

Southeast Minnesota Toward Zero Deaths Regional Strategic Plan

Mission

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

Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic-related fatalities and serious injuries in southeast Minnesota.

Objectives:

A. To continuously increase regional seat belt use rates.

As of April 2023, the seat belt compliance rate in southeast Minnesota was 89 percent. This is back to pre-pandemic (2019 = 89.0%) range. As a region, our long-term goal is to achieve a 100% usage rate. Our short-term goal is to see a continuous increase in the usage rate each year.

B. To examine the characteristics of the unbelted fatalities and serious injuries. The 2019-2023 5-year average in Southeast Minnesota was 10 unbelted fatalities and 24 serious injuries.

C. To continuously decrease the following:

Five Year Averages: Southeast TZD Region						
	Metric	Impaired	Speed	Distraction	Unbelted	Total
CRASHES	K Crashes	10	10	3	10	41
	A Crashes	35	30	8	20	143
	K+A Crashes	45	40	10	31	184
INJURIES	Fatalities	11	11	3	11	45
	A Injuries	42	38	9	24	168
	K+A Injuries	53	48	12	34	213

Note: a crash may have more than one of the above listed or additional contributing factors.

Baseline Comparison						
Metric	Total Count		Average	Avg. Annual Percent Change		
	2023	2019-2023	5-year Avg.	Region	Statewide	
CRASHES	K Crashes	42	205	41	+0.8%	+3.8%
	A Crashes	167	713	143	+7.1%	+8.2%
	K+A Crashes	209	918	184	+5.7%	+7.3%
INJURIES	Fatalities	46	225	45	-2.5%	+3.9%
	A Injuries	193	839	168	+5.4%	+7.8%
	K+A Injuries	239	1,064	213	+3.7%	+7.1%

Goal 2 – TZD Partnership Goals

To continuously increase TZD awareness and partnerships across southeast Minnesota for both the general public and traffic safety professionals

1. Establish the vision of TZD as a priority for all region, county, city (government agencies)
 - A. Engage local government involvement in TZD steering committee and workshops
 - B. Educate/promote traffic safety awareness of city/county officials
 - C. Promote city/county employee education/policies that facilitate the TZD vision

Activities: Recruitment of city and county to attend TZD event, giving TZD presentations to boards/councils, mailings/connections to Network of Employers for Traffic Safety (NETS)

2. Create and strengthen partnerships in the region
 - A. Engage stakeholders
 - B. Develop networking relationships
 - C. Recruit membership of the TZD partnership

Activities: EMS Conference booth/presentation, regional workshop, web, calendar, statistics, workshop, orientation

3. Promote and implement effective traffic safety initiatives in the region
 - A. Develop and distribute resource materials
 - B. Provide enforcement wave support in community
 - C. Promote evidence-based countermeasures
 - D. Collect data and statistics within region
 - E. Implement best practices within region

Activities: web, brochure, one-pagers, presentations, news advisories, workshop, seat belt observational survey and omnibus survey, media messaging and media events, news releases regarding activities woven into existing messages, worksite education and policy development, parent component to driver education, sober cab development, youth enforcement and education