



MINNESOTA
TOWARD ZERO DEATHS

Welcome

**East Central Minnesota
Toward Zero Deaths
Workshop**

April 5, 2018

Vision

To reduce fatalities and serious injuries on Minnesota's roads to zero





15
YEARS
**TOWARD
ZERO
DEATHS**

Mission

To move Minnesota toward **zero** deaths on our roads using education, enforcement, engineering and emergency medical & trauma services.



TZD Cornerstone

~~Five~~
Four “E” approach:

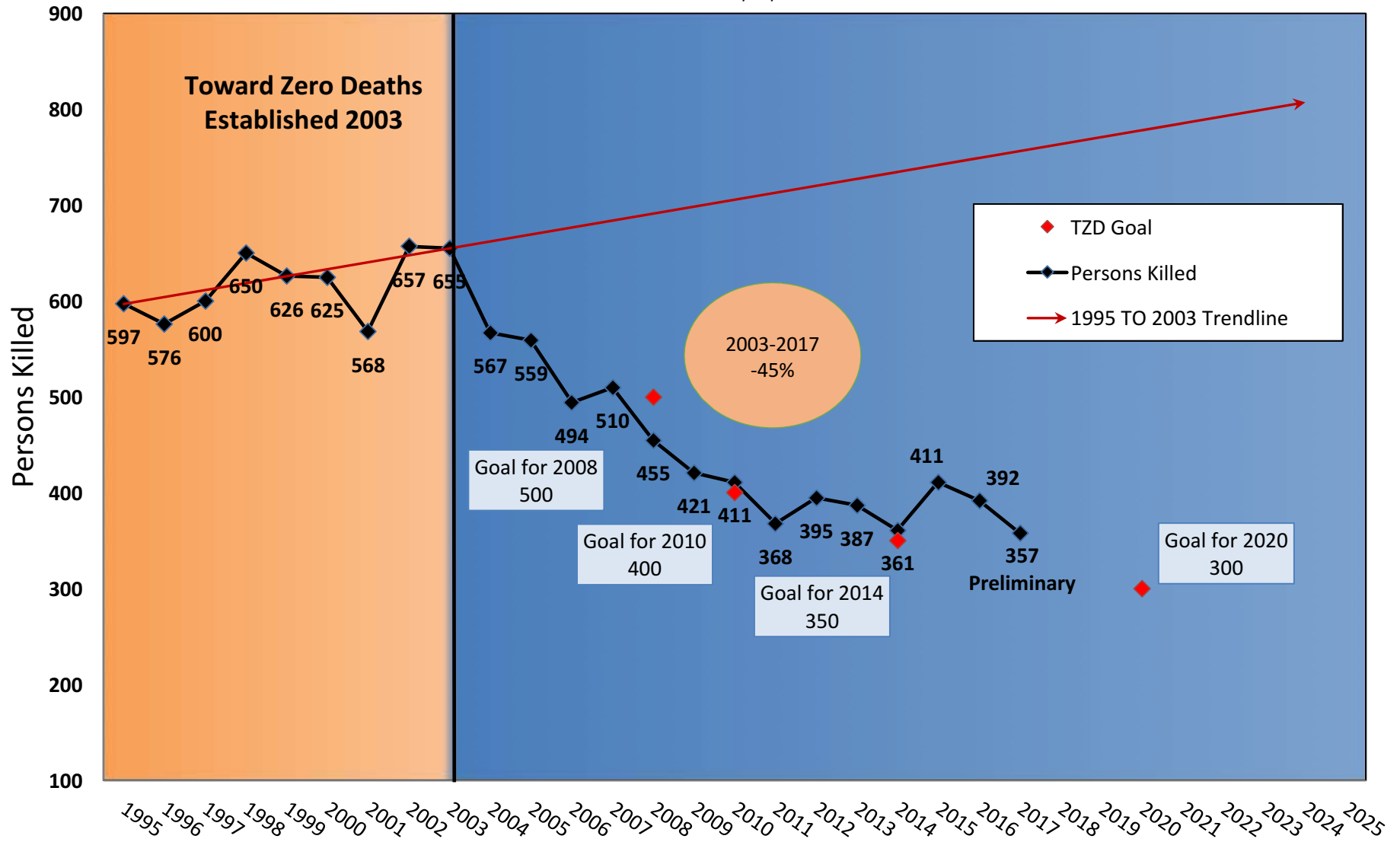


- Enforcement
- Engineering
- Education & Outreach
- Emergency Medical & Trauma Services
- **Everyone Else!**

(Legislators, Judicial, Media)

Minnesota Roadway Fatalities

Source: MnDOT 2/20/2018



Year-to-Date Traffic-Related Deaths

As of
April 05,
2018,
there were
59 traffic-
related
deaths on



Minnesota roads, compared to **66** deaths
at this time last year.

Minnesota TZD Strategic Goals

Goal 1: Pursue public support of traffic safety as a priority

Goal 2: Strengthen TZD as a priority for all units of government and traffic safety partnerships

Goal 3: Promote and implement effective traffic safety initiatives



Focus Areas

- Speed and Aggressive Driving
- Lack of Seat Belt Use
- Impaired Driving
- Inattentive Driving
- Run off Road
- Intersections



How to Change a Culture

“Progress occurs when courageous, skilled leaders seize the opportunity to change things for the better.”

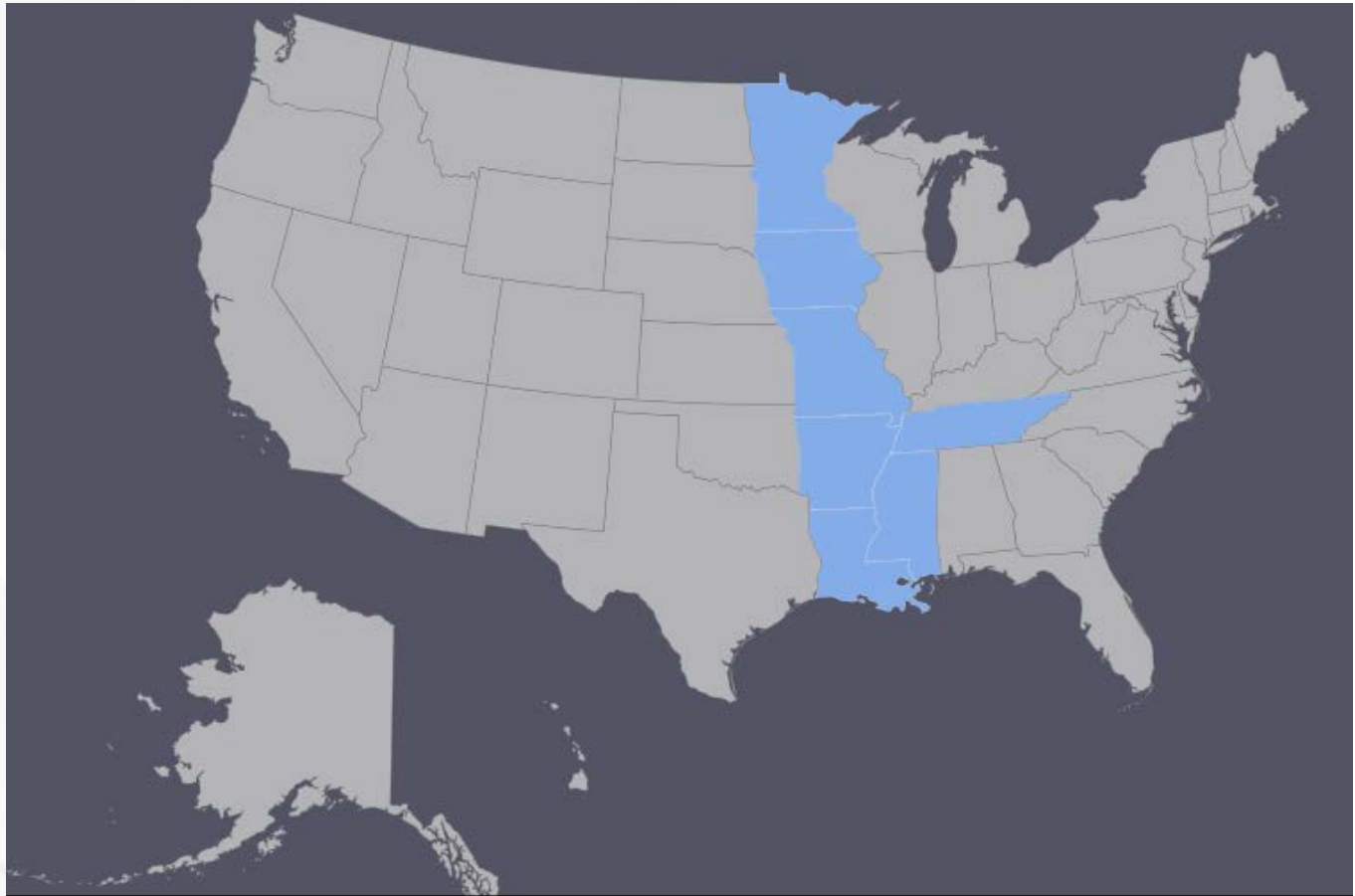
– Harry S. Truman



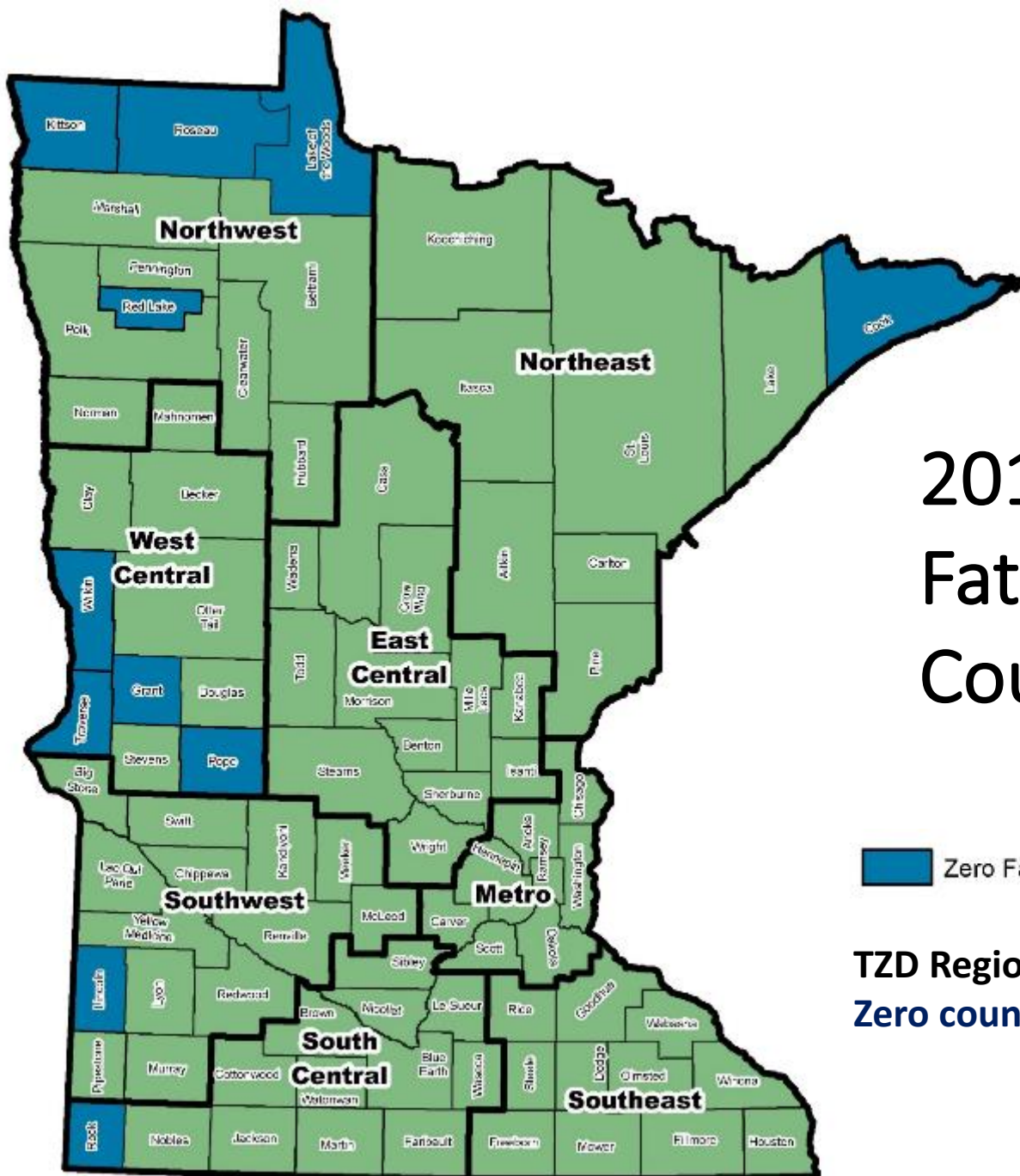
Can We Get to Zero?




Zero is attainable — but it will take all of us working together to get there!



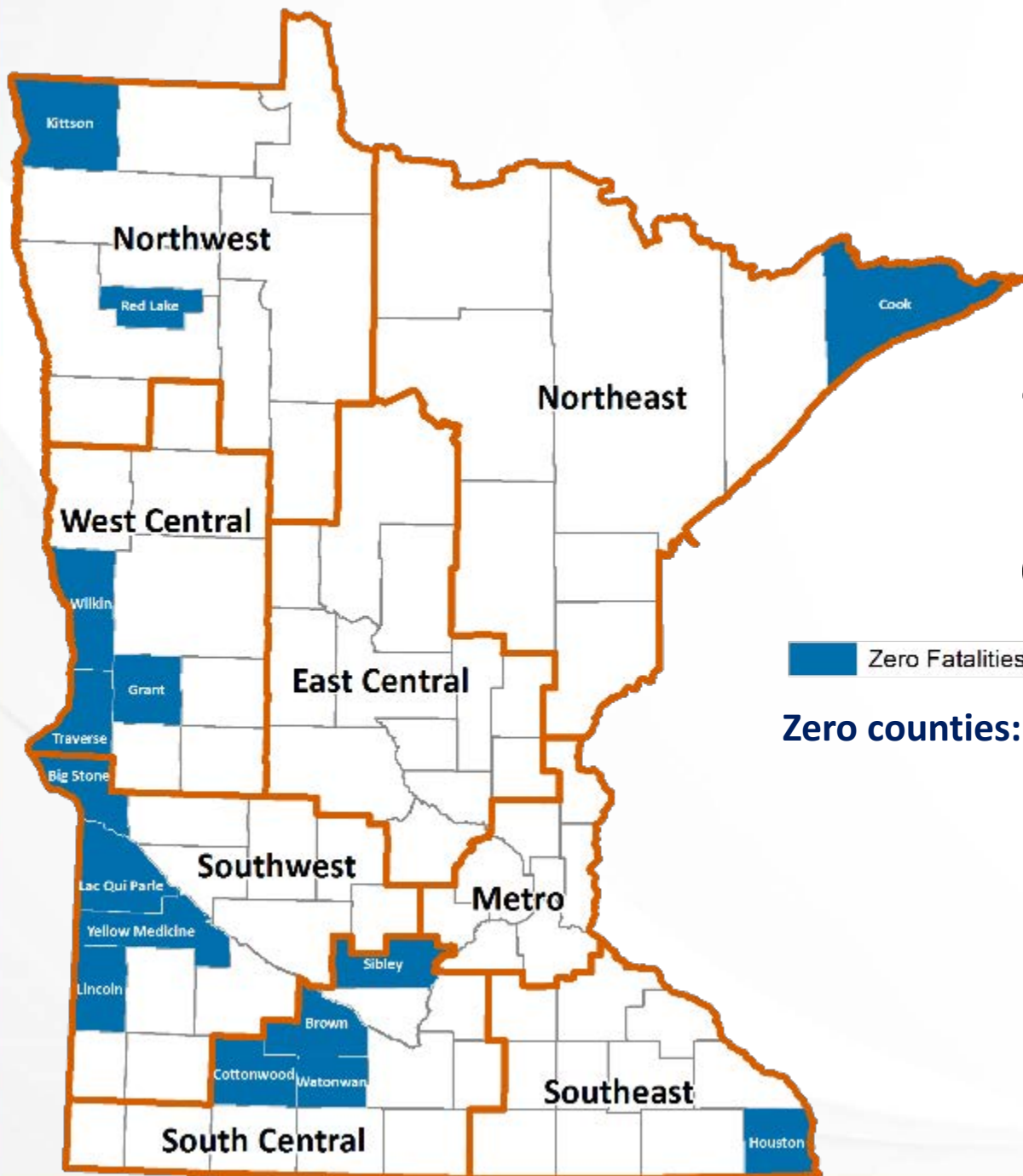
Minnesota is a safe place to be!




2015 Zero Fatality Counties

 Zero Fatality County

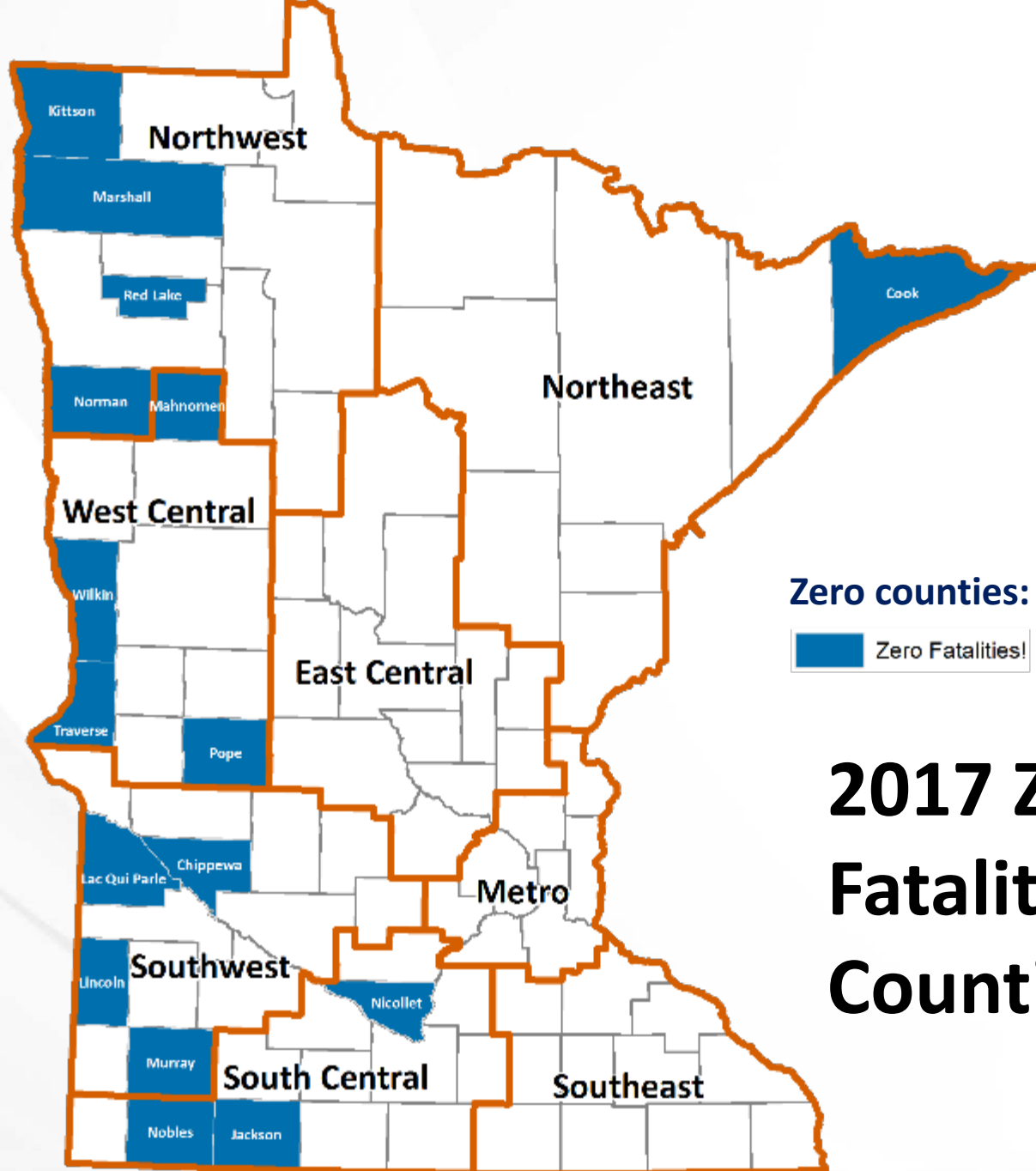
TZD Regions Map
Zero counties: 11



2016 Zero Fatality Counties

 Zero Fatalities!

Zero counties: 15



2017 Zero Fatality Counties

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