Younger Drivers Toolkit for Local Agencies

CTS Annual Conference
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SRF Consulting Group, Inc.
Renae Kuehl
What is the Problem?

Traffic crashes are the leading cause of death for youth under the age of 29. In 2013:

- 124 fatalities
  (32% of all traffic fatalities)
- 12,262 injuries
  (40% of the all traffic injuries)
What is the Problem?

Minnesota Younger Drivers in 2013 (Ages 15-29)

- 946,508 licensed drivers (23% of all drivers)
- 46,850 crashes (35% of all crashes)
What is the Problem?

Crash Causation Factors

Roadway (34%)
- Road edge dropoffs
- Intersection design

Vehicle (12%)
- Tire blowouts
- Towing trailers
- Oversize and load distribution

Driver (93%)
- Not wearing safety belt
- Using alcohol
- Driving aggressively

Driver Behavior 57%

Source: Human Factors & Highway Safety, Elizabeth Alcandri, FHWA Office of Safety Programs
What is the Goal?

• To provide Minnesota city and county safety engineering staff with information to engage local communities to improve younger driver safety
  – Understand the problem
  – Understand the facts
  – Resources to change behavior
Toolkit Elements

Understanding Younger Driver Safety Challenges:

1. Understanding 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
• 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 or with adolescent passengers)
• 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
Fact Sheets

Series of Five Younger Driver Fact Sheets:
– All Younger Drivers
– Speeding
– Alcohol
– Distracted Driving
– Unbelted
Fact Sheets

Total 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 15-20 over a five-year period from 2003-2013, averaging 618 severe crashes per year. The crash data provided in this fact sheet is for younger drivers ages 15-20, unless otherwise noted. If there was a significant difference in data for the two age groups of 15-20 and 21-29, the data was shown separately.

Crashes by Year

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

Crashes by Age and Gender

66% of younger drivers in severe crashes are male.

Crash Type

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

Younger Drivers Toolkit for Local Agencies
Crash data/charts included in each fact sheet:

- Overall crash summary

<table>
<thead>
<tr>
<th></th>
<th>All Drivers</th>
<th>Young Drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>(2009-2013)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Drivers</td>
<td>6,764</td>
<td>3,088</td>
</tr>
<tr>
<td>K+A</td>
<td>1,353</td>
<td>618</td>
</tr>
<tr>
<td>Per Year</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>All Distracted Drivers</th>
<th>Distracted Young Drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>(2009-2013)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Distracted Drivers</td>
<td>1,236</td>
<td>530</td>
</tr>
<tr>
<td>K+A</td>
<td>247</td>
<td>106</td>
</tr>
<tr>
<td>Per Year</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Fact Sheets

Crash data/charts included in each fact sheet:

– Overall crash summary

– Year
Fact Sheets

Crash data/charts included in each fact sheet:
- Overall crash summary
- Year
- Age/gender
Fact Sheets

Crash data/charts included in each fact sheet:
– Overall crash summary
– Year
– Age/gender
– Type of crash
Fact Sheets

Crash data/charts included in each fact sheet:

– Overall crash summary
– Year
– Age/gender
– Type of crash
– Time of day/month
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
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
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

Most effective formula for changing driver behavior:

1) *policy* or laws in place
2) *enforcement* of the laws
3) *education*
Strategies for Behavior Change

Example teen strategies:

• Promote parental engagement with teen drivers

• Strengthen local support for enhanced penalties for teen cell phone use and testing while driving

• Strengthen younger driver belief in the dangers of distracted driving
Public Service Announcement
Video Library

10 videos for each of the following categories:
– Speeding
– Alcohol
– Distracted Driving
– Unbelted
MN Statewide TZD Program

• Interdisciplinary approach to reducing traffic crashes, injuries, and deaths on Minnesota roads.

• Collaboration of the 4 E’s = Education, Engineering, Enforcement and Emergency Medical Services

• Minnesota Departments of Public Safety, Transportation, and Health; the University of Minnesota; and others

www.minnesotatzd.org
Younger Drivers Toolkit for Local Agencies
MN Statewide TZD Program

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Younger Drivers Toolkit for Local Agencies
MN Local/Regional TZD Program

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

• Final June 2015
• www.lrrb.org
Questions?

Renae Kuehl
SRF Consulting Group
rkuehl@srfconsulting.com
763-249-6783