

FINAL PROGRAM

2007 Toward Zero Deaths Conference

September 17-18, 2007
Duluth Entertainment Convention Center
Duluth, Minnesota

Annual Statewide Conference for Traffic Safety Advocates



*Sponsored by: Minnesota Departments of Public Safety and Transportation
Minnesota Toward Zero Deaths Program*

*Hosted by: Center for Transportation Studies, University of Minnesota
Facilitated by: College of Continuing Education, University of Minnesota*

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2007 Toward Zero Deaths Conference Program at a Glance

Monday, September 17, 2007

8:30 – 9:30 a.m. Registration and Continental Breakfast

9:30 – 9:45 a.m. Welcome and Opening Remarks (Lake Superior Ballroom)
Bernie Arseneau, Minnesota Department of Transportation; *Cheri Marti*, Office of Traffic Safety, Minnesota Department of Public Safety

9:45 – 10:30 a.m. Opening Plenary: Case Study of the Ted Foss Crash (Lake Superior Ballroom)
Lt. Mark Peterson, Minnesota State Patrol; *Jack Shawn*, Minnesota Trucking Association

10:30 – 10:45 a.m. Break (Edmund Fitzgerald Exhibit Hall)

10:45 – 12:00 Noon	Session 1 New Information and Training for Peace Officers (Gooseberry Falls)	Session 2 Strategic Highway Safety Plan (Split Rock)	Session 3 Roundabouts: Answers to Traffic Safety (Lake Superior Ballroom M/N)	Session 4 Safe Communities - Fatality Reviews (Lake Superior Ballroom O)	Session 5 CPS: Case Studies (1.5 CEUs) (French River)
				Session 6 Parents Monitoring Teen Drivers Using Video Feedback (Lake Superior Ballroom L)	

Noon-12:45 p.m. Luncheon (Lake Superior Ballroom)

12:45-1:30 p.m. Luncheon Presentation: Special Award Presentation to Local Media (Lake Superior Ballroom)
Moderators: *Bernie Arseneau*, Minnesota Department of Transportation; *Cheri Marti*, Office of Traffic Safety, Minnesota Department of Public Safety
Trish Van Pilsum and *Jeff Baillon*, FOX TV-9; *Rick Kupchella*, KARE-11 TV

1:30-1:45 p.m. Break (Edmund Fitzgerald Exhibit Hall)

1:45-3:00 p.m.	Session 7 Reintegration to Traffic Safety (Gooseberry Falls)	Session 8 BCA and CriMNet Information Resources Available for Criminal Justice Professionals (Split Rock)	Session 9 Meet the Press: Inside the Newsroom (Lake Superior Ballroom M/N)	Session 10 Highway Madness (Lake Superior Ballroom O)	Session 11 CPS: New CPS Product Update (1.5 CEUs) (French River)
				Session 12 Get Moving - Jump on the TZD Band Wagon (Lake Superior Ballroom L)	

3:00-3:15 p.m. Break (Edmund Fitzgerald Exhibit Hall)

3:15 – 4:30 p.m.	Session 13 How to Motivate for Traffic Stops (Lake Superior Ballroom L)	Session 14 Innovative Impaired Driving Initiatives (Gooseberry Falls)	Session 15 Rural Safety Issues: A Preview (Split Rock)	Session 16 More Highway Madness (Lake Superior Ballroom O)	Session 17 CPS: Law or No Law ...Children Need to Ride Buckled and Boosted in the Back (1.5 CEUs) (French River)
				Session 18 Older Drivers – What You Can Do to Ensure Safety (Lake Superior Ballroom M/N)	

4:30 – 5:30 p.m. Reception (Edmund Fitzgerald Exhibit Hall)

4:30 – 5:30 p.m. Southwest MN TZD Meeting (Split Rock)

4:30 – 5:30 p.m. Southeast MN TZD Meeting (Gooseberry Falls)

Tuesday, September 18, 2007

7:15 – 8:00 a.m. Continental Breakfast

8:00-9:15 a.m.	Session 19 Best Practices in Traffic Enforcement: The NightCAP Anoka County Project and the HEAT Project (Gooseberry Falls)	Session 20 If You Ran Safe & Sober Program (Lake Superior Ballroom L)	Session 21 TRCC Alcohol Analysis and Data Linkage Updates (Lake Superior Ballroom O)	Session 22 Public/Private Partnerships (Split Rock)	Session 23 CPS: Staying Current and Competent in CPS (French River) Session 24 Wellness Courts of Cass County/Leech Lake Band of Ojibwe (Lake Superior Ballroom M/N)
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9:15-9:30 a.m. Break (Edmund Fitzgerald Exhibit Hall)

9:30-10:45 a.m.	Session 25 Everything You Always Wanted to Know About Motorcycle Patrol (Split Rock)	Session 26 Safe Communities – Technical Q & A for Grantees (Gooseberry Falls)	Session 27 EMT Response Times and Trauma Facts (Lake Superior Ballroom O)	Session 28 Proactive Low-Cost Safety Initiatives (Lake Superior Ballroom M/N)	Session 29 CPS: Teaching the New CPS Curriculum (French River)
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10:45-11:00 a.m. Break (Edmund Fitzgerald Exhibit Hall)

11:00-12:15 p.m.	Session 30 State Patrol RMS Demonstration and Integration Efforts (Gooseberry Falls)	Session 31 The Fountain of Youth (Lake Superior Ballroom M/N)	Session 32 All You Have to Do Is Ask (Split Rock)	Session 33 Crash Course in Safety Improvements (Lake Superior Ballroom O)	Session 34 CPS: Beyond the One-To-One Car Seat Inspection: How to Reach the Masses (French River)
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12:15-1:00 p.m. Luncheon with Awards Presentation (Lake Superior Ballroom)

1:00-2:00 p.m. Closing Plenary: The Loss of a Child (Lake Superior Ballroom)

Moderator: *Dick Smith*, NightCAP Liaison; *David* and *Loni Kjos*

2:00 p.m. Closing Remarks and Adjournment (Lake Superior Ballroom)

Bernie Arseneau, Minnesota Department of Transportation; *Cheri Marti*, Office of Traffic Safety, Department of Public Safety

Program

Monday, September 17, 2007

8:30-9:30 a.m. Registration and Continental Breakfast

9:30-9:45 Welcome and Opening Remarks (Lake Superior Ballroom)

Bernie Arseneau, Minnesota Department of Transportation; *Cheri Marti*, Office of Traffic Safety, Minnesota Department of Public Safety

9:45-10:30 Opening Plenary: Case Study of the Ted Foss Crash (Lake Superior Ballroom)

Lt. Mark Peterson, Minnesota State Patrol; *Jack Shawn*, Minnesota Trucking Association

Trooper Ted Foss was fatally injured while on duty. We will revisit the crash and learn the outcomes of the crash including the passage of the Ted Foss law, and what is being done to improve safety for everyone.

10:30-10:45 Break (Edmund Fitzgerald Exhibit Hall)

10:45-12:00 p.m. CONCURRENT SESSIONS

- 1. New Information and Training for Peace Officers (Gooseberry Falls)**
Jo Ellen Rutzen, Apple Valley Police Department; *Bob O'Brien*, Safe & Sober Liaison; *Tina Folch*, Department of Public Safety, Office of Traffic Safety
Hear about what worked on nighttime enforcement of seat belt use last May and the online entry of crash reports. Learn more about training available on enforcing child seat laws and on dealing with older drivers.
- 2. Strategic Highway Safety Plan (Split Rock)**
Dave Kopacz, Federal Highway Administration; *Katherine Burke Moore*, Department of Public Safety, Office of Traffic Safety; *Dave Engstrom*, MnDOT
The Comprehensive Highway Safety Plan (CHSP) has been updated to become the

Strategic Highway Safety Plan (SHSP). Utilizing recent data, emphasis areas were verified, strategies were updated, and new goals have been set. Learn about innovative plans and initiatives of other states. Come and see how your agency fits into this statewide comprehensive plan.

- 3. Roundabouts: Answers to Traffic Safety (Lake Superior Ballroom M/N)**
Ken Johnson, MnDOT
Roundabout intersections have contributed to fewer and less serious crashes. Learn how the roundabout intersection has evolved from derision to acceptance.
- 4. Safe Communities – Fatality Reviews (Lake Superior Ballroom O)**
Amy Roggenbuck, Community Health Liaison; *Tom Kummrow*, Safe & Sober Liaison
Fatality reviews can be powerful learning tools. Learn how to conduct one, tips for getting the information you need, how to analyze the data, and what can be learned.

- 5. CPS: Case Studies (1.5 CEUs) (French River)**
Sharon Munns, Mayo Clinic
This session will focus on the crash dynamics for three CPS-related crashes and how to use this information to educate the public on CPS misuse.
- 6. Parents Monitoring Teen Drivers Using Video Feedback (Lake Superior Ballroom L)**
Rusty Weiss, DriveCam
Weiss presents a case for utilizing video feedback to mentor young drivers from the point they begin unsupervised driving. See video that shows why crashes are the leading cause of death for teens and learn how exception-based video capture, cell data networks, personal driving coaches, the Internet, and parents are converging to

achieve significant reductions in high-risk driving incidences. Research will be presented on parent-technology integration for safer teen driving.

Noon-12:45 p.m.

Luncheon (Lake Superior Ballroom)

12:45-1:30

Luncheon Presentation: Special Award Presentation to Local Media

(Lake Superior Ballroom)

Moderators: *Bernie Arseneau*, Minnesota Department of Transportation; *Cheri Marti*, Office of Traffic Safety, Department of Public Safety

Trish Van Pilsum and *Jeff Baillon*, FOX TV-9; *Rick Kupchella*, KARE-11 TV

These individuals will be presented with TZD Star awards for their contributions in raising public awareness of traffic safety issues.

1:30-1:45

Break (Edmund Fitzgerald Exhibit Hall)

1:45-3:00

CONCURRENT SESSIONS

7. Reintegration to Traffic Safety

(Gooseberry Falls)

Major John J. Morris, Deputy State Chaplain, MN Air National Guard

The Minnesota National Guard, as part of the Governor's Yellow Ribbon Task Force, educates returning soldiers on the many issues they face as they rejoin society after being gone for 18 to 22 months. Part of the reintegration process is reviewing traffic safety, re-learning how to drive, becoming reacclimated to structured roads as well as addressing other traffic and driving-related issues. History teaches us that returning veterans are overrepresented in traffic crashes and citations. This is a preventive measure designed to improve their transition back into our highways, as well as our society.

8. BCA and CriMNet Information Resources Available for Criminal Justice Professionals (Split Rock)

Michelle Fure, Bureau of Criminal Apprehension

There are a number of electronic information resources available to law enforcement and criminal justice through the BCA. Find out more about each resource, how to use it, how these resources enhance traffic safety, and other projects under development in the BCA's CriMNet Program. This session will include a discussion of two projects underway (electronic charging and a name-event indexing service) that will streamline charging processes and could also enhance officer safety.

9. Meet the Press: Inside the Newsroom (Lake Superior Ballroom M/N)

Trish Van Pilsum and *Jeff Baillon*, FOX TV; *Rick Kupchella*, KARE TV

Working with news media, especially TV, can be challenging and intimidating. Yet, it's an ideal venue for nearly immediate and widespread public awareness and education. This session offers unique insight from key reporters as to their stations' needs in generating stories that are timely, informative, and relevant to their audiences.

10. Highway Madness

(Lake Superior Ballroom O)

John McClellan, MnDOT

This presentation will focus on common types of crashes and driver behavior using video captured by RTMC cameras.

11. CPS: New CPS Product Update (1.5 CEUs) (French River)

Kelly Van Eschen, Elite Car Seats

Four new CPS products will be analyzed for their unique features. Discussion will also include safety issues for new aftermarket products.

12. Get Moving - Jump on the TZD Band Wagon (Lake Superior Ballroom L)

Amy Roggenbuck, Community Health Liaison; *Pat Hackman*, Safe Communities of Wright County; *Patricia Galligher*, Washington County Safe Communities; *Crystal Hoepner*, Douglas County Safe Communities

Wondering what it takes to get a coalition going? Hear tips on getting people involved, analyzing data, determining priorities, working with the community and the 4 "E's," and moving forward to make a difference.

3:00-3:15

Break (Edmund Fitzgerald Exhibit Hall)

3:15-4:30

CONCURRENT SESSIONS

13. How to Motivate for Traffic Stops

(Lake Superior Ballroom L)

Major Mike Aselson, Minnesota State Patrol; *Chief Shaun LaDue*, Owatonna Police Department

Learn from the experts on how to keep traffic enforcement in the forefront.

14. Innovative Impaired Driving Initiatives

(Gooseberry Falls)

Steve Heng, Minnesota County Attorney's Association; *Judge John Holahan*, Fourth Judicial District; *Robert Roeglin*, Hennepin County Probation

Probation impaired driving continues to be the cause of many deaths and injuries on the road. This session will provide information on three new promising programs to help reduce impaired driving. The new programs include a resource prosecutor, Hennepin County DWI Courts, and MN ignition interlock pilot project.

15. Rural Safety Issues: A Preview

(Split Rock)

Wayne Fingalson, Wright County; *Wayne Sandberg*, Washington County; *Mike Marti*, SRF Consulting Group

Get a sneak peak at the Minnesota Local Roads Research Board (LRRB) Research

Implementation Committee's recently developed workshop for city and county engineers addressing rural road safety. Part of a recently funded synthesis project, this upcoming training course will provide roadway professionals the TZD perspective, tools, and technologies necessary for assessing and improving safety on rural roads in Minnesota.

16. More Highway Madness

(Lake Superior Ballroom O)

John McClellan, MnDOT

Hear about best practices in EMT/responder safety. Through education, increased awareness, and relating of best practices, emergency responders can make crash scenes safer for the motoring public and themselves.

17. CPS: Law or No Law . . . Children Need to Ride Buckled and Boosted in the Back (1.5 CEUs) (French River)

Shannon Swanson, AAA Minnesota/Iowa; *Alison Pence*, Northwest Metro Safe Kids

Learn about advances in booster seat design, updates and changes to the 2007 LATCH manual, and new features in airbag technology and their impact on CPS.

18. Older Drivers – What You Can Do to Ensure Safety

(Lake Superior Ballroom M/N)

Gail Weinholzer, Minnesota/Iowa AAA; *Connie Shaffer*, Courage Center

As the population ages, there is more concern about older drivers and their safety as well as the safety of others. Information will be provided on a number of older driver assessment tools.

4:30-5:30

Reception (Edmund Fitzgerald Exhibit Hall)

4:30-5:30 p.m.

Southwest MN TZD Meeting (Split Rock)

4:30-5:30 p.m.

Southeast MN TZD Meeting

(Gooseberry Falls)

Tuesday, September 18, 2007

7:15-8:00 a.m.

Continental Breakfast

(Edmund Fitzgerald Exhibit Hall)

8:00-9:15

CONCURRENT SESSIONS

19. Best Practices in Traffic Enforcement: The NightCAP Anoka County Project and the HEAT Project (Gooseberry Falls)

Lt. Mark Peterson and Lt. Paul Vanvoorhis, Minnesota State Patrol; Sgt. Bill Hammes, Lino Lakes Police Department

High-visibility enforcement is essential to improving traffic safety. Two new innovative programs that focus on high visibility enforcement are the Anoka County NightCAP Project and HEAT Speed Project. The Anoka County NightCAP Project is a county-wide project utilizing messaging signs to inform motorists that they are entering a DWI enforcement zone. HEAT targets roadways for enforcement using data received from MnDOT.

20. If You Ran Safe & Sober Program Requirements (Lake Superior Ballroom L)

Susie Palmer, Department of Public Safety, Office of Traffic Safety

This session will again be a forum for you to make suggestions for future changes, to discuss problems and successes, and meet each other. Safe & Sober grantees are not required to attend.

21. TRCC Alcohol Analysis and Data Linkage Updates (Lake Superior Ballroom O)

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

For those interested in knowing how various data systems interrelate and initiatives to improve them, this presentation is for you. Summary information from the MN Traffic Records Coordinating Committee Strategic Plan will

provide insights on how data improvement projects impact roadway safety and resources available.

22. Public/Private Partnerships (Split Rock)

Gail Weinholzer, Minnesota-Iowa AAA; Carol Bufton, Minnesota Safety Council

It's all about resources and roles. Resources = ideas, talents, money, and distribution networks. Roles = who can best do what needs to get things done. This presentation will focus on tapping into the strengths of public and private sector partners to successfully promote traffic safety.

23. CPS: Staying Current and Competent in CPS (French River)

Diana Van Wormer, CPS Technician; Esther DeLaCruz, Minnesota Safety Council; Char Rahl, Dakota County Sheriff's Office

CEUs from A to Z: Safe Kids recertification process, practitioners recertifying with the Minnesota Department of Public Safety, resources for CEUs, and the future of CPS in Minnesota.

24. Wellness Courts of Cass County/Leech Lake Band of Ojibwe (Lake Superior Ballroom M/N)

Chief Deputy Tom Burch, Cass County Sheriff's Office; Honorable John P. Smith, Ninth District Court Judge; Honorable David F. Harrington, Ninth District Court Judge; Reno Wells, Clay County Probation

Wellness court is a court supervised comprehensive treatment for non-violent defendants. The overall goals of the Wellness Court are rehabilitating substance abuse offenders, thereby reducing crime and reducing recidivism through intensive supervision, frequent court appearances, substance abuse counseling, and drug testing.

9:15-9:30

Break (Edmund Fitzgerald Exhibit Hall)

9:30-10:45

CONCURRENT SESSIONS

25. Everything You Always Wanted to Know About Motorcycle Patrol (Split Rock)

Sgt. Curt Sandell, St. Paul Police Department; Lt. Paul Vanvoorhis, Minnesota State Patrol; Sgt. Robert Goodsell, Minneapolis Park Police

Thinking of starting a motorcycle patrol? Learn how these enforcement agencies were able to rev up effective operations.

26. Safe Communities – Technical Q & A for Grantees (Gooseberry Falls)

Virginia Lockman, Department of Public Safety, Office of Traffic Safety; Amy Roggenbuck, Community Health Liaison

This session is for current Safe Community Coalitions. We will answer questions you may have concerning the "do's and don'ts" of your grant.

27. EMT Response Times and Trauma Facts (Lake Superior Ballroom O)

Bob Norlen, EMS Regulatory Board; Tim Held, Minnesota Department of Health State Trauma Program; Janis Carey Wack, Brain Injury Association of Minnesota

This session will address rural EMT response times and trauma data related to motor vehicle crashes.

28. Proactive Low-Cost Safety Initiatives (Lake Superior Ballroom M/N)

Howard Preston, CH2M Hill

Learn how the Strategic Highway Safety Plan concluded that the best way to address safety in rural areas is to focus on a few low-cost and highly effective strategies that can be widely deployed across a system of highways. The presentation will identify several of the high-priority strategies dealing with road departure, intersection and head-on crashes, along with estimates of implementation costs and potentially the number of lives that could be saved.

29. CPS: Teaching the New CPS Curriculum (French River)

Julie Philbrook, Hennepin County Medical Center; Jo Ellen Rutzen, Apple Valley Police Department

Learn the four major changes in how to teach the new NHTSA curriculum. Also learn how to team-teach a chapter from the new manual.

10:45-11:00

Break (Edmund Fitzgerald Exhibit Hall)

11:00-12:15 p.m.

CONCURRENT SESSIONS

30. State Patrol RMS Demonstration and Integration Efforts (Gooseberry Falls)

Captain Craig Hendrickson, Minnesota State Patrol

This session will provide a brief demonstration of the State Patrol's new records management system (RMS). Major functions of the system will be reviewed. In addition, gain insight on how traffic citations and police accident reports will flow electronically from the RMS directly to the courts and Driver and Vehicle Services.

31. The Fountain of Youth (Lake Superior Ballroom M/N)

Panel of Teens from Proctor High School

A panel of teen drivers will provide their honest responses to a series of driving-related questions addressing: risk taking behaviors, impaired driving, seat belt use, distracted driving, driver education, communications, and parental involvement. You might be surprised how much their honest opinions change your perspectives on how to address teen-related driving issues in your community.

32. All You Have to Do is Ask (Split Rock)

Sgt. Don Marose, Sgt. Brent Richter, Captain Jay Swanson, Captain Ken Urquhart, Sgt. Paul Davis, Lt. John Mock, Minnesota State Patrol

Did you know that Minnesota State Patrol resources for traffic and public safety

services are available to other agencies? These include drug recognition program, crash reconstruction, commercial vehicle enforcement, inspections and training, law enforcement aviation, enforcement searches, and more.

33. Crash Course in Safety Improvements (Lake Superior Ballroom O)

Sue Miller, Freeborn County; *John Brunkhorst*, McLeod County; *Wayne Sandberg*, Washington County; *Mark Vizecky* and *Loren Hill*, MnDOT

Minnesota county engineers continue to be very active in improving highway safety. This session will highlight some of the successful initiatives that have been used for our transportation network as we continue to forward Minnesota's goal of Toward Zero Deaths.

34. CPS: Beyond the One-To-One Car Seat Inspection: How to Reach the Masses (French River)

Jennifer Booge, Northern Minnesota CPS Liaison; *Kara Zoller*, Sherburne County Public Health

Hear some unique, easy, and inexpensive ways to educate kids, parents, professionals, and the general community about child passenger safety. Discover resources for technical CPS information. All attendees will leave with ideas and ready-to-go articles, letters, promotions, and ads to bring back and tailor to their communities.

12:15-1:00

Luncheon and Awards Presentation (Lake Superior Ballroom)

1:00-2:00

Closing Plenary – The Loss of a Child (Lake Superior Ballroom)

Moderator: *Dick Smith*, NightCAP Liaison
David and *Loni Kjos*

Ever since the tragic loss of their daughter, Loni and David Kjos have campaigned to reach other teens on the importance of seat belts. The Klick It for Kelsey campaign has reached many communities.

2:00

Closing Remarks and Adjournment (Lake Superior Ballroom)

Bernie Arseneau, Minnesota Department of Transportation; *Cheri Marti*, Office of Traffic Safety, Department of Public Safety

Conference Information

Conference Sponsors

- 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
- County Engineers Association of Minnesota
- Center for Transportation Studies
- Safe Communities of Wright County
- Isanti County TZD Coalition

POST Board Credit

This conference has been approved for 11 hours of Peace Officers Standards and Training (POST) Board credit. Attendees will earn six hours of credit on September 17 and five hours on September 18.

CPS Continuing Education Units (CEUs)

Participants who attend sessions 5, 11, and 17 will receive 1.5 CEUs for each session.

Professional Development Hours (PDHs)

Participants who attend the entire conference are eligible to receive 11 professional development hours.

Exhibits

One of the features of this conference is an exhibit hall which will be open both days of the program. We encourage you to visit with the exhibitors and learn about new products and ideas.

Reception

Plan to attend the reception on Monday from 4:30 - 5:30 p.m. in the exhibit hall to visit with the conference exhibitors, talk to colleagues, and enjoy hors d'oeuvres before adjourning for dinner.

2007 TZD Star Awards

The TZD Star awards represent excellence in child passenger safety, safe communities, law enforcement, and engineering. Our 2007 award winners have made a huge commitment to the educational effort of changing behavior while saving lives and helping us achieve our goal of Toward Zero Deaths.

Additional Meetings

Southwest MN TZD Meeting
Monday, September 17
4:30 - 5:30 p.m.

Duluth Entertainment and Convention Center (Split Rock)

Southeast MN TZD Meeting
Monday, September 17
4:30 - 5:30 p.m.

Duluth Entertainment and Convention Center (Gooseberry Falls)