



# MINNESOTA TOWARD **ZERO** DEATHS

## Welcome Northwest Region TZD Workshop

JT Anderson, District Engineer, MnDOT District 2,  
and Northwest TZD regional co-chair

*April 23, 2024*



## For Your Information....

- Vendor booths available
- POST credits/PDH (Professional Development Hours) are available
- Please turn your phones on silent



## Today's Agenda

- 9 a.m. Welcome & Regional Roundup
- 9:15 a.m. ATV/UTV - DNR
- 9:35 a.m. ATV/UTV – Minnesota Clubs
- 9:50 a.m. Responsible Beverage Service
- 10:15 a.m. SHSP
- 10:45 a.m. Break – Exhibits & Refreshments
- 11:00 a.m. SHSP
- 11:30 a.m. Teen Toward Zero Deaths
- 12 p.m. Lunch, Exhibits, & Networking
- 12:45 p.m. Understanding Grief – What to Say, What to Do, How to Help
- 1:15 p.m. SHSP
- 2:15 p.m. School Bus Stop Arm Camera Grant Program
- 2:45 p.m. Wrap up
- 3:00 p.m. Adjourn



## Vision

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



## TZD Cornerstone



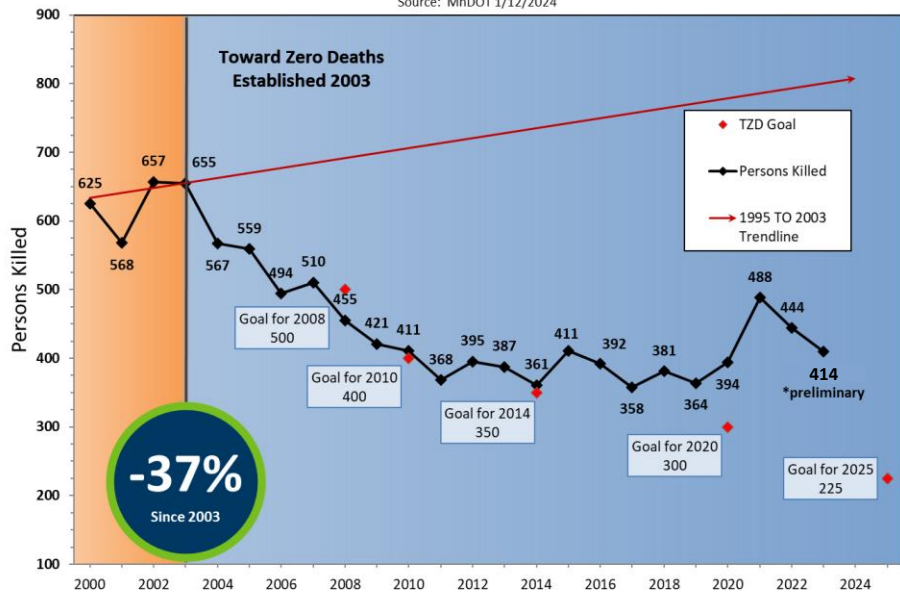
Four “E” approach:

- Enforcement
- Engineering
- Education & Outreach
- Emergency Medical & Trauma Services
- **Everyone Else!**  
(Legislators, Judicial, Media)

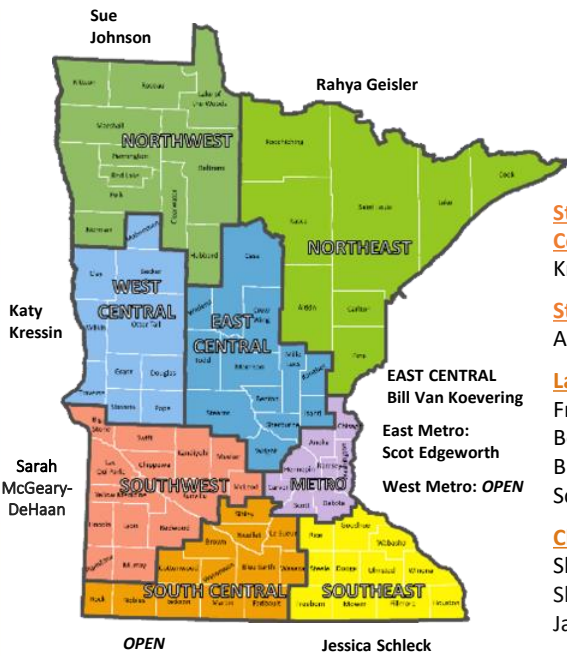


## Minnesota Roadway Fatalities

Source: MnDOT 1/12/2024



# TZD Geographic Regions



**State TZD Communications & Marketing Coordinator**

Kristine Hernandez

**State TZD Program & Operations Coordinator**

Annette Larson

**Law Enforcement Liaisons**

Frank Scherf, Northeast

Becky Putzke, Northwest

Bill Hammes, Metro

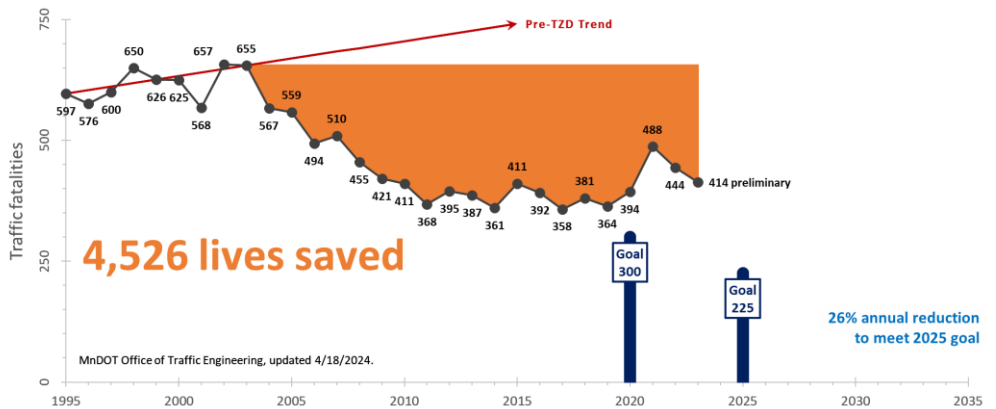
Scott McConkey, South

**Child Passenger Safety Liaisons**

Sheila Denton, Southern

Shonette Micco, Hospital Support

Jasmine Wangen, Northern



# Impact Teen Driver

- 32 number of trained presenters in Minnesota
- 15 presentations reaching 1,137 number of 10<sup>th</sup> graders

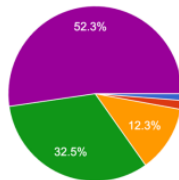
## Curriculum focus:

- Impaired driving
- Speed/reckless
- Seat belts
- Distraction
- Being a good passenger



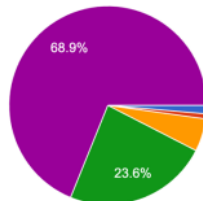
## Attitudes about speed:

(BEFORE program) Speeding can be lethal.  
732 responses



- 1- Strongly Disagree
- 2- Disagree
- 3- Neutral
- 4- Agree
- 5- Strongly Agree

(AFTER program) Speeding can be lethal.  
732 responses



- 1- Strongly Disagree
- 2- Disagree
- 3- Neutral
- 4- Agree
- 5- Strongly Agree

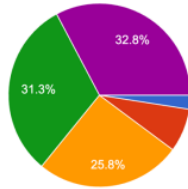




### Everyday activities can be lethal when done while driving:

(BEFORE program) Doing something simple like applying lip gloss while driving a vehicle can be lethal.

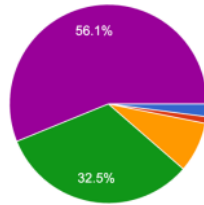
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## NW Regional Highlights



**Sue Johnson**  
Northwest TZD Regional  
Coordinator





# Beltrami County



- National Night Out
- Countywide Billboard Messages
- County Wellness Fair

TOWARD ZERO DEATHS



- Social Media Posts
- Leech Lake Community vehicle decal request. Medical Director for the Leech Lake Band of Ojibwe

TOWARD ZERO DEATHS

# Lake of the Woods National Night Out

**TOWARD  
ZERO  
DEATHS**



# Polk County

**TOWARD  
ZERO  
DEATHS**



**East Grand Forks Police Department**

Jun 14 · 🌐

Officer Hesse "caught" this bicycle rider wearing her helmet today and rewarded her with a DQ ice cream certifi... See more



- Social Media Posts
- National Night Out
- Quarterly Traffic Safety Table Tents
- MSU Slam Dunk Don't Drive Drunk



# Pennington County


- National Night Out
- Teen TZD Conference
- Bike/Walk to School
- Impact Teen Drivers
- Middle School TTZD
- Textron Safety Event




**TOWARD  
ZERO  
DEATHS**

# Marshall County

- EMS Training
- Education at Newfest


**Tri County Emergency Medical Services**  
 6h · 🌐

Approximately 45% of traffic crash fatalities result from people not wearing their seat belt!  
 The Seat Belt Convincer provides a realistic demonstration on the significance of wearing a seat belt as it simulates a low-impact collision between 5-7 mph, which allows participants to realize just how forceful and dangerous a high-speed impact would be!  
 Please stop by to check out the Seat Belt Convincer at Newfest.  
 Seat belts are a lifesaver...just put it on!




**TOWARD  
ZERO  
DEATHS**

# Hubbard County



## Impact Teen Drivers:

- Park Rapids
- Nevis
- LaPorte



TOWARD  
ZERO  
DEATHS

# Community Outreach and Education



## Health and Safety Events

- Central Boiler
- Textron
- Digikey



TOWARD  
ZERO  
DEATHS



## Safety Around School

- East Grand Forks
- Fisher
- Thief River Falls



## Bike TRF

- Bike Rodeo
- Bike To School
- Winter Walk to School
- Bike TRF Bike Swap



# Impact Teen Drivers Program

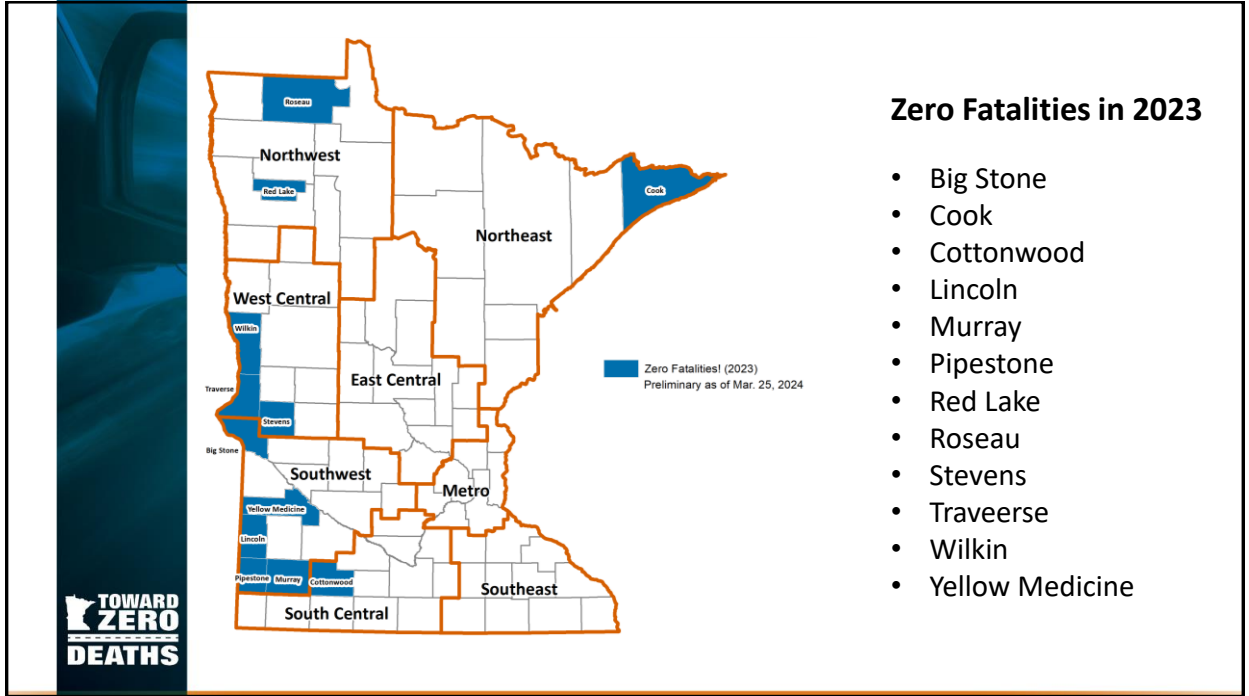


[www.impactteendrivers.org/partners](http://www.impactteendrivers.org/partners)

- Ice Fishing 101
- Parent Teacher Conferences
- BSU Freshmen Orientation
- Baby Shower







Break



Lunch  
and Networking  
Opportunity



## School Bus Stop Arm Camera Grant Program



Rahya Geisler, Toward Zero Death Coordinator – NE Region



## Office of Traffic Safety

### Mission

To prevent traffic deaths and serious injuries by changing human behavior in Minnesota through policy development and support, stakeholder engagement, program delivery, leadership, and research and evaluation.



Rahya Geisler  
School Bus Camera Grant Coordinator  
November 2023

2022-2023 SBSC



## School Bus Stop Arm Camera Grant Project

Rahya Geisler – OTS/DOT  
Lt. Brian Reu - MSP

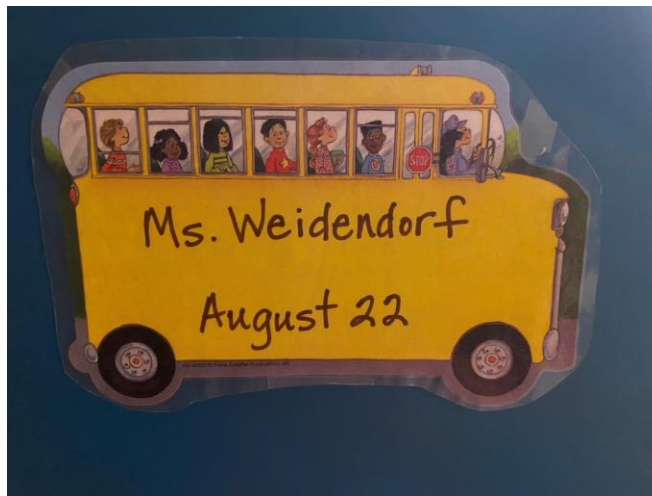
# Wrap Up

Capt. Mike Wedin, Minnesota State Patrol, District 3200 and NW Minnesota TZD regional co-chair

Lt. Brad Norland, Minnesota State Patrol, District 3200 and NW Minnesota TZD regional co-chair



2022-2023 SBSC





## School Bus Stop Arm Camera Grant



The **Purpose** of this grant is to help keep school children safe in our communities and to hold drivers accountable for their dangerous driving behaviors.

The **Goal** is to reduce the number of stop arm violations around the state to keep our children safe.

The **Outcomes** we are seeing already: the number of violations are on the **RISE**.

The **Outcomes** we hope to see: changing drivers dangerous driving behaviors and choices. The number of violations will **DECREASE** significantly in the coming years.



## Hudson



<https://www.fox9.com/video/1205083>

## Hudson



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## Hudson

What Hudson wanted to share is that no one wants an accident like this to happen.

No one wants to deal with the pain and trauma that comes from an accident like this.

What he said to me was...

**“If that guy would have followed the law, and waited the few seconds longer, none of this would have happened. It could have been avoided so easily”**

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## School Bus Stop Arm Camera Grant



- 2021 Legislative Session approximately \$14.7 Million appropriated to DPS-OTS to support a School Bus Stop Arm Camera Grant Program
- 7 grant application phases complete as of today
- 170+ grants were awarded utilizing approximately \$16 million of the appropriated funds
- Approximately 57% of grantees are Schools – 43% Bus Companies (based off Phases 1-6)
- Over 7,000 buses will be equipped with camera systems when this grant project ends. This figure represents approximately 65% of the eligible bus fleet.

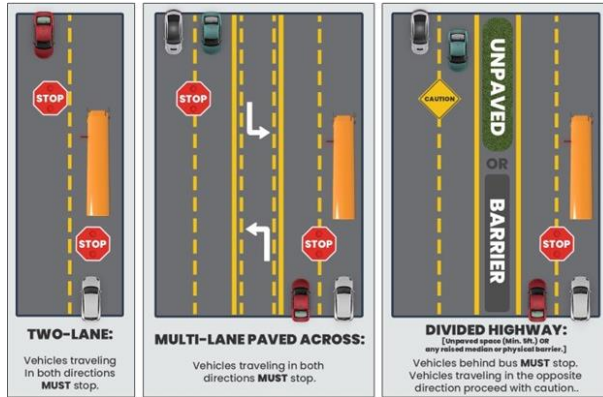
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## Grant Requirements

- Work with LE to do reporting of violations  
Connecting and partnering with Law Enforcement for ongoing reporting during and after the grant period is over
- Community Education and Awareness  
Provide ongoing community awareness via media, social media, schools, driver trainings, etc. to grants in their communities

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## Examples of graphics used in school newsletter – New Prague



## Example of news article – Duluth News Tribune

If you aren't stopping for these flashing lights... Then you'll be stopping for these flashing lights!





### School Bus Stop Arm Camera Grant



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### New Prague Violation – September 28, 2023



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# West Hennepin Public Safety Department



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# Law Enforcement Perspective

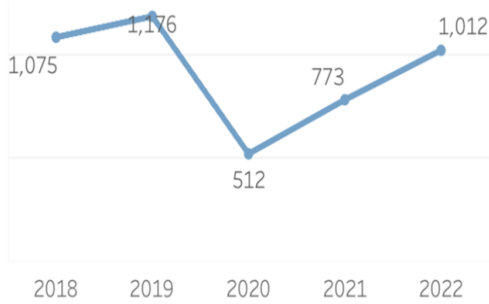


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## School Bus Stop Arm Violations



Charges Filed by Year (click year to filter data, CTRL+click to multi-select)



Year	Number of School Bus Drivers	Number of Violations Observed In One Day
2022	4,359	1,003 23% of drivers
2019	2,376	625 26%
2018	2,802	583 20%
2017	3,659	703 19%
2016	2,823	529 20%
2015	3,570	613 17%

## SBSC Project Violations – 10/1/22 to 6/30/2023

- 6,322 Reported Violations by grantees
- 1,281 were reported to be citations
- MJB – Minnesota Judicial Branch reported 1,141 citations
- 72% of MN Counties are represented in the SBSC project data



Horrifically CLOSE!



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## Future Plans – Stop Arm Camera Project

Programs for the future of the School Bus Stop Arm Camera Project:

- Equip the rest of the Pupil Buses in Minnesota
- Media Campaign around School Bus Safety
- Courts/ Prosecution funding – staff salaries to process citations
- Law Enforcement funding – staff salaries to process citations
- Drivers Ed – Education and Awareness Campaigns
- Community Awareness Campaigns



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Future Funding – October 2023

\$2 million – additional funding  
End of 2023

More funding possible, contact:

Office of Traffic Safety

Contact: Kristen Oster  
[Kristen.oster@state.mn.us](mailto:Kristen.oster@state.mn.us)  
651.201.7077



THANK YOU



Thank you to all Law  
Enforcement and Bus Drivers!  
Your dedication to  
keeping children safe  
is Commendable!



**Rahya Geisler**

NE Regional TZD Coordinator  
School Bus Camera Grant Coordinator  
[Rahya.Geisler@state.mn.us](mailto:Rahya.Geisler@state.mn.us)

**Lt. Brian Reu**

MSP - State Director of Pupil Transportation  
[Brian.Reu@state.mn.us](mailto:Brian.Reu@state.mn.us)

- Speed
- Seat belts
- Distractions
- Impaired Driving



Thank you!

Please complete the evaluation survey

