Overview

• What is CERS?
• Why Focus on Rural?
• SafeRoadMaps
• Public Support for Rural Safety Policies
What is CERS?

• National Center of Excellence created by Congress

• Headquartered at University of Minnesota
  – Humphrey Institute of Public Affairs, State and Local Policy Program
  – Center for Transportation Studies (CTS)
What is CERS?

• CERS is uniquely, though not exclusively, focused on policy
• CERS web site: www.ruralsafety.umn.edu
• Rural Safety Clearinghouse: www.ruralhighwaysafety.org
• CERS summer institute focused on rural safety action agenda: August 9-10 in Minneapolis
Why Focus on Rural?

• 23% of the US population live in rural areas, but 57% of all traffic fatalities occur in rural areas.

• The fatality rate per 100 million vehicle-miles traveled (VMT) is 2.5 times higher in rural areas compared to urban areas.
SafeRoadMaps

- SafeRoadMaps is a publicly accessible website that visually communicates public health issues related to rural and urban road transportation safety. [www.saferoadmaps.org](http://www.saferoadmaps.org)

- The goal of the website is to raise awareness and motivate actions by transportation policy makers and private citizens regarding the magnitude, risk factors, and impacts of motor vehicle crashes.
SafeRoadMaps History

• SafeRoadMaps Version 1 was publicly launched on 28 July 2008.
• It effectively integrated a range of spatial data regarding motor vehicle crashes, transportation policy legislation, and driver behavioral data presenting a visual representation of traffic safety across the United States.
• Used 2006 geo-coded Fatality Analysis Reporting System (FARS) data from NHTSA
SafeRoadMaps History

- SafeRoadMaps Version 2 was launched on 1 July 2009.
- It extended this functionality to include national “heat maps” as a visual means for communicating the spatial density of traffic fatalities.
- Concurrent with the analysis and development of the national heat maps, the top 100 rural and urban “hot spots” were identified.
SafeRoadMaps History

• SafeRoadMaps Version 3 was launched on 1 July 2010.
• Now includes FARS data from all years that contain geo-referencing information – currently 2001-2008
SafeRoadMaps History

• SafeRoadMaps Version 3
• Expanded user-friendly interfaces – My Travel, My Community, My State, and Analysis & Tools
• Extended hot spot analysis across both spatial (rural / urban) and temporal (summer / non-summer) dimensions
Introducing Version 3.0:
Featuring
New Interactive Tools & Filters
to help locate crash data.

Mouse-over the buttons above to learn more.
My Travel

1. New interactive tools allow users to instantly find accident data along any drawn line or area on the map.

2. The Heat Map function allows users to see an abstract rendition of roadway fatalities based on color code system. Blue represents areas with zero accidents and yellow represents areas with high concentration of accidents.
My State

This section allows users to view roadway fatalities by State.

Users can also filter search results (such as by Year, Road Type, etc.)

- All Road Types
- Rural Road
- Urban Road
- All Speed Types
- Speeding
- Not Speeding
- All Drinking Types
- Alcohol Involved
- Alcohol Not Involved
- Not Reported
- Unknown

SafeRoadMaps Labs
- "New" Summer Hot Spots
- Teenage Fatality Analysis
- Recent Research
- Maps You Can Download!

Sponsors
- CERS Center for Excellence in Rural Safety
- University of Minnesota

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First select a "State" and "Year" from the pull-down menus. You can further refine your search by congressional district.
Six Rural Safety Policies Strongly Supported By Research

- Primary seat belt laws
- Sobriety checkpoints
- Motorcycle helmet mandate
- Graduated driver’s licenses
- Automated speed enforcement
- Breathalyzer-based ignition locks
We Asked Drivers If They Would Support Such Laws

• Randomized national probability sample of 1,205 registered voters who drive weekly
• 20-minute phone interviews, March 23, 2010 to May 6, 2010
• Margin of error is +-2.8% for entire sample
• In partnership with Critical Insights of Portland, Maine
Primary Seat Belt Laws

“Allowing law enforcement officials to stop and ticket drivers for failure to obey seatbelt laws.”

• 72% support
  – 42% “very supportive”
  – 31% “somewhat supportive”
Sobriety Checkpoints

“Allowing law enforcement officials to stop drivers at checkpoints and ticket those driving drunk.”

• **82% support**
  – 58% “very supportive”
  – 25% “somewhat supportive”
Graduated Driver’s Licenses

“Requiring new drivers to gain experience and skills gradually over time in low-risk environments before giving them a full driver’s license.”

- 88% support
  - 61% “very supportive”
  - 27% “somewhat supportive”
Breathalyzer-Based Ignition Locks

“Requiring people convicted of drunk driving to install a device on their car that locks the ignition if the driver fails an automated in-vehicle breathalyzer test.”

• 88% support
  – 68% “very supportive”
  – 20% “somewhat supportive”
Motorcycle Helmet Mandate

“Requiring motorcyclists to wear a helmet.”

- **84% support**
  - 67% very supportive
  - 18% “somewhat supportive”
Automated Speed Enforcement

“Enforcing speed limits through the use of automated camera and radar devices.”

- **64% support**
  - 29% “very supportive”
  - 35% “somewhat supportive”
Support For Automated Enforcement
Very High for Some Sites

On roads near schools
- Very opposed: 8
- Somewhat opposed: 5
- Somewhat supportive: 22
- Very supportive: 65

On roads where many people have died
- Very opposed: 10
- Somewhat opposed: 9
- Somewhat supportive: 25
- Very supportive: 56

On roads where many people violate speed limits
- Very opposed: 13
- Somewhat opposed: 12
- Somewhat supportive: 28
- Very supportive: 47

On all roads
- Very opposed: 32
- Somewhat opposed: 25
- Somewhat supportive: 28
- Very supportive: 15

Legend:
- Red: Very opposed
- Yellow: Somewhat opposed
- Blue: Somewhat supportive
- Green: Very supportive
Support For Automated Enforcement
Very High for Some Sites

- On roads near schools: 87%
- On roads where many people have died: 82%
- On roads where many people violate speed limits: 80%
- On all roads: 75%

Survey conducted by CERS at the University of Minnesota.
Support For Automated Enforcement
Very High for Some Sites

- On all roads: 81%
- On roads where many people have died: 87%
- On roads near schools: 87%

*Very opposed* | *Somewhat opposed* | *Somewhat supportive* | *Very supportive*
---|---|---|---
On all roads: 32 | 25 | 28 | 15
On roads where many people have died: 10 | 9 | 25 | 56
On roads near schools: 13 | 12 | 28 | 47

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University of Minnesota
Support For Automated Enforcement
Very High for Some Sites

<table>
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<tr>
<th>Situation</th>
<th>Very opposition</th>
<th>Somewhat opposition</th>
<th>Somewhat support</th>
<th>Very support</th>
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<td>47</td>
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- On all roads: 87% support
- On roads near schools: 81% support
- On roads where many people have died: 75% support

CERS
University of Minnesota
Support For Automated Enforcement
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<table>
<thead>
<tr>
<th>Location</th>
<th>Very Opposed</th>
<th>Somewhat Opposed</th>
<th>Somewhat Supportive</th>
<th>Very Supportive</th>
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<td>On roads near schools</td>
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<td>32</td>
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<td>28</td>
<td>15</td>
</tr>
</tbody>
</table>

- On all roads: 43%
- On roads near schools: 87%
- On roads where many people have died: 81%
- On roads where many people violate speed limits: 75%
Support Regardless of Ideology

<table>
<thead>
<tr>
<th></th>
<th>Conservatives</th>
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<th>Liberals</th>
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<tr>
<td>Primary Seat Belt Law</td>
<td>71%</td>
<td>73%</td>
<td>73%</td>
</tr>
<tr>
<td>Sobriety Checkpoints</td>
<td>83%</td>
<td>82%</td>
<td>82%</td>
</tr>
<tr>
<td>Motorcycle Helmet Mandate</td>
<td>83%</td>
<td>85%</td>
<td>88%</td>
</tr>
<tr>
<td>Graduated Driver’s Licenses</td>
<td>90%</td>
<td>85%</td>
<td>88%</td>
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<tr>
<td>Automated Speed Enforcement</td>
<td>63%</td>
<td>60%</td>
<td>70%</td>
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<tr>
<td>Breathalyzer Ignition Locks</td>
<td>89%</td>
<td>87%</td>
<td>88%</td>
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## Support Regardless of Residence

<table>
<thead>
<tr>
<th>Measure</th>
<th>Urban/Small City</th>
<th>Suburban</th>
<th>Rural/Small Town</th>
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<tbody>
<tr>
<td>Primary Seat Belt Law</td>
<td>77%</td>
<td>77%</td>
<td>70%</td>
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<tr>
<td>Sobriety Checkpoints</td>
<td>91%</td>
<td>91%</td>
<td>90%</td>
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<tr>
<td>Automated Speed Enforcement</td>
<td>74%</td>
<td>74%</td>
<td>71%</td>
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<td>Breathalyzer Ignition Locks</td>
<td>89%</td>
<td>91%</td>
<td>88%</td>
</tr>
</tbody>
</table>
Gender Gap

- Support was high among both genders, but significantly higher among females than males
  - **Ignition Locks.** 92% support among women and 84% among men.
  - **Helmet Mandate.** 92% support among women and 77% among men.
  - **Sobriety Checkpoints.** 89% support among women and 75% among men.
  - **Primary Seatbelt Laws.** 79% support among women and 65% among men.
Generation Gap
On Automated Speed Enforcement

• Net Support
  – 59% for 18-34 year olds
  – 60% for 35-54 year olds
  – 67% for 55-64 year olds
  – 79% for people 65 years of age or older
Is Road Safety A Public Priority?

“How important is it to you that your local lawmakers are working to improve the safety of roads in your area?”

• 91% “important”
  – 65% “very important”
  – 26% “somewhat important”
Thank You

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• CERS: www.ruralsafety.umn.edu
• Safe Road Maps: www.saferoadmaps.org
• Clearinghouse: www.ruralhighwaysafety.org