

MINNESOTA

2025-2029 STRATEGIC HIGHWAY SAFETY PLAN

JULY 2025

SOUTHWEST REGION REPORT



INTRODUCTION

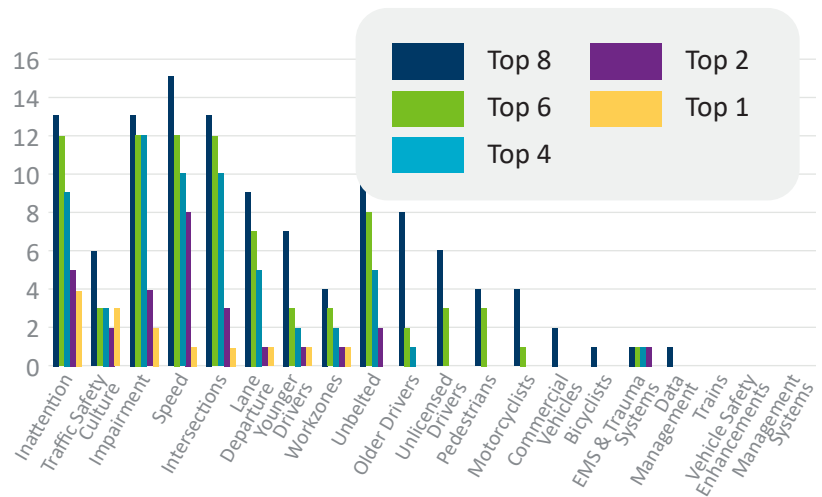
This regional report is part of Minnesota’s ongoing effort to advance roadway safety through the 2025–2029 Strategic Highway Safety Plan (SHSP). The SHSP is the state’s comprehensive, data-driven framework to reduce traffic-related deaths and serious injuries, and it serves as both a policy guide and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

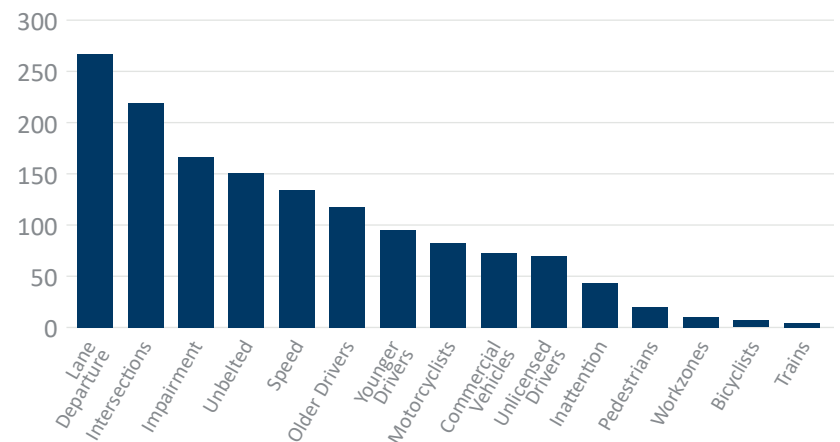
The SHSP sets a bold statewide target of reducing annual traffic fatalities to 225 or fewer by 2030, and achieving this goal requires localized action. This report presents key crash data for the Southwest Region, identifies contributing factors, and provides insights into where targeted interventions 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.

SOUTHWEST REGION PRIORITY FOCUS AREAS

The image below shows the results from an activity conducted at the 2024 Southwest Region TZD workshop. Participants were divided into groups and asked to identify the crash focus areas they felt were most important in the region. Inattentive Drivers was the top result in the activity, with four top one votes. The next three priorities were Traffic Safety Culture, Impaired Roadway Users, and Speed. 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 Southwest Region from 2018-2022. The top 5 focus areas according to the data are Lane Departure, Intersections, Impairment, Unbelted Occupants 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:

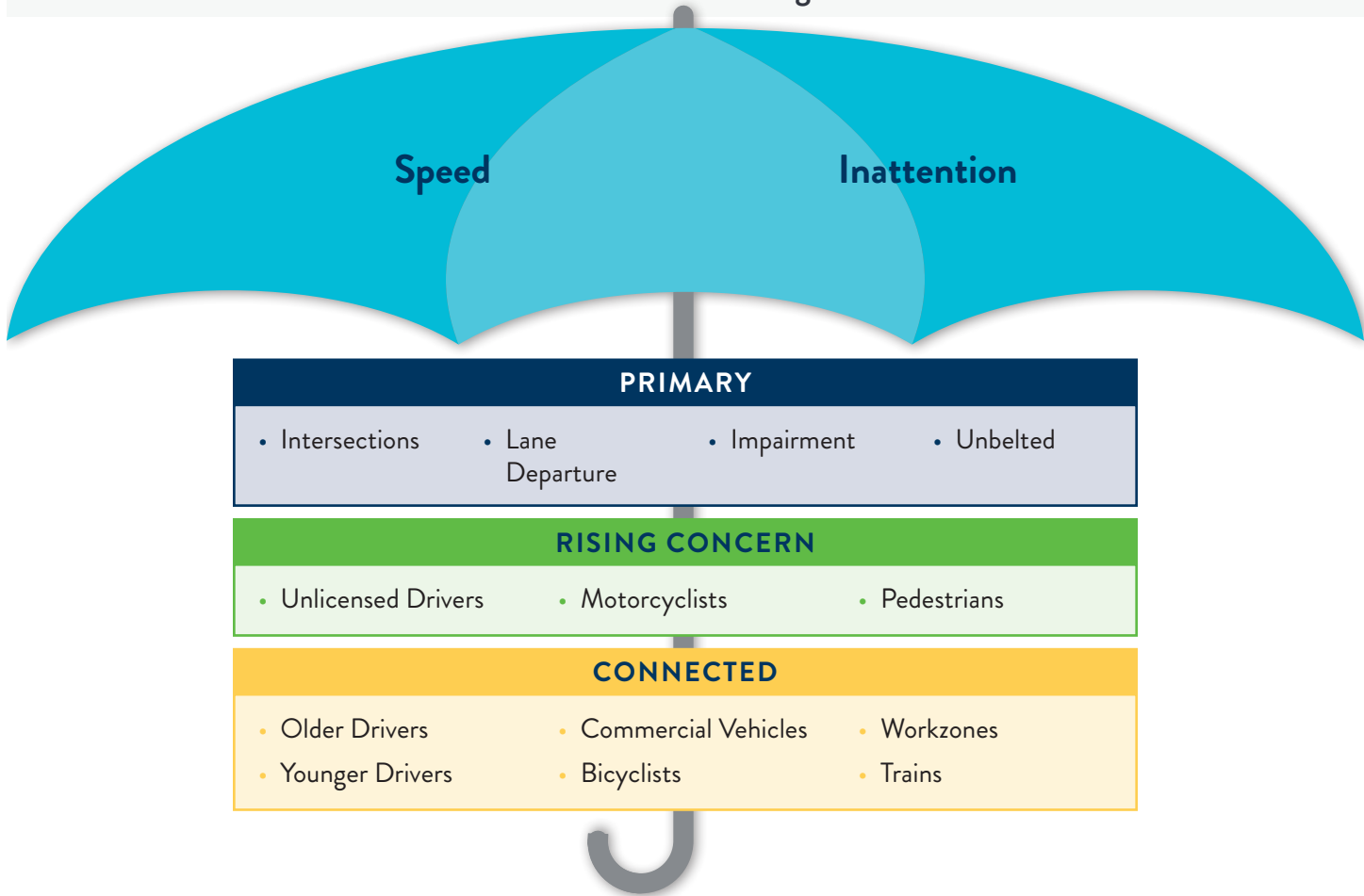
- **Quantitative analysis:** A strong association with fatal and serious injury crashes
- **Qualitative data:** Consistently and broadly cited as a top concern by stakeholders
- **Expert opinion:** Considered by safety experts to be among the most important factors in crash occurrence

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.

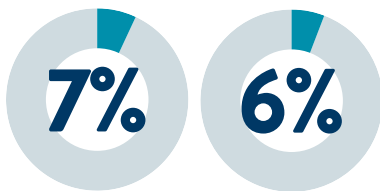
Focus Areas and Categories



REGIONAL SUMMARY

127 FATAL AND 388 SERIOUS INJURY CRASHES

OCURRED IN THE SOUTHWEST REGION FROM 2018 TO 2022



This represents 7% of statewide fatal crashes and 6% of statewide serious injury crashes for this period.

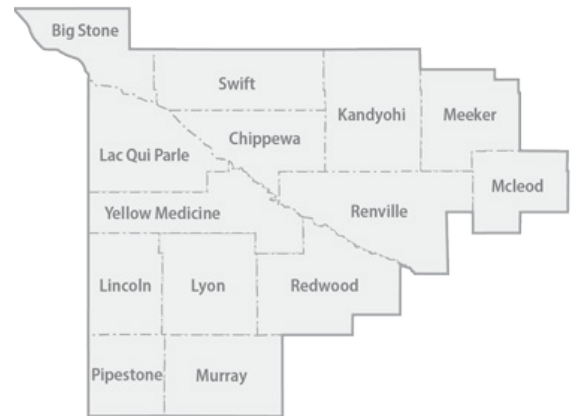


Figure 1. Southwest Region Fatal and Serious Injury Crashes by Year (2018-2022)

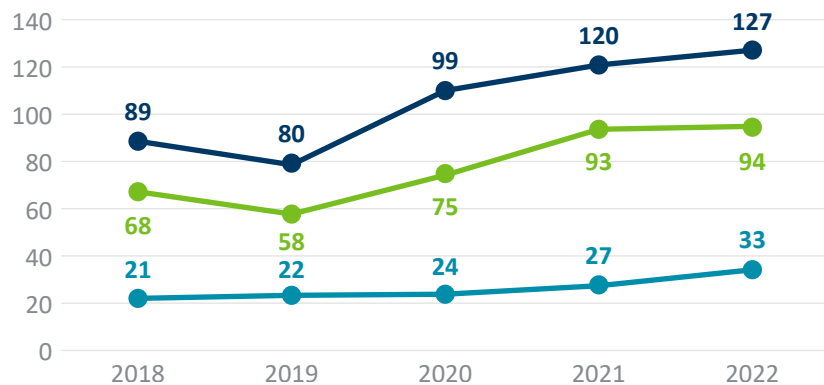
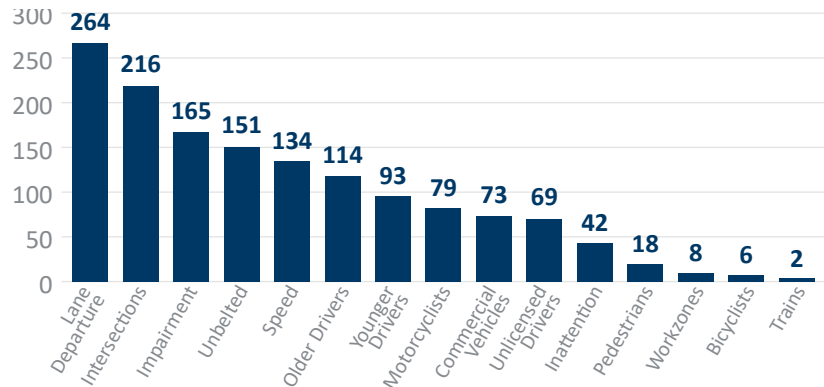
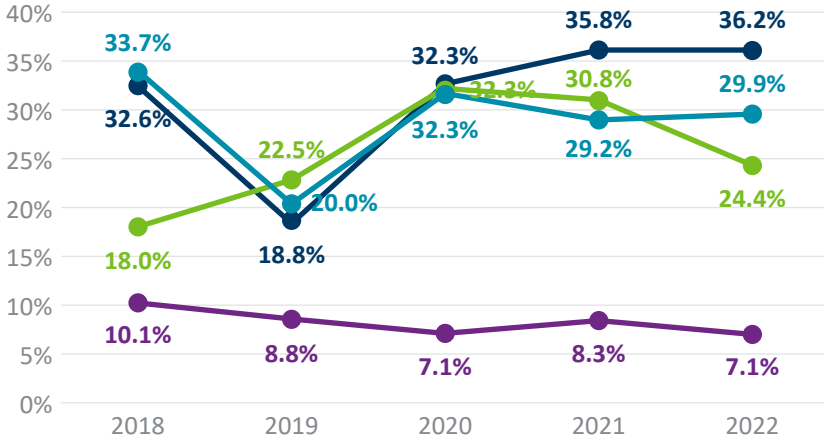


Figure 2. Southwest Region Fatal and Serious Injury Crashes by Focus Area (2018-2022)



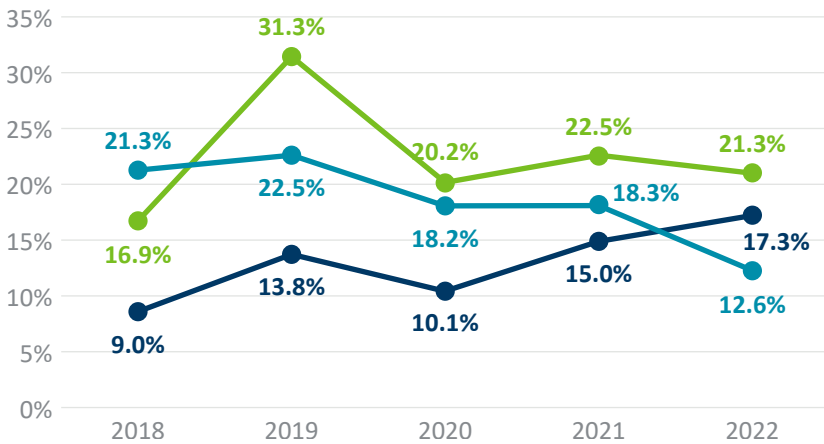
REGIONAL FOCUS AREA TRENDS

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



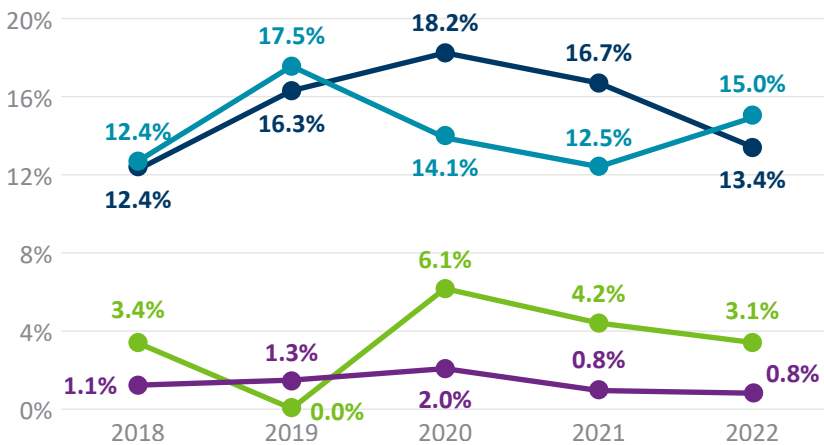
- Impairment
- Speed
- Unbelted
- Inattention

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



- Unlicensed Drivers
- Older Drivers
- Younger Drivers

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



- Motorcyclists
- Pedestrians
- Commercial Vehicles
- Bicyclists

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

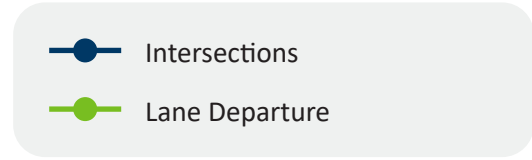
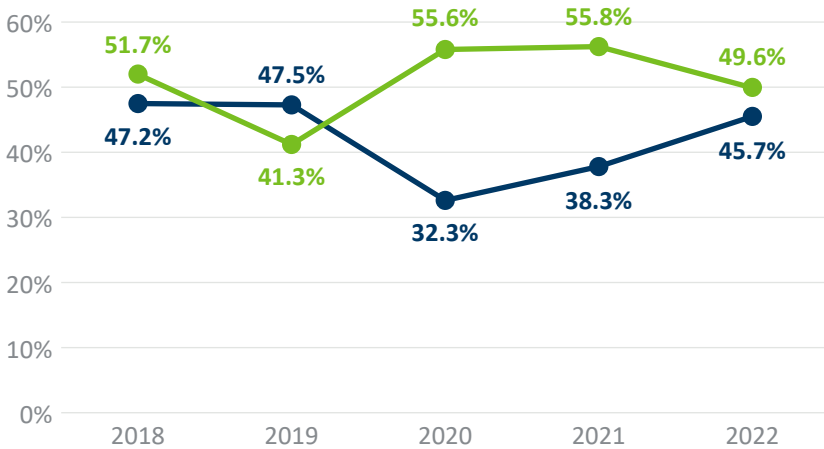


Figure 7. Southwest Region Annual Fatal and Serious Injury Crash Prevalence by Focus Area – Complex Environments (2018-2022)

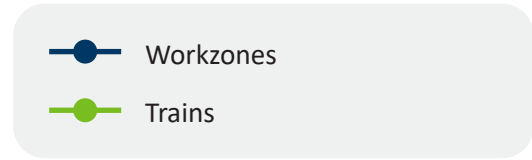
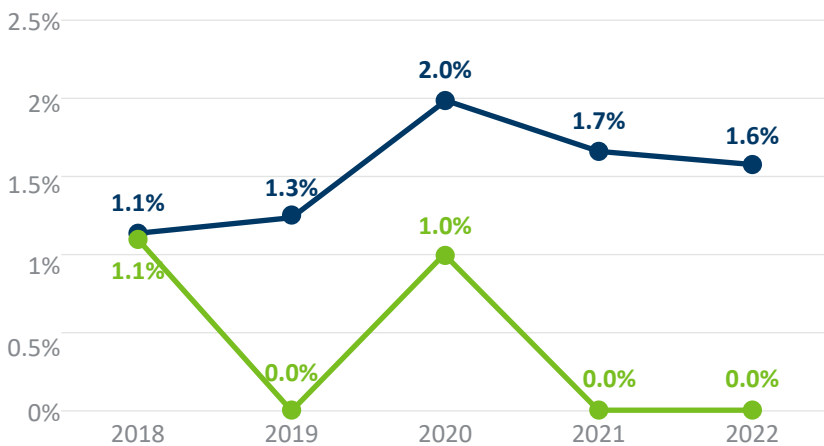
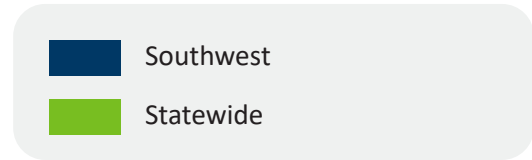
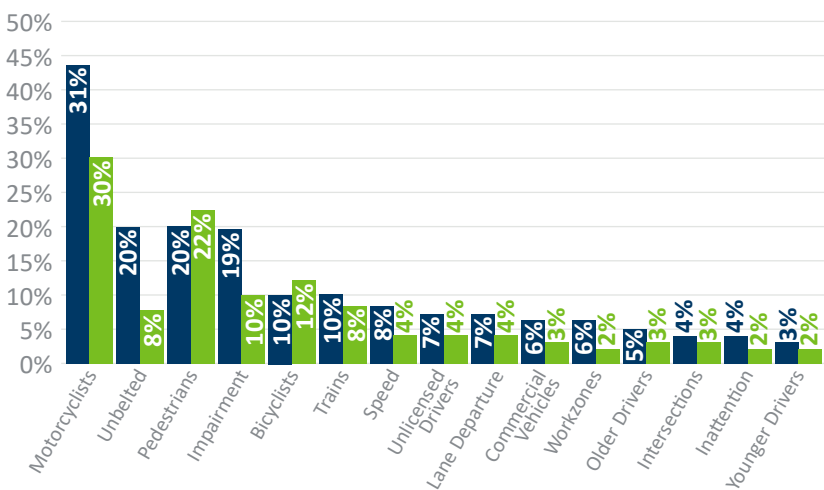


Figure 8. Southwest Region vs Statewide Fatal and Serious Injury Crash Proportion by Focus Area (2018-2022)



OTHER REGIONAL CRASH TRENDS

Figure 9. Southwest 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	0	0	2	5	3	0	5	6	1	3	1	3	29	5.6%
3:00 AM to 5:59 AM	1	2	1	5	6	2	2	4	3	3	2	3	34	6.6%
6:00 AM to 8:59 AM	2	2	6	3	9	7	3	5	5	7	5	7	61	11.8%
9:00 AM to 11:59 AM	2	2	2	5	7	2	8	5	3	6	7	4	53	10.3%
Noon to 2:59 PM	3	3	5	5	10	7	11	15	10	7	4	6	86	16.7%
3:00 PM to 5:59 PM	4	4	11	4	9	13	9	9	14	13	11	4	105	20.4%
6:00 PM to 8:59 PM	4	4	2	4	11	10	10	11	13	6	4	3	82	15.9%
9:00 PM to 11:59 PM	2	5	5	4	4	11	14	7	2	5	3	3	65	12.6%
Total	18	22	34	35	59	52	62	62	51	50	37	33	515	100.0%
	3.5%	4.3%	6.6%	6.8%	11.5%	10.1%	12.0%	12.0%	9.9%	9.7%	7.2%	6.4%		

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

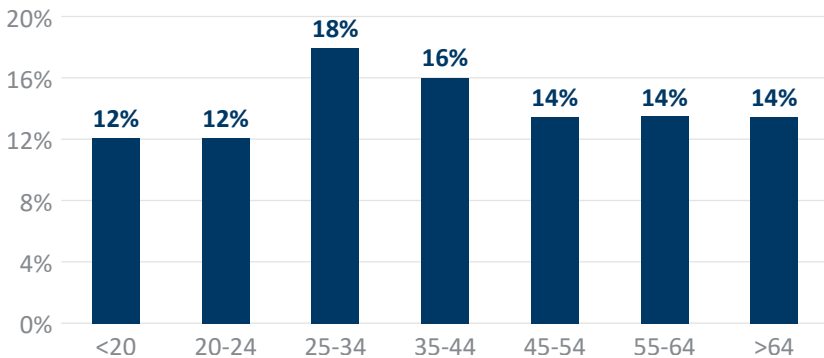


Figure 11. Southwest Region Fatal and Serious Injury Crashes by Age and Sex of Driver (2018-2022)

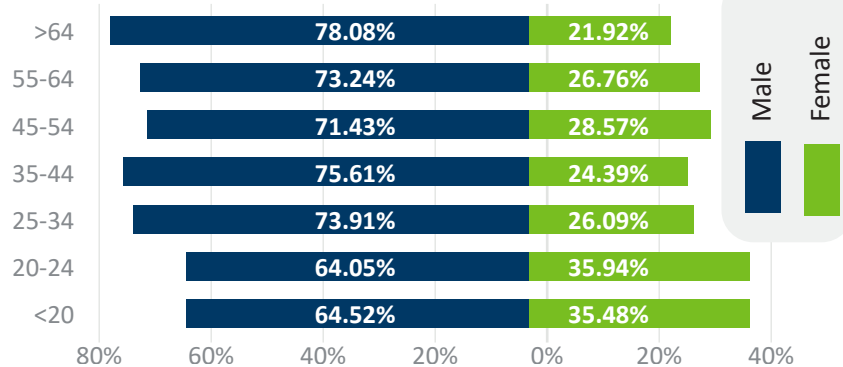
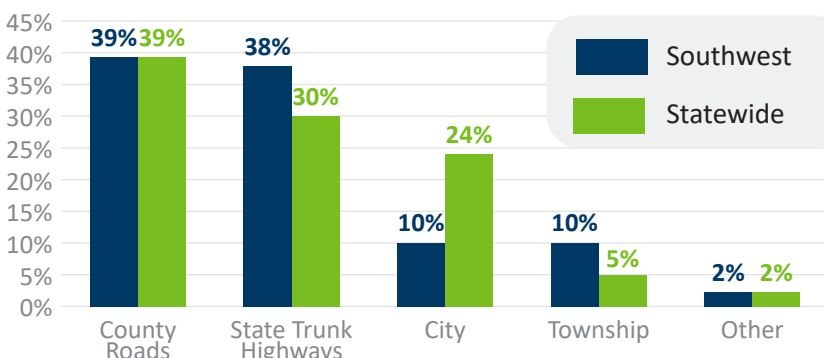


Figure 12. Southwest Region Crashes by Roadway Jurisdiction (2018-2022)



SOUTHWEST REGION PRIORITY FOCUS AREA STRATEGIES AND TACTICS

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

- Lane Departure
- Intersections
- Impairment
- Unbelted
- 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
HIGHWAY
SAFETY PLAN**

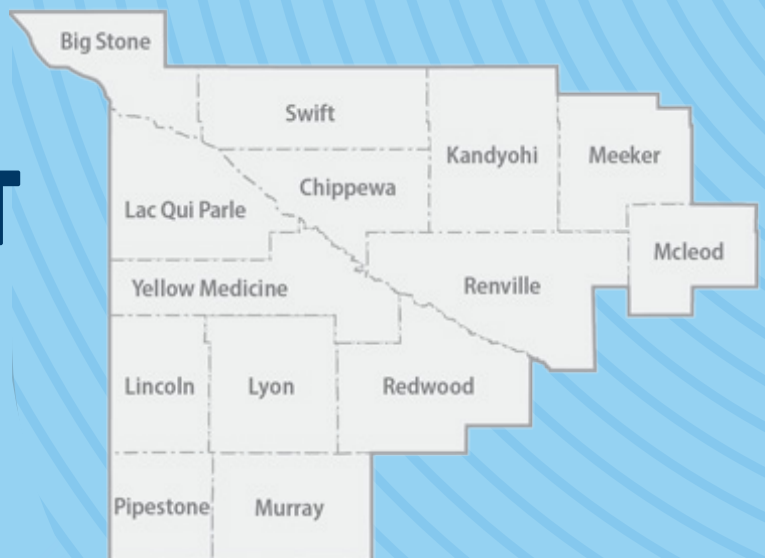
APPENDIX:

SOUTHWEST REGION

TOP 5 FOCUS AREA

STRATEGIES AND TACTICS

**SOUTHWEST
REGION
REPORT**



SOUTHWEST REGION PRIORITY FOCUS AREA STRATEGIES AND TACTICS

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>	

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>	

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
 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.	






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
 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.	 
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.	
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.	



Strategy 2: Incorporate Enhanced Safety Features at Intersections







Safe System Approach Elements Addressed:
Safe Roads

TACTIC	LEADERSHIP
 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.	
2.2: Improve and maintain intersection signing and pavement markings, especially at high-risk locations or locations with a history of severe crashes.	
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.	

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 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>	

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>	
<p> 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.</p>	
<p>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.</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: 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.	
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.	

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 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.	

UNBELTED

Strategy 1: Improve Data Quality to Strengthen Problem Identification of Unrestrained Occupants



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






TACTIC	LEADERSHIP
1.1: Conduct and communicate the findings of data-driven analysis on the increased injury severity of unbelted occupants in traffic crashes.	
1.2: Conduct and strengthen Minnesota Toward Zero Deaths Regional Observational Seat Belt Survey by using a consistent annual survey methodology to improve comparison and tracking of regional and state-wide results.	

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
 1.3: Expand the annual Minnesota Toward Zero Deaths Regional Observational Seat Belt Survey to include child safety seat use.	
1.4: Expand the existing Triennial Minnesota Student Survey to include traffic safety-related behaviors and opinions.	
 1.5: Adopt use of the National Digital Car Seat Check Form by Minnesota Child Passenger Safety Technicians for all state- and federally-funded activities to improve statewide data collection, tracking, and analysis.	

Strategy 2: Examine Allocation of Resources to Strengthen Seat Belt Use











Safe System Approach Elements Addressed:
Safe Road Users

TACTIC	LEADERSHIP
 2.1: Review funding and resource allocations for seat belt programs and child passenger safety programs to ensure the allotments for each are based on thorough problem identification and sound cost/benefit analysis.	

Strategy 3: Strengthen the Enforcement and Monitoring of Unrestrained Occupants and the Adjudication of Citations Issued



Safe System Approach Elements Addressed:
Safe Road Users

TACTIC	LEADERSHIP
3.1: Conduct and monitor enhanced high-visibility statewide seat belt enforcement events supported by paid and earned media with emphasis on locations and timeframes demonstrating greater risk of unrestrained vehicle occupants.	 
 3.2: Identify alternative funding sources to increase support for localized seat belt enforcement saturations addressing areas and timeframes demonstrating low belt use.	 
 3.3: Conduct judicial outreach and education to promote the consistent adjudication of seat belt and child passenger seat citations.	 

Strategy 4: Strengthen Public Outreach and Training to Increase Seat Belt and Child Restraint Use



Safe System Approach Elements Addressed:
Safe Road Users

TACTIC	LEADERSHIP
 4.1: Utilize a single statewide seat belt use and enforcement message during national Click It or Ticket campaigns, balanced with sustained localized social norming messaging addressing higher-risk populations within areas and timeframes demonstrating low belt use.	 

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
4.2: Evaluate media strategies to ensure sufficient frequency and reach among target audiences to increase the probability of behavior change.	
4.3: Apply best practice models of effective school and community-based outreach methods that target teen drivers and incorporate results in teen-focused Toward Zero Deaths events and materials.	
 4.4: Expand messaging within the medical community and schools to increase public understanding of the risk of increased injury severity for failure to wear seat belts or to properly restrain children.	 
4.5: Require public agencies to align with best practices for employer traffic safety policies, including seat belt use, and to communicate employee expectations and consequences for non-compliance.	
4.6: Increase funding for car seats and for training families, caregivers, and childcare professionals on the proper use of child safety restraints.	






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.	

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: 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.	

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.	

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 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.	

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.	

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: 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.	

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