



The 2025–2029 Strategic Highway Safety Plan

Northwest Minnesota Toward Zero Deaths Regional Workshop

April 23, 2024

Introductions



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What is the Strategic Highway Safety Plan (SHSP)?

What is the SHSP?

The Minnesota **Strategic Highway Safety Plan** (SHSP)

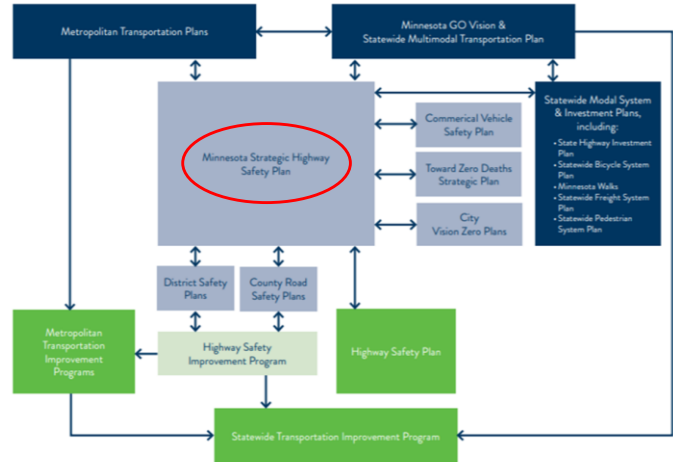
- Sets statewide direction to reduce traffic *fatalities and serious injuries* for all roadway users
- Recognizes that a single crash can have multiple contributing factors
- Promotes partnerships to positively impact safety
- Is informed by data *and* input from traffic safety professionals and advocates from many disciplines
- Is required by federal law and updated every 5 years



What is the SHSP?

The Minnesota Strategic Highway Safety Plan (SHSP)

- Federally required – but not just a checkbox for Minnesota
- Sets spending priorities for HSIP and HSP
- Relevant for all traffic safety partners: *state, county, local*
- Helps feed traffic safety elements of other plans



What is the SHSP?

What's inside the current SHSP?

- Crash Data and Trends
- Engagement Results
- Focus Areas
- Priorities
- Action-Oriented Strategies to Reduce Crashes

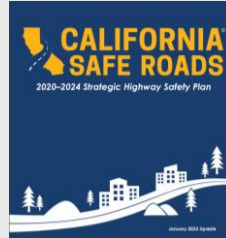
ACTION ORIENTED STRATEGIES: CORE FOCUS AREAS

IMPAIRED ROADWAY USERS	
TIMEFRAME	TACTIC
STRATEGY 1	INCREASE PUBLIC AWARENESS TO REDUCE IMPAIRED DRIVING
ON-GOING	T1.1 Increase public awareness of the dangers of impaired driving through media campaigns targeting issues and high-risk driver groups. Use crash data analysis and market research to identify high-risk driver groups. Use full range of print, digital, broadcast and electronic material distribution methods for public awareness purposes.
ON-GOING	T1.2 Tailor messaging to emphasize personal responsibility so all drivers know that even a little impairment can be dangerous.
ON-GOING	T1.3 Include evidence-based information about the effects of drugs other than alcohol on driver impairment. Improve data collection and analysis for impaired driving offenses related to drugs other than alcohol.
YEARS 1-2	T1.4 Develop a uniform public complaint reporting form for use in a "See Something, Say Something" initiative to identify suspected habitually impaired drivers and to identify alcohol retailers that serve underage persons.
STRATEGY 2	SUPPORT COMMUNITY-BASED INITIATIVES TO KEEP IMPAIRED DRIVERS OFF THE ROAD
ON-GOING	T2.1 Promote expansion and use of safe ride home options.
YEARS 1-2	T2.2 Implement best practice models of privately-sponsored public transit safe ride programs.
YEARS 1-2	T2.3 Develop a template for community-based Place of Last Drink data collection and analysis. ✓
YEARS 1-2	T2.4 Identify and implement successful approaches to partnering with alcohol retailers and servers to prevent over-serving and to reduce alcohol sales to underage persons. Increase community-based efforts to prevent alcohol consumption by underage persons.
YEARS 1-2	T2.5 Expand availability of Responsible Beverage Server Training to all counties. ✓
YEARS 3-5	T2.6 Identify and pilot test best practice models of effective, cost efficient alcohol retailer-based safe ride home programs.

What is the SHSP?

What's new in the 2025-2029 SHSP?

- Includes a review of best practices around the country
- Incorporates the Safe System Approach
- Elevates equity and the needs of vulnerable populations
- Embraces positive social norming and behavior change
- Includes customized reports for regions around the state



SHSP Combines Crash Data and Stakeholder Input



Advisory Council on Traffic Safety (TZD Leadership Team)



TZD Conferences and Regional Workshops (2023 & 2024)



Meetings with MPOs, Cities, Counties, ATPs, Etc.



Equity-Focused Outreach Meetings



Vulnerable Road User Safety Assessment



Online Public Engagement (Surveys, Etc.)

Elevating Equity in the 2025-2029 SHSP

MnDOT's Equity Commitment

MnDOT is committed to creating an equitable transportation system.

Transportation equity means the benefits and burdens of transportation systems, services and spending are fair and just, which historically has not been the case. Transportation equity requires ensuring underserved communities, especially Black, Indigenous and People of Color, share in the power of decision making.

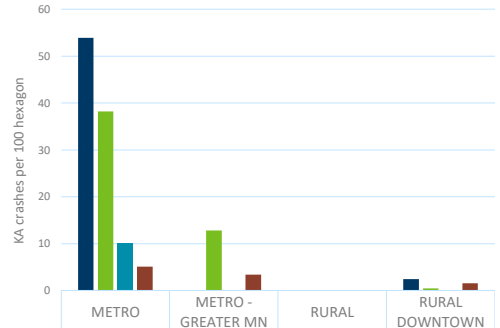
Crashes by Demographic Inputs: BIPOC Communities + Low Income



Areas with high poverty rates have **3.9 times** as many fatal and injury pedestrian crashes per square mile as high income/low poverty areas.



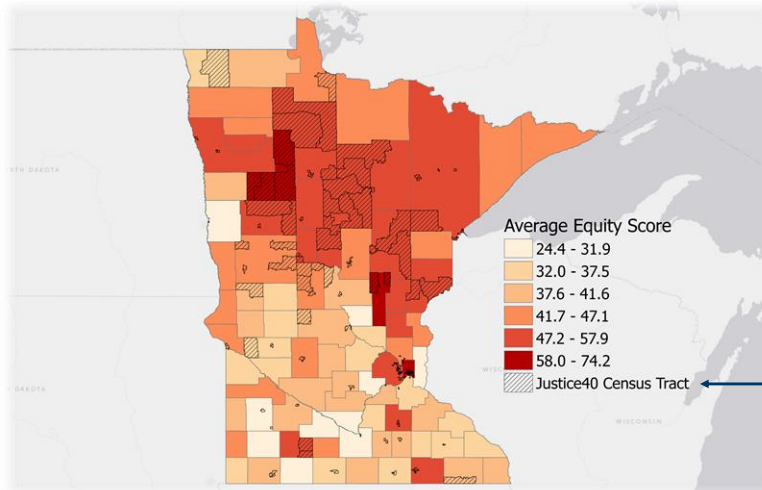
Areas where a majority of residents are Black, Indigenous, and People of Color have almost **9 times** as many fatal and injury pedestrian crashes per square mile as majority white areas.



	METRO	METRO - GREATER MN	RURAL	RURAL DOWNTOWN
■ At least 40% low income - At least 50% POC	53.89		0.02	2.44
■ At least 40% low income - Less than 50% POC	38.19	12.84	0.01	0.44
■ Less than 40% low income - At least 50% POC	10.00		0.00	
■ Less than 40% low income - Less than 50% POC	5.08	3.41	0.02	1.56

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Crash Data Analysis - Equity



Justice40 Census Tracts are federally recognized as disadvantaged communities and include all Federally Recognized Tribes (regardless of land ownership)



Traffic Safety Focus Areas

Focus Areas

Minnesota's traffic safety focus areas are
crash types
or
**factors that contribute to
crashes**

Focus Areas

Inattentive drivers

Drivers who are not focusing on the task of driving because of distractions, such as talking on the phone or texting.



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Focus Areas

Impaired roadway users

Persons using the road who are under the influence of alcohol, illicit drugs or prescription drugs.



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Focus Areas

Unbelted vehicle occupants

Drivers or passengers who are not restrained in the appropriate fashion based on age or weight.



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Focus Areas

Unlicensed drivers

Drivers who are without a license or with a license that has been suspended, revoked, expired, or canceled.



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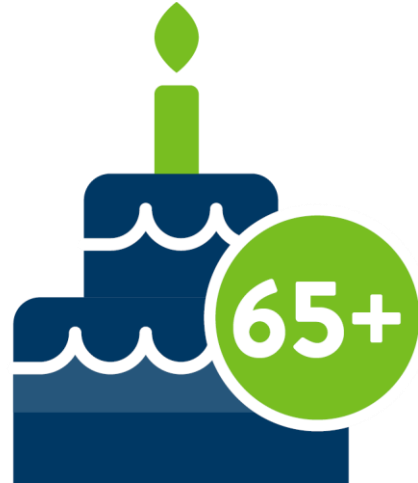
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Focus Areas

Older drivers

Drivers who are over 64 years of age. The number of older drivers will continue to increase as the “baby boom” generation ages and continues to drive.



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Focus Areas

Younger drivers

Drivers who are under 21 years of age. Newly licensed drivers with less than a year’s experience are particularly vulnerable to crashes. A lack of driving experience and a tendency toward risk taking also contribute to crashes involving younger drivers.



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Focus Areas

Speed

Drivers who are driving aggressively, over the posted speed limit or too fast for conditions. The probability of death or serious injury grows with higher speed at impact.



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Focus Areas

Pedestrians

All persons walking, exiting from vehicles or operating a mobility assistance device (e.g., wheel chair) on public roadways who are struck by a motor vehicle.



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Focus Areas

Bicyclists

All persons riding a bicycle on a street, trail, bike lane or sidewalk who are struck by a motor vehicle.



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Focus Areas

Motorcyclists

Drivers and passengers on motorcycles.



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Focus Areas

Commercial vehicles

Vehicles weighing over 10,000 pounds, including any commercial vehicle or bus.



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Focus Areas

Trains

Motor vehicle crashes involving trains.



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Focus Areas

Intersections

Crashes that occur where two or more roadways intersect.



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Focus Areas

Lane departure

Crashes that involve vehicles leaving their original lane of travel. This includes **run-off-the-road** and **head-on** crashes.



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Focus Areas

Work zones

Crashes occurring in, or related to, a roadway work zone.



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Focus Areas

Traffic safety education & awareness

Traffic safety culture can be defined as the values, beliefs, frames, norms and attitudes shared by a group of people that influence individual decisions regarding driving behaviors and safety interventions.



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Focus Areas

EMS & trauma systems

All response and emergency treatment systems involved in caring for victims of traffic crashes.



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Focus Areas

Vehicle safety enhancements

Vehicles features that can be added or optimized to provide increased safety for vehicle occupants. These may include airbags, stability control or lane departure alert as well as emerging connected and automated vehicle technology.



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Focus Areas

Data management

Fundamental data and systems used to evaluate traffic safety. This includes crash, vehicle, driver, roadway, citation/adjudication, and injury surveillance data.



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Focus Areas

Management systems

Management systems encompass the policies, processes and management approaches that integrate engineering, education, enforcement, emergency services and other disciplines and organizations.



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Focus Areas

Traffic Safety Culture

This is an overarching focus area, fostering a culture of traffic safety in Minnesota supports all focus areas.

Traffic safety culture is the shared belief system of a group of people that influences their choice of behavior and actions that affect traffic safety.



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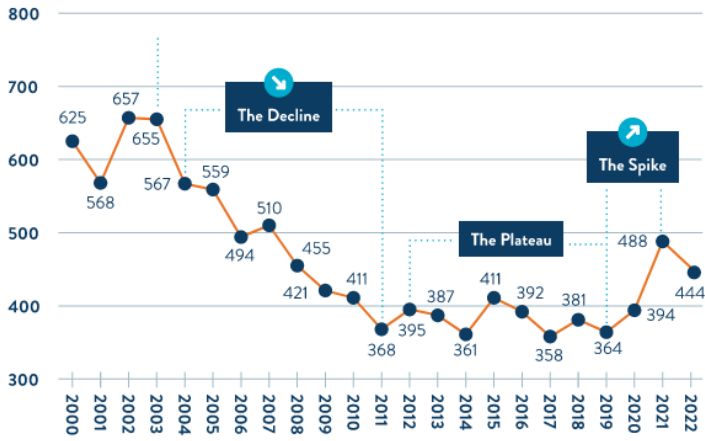
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Crash Data Overview

Crash Trends

Minnesota Traffic Deaths: 2000-2022



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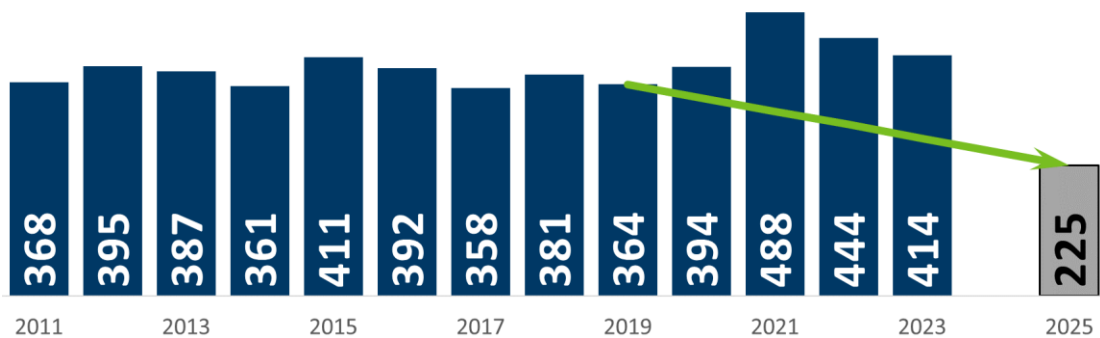
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Statewide Progress Toward SHSP Goal

2023 crashes preliminary as of 03/25/2024

Minnesota Regional Progression to 225 in 2025



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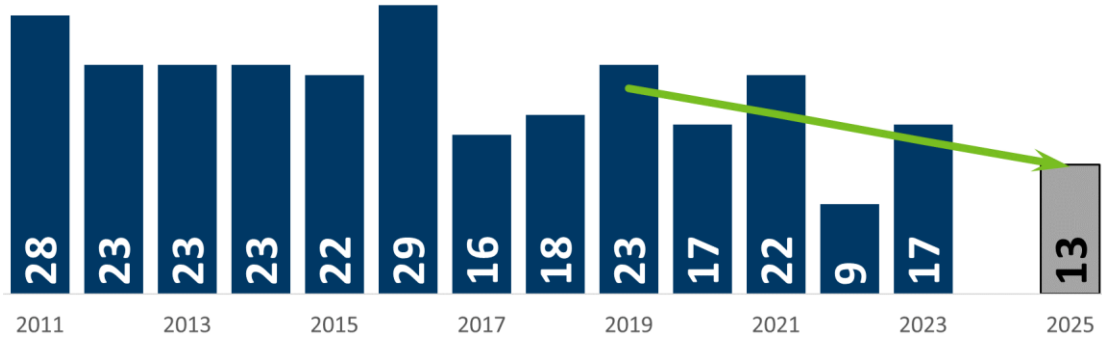
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Regional Progress Toward SHSP Goal

2023 crashes preliminary as of 03/25/2024

Northwest Regional Progression to 225 in 2025



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Statewide Crash Data – Focus Area Ranking

Fatal and Serious Injury Crashes = 8,188 over 5 years (2014-2018)

1	Intersections	47%	6	Motorcyclists	17%	12	Head-On	11%
2	Single Vehicle Run off the Road	31%	7	Unbelted Occupants	16%	13	Commercial Vehicles	9%
				Younger Drivers	16%			
3	Impairment	25%	9	Unlicensed Drivers	14%	14	Bicyclists	4%
4	Speed	20%	10	Inattention	13%	15	Work Zones	2%
5	Older Drivers	18%	11	Pedestrians	12%	16	Trains	0.4%

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Statewide Crash Data – Trends

Fatal and Serious Injury Crashes = **8,930** over 5 years (2018-2022 - Preliminary) – Up 9% over previous 5 years

1	Intersections	49%	6	Older Drivers	18%	11	Head-On	11%
2	Single Vehicle Run off the Road	32%	7	Motorcycles	17%	12	Commercial Vehicles	9%
3	Impairment	28%	8	Younger Drivers	16%	13	Inattention	8%
4	Speed	23%	9	Unbelted Occupants	15%	14	Bicyclists	4%
5	Unlicensed Drivers	20%	10	Pedestrians	12%	15	Work Zones	2%
						16	Trains	0.2%

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Q & A

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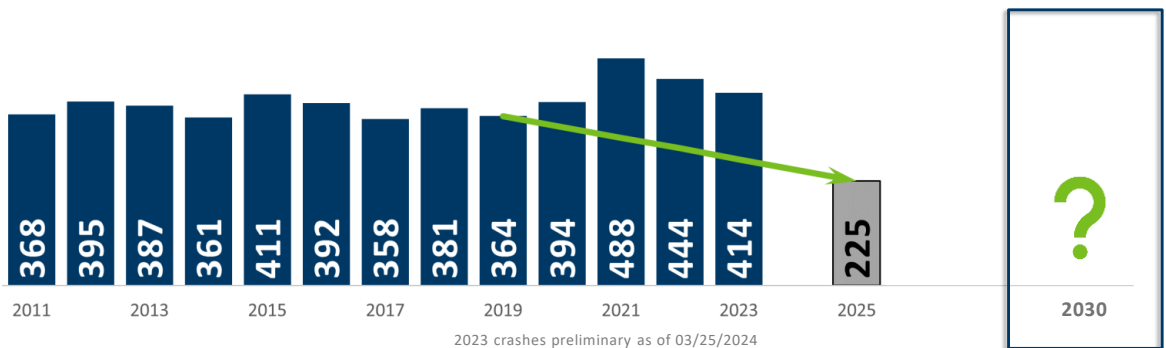
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2030 Traffic Safety Goal

What should the 2030 goal be for Statewide fatalities?

The ultimate goal is 0 fatalities. We can't get there right away and want a realistic yet aggressive benchmark for 2030.

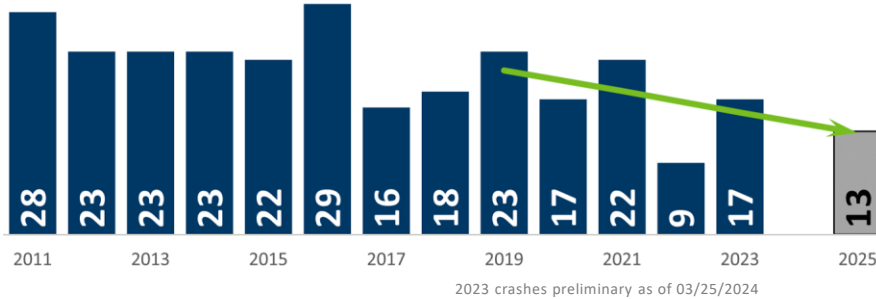
Minnesota Regional Progression to 225 in 2025



What should the 2030 goal be for fatalities in the Northwest Region?

The ultimate goal is 0 fatalities. We can't get there right away and want a realistic yet aggressive benchmark for 2030.

Northwest Regional Progression to 225 in 2025



2023 crashes preliminary as of 03/25/2024

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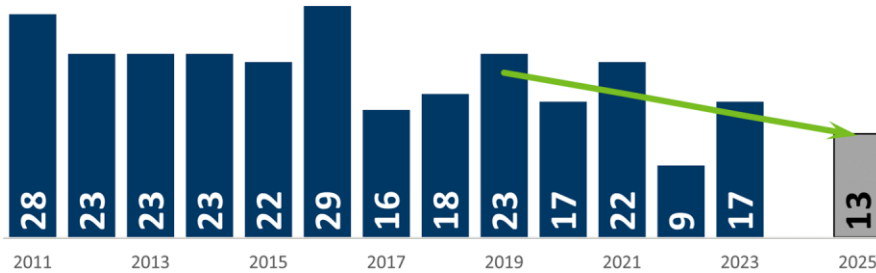
What should the 2030 goal be for fatalities Statewide and in the Northwest Region?

State



State

Region



Region

SHSP Activity: Focus Area Prioritization

Crazy 8's

- Let's Play Crazy 8's ... MnDOT's version!



Round 1: Identify your group's top 8 focus areas

- Inattentive drivers
- Impaired roadway users
- Unbelted vehicle occupants
- Unlicensed drivers
- Older drivers
- Younger drivers
- Speed
- Pedestrians
- Bicyclists
- Motorcyclists
- Commercial vehicles
- Trains
- Intersections
- Lane departure
- Work zones
- Traffic safety education & awareness
- EMS & trauma systems
- Vehicle safety enhancements
- Data management
- Management systems
- Traffic safety culture

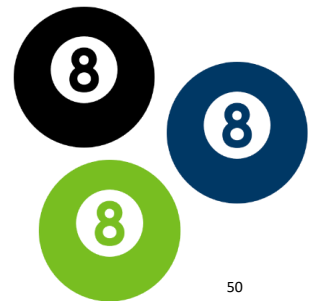
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Round 2: Narrow down to 6

- Of your top 8, which 2 are less important to focus on?
- Why?



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Round 1: Identify your group's top 8 focus areas

- Inattentive drivers
- Impaired roadway users
- Unbelted vehicle occupants
- Unlicensed drivers
- Older drivers
- Younger drivers
- Speed
- Pedestrians
- Bicyclists
- Motorcyclists
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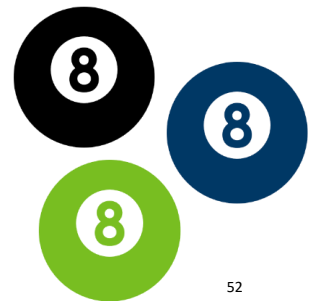
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Round 3: Narrow down to 4

- Of your top 6, which 2 are less important to focus on?
- Why?



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Round 1: Identify your group's top 8 focus areas

- Inattentive drivers
- Impaired roadway users
- Unbelted vehicle occupants
- Unlicensed drivers
- Older drivers
- Younger drivers
- Speed
- Pedestrians
- Bicyclists
- Motorcyclists
- Commercial vehicles
- Trains
- Intersections
- Lane departure
- Work zones
- Traffic safety education & awareness
- EMS & trauma systems
- Vehicle safety enhancements
- Data management
- Management systems
- Traffic safety culture

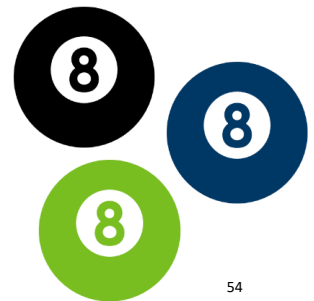
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Round 4: Narrow down to 2

- Of your top 4, which 2 are less important to focus on?
- Why?



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Round 1: Identify your group's top 8 focus areas

- Inattentive drivers
- Impaired roadway users
- Unbelted vehicle occupants
- Unlicensed drivers
- Older drivers
- Younger drivers
- Speed
- Pedestrians
- Bicyclists
- Motorcyclists
- Commercial vehicles
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- Traffic safety education & awareness
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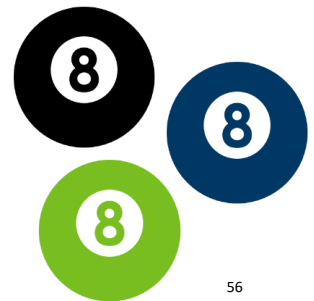
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Round 5: Narrow down to 1

- Of your top 2, which 1 is the most important?
- Why?



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Round 1: Identify your group's top 8 focus areas

- Inattentive drivers
- Impaired roadway users
- Unbelted vehicle occupants
- Unlicensed drivers
- Older drivers
- Younger drivers
- Speed
- Pedestrians
- Bicyclists
- Motorcyclists
- Commercial vehicles
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Crazy 8's Report Out



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Round 1: Identify your group's top 8 focus areas

- Inattentive drivers
- Impaired roadway users
- Unbelted vehicle occupants
- Unlicensed drivers
- Older drivers
- Younger drivers
- Speed
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SHSP Activity: Focus Area Strategy Review

Review Strategies from the 2020-2024 SHSP

Focus Area

Strategies & Tactics

INATTENTIVE DRIVERS	
TIMEFRAME	TACTIC
STRATEGY 1	IMPROVE EDUCATION AND AWARENESS ABOUT INATTENTIVE DRIVING
ON-GOING	T1.1 Increase education about inattentive driving and provide background data and statistics that highlight the dangers of inattentive driving. Educate on other distractions in addition to cell-phone use related to inattentive driving. Provide education to people of all ages (not just teen drivers).
ON-GOING	T1.2 Increase education on drowsy driving and provide background data and statistics on the dangers of drowsy driving. Describe in education materials the warning signs of drowsy driving and offer prevention tactics to avoid drowsy driving.
YEARS 1-2	T1.3 Increase funding to create and distribute messaging and resources for education on inattentive driving.
STRATEGY 2	PROVIDE MORE ENFORCEMENT AND LEGISLATIVE ACTIONS TO LOWER INATTENTIVE DRIVING RATES
YEARS 1-2	T2.1 Increase the use of enhanced high-visibility law enforcement presence to target distracted drivers. Evaluate funding levels and provide more funding for enforcement efforts if appropriate.
YEARS 1-2	T2.2 Encourage judges to reduce leniency in sentencing distracted driving offenders.
YEARS 1-2	T2.3 Support legislation that would update distracted driving penalties for crashes involving serious injury or death.
STRATEGY 3	SUPPORT THE ADVANCEMENT OF TECHNOLOGY IMPROVEMENTS AND ROAD DESIGN TO REDUCE THE IMPACT OF INATTENTIVE DRIVING
ON-GOING	T3.1 Encourage use of cell phone settings and apps that limit incoming distractions while driving. Encourage insurance companies to offer incentives for drivers to use these settings or apps.
ON-GOING	T3.2 Encourage the use of existing motor vehicle technology designed to reduce distracted driving crashes, such as lane departure warning alerts, forward collision warning alerts, and automatic braking.
YEARS 1-2	T3.3 Incorporate shoulder, edge line, and centerline rumble strips in road designs to alert drivers of lane-departing vehicles. Incorporate physical barriers into road designs to prevent collisions.
YEARS 3-5	T3.4 Support the transition to autonomous vehicles and other emerging motor vehicle technology to reduce human error, including in interactions with people walking, rolling, and bicycling.



= priority to work on over first year (2020)



= priority to work on over first five years (through 2024)

Mark each page up – what would you change?



Add a “Yes” sticker to strategies & tactics that should be included in the 2025-2029 SHSP



Add a “No” sticker to strategies & tactics that should not be included in the 2025-2029 SHSP (already complete, not useful, etc.)

Share your thoughts!



- Add your ideas for new strategies recommendations
- Edit strategies from the old plan
- Write why a strategy works or doesn't work



Thank You!

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