The 2025–2029 Strategic Highway Safety Plan

Southeast Minnesota TZD Workshop

May 7, 2025

Introductions

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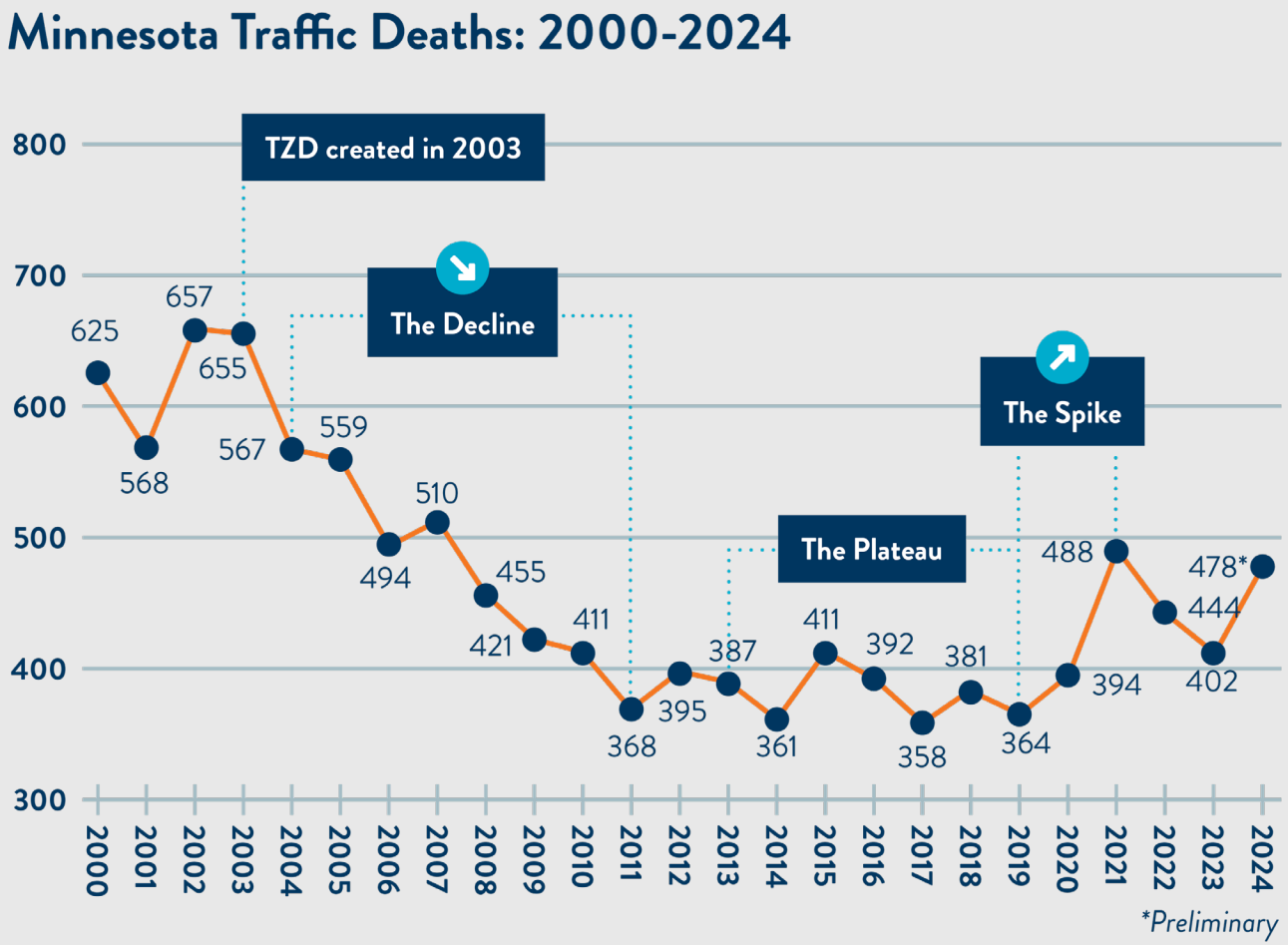
Minnesota: Committed to Action

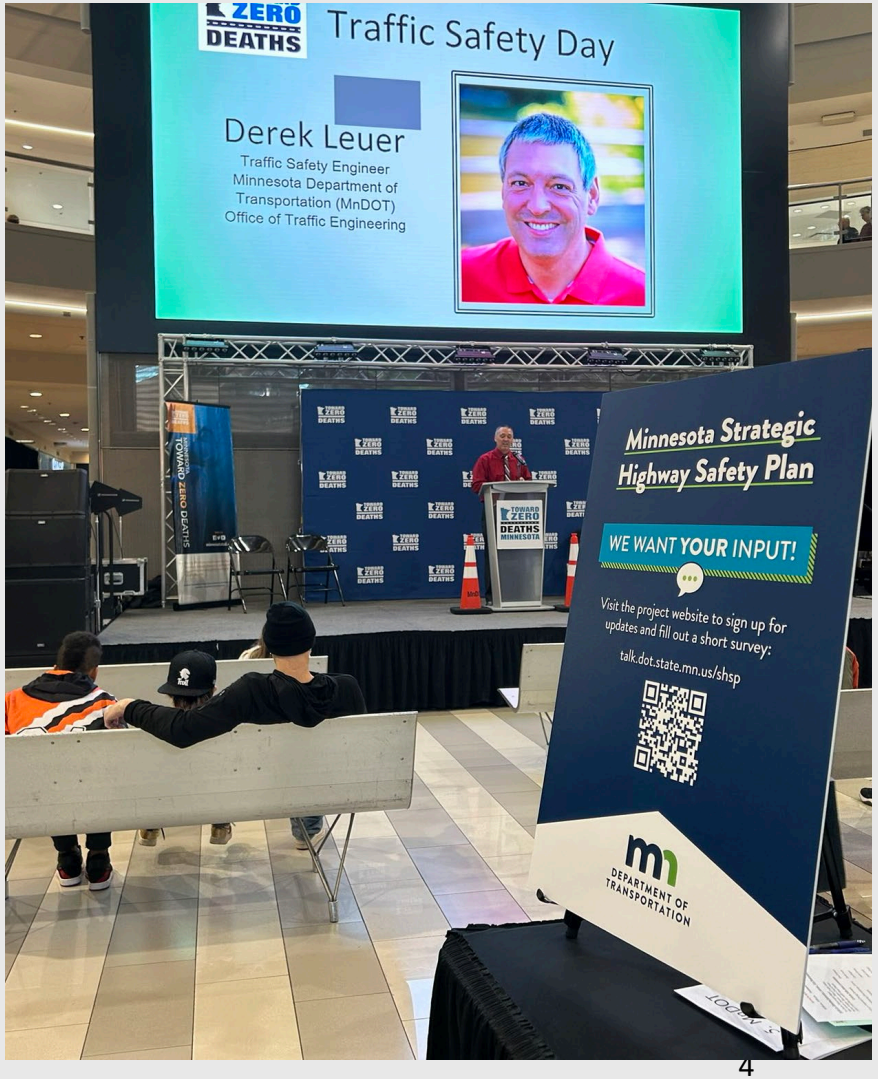
As 2025 begins, Minnesota faces a sobering truth about highway safety: The sharp increase in fatal and serious injury crashes that began with the COVID pandemic continues today. ***2021 saw the highest number of fatalities on Minnesota's roadways in more than a decade, with 2024 close behind****.*

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



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

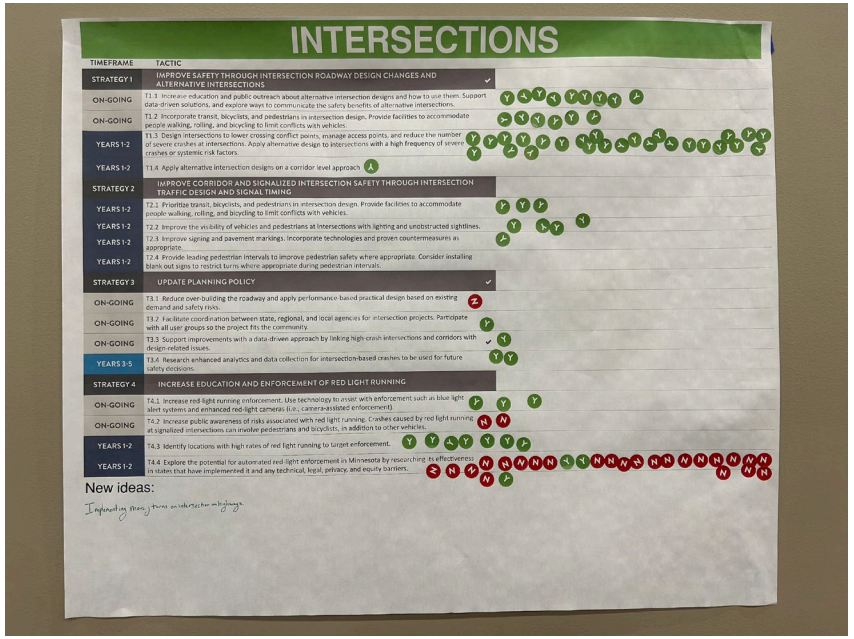
FINALIZE
PLAN

We Are Here!

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

Engagement Exercises @ TZD Workshops

- **Strategy Assessment**
  - Participants receive both "Y" (KEEP DOING THIS) and "N" (STOP DOING THIS) stickers, which they used to assess strategies from the existing SHSP
  - Participants were also invited to write in strategies they felt were missing

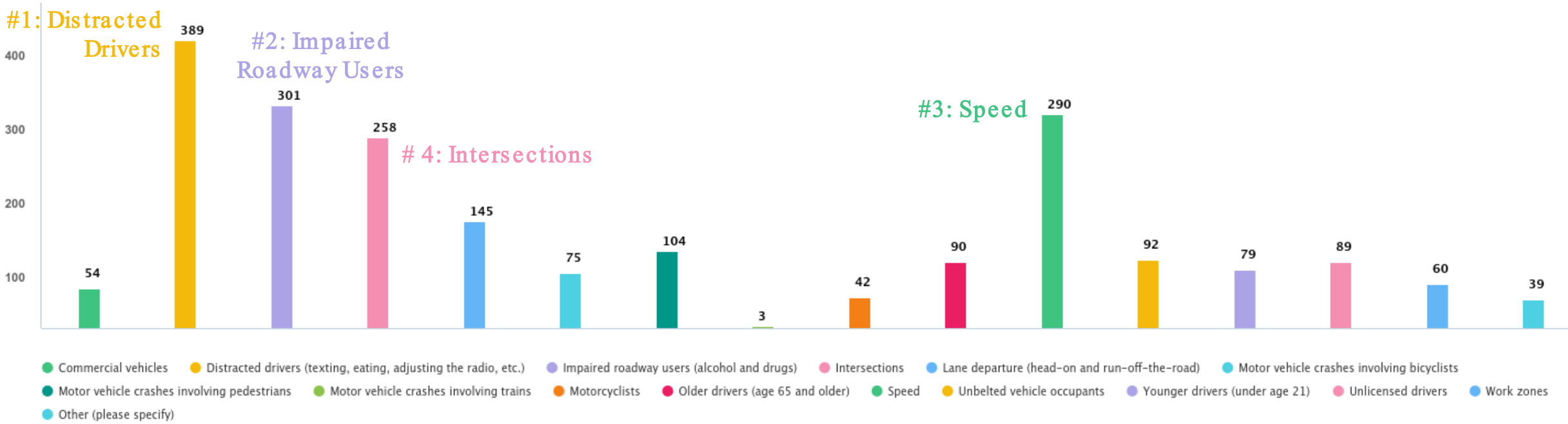


11 TZD Workshops brought professionals to the table

More than 800 people from across Minnesota participated in workshops and roundtables

Let’s Talk Transportation - Focus Area Rankings

1,725 visits, 777 engaged



Targeted Outreach Interviews

Key discussion themes

- **Accessibility and Access**: equal access to safe transportation and prioritizing disabled voices
- **Education**: community-building events, continued education of new road features
- **Engineering**: improve infrastructure to equally cater to all modes, consider minimal cost enhancements
- **Enforcement**: further enforcement of **speeding**, **distracted driving, and reckless driving**
- **Culture**: ensure messaging is explicit, build connections in the community to **promote traffic safety culture**

Minneapolis & St. Paul neighborhood organizations

Disability advocates

Racial justice advocates

Ped/Bike advocates

Motorcycle advocates

Tribal liaison

What We Heard-Broadly

- **Top focus areas consistently included speed, inattentive drivers, intersection safety, and impaired roadway users**
- General concern with crash data trends, apprehension about 225 by 2025 goal
- Popular safety solutions most often focused on infrastructure and education improvement tactics
- Mixed opinions related to automated enforcement (speed/red-light cameras) and vehicle automation enhancements (range from lane assist technology to full automation) as solutions
- **Recommendations to make the next SHSP (particularly strategies and tactics) more user-friendly and easier to understand at a glance**
- Vulnerable roadway users, such as pedestrians and bicyclists, were emphasized in materials and equity analysis but did not rise as a top concern for many engagement participants. Interest in ATV/UTV safety, specifically in greater Minnesota, increasing in recent years.
- Most people feel a responsibility to keep our roads and highways safe, but fewer people believe their friends feel the same way – indication of a need to improve Traffic Safety Culture

2025-2029 SHSP

- 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.

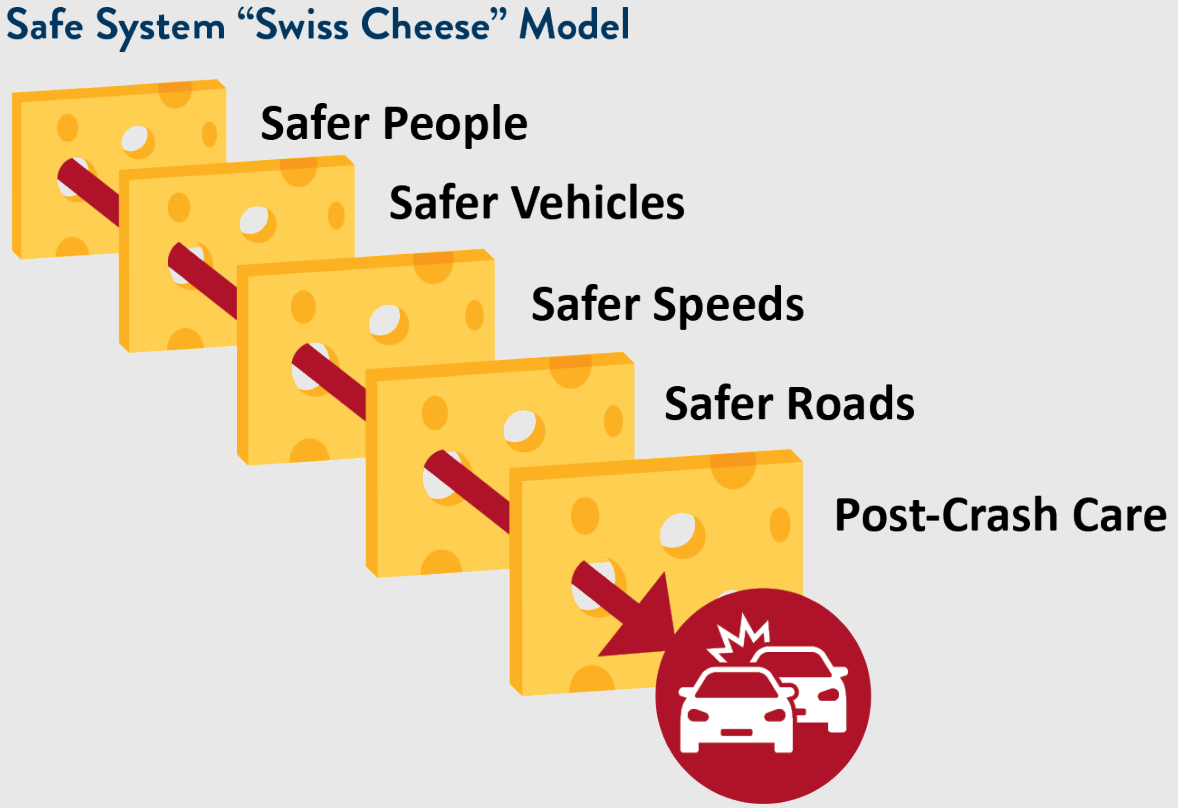
CONTINUE WHAT WORKS

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**

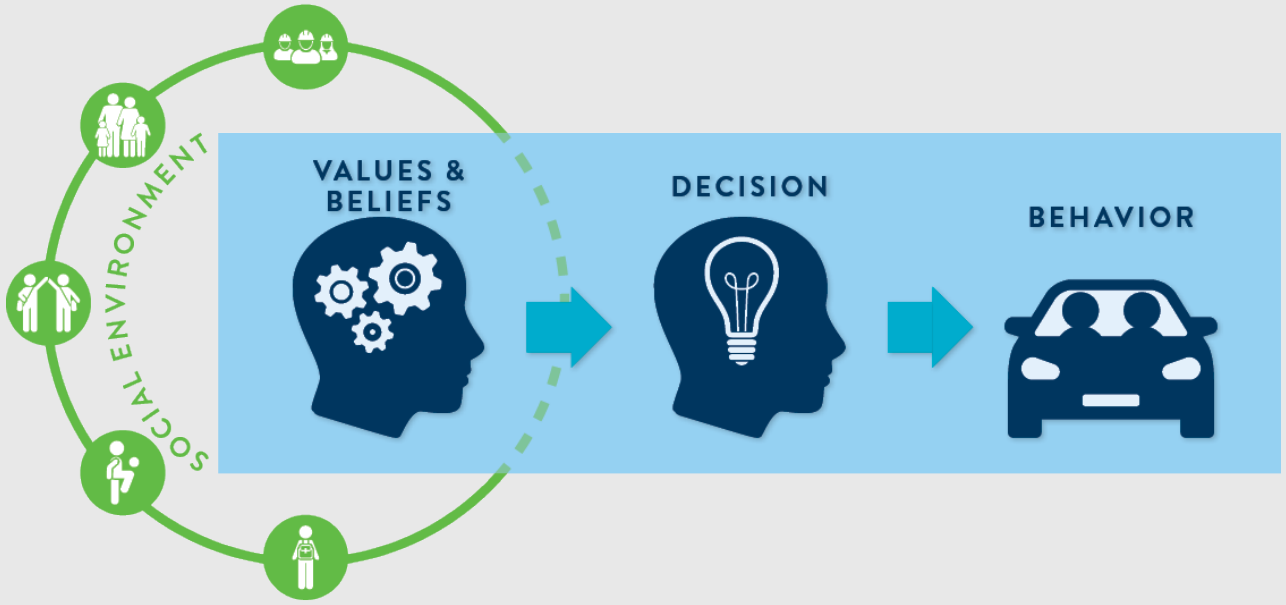


The " Swiss Cheese Model" of redundancy creates layers of protection. Death and serious injuries only happen when all layers fail.

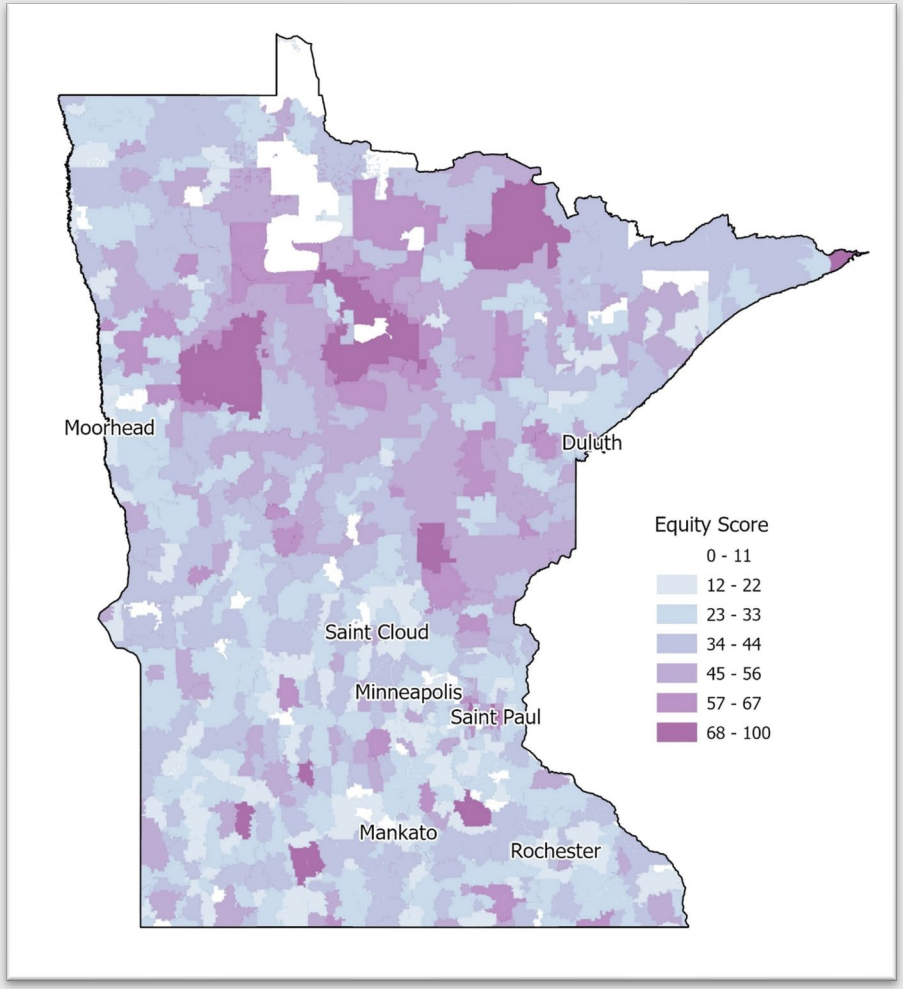
Safe System Pyramid-Based on Health Models that Address Epidemics-Emphasizes Upstream Solutions

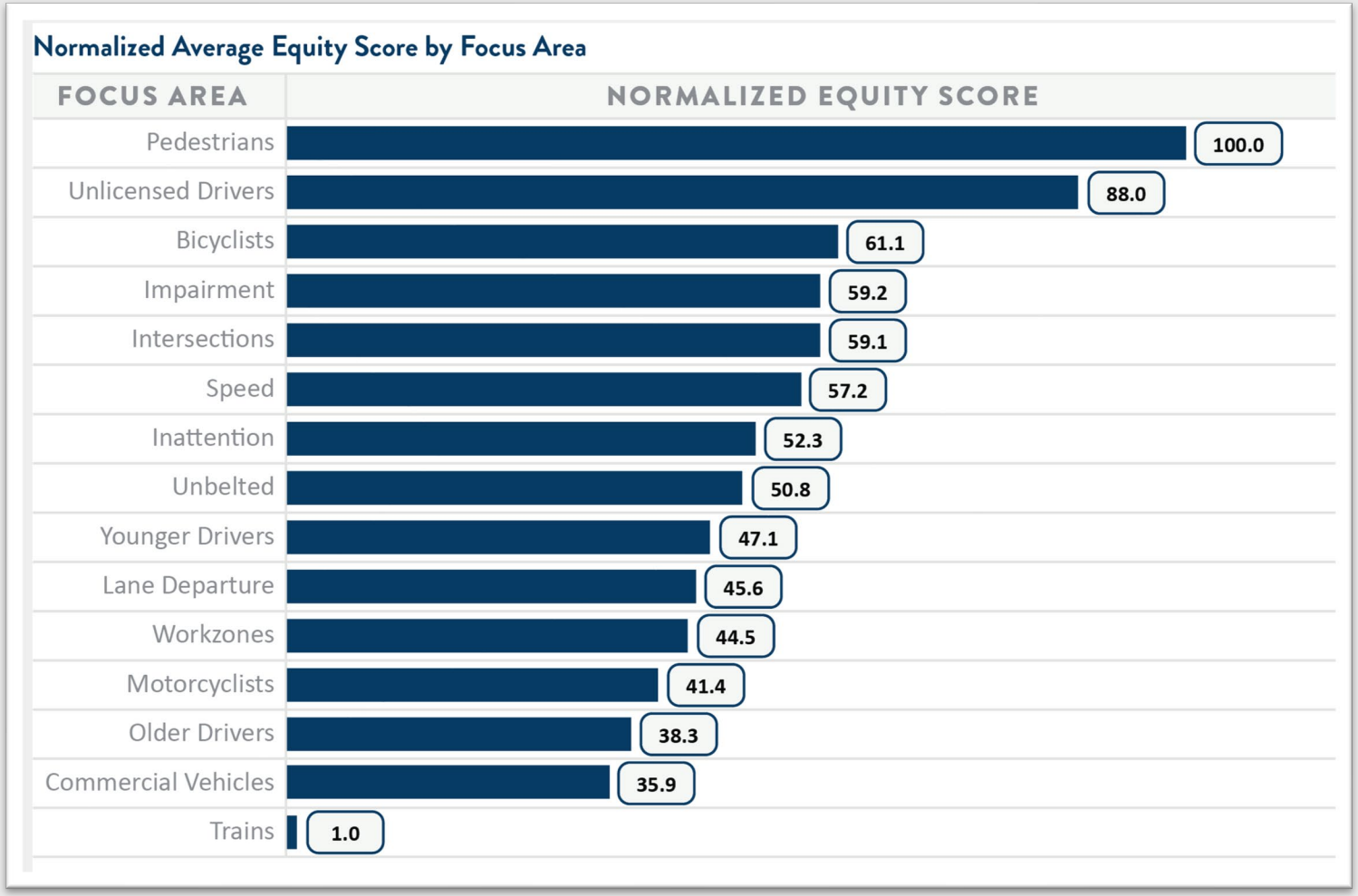
Traffic Safety Culture-It takes a Village

- 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”





SHSP Crash Focus Areas

Minnesota's Traffic Safety Focus Areas

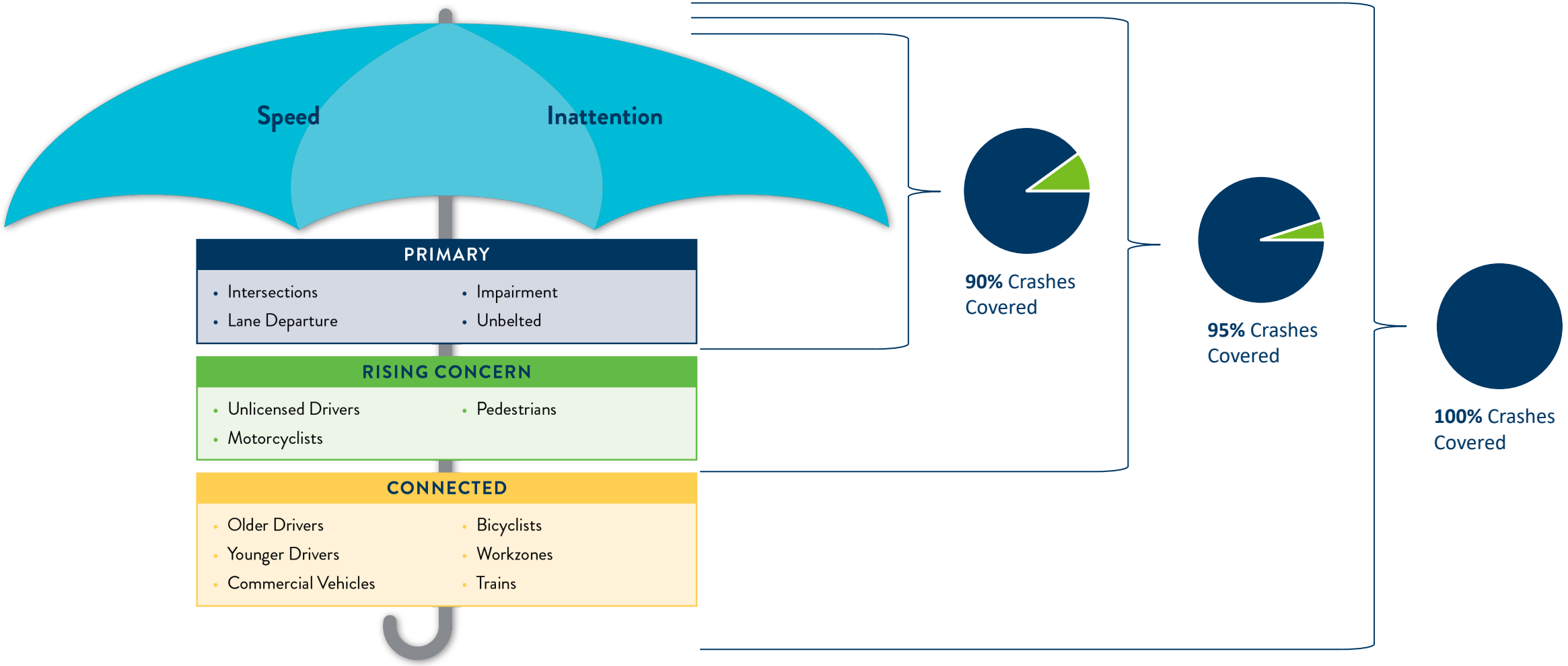
or

top reporting factors that contribute to crashes

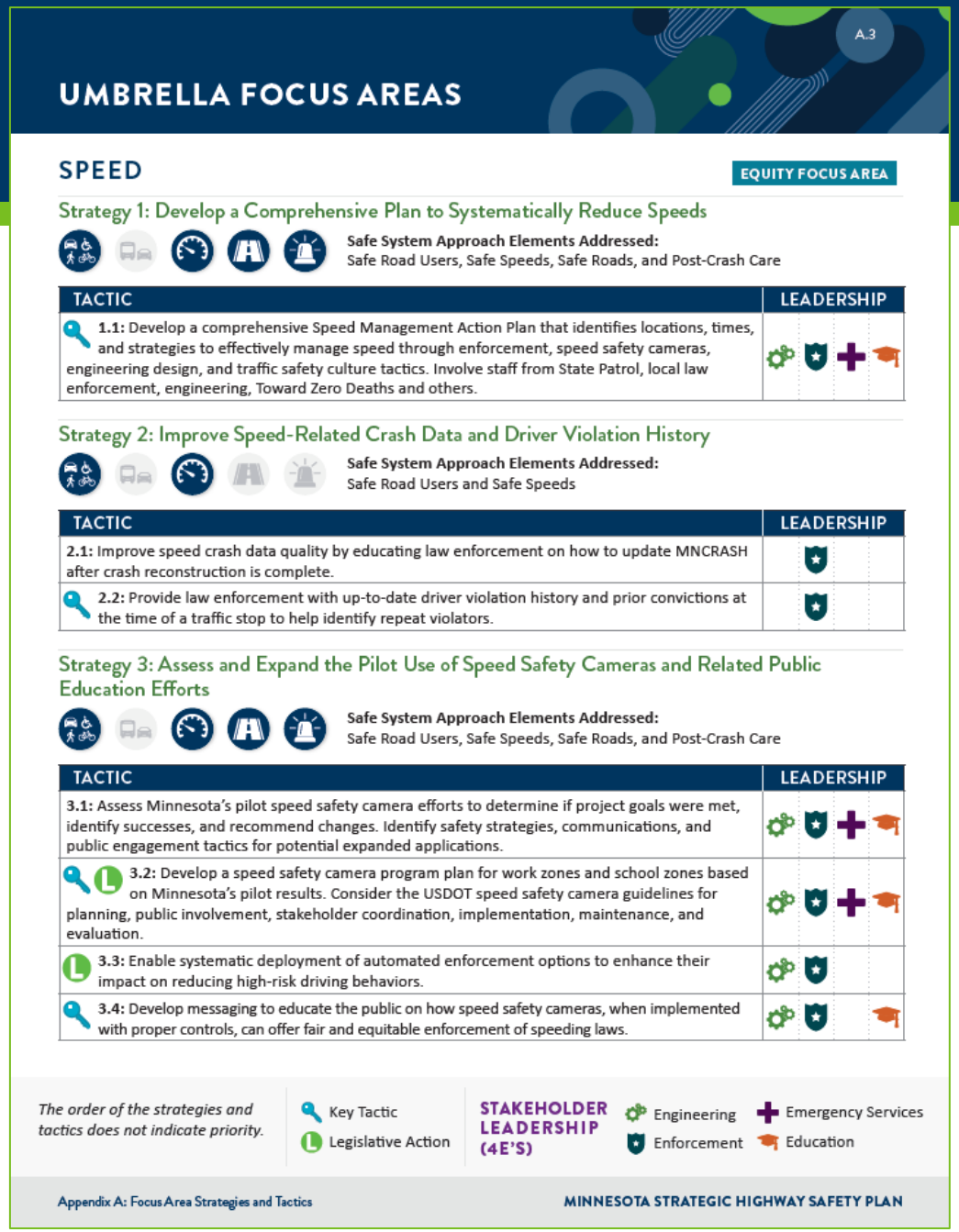
Category	Focus Area
Road Users	Unlicensed Drivers
	Older Drivers
	Motorcycles
	Younger Drivers
	Pedestrians
	Commercial Vehicles
	Bicyclists
Roadways	Intersections
	Lane Departure
	Work Zones
	Trains
User Behavior	Impairment
	Speed
	Unbelted
	Inattention
Support Solutions	Traffic Safety Culture
	EMS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

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.	
L **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.	
L **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
L 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:

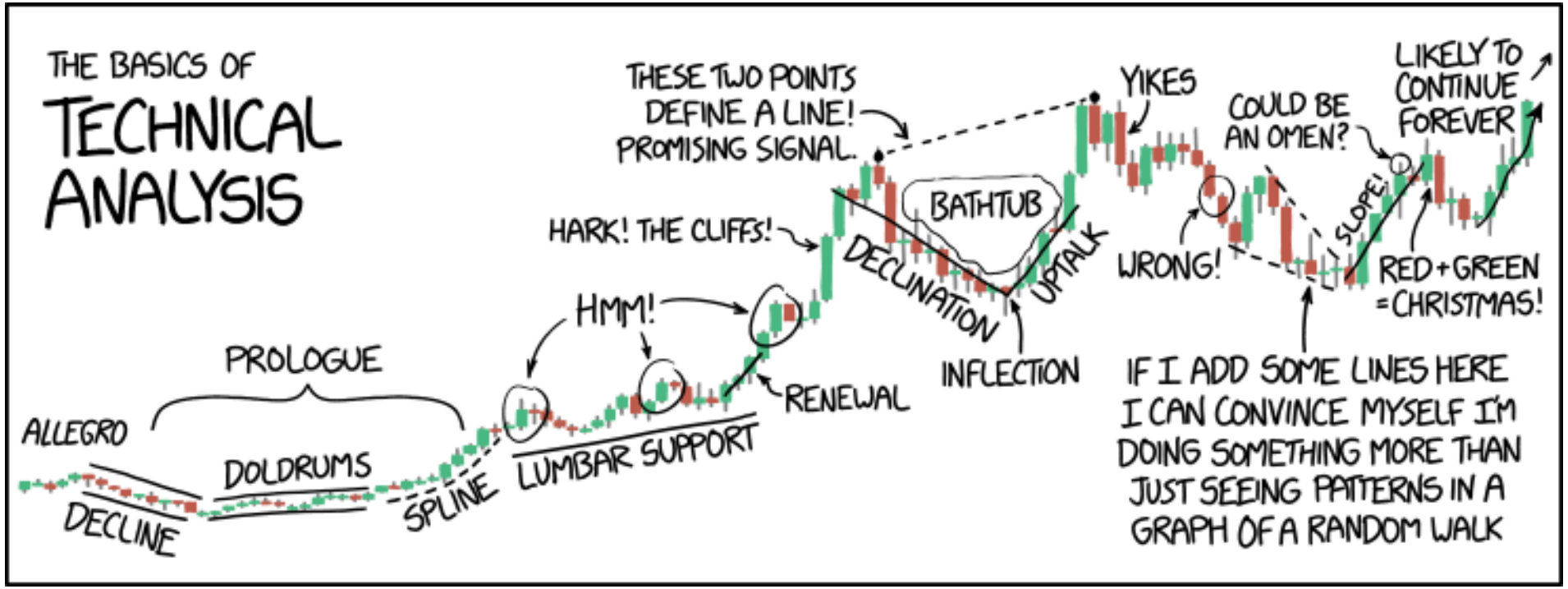
- **Strategy** is the "what"
- **Tactic** is the "how"
- **Key Tactics** highlight especially impactful or timely actions
- **Equity Focus Area** designation is given to the top six focus areas by equity score

Advisory Council on Traffic Safety (ACTS)

ACTS: New Leadership

- In 2023, Legislature established the ACTS and designated it as the lead for the state's TZD
- Advises the Governor and commissioners of Public Safety, Transportation, and Health on traffic safety action
- Includes 35 members representing broad range of safety roles and organizations
- ACTS will play a key leadership role in implementing and funding the SHSP strategies and tactics

We each have a story and yet...



SOUCE: xkcd.com/2101

Northwest Regional Crash Trends

Derek Leuer | State Traffic Safety Engineer

Office of Traffic Engineering

May 7, 2025

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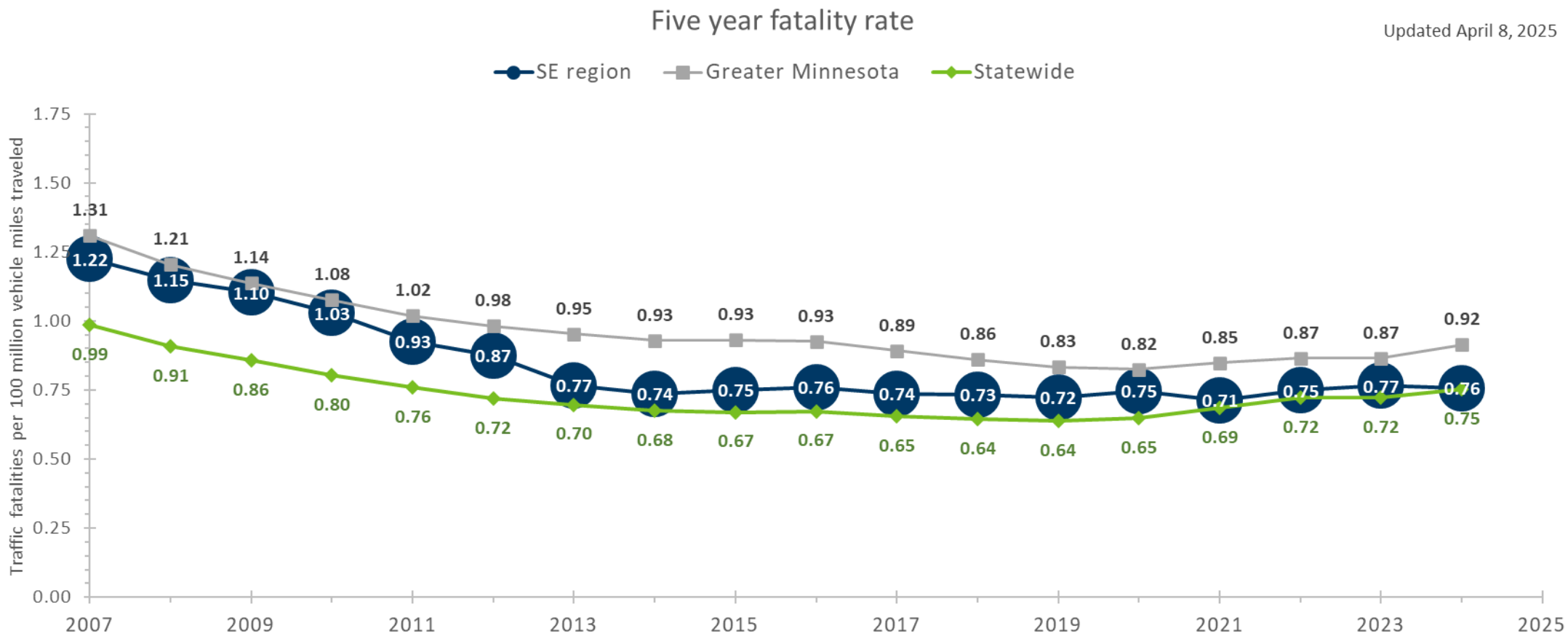
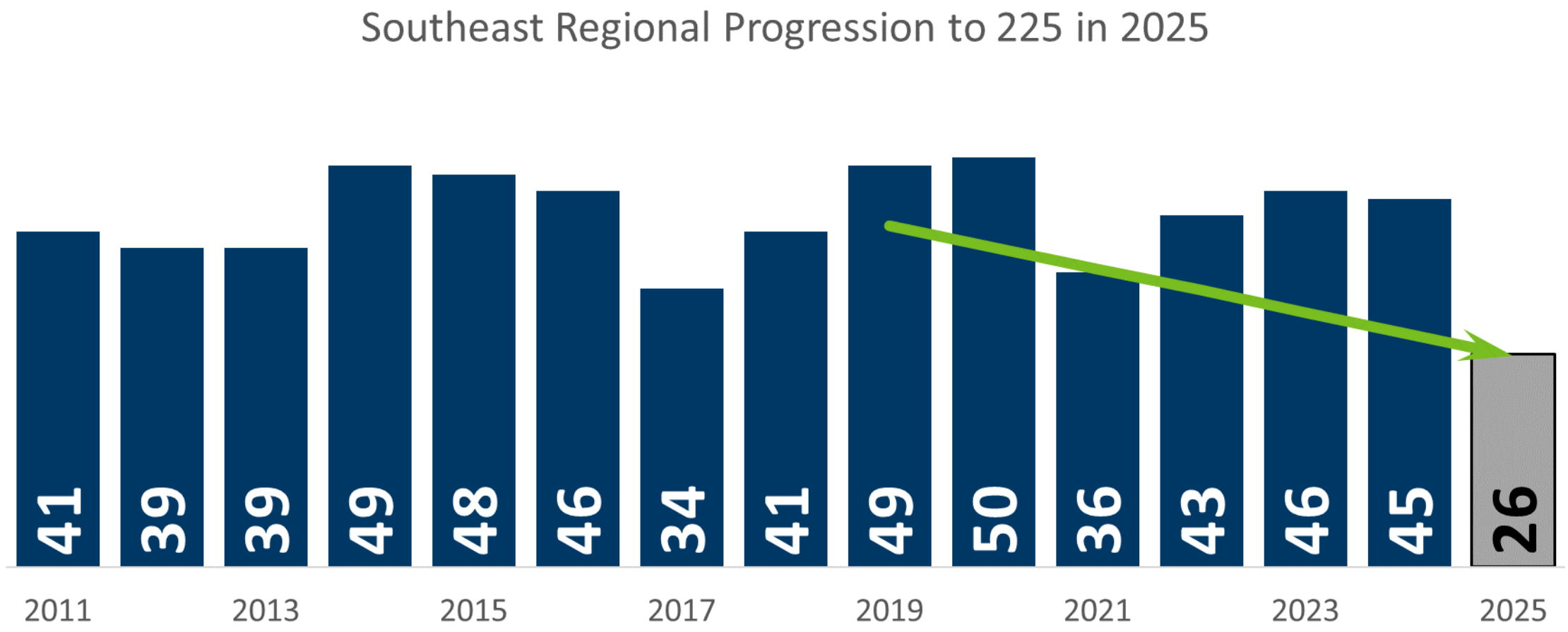
Traffic Fatalities by Exposure

2024 crashes preliminary as of 04/08/2025



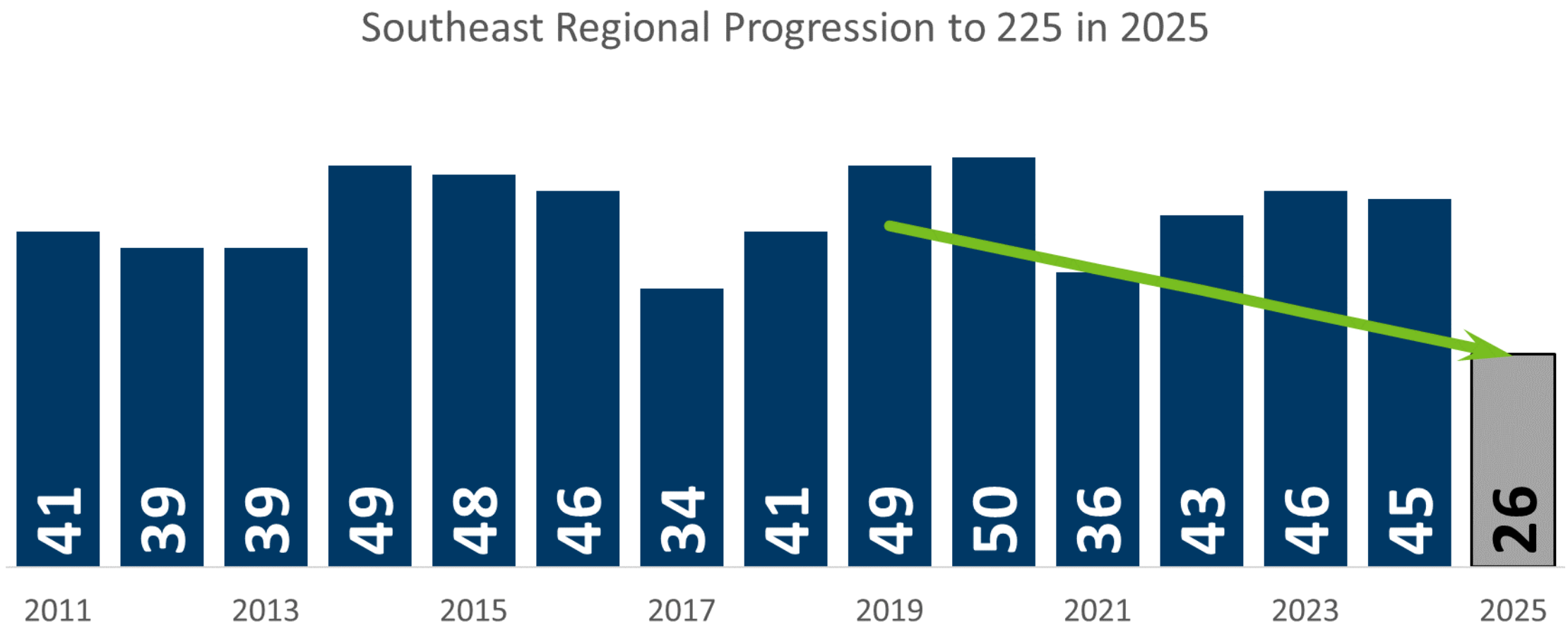
Statewide Progress Toward SHSP Goal

2024 crashes preliminary as of 04/08/2025



Regional Progress Toward SHSP Goal

2024 crashes preliminary as of 04/08/2025



Regional Trends

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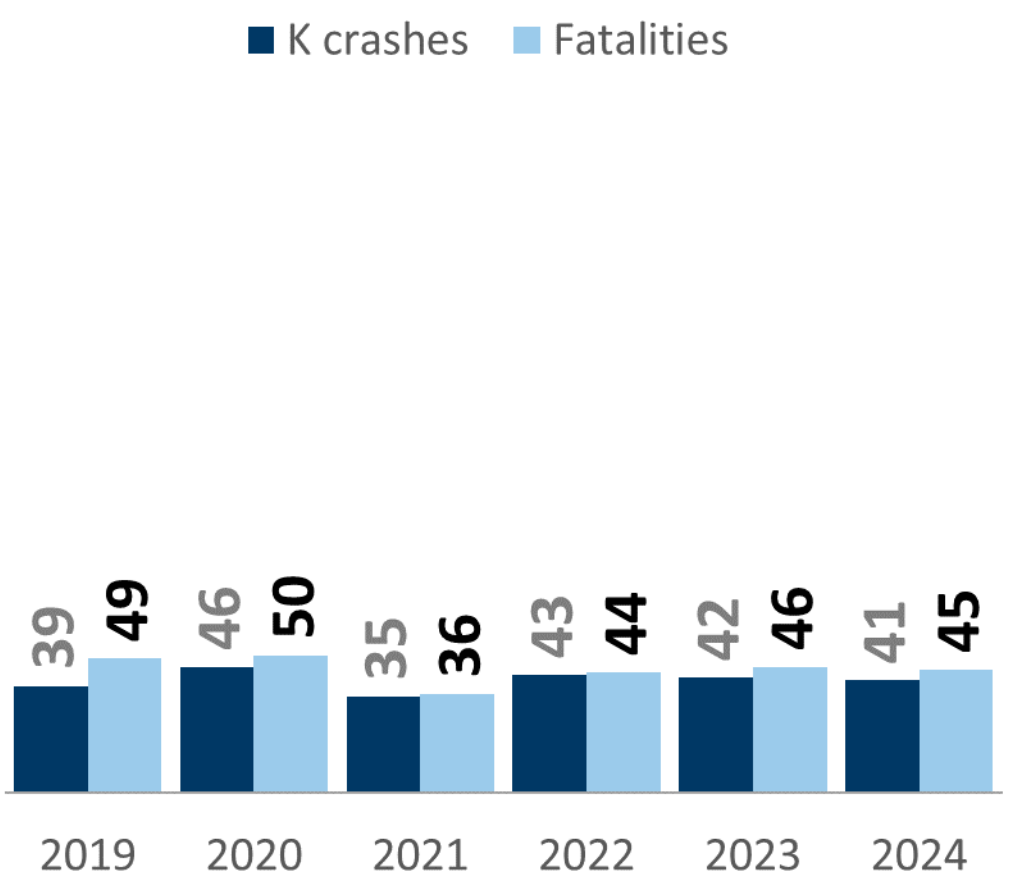
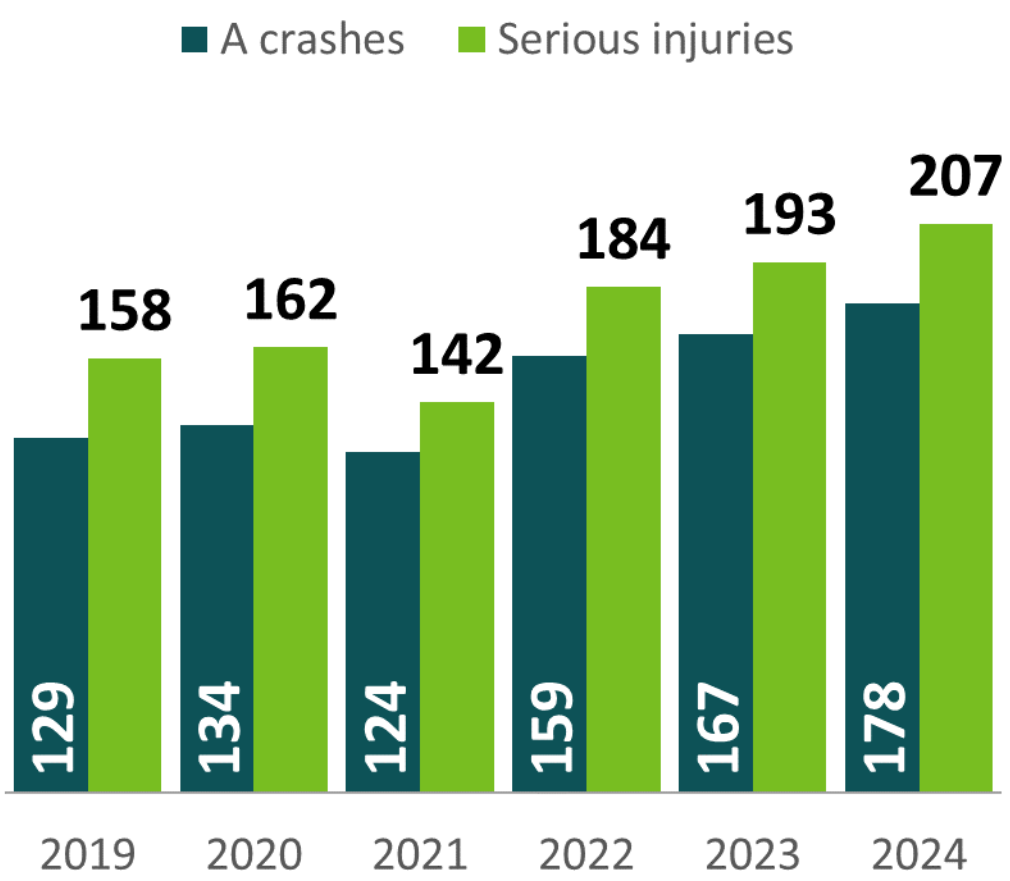
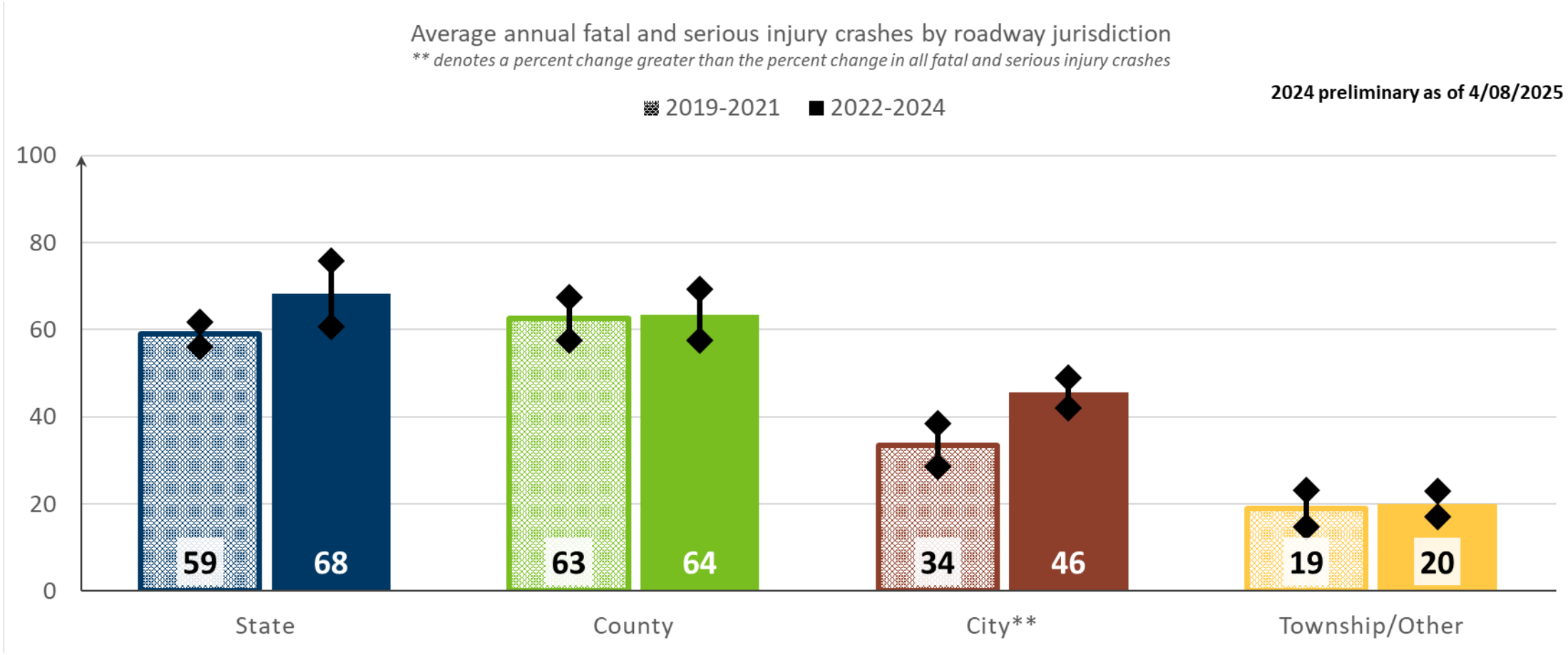
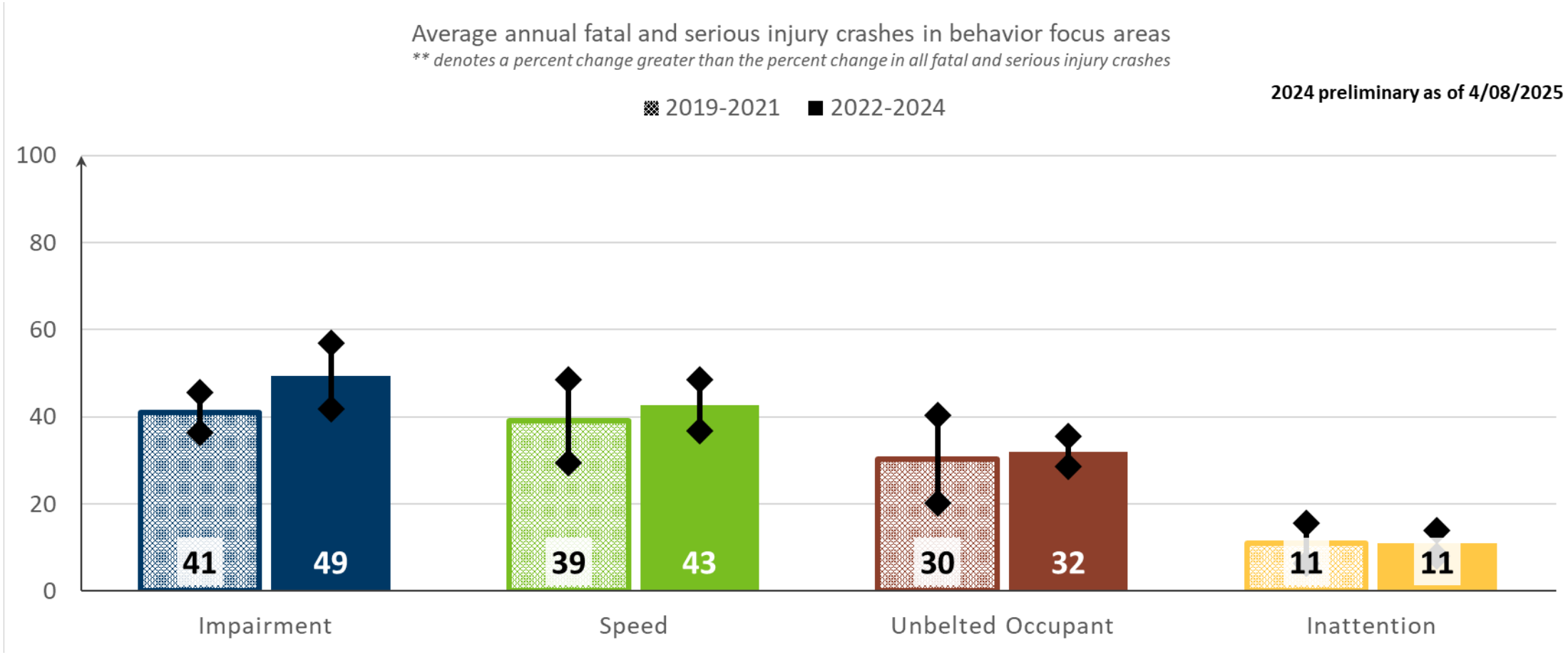




Roadways | Southeast Region

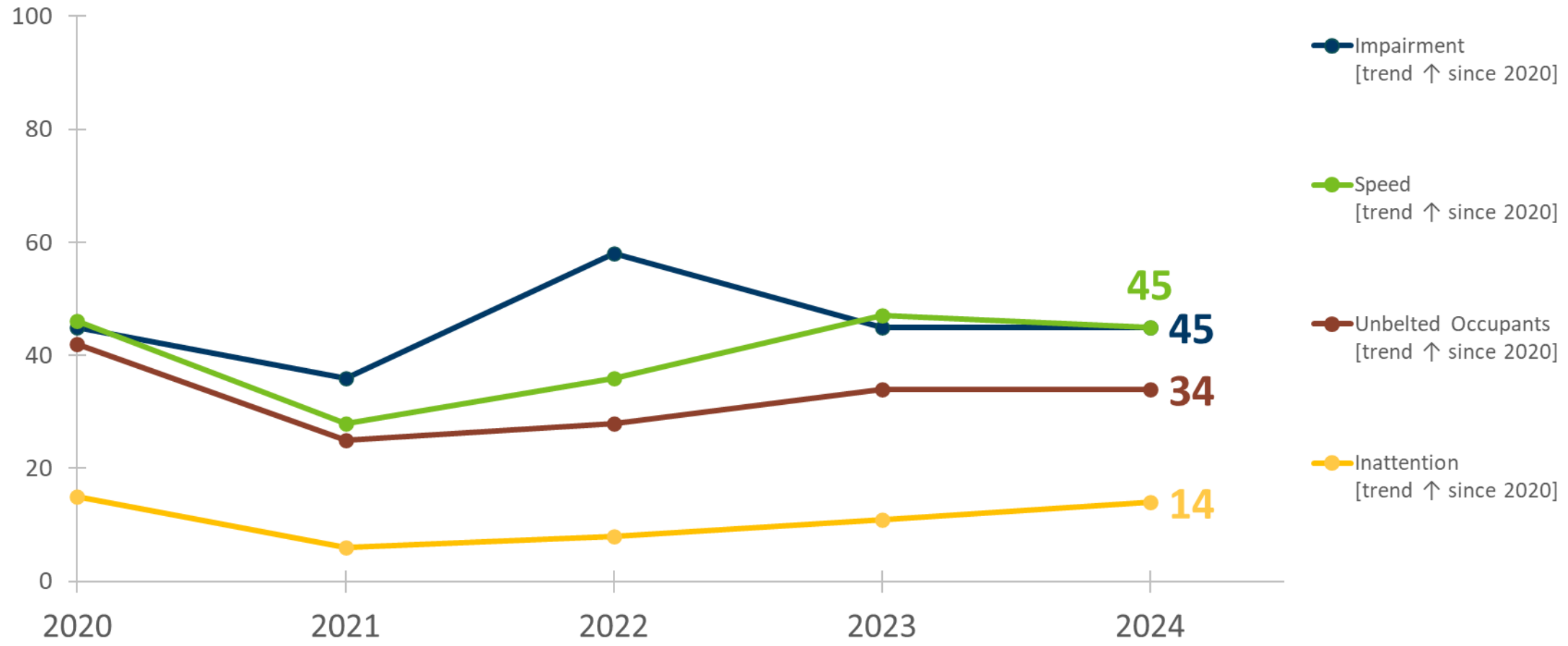


Behaviors | Southeast Region

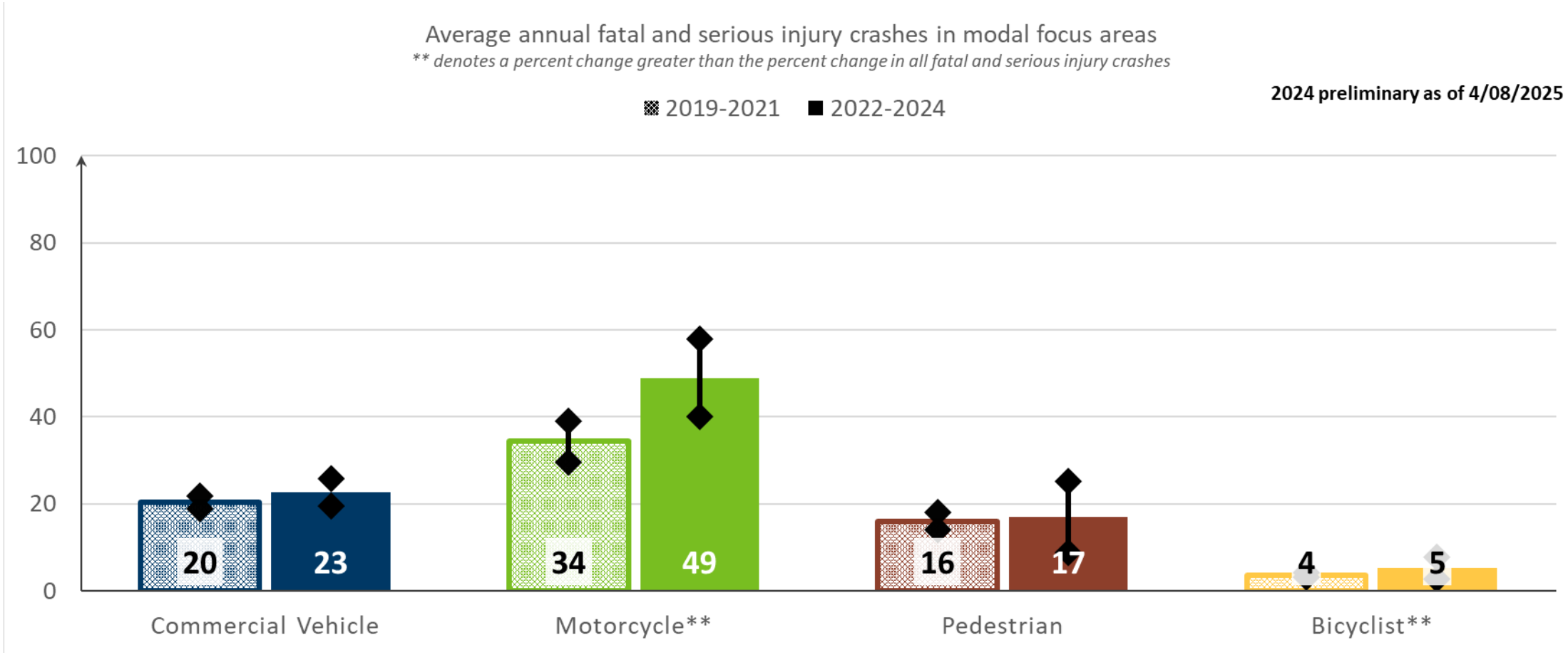


Behavior Trends | Southeast Region

2024 crashes preliminary as of 04/08/2025

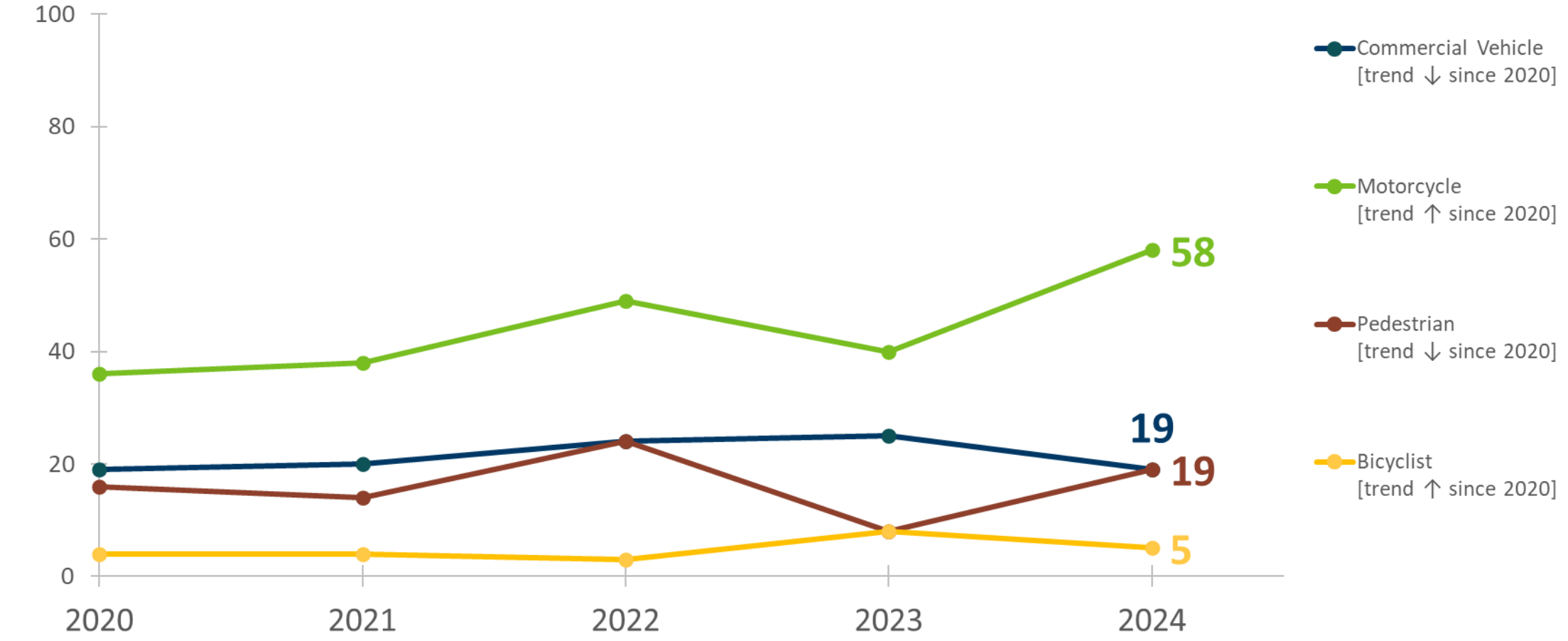


Modes | Southeast Region

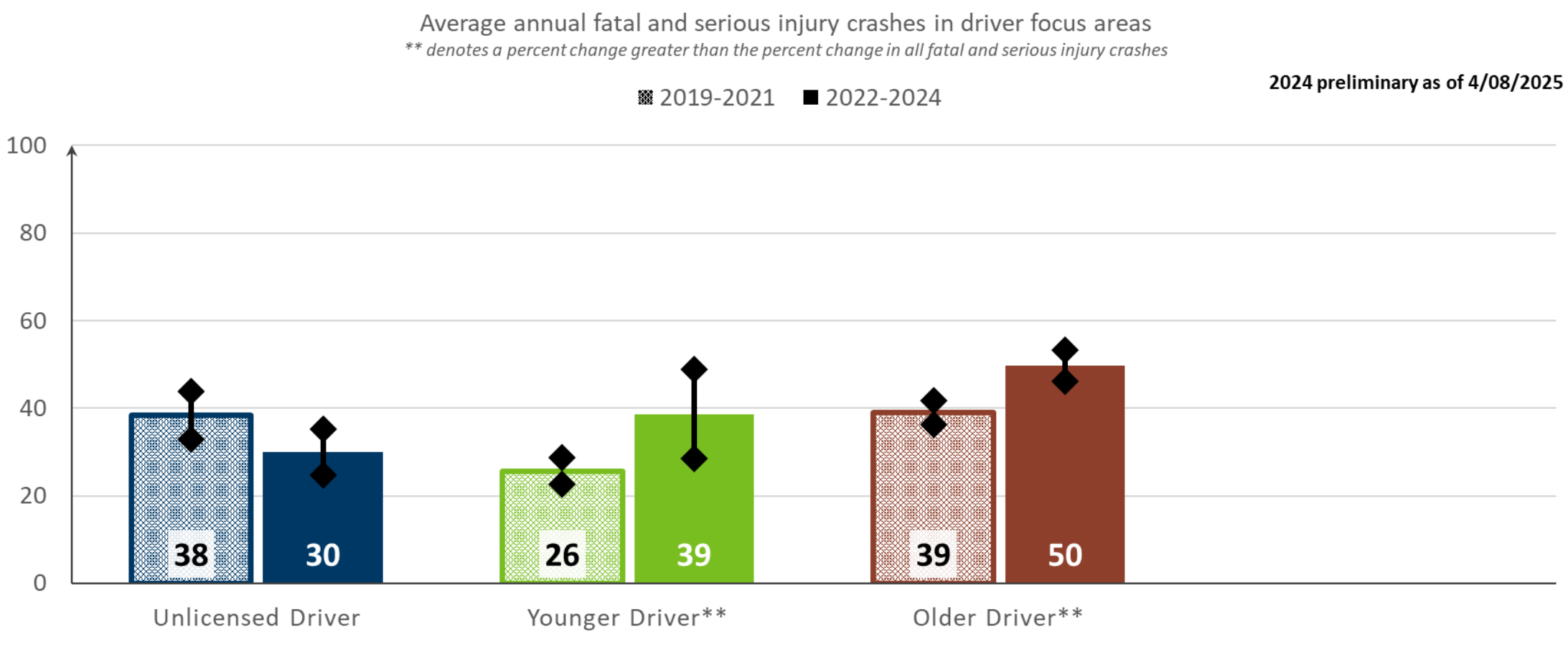


Mode Trends | Southeast Region

2024 crashes preliminary as of 04/08/2025



Drivers | Southeast Region



Driver Trends | Southeast Region

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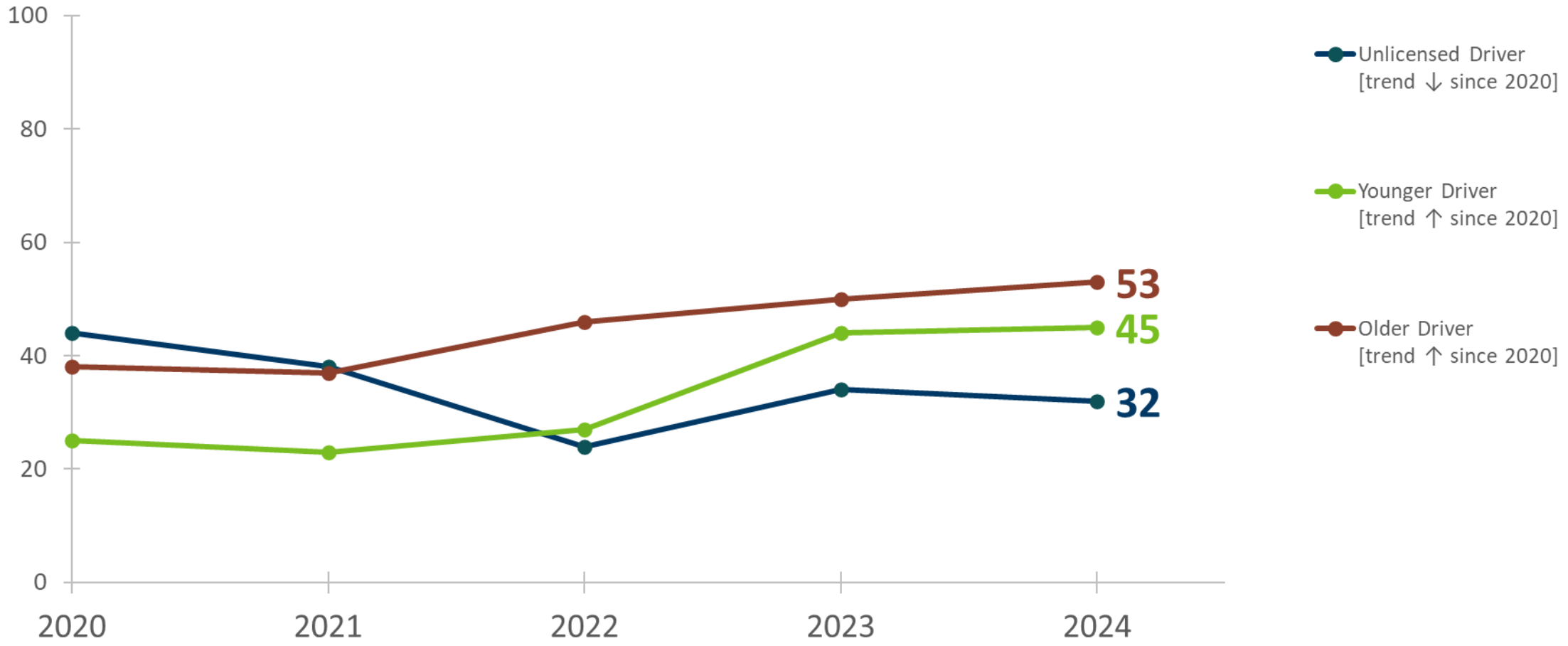
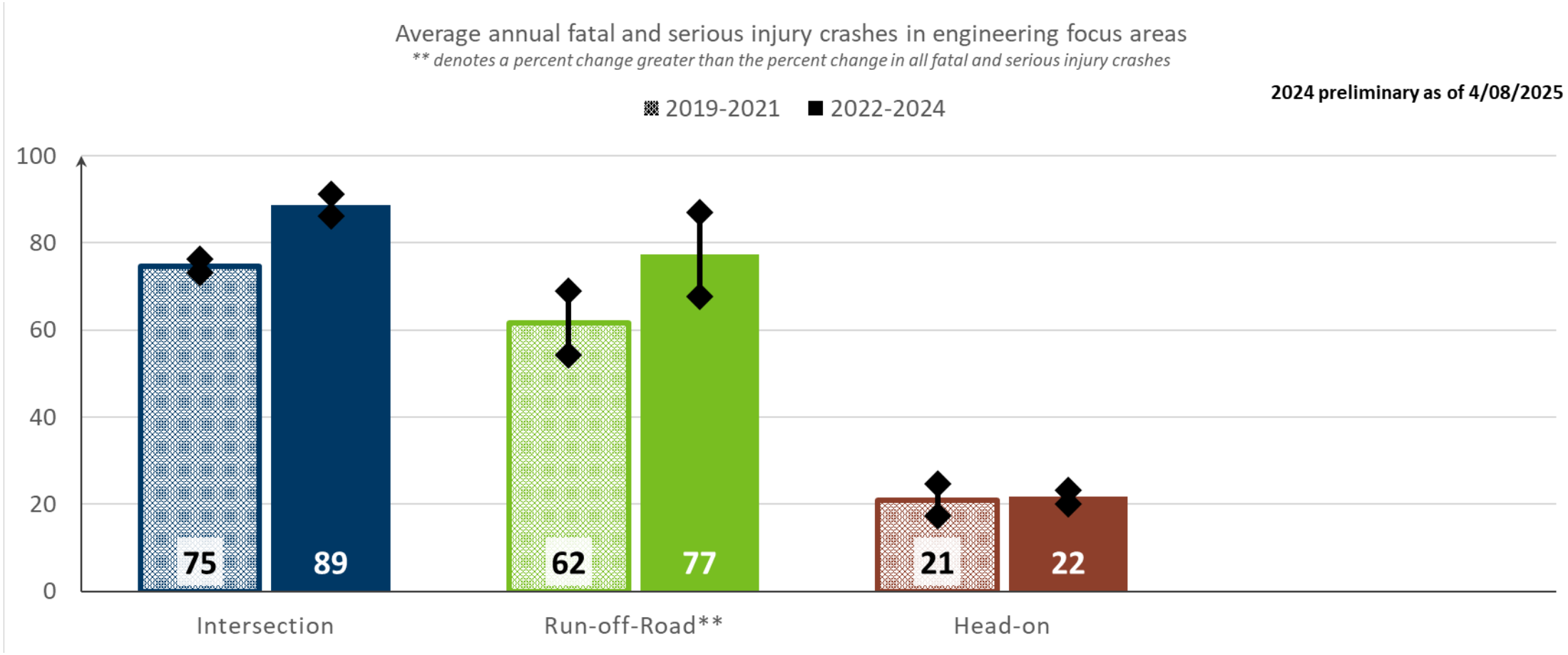
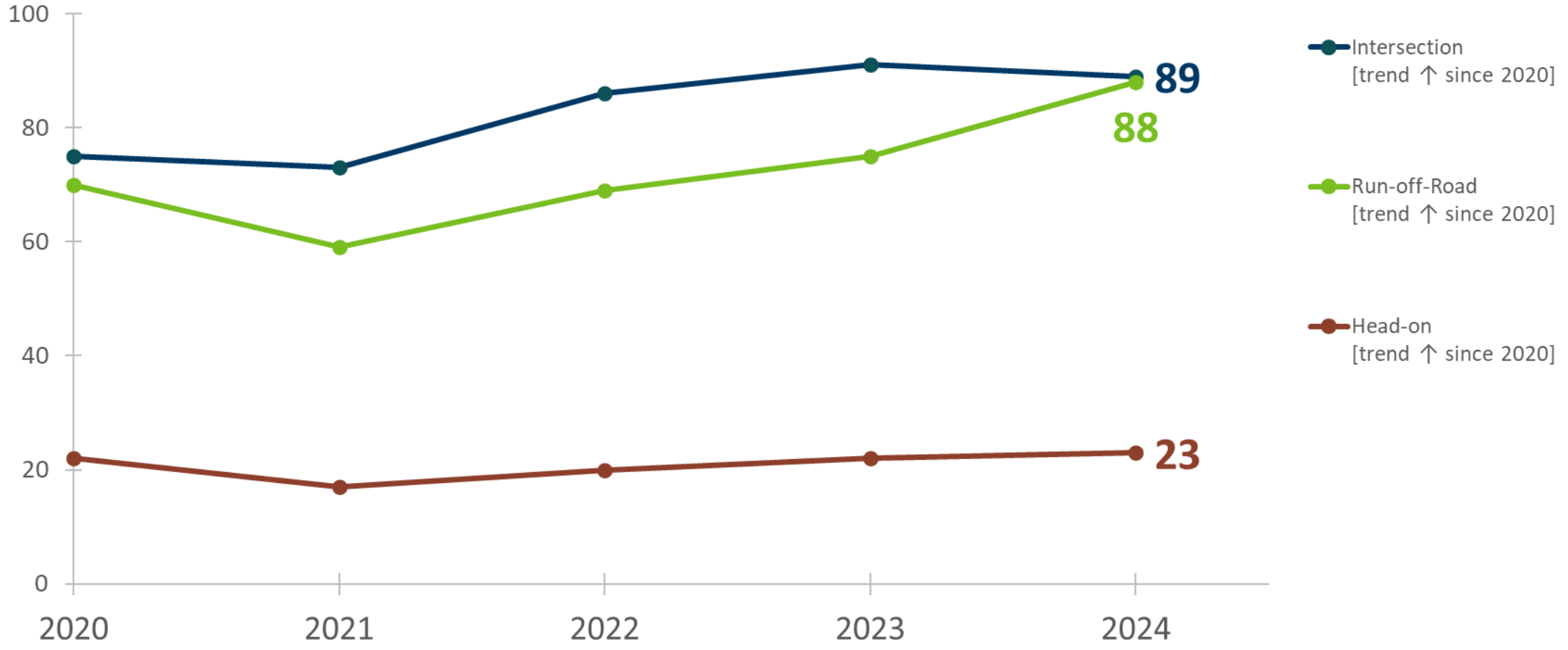


Engineering | Southeast Region

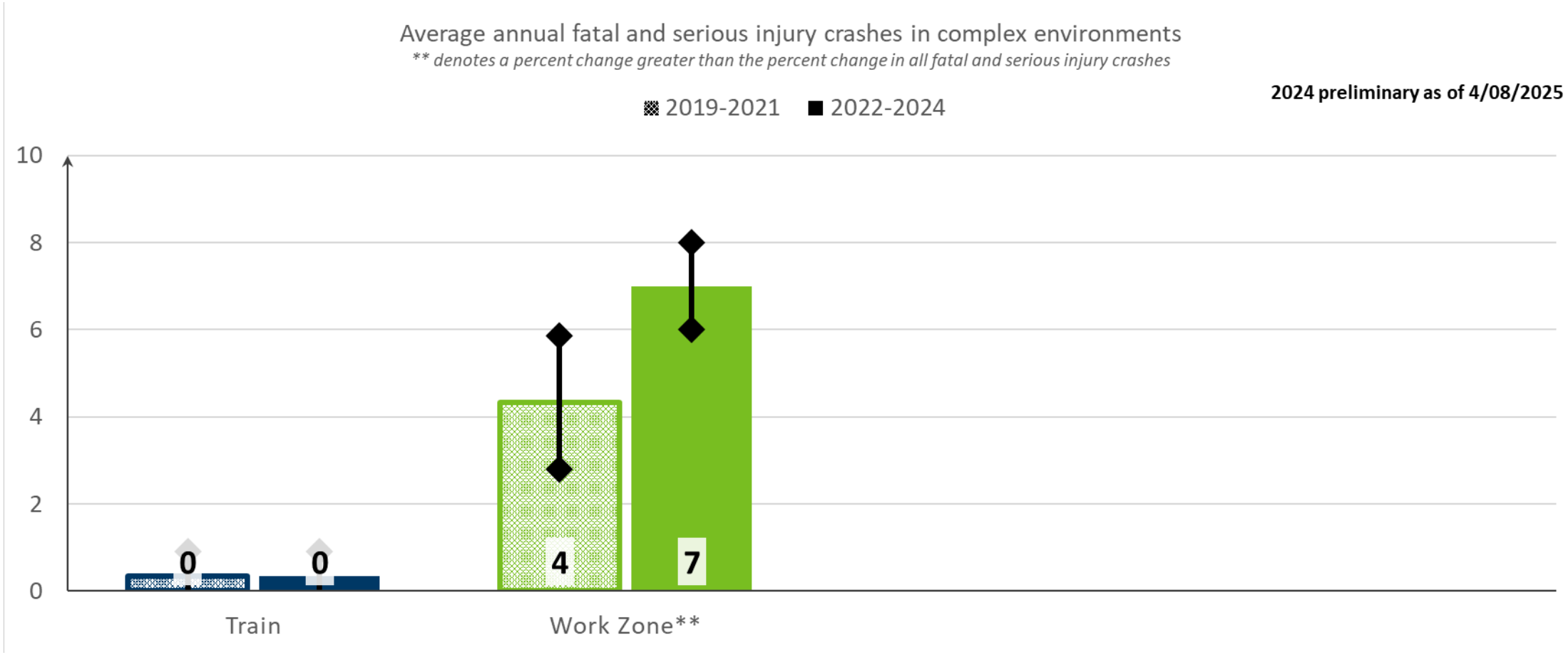


Engineering Trends | Southeast Region

2024 crashes preliminary as of 04/08/2025



Complex Environments | Southeast Region



Complex Trends | Southeast Region

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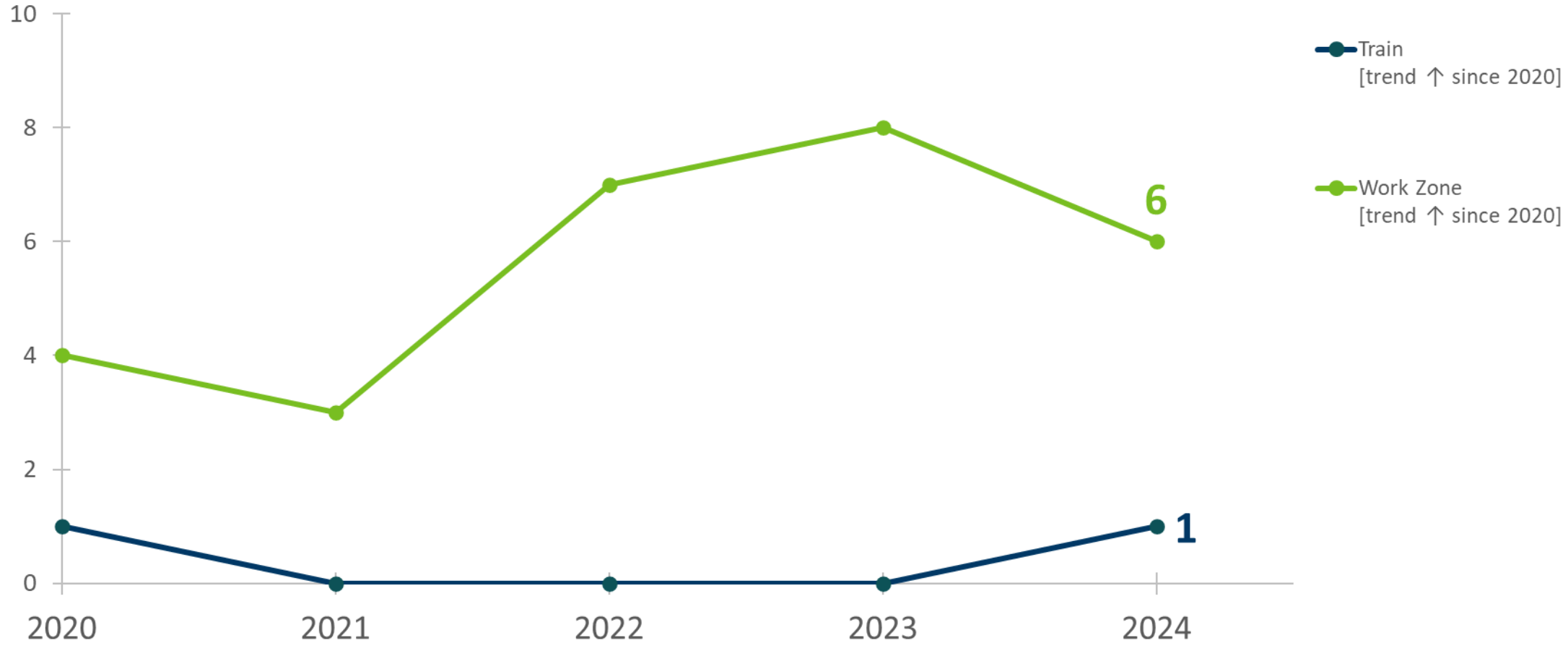

Summary

Southeast Challenges
Significant growth vs. Greater MN

- **City** systems
- **Impairment**
- Speed
- **Motorcycles**
- **Younger drivers**
- **Single vehicle run-off-road**

Double-digit Increases
2019-2021 vs. 2022-2024

- County and **City** system
- **Impairment**
- Commercial vehicles
- **Motorcycles**
- **Younger drivers** and Older drivers
- Intersection/interchange
- **Single vehicle run-off-road**

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Thank you!