
JULY 2019 SPEED ENFORCEMENT: PRE-ENFORCEMENT NEWS RELEASE

NEWS RELEASE

CONTACT: Sergeant Kevin Tussing
PHONE: (507) 663-9471

MOST SPEED-RELATED TRAFFIC DEATHS IN A DECADE

*Extra Speed Enforcement on **Northfield** Roads June 18 – July 21*

Northfield/Rice County – Driving fast and furious is changing lives forever as speed-related fatalities last year climbed above 100 for the first time since 2008.

Preliminary reports show 113 motorists died on Minnesota roads in 2018 in speed-related crashes, the most in a decade.

Speed-Related Traffic Fatalities

2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
125	85	86	85	74	76	94	78	89	88	113

Statewide extra speed enforcement from June 18 – July 21 will remind Minnesotans to stay safe by obeying the speed limit and not driving aggressively.

The Northfield Police Department is joining police officers, sheriffs' deputies and troopers from more than 300 agencies statewide to look for speeders jeopardizing the lives of themselves and others. The Minnesota Department of Public Safety Office of Traffic Safety (DPS-OTS) coordinates the extra enforcement and education effort. DPS-OTS provides federal overtime funding for law enforcement officers to conduct increased patrols.

“Posted speed limits are not just a nice suggestion — they’re the law designed to keep drivers and everyone around them safe,” said Sergeant Kevin Tussing. “Driving aggressively and speeding gives you less room for error and can cause others to react in ways that endangers their lives. Remember that safe driving is a cooperative effort, and the selfish choice to speed can ruin the lives of so many.”

Summer and Speed – Make the Safe Choice

Don't be that driver who acts like the road is his personal racetrack, passes dangerously, and lets others know by tailgating, honking and gesturing that he doesn't appreciate safe driving choices. That driver and others who think speeding is not a big deal risk more than just a speeding ticket:

- Preliminary numbers show 113 people were killed in speed-related crashes in 2018.
- During the 100 deadliest days (Memorial Day - Labor Day) in 2018, preliminary numbers show speed played a role in 30 fatalities.
- During the 100 deadliest days in the past five years (2014-2018), preliminary numbers show that 117 people lost their lives in speed-related crashes.
- In 2018, speed was a contributing factor in 23 percent of single-vehicle crashes.

Need to Work on Driving Minnesota Nice

Results are mixed on Minnesotans' driving behavior. When comparing preliminary numbers for the five year periods of 2009 - 2013 to 2014 - 2018:

- There has been a 12 percent increase in speed-related fatalities.
- There has been a 24 percent increase in speed-related serious injuries.

In Greater Minnesota more than twice as many speed-related fatal crashes occur on rural roads than major urban roads.

Reduce Speed, Reduce Chance of a Crash

- Gives the driver more vehicle control.
- Allows the driver to respond more quickly to road situations.
- Decreases the severity of the impact during a crash.

Count to Three

- Motorists should keep a three-second following distance to allow for safe stopping and reaction to other vehicles.
- It takes more than the length of a football field to stop when traveling at 60 miles per hour.

In Northfield you will begin to see extra speed enforcement along the Highway 3 corridor between Greenvale Avenue and Woodley Street. This is a posted 30-mph section of roadway, but far too often people are traveling well in excess of the speed limit. This is part of the reason why we are seeing a large amount of traffic collisions at the intersection of Highway 3 and 5th Street, versus other streets within the city.

Extra speed enforcement and education efforts are part of the state's Toward Zero Deaths (TZD) program. A primary vision of the TZD program is to create a safe driving culture in Minnesota in which motorists support a goal of zero road fatalities by practicing and promoting safe and smart driving behavior. TZD focuses on the application of four strategic areas to reduce crashes – education, enforcement, engineering, and emergency medical and trauma response.

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