

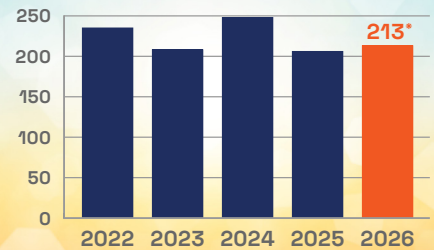
Seasonal Intersections

August often feels like we're standing at a crossroads — there's still a full month of summer fun to enjoy, yet at the same time, back-to-school is on the horizon for Minnesota students after Labor Day. For traffic safety professionals, this means it's time to focus simultaneously on the 100 Deadliest Days that end after the holiday weekend, as well as back-to-school safety. This issue has everything you need to highlight these challenges and more.

Lisa Kons shares in this month's [blog](#) that two things can be true at once when it comes to current traffic safety concerns, such as the availability of new education and enforcement tools, the rapid growth of e-bike popularity, and the impact of substance-impaired driving on crashes. As we enjoy these final weeks of summer, we do so with the knowledge that Minnesota crash deaths are on the rise and 2026 numbers have now surpassed 2025 numbers. Driving risks remain high through Labor Day — take this opportunity to remind your family, friends and community that safe driving matters!

MINNESOTA TRAFFIC FATALITIES

January 1 – July 31



Source: MN Dept. of Public Safety

*Preliminary

Speeding in a Work Zone?



Since 2021, Minnesota has seen more than 11,000 crashes in work zones. Speeding contributed to 38% of all work zone fatalities. A new pilot program to identify speeding drivers in work zones launched in July. The Minnesota Department of Transportation (MnDOT) has installed cameras in work zones on Interstate 35W in Burnsville (North of I-35W/I-35E Split) and on Highway 65 from Cambridge to Braham.

Drivers will see orange signs when the cameras are in use. Owners of vehicles recorded traveling 10 mph or more above the speed limit may receive warning letters with their recorded speed and work zone safety information — not fines, though, as the program's goal is to evaluate the effectiveness of cameras as a work zone safety device. Find more information about the program at [MnDOT](https://mn.gov/mndot).

A Late Summer Push for Safer Roads

August is National Traffic Safety Awareness Month, jointly sponsored by the National Highway Traffic Safety Administration (NHTSA), the National Safety Council and AAA. It's the perfect time to promote roadway safety and crash prevention — encourage drivers, passengers, and pedestrians to be mindful of traffic rules and safe practices.



In Minnesota, an August Summer Enforcement Blitz continues with law enforcement agencies statewide focused on the "Big Four" crash factors: speeding, impaired driving, distracted driving and seatbelt use.

NHTSA has two national campaigns that target risky driving behaviors you can use during the final stretch of the 100 Deadliest Days, which ends on Labor Day:

Drive High, Get a DUI: highlights the growing issue of drug impaired driving. It includes special law enforcement efforts, paid media, and tools including electronic sign messages and social media posts.

Ride Sober or Get Pulled Over: focuses specifically on motorcyclists, the consequences of drunk riding, and urging riders to get a sober ride home. It includes a news release, talking points, and social media posts.



Add Traffic Safety to Your Back-to-School Checklist

Notebooks? Check. Pencils and crayons? Check. How about back-to-school travel tips? You'll find this [Travel Safe School Days](#) fact sheet at DriveSafeMN, which covers riding in a vehicle, taking the bus, walking and biking. NHTSA also offers [safety resources](#) for school bus drivers, parents and students to help ensure every trip to school is a safe one.

E-BIKE? THINK TWICE!

Considering sending your student back to school on an e-bike? Make sure it's the safest choice for them. E-bikes and e-scooters now account for a growing number of emergency room trips. Since 2023, Minnesota emergency rooms has seen an 800% surge in admissions, with hospitals reporting trauma patterns that more closely resemble motorcycle accidents than traditional bicycle crashes. Minnesota law defines three classes of e-bikes: Class 1 and 2 assist peddling up to 20 mph; Class 3 is pedal-assist only and reaches 28 mph. These sustained speeds significantly increase the severity of head injuries, concussions and trauma in a crash, particularly when no helmet is worn. One third of e-bike/scooter trauma patients are children and teens — keep in mind:

- Riders must be at least 15 years old to legally operate an e-bike.
- Helmets are highly recommended. Some local municipalities, such as Blaine and Cottage Grove, require e-bike riders under 18 to wear them.
- Sometimes an e-bike is not a bike. Vehicles exceeding 750 watts with speeds over 28 mph or without functional pedals are considered motorcycles (e-motos), and require a driver's license and insurance.

Coming Up



AUGUST 12 | 1 p.m. CST

Minnesota Advisory Council on Traffic Safety Meeting

This meeting will include discussions on motorcycle-related crash data, legislative updates, a Tribal Traffic Safety Summit post-event report, and more. Attendees can join the meeting online via Zoom or in person at the Humphrey School of Public Affairs in Minneapolis.

AUGUST 25 | 12 p.m. CST

NSC Webinar: Road to Zero Frontiers of Technology

Sgt. Adam Moore of the South Lake Minnetonka Police Dept. and Mike Avera of Acusensus will discuss their partnership on the Highway 7 Safety Coalition Program, and using AI cameras to alert law enforcement to distracted drivers. Paul Aasen of the Minnesota Safety Council will review Minnesota's efforts to eliminate roadway deaths.

AUGUST 29 – SEPT. 2

GHSA 2026 Annual Meeting

Held in Minneapolis, this event will bring together roadway safety leaders from across the country to focus on integrating technology into traffic safety.

SEPTEMBER 20 – 26

Child Passenger Safety Week

Watch for CPS Week resources in the September newsletter!



**NETWORK OF
EMPLOYERS FOR
TRAFFIC SAFETY**
MINNESOTA

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