



MINNESOTA TOWARD ZERO DEATHS

TZD'S STATEWIDE GOAL: Fewer than 225 fatalities and 980 serious injuries on Minnesota's roads by 2025

KEY ACCOMPLISHMENTS

A 37 percent reduction in the number of traffic deaths since TZD was launched in 2003.

- A statewide seat belt use rate of 94.2 percent.
- Passage of stronger traffic safety policies related to seat belt use, texting while driving, ignition interlock, graduated driving licensing, impaired driving, and speeding in work zones.
- Eight regional partnerships statewide that collaborate and build local relationships to implement TZD.
- A statewide trauma system enabling 98 percent of Minnesotans to reach a trauma hospital within 60 minutes.
- Implementation of low-cost, high-benefit strategies for intersection and lane-departure crashes on state and local roads.
- More than 800 statewide conference participants annually.

WHAT IS THE MINNESOTA TOWARD ZERO DEATHS PROGRAM?

Minnesota TZD is the state's cornerstone traffic safety program that employs an interdisciplinary approach to reducing traffic crashes, injuries, and deaths on Minnesota roads. The program's vision is to reduce fatalities and serious injuries to zero.

The program is a partnership between the Minnesota Departments of Public Safety, Transportation, and Health; the University of Minnesota; and other stakeholders.

Minnesota TZD works to create a culture in which traffic deaths and serious injuries are no longer acceptable through the integrated application of the "4 E's": Education, Enforcement, Engineering, and Emergency Medical and Trauma Services. The program also uses data to target areas for improvement, employ proven countermeasures, implement best practices, and advance innovations and new technologies.



Education

Giving drivers the knowledge they need to avoid hazardous driving practices and choose responsible behavior.



Enforcement

Ensuring compliance with traffic laws to change driver behavior and reduce unsafe driving practices.



Engineering

Changing the roadway—including cable median barriers, signage, and the roadside—to make travel safer.



Emergency Medical & Trauma Services

Providing fast, efficient emergency medical and trauma services to reduce fatalities and serious injuries whenever a crash does occur.



Everyone

Advocating for zero deaths while adopting behaviors and changing culture to get there.

Program goals

- Pursue public support of traffic safety as a priority
- Strengthen TZD as a priority for all units of government and traffic safety partnerships
- Promote and implement effective traffic safety initiatives

Traffic safety is everyone's responsibility: Get involved!

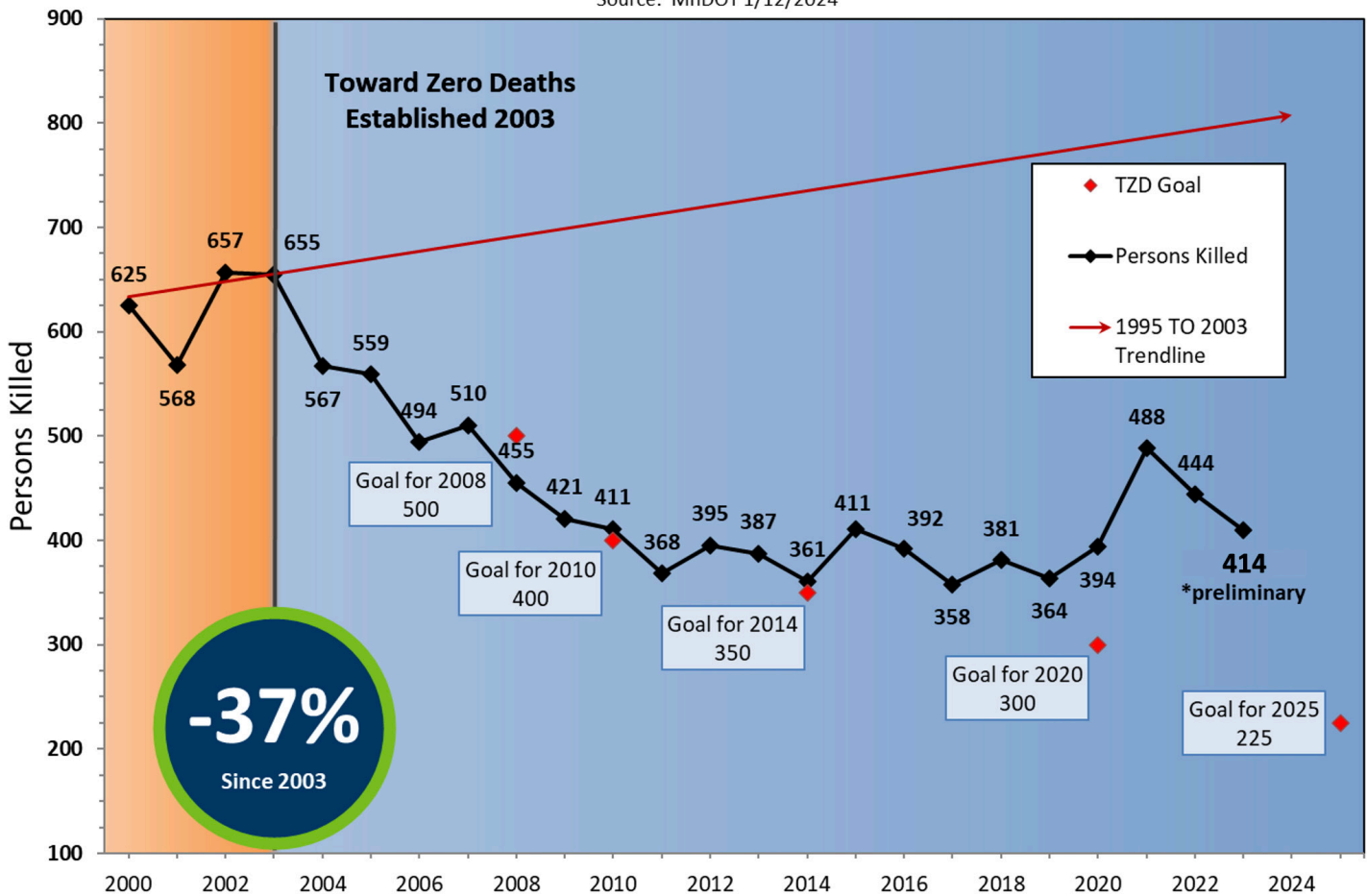
- Contact your regional TZD coordinator and/or participate in a local TZD safety coalition (minnesotatzd.org/initiatives/regions).
- Attend the annual statewide TZD conference and/or regional workshops (minnesotatzd.org/events).
- Attend the TZD stakeholder breakfasts in person or participate online (minnesotatzd.org/events/breakfasts).
- Request to be added to the TZD mailing list: ldolan@umn.edu.

For more information

- Annette Larson, State TZD Program & Operations Coordinator, 612-528-1407, annette.l.larson@state.mn.us
- Kristine Hernandez, State TZD Marketing & Communications Coordinator, 507-273-0677, kristine.hernandez@state.mn.us
- Linda Dolan, Program Coordinator, 612-845-9633, ldolan@umn.edu
- TZD website: MinnesotaTZD.org

Minnesota Roadway Fatalities

Source: MnDOT 1/12/2024



In 2003, 655 traffic deaths occurred on Minnesota's roads. That same year, the statewide TZD program was launched as a deliberate, interdisciplinary approach to traffic safety. Despite increases in the number of licensed drivers, registered motor vehicles, and vehicle miles traveled, there were 414* traffic deaths in Minnesota in 2023—a 37 percent reduction from 2003.

*preliminary count