



FOR IMMEDIATE RELEASE
City of Duluth Police Department

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DATE: 07/03/2012

NATURE OF INCIDENT: Enhanced Speed and Motorcycle Enforcement in July

CASE NO.:

INCIDENT DATE :07/03/2012

INCIDENT TIME:

INCIDENT LOCATION: Duluth and Surrounding Area

SUBJECT: Enhanced Speed and Motorcycle Enforcement in July

BY: DPD Public Information Officer Jim Hansen (218) 390-2232

[Duluth]- The Duluth Police Department, St. Louis County Sheriff's Office, Hermantown Police Department, Proctor Police Department, UMD Police Department, Floodwood Police Department and the Minnesota State Patrol will be partnering in an enhanced Speed and Motorcycle Enforcement Mobilization throughout the month of July.

We would particularly like to remind motorists to use caution during the Fourth of July holiday festivities. Local officials are stressing that motorists buckle up, drive at safe speeds, pay attention and plan ahead for a sober ride for the holiday.

Fourth of July: Deadliest Day of the Year on the Road

- Drinking and driving is a factor in 66 Percent of deaths during the Holiday Period.
- The Fourth of July is state's *deadliest day of the year on the road*, according to the Minnesota Department of Public Safety.
- In the last three years, Independence Day racked up 15 traffic deaths, topping May 22 (13), May 23 (11) and July 10 (11) for the deadliest 24-hour period.
- Midway through the year, there have been 147 traffic deaths, compared to 136 at this time in 2011.

Minnesota Speed Statistics:

- In 2009–2011 in Minnesota, illegal or unsafe speed was a contributing factor in 228 fatal crashes resulting in 254 deaths.
- During the same period, fatalities resulting from speed-related crashes cost Minnesota over \$338 million.
- Illegal or unsafe speed is a leading contributing factor in fatal crashes. In 2011, 83 people were killed in speed-related crashes.
- In 2009–2011, illegal or unsafe speed was cited in 52 percent of all alcohol-related fatal crashes.

- Over the three-year period, 2009–2011, 63 percent of the speed-related fatal crashes occurred in rural areas (less than 5,000 population).
- During the same period, 60 percent of rural fatal crashes occurred on state trunk and county state aid highways.
- Illegal or unsafe speed accounted for 30 percent of the factors cited in fatal crashes for drivers under age 30, compared to only 9 percent of the factors cited for drivers age 65 and older.
- NHTSA (National Highway Traffic Safety Administration) reports nearly 60 percent of all drivers report seeing speeding vehicles all or most of the time when they drive on residential streets as well as highways.
- NHTSA research shows motorists wrongly believe speeding is not a great risk to safety or as serious as other traffic violations. In reality, the consequences of excessive speeding include:
 - o Greater potential for loss of vehicle control
 - o Increased stopping distance
 - o Increased crash severity leading to more numerous and severe injuries.

