



Minnesota's Toward Zero Death Program

October 7-8, 2008

Rochester, Minnesota



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



TZD Mission

To move the state of Minnesota
Toward Zero Deaths on our roads
through the multidisciplinary application
of education, enforcement, engineering,
and emergency medical services
driven by data, best practices, and research.



TZD Program Goals

1. Make the vision of TZD a statewide priority
2. Create and strengthen traffic safety partnerships
3. Identify and promote traffic safety as a key element of Minnesota culture
4. Promote and implement effective traffic safety strategies

The 4 E's:

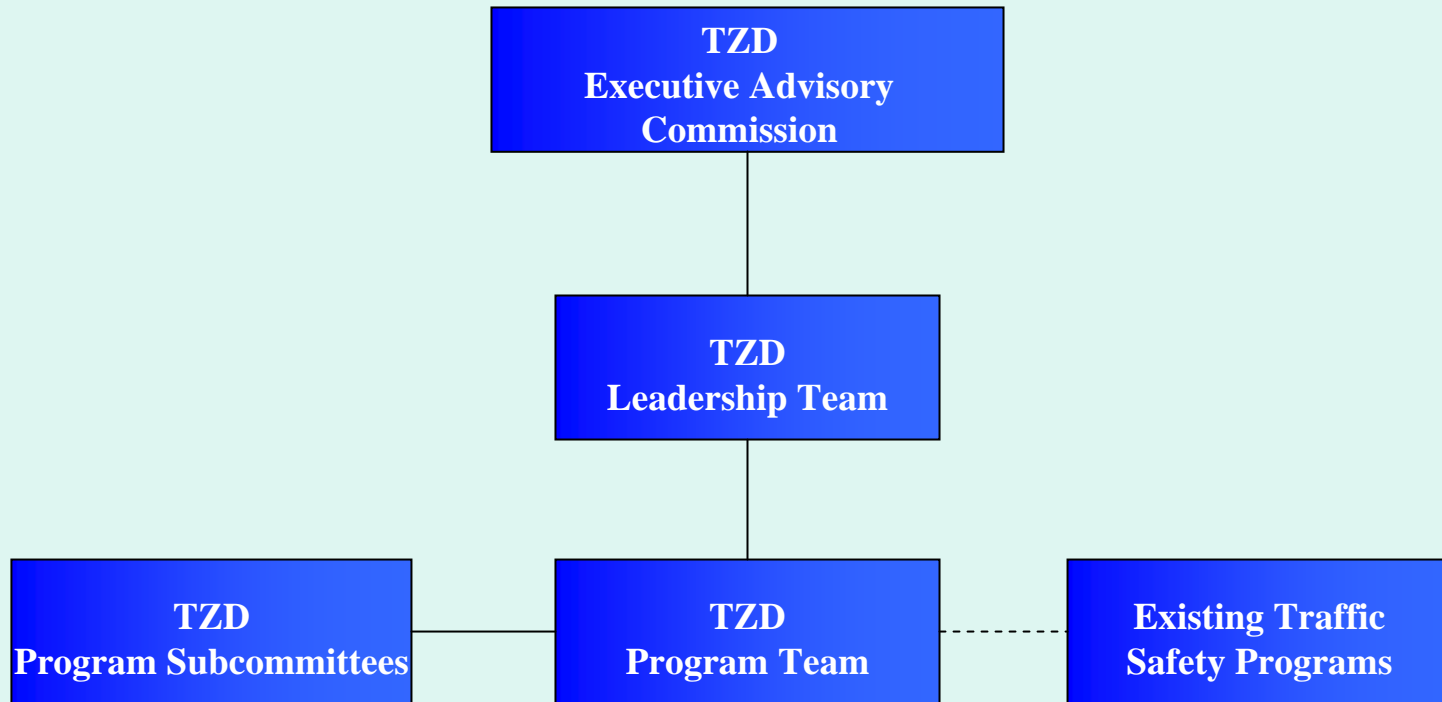
- Education
- Engineering
- Enforcement
- Emergency Medical Services

- Long-term effort
- Local, grassroots support is critical
- Changing culture and human behavior





Program Structure





New Web Site

www.MinnesotaTZD.org

The screenshot shows a Mozilla Firefox browser window displaying the website www.MinnesotaTZD.org. The page features a navigation menu with links for Home, The Four Es, TZD Network, News, Events, and Topics. The main content area is titled "Toward Zero Deaths" and includes a mission statement: "Our mission is 'To move Minnesota toward zero deaths on our roads, using The Four Es: Education, Enforcement, Engineering, and Emergency Medical Services.'" Below this, there is a paragraph describing the organization as a Minnesota interagency partnership. A prominent graphic titled "Traffic Fatalities in Minnesota" shows a line graph with data points for 1990 (506), 2007 (317), and 2010 (297), with a goal of 400 by 2018. The page is divided into several sections: "Events" (TZD Conference, Stakeholder Breakfasts), "Traffic Safety in the News" (Crash Facts, Hersepin County, etc.), "TZD Network" (Southeast Minnesota TZD), and "TZD 2008 Award Winners".

www.MinnesotaTZD.org