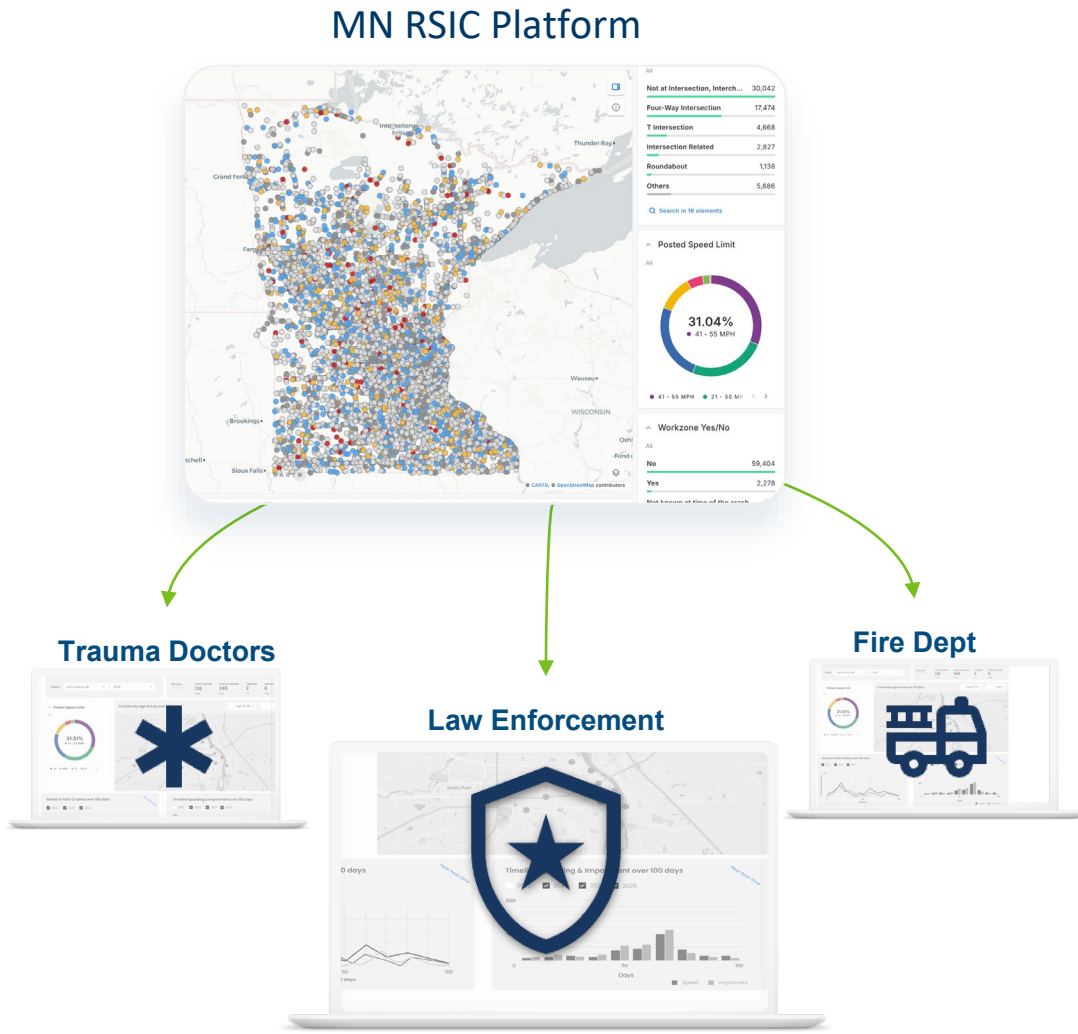
Location: This pilot program will focus specifically on the St. Cloud region allowing us to address the unique challenges and opportunities present in your jurisdiction.

Participating Agencies: We will be working closely with law enforcement agencies, fire departments, and trauma centers in St. Cloud, tailoring RSIC to meet the specific needs of each agency.

Data Access and Customization:

- Each agency will have secure access to RSIC's comprehensive dataset, including historical incident data, near real-time incident reports, and predictive analytics.
- We will work with your teams to personalize RSIC dashboards, highlighting the data attributes most relevant to their operations, for example:
    a. **Law Enforcements:** Speeding citations, crash severity, driver age, traffic stops, DUI arrests, types of citations issued;
    b. **Fire departments:** response times, types of incidents, common injury patterns;
    c. **Trauma doctors:** injury severity, blood alcohol levels

Focus: The pilot program will concentrate on the 100 Deadliest Days period, providing each agencies with the tools and insights they need to proactively address the heightened risks during this critical time



IE: Data for Law Enforcement

Incident-related data

- **Historical Trend Analysis**
- **Prediction Models**
- **Near real-time insights**

Traffic Stops: Number and location of traffic stops conducted

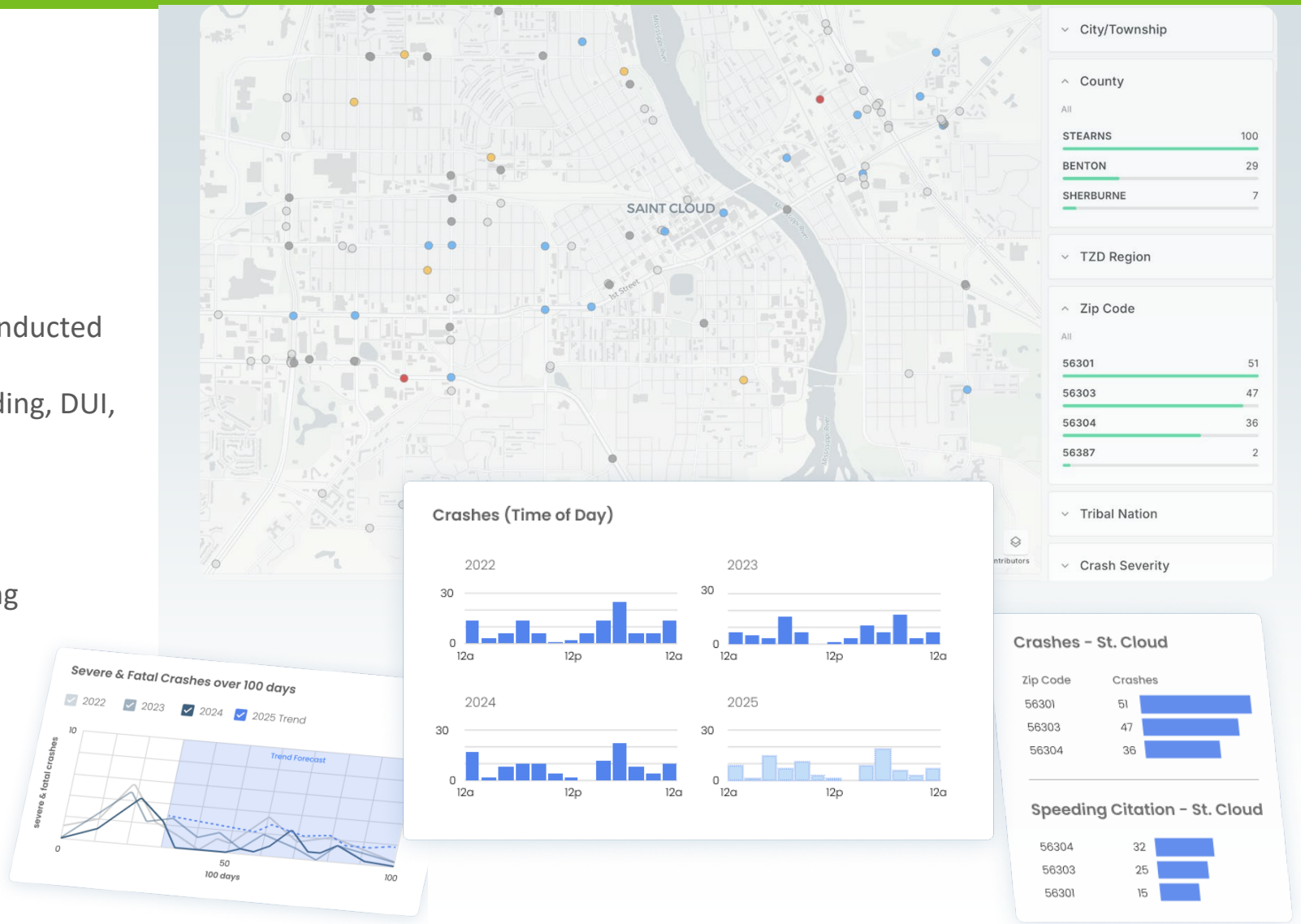
Citations Issued: Types of citations issued (e.g., speeding, DUI, seatbelt violations)

DUI Arrests: Number and location of DUI arrests

Speeding Violations: Number and location of speeding violations

Distracted Driving Violations
Number and location of distracted driving violations

Seatbelt Violations
Number and location of seatbelt violations



ML - Powered Crash Analytics

Increase awareness of RSIC's capabilities

Clearly demonstrate how RSIC provides the visibility and tools needed for proactive public safety planning.

Empower agencies and providers

Equip law enforcement, fire departments, and trauma doctors with data-driven insights to optimize resource allocation and deployment strategies throughout the summer.

Personalized Insights to prevent fatal crashes

Achieve a measurable decrease in traffic fatalities and serious injuries during the pilot period.

Drive RSIC adoption

Secure buy-in from key stakeholders for wider platform implementation across St. Cloud and beyond

Partnership

This pilot program thrives on collaboration. We are committed to working closely with your team to ensure its success and achieve our shared goal of a safer Minnesota.

Next Steps

01

Feedback & Updates

02

Budget & Resource Allocation

03

Pilot Start Date and Timeline

04

Ongoing Communication & Feedback Mechanism

Task	Start Date	End Date	Duration	Assigned To	Dependencies
Phase 1a: Pre-Launch					
Define Project Scope and Objectives				OTS	
Recruit Participating Agencies				OTS	
Secure Funding and Resources					
Analysis					
Modeling					
Integration / Visualization					
	March 1, 2025	March 8, 2025	1 Week		
	March 8, 2025	March 15, 2025	1 Week		
	March 15, 2025	April 5, 2025	3 Weeks		
Develop Training Materials	March 22, 2025	April 12, 2025	3 Weeks	Training Team	None
Conduct Training Sessions (Law Enforcement)	April 12, 2025	April 26, 2025	2 Weeks	Training Team	Develop Training Materials
Conduct Training Sessions (Firefighters)	April 19, 2025	May 3, 2025	2 Weeks	Training Team	Develop Training Materials
Conduct Training Sessions (Trauma Doctors)	April 26, 2025	May 10, 2025	2 Weeks	Training Team	Develop Training Materials
Data Validation and Refinement	April 5, 2025	May 17, 2025	6 Weeks	Data Analyst Team	None
Establish Communication Channels	May 3, 2025	May 17, 2025	2 Weeks	Project Manager	None
Phase 1b: Pilot Tracking (Memorial Day - Labor Day)					
Deploy RSIC to Participating Agencies	May 17, 2025	May 24, 2025	1 Week	Technical Team	Phase 1 Complete
Monitor Real-time Data and Trends	May 24, 2025	September 7, 20	15 Weeks	Data Analyst Team	Deploy RSIC
Provide Ongoing User Support	May 24, 2025	September 7, 20	15 Weeks	Support Team	Deploy RSIC
Facilitate Inter-agency Communication	May 24, 2025	September 7, 20	15 Weeks	Project Manager	Deploy RSIC
Phase 1c: Post-Pilot Evaluation					
Analyze Pilot Program Data	September 7, 20	October 11, 202	5 Weeks	Data Analyst Team	Phase 1b Complete
Gather Feedback from Stakeholders	September 14, 2	October 18, 202	5 Weeks	Project Manager	Phase 1b Complete

EXAMPLE

DEMO

Minnesota Department of Public Safety

Office of Traffic Safety (OTS)

Questions?

Presenter Name

Presenter Title

name@state.mn.us

Date, 2025

Council Business: Subcommittees and Working Groups

- Project Idea Solicitation Process Subcommittee
  - *Mike Hanson, Center for Transportation Studies*
- TIM Working Group
  - *Reed Leidle, Safety Signs*
- Safe Road Coalitions Working Group
  - *Annette Larson, Statewide TZD Program and Operations Director*

Strategic Highway Safety Plan Update and Discussion

- Derek Leuer
  - *Department of Transportation*

The 2025–2029 Strategic Highway Safety Plan

Advisory Council on Traffic Safety Meeting

April 9, 2025

Introductions

Derek Leuer

State Traffic Safety Engineer

DEPARTMENT OF TRANSPORTATION

Whitney Mason

Statewide Multimodal Transportation Plan Coordinator

DEPARTMENT OF TRANSPORTATION

Zach Chappell

Professional Transportation Planner

ALLIANT

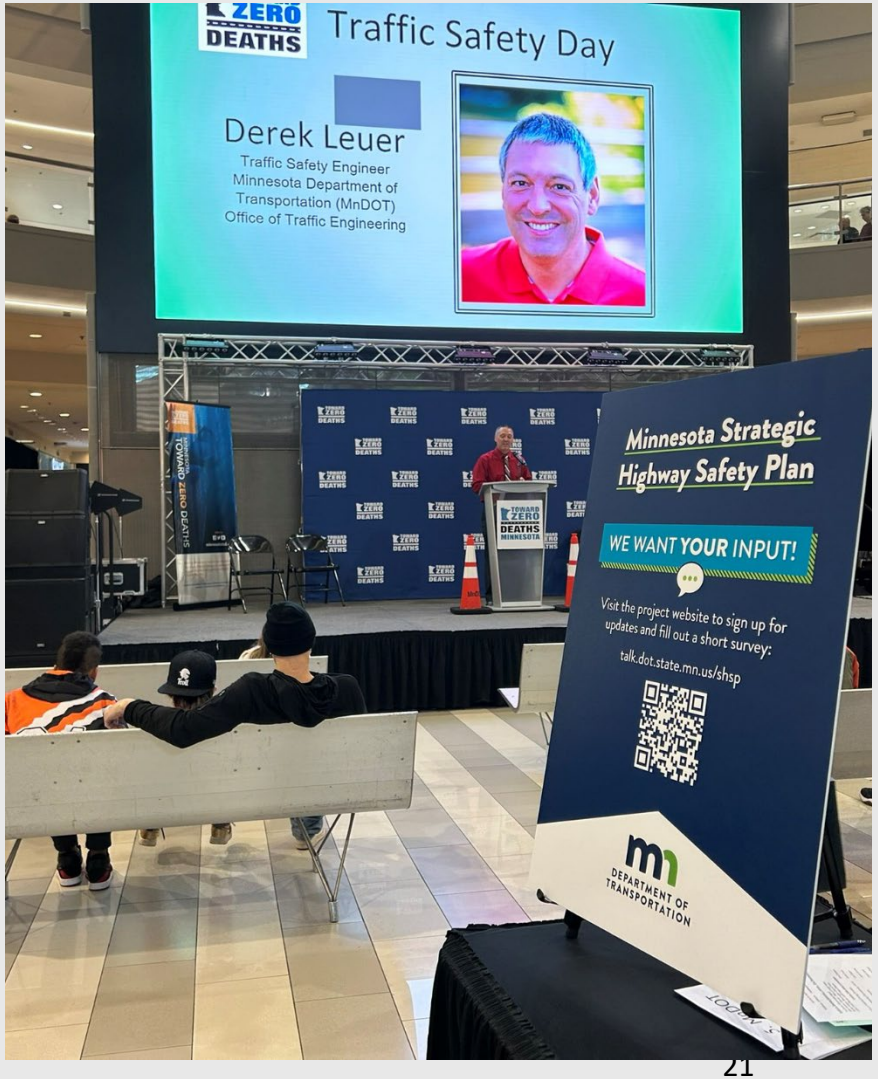
Tim Burkhardt

Director of Transportation Planning

ALLIANT

Reminder-What is the SHSP?

- Goal-reduce fatal and serious injury or **K and A Crashes**
- Required to receive Federal HSIP funds **Highway Safety Improvement Program**
- Updated every 5 years
- Promotes Partnerships
- Plan Development led by Depts of:
  - **Public Safety**
  - **Health**
  - **Transportation**



2025-2029 SHSP: Timeline

Step 01

ANALYZE
CRASH DATA

Present summary of crash data analysis

Fall 2023

Step 02

GATHER INPUT

Input sessions, TZD regional workshops and other venues

Spring/Summer 2024

Step 03

SUMMARIZE & STRATEGIZE
BASED ON INPUT

- Summarize input from outreach activities
- Finalize focus area priorities and strategies

Fall 2024

Step 04

FINALIZE
PLAN

We Are Here!

Commenting:
Final Draft March14-April 14, 2025
Sign: May 2025

SHSP Crash Focus Areas

Minnesota's Traffic Safety Focus Areas

or

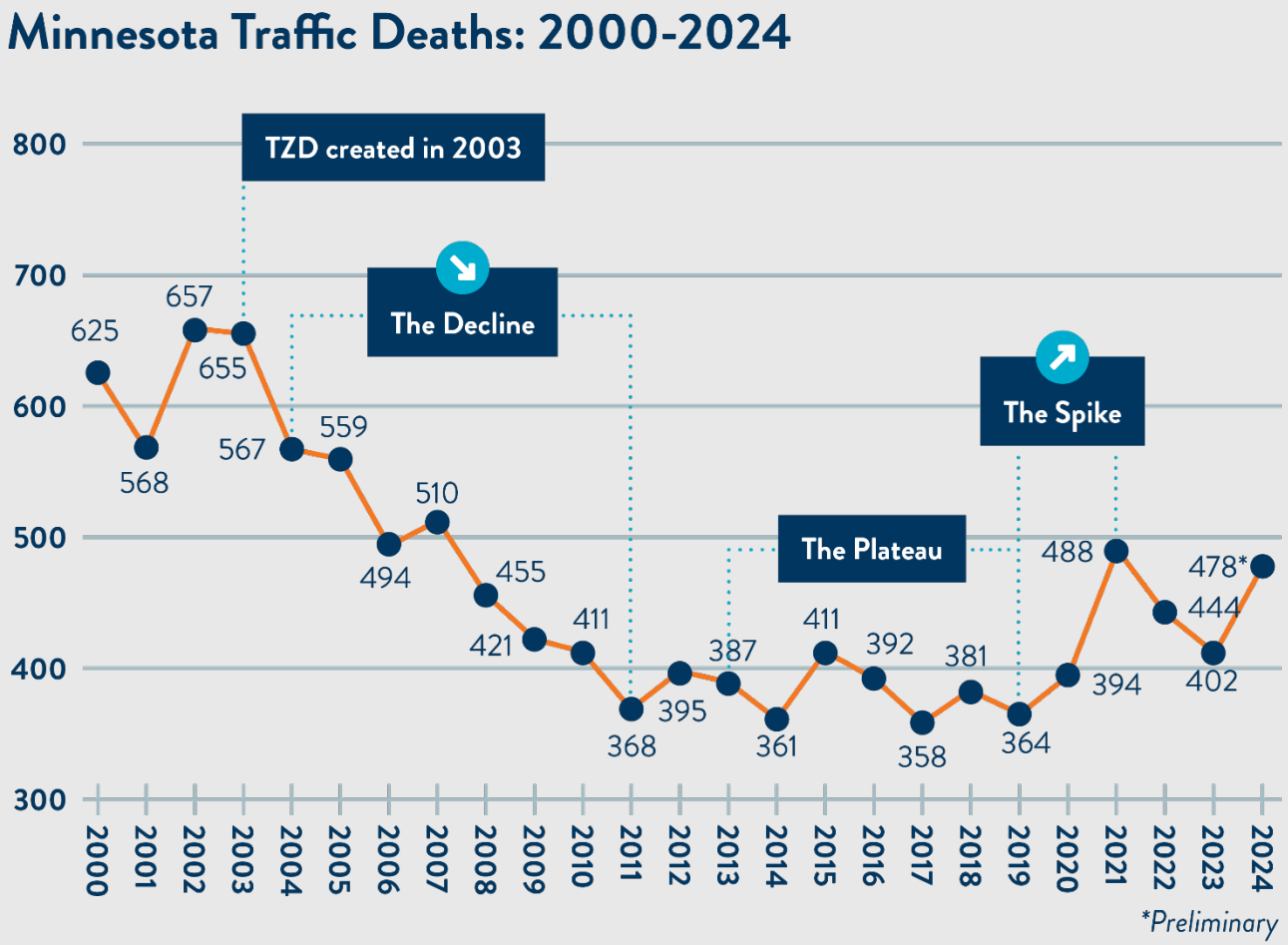
top reporting factors that contribute to crashes

Category	Focus Area
Road Users	Unlicensed Drivers
	Older Drivers
	Motorcycles
	Younger Drivers
	Pedestrians
	Commercial Vehicles
	Bicyclists
Roadways	Intersections
	Lane Departure
	Work Zones
	Trains
User Behavior	Impairment
	Speed
	Unbelted
	Inattention
Support Solutions	Traffic Safety Culture
	EMS and Trauma Systems
	Vehicle Safety Enhancements
	Management Systems
	Data Management

Minnesota: Committed to Action

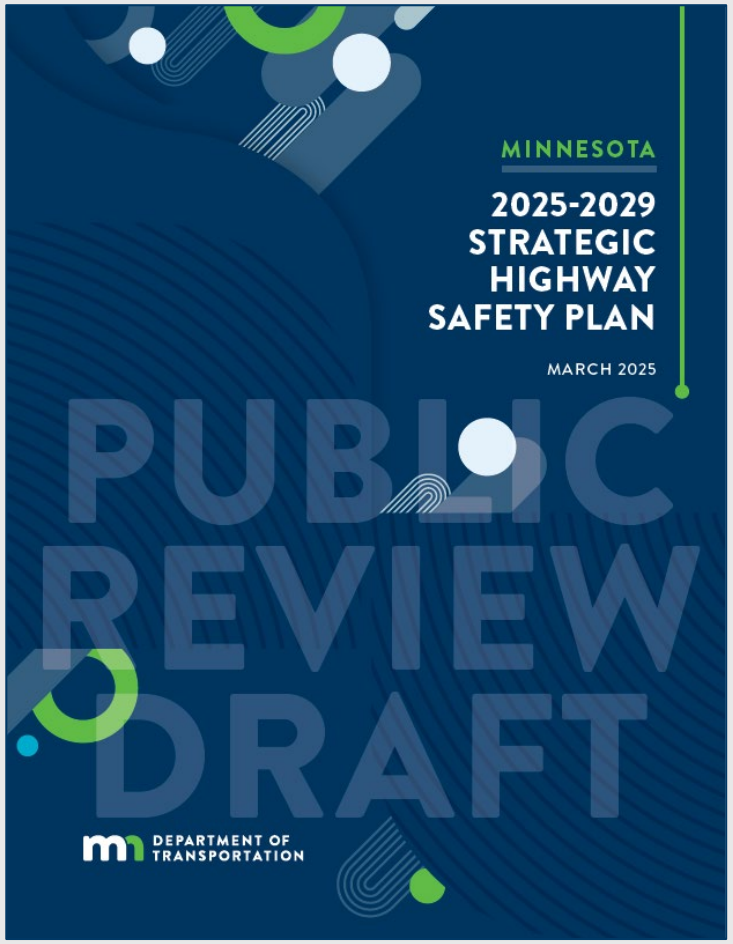
As 2025 begins, Minnesota faces a sobering truth about highway safety: The sharp increase in fatal and serious injury crashes that began with the COVID pandemic continues today. ***2021 saw the highest number of fatalities on Minnesota's roadways in more than a decade, with 2024 close behind****.*

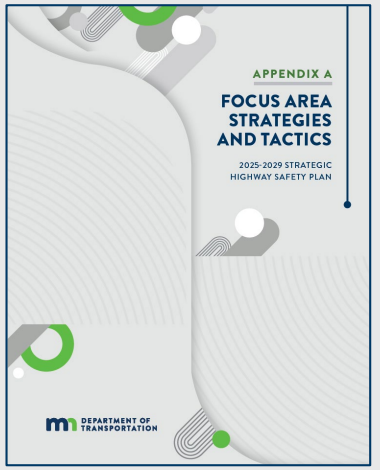
Like others throughout the country, we seek a new paradigm to achieve our traffic safety goals.

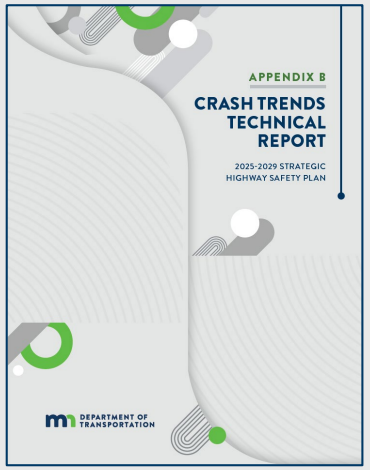


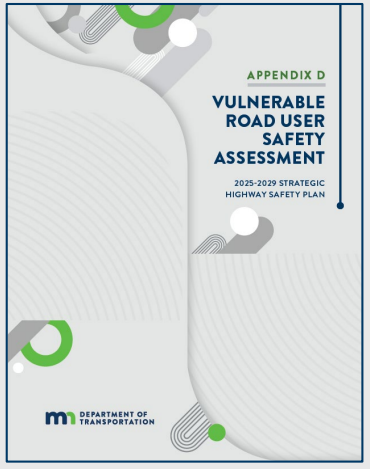
2025-2029 SHSP: Public Review Draft

- SHSP Plan Document
- Appendices:
  A. Focus Area Strategies and Tactics
  B. Crash Trends Technical Report
  C. Engagement Report
  D. Vulnerable Road User Safety Assessment









SHSP Guiding Principles

INCORPORATE THE SAFE SYSTEM APPROACH

Focus area strategies identify corresponding Safe System Approach elements, highlighting the multiple layers of defense that each strategy incorporates.

PROMOTE A TRAFFIC SAFETY CULTURE

The SHSP incorporates a traffic safety culture focus area and includes strategies to activate new work within agencies, TZD, and other organizations

INTEGRATE EQUITY

The SHSP identified selected focus areas as equity emphasis focus areas, based on their degree of association with social and mobility vulnerability factors

IDENTIFY EMERGING ISSUES

The plan includes a discussion of emerging issues for further attention and action.

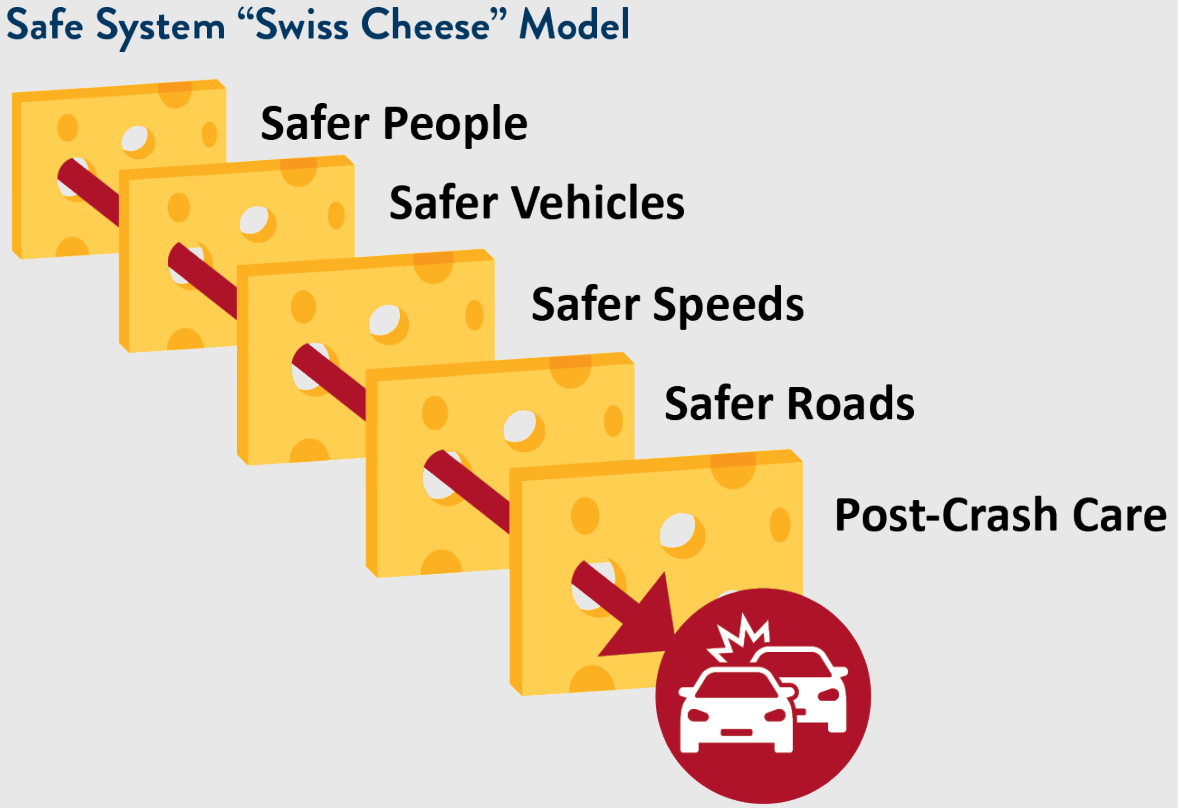
CONTINUE WHAT WORKS

The plan reflects the input of stakeholders and other professionals regarding the most important existing strategies and tactics to continue

Safe System Approach-All Hands on Deck

SSA Principles

- Deaths and Serious Injuries are Unacceptable
- Humans Make Mistakes
- Humans are Vulnerable
- Responsibility is Shared
- Safety is Proactive
- **Redundancy is Crucial**

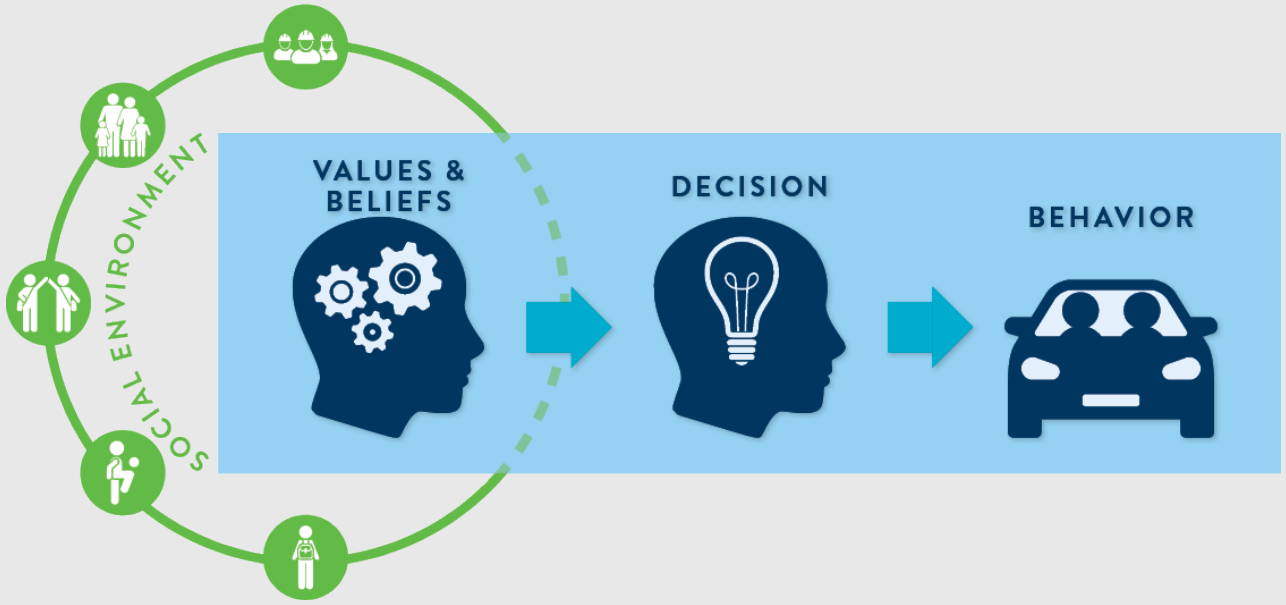


The " Swiss Cheese Model" of redundancy creates layers of protection. Death and serious injuries only happen when all layers fail.

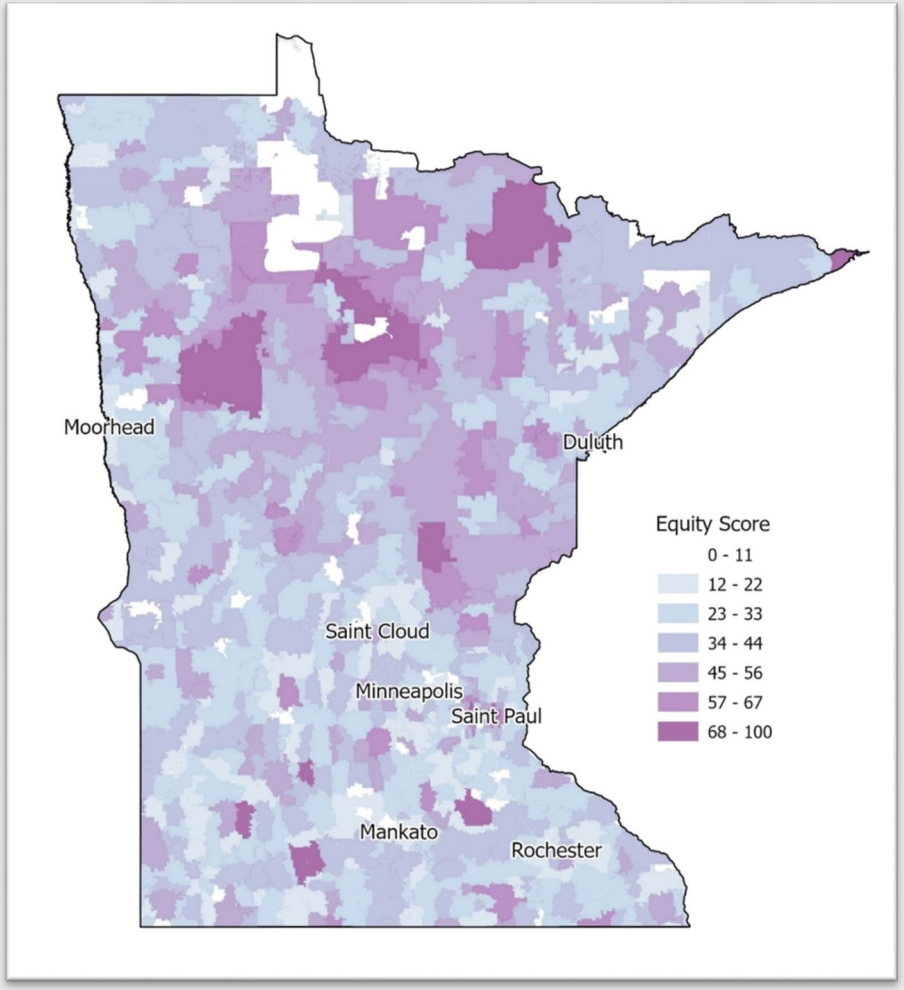
Safe System Pyramid-Based on Health Models that Address Epidemics-Emphasizes Upstream Solutions

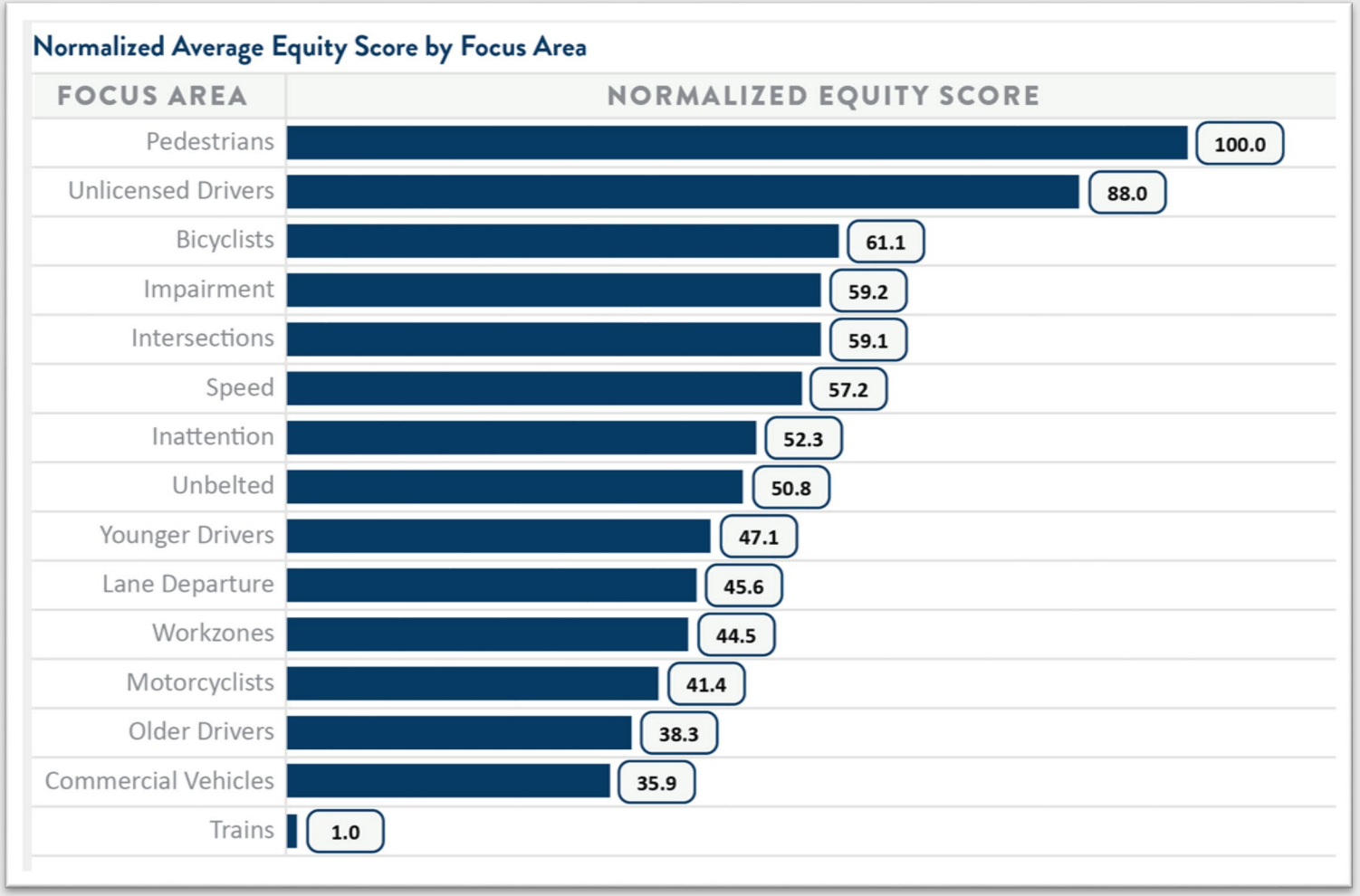
Traffic Safety Culture-It takes a Village

- Traditional approach: Focus on changing the behavior of individual road users who engage in risky behavior
- Traffic Safety Culture approach: Leverage the safe majority as allies in reaching shared traffic safety goals
- SHSP identifies specific tactics to grow traffic safety culture in the state through investment, education, and outreach



Top Six Designated “Equity Focus Areas”



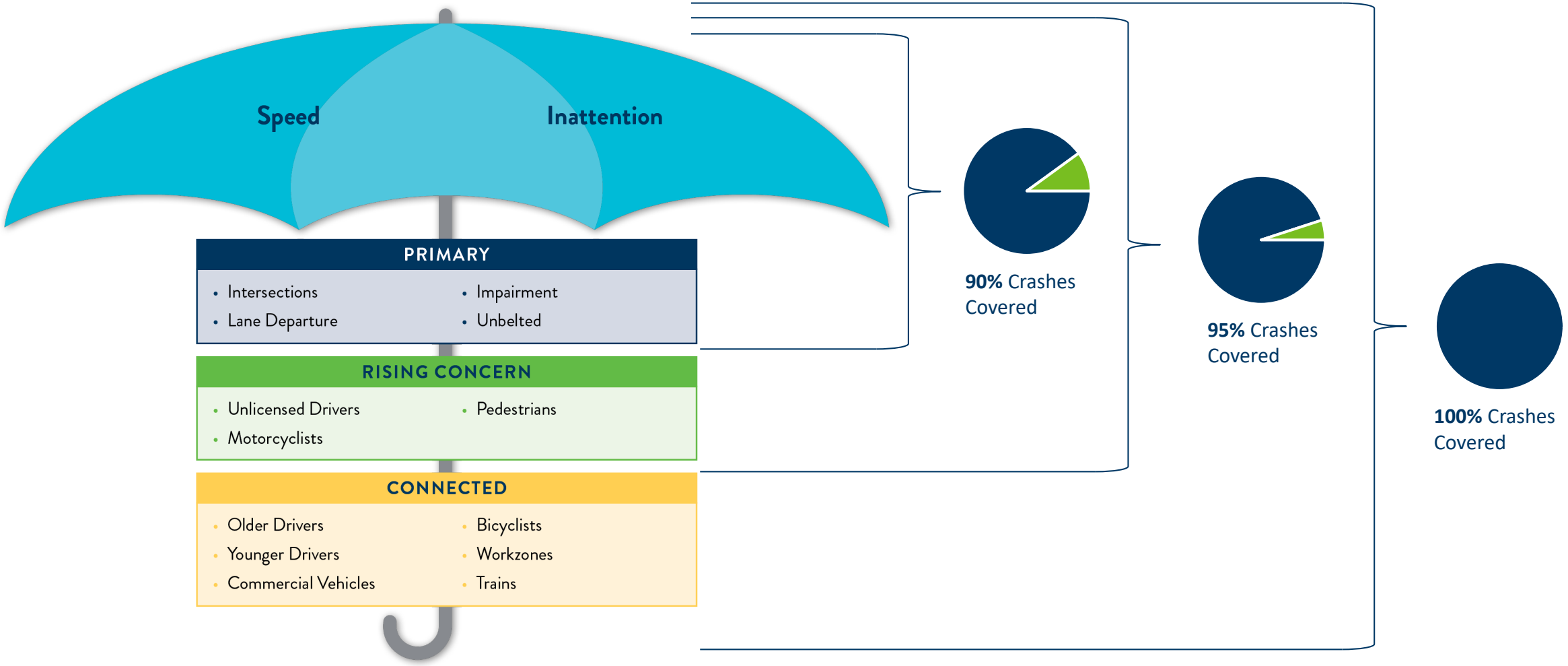


9 SPACE Tool Data Layers Overlaid with Fatal (K) & Serious Injury (A) Crashes

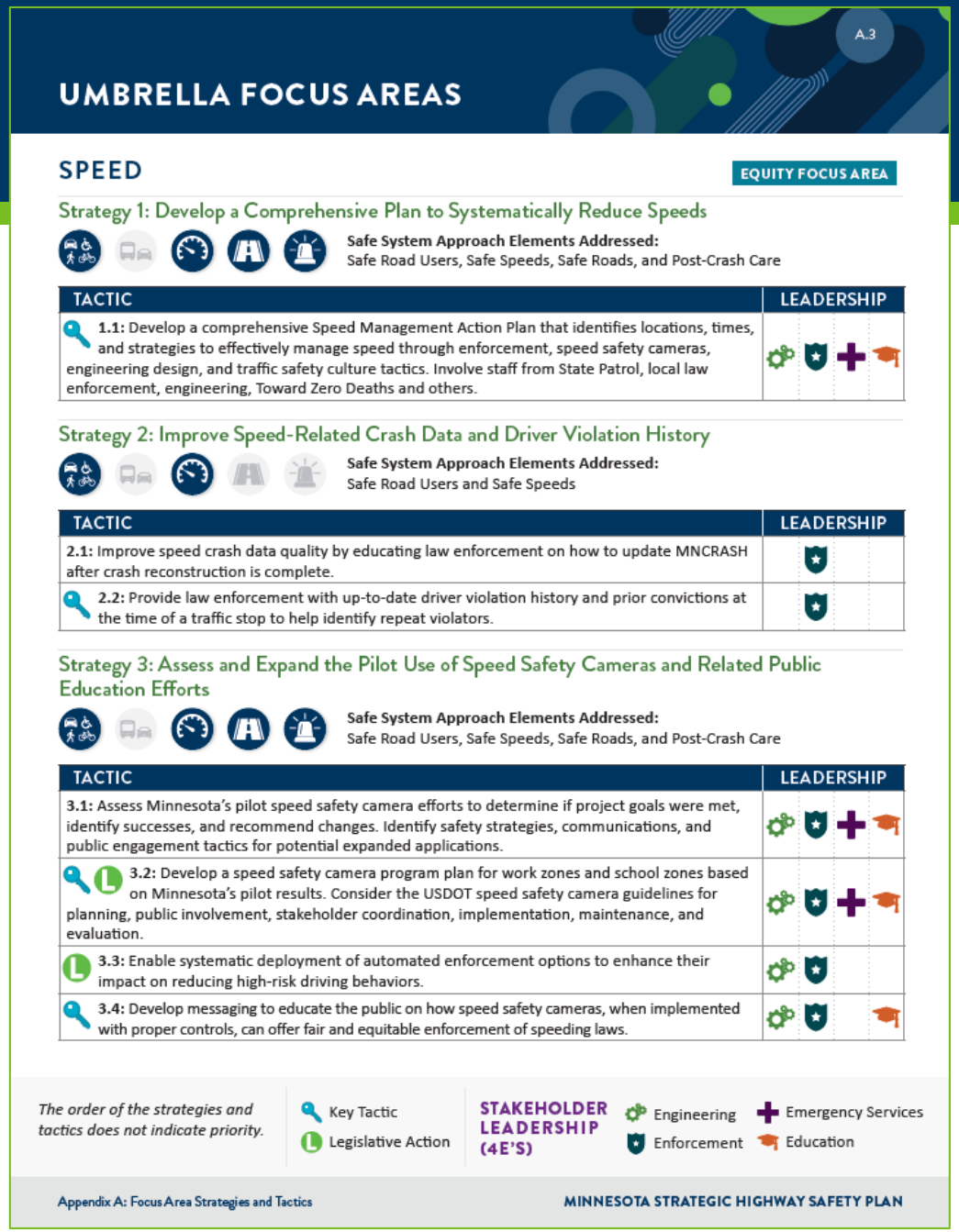
SOCIAL VULNERABILITY CRITERIA	DATA THRESHOLD DEFINITION
1. Younger Residents	Population age 5-17 exceeds statewide average
2. Older Residents	Population age 65+ exceeds statewide average
3. Nativity	Population non-citizen, foreign born exceeds statewide average
4. Native American Residents	Population Native American Indian exceeds statewide average
5. Disability Status	Population with a disability exceeds statewide average
6. Environmental Justice	MPCA Area of Environmental Concern
7. Unemployment	Unemployment rate exceeds statewide average
8. Poverty	Poverty rate exceeds 25%
9. Household Vehicle Access	Percent of households with access to 0 vehicles is greater than 0%

SHSP Prioritization Framework

Focus Areas and Categories



Focus Area Strategies and Tactics



A.3

UMBRELLA FOCUS AREAS

SPEED

EQUITY FOCUS AREA

Strategy 1: Develop a Comprehensive Plan to Systematically Reduce Speeds

Safe System Approach Elements Addressed:
Safe Road Users, Safe Speeds, Safe Roads, and Post-Crash Care

TACTIC	LEADERSHIP
1.1: Develop a comprehensive Speed Management Action Plan that identifies locations, times, and strategies to effectively manage speed through enforcement, speed safety cameras, engineering design, and traffic safety culture tactics. Involve staff from State Patrol, local law enforcement, engineering, Toward Zero Deaths and others.	

Strategy 2: Improve Speed-Related Crash Data and Driver Violation History

Safe System Approach Elements Addressed:
Safe Road Users and Safe Speeds

TACTIC	LEADERSHIP
2.1: Improve speed crash data quality by educating law enforcement on how to update MNCRASH after crash reconstruction is complete.	
2.2: Provide law enforcement with up-to-date driver violation history and prior convictions at the time of a traffic stop to help identify repeat violators.	

Strategy 3: Assess and Expand the Pilot Use of Speed Safety Cameras and Related Public Education Efforts

Safe System Approach Elements Addressed:
Safe Road Users, Safe Speeds, Safe Roads, and Post-Crash Care

TACTIC	LEADERSHIP
3.1: Assess Minnesota's pilot speed safety camera efforts to determine if project goals were met, identify successes, and recommend changes. Identify safety strategies, communications, and public engagement tactics for potential expanded applications.	
3.2: Develop a speed safety camera program plan for work zones and school zones based on Minnesota's pilot results. Consider the USDOT speed safety camera guidelines for planning, public involvement, stakeholder coordination, implementation, maintenance, and evaluation.	
3.3: Enable systematic deployment of automated enforcement options to enhance their impact on reducing high-risk driving behaviors.	
3.4: Develop messaging to educate the public on how speed safety cameras, when implemented with proper controls, can offer fair and equitable enforcement of speeding laws.	

The order of the strategies and tactics does not indicate priority.

Key Tactic
Legislative Action

STAKEHOLDER LEADERSHIP (4E'S)
Engineering
Emergency Services
Enforcement
Education

Appendix A: Focus Area Strategies and Tactics

MINNESOTA STRATEGIC HIGHWAY SAFETY PLAN

75 Strategies

- **242 total tactics**
- **106 of which are Key Tactics**
- **23 tactics which require legislative action**

Key:

- **Strategy** is the "what"
- **Tactic** is the "how"
- **Key Tactics** highlight especially impactful or timely actions
- **Equity Focus Area** designation is given to the top six focus areas by equity score

Advisory Council on Traffic Safety-YOUR ROLE!

SHSP-ACTS' Framework

ACTS 2025 Positions

1. Overall Policy

The Advisory Council on Traffic Safety endorses and supports the Minnesota Strategic Highway Safety Plan as the framework for the focus areas, strategies and tactics to address our state's most pressing traffic safety needs. The Advisory Council also supports efforts to acquire and ensure the necessary authorities, resources and time to fully implement the plan. The Advisory Council believes the plan was developed with sufficient feedback, reflects sound transportation policy including the safe systems approach, recognizes the range of roadway users and their vulnerabilities, and provides a linkage between existing and new additional traffic safety efforts.

ACTS Letter of Endorsement

Dear Minnesotans,

The Advisory Council on Traffic Safety (ACTS) is pleased to adopt the 2025-2029 Minnesota Strategic Highway Safety Plan (SHSP). The SHSP is a call to action for the state of Minnesota. We are asking our partners and all residents of Minnesota to act now to save lives and prevent serious injuries that result from traffic crashes.

Read and Comment on the Draft Plan!

- **30-day Public Review**: Comment period March 14 – April 14
  - *Visit MnDOT's Let's Talk Transportation pages at https://talk.dot.state.mn.us/shsp to review and comment on the SHSP!*
- May 2025 Commissioners' Signatures

Public Comment Period Final Draft Response To Date

Strategic Highway Safety Plan

We want your feedback on the Strategic Highway Safety Plan. Provide feedback by April 14, 2025.

DEPARTMENT OF TRANSPORTATION

Q & A

Comment on the Strategic Highway Safety Plan!

Scan the QR code or follow this link:

https://talk.dot.state.mn.us/shsp

Thank you

DEPARTMENT OF TRANSPORTATION

Council Business

- Mike Hanson
  - *Department of Public Safety*

ACTS budget discussion

ACTS final annual report

Update on Chair Hanson's testimony in Washington, DC

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

DEPARTMENT OF TRANSPORTATION

DEPARTMENT OF PUBLIC SAFETY STATE OF MINNESOTA

DEPARTMENT OF HEALTH