



Younger Drivers Toolkit for Local Agencies



TZD Quarterly Breakfast
July 13, 2016

Renae Kuehl - SRF Consulting Group
Cheri Marti - CH2M



MN Local Road Research Board

Mission: supporting and sharing the latest transportation research applications with the state's city and county engineers.



MN Local Road Research Board

Local Road Research Board (LRRB)

- Conducts Research

Research Implementation Committee (RIC)

- Implements Research



TAP Members

- Lon Aune, Marshall County
- Brad Estothen, MnDOT
- Katie Fleming, MnDOT
- Suzanne Hanrahan, Dakota Co.
- Kristine Hernandez, MnDOT
- Guy Kohlhofer, Dodge County
- James Kosluchar, City of Fridley
- Kristin Kammuehler, MnDOT
- Steve Kubista, Chippewa County
- Renae Kuehl, SRF
- Stephanie Malinoff, CTS
- Cheri Marti, CH2M
- Michael Marti, SRF
- Susie Palmer, MN DPS
- Mitch Rasmussen, MnDOT (Chair)
- Wayne Sandberg, Washington Co.
- Shirlee Sherkow, MnDOT
- Luane Tasa, MnDOT
- Mark Vizecky, MnDOT
- Rick West, Otter Tail County
- Tony Winiecki, Scott County

What is the Goal?

To provide Minnesota city and county safety engineering staff with a focused presentation to engage local communities to improve younger driver safety

- Understand the problem
- Understand the facts
- Resources to change behavior



How Will the Toolkit be Used?

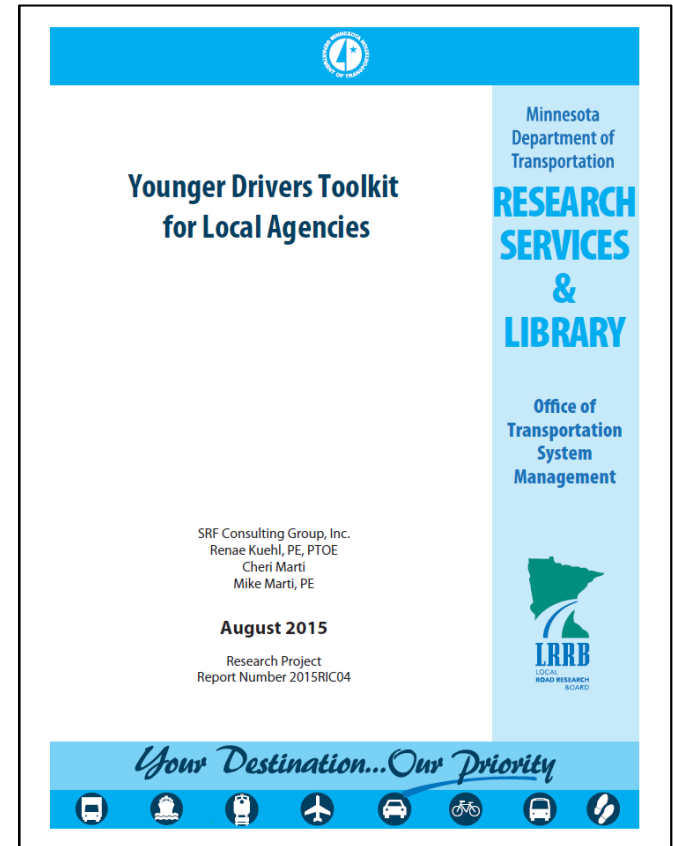
Provide materials and guidance to prepare a focused presentation to the community:

- Work with local TZD coordinator
- Use research and facts from the toolkit that are more relevant to the audience
- Select fact sheets for distribution
- Modify the Powerpoint as needed
- Invite younger drivers and TZD partners to participate

Toolkit Elements

Understanding Younger Driver Safety Challenges:

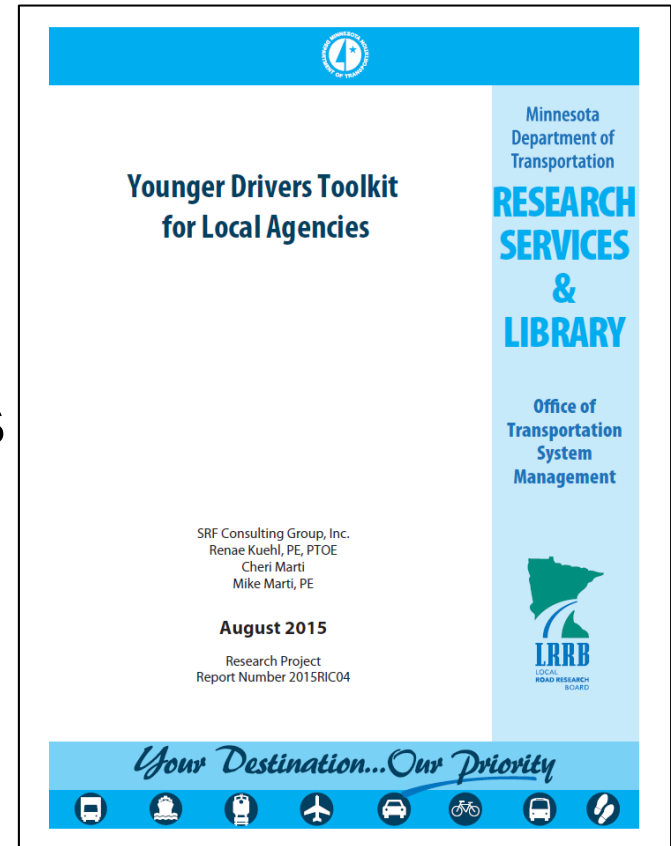
1. Importance of Younger Drivers' Behavior
2. Understanding Younger Drivers' Attitudes and Motivations
3. Minnesota Younger Driver Crash Fact Sheets



Toolkit Elements

Resources to Promote Behavior Change:

1. Strategies to Strengthen Younger Driver Safety
2. Public Service Announcement (PSA) Videos
3. Toward Zero Deaths (TZD) Partnerships
4. Younger Driver PowerPoint Presentation Template



Younger Driver Risk Factors

Teen Drivers

- Immaturity and developmental characteristics such as heightened impulsivity and sensation-seeking behavior
- A lack of driving skills and experience
- Exposure to higher risk driving environments (e.g., driving at night, driving with passengers)

Teens and 20–29 Year Old Drivers

- Greater willingness to engage in risk-taking behavior (e.g., distracted driving, speed and seatbelt non-use)
- Overestimation of their ability to multitask while driving

20 – 29 Year Old Drivers

- Drinking and Driving

Younger Driver Attitudes/Motivations

Unbelted Occupants

- Susceptible to social pressure to not buckle up
- Maintain an illusion of control to avoid a crash or injury in the event of a crash
- Poor comprehension and mistrust about the benefits of belt use
- Younger drivers are more inclined to wear a seat belt:
 - Promoting parental monitoring
 - Promoting employer sanctions
 - Utilize peer-to-peer persuasion and competition
 - Presence of law enforcement; increase perception of being stopped and ticketed

Younger Driver Attitudes/Motivations

Impaired Driving and Alcohol-Related

- Teen drivers less likely to drink and drive; however, when they do, risk of crash high, due to:
 - Greater likelihood to consume more alcohol over shorter periods, resulting in higher BACs
 - Drinking results in greater impairment and exacerbates lack of driving skills
- Younger drivers' exaggerated views of peers' drinking and driving
- Younger drivers are less inclined to drink and drive:
 - Correcting misperceptions of peers' attitudes/behaviors
 - Utilize peer-to-peer outreach and persuasion
 - Increase perception of being stopped and apprehended by law enforcement

Younger Driver Attitudes/Motivations

Speeding

- Drivers who routinely speed perceive posted speed limits as more of a minimum speed
- Factors influencing drivers to *increase* speed:
 - situational factors (e.g., being late),
 - social pressure
 - inattention
 - positive feelings about driving fast
- Factors influencing drivers to *decrease* speed:
 - speed ticket (consistent and sustained enforcement)
 - social pressure (peers, employers)
 - Critical/traumatic driving events experienced in the past

Younger Driver Attitudes/Motivations

Distracted Driving

- 30% of drivers 18 to 24-years old believe eyes off the road for 3-10 sec or > before driving impaired; > 50% believe phone, text, read e-mail makes no difference on driving
- Increased confidence to perform secondary tasks for longer periods than adults
- Younger drivers are less inclined to engage in distracted driving:
 - Promote placing phone out of reach, the use of Smartphone safe driving/monitoring/blocking technology
 - Promote parental monitoring/feedback
 - Peers speaking out; change social norms/expectations

Fact Sheets

Series of Five Younger Driver Fact Sheets:

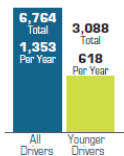
- All Younger Drivers
- Speeding
- Alcohol
- Distracted Driving
- Unbelted

Fact Sheets

Overview Younger Drivers: Fatal and Severe Injury Crashes

On Minnesota's roadways, there were 3,088 severe crashes (fatal and serious injury) involving younger drivers ages 15-29 over a five year period from 2009-2013, averaging 618 severe crashes per year. The crash data provided in this fact sheet is for younger drivers ages 15-29, unless otherwise noted. If there was a significant difference in data for the two age groups of 15-20 and 21-29, the data is shown separately. **46% of crashes each year involve younger drivers.**

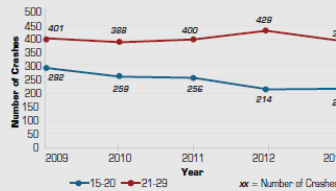
Severe Crashes Summary
(2009-2013)



Source: Minnesota severe crash (K+AI) data from 2009-2013, MN DPS

Crashes by Year

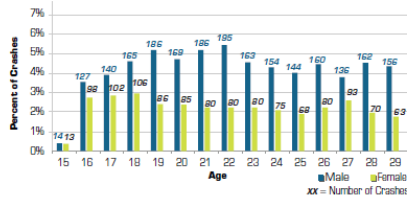
Younger driver severe crashes for ages 21-29 have remained consistent over the past five years, while crashes for ages 15-20 have decreased.



Crashes by Age and Gender

66%

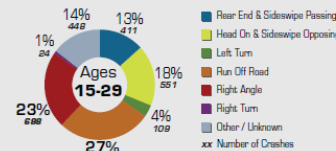
66% of younger drivers in severe crashes are male.



Crash Type

27%
23%

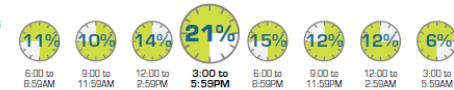
Run off road and right angle crashes are the most prevalent severe crash types for younger drivers, 27% and 23% respectively.



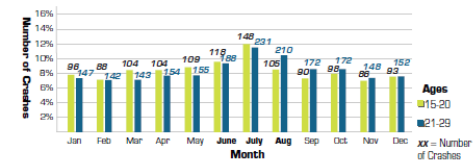
Time of Day and Month

21%

21% of severe crashes involving younger drivers occurred between the hours of 3:00 - 5:59PM.



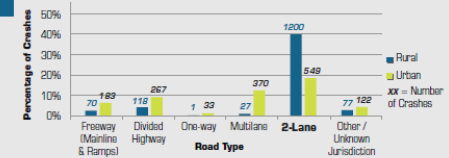
There was a slight increase in severe crashes involving younger drivers in the summer months, but overall, the crashes occur relatively evenly throughout the year.



Road Type

40%

40% of severe crashes involving younger drivers occur on rural 2-lane roadways.



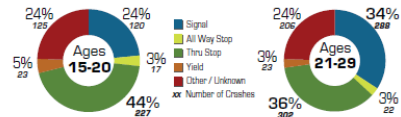
Traffic Control at Intersections

44%

44% of younger driver severe crashes at intersections for ages 15-20 occurred at side-street stop-controlled intersections.

34%
36%

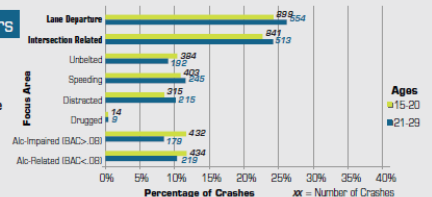
Younger driver severe crashes at intersections for ages 21-29 occurred at signalized and stop-controlled intersections, 34% and 36% respectively.



Additional Contributing Factors

+

The majority of severe crashes involving younger drivers were intersection related or lane departure crashes.



OVERVIEW YOUNGER DRIVERS

OVERVIEW YOUNGER DRIVERS

Fact Sheets

Total Younger Drivers: Fatal and Severe Injury Crashes

Source: Minnesota severe crash (K+A) data from 2009-2013, MN DPS

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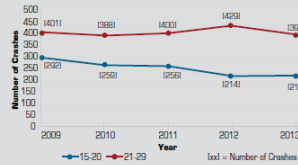
Severe Crashes Summary

All Drivers 6,764 K+A (2009-2013) 1,333 K+A Per Year	Young Drivers 3,088 K+A (2009-2013) 618 K+A Per Year
All Distracted Drivers 1,236 K+A (2009-2013) 247 K+A Per Year	Distracted Young Drivers 539 K+A (2009-2013) 106 K+A Per Year

Crashes by Year



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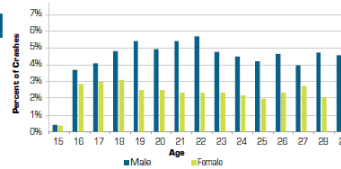


Crashes by Age and Gender



66%

66% of younger drivers in severe crashes are male.



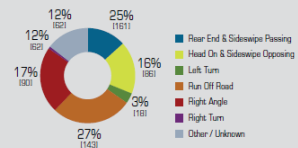
Crash Type



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23%

Run off road and right, angle crashes are the most prevalent severe crash types for younger drivers. 27% and 23% respectively.



TOTAL YOUNGER DRIVERS

DISTRACTED YOUNGER DRIVERS

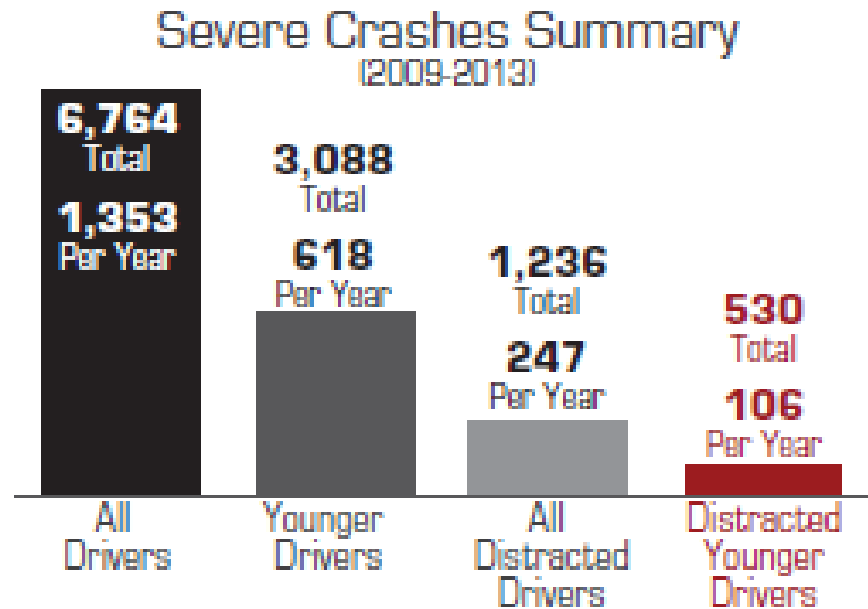
SPEEDING YOUNGER DRIVERS

UNBELTED YOUNGER DRIVERS

UNBELTED YOUNGER DRIVERS

Fact Sheets

Crash data/charts included in each fact sheet:
– Overall crash summary

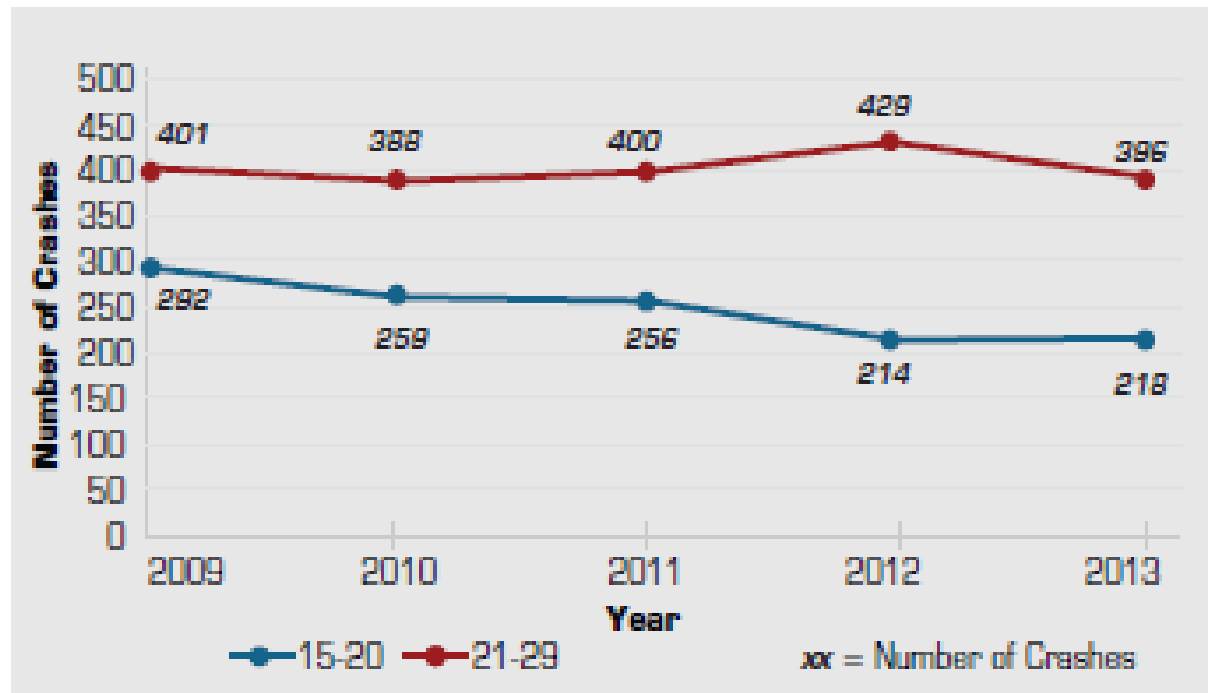


Source: Minnesota severe crash (K+A) data from 2009-2013, MN DPS

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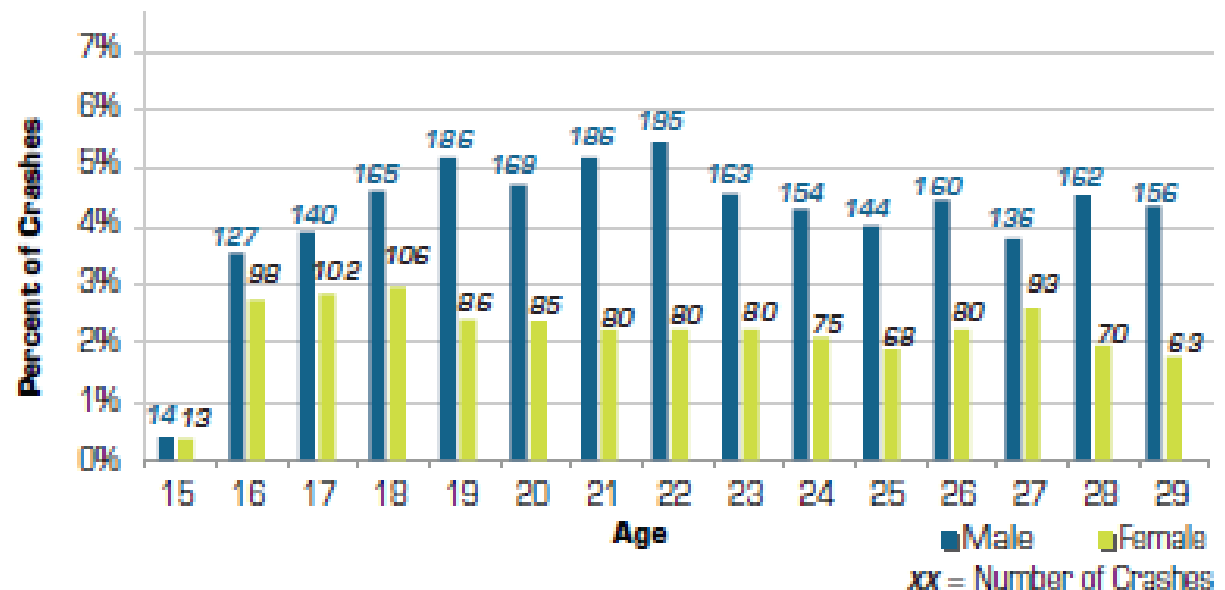
- Overall crash summary
- Year



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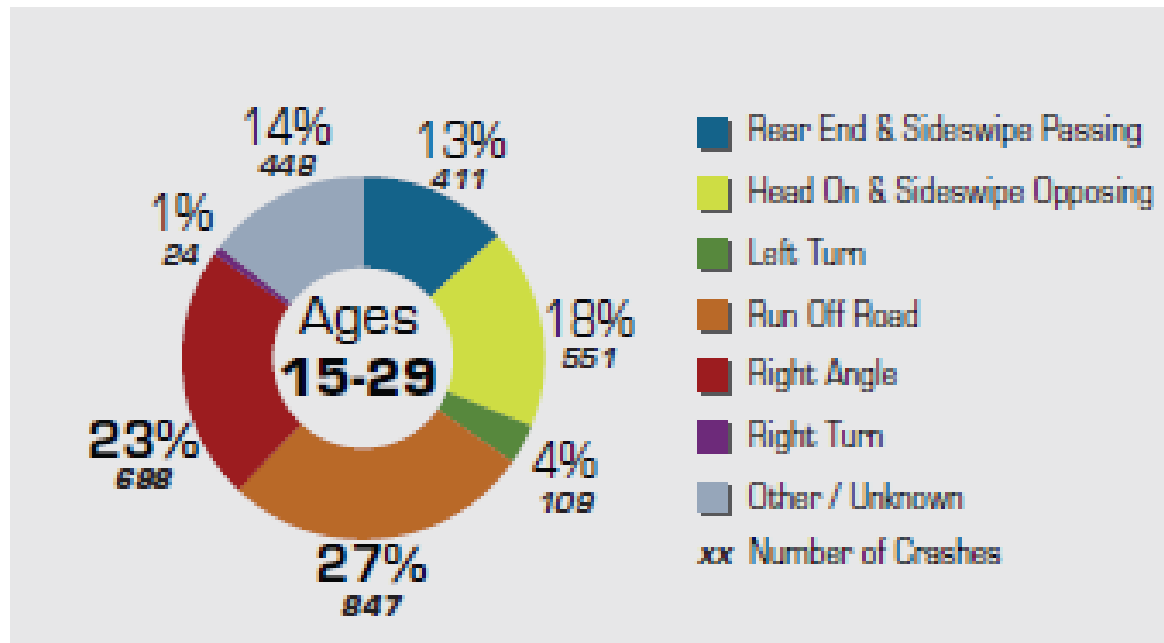
- Overall crash summary
- Year
- **Age/gender**



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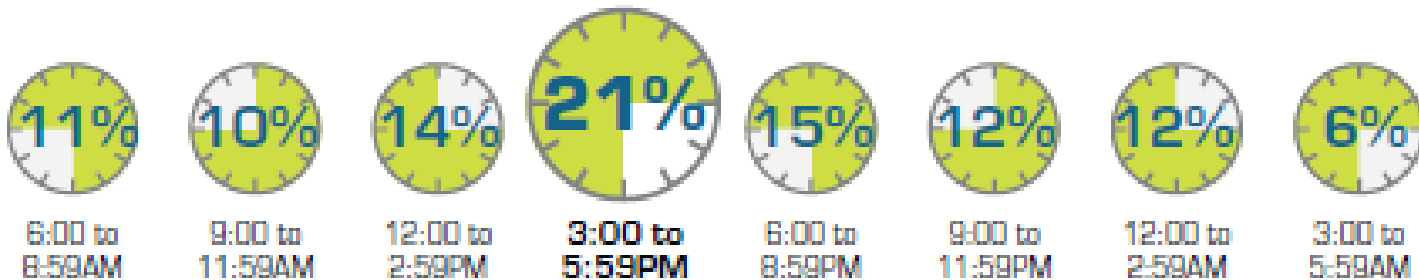
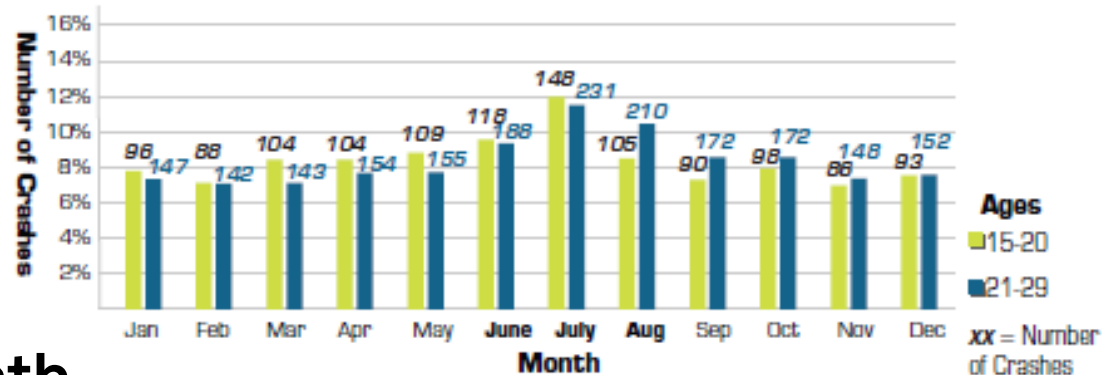
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- Age/gender
- **Type of crash**



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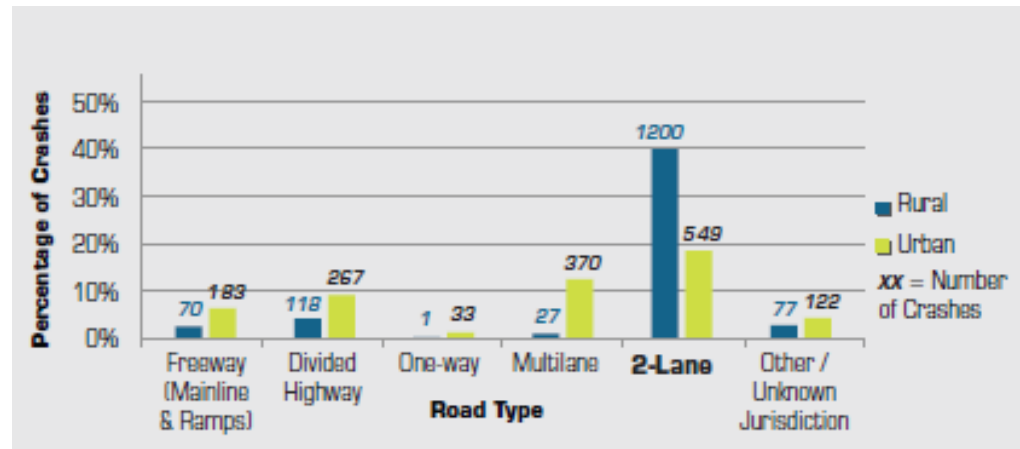
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- Type of crash
- Time of day/month



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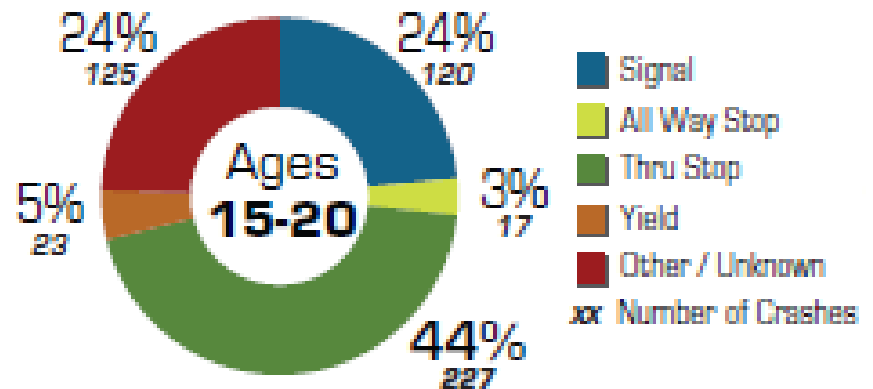
- Overall crash summary
- Year
- Age/gender
- Type of crash
- Time of day/month
- **Road type**



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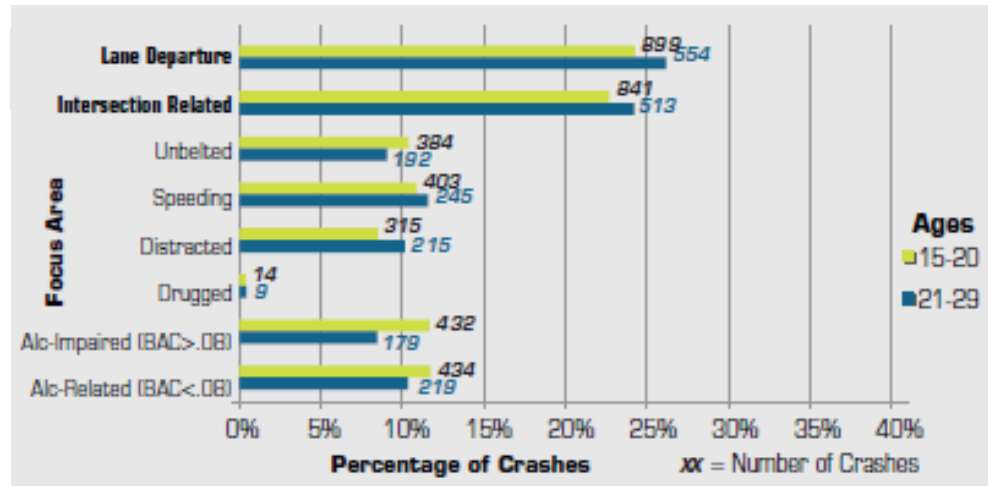
- Overall crash summary
- Year
- Age/gender
- Type of crash
- Time of day/month
- Road type
- **Traffic control**



Fact Sheets

Crash data/charts included in each fact sheet:

- Overall crash summary
- Year
- Age/gender
- Type of crash
- Time of day/month
- Road type
- Traffic control
- **Additional contributing factors**



Resources for Behavior Change

1. Strategies to Strengthen Younger Driver Safety
2. Public Service Announcement (PSA) Videos
3. Toward Zero Deaths (TZD) Partnerships
4. Younger Driver PowerPoint Presentation Template

Strategies for Behavior Change

Strategy	Activities and Suggested Resources
<p>Publicize and support high-visibility law enforcement efforts</p> <p>Addresses: <i>Belt Use</i> <i>Distracted Driving</i> <i>Speed</i> <i>Impaired/Alcohol-Related</i></p>	<p>Support statewide dedicated high-visibility enforcement waves through media and social media messaging, letters to the editor, signs, and related community outreach events. Generally, enforcement waves include:</p> <p>October: Belt Use November – December: Impaired Driving April: Distracted Driving May: Belt Use July: Speed August – September: Impaired Driving</p> <p>See the Office of Traffic Safety (OTS) website for it's annual calendar of enforcement mobilizations, talking points and outreach materials:</p> <p>https://dps.mn.gov/divisions/ots/law-enforcement/Pages/Enforcement-Mobilizations.aspx</p>
<p>Promote local employer traffic safety polices and training</p> <p>Addresses: <i>Belt Use</i> <i>Distracted Driving</i> <i>Speed</i> <i>Impaired/Alcohol-Related</i></p>	<p>Collaborate with local employers to develop/strengthen employee safe driving policies, including clear sanctions for failure to comply, and conduct supporting employee traffic safety training programs.</p> <p>See Minnesota Safety Council's Network for Employers for Traffic Safety (NETS) employer sample policies and resources: http://www.minnesotasafetycouncil.org/nets/AboutNETS.cfm</p>

Public Service Announcement Video Library




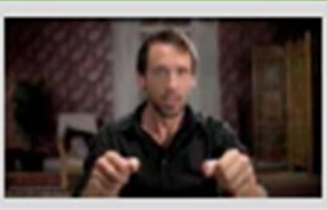
10 videos for each of the following categories:

- Speeding
- Alcohol
- Distracted Driving
- Unbelted



Public Service Announcement Video Library

Unbelted Occupants

1		<p>Zero Fatalities Twist Child in back seat dies because unbelted parent was thrown into him. https://www.youtube.com/watch?v=tXW57B_2sRQ&list=UUrR3CPsVkfj5QNbA14ZwAw</p>
2		<p>DOE: Rear Passenger Seatbelt (1:11) https://www.youtube.com/watch?v=e6Qhmdk4VN8 Crash where unbelted rear passenger kills three people by colliding with them during the crash.</p>
3		<p>MnDPS: Heights (0:30) http://www.youtube.com/watch?v=HSZ-pQeRtK8&feature=youtu.be Informational: Collision at 25MPH without seatbelt is like falling from a 2-story building, shows all the way up to 60mph = 12-story building. Shows camera view from that height looking straight down to portray the potential damage a vehicular crash while being unbelted can cause.</p>
4		<p>NHTSA: Buckle Up America (0:32) http://www.trafficsafetymarketing.gov/BUA Random people on street slam their forehead into guy's windshield. "Since you'll never get to see your own face hit the windshield" then guy gets rear-ended and his head goes into the windshield.</p>
5		<p>Embrace Life (1:28) http://www.youtube.com/watch?v=h-8PBx7isoM Video conveying that life is too precious to risk not wearing seatbelt, especially to family. Gears more towards significance of personal choice to buckle up and its impact on family members.</p>

MN Statewide TZD Program

TOWARD ZERO DEATHS MINNESOTA **TOWARD ZERO DEATHS**

Search MN TZD Go

What is TZD? TZD Initiatives in MN Events News

Resources

*Minnesota TZD saves lives by bringing together:
Education, Enforcement, Emergency Services, Engineering, and More!*

Enforcement
Ensuring compliance with traffic laws to change driver behavior and reduce unsafe driving practices.

Minnesota Traffic Fatalities
TZD GOAL: 300 BY 2020
2015 YTD: 124 2014 YTD: 98

568 359* 300

1990 2014 2020

*Preliminary number

News and Press Releases

Minnesota Retains Ranking as Second Most Bicycle Friendly State

www.minnesotatzd.org

MN Statewide TZD Program

- TZD Program 1-pager
- TZD Strategic Direction
- TZD Roadmap of partners
- Local MN Traffic Safety Initiatives
- TZD Contacts
- TZD Events

MINNESOTA TOWARD ZERO DEATHS

STRATEGIC DIRECTION

→ **STATEWIDE GOAL:** Fewer than 300 traffic-related fatalities—and fewer than 850 serious injuries—by 2020

VISION
To reduce fatalities and serious injuries on Minnesota's roads to zero

MISSION
To create a culture for which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement, and emergency medical and trauma services. These efforts will be driven by data, best practices, and research.

→ **GOAL 1:** Establish the vision of TZD as a priority for all state and local agencies and units of government

Strategies

- Implement a comprehensive TZD communications plan
- Urge state agencies and local jurisdictions to make TZD a part of their culture and responsibility
- Convene an annual meeting of agency commissioners
- Promote agency-to-agency collaboration
- Implement effective traffic safety policies

→ **GOAL 2:** Create and strengthen traffic safety partnerships

Strategies

- Engage Minnesota traffic safety advocates
- Engage the court system as a traffic safety partner
- Recruit industry and nonprofit organizations to engage in traffic safety initiatives
- Increase and diversify participation in TZD programs and events

→ **GOAL 3:** Promote and implement effective traffic safety initiatives

Strategies

- Improve the traffic safety records system across all disciplines
- Implement the 2014 Strategic Highway Safety Plan
- Evaluate key programs and initiatives
- Use data to drive all traffic safety initiatives
- Strengthen Minnesota's trauma system to ensure timely triage, transfer, and treatment for all injured patients
- Update district safety plans and monitor county safety plan implementation efforts
- Increase collaboration among law enforcement agencies on all state and local roads
- Advance new technologies and innovations
- Adopt and implement best practices
- Prioritize, coordinate, and promote effective policy and legislation
- Conduct a consolidated public awareness assessment

VALUES

- Continuous improvement
- Engaged partners
- Evidence-based approaches

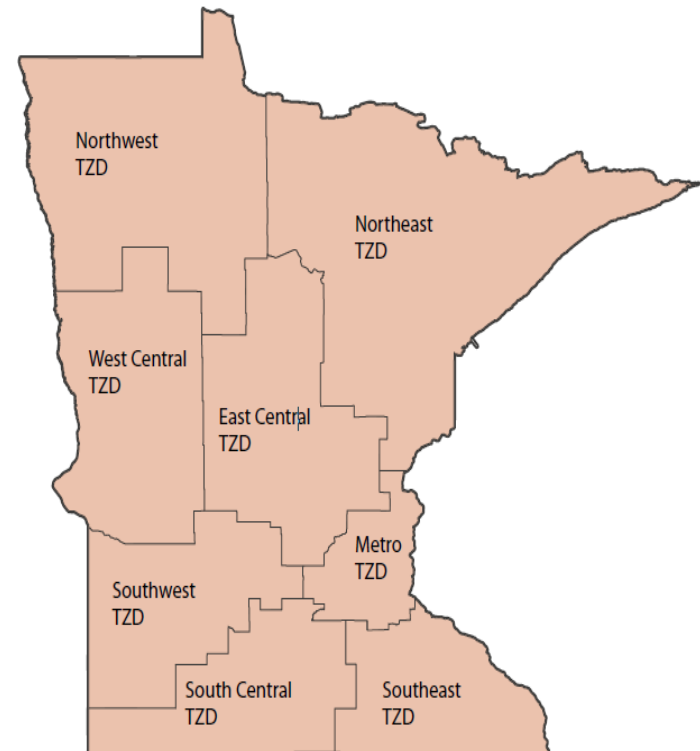
www.MinnesotaTZD.org

Italics signify priority strategies for 2015

01/2015

MN Local/Regional TZD Program

- 8 Regions
- Regional TZD coordinators
- Annual regional workshops
- Resource for local agencies



Local Presentation Template



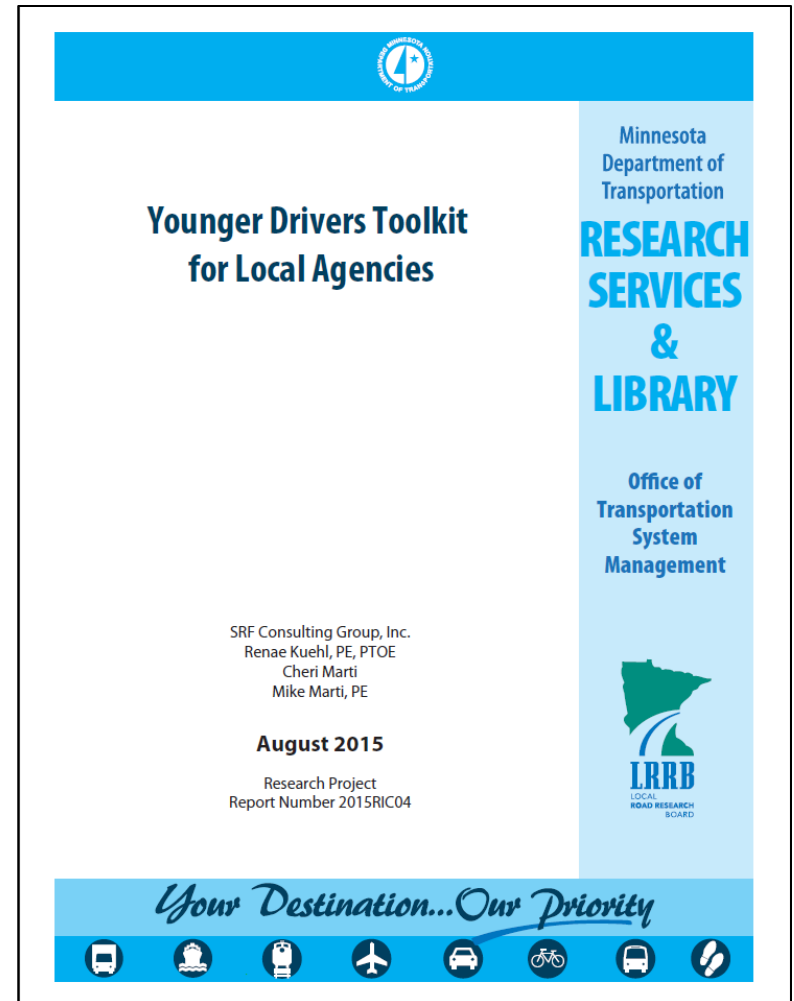
Understanding Younger Drivers



Name
Agency
Date, Year

Younger Drivers Toolkit

- Final August 2015
- www.lrrb.org
- Search : Younger Drivers



Distributing the Toolkit

Emailed to:

- Cities and counties via State Aid
- TZD program members
- TZD regional coordinators



TZD: Getting the Message to Younger Drivers A Toolkit for Local Agencies

This *Younger Drivers Toolkit for Local Agencies* is intended to provide Minnesota local city and county transportation and traffic safety engineering staff with the information needed to help get the message to younger drivers through focused presentations to engage local communities to improve safety for Minnesota's highest risk driving population - younger drivers ages 15-29. The Toolkit is structured to first provide a foundation to understand the "why" behind younger driver severe crashes. Second, the toolkit features ideas and resources to help educate and promote community engagement to reduce younger driver-related traffic deaths and injuries.

Toolkit outline:

Understanding Younger Driver Safety Challenges

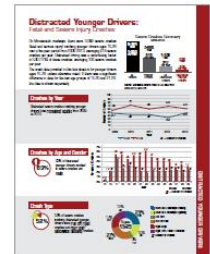
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Resources to Promote Younger Driver Behavior Change

1. Example Community-Based Safety Strategies to Strengthen Younger Driver Safety
2. Public Service Announcement (PSA) Videos
3. Toward Zero Deaths (TZD) Partnerships
4. Younger Drivers PowerPoint Presentation Template

Download the [Toolkit](#) and [PowerPoint template](#).

For more information visit www.lrrb.org (Search: Younger Drivers) or <http://tinurl.com/o93ych9>.



Example Fact Sheet



Public Service Announcements

Minnesota Local Road Research Board

Distributing the Toolkit

Conference Presentations:

- CTS May 2015
- TZD Nov 2015
- City Engineers Jan 2016
- County Engineers Jan 2016
- TRB Conference Jan 2016
- TZD Breakfast July 2016



Now Available

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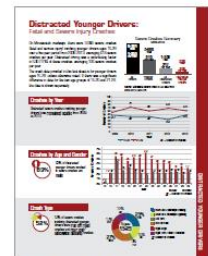
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or <http://tinyurl.com/o93ych9>.



Example Fact Sheet



Public Service Announcements

Minnesota Local Road Research Board

Distributing the Toolkit

Additional ideas?



Now Available

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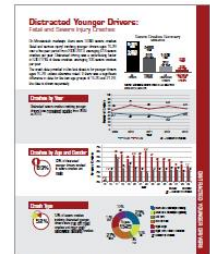
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Example Fact Sheet



Public Service Announcements

Minnesota Local Road Research Board

Questions?

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