



**Minnesota TZD Program
Leadership Team Meeting Notes
Friday, March 6, 2020
9:00 a.m. – 10:00 a.m.
MDH Golden Rule Building, Conference Room 295**

Participants: Chris Ballard, Linda Dolan, Kristine Hernandez, Jeff Huettl, Ken Johnson, Mark Kinde, Derek Leuer, Stephanie Malinoff, Scott McConkey, Kristi Sebastian, Brian Sorenson, Dan Starry, Will Stein, and Jeff Tate

Via Conference Call: Holly Kostrzewski

Guest: Lisa Kons (MN Safety Council for Paul Aasen), Linda Priesen (Athey Creek Consultants), Richard Storm (HDR), and Brad Utecht (MnDOT)

Action items are denoted in bold.

Welcome, introductions, and review agenda

Stephanie welcomed everyone and asked members to introduce themselves. Ken Johnson is new to the TZD Leadership team. All welcomed Ken to the team.

SHSP Steering Committee Work

1. Status of Public-Facing SHSP
 - Draft SHSP was posted for public commenting on Feb. 19. Comments are due March 20.
 - An e-announcement was sent to the TZD stakeholder group, inviting comments. MnDOT also sent notices to their partners, inviting comments.
 - 26 comments have been received to date, some from state agencies and some from the general public. No strong themes to date. There are 5-6 motorcycle comments, mainly supporting helmet law and additional emphasis on increasing motorcyclist safety.

2. Draft SHSP Executive Summary / Overview Document
 - A one-page (front/back) executive summary document has been created.
 - The intended audience is Minnesota's Traffic Safety Partners and stakeholders, not necessarily the general public as a primary audience.
 - It's in a "handout" format, meant to be a tool for MnDOT and others (e.g. TZD Leadership Team, other agencies, traffic safety partners) to promote the SHSP and educate their respective stakeholders about the plan.
 - Content includes SHSP's connection to the TZD Program, the four Es, stakeholder engagement, 2025 interim goals for deaths/injuries (0 is ultimate goal), framework and description of the focus areas. Callouts with "for more information" are on both sides of the handout – including how to access the full SHSP and how to get involved.

- Comments from TZD LT members:
 - In the “Purpose” callout box, does the funding symbol represent the purpose of the SHSP? The plan does guide funding decisions but may not need to overstate the connection to HSIP funding on this summary handout.
 - In the “For more information” callout box =>> change to “Call to Action”
 - In the “How can you implement the SHSP” callout box =>> change to something more actionable like “What can I do?” or similar.
 - Add TZD logo to the “call to action” callout box.
 - The 2025 goal = 225 by itself seems out of context for those who may not be familiar with TZD and historical fatality trends.
 - Though it is important to celebrate the past 20 years of success in fatality reductions, this may be an opportunity to show how the SHSP has set an aggressive goal for 2025, with strategies to get there.
 - Indicate what the average has been over the few years (e.g. the previous SHSP 5-year period), to orient readers to the 2025 goal.
 - Preference is to show a trend-line to demonstrate “flat-ish” trend over the past 5+/- years, with a steep down arrow (or similar) to demonstrate the significant decrease for the 2025 goal.
3. Timing for Finalizing the SHSP
- All SHSP documents are likely to roll out together at one time. This includes the public facing SHSP, technical report, action plans, executive summary document, and log of public comments/responses.
 - The first TZD regional workshop is April 9. TZD Program plans to use the summary handout to start rolling out the SHSP. Leave “Draft” on the handout until the SHSP is signed by the lead agencies’ commissioners.
 - Some technical stakeholders working in motorcyclist safety and commercial vehicles noted that they are providing comments per the public commenting mechanism.
4. Next Steps:
- Public commenting on the draft SHSP is open through March 20.
 - MnDOT will respond to public comments and make any resulting updates to the SHSP.
 - MnDOT will coordinate Commissioners’ signatures on the SHSP.
 - SHSP public facing document, technical report, action plans, executive summary document, and public comments/responses log will be finalized and posted to MnDOT’s website.
5. Next SHSP Update at TZD LT Meeting:
- April 3, 2020: Overview of public comments and any changes to the SHSP.

TZD 2.0 Update

Please refer to Brian’s TZD 2.0 PowerPoint presentation for details.

Brian talked about the TZD 2.0 RFP. The goal is to assess and update the TZD program. They hope to define the program’s mission and vision at both the statewide and regional levels. It will also define roles, identify responsibilities and identify program areas that would benefit from policy changes.

The objectives of the results of the RFP is to engage a larger group of stakeholders, create greater ownership of traffic safety, allow for flexibility to implement different solutions and allow for the generation of new and unique solutions to reduce fatal and serious injury crashes in MN.

The main deliverables will be a literature review, program evaluation, revised organizational structure, formal policy recommendations and an implementation plan.

It was discussed that we should also define what's a stakeholder and a partner. There was a reminder to allow coalitions to have flexibility, not be mandated to do things. They also suggested hiring a contractor who is not familiar with TZD. A team of people will be on the RFP submittal review/selection team.

They hope to submit the RFP late March or early April.

TZD Stakeholder Breakfast

We are looking for a topic for the July 22, 2020 TZD Stakeholder Breakfast. If you have an idea, please contact Linda by March 16, 2020.

Meeting was adjourned at 10:00 a.m.