



MINNESOTA TOWARD ZERO DEATHS

Minnesota updates & what are other Nations/States doing?

Kristine Hernandez, Statewide TZD Program Coordinator, MnDOT Office of Traffic Engineering

May 18, 2023

Enhancing a New Focus

Structure and operations help TZD focus on what matters



Review:

- National pilot projects & initiatives
- State projects
- Minnesota Traffic Safety Culture efforts



SOMEBODY LOVES YOU, DRIVE SAFE



I DRIVE SAFE FOR:



How Finland Put Traffic Crashes on Ice

- The Nordic nation's rate of vehicle fatalities is a fraction of the toll in the US, despite a harsh climate and ice-covered streets.
- Fatalities [plunged 50%](#) between 2001 and 2019, when Helsinki made international news for going [an entire year](#) without a single pedestrian or cyclist fatality. ([Last year](#) there were two, down from 22 in 1990.)





How'd they do that?

- Set Stricter Limits
- Make Speeders Pay — a Lot
- Question Every Crash
- Understand the Ice
- Keep it Simple

Another mandatory element on the car? Slovaks have developed a front brake light with the potential to save lives

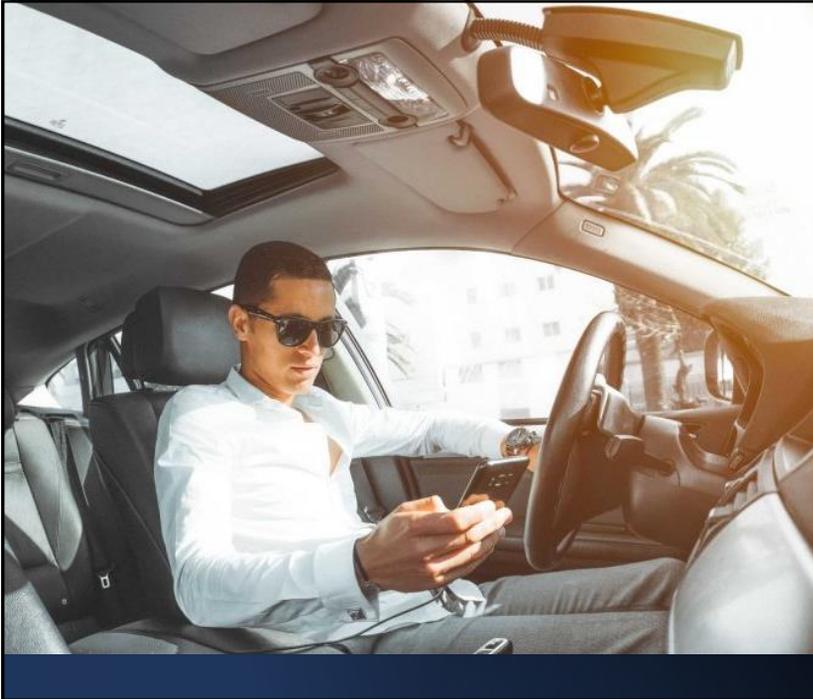


The green brake light on the front of the car is a novelty that comes from Slovakia. Its main task is to timely warn pedestrians to a braking vehicle.

Source: <https://www.autoviny.sk/autor/86/david-hecl>

Slovakian police will have special radars that will shine a light on everyone.

The police are about to modernize their equipment. Special radars that can detect mobile phone use behind the wheel or unfastened seatbelt should be added to its portfolio.



It will be built along a **21km** stretch of the **E20 motorway**

[Sweden is building the world's first permanent electrified road for EVs to charge while driving | Euronews](#)

Michigan State Police have begun installing license plate readers along metro Detroit freeways



It is part of a pilot program that's set to expand across the state. State police say the technology would only be used for serious and violent crimes and could quadruple the chances of making an arrest.

**TOWARD
ZERO
DEATHS**
50 YEARS OF SAVING LIVES

TRAFFIC SAFETY COMMISSION

That vision is to reduce traffic fatalities and serious injuries to zero by 2030. The WTSC Director is the Governor's Highway Safety Representative, which is a designated position each state is required to have in order to qualify for federal traffic safety funding. The Commission is made up of 26 employees and ten Commissioners chaired by Washington's Governor Jay Inslee.

- Dept of Transportation
- Washington State Assn. of Counties
- Dept. of Health
- Dept. of Licensing
- Washington State Patrol
- The Governor
- Judiciary member
- Superintendent of Public Instruction
- Health Care Authority
- Assn. of Washington Cities

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TRAFFIC SAFETY COMMISSION

Current Projects

- Reduced speed limits in Seattle, from 25 MPH to 20 MPH
- Speed cameras in work zones
- “When in doubt, roundabout!”

Upcoming Efforts

- Income-driven Driver Education programs
- 0.05 per se law (down from 0.08)
- Mandatory Driver Education knowledge testing for ages: 16-18, 19-21 and 22-24-year-olds
- Re-test if you have been driving and have a crash

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DEATHS

Idaho's take on Positive Social Norming: *The New Way*

Seat Belt Safety

Audience: Young males age 20–36

Message: Seat belts keep me safe so I can experience more of life's moments

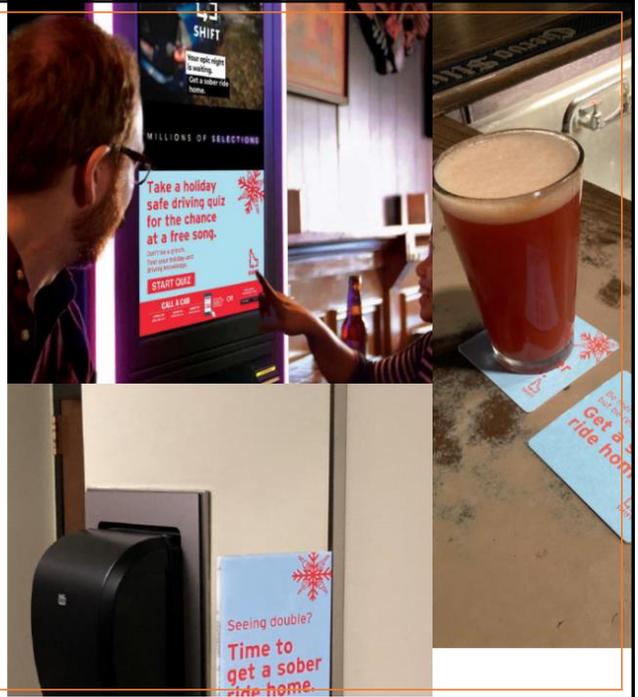


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SHIFT

In Bar Media

- Opportunity to influence prior to decision
- Provide information about getting a sober ride
- Reminds bar staff about customer safety



How many of you live in states where recreational cannabis is legal?



Why is this resource needed?

- More states are legalizing cannabis
- More people are consuming cannabis
- More cannabis-involved fatal crashes during the pandemic
- Disconnect between cannabis use and driving
- Misperceptions about effects of cannabis on driving

bit.ly/GHSA-Cannabis-Messaging

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30 YEARS OF SAMUELSON
DEATHS

Baked goods and baked drivers
are a bad recipe.

To put it bluntly: Don't drive

PLAN AHEAD.
DON'T DRIVE HIGH.

PRETTY SIMPLE:
IF YOU'RE HIGH, JUST DON'T DRIVE.

DON'T GO DOWN THAT ROAD

ad **NHTSA**

+ **= DUI**

Baked ar

TSA IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

Campaign basics

- Campaigns should be **factual** and **focus group** tested
- Community-based, **trusted messengers** – not government
- **Do not** stereotype or ridicule cannabis consumers
- **Myths** about cannabis and driving must be dispelled
- Enforcement messages focus on LE's **skills to detect impairment**, not legality/illegality of cannabis use
- **Cannabis-impaired driving is illegal** in all 50 states and territories, regardless of legal status of cannabis

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Ask Them
to Wear a Seat Belt

TOGETHER
FOR LIFE

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Tips

- Keep it light. When people feel threatened, they may lose sight of the fact that you want people you care about to always wear a seat belt.
- Some people have inaccurate beliefs about seat belts. Avoid arguing.
- You may need to ask someone to wear their seat belt more than once. Keep asking until they always wear a seat belt.

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TOGETHER FOR LIFE Community Building 60-Second Video 1 (Updated) Share

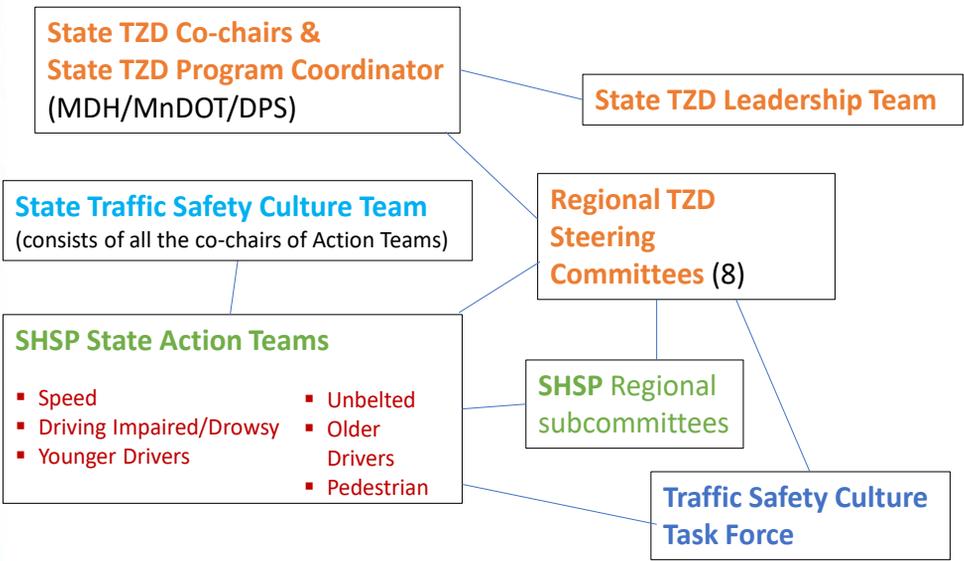
0:02 / 1:02 YouTube

Community Building 60-Second Video 1

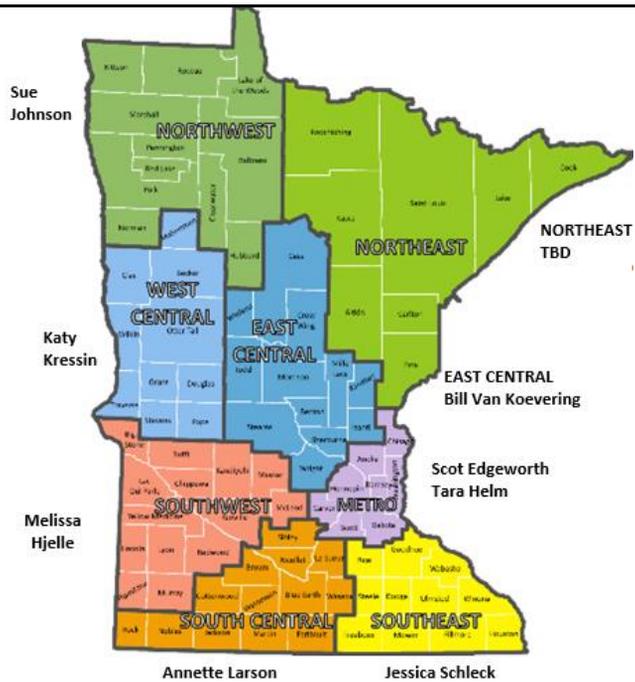
The image shows a YouTube video player interface. The video title is "Community Building 60-Second Video 1 (Updated)". The video content is a landscape scene of a sunset over a canyon. The sun is low on the horizon, casting a warm, golden glow over the scene. The canyon walls are visible on the left, and the sun is reflected in a body of water in the foreground. The video player controls are visible at the bottom, including a play button, a volume icon, a progress bar showing 0:02 / 1:02, and icons for closed captions, settings, YouTube logo, and full screen.



SHSP/TZD Structural Relationship



Traffic Safety Culture Task Force



State TZD Program Coordinator
Kristine Hernandez



Valentine's Day Tool Kit

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SAMPLE ANNOUNCEMENTS AND
SAMPLE SOCIAL MEDIA MESSAGES



Share these messages for Valentine's Day

This Valentine's Day, while driving, miss their text so they don't miss you.

Drive safe speeds!
Your family and friends will wait for you!

I think we click... Make a simple choice...
Buckle Up, Every Seat! Every Time!

Enjoy life's moments. Arrive alive...
Remember drive safe.
Help us make Minnesota roads safe!

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**NATIONAL
STOP ON RED
WEEK**

August 7-13th, 2022

#STOPONREDMN

LEARN MORE

www.MinnesotaTZD.org



National *Stop on Red Week* serves as an important reminder of the dangers in intersections and the importance of stopping on red. This includes stop lights, stop signs, and at railroad crossings. Preventing these crashes is in each driver's control. Together, we can protect our community, families, and friends by ALWAYS STOPPING on RED.

Please join us August 7-13, 2022, to spread our message of driving safe for the ones we love. To assist you with this endeavor, here are [campaign communication tools](#) ready to adapt and use during *Stop on Red Week*:

- Email Template
- Newsletter Article Template & Letter to the Editor
- Social Media Posts
- Additional Materials, including a poster

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TZD TSTF partners with the DNR

2022

Preliminary fatality count is **444**.

Which includes:

Pedestrians: 45

Motorcyclists: 82

Bicyclists: 6

ATVs, UTVs: **14**

Snowmobiles: 1

Why?!

Youth Helmets



Proper Size



[Facebook](https://www.facebook.com/MN.DNR.Enforcement) (Facebook.com/MN.DNR.Enforcement)
[Twitter](https://twitter.com/mndnr_ENF) (@mndnr_ENF)

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SHSP Speed Action Team

Objectives

- Identify and evaluate new, innovative, effective countermeasures.
- Understand available data related to speeding, identify data needs and explore opportunities for new data sources.
- Kickoff meeting March 2021

Subcommittees Established

- Automated Speed Enforcement Pilot Project
- Roadway Design



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SHSP Impaired Driving Prevention State Action Team

- Focusing 2 SHSP Strategies:
 - Increase public awareness to reduce impaired driving.
 - Provide funding, training, technology for enforcement.
- Minnesota Safety Council has grant funding from AAA to do an “Impairment is Impairment” campaign



SAVE THE DATE: 2023 MN DRUGGED DRIVING SUMMIT

Join leading experts to enhance your knowledge of drug mitigation, use (legal and illegal), and its potential impact on driving. Learn about upcoming trends, challenges, and countermeasure to this ever-evolving issue.

The Rosemount Community Center
13885 South Robert Trail
Rosemount, MN 55068

Thursday - January / 19th / 2023
8:00 am - 4:00 pm

Registration/networking beginning at 7:30 am

Key takeaways:

- Gain insight on how the legalization of recreational marijuana has impacted traffic safety in Colorado
- Learn what drugs and trends are hot in the market right now (locally and nationally) and understand how they are affecting our communities
- Be introduced to prevention techniques and community organizations partnership opportunities
- Gain a better understanding on how the court/legal process works to help strengthen traffic stops and lower the risk of the case being dismissed
- Have more clarity on usage, possession and distribution of edibles in Minnesota
- Learn about Oral Fluid Roadside testing and its capabilities



Can't attend in person? Join virtually and tune into the session in a webinar-style format

WE HOPE TO SEE YOU THERE! REGISTRATION IS FREE, HERE'S HOW:

1. Visit MinnesotaTZD.org/events
2. Click on 2023 Minnesota Drugged Driving Summit
3. Follow registration prompts



SHSP Younger Driver State Action Team

Co-Chairs:

- Sue Johnson, TZD Coordinator – Northwest TZD Region
- Scot Edgeworth, TZD Coordinator – East Metro TZD Region
- Kat Vue – Teen, Novice & Adult Driver Safety Coordinator, DPS Office of Traffic Safety

Current Activity:

- Working with interns from Shreya Dixit Foundation to identify Teen Driver Safety Program for Minnesota – with results!
- They chose "Impact Teen Drivers."
- Train-the-Trainers session this August.



Metro Seat Belt Action Team

- Goal: To develop a more positive message that would encourage seatbelt use.
- The airport and the Mall of America are the first locations identified to get the message out and receive feedback.
- End goal is to make this available statewide for a consistent message.



*Thank you for
all you do!*

Minnesota Toward Zero Deaths
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