

# Toward Zero Deaths: Integrating Minnesota's Traffic Safety Agenda Conference

September 13-14, 2004 • St. Cloud Civic Center



*This conference includes the Minnesota Department of Public Safety Safe & Sober and Child Passenger Safety Conferences.*

## **Safe & Sober Conference**

As part of the *Safe & Sober* program, the Office of Traffic Safety conducts a yearly law enforcement conference for project directors and other agency personnel interested in traffic safety. The conference focuses on the importance of enforcing traffic laws and providing techniques for successful enforcement.

## **Child Passenger Safety Conference**

The first statewide Minnesota Child Passenger Safety (CPS) conference, sponsored by the Office of Traffic Safety occurred in September 2003. Building upon the evaluations from the first conference and further input from the Minnesota CPS Advisory Board, it was apparent that an annual conference was needed.

*Hosted by Center for Transportation Studies, University of Minnesota*

## About the Conference

In 2001, the North Star Safety Workshop brought together transportation safety stakeholders representing local, regional, state, national, and international organizations and agencies to share information and to identify new approaches to reduce fatalities and life-changing injuries on Minnesota's roadways. The Minnesota Toward Zero Deaths (TZD) program emerged from the momentum created by the North Star Workshop. The TZD members recognize that achieving the goal of zero deaths requires cooperation among all levels of government, as well as building connections between government agencies and local organizations whose focus is traffic safety.

This conference provides a venue to share the progress that has been made since 2001, to share best practices in the areas of engineering, enforcement, education, and emergency services, and to chart the course for a future where traffic fatalities and life-changing injuries are rare events.

## Who Should Attend

- Law Enforcement Officials
- Child Passenger Safety Advocates
- Public Health Officials
- Local and State Elected Officials
- EMS/Fire Personnel
- Departments of Transportation, Public Safety, and Health Employees
- Local Government Employees
- Traffic Safety Stakeholders
- Safe Communities Coalition Members
- City and County Engineers

## Conference Highlights

- Hear details of a new Minnesota Comprehensive Highway Safety Plan.
- Attend a child passenger safety update and refresher.
- Discover how you can enforce commercial motor vehicle laws.
- Learn what your community can do about traffic safety issues.
- Get the latest on traffic engineering techniques for improving safety.
- Explore how to build winning collaborations among traffic safety partners.
- Discuss how to get and keep traffic safety issues in the public eye.
- Learn how to minimize your CPS program's exposure to liability.

## Conference Sponsors

*The conference is being sponsored by:*

- Minnesota Departments of Public Safety and Transportation
- Minnesota Toward Zero Deaths Program

*Program organizations include:*

- Minnesota Departments of Public Safety, Transportation, and Health
- Minnesota State Patrol
- Federal Highway Administration
- Minnesota County Engineers Association
- Center for Transportation Studies
- Safe Communities of Wright County/Highway 55 TZD Coalition
- Highway 95/65 TZD Coalition

## Location and Accommodations

The conference will be held at the St. Cloud Civic Center, 10 Fourth Avenue South, St. Cloud, Minnesota. A block of sleeping rooms has been reserved at the Best Western Kelly Inn, (320-253-0606) 100 4th Avenue South, St. Cloud (located next to the Civic Center). To receive the special room rate of \$62 single or \$72 double you must call the hotel to make your reservation by **August 23**. When making your reservation, indicate that you will be attending the Toward Zero Deaths Conference to ensure you receive the special conference rate. If you need directions to the St. Cloud Civic Center, please go to their Web site: [www.ci.stcloud.mn.us/Web/departments/CivicCenter/CCindex.htm](http://www.ci.stcloud.mn.us/Web/departments/CivicCenter/CCindex.htm)

## Additional Meeting

Monday, September 13  
6:00-7:30 p.m.

*Safe & Sober* Grantee Meeting  
Kelly Inn

This is a mandatory meeting for all 2005 *Safe & Sober* grantees. Reporting procedures will be reviewed and questions will be answered.

## Registration Information

Registration for this conference includes all conference materials, continental breakfasts, lunch each day, a reception, and breaks. Early registration is encouraged – please register by **September 1** to reserve your space. If you need to cancel your registration, you must submit a written cancellation notice by **September 6** to be eligible for a refund, minus a \$30 cancellation fee. Cancellations made after this date are ineligible for a refund.

## POST Credit

This conference has been approved for Police Officers Standards and Training Board (POST) credit. Anyone interested in obtaining this credit must sign in and sign out at the registration tables on Monday and Tuesday.

## Further Information

For further information about the conference or about exhibiting, please contact Shirley Mueffelman, 612-624-4754, e-mail [smueffel@cce.umn.edu](mailto:smueffel@cce.umn.edu), or, visit our Web site at [www.tzd.state.mn.us](http://www.tzd.state.mn.us)

## Exhibits

One of the features of this conference is an exhibit hall that will be open both days of the program. We anticipate attendance of 400 people at this program, so exhibitors will have exposure to a large group of professionals in these fields. The fee to exhibit is \$100 and includes a table top display space and one complimentary conference registration. If you are interested in exhibiting at this conference, please contact Shirley Mueffelman, 612-624-4754, [smueffel@cce.umn.edu](mailto:smueffel@cce.umn.edu) for further information and registration materials.

# Program at a Glance

## Monday, September 13, 2004

<b>7:30-10:00 a.m.</b>	<b>Registration and Continental Breakfast</b> <i>Child Passenger Safety Session attendees must register by 8:30.</i>				
<b>8:30-9:45 a.m.</b>	<b>1.</b> Airbags, Side Airbags, and Their Interaction with Child Safety Seats	<b>2.</b> Minnesota and National CPS Program Review			
<b>10:00-11:30 a.m.</b>	<b>Welcome and Opening Remarks</b> Moderator: Bernie Arseneau, State Traffic Engineer, Minnesota Department of Transportation Kathy Swanson, Director, Office of Traffic Safety, Minnesota Department of Public Safety Lieutenant Governor Carol Molnau, Commissioner, Minnesota Department of Transportation (invited) Michael Campion, Commissioner, Minnesota Department of Public Safety (invited)  <b>Keynote Presentation: National Perspective — Highway Safety</b> Beth Alicandri, Director, Office of Safety Programs, Federal Highways Administration				
<b>11:30 a.m.-1:15 p.m.</b>	<b>Lunch and Presentation</b>  <b>Comprehensive Highway Safety Plan</b> Loren Hill, State Safety Traffic Engineer, Minnesota Department of Transportation Katherine Burke Moore, Deputy Director, Office of Traffic Safety, Minnesota Department of Public Safety				
<b>1:15-1:30 p.m.</b>	<b>Break</b>				
<b>1:30-2:45 p.m.</b>	<b>3.</b> Getting the Media's Attention	<b>4.</b> Law Enforcement and Communities Working Together	<b>5.</b> Cyber Assistance for Traffic Enforcement	<b>6.</b> Intelligent Transportation Systems and Safety	<b>7.</b> Protecting Yourself and Your Organization from Liability (CPS)
<b>2:45-3:15 p.m.</b>	<b>Break in Vendor Area</b>				
<b>3:15-4:30 p.m.</b>	<b>8.</b> Insights into Driver Behavior	<b>9.</b> Barriers to Traffic Enforcement	<b>10.</b> The Role of Safe Communities in TZD	<b>11.</b> Rural and Metro CPS Programs that Work	<b>12.</b> CSI: Crashes and Children
<b>4:30-5:30 p.m.</b>	<b>Reception — Appetizers and Beverages in Vendor Area</b>				

## Tuesday, September 14, 2004

<b>7:15-8:00 a.m.</b>	<b>Continental Breakfast in Vendor Area</b>				
<b>8:00-9:15 a.m.</b>	<b>13.</b> The CODES Project: Linking Hospital Data to Crash Data	<b>14.</b> So You're Not a CVI – What Can You Do?	<b>15.</b> Engineering Solutions – Working for TZD	<b>16.</b> SAFE KIDS CPS Update/ Refresher (CPS only)	<b>17.</b> Minnesota CPS Practitioner Re-Certification (CPS only)
<b>9:15-9:30 a.m.</b>	<b>Break</b>				
<b>9:30-10:45 a.m.</b>	<b>18.</b> Effective Traffic Stops – Part I	<b>19.</b> Death Notification Training – Part I	<b>20.</b> Safety Solutions and Local Governments – Part I	SAFE KIDS CPS Update/ Refresher (continuation)	Minnesota Practitioner Re-Certification (continuation)
<b>10:45-11:00 a.m.</b>	<b>Break</b>				
<b>11:00 a.m.-12:15 p.m.</b>	Effective Traffic Stops – Part II (continuation)	Death Notification Training – Part II (continuation)	Safety Solutions and Local Governments – Part II (continuation)	SAFE KIDS CPS Update/ Refresher (continuation)	Minnesota Practitioner Re-Certification (continuation)
<b>12:15-1:30 p.m.</b>	<b>Lunch and Visit Vendor Area</b>				
<b>1:30-3:30 p.m.</b>	<b>Closing Session</b> Moderator: Kathy Swanson  <b>A Risk Management Look at Reducing Deaths and Injuries on Minnesota's Highways</b> Gordon Graham, Graham Research Consultants  <b>Closing Remarks</b> Kathy Swanson Bernie Arseneau			SAFE KIDS CPS Update/ Refresher (conclusion)	Minnesota Practitioner Re-Certification (conclusion)
<b>3:30 p.m.</b>	<b>Adjourn</b>				
	<b>4:30 p.m.</b>	<b>Adjourn</b>			<b>4:30 p.m.</b>
		<b>Adjourn</b>			<b>Adjourn</b>

# Conference Tracks

There are three tracks to the conference — *Towards Zero Deaths (TZD)*, *Safe & Sober*, and *Child Passenger Safety (CPS)*. Participants may choose to attend sessions in one track or may attend sessions in all three tracks.

## TZD

- Getting the Media's Attention
- Insights into Driver Behavior
- Intelligent Transportation Systems and Safety
- The CODES Project — Linking Hospital Data to Crash Data
- Safety Solutions and Local Governments
- The Role of Safe Communities in TZD
- Engineering Solutions — Working for TZD

## Safe & Sober

- Law Enforcement and Communities Working Together
- Cyber Assistance for Traffic Enforcement
- Barriers to Traffic Enforcement
- So You're Not a CVI- What Can You Do?
- Effective Traffic Stops
- Death Notification Training

## CPS

- Airbags, Side Airbags, and Their Interaction with Child Safety Seats
- Minnesota and National CPS Program Review
- Rural and Metro CPS Programs that Work
- CSI: Crashes and Children
- Protecting Yourself and Your Organization from Liability
- SAFE KIDS CPS Update/Refresher
- Minnesota CPS Practitioner Re-Certification

## Program

Monday, September 13, 2004

7:30-10:00 a.m.

### Registration and Continental Breakfast

Child Passenger Safety Session Attendees must register by 8:30 a.m. Other attendees are welcome to attend either of the two early breakout sessions.

8:30-9:45 a.m.

### Concurrent Sessions

#### 1. Airbags, Side Airbags, and Their Interaction with Child Safety Seats

Moderator: *Sharon Munns*, Mayo Hospital  
*Dave Long*, North Memorial Medical Center  
CPS advocates must keep abreast with the technological changes in vehicles. The interaction between side air bags and child safety

seats is a crucial issue as more and more vehicles are equipped with them. The speaker will discuss air bag technology and how CPS advocates must respond. There will be time for questions and answers.

#### 2. Minnesota and National CPS Program Review

Moderator: *Ann Strong-Schmitz*, North Memorial Medical Center

*Jennifer Booge*, Mahube Community Council

*Patti Klicka*, Minnesota Department of Public Safety

Certification guidelines have changed both locally and nationally. The speakers will discuss certification, National SAFE KIDS Web

site registration and the specifics for offering CPS classes and taking CPS classes in Minnesota. There will be time for questions and answers.

10:00-11:30 a.m.

### Welcome and Opening Remarks

Moderator: *Bernie Arseneau*, State Traffic Engineer, Minnesota Department of Transportation

*Kathy Swanson*, Director, Office of Traffic Safety, Minnesota Department of Public Safety

Lieutenant Governor *Carol Molnau*, Commissioner, Minnesota Department of Transportation (invited)

*Michael Campion*, Commissioner, Minnesota Department of Public Safety (invited)

### Keynote Presentation: National Perspective — Highway Safety

*Beth Alicandri*, Director, Office of Safety Programs, Federal Highway Administration

11:30 a.m.-1:15 p.m.

### Lunch and Presentation

#### Comprehensive Highway Safety Plan

*Loren Hill*, State Safety Traffic Engineer, Minnesota Department of Transportation

*Katherine Burke Moore*, Deputy Director, Office of Traffic Safety, Minnesota Department of Public Safety

1:15-1:30 p.m.

### Break

1:30-2:45 p.m.

### Concurrent Sessions

#### 3. Getting the Media's Attention

Moderator: *Dennis Smith*, Office of Communications, Department of Public Safety

*Marilyn Butler*, News Director, WMNN Radio

*Caroline Lowe*, Crime Beat Reporter, WCCO-TV

*Kelly Scott*, Public Safety Reporter, St. Cloud Times

Join us as we hear from experienced news personnel. What's the hook that gets their attention? How do we turn the "run of the mill" traffic fatality into something that's news worthy and makes people take notice?

#### 4. Law Enforcement and Communities Working Together

Moderator: *Brad Kollmann*, *Safe & Sober* Liaison

*Bob Bollenbeck*, TZD Cambridge/Isanti Safe Communities

*Kris Mokey*, Winona Buckles Up for Life Deputy Chief *Tom Williams*, Winona Police Department

Major *Mike Asleson*, Minnesota State Patrol

Join these panel members as they discuss how their community and law enforcement worked together and focused on traffic safety issues specific to their area. Learn how they are making a difference and what they are doing to achieve the goal of Toward Zero Deaths. You will leave with ideas on how to implement similar programs within your community.

#### 5. Cyber Assistance for Traffic Enforcement

Moderator: *Marc Dronen*, Office of Traffic Safety

*Brian Lindquist*, Farmington Police Department

*Keith Rauven*, Driver & Vehicle Services

*Jody Oscarson*, Driver & Vehicle Services

The Farmington Police Department is piloting submission of DWI forms to Driver & Vehicle Services (DVS) electronically. Hear first-hand about their experience. Join DVS staff as they present tools they developed especially for law enforcement. Use this opportunity to develop a wish list of electronic services that would make your job easier.

## 6. Intelligent Transportation Systems and Safety

*Dean Larson*, International Idea Institute, Inc.  
*Jeff Benson*, URS Corporation

Learn how the application and integration of Intelligent Transportation Systems can dramatically reduce the crash and fatality rates on Minnesota highways. What technology can we expect to see in the future that will save lives by reducing crashes?

## 7. Protecting Yourself and Your Organization from Liability (CPS)

Moderator: *Esther DeLaCruz*, Minnesota Safety Council

*Alan Korn*, National SAFE KIDS Campaign  
The fear of liability can be a hurdle when implementing child passenger safety programs. This entertaining session will present helpful tips to minimize your exposure and your organization's exposure to liability.

## 2:45-3:15 p.m. Break in Vendor Area

## 3:15-4:30 p.m. Concurrent Sessions

### 8. Insights into Driver Behavior

Moderator: *Robert Johns*, Center for Transportation Studies, University of Minnesota

University of Minnesota researchers will talk about the human factors that shape the decisions and actions of young, older, and aggressive drivers, and suggest potential remedies to shape or change these behaviors.

#### • A Human-Centered Approach to TZD: Considering At-Risk Groups

*Janet Creaser*, HumanFIRST Program, University of Minnesota

#### • Aggressive Driving: Research Findings and Recommendations

*Kathleen Harder*, Center for Sustainable Building Research, University of Minnesota

## 9. Barriers to Traffic Enforcement

Moderator: *Bob O'Brien*, Safe & Sober Liaison

Deputy Chief *Mark Arnold*, Waite Park  
Major *Mike Asleson*, State Patrol  
Chief *Mike Goldstein*, Plymouth Police Department

Sgt. *Dan Malmgren*, St. Paul Police Department

Think you've heard all the excuses why not to enforce traffic? Bet not! Come to this session to learn how officers have overcome the barriers and are making a difference in traffic enforcement.

## 10. The Role of Safe Communities in TZD

Moderator: *Nancy Franke Wilson*, Community Health Liaison

*Pat Hackman*, Safe Communities of Wright County

*Kirsten Lindbloom*, Mower County Safe Communities

*Amy Reineke*, Douglas County Safe Communities

*Stephanie Williams*, Northland Safe Communities Coalition

Safe Community coalitions can make a difference. Learn how each of these communities addressed traffic safety problems specific to their community. Discover what you and your community can do to help achieve our goal of Toward Zero Deaths.

## 11. Rural and Metro CPS Programs that Work

Moderator: *Violet Kopperud*, Fillmore County Public Health

*Kim Larson*, Beltrami County Public Health  
*Sue Spector*, Dakota County Public Health

Each panelist will discuss why their programs work and how they developed them. Perspectives will be from Public Health and a county CPS coalition. There will be time for questions and answers.

## 12. CSI: Crashes and Children

Moderator: *Sgt. JoEllen Rutzen*, Apple Valley Police Department

*Sgt. Jaci Sticha*, Minnesota State Patrol

A CPS-certified Minnesota state trooper profiles case studies where children have been involved in crashes, and the critical

information that can be obtained from the scene. There will be time for questions and answers.

**4:30-5:30 p.m.**

**Reception — appetizers and beverages in vendor area**

## Tuesday, September 14, 2004

**7:15-8:00 a.m.**

### Continental Breakfast in Vendor Area

**8:00-9:15 a.m.**

### Concurrent Sessions

#### 13. The CODES Project: Linking Hospital Data to Crash Data

Moderator: *Evelyn Anderson*, Minnesota Department of Health

*Mark Kinde*, Minnesota Department of Health; *Tina Folch*, Minnesota Department of Public Safety

CODES (Crash Outcome Data Evaluation System) is a cooperative project of the Minnesota Departments of Health and Public Safety. Learn how adding hospital and emergency department data to crash data can enhance our knowledge of motor vehicle crashes.

#### 14. So You're Not a CVI — What Can You Do?

Moderator: *Tom Kummrow*, Safe & Sober Liaison

*Ken Urquhart*, Minnesota State Patrol  
*Dan Drexler*, Federal Motor Carrier Safety Administration

Unsure what, if anything, you can or should do, when it comes to commercial vehicle inspections and enforcement? Learn from the experts. A common commercial vehicle (with trailer) will be used as a model for a hands-on learning experience.

#### 15. Engineering Solutions — Working Together for TZD

Moderator: *Loren Hill*, Minnesota Department of Transportation

The first presentation will be an update on national and Mn/DOT experience with center-line rumblestrips on two-lane rural roads. The second presentation will be on national and Mn/DOT experience with roundabouts.

#### • Centerline Rumblestrips

*Gary Dirlam*, Minnesota Department of Transportation

#### • Recommendations for Roundabout Implementation in Minnesota

*Ken Johnson*, Minnesota Department of Transportation

*The following two sessions are limited to CPS technicians and practitioners and will be held on Tuesday. (8:00 a.m.-4:30 p.m.)*

#### 16. SAFE KIDS CPS Update/Refresher (CPS) (8:00 a.m.-4:30 p.m.)

This class is the 2003 edition for certified CPS technicians and instructors. It introduces new technology and concepts, clarifies existing concepts that are often misrepresented, and addresses field issues.

#### 17. Minnesota CPS Practitioner Re-certification (8:00 a.m.-4:30 p.m.)

This class is for certified CPS practitioners who have kept current on their skills with at least 24 car seat inspections during the intervening two years. This eight-hour class will satisfy the requirement to recertify for practitioners who are nearing or have reached their certification expiration date. In order to obtain re-certification, participants must successfully pass a written exam and provide proof of inspecting a minimum of 24 car seats during the past two years. Exams will be completed in class.

**9:15-9:30 a.m.**  
**Break — Move to Next Session**

**9:30 a.m.-12:15 p.m.**  
**Concurrent Sessions**

**18. Effective Traffic Stops — Part I**

Trooper *Mark Correll*, Minnesota State Patrol  
Traffic stops are no longer routine. You need to be aware of what you can do to ensure your safety and also make the interaction a positive/learning experience for you and the driver. This session will include a number of safety tips. (This session will be presented in two parts.)

**19. Death Notification Training — Part I**

*Sharon Gerhman-Driscoll*, Minnesotans for Safe Driving  
*Nancy Johnson*, Minnesotans for Safe Driving  
Death notification is a task that no one wants to do but, unfortunately, is a reality traffic officers must face. Join the representatives from Minnesotans for Safe Driving as they discuss strategies and techniques to help you with this difficult process. (This session will be presented in two parts.)

**20. Safety Solutions and Local Governments — Part I**

*Eugene Wilson*, Transportation Engineering Safety Consultant  
This session will focus on identifying practical safety solutions that can be used by local agencies in formulating safety programs. The proactive approach, Road Safety Audit Reviews (RSAR), will be highlighted. Identifying questions and issues that need to be considered when adapting to local needs and conditions will be emphasized. The RSAR is a powerful tool for state and local agencies to enhance safety practices in their jurisdictions.

**10:45-11:00 a.m.**  
**Break**

**12:15-1:30 p.m.**  
**Lunch and Vendor Displays**

**1:30-3:30 p.m.**  
**Closing Session**

Moderator: *Kathy Swanson*  
A Risk Management Look at Reducing Deaths and Injuries on Minnesota's Highways  
*Gordon Graham*, Graham Research Consultants  
How do you bring together partners who have similar agendas, but varying perspectives? This dynamic speaker will outline methods combining the strengths of education, engineering, and enforcement into a powerful and real solution to stemming the flow of carnage on our streets and highways. You'll be surprised how risk management can work for you.

**Closing Remarks**

*Kathy Swanson*  
*Bernie Arseneau*

**3:30 p.m.**  
**Adjourn**

# Registration

## Towards Zero Deaths

#176816

Name (last) (first) (m.i.)

Social Security Number (for POST credit)

Business Address

City State ZIP

Daytime Telephone Fax

E-mail

Company/Institution Title/Position

I do NOT wish to be listed on the registration list for this program for distribution to conference participants.

**Conference Fee**

\$65 Conference Fee (ENGR 0125, 001)

**Method of Payment** (318-2625)

- Enclosed is a check or money order payable to the University of Minnesota.
- Please bill my organization (purchase order or letter of authorization attached).
- Please charge my credit card in the amount of \$ \_\_\_\_\_.
- VISA    MasterCard    Discover/NOVUS    American Express

Account Number Expiration Date

Name as it appears on the card Signature of cardholder

**How to Register**

**Mail to:**  
CCE Information Center ID#176816  
University of Minnesota  
20 Coffey Hall  
1420 Eckles Avenue  
St. Paul, MN 55108-6069

**Fax to:**  
612-624-5359  
(must include credit card information or a purchase order/letter of authorization to bill)

**Register Online:**  
[www.tzd.state.mn.us](http://www.tzd.state.mn.us)

If your check is returned because of insufficient funds or closed account, or because you have made a stop payment request, you will be charged a check handling fee of \$20. The information on this form is private data, used to identify and locate you, obtain payment, and enable instructors to better know their audience. Name, address, and payment method are mandatory. Information on this form may be shared with instructors and program cosponsors.

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