

STRATEGIC DIRECTION

→ **STATEWIDE GOAL:** Fewer than 350 traffic-related fatalities—and fewer than 850 serious injuries—by 2014

VISION:

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

MISSION:

To create a culture for which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement, and emergency medical and trauma services. These efforts will be driven by data, best practices, and research.

→ **GOAL 1:** Establish the vision of TZD as a priority for all state and local agencies and units of government

Strategies

- *Actively promote agency-to-agency collaboration*
- *Convene an annual TZD Executive Advisory Commission meeting*
- Encourage agencies to make TZD a part of their culture and responsibility
- Implement effective traffic safety policies
- Develop a comprehensive TZD communications plan

→ **GOAL 2:** Create and strengthen traffic safety partnerships

Strategies

- *Engage local traffic safety advocates*
- *Engage the court system as a traffic safety partner*
- Recruit industry and nonprofit organizations to engage in traffic safety initiatives
- Increase and diversify participation in TZD programs and events

→ **GOAL 3:** Promote and implement effective traffic safety initiatives

Strategies

- *Improve the traffic safety records system across all disciplines*
- Use data to drive all traffic safety initiatives
- Expand and strengthen Minnesota's statewide trauma system to ensure every injury has timely and appropriate treatment
- Increase collaboration among law enforcement agencies on all state and local roads
- Expand and deploy engineering countermeasures as identified in the Strategic Highway Safety Plan
- Advance new technologies and innovations
- Objectively evaluate current programs
- Adopt and implement best practices
- Prioritize, coordinate, and promote effective policy and legislation
- Conduct a consolidated public awareness assessment

**Italics signify priority strategies*

VALUES:

- Continuous improvement
- Engaged partners
- Evidence-based approaches