



MINNESOTA

TOWARD **ZERO** DEATHS

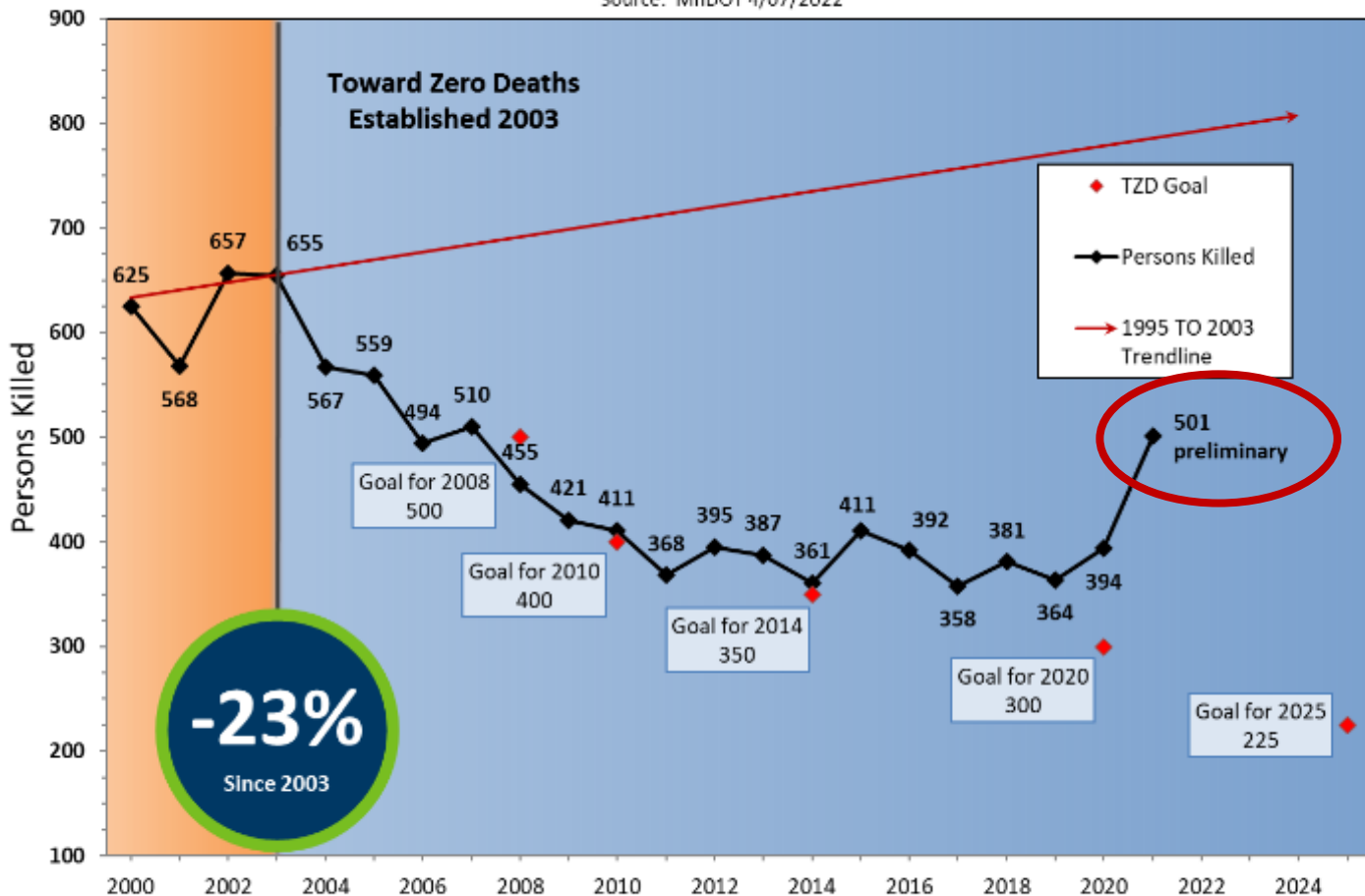
# West Central Region Data Overview

*April 19, 2022*

[minnesotatzd.org](http://minnesotatzd.org)

# Minnesota Roadway Fatalities

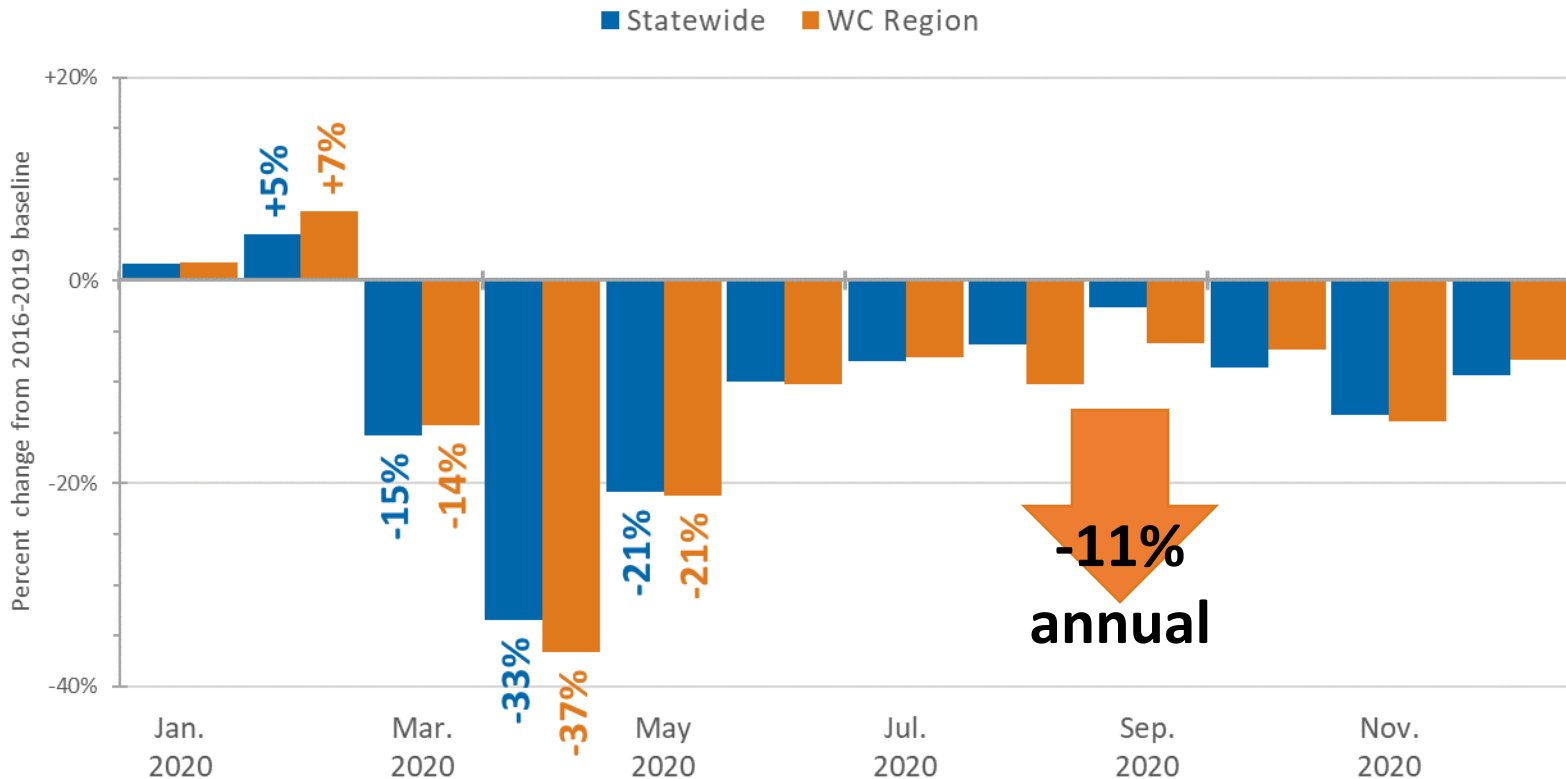
Source: MnDOT 4/07/2022



**TOWARD  
ZERO  
DEATHS**

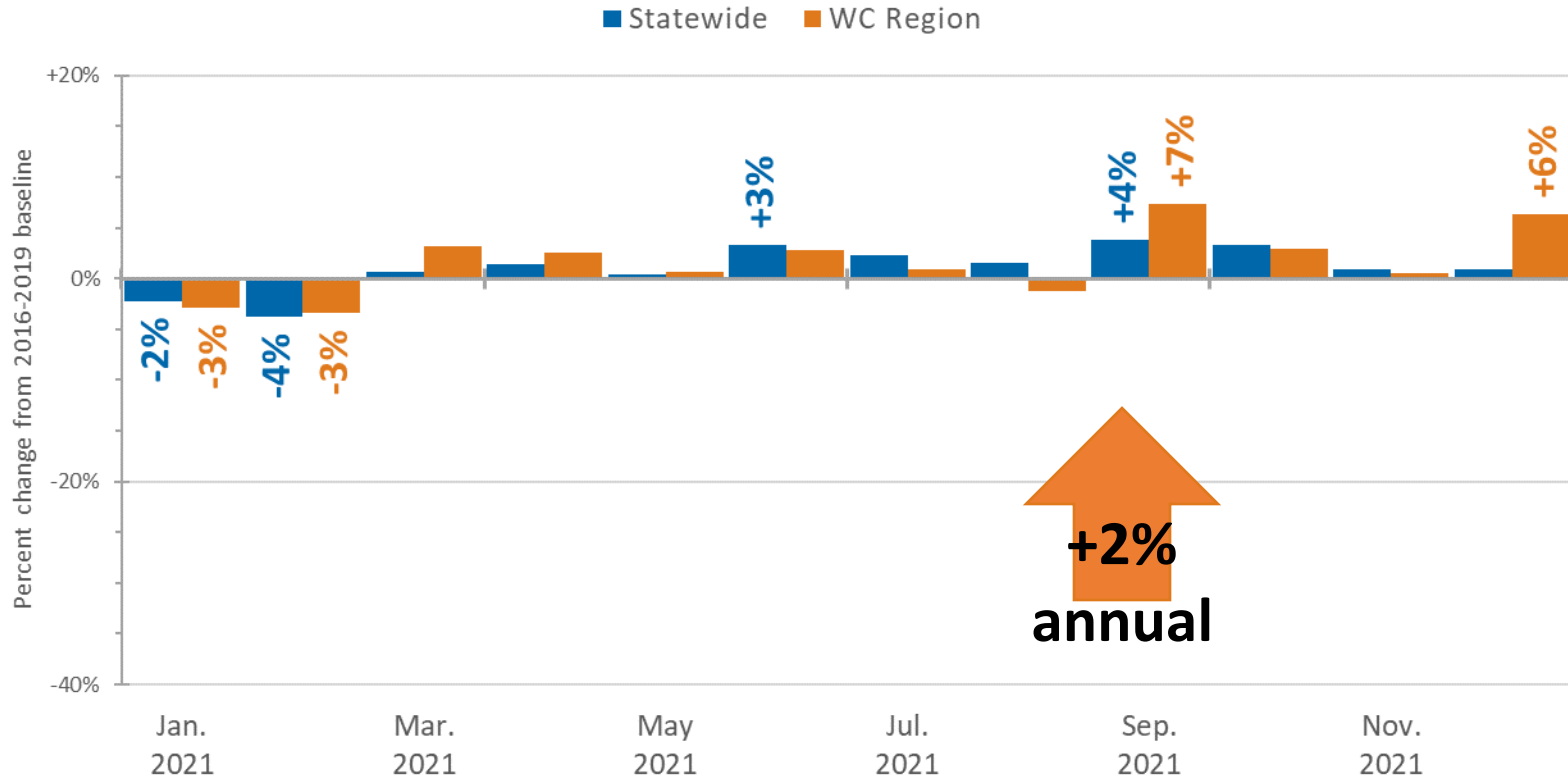
# 2020 Traffic Volumes: massive drop in vehicles

## Monthly Average Vehicle Traffic Volumes



# 2021 Traffic Volumes: returning to baseline

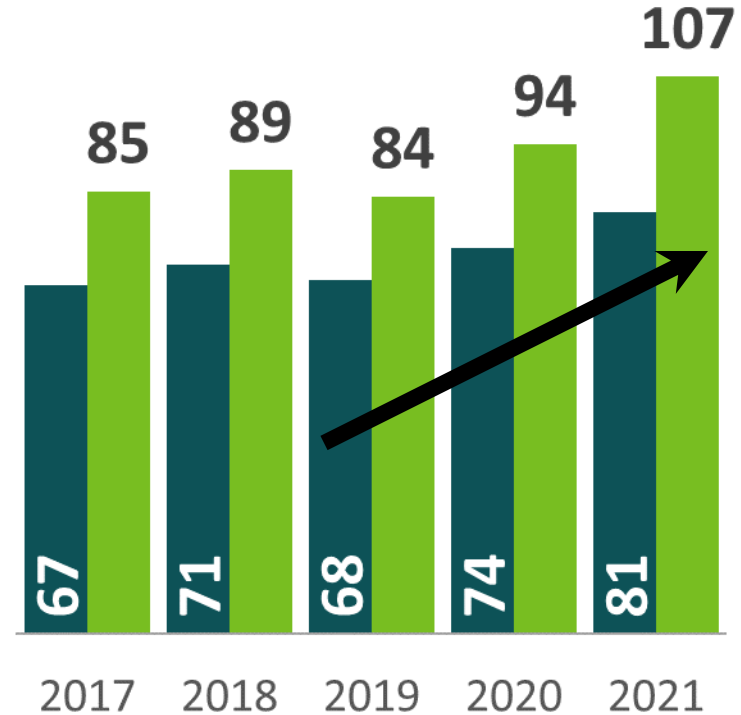
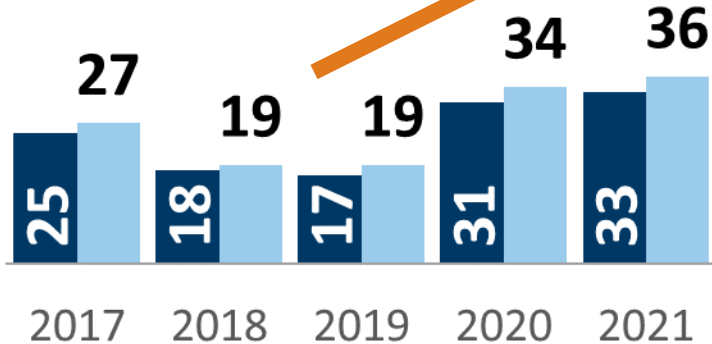
## Monthly Average Vehicle Traffic Volumes



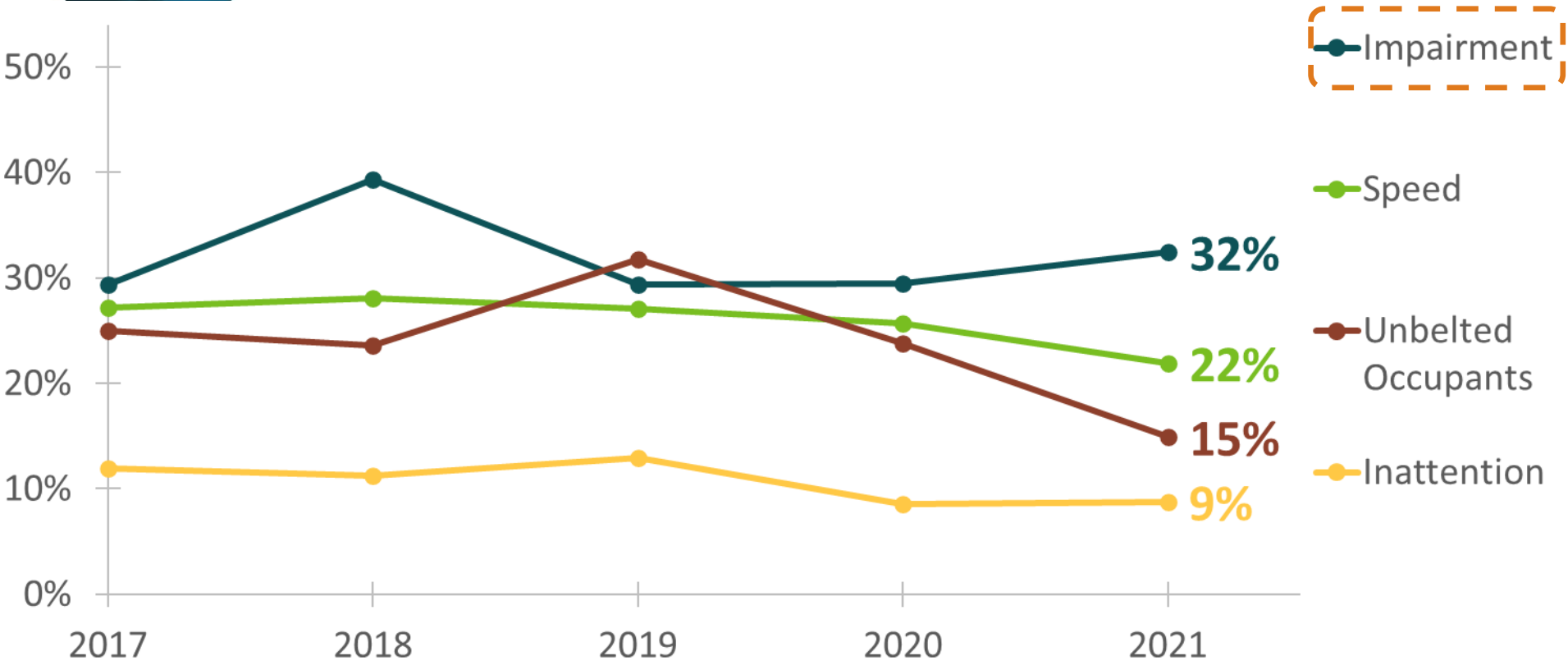
# Regional Fatal and Serious Injury Crash Trends

■ K crashes   ■ Fatalities

■ A crashes   ■ Serious injuries

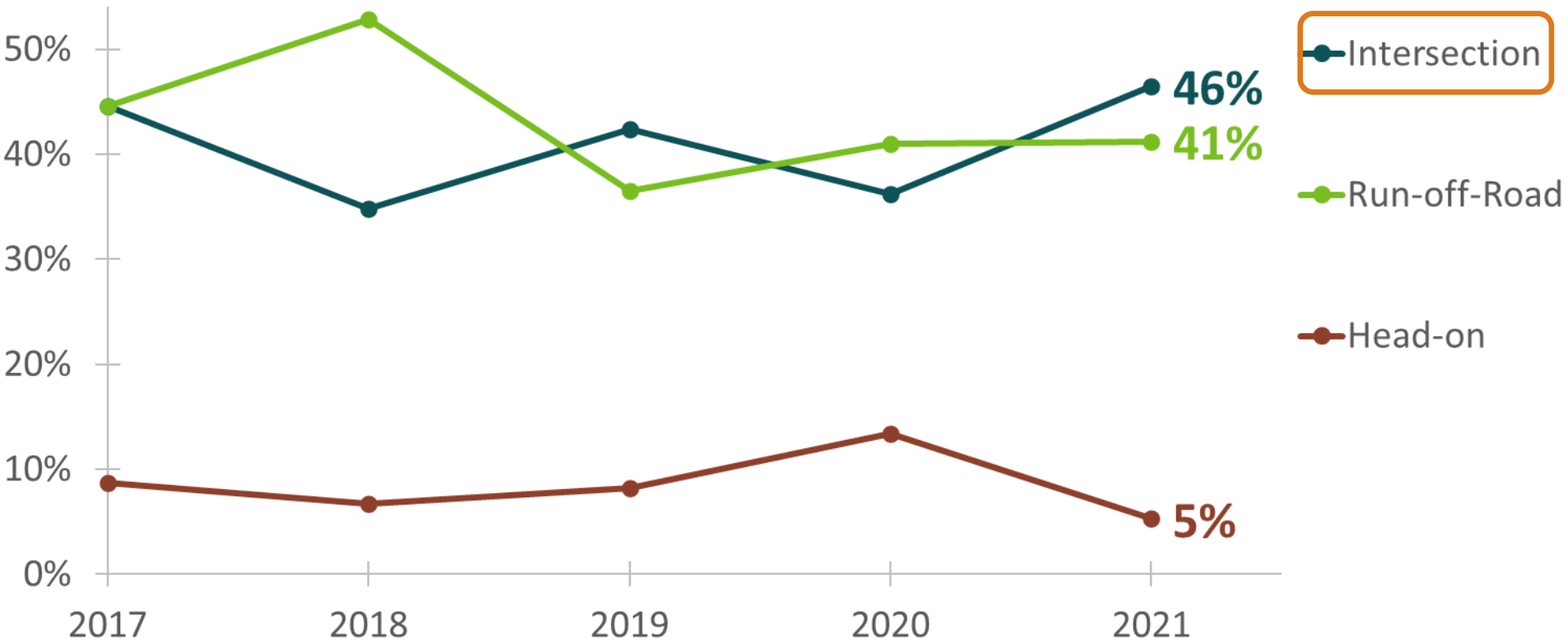


# 2021 Regional Crash Trends: behaviors



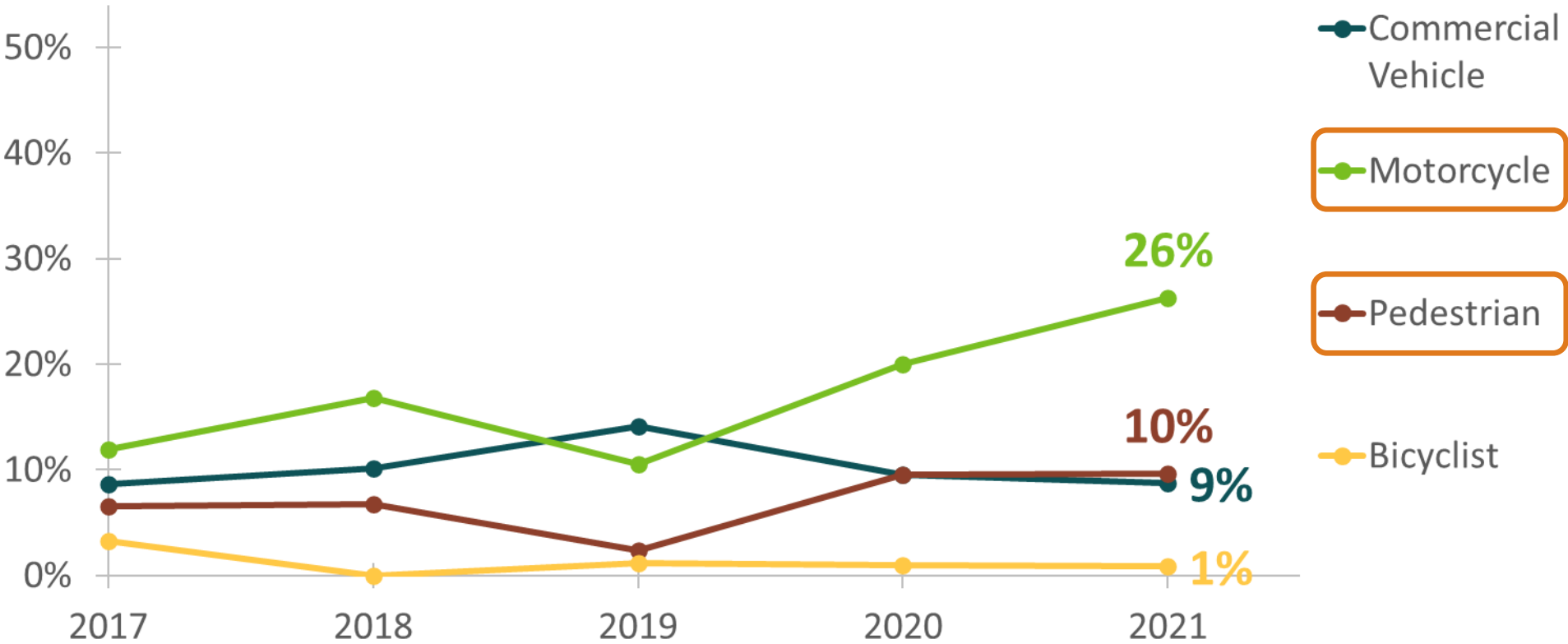


## 2021 Regional Crash Trends: roadways



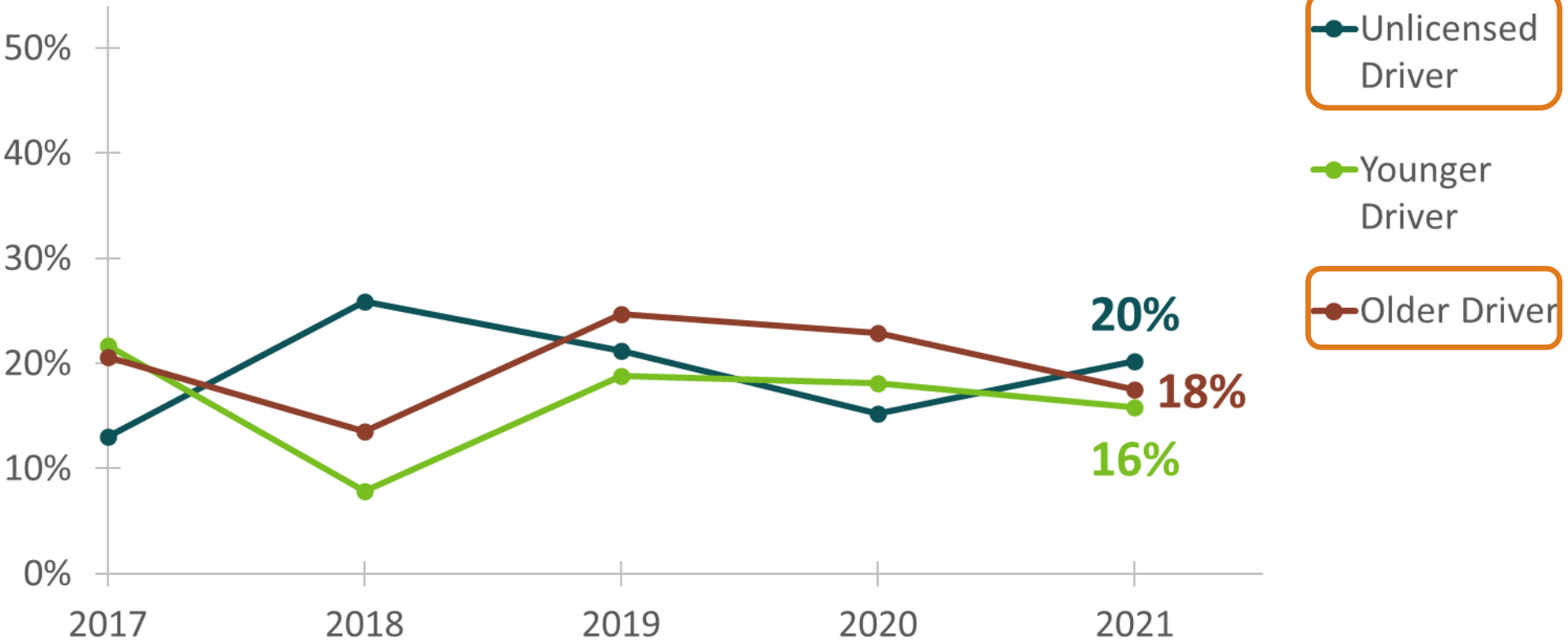


## 2021 Regional Crash Trends: modes



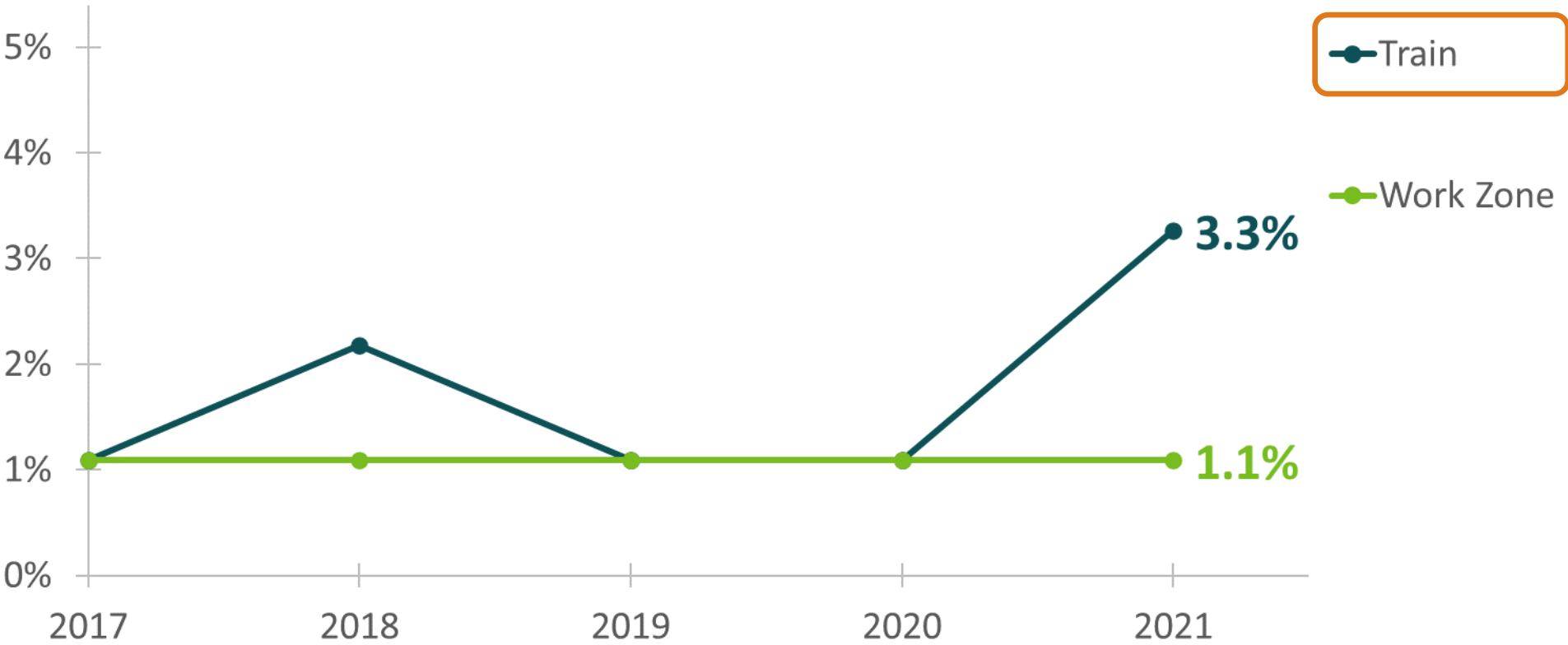


# 2021 Regional Crash Trends: drivers

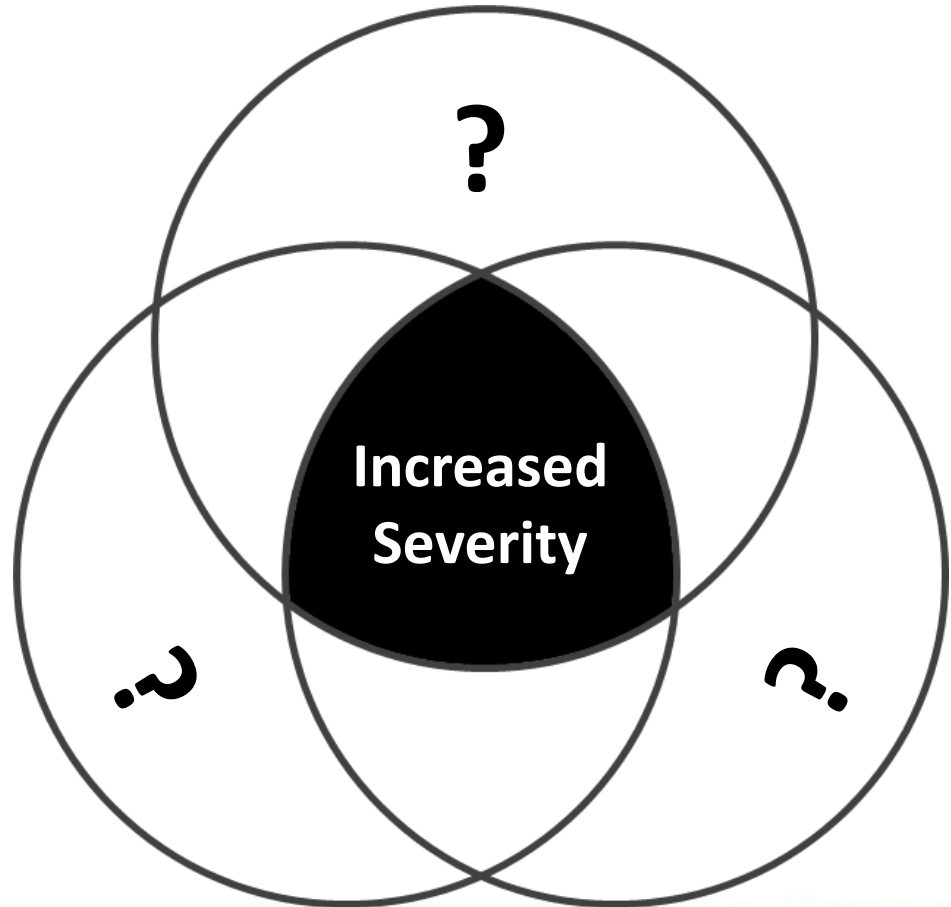




# 2021 Regional Crash Trends: complex sites

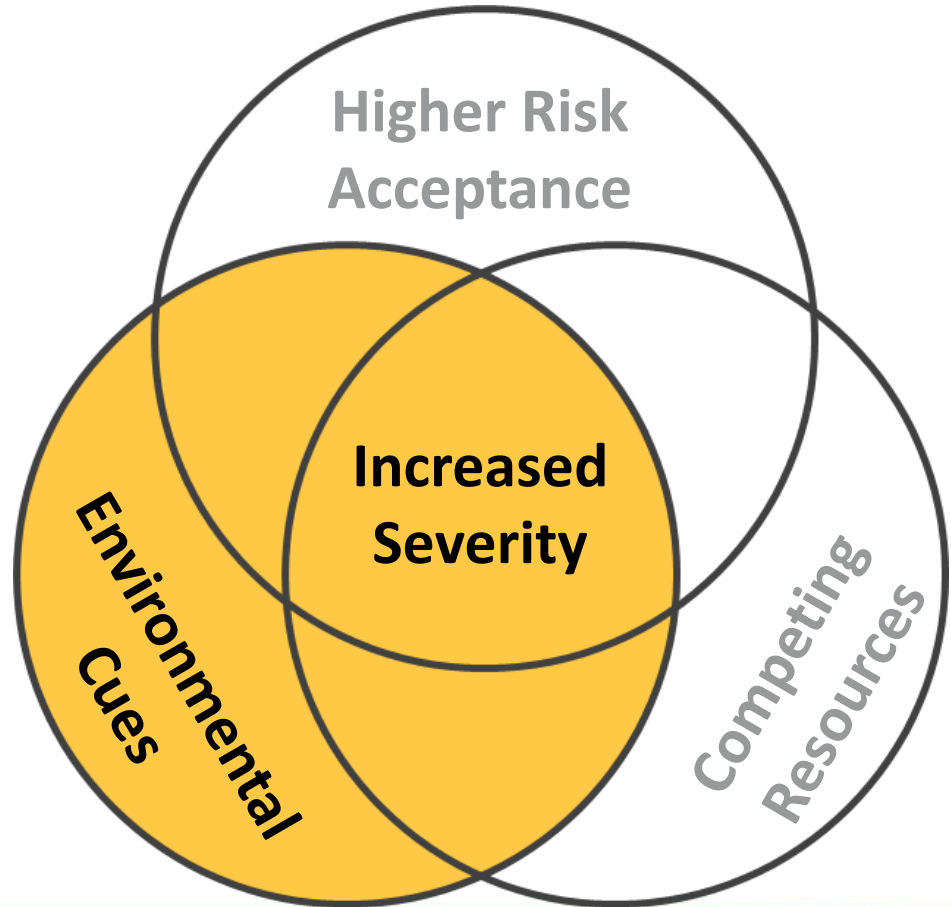


# 2020/2021 Themes



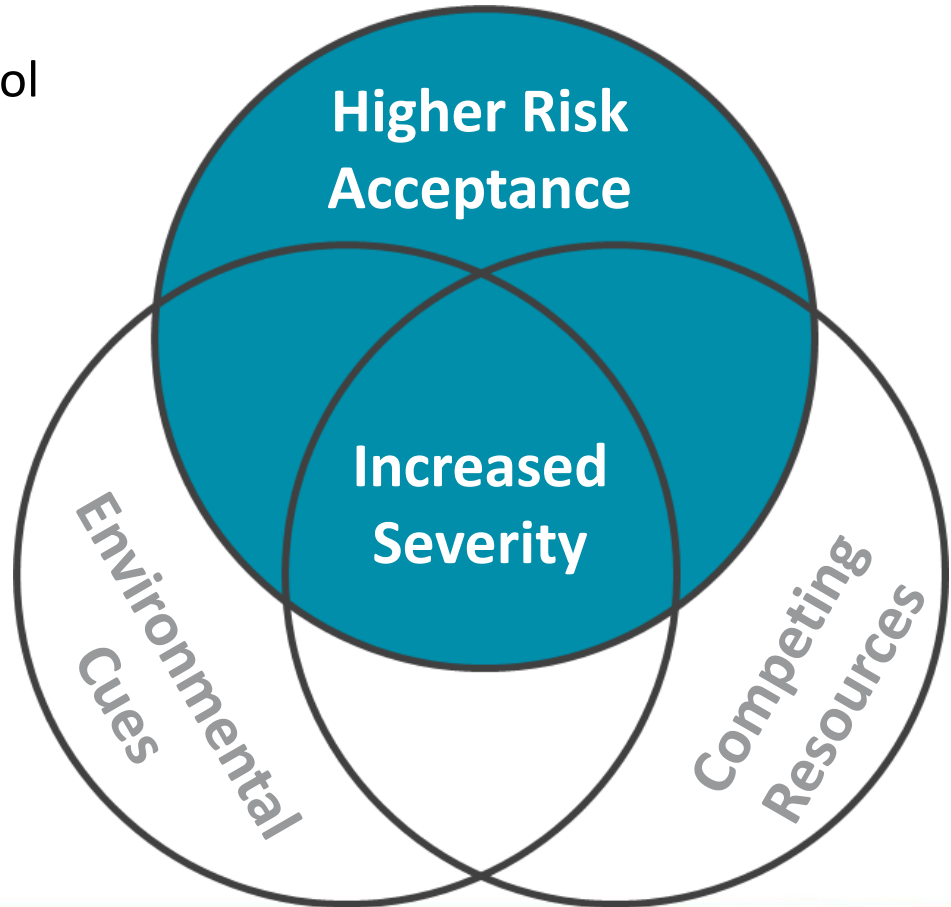
## Perceptions: environmental cues

- Other driver behavior
- Following-distance
- Perceived risk of citation



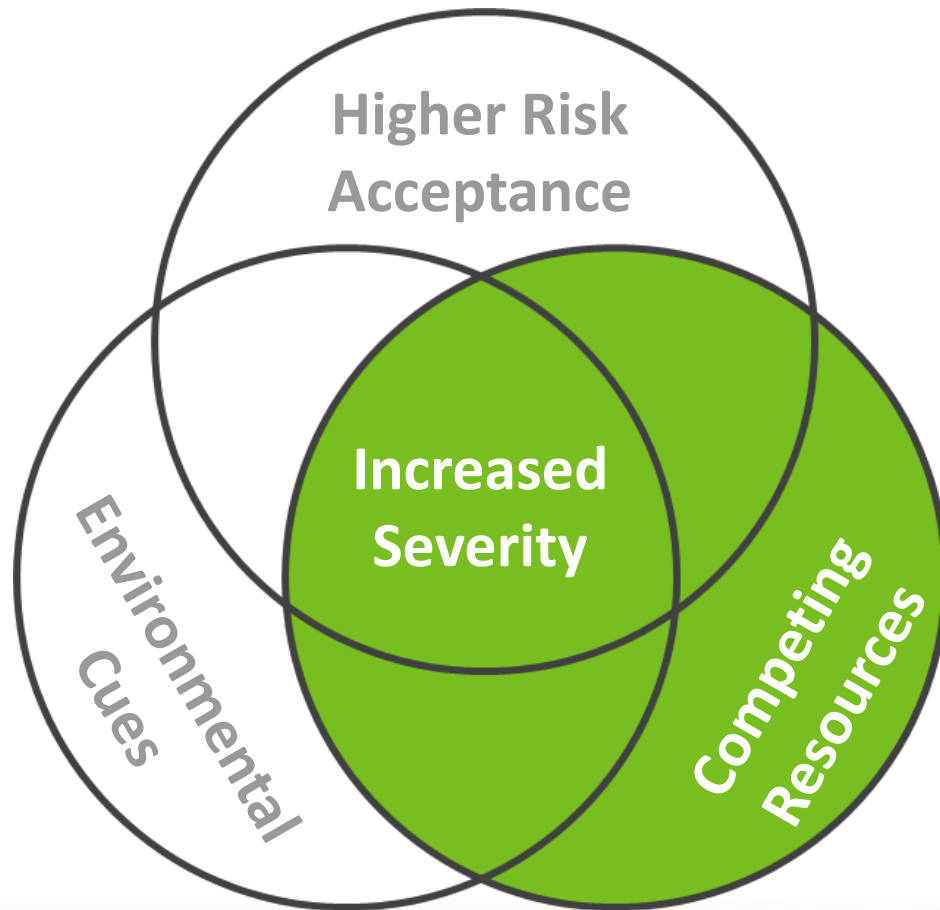
# Personal Agency: risk acceptance

- More perceived control in traffic behavior
- Isolation from social groups/norms
- Boredom/monotony



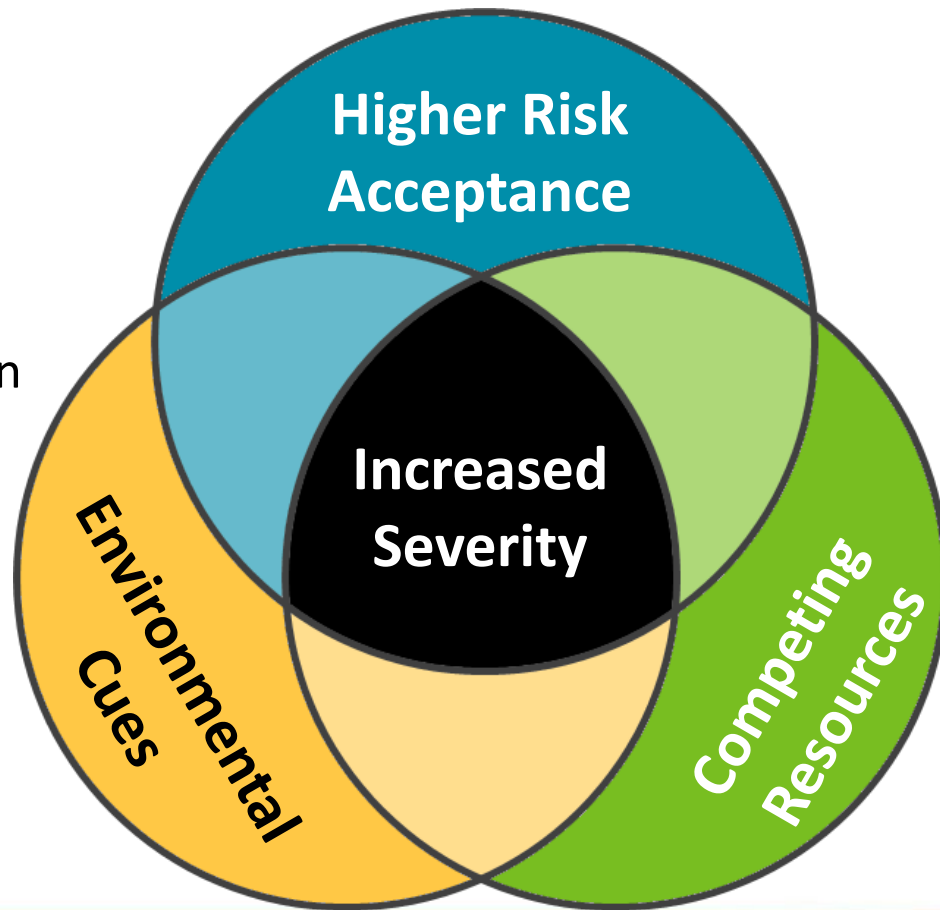
## External Constraints: resources

- Public health and safety redeployments
- Finite attention of public for messaging
- Priorities vary across agencies/regions



# Is there hope? YES!!

- Traffic Safety Culture
- Community level engagement
- Federal Transportation Funding Bill
- Safe System



# Strategic Highway Safety Plan (SHSP)

[www.mndot.gov/trafficeng/safety/shsp/index.html](http://www.mndot.gov/trafficeng/safety/shsp/index.html)

