



**TOWARD
ZERO
DEATHS**



**MINNESOTA
MDH
DEPARTMENT OF HEALTH**

m
DEPARTMENT OF
TRANSPORTATION



MINNESOTA
TOWARD **ZERO** DEATHS

Welcome

East Central Minnesota Toward Zero Deaths Workshop

May 24, 2017



Follow us on Twitter and Facebook!



- Follow us on Twitter: @MNTZD



- Like us on Facebook: MNTZD

Vision

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



Mission

To move East Central 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 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



2017 TZD Regional Workshops



April 19:

Metro– Roseville

April 21:

Southwest – Redwood Falls

May 3:

Southeast – Rochester

May 4:

South Central – New Ulm

May 11:

West Central – Ottertail

May 23:

Northwest – Bemidji

May 24:

East Central – Brainerd

May 31:

Northeast – Duluth

Legislative Gains

2005

- .08 Blood Alcohol Content (BAC)
- Statewide Trauma System

2006

- Cell Phone Ban for Provisional Novice Drivers

2008

- Graduated Driver's License
- No Electronic Communication (text, e-mail, web access)

2009

- Booster Seat
- Primary Seat Belt

2010

- DWI Administrative Sanctions/Ignition Interlock

2014

- Parent Component for driver education

2015

- Increased fine for texting & driving second offense

Minnesota Roadway Fatalities

Source: MnDOT 3/4/2016

2005 Statewide Trauma System Legislation & BAC for DWI Changed from 0.1 to 0.08

2006 Cell Phone Ban for Permit Holders Under 18 and Provisional Drivers

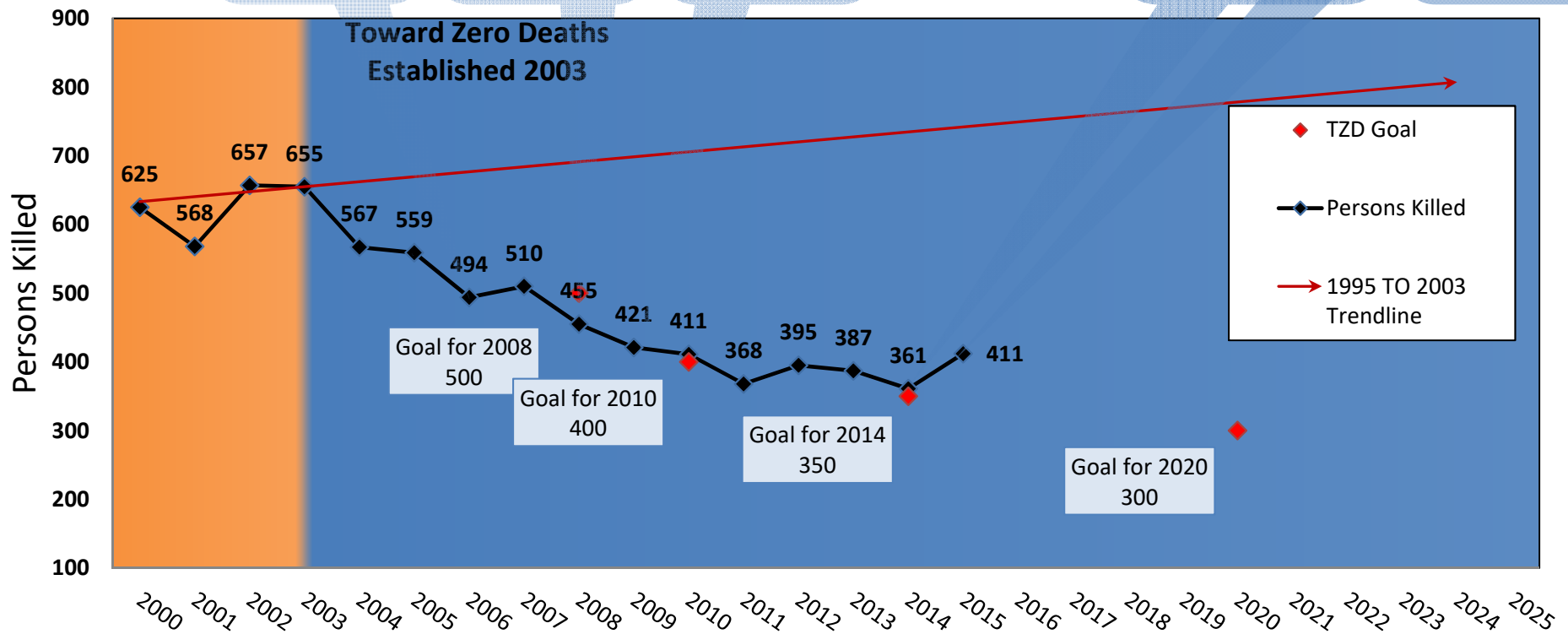
2008 Electronic Communications Prohibited While Driving & Expanded GDL Laws

2009 Primary Seat Belt Law; Booster Seat Law; Expanded GDL Laws

2010 Driver License Sanctions Ignition Interlock

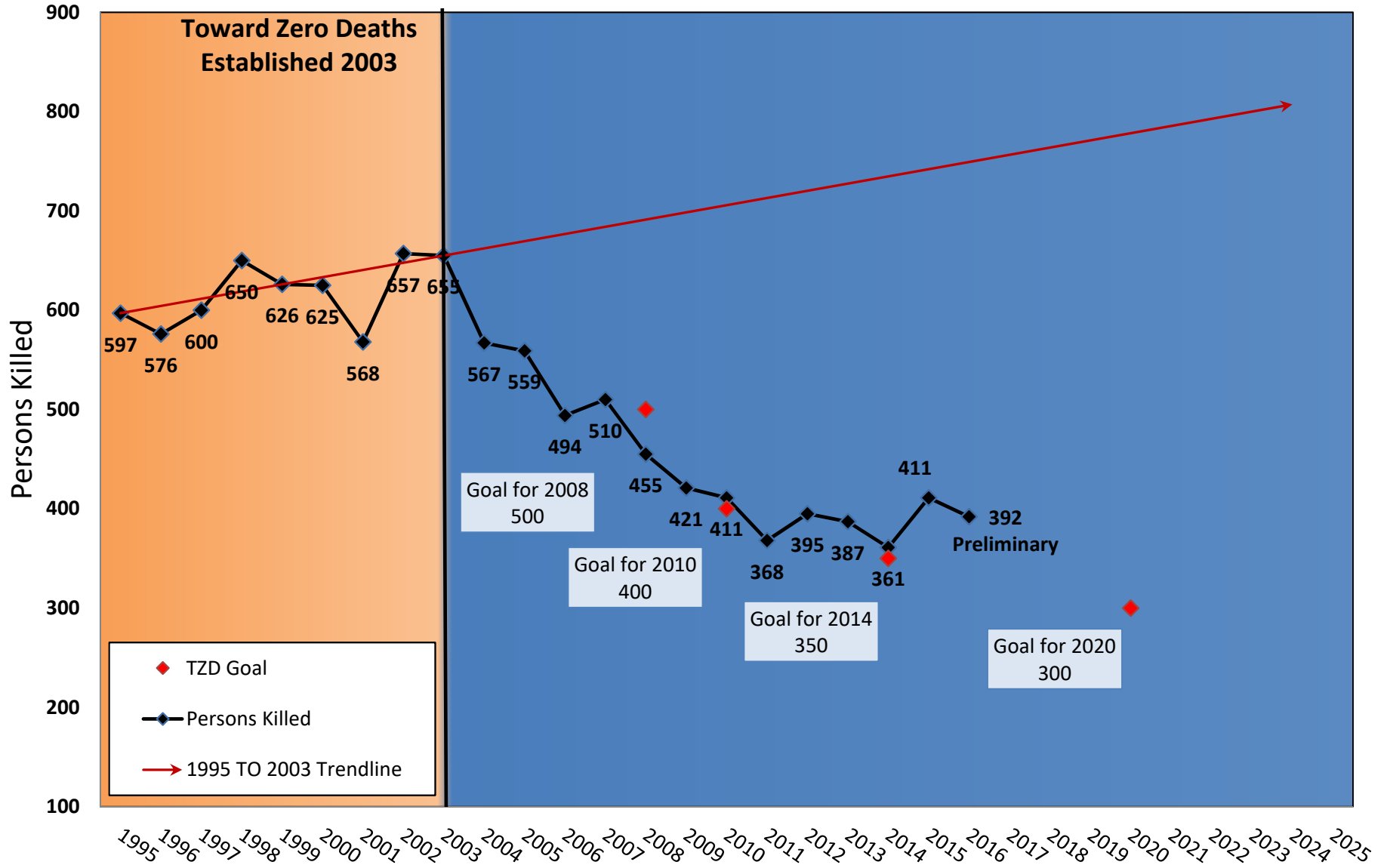
2014 Additional Fines for Work Zone Speed Limit Convictions Increased Hours of Adult-supervised Practice for Teen Provisional Drivers & Require Driver Educators to Offer Parent Awareness Training

2015 Increased fine for texting and driving second offense



Minnesota Roadway Fatalities

Source: MnDOT 4/17/2017



Year-to-Date Traffic-Related Deaths

As of
May 23, 2017,
there were
113 traffic-
related
deaths on



Minnesota roads, compared to **119** deaths
at this time last year.

Minnesota Toward Zero Deaths: *It's more than just a slogan*

Kristine Hernandez, MBA

Minnesota Toward Zero Deaths Program Coordinator



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Regional TZD Crash Facts

Captain Jeff Westrum
Minnesota State Patrol





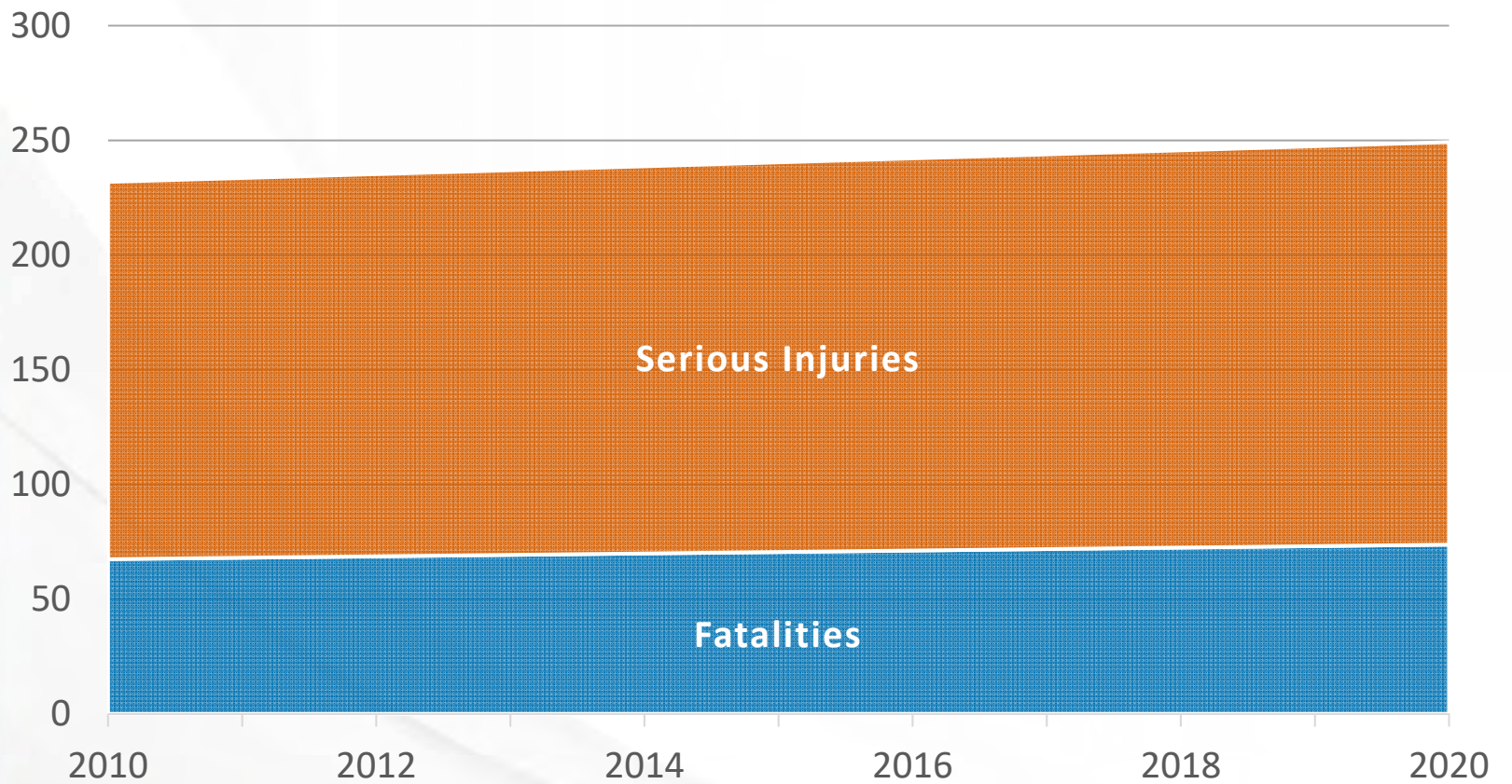
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TOWARD **ZERO** DEATHS

East Central Minnesota Regional Crash Data

MAY 24, 2017

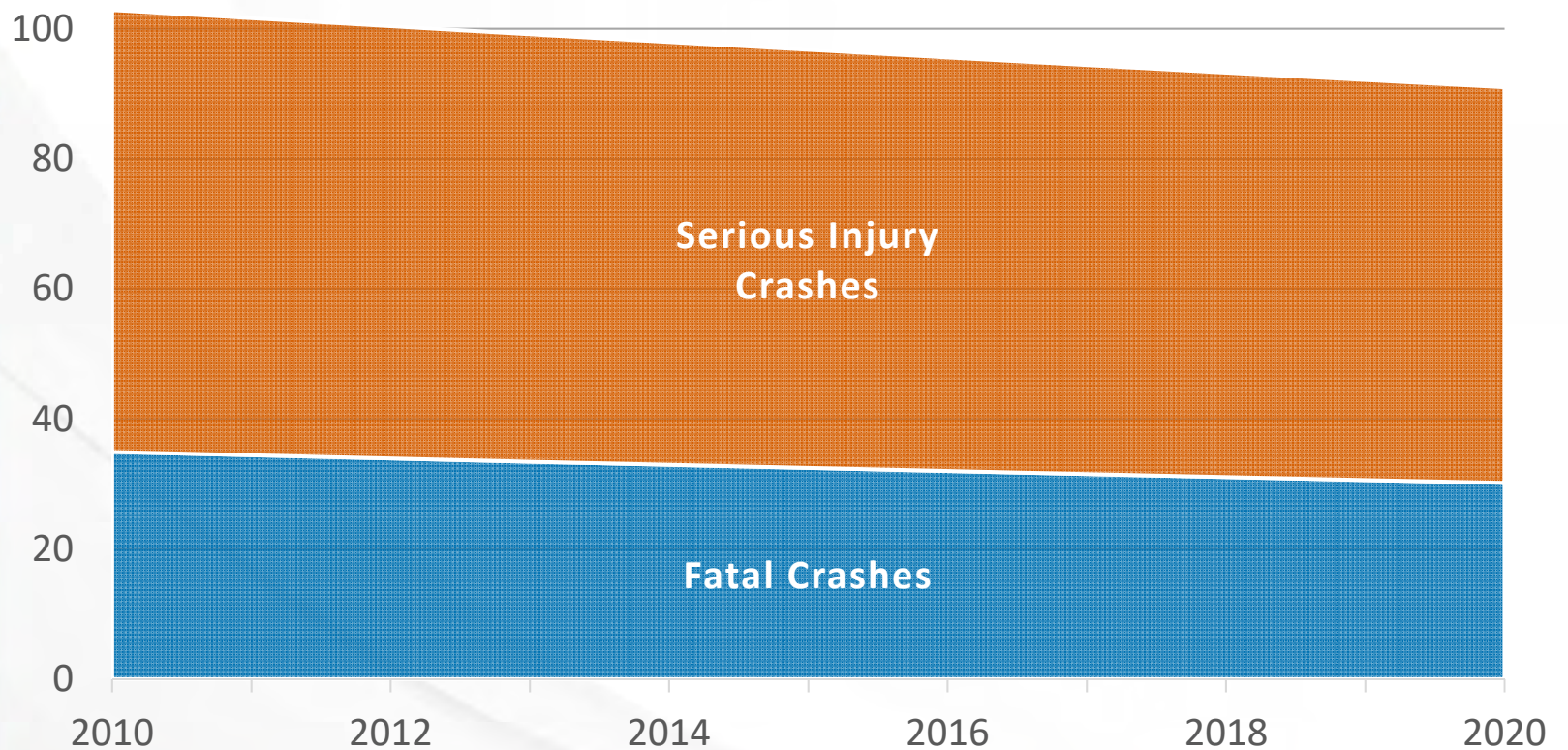
Safety Trends

East Central Region, 2010-2016



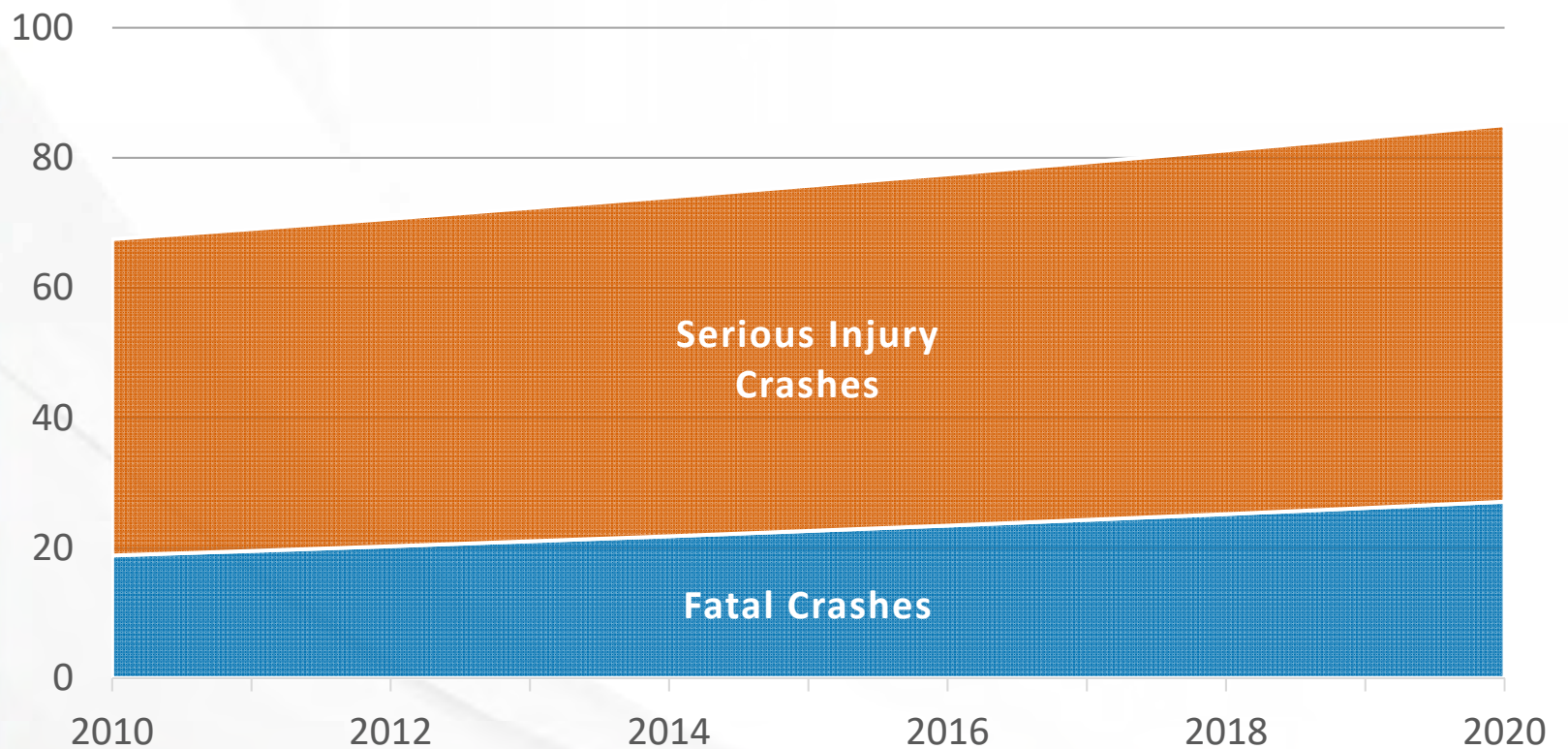
Lane Departure Crash Trends

East Central Region, 2010-2016



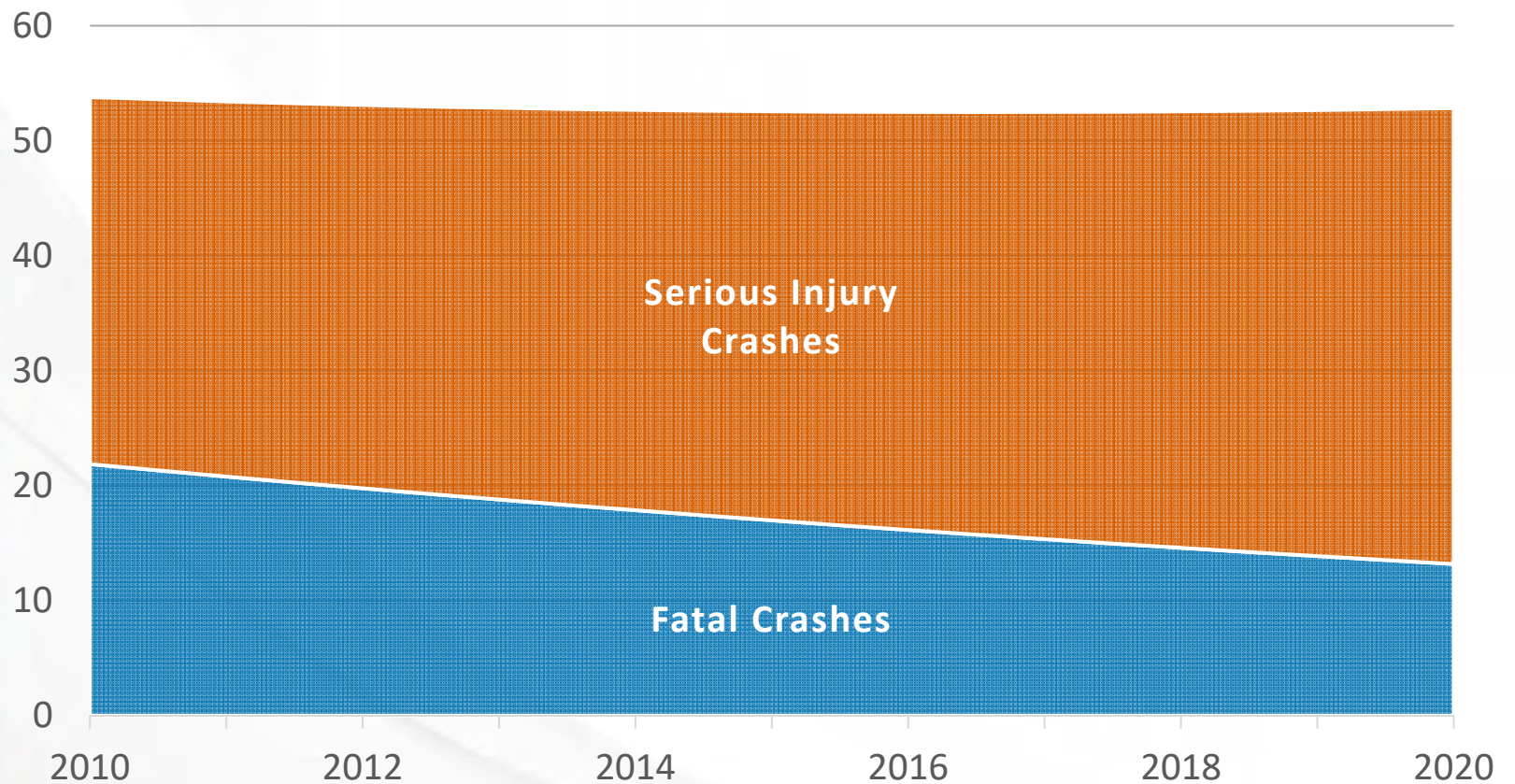
Intersection Crash Trends

East Central Region, 2010-2016



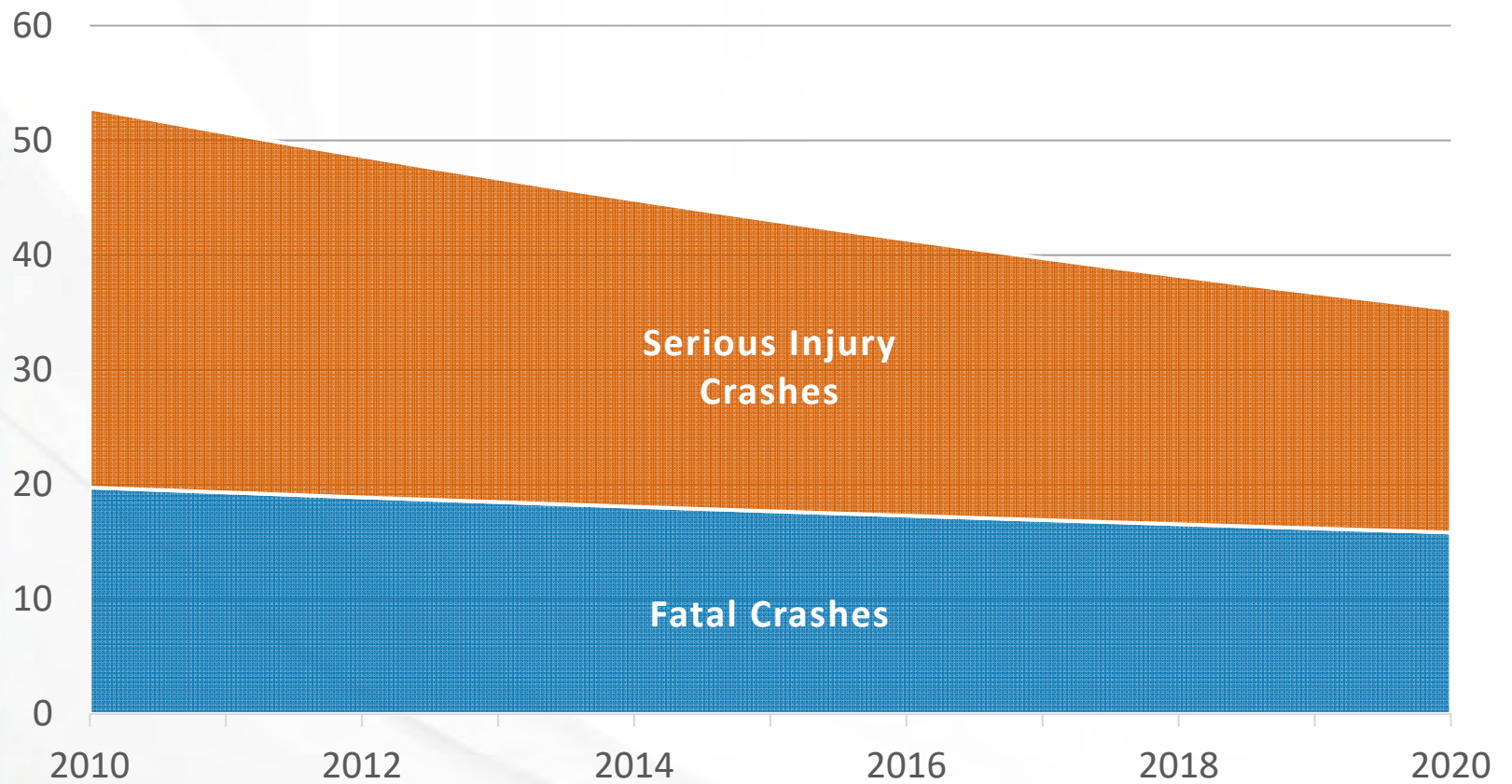
Alcohol-Related Crash Trends

East Central Region, 2010-2016



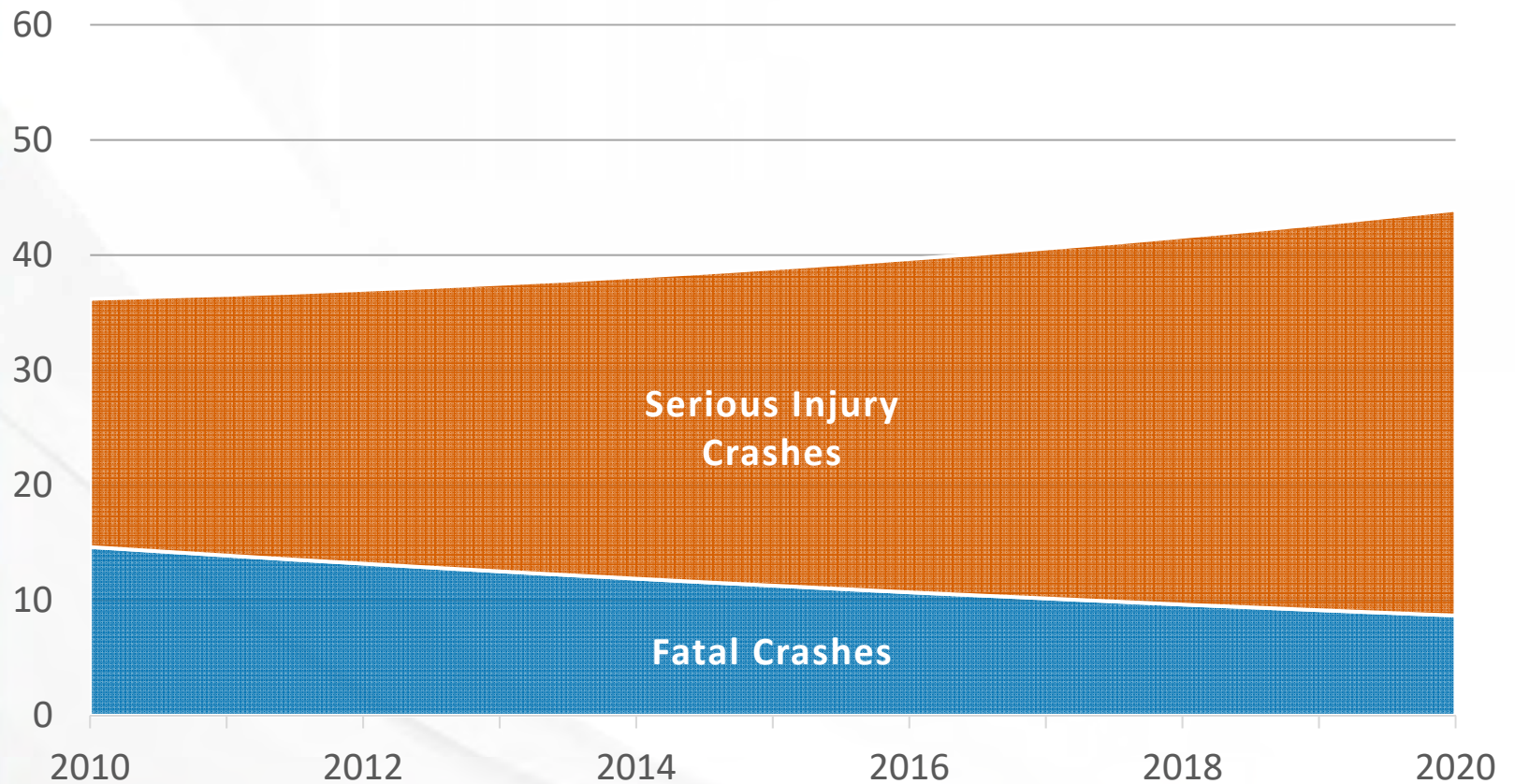
Unbelted Crash Trends

East Central Region, 2010-2016



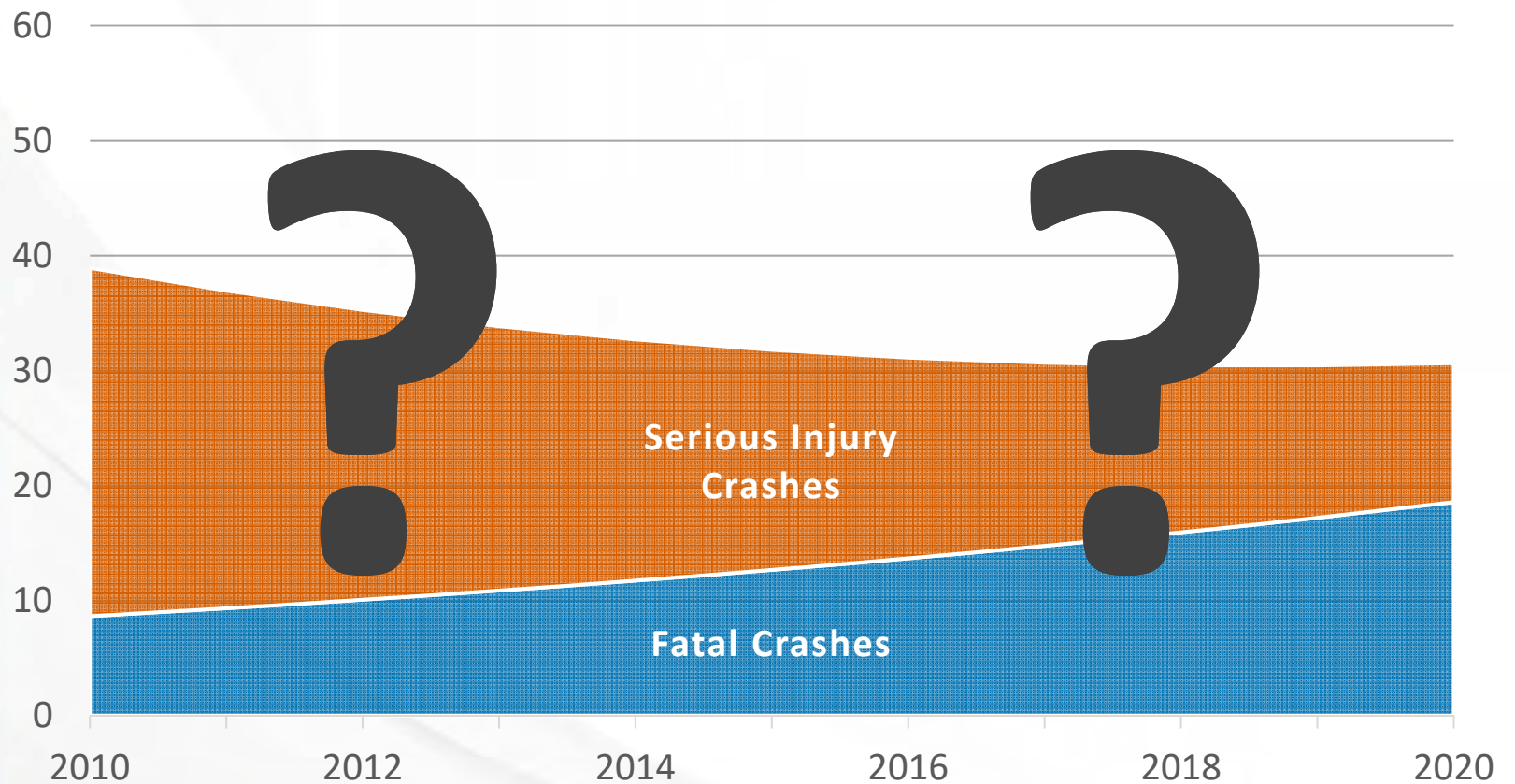
Speed-Related Crash Trends

East Central Region, 2010-2016



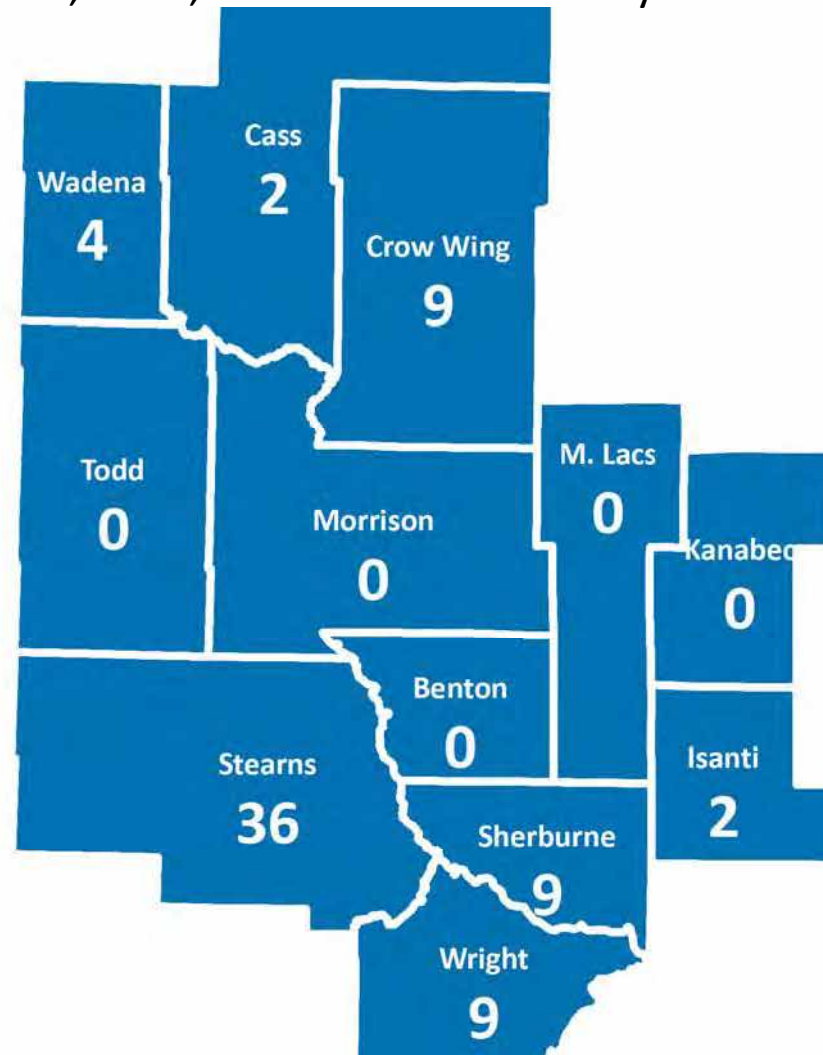
Distraction-Related Crash Trends

East Central Region, 2010-2016



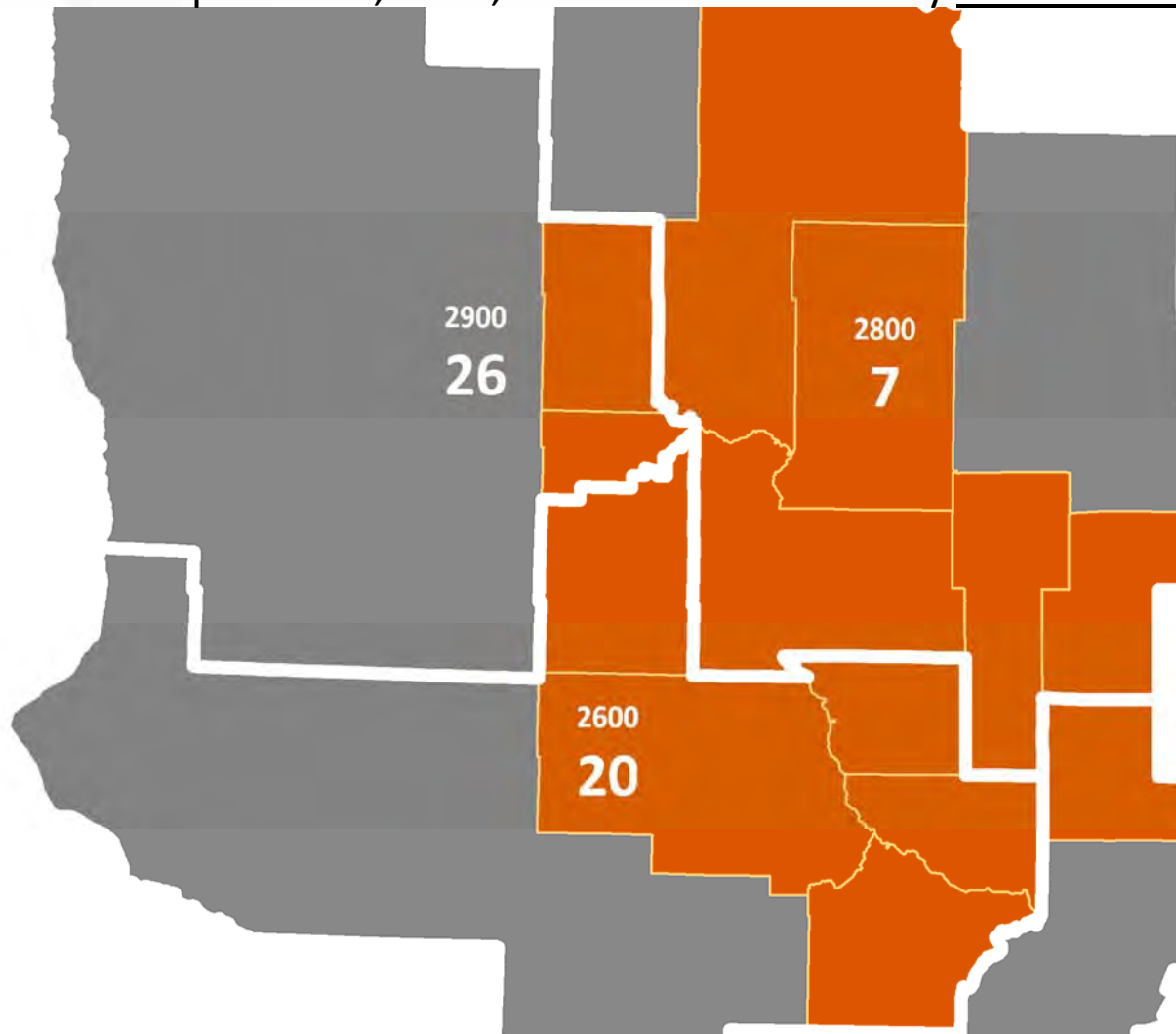
Texting Citations

April 11-17, 2016, Grant Funded On-Duty Citations



Texting Citations

April 11-17, 2016, Grant Funded On-Duty State Patrol Citations



East Central Summary

- **The “Big Four” remain a challenge**
 - Impairment
 - Distraction
 - Seat Belt Use
 - Speed
- **Fatalities have leveled off after years of steady decline**
 - How can the Four “Es” work together to decrease fatalities and serious injuries?

Resources

- **Minnesota Toward Zero Deaths**
 - www.MinnesotaTZD.org
- **Strategic Highway Safety Plan**
 - www.mndot.gov/TrafficEng/Safety/SHSP
- **Minnesota Crash Facts**
 - <https://dps.mn.gov/Divisions/OTS>

Break Time





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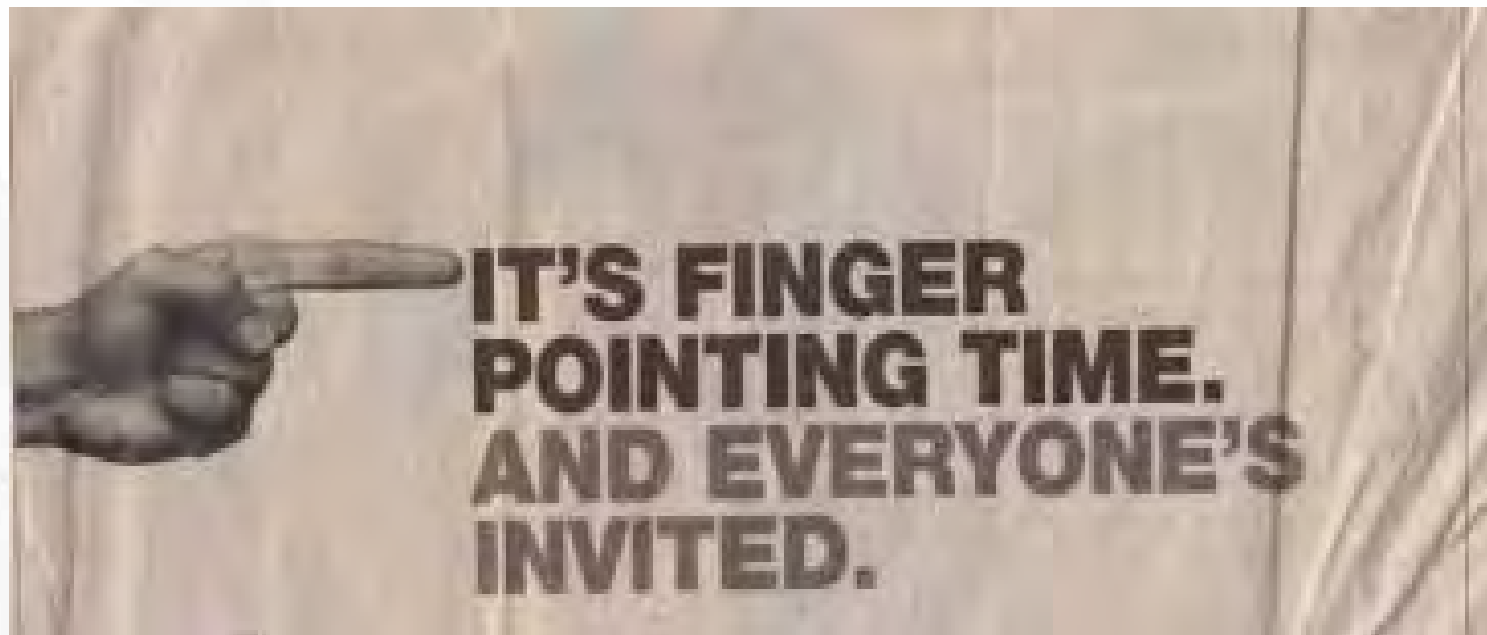
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The Blame Game



Street View - Aug 2016



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Dissection of Crash Evidence



Keynote Speaker

I Just Share From My Heart: A Sister Speaks Out

Rylie Langer



Lunch & Exhibits





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Break



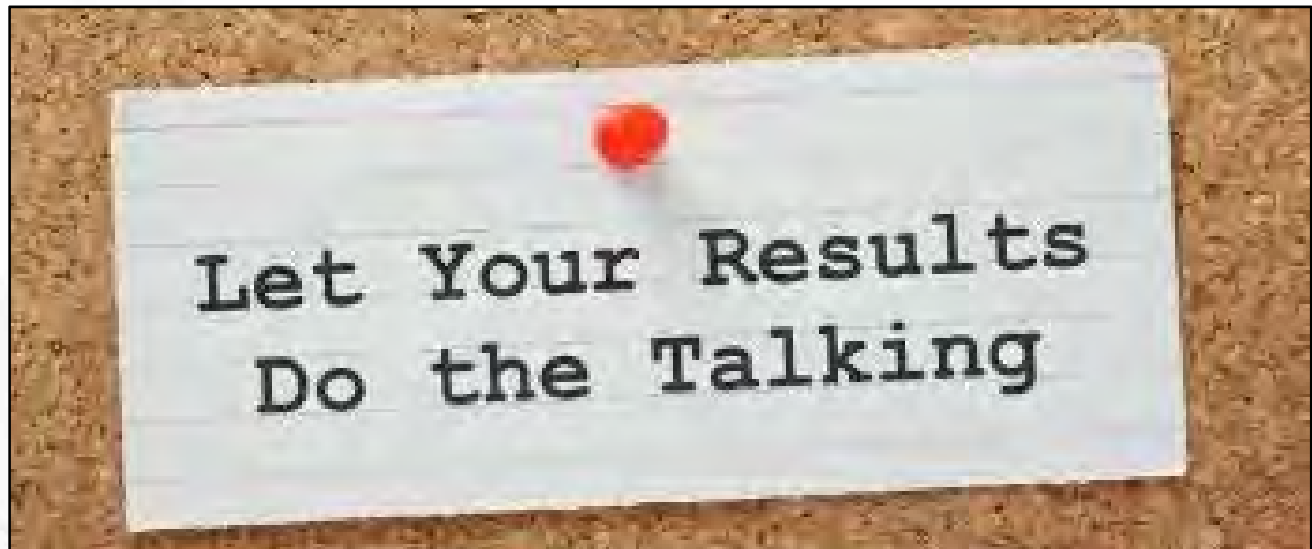
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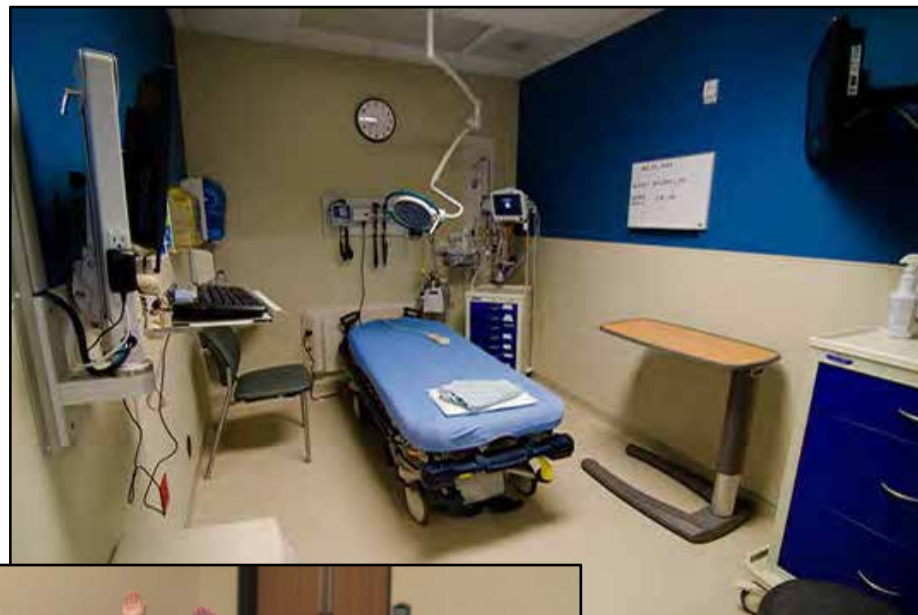
Regional Accomplishments



Report Back

Tom Nixon

East Central TZD
regional coordinator

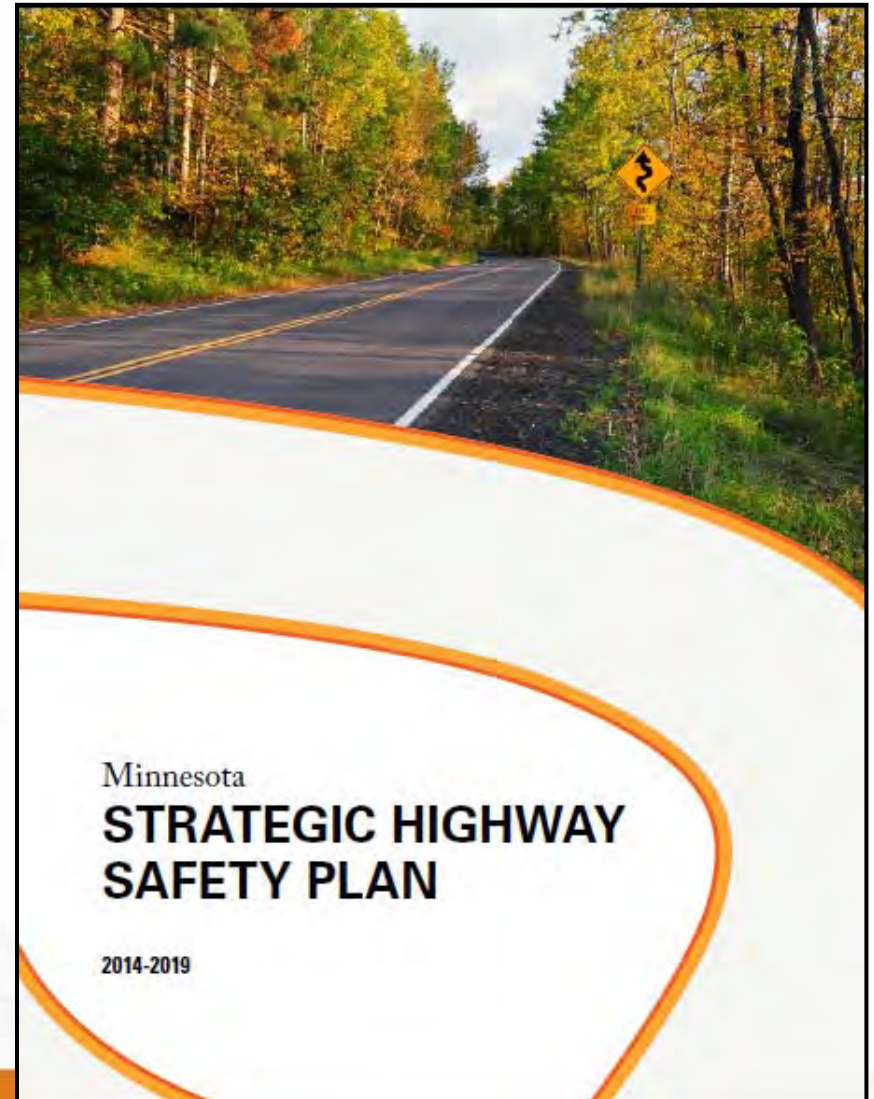


Looking Forward

Toward Zero Deaths Goal

2020 Targets

- **300** or fewer traffic-related deaths
- **850** or fewer traffic-related serious injuries



TZD Success Factors

- Commitment to change traffic safety culture
- Collaboration with traffic-safety advocates
- Promote best practices & lessons learned
- Innovation!



How can you be involved in TZD?

- Stakeholder breakfasts in person or online
- Annual statewide conference and/or regional workshops
- Regional TZD Steering Committee meetings, news conferences & special events
- TZD mailing list(s)
- Be a TZD Ambassador!



Toward Zero Deaths Statewide Conference



October 26-27, 2017 – St. Paul

www.minnesotatzd.org



EAST CENTRAL TZD



Closing remarks





BELIEVE IN
ZERO[®]





There's no one someone won't miss.



SAFE TRAVELS!

EMS

EDUCATION

ENGINEERING

ENFORCEMENT



Goal: Zero Deaths

