

MINNESOTA

2025-2029
STRATEGIC
HIGHWAY
SAFETY PLAN

JULY 2025

METRO
REGION
REPORT

mn DEPARTMENT OF
TRANSPORTATION



INTRODUCTION

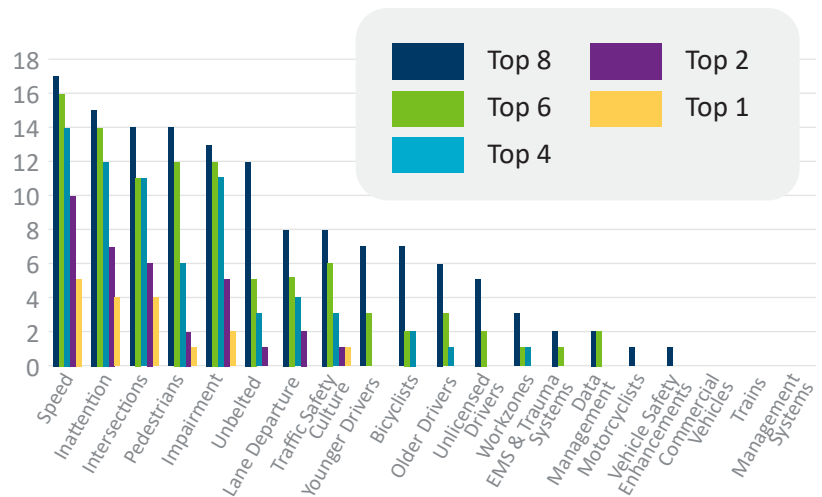
This regional report is part of Minnesota’s ongoing effort to advance roadway safety through the 2025–2029 Strategic Highway Safety Plan (SHSP). The SHSP is the state’s comprehensive, data-driven framework to reduce traffic-related deaths and serious injuries, and it serves as both a policy guide and a call to action. As part of implementing this statewide plan, this regional report focuses on crash trends and safety priorities within the Metro Region to help inform local strategies and initiatives.

Over the past two decades, Minnesota has made significant strides through the Toward Zero Deaths (TZD) program, launched in 2003. However, the recent rise in fatal and serious injury crashes has highlighted the urgent need for renewed focus and collaboration. Statewide, speed and inattention have emerged as two leading factors in serious crashes, a pattern reflected in regional data as well.

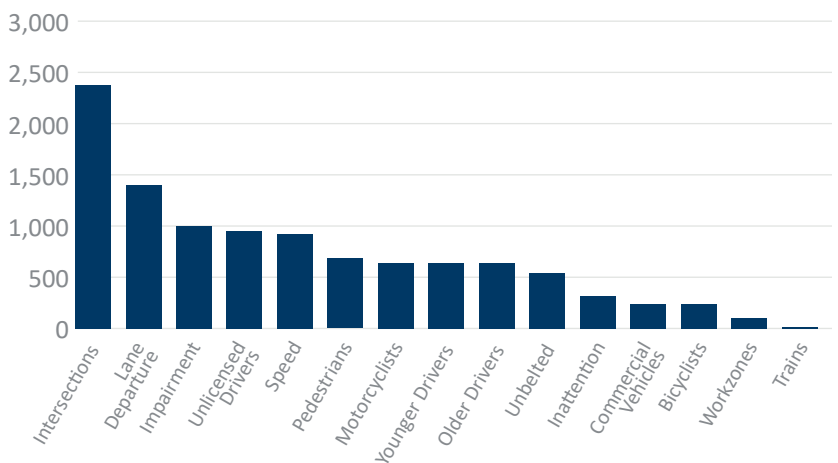
The SHSP sets a bold statewide target of reducing annual traffic fatalities to 225 or fewer by 2030, and achieving this goal requires localized action. This report presents key crash data for the Metro Region, identifies contributing factors, and provides insights into where targeted interventions may have the greatest impact. It is grounded in the SHSP’s Safe System Approach, which prioritizes proactive strategies and shared responsibility among engineers, educators, enforcement, emergency responders, policymakers, and the public.

METRO REGION PRIORITY FOCUS AREAS

The image below shows the results from an activity conducted at the 2024 Metro Region TZD workshop. Participants were divided into groups and asked to identify the crash focus areas they felt were most important in the region. Speed was the top result in the activity, with five top one votes. The next three priorities were Inattentive Drivers, Intersections, and Pedestrians. Attendees emphasized the need for improved infrastructure and enforcement to address these issues during discussion time.



The graph below shows the number of fatal and serious injury crashes by focus area in the Metro Region from 2018-2022. The top 5 focus areas according to the data are Intersections, Lane Departure, Impairment, Unlicensed Drivers and Speed. These five focus areas are addressed in this report’s **Appendix** with strategies and tactics for each.



THE UMBRELLA: SPEED AND INATTENTIVE DRIVING

Speed and inattention form the highest-priority focus areas in the 2025-2029 SHSP based on the following criteria:

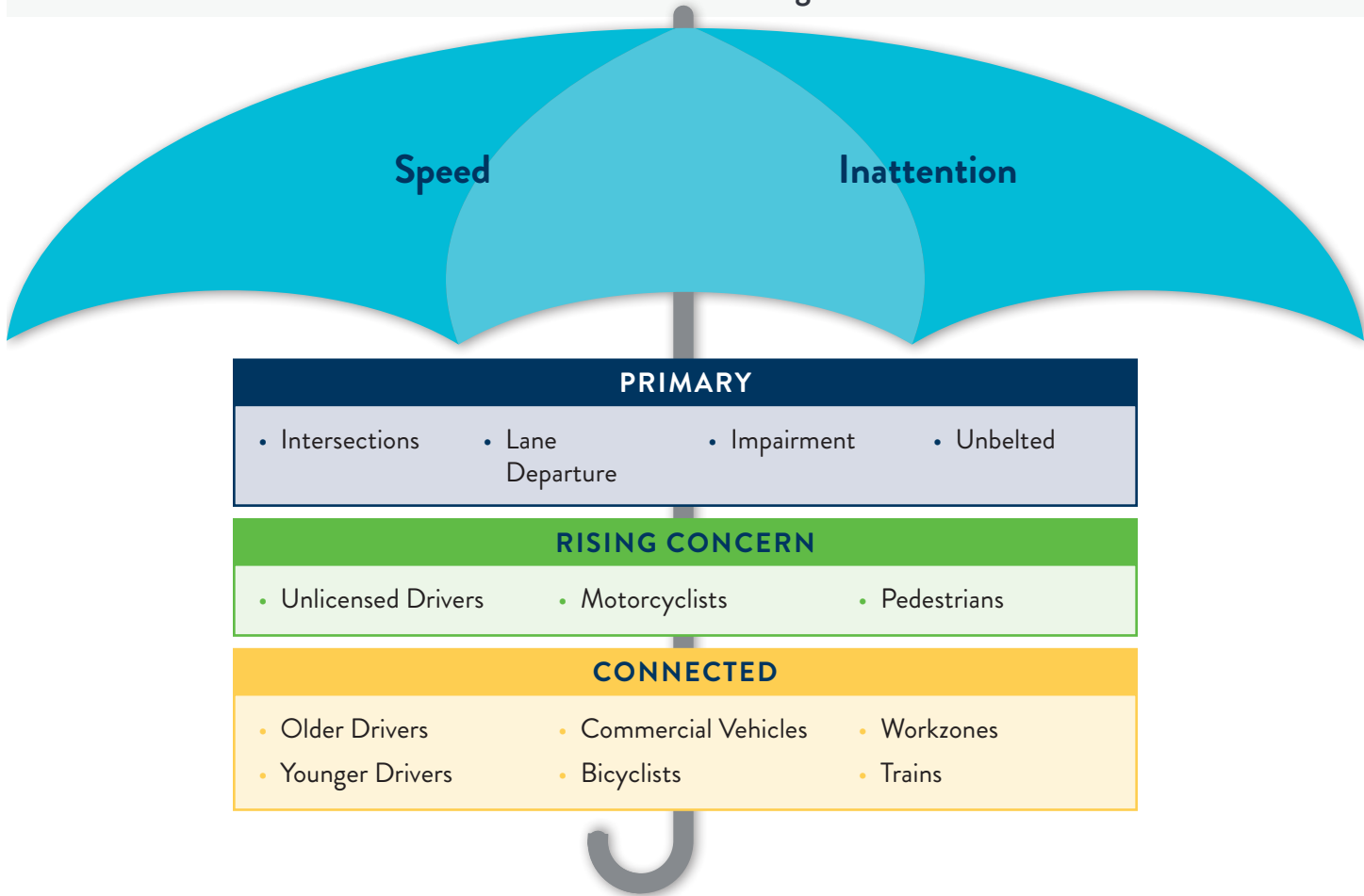
- **Quantitative analysis:** A strong association with fatal and serious injury crashes
- **Qualitative data:** Consistently and broadly cited as a top concern by stakeholders
- **Expert opinion:** Considered by safety experts to be among the most important factors in crash occurrence

As a result, speed and inattention top the SHSP prioritization framework, with “speed” understood to mean both exceeding the speed limit or driving too fast for conditions as well as human limitations in surviving the impact of vehicles at higher speeds. The umbrella of speed and inattention reflects a key conclusion:

Slowing down and paying attention can make a significant difference in reducing crashes that result in deaths and serious injuries.

Multiple factors, including culture, roadway design, and enforcement, influence the behavior change that results in slower speeds.

Focus Areas and Categories



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REGIONAL SUMMARY

729 FATAL AND 3,399 SERIOUS INJURY CRASHES

OCCURRED IN THE METRO REGION
FROM 2018 TO 2022

38% 48%

This represents 38% of statewide fatal crashes and 48% of statewide serious injury crashes for this period.

Figure 1. Metro Region Fatal and Serious Injury Crashes by Year (2018-2022)

Year	Fatal and Serious Injury Crashes	Serious Injury Crashes	Fatal Crashes
2018	811	673	138
2019	743	616	127
2020	695	582	113
2021	882	701	181
2022	997	827	170

- Fatal and Serious Injury Crashes
- Serious Injury Crashes
- Fatal Crashes

Figure 2. Metro Region Fatal and Serious Injury Crashes by Focus Area (2018-2022)

Focus Area	Crashes
Intersections	2,393
Lane Departure	1,411
Impairment	1,003
Unlicensed Drivers	954
Speed	940
Pedestrians	699
Motorcyclists	663
Younger Drivers	652
Older Drivers	644
Unbelted	538
Inattention	328
Commercial Vehicles	253
Bicyclists	235
Workzones	112
Trains	3

METRO REGION REPORT

MINNESOTA 2025-2029 STRATEGIC HIGHWAY SAFETY PLAN

REGIONAL FOCUS AREA TRENDS

Figure 3. Metro Region Annual Fatal and Serious Injury Crash Prevalence by Focus Area – Behaviors (2018-2022)

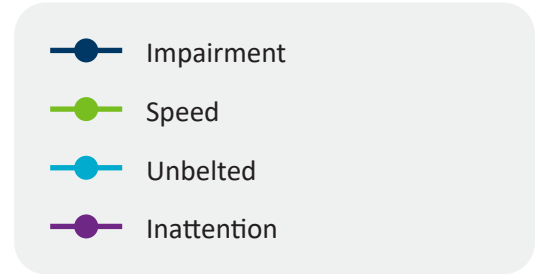
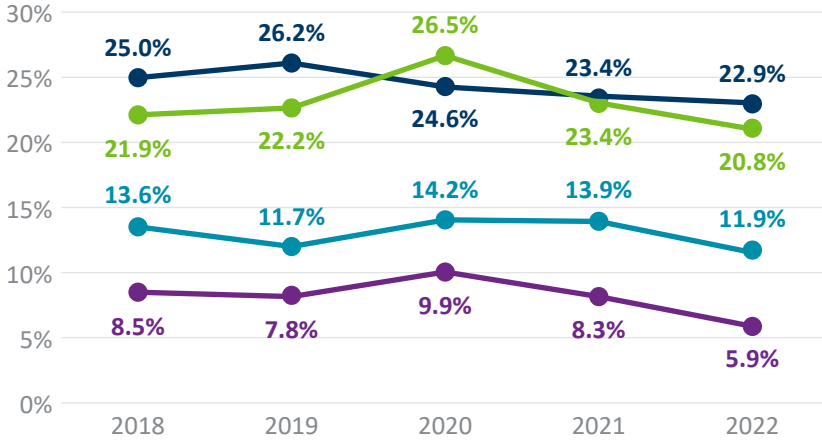


Figure 4. Metro Region Annual Fatal and Serious Injury Crash Prevalence by Focus Area – Drivers (2018-2022)

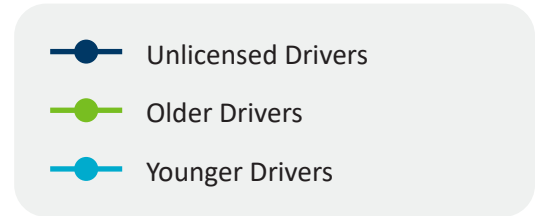
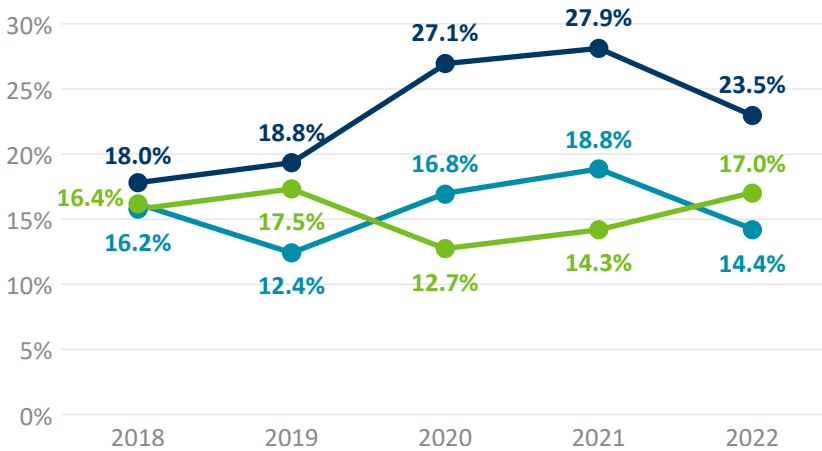


Figure 5. Metro Region Annual Fatal and Serious Injury Crash Prevalence by Focus Area – Modes (2018-2022)

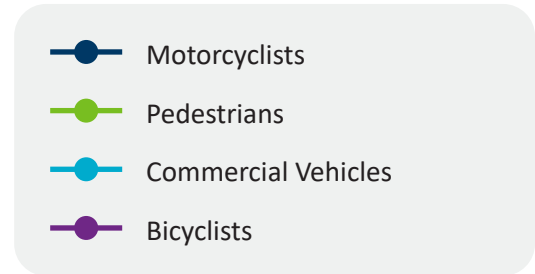
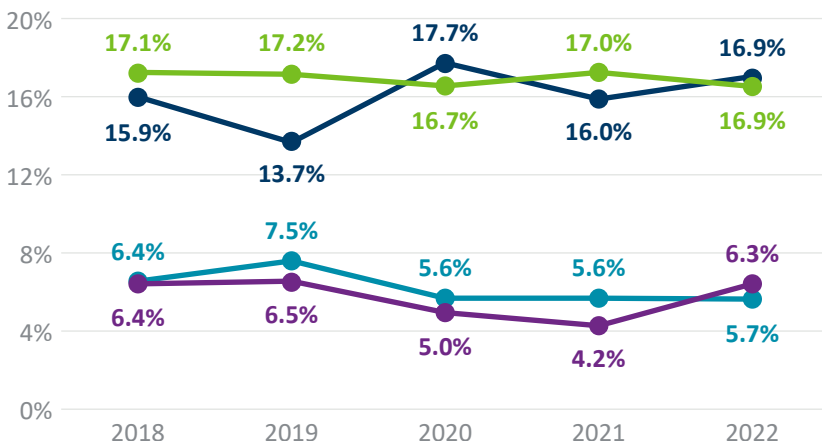
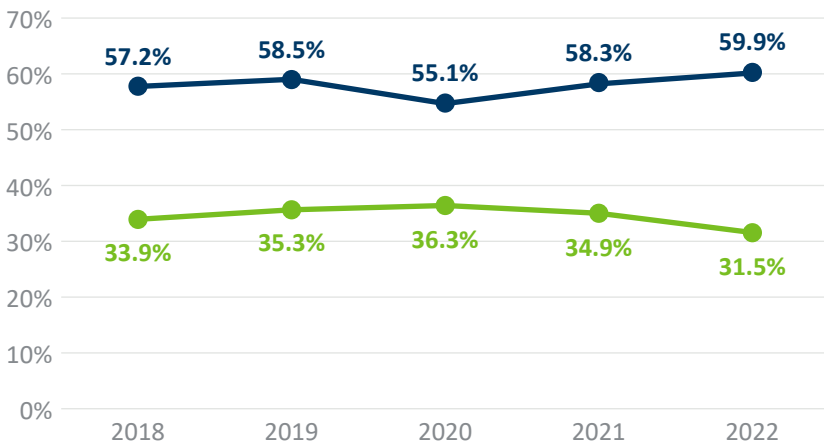
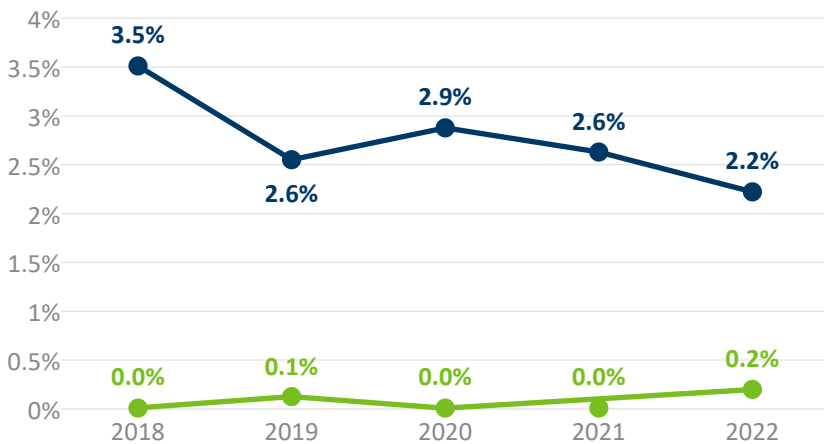


Figure 6. Metro Region Annual Fatal and Serious Injury Crash Prevalence by Focus Area – Engineering (2018-2022)



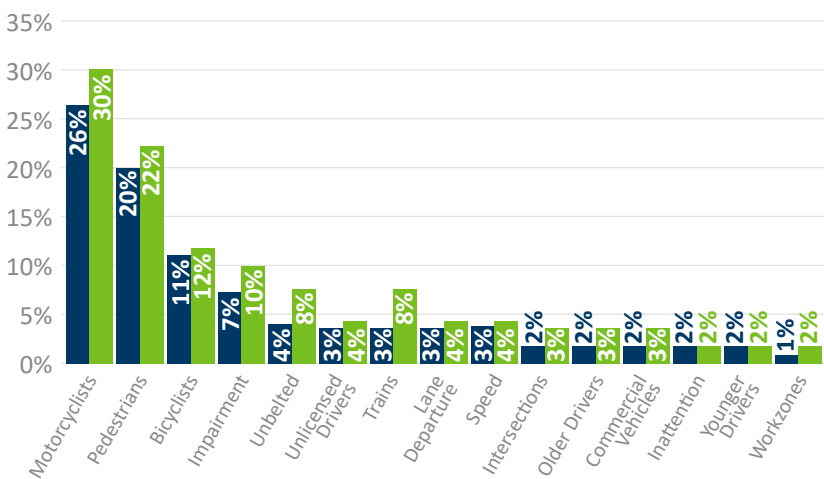
- Intersections
- Lane Departure

Figure 7. Metro Region Annual Fatal and Serious Injury Crash Prevalence by Focus Area – Complex Environments (2018-2022)



- Workzones
- Trains

Figure 8. Metro Region vs Statewide Fatal and Serious Injury Crash Proportion by Focus Area (2018-2022)



- Metro
- Statewide

OTHER REGIONAL CRASH TRENDS

Figure 9. Metro Region Time of Day and Time of Year for Fatal and Serious Injury Crashes (2018-2022)

Time	January	February	March	April	May	June	July	August	September	October	November	December	Total	
Midnight to 2:59 AM	13	20	21	19	37	35	44	40	42	34	32	28	365	8.8%
3:00 AM to 5:59 AM	10	17	12	13	21	21	13	13	15	17	12	9	173	4.2%
6:00 AM to 8:59 AM	28	26	33	17	29	22	28	37	47	52	24	26	369	8.9%
9:00 AM to 11:59 AM	36	22	19	31	24	54	44	42	42	41	35	24	414	10.0%
Noon to 2:59 PM	29	34	39	45	51	68	80	55	85	56	40	27	609	14.8%
3:00 PM to 5:59 PM	48	30	48	51	96	93	93	97	87	84	80	53	880	20.8%
6:00 PM to 8:59 PM	42	45	36	46	75	99	80	89	69	90	57	47	775	18.8%
9:00 PM to 11:59 PM	26	23	37	44	54	81	70	69	53	49	32	25	563	13.6%
Total	232	217	245	266	387	473	452	442	440	423	312	239	4,128	100.0%
	5.6%	5.3%	5.9%	6.4%	9.4%	11.5%	10.9%	10.7%	10.7%	10.2%	7.6%	5.8%		

Figure 10. Metro Region Fatal and Serious Injury Crashes by Age Group (2018-2022)

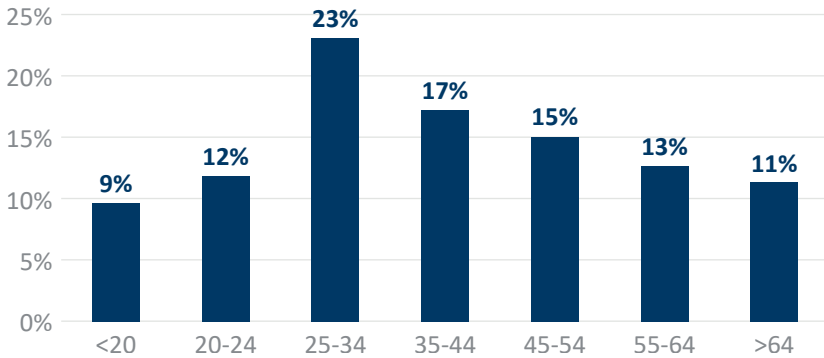


Figure 11. Metro Region Fatal and Serious Injury Crashes by Age and Sex of Driver (2018-2022)

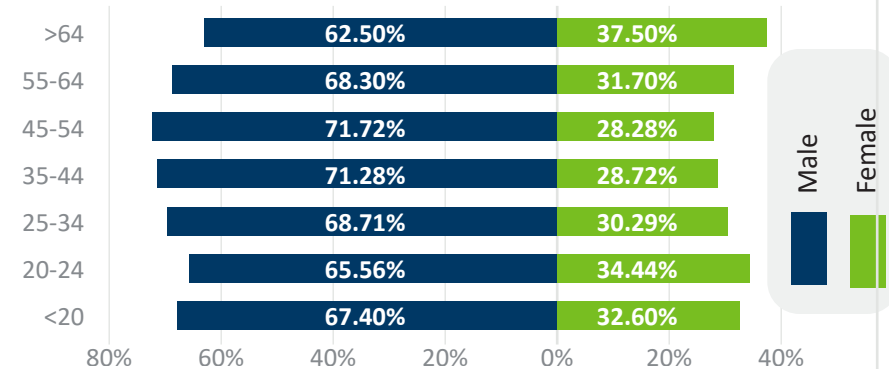
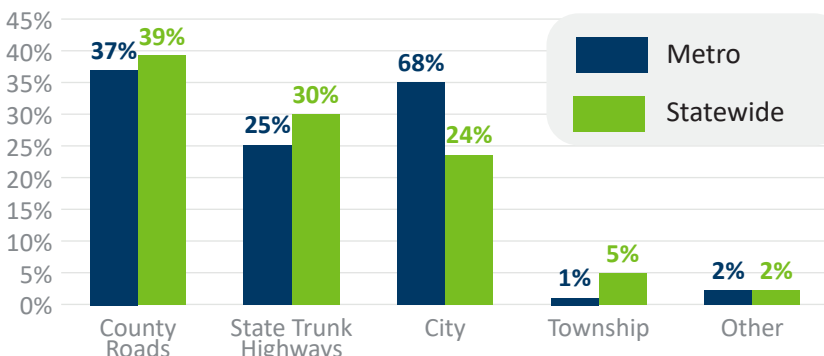


Figure 12. Metro Region Crashes by Roadway Jurisdiction (2018-2022)



METRO REGION PRIORITY FOCUS AREA STRATEGIES AND TACTICS

The Metro Region top five focus areas by crash numbers are:

- Intersection
- Lane departure
- Impairment
- Unlicensed drivers
- Speed

The SHSP strategies and tactics for each of the top five focus area are in the **Appendix** following this page.

Because Speed and Inattention are the highest-priority focus areas for the SHSP statewide, strategies and tactics for Inattention are also included in the **Appendix**.

MINNESOTA

**2025-2029
STRATEGIC
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APPENDIX:

METRO REGION

TOP 5 FOCUS AREA

STRATEGIES AND TACTICS

**METRO
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METRO REGION PRIORITY FOCUS AREA STRATEGIES AND TACTICS





INTERSECTIONS

EQUITY FOCUS AREA

Strategy 1: Improve Safety through Intersection Design Changes and Alternative Intersections






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

TACTIC	LEADERSHIP
<p>1.1: Design intersections to eliminate critical conflict points, especially at high-risk locations or those with a history of severe crashes. Highly effective examples include roundabouts, J-Turns, restricted movement intersections, directional medians, and others. Preserve or improve pedestrian mobility where these alternative intersections are implemented.</p>	 
<p>1.2: Incorporate pedestrian, bicycle, and transit facilities in intersection design, especially at high-risk locations or those with high pedestrian and bicyclist activity. Highly effective examples include sidewalks, high visibility crosswalk markings, median refuge islands, and curb extensions. Other effective examples can be found in MnDOT guidance documents, such as the High Priority Pedestrian Safety Improvements Action Plan (HiPPS), the Traffic Engineering Manual (TEM), and the Facilities Design Guide. These examples are most effective when used in combination with each other.</p>	
<p>1.3: Increase education and public outreach regarding alternative intersection designs and how to use them. Support data-driven solutions and explore ways to communicate the safety benefits of alternative intersections.</p>	



Strategy 2: Incorporate Enhanced Safety Features at Intersections







Safe System Approach Elements Addressed:
Safe Roads

TACTIC	LEADERSHIP
<p>2.1: Improve the visibility of all road users at intersections through use of lighting and unobstructed sightlines, especially at high-risk locations or locations with a history of severe crashes.</p>	
<p>2.2: Improve and maintain intersection signing and pavement markings, especially at high-risk locations or locations with a history of severe crashes.</p>	
<p>2.3: Prioritize intersection safety for pedestrians, bicyclists, and transit users through non-motorized safety features, especially at high-risk locations or locations with high pedestrian and bicyclist activity. Highly effective examples include rectangular rapid flashing beacons (RRFB) and pedestrian hybrid beacons, leading pedestrian intervals at signalized intersections, protected intersection design, and other protected pedestrian movements at signalized intersections.</p>	

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

 Key Tactic (see Appendix A for all tactics)
 Legislative Action

STAKEHOLDER LEADERSHIP (4E'S)

 Engineering  Emergency Services
 Enforcement  Education

Strategy 3: Update Intersection Planning Policy



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

TACTIC	LEADERSHIP
<p>3.1: Incorporate a safety-first approach to intersection planning. Encourage engineering analysis of safety features before exclusion of those options. Utilize MnDOT’s adopted slogan of “Safety First, Safety Always” in intersection planning discussions.</p>	
<p>3.2: Support legislation to improve intersection safety options, such as speed safety cameras or red light safety cameras.</p>	
<p>3.3: Facilitate coordination among state, regional, and local agencies for intersection projects, and include participation of user groups. Leverage findings from the District Safety Plans, County Road Safety Plans, and local road safety plans to prioritize county and rural roadway intersection projects for federal Highway Safety Improvement Program funding.</p>	
<p>3.4: Pursue enhanced analytics and data collection (such as analytics using video/radar detection) for intersection-based crashes and near-miss incidents.</p>	

LANE DEPARTURE

Strategy 1: Design Roadways to Reduce the Frequency and Severity of Lane Departure Crashes



Safe System Approach Elements Addressed:
Safe Roads

TACTIC	LEADERSHIP
<p>1.1: Design roadways to bring awareness to roadway edges and reduce the frequency of lane departure crashes, especially at high-risk locations or locations with a history of severe crashes. Highly effective examples include rumble strips and edge line markings.</p>	
<p>1.2: Design edge of roadway to reduce the severity of lane departure crashes, especially at high-risk locations or locations with a history of severe crashes. On rural high-speed roads, highly effective examples include maintaining clear zones, appropriate shoulder widths, cable barrier/other barriers, Safety Edge installation, and appropriate slope design. Combining these treatments can increase overall effectiveness and reduce crashes and severities.</p>	

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

Key Tactic (see Appendix A for all tactics)
 Legislative Action

STAKEHOLDER LEADERSHIP (4E’S)

Engineering Emergency Services
 Enforcement Education

Strategy 2: Design Horizontal Curves to Reduce the Frequency and Severity of Lane Departure Crashes



Safe System Approach Elements Addressed:
Safe Roads

TACTIC	LEADERSHIP
<p> 2.1: Implement designs to improve curve visibility and reduce the frequency of lane departure crashes, especially at high-risk locations or locations with a history of severe crashes. Highly effective examples include rumble strips, enhanced edge line markings, chevrons/delineators, lighting, and appropriate curve radii. Explore the effectiveness of high friction surface treatment as an additional design solution.</p>	
<p> 2.2: Design edge of roadway within curves to reduce the severity of lane departure crashes, especially at high-risk locations or locations with a history of severe crashes. On rural high-speed roads, highly effective examples include clear zones, appropriate shoulder widths, cable barrier/other barriers, Safety EdgeSM installation, and appropriate slope design. Pair with high-visibility enforcement and education to maximize efficacy.</p>	

Strategy 3: Evaluate and Implement Existing and New Safety Features and Technologies



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

TACTIC	LEADERSHIP
<p>3.1: Support new vehicle technologies, such as Advanced Driver Assistance Systems (ADAS), which reduce severe lane departure crashes.</p>	
<p> 3.2: Implement ITS and other technologies to reduce severe lane departure crashes at high-risk locations or locations with a sustained crash pattern. Examples include sequential dynamic flashing chevrons, speed warning for sharp curves, changeable message signs and variable advisory speed limits for inclement weather, and wrong way driving detection.</p>	

IMPAIRMENT

EQUITY FOCUS AREA

Strategy 1: Strengthen DWI Strategic Planning and Program Operations



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





TACTIC	LEADERSHIP
<p>1.1: Create an impaired driving strategic plan drawing from the MN DWI Task Force initiatives, the three-year Office of Traffic Safety Highway Safety Plan, and the 2022 Impaired Driving Program Assessment. Involve Minnesota tribal nations in the plan's development and implementation.</p>	

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


Key Tactic (see Appendix A for all tactics)
 Legislative Action

STAKEHOLDER LEADERSHIP (4E'S)

Engineering Emergency Services
 Enforcement Education



















TACTIC	LEADERSHIP
 1.2: Obtain performance feedback and evaluate the effectiveness and return on investment of Law Enforcement Liaison activities. Based on results, refine performance expectations, position descriptions, and ongoing assessment process as needed to achieve the desired outputs and outcomes.	
1.3: Convene a 2027 National Highway Traffic Safety Administration Safety Program Assessment of the Office of Traffic Safety Impaired Driving Program to identify strengths, opportunities for improvement, and other resulting recommendations.	 

Strategy 2: Reduce Excessive Drinking through Responsible Alcohol Service, Community Outreach, and Employer-Based Intervention Programs






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





TACTIC	LEADERSHIP
  2.1: Enact state-level comprehensive social host liability statutes that extend social host liability to those who knowingly serve visibly intoxicated adults.	 
2.2: Provide incentives for alcohol retailers to complete responsible server training, such as liability insurance discounts and use of proof of completion as a mitigating factor in alcohol license violation cases.	 
 2.3: Implement a per drink tax and dedicate a portion of the proceeds to prevention and treatment of alcohol and other substance abuse problems including impaired driving.	 
2.4: Promote employer-sponsored screening and brief intervention, assessment, and treatment programs for employees identified with alcohol or substance use problems.	
  2.5: Adopt the use of Screening, Brief Intervention, and Referral for Treatment at the time of arraignment for all first-time DWI offenders.	 
 2.6: Promote social norming communication strategies to increase the perceived risk of impaired driving, raise the profile of responsible driving, and expand media campaigns to feature drug-impaired driving. Incorporate the use of medical personnel such as emergency room doctors to educate the public on the consequences of impaired driving.	  

Strategy 3: Strengthen Support for Law Enforcement to Deter and Remove Impaired Drivers












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




TACTIC	LEADERSHIP
  3.1: Based on the evaluation results of Minnesota’s roadside oral fluid testing pilot, refine operational procedures and processes as needed and expand the pilot to a fully-adopted roadside test for drug-impaired driving.	
 3.2: Increase DWI Traffic Safety officers, supported by National Highway Traffic Safety Administration grant funding for the Department of Public Safety Office of Traffic Safety, to provide dedicated year-round impaired driving enforcement.	

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






-  Key Tactic (see Appendix A for all tactics)
-  Legislative Action











STAKEHOLDER LEADERSHIP (4E'S)

-  Engineering
-  Enforcement
-  Emergency Services
-  Education


TACTIC	LEADERSHIP
3.3: Strengthen the frequency of locally-coordinated DWI saturation patrols by using the Office of Traffic Safety’s DWI Dashboard to identify high-risk locations and time periods for impaired driving-related crashes.	 
3.4: Recruit additional Drug Recognition Experts especially in counties or jurisdictions with no Drug Recognition Experts.	


Strategy 4: Strengthen DWI Sanctions as Well as the Prosecution and Adjudication of DWI Offenders






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




TACTIC	LEADERSHIP
 L 4.1: Strengthen the ignition interlock device law to apply to all offenders, including first time offenders, and require the use of ignition interlock devices for DWI offenders refusing a field sobriety test.	
L 4.2: Enact legislation to impose immediate driver license sanctions for impaired drivers under the influence of marijuana or other illegal substances.	
L 4.3: Enact enhanced penalties for multiple impairing substances or polydrug use while driving.	
4.4: Implement a formal program, such as pay incentives or professional growth opportunities, designed to attract and retain experienced DWI prosecutors.	 
 4.5: Increase the number of DWI courts in Minnesota to strengthen repeat DWI offender monitoring and supervision and reduce recidivism.	 
4.6: Implement an impaired driver tracking system, from the traffic stop through completion of all requirements, to provide DWI data needed for countermeasure system improvements.	

Strategy 5: Increase Public Awareness Campaigns to Reduce Drugged-Impaired Driving












Safe System Approach Elements Addressed:
 Safe Road Users

TACTIC	LEADERSHIP
 5.1: Secure funding for and conduct a public education and outreach campaign on cannabis use and drugged-impaired driving.	 

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

 Key Tactic (see Appendix A for all tactics)
 Legislative Action

STAKEHOLDER LEADERSHIP (4E'S)

 Engineering  Emergency Services
 Enforcement  Education

UNLICENSED DRIVERS

EQUITY FOCUS AREA

Strategy 1: Enhance Law Enforcement Contact with Unlicensed Drivers



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

TACTIC	LEADERSHIP
1.1: Increase the frequency of equitable law enforcement contact with unlicensed drivers through consistent enforcement of impaired driving, speeding, distracted driving, and seat belt use.	

Strategy 2: Employ Sanctions to Identify and Prevent Invalid Licensed Driving



Safe System Approach Elements Addressed:
Safe Road Users

TACTIC	LEADERSHIP
2.1: Require the use of ignition interlock devices by all DWI offenders to eliminate invalid license driving during the license sanction period.	
2.2: Strengthen law enforcement use of license plate and vehicle sanctions to prevent unlicensed and invalid licensed drivers from continuing to drive.	
2.3: Conduct a scan of best practices from other states for addressing unlicensed driving, including limiting license suspensions to dangerous driving behaviors only (for example, a DWI rather than non-driving license suspensions such as failure to pay child support). Use these findings to develop refined SHSP unlicensed driver safety recommendations.	

Strategy 3: Improve Real-Time Driver Monitoring and Feedback to Promote Safe Driving for Inexperienced Drivers



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

TACTIC	LEADERSHIP
3.1: Fund a pilot program coupled with media outreach for the use of telematic monitoring systems to provide real-time feedback on high-risk driving behavior to encourage mid-driving correction and crash prevention.	

Strategy 4: Increase Driver Awareness of and Improve Driver Education and Training For All Drivers



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





TACTIC	LEADERSHIP
4.1: Promote outreach and information resources on driver training and licensing procedures to diverse communities and among younger, inexperienced drivers.	

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

Key Tactic (see Appendix A for all tactics)
 Legislative Action

STAKEHOLDER LEADERSHIP (4E'S)

Engineering Emergency Services
 Enforcement Education

TACTIC	LEADERSHIP
 L 4.2: Create a robust driver education and skills training program and make it a requirement for all new drivers (including those 18 and above). Dedicate and sustain funding for the required training program to improve access for all new drivers.	
L 4.3: Require recurrent online driver refresher course every 4 or 8 years, concurrent with a driver's 4-year license renewal cycle.	
L 4.4: Expand 2021 Minnesota Multicultural Adult Driver Education Project pilot program supporting the education of multicultural community members aged 18 or older to reduce severe crashes involving drivers and members of different cultural communities.	






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.	   












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

 Key Tactic (see Appendix A for all tactics)
 Legislative Action

STAKEHOLDER LEADERSHIP (4E'S)










 Engineering
 Enforcement

 Emergency Services
 Education

TACTIC	LEADERSHIP
 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.	  





Strategy 4: Strengthen Speed Enforcement Campaigns and Public Visibility


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



TACTIC	LEADERSHIP
4.1: Evaluate the impact of the Minnesota 2024 Transportation Omnibus Bill legislative funding for increased traffic enforcement and develop recommendations based on the results.	 
4.2: Increase funding to support highly visible, publicized, and saturated enforcement speed campaigns at locations with a higher incidence of speed-related crashes.	 
 L 4.3: Strengthen penalties for repeat speeding offenders including the required use of Intelligent Speed Assistance. Intelligent Speed Assistance may be used to provide warnings on vehicle speed, automatically adjust vehicle speed based on the speed limit, or use other features to assist drivers in maintaining a safe and legal speed.	 
L 4.4: Adopt a sliding scale for moving violation penalties whereby fines increase based on the severity of the offense.	 

Strategy 5: Strengthen Driver Awareness of Speed-Related Consequences






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

TACTIC	LEADERSHIP
5.1: Increase funding for sustained public communication on the dangers and consequences of speeding and on social norming messages to change driver attitudes and cultural norms regarding speed.	 
 5.2: Fund a Minnesota pilot program coupled with media outreach for the use of telematic monitoring systems to provide real-time feedback on speeding and other high-risk driving behaviors to encourage mid-driving correction and crash prevention.	

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

 Key Tactic (see Appendix A for all tactics)
 Legislative Action

STAKEHOLDER LEADERSHIP (4E'S)

 Engineering
  Enforcement
  Emergency Services
  Education

Strategy 6: Design Roadways to Encourage Appropriate Speeds and Reduce Crash Severities



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

TACTIC	LEADERSHIP
6.1: Incorporate speed-reducing factors leading up to intersections. Highly effective examples include reduced lane width, urbanization, radar feedback devices, raised medians, raised crosswalks, and signalization strategies such as rest in red or signal timing.	
6.2: Incorporate speed-reducing design on corridors, especially high-speed to low-speed transition zones. Highly effective examples include reduced lane widths, raised medians, radar feedback devices, transverse pavement markings/converging chevron markings, lane shifts, road diet (four to three-lane conversion), and signal timing.	
6.3: Evaluate the effectiveness of additional speed management treatments, especially for low-speed roads.	

INATTENTION

Strategy 1: Improve the Quality of Inattentive Driving Crash Data



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

TACTIC	LEADERSHIP
1.1: In collaboration with Minnesota Traffic Records Coordinating Committee, ensure enforcement crash reporting aligns with the attribute values in the 2024 edition of the Model Minimum Uniform Crash Criteria.	
1.2: Obtain funding to conduct annual observational surveys to collect inattentive driving behavioral data.	

Strategy 2: Improve Education and Awareness to Reduce Inattentive Driving



Safe System Approach Elements Addressed:
Safe Road Users

TACTIC	LEADERSHIP
2.1: Analyze crash data to identify demographic characteristics associated with inattentive drivers and develop key messages and effective media platforms to reach them.	
2.2: Increase funding to support public awareness prior to inattentive driving enforcement campaigns, and to support public outreach featuring the campaign's results once the campaign has concluded.	
2.3: Promote employer adoption and enforcement of policies that prohibit employees from engaging in distracting behaviors while driving on the job.	

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

Key Tactic (see Appendix A for all tactics)
 Legislative Action

STAKEHOLDER LEADERSHIP (4E'S)

Engineering Emergency Services
 Enforcement Education

Strategy 3: Strengthen Enforcement Tools and Criminal Penalties to Reduce Inattentive Driving



Safe System Approach Elements Addressed:
Safe Road Users

TACTIC	LEADERSHIP
3.1: Increase the use of enhanced high-visibility enforcement, coupled with public information campaigns about the enforcement, for higher-risk groups.	
3.2: Identify new funding for law enforcement tools and equipment needed to identify offenders and effectively enforce Minnesota’s distracted and careless driving laws.	
3.3: Strengthen judicial support to convict and sentence distracted drivers.	
3.4: Strengthen criminal penalties for distracted driving causing severe injuries or death through 1) legislative changes to the Criminal Vehicular Homicide and Criminal Vehicular Operation statutes to specifically include “use of an electronic device while driving,” and 2) supporting an increase in the severity levels for Criminal Vehicular Homicide and Criminal Vehicular Operation within the Minnesota Sentencing Guidelines Grid.	

Strategy 4: Support the Advancement of Technology Improvements to Reduce Inattentive Driving



Safe System Approach Elements Addressed:
Safe Road Users

TACTIC	LEADERSHIP
4.1: Fund pilot program coupled with media outreach for the use of telematic monitoring systems to provide real-time feedback on inattentive and other high-risk driving behaviors to encourage mid-driving correction and crash prevention.	
4.2: Promote the use of cell phone settings and apps that limit incoming distractions while driving and provide real-time driver feedback on high-risk driving behavior.	

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

Key Tactic (see Appendix A for all tactics)
 Legislative Action

STAKEHOLDER LEADERSHIP (4E’S)

Engineering Emergency Services
 Enforcement Education