2015 TZD CONFERENCE
12th ANNUAL STATEWIDE CONFERENCE FOR TRAFFIC SAFETY STAKEHOLDERS

www.MinnesotaTZD.org

October 29–30, 2015
River's Edge Convention Center
St. Cloud, Minnesota

Offered by:
Minnesota Toward Zero Deaths Program and Minnesota Departments of Public Safety, Transportation, and Health with funding from the National Highway Traffic Safety Administration

Hosted by:
Center for Transportation Studies, University of Minnesota
### Thursday, October 29, 2015

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<td>Registration (Terry Haws Lobby) Continental Breakfast, and Exhibits (Terry Haws C)</td>
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<td>8:30–9:45 a.m.</td>
<td>Welcome and Opening Remarks Opening Plenary Session: Confessions of a Phone Addict: Distracted Driving and the Brain (Terry Haws A/B)</td>
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| 1:00–1:30 p.m. | Break and Exhibits (Terry Haws C) |
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| 2:45–3:15 p.m. | Break and Exhibits (Terry Haws C) |
| 3:15–4:30 p.m. | Session 17 Coalitions and Fatal Reviews: The Gateway to Community Action Plans (Wilson Suite)  
Session 18 Cold Water Rescue: A Case Study (Bell/Alexander)  
Session 19 Get on Track with Rail Safety (University B-Kelly Inn)  
Session 20 Legislative Update (Mitchell/Schilpin)  
Session 21 How to Make CPS Legislative Changes and an Update on Brynn Duncan (Swisshelm/Whitney)  
Session 22 Highway Safety for Emergency Responders (Herberger Suite)  
Session 23 Implementing a Traffic Safety Culture in the Workplace (Weidner) |
| 4:30–5:30 p.m. | Reception (Terry Haws C)  
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Session 27 Meet Me at the Crossroad: You Can Make a Safer Road (University B-Kelly Inn)  
Session 28 The Wait is Over: Unveiling the New Crash Record System (Wilson Suite)  
Session 29 DWI Mock Trial: Preparing for Defense Tactics (Herberger Suite)  
Session 30 Achieving Speed Compliance in Minnesota (Mitchell/Schilpin)  
Session 31 Implementing Pedestrian and Bicycle Education and Enforcement (Weidner)  
Session 32 Tots, Cots, Rotors, and Props (Swisshelm/Whitney) |
| 10:45 am–noon | Session 33 The Aging Driver: What's on the Road Ahead? (Part 2) (Bell/Alexander)  
Session 34 Lessons Learned for a Safer Shift (University A-Kelly Inn)  
Session 35 Traffic Safety Trivia (University B-Kelly Inn)  
Session 36 Am I Detained? (Herberger Suite)  
Session 37 To Protect – and To Serve: Perspectives from a Crash Victim's Family and Law Enforcement (Mitchell/Schilpin)  
Session 38 Increasing Motorcyclists, Use of Protective Gear (Weidner)  
Session 39 Ask the Truck Driver! (Wilson Suite)  
Session 40 CPS Boot Camp (Swisshelm/Whitney) |

Noon | Adjourn
THURSDAY, OCTOBER 29, 2015

7:00–8:30 a.m.
Registration (Terry Haws Lobby)
Continental Breakfast, and Exhibits (Terry Haws C)

8:30–9:45 a.m.
Welcome and Opening Remarks (Terry Haws A/B)
Sue Groth, TZD Program Co-Chair and Director, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation; Col. Matt Langer, TZD Leadership and Minnesota State Patrol, Minnesota Department of Public Safety

Opening Plenary: Confessions of a Phone Addict: Distracted Driving and the Brain (Terry Haws A/B)
Matt Richtel, New York Times reporter and best-selling author

As society looks to break the deadly grip of distracted driving, scientists have uncovered a possible key to thoughtful policy: the role of the human brain. This provocative (sometimes funny) presentation will describe the relationship between our brains and our smartphones and other gadgets. Why are they so alluring that we use them while driving, even at high speeds and during bad weather? Why are phones so compelling that we would use them while driving, even at high speeds and during bad weather?

Tactics and lessons learned will be shared.

10:00–11:15 a.m.
CONCURRENT SESSIONS

1 Educating Your Community with Effective Outreach Tools
(Weidner)
Moderator: Eric Devoe, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation
Renae Kuehl, SRF Consulting; Inyan Walking Elk, Office of Construction & Innovative Contracting, Minnesota Department of Transportation; Gina Baas, Center for Transportation Studies, University of Minnesota

Educating the public to help change driver behaviors is a part of changing the culture in Minnesota. New resources have been developed including videos, fact sheets, and PowerPoint presentations. These tools are geared toward new drivers, local governments, and service clubs, as well as elected officials, which will streamline your traffic safety education outreach efforts.

2 Emerging Trends in EMS Care
(University A-Kelly Inn)
Moderator: Kristi Engelstad, F-M Ambulance Service
Dr. Heidi Lako-Adamson, Sanford Health/F-M Ambulance Service

Staying ahead of the changes in EMS is difficult. This session will discuss the changing approaches in pre-hospital care and standards, including packaging patients with spinal injuries differently, the resurgence of tourniquets, and hemodynamic management of patients. Learn about the science behind the changes and how to implement this locally. Law enforcement, fire, and EMS, along with anyone else that may arrive at a crash, need to know what this change means to them.

3 Engineering Design Standards and Safety
(University B-Kelly Inn)
Moderator: Kristi Sebastian, Dakota County Transportation
Jim Rosenow, Office of Technical Support, Minnesota Department of Transportation; Shelly Pederson and Amy Marohn, City of Bloomington

Roadway design is often a careful balancing act between many competing interests including construction cost, right-of-way needs, future maintenance, operational efficiency, and the safety of roadway users. Design standards for various roadway elements are often questioned by various stakeholders who would prefer greater accommodation or less impact. This session will discuss the importance of roadway standards and how they relate to balancing the safety of various roadway user groups.

4 Upholding Your Investigation in Court: How to Effectively Counter Common Defense Attorney Arguments
(Mitchell/Schilpin)
Moderator: Jody Oscarson, Office of Traffic Safety, Minnesota Department of Public Safety
Ryan Flynn, Chisago County Attorney’s Office; Bill Lemons, Minnesota County Attorneys Association; Lt. Don Marose, Minnesota State Patrol, Minnesota Department of Public Safety

Most DWI investigations result in a conviction, but some produce lengthy contested hearings or jury trials, some of which result in either a dismissal or an acquittal. The difference between a DWI that resolves prior to trial and a DWI that goes to trial is often minor and small steps taken during the investigation that can save time in the long run as well as preserve a DWI conviction.

5 Innovative Strategies and Collaboration to Confront Distracted Driving
(Wilson Suite)
Moderator: Kristine Hernandez, Statewide TZD Program Coordinator

Sgt. Scott Melander, Woodbury Police Department; Lisa Kons, Minnesota Safety Council; Lt. Heath Dienger, Minnesota State Patrol, Minnesota Department of Public Safety

Tackling distracted driving is not easy. This session will focus on the importance of working collaboratively with the four E’s. We will also review the unique ways law enforcement proactively addresses this issue, including using MnDOT vehicles and the “Go Pro” initiative. Then we will break down the statutes and learn how to enforce these violations, including capturing evidence. You will discover multifaceted, educational approaches and efforts, including partnering with businesses and school/community involvement. Tactics and lessons learned will be shared.

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6 Medical Marijuana
(Herberger Suite)
Moderator: Sgt. Geoff Maciejewski, University of Minnesota Police Department
Courtney Popp, King County, Washington Sheriff's Office
As marijuana gains traction for “medical” and recreational use across the U.S., there is a critical need to educate and prepare law enforcement, prosecutors, and judges, and our communities at large. Washington State’s Traffic Safety Resource Prosecutor will provide an overview of current trends in marijuana use, tips for training law enforcement on detection and documentation of impairment, and suggestions for addressing the issues that will arise as marijuana taboos decrease and access to the drug increases.

9 Changes in Teen Driving Culture
(Bell/Alexander)
Moderator: Gordy Pehrson, Office of Traffic Safety, Minnesota Department of Public Safety; Minnesota House of Representatives (Invited)
Gail Weinholzer, AAA Minnesota/Iowa
Remember when it was cool when you got your license on your 16th birthday? Teens today are delaying licensure for a variety of reasons, which results in a new set of issues to address. Learn about the new teen driving demographics and habits, and strategies to address this growing phenomenon.

10 Get 'Em Out Quick
(Weidner)
Moderator: Jessica Schleck, Southeast Minnesota TZD Regional Coordinator
Tom Nixon, East Central and West Central Minnesota TZD Regional Coordinator, Deerwood Fire Department, North Memorial Ambulance; Mike Thompson, St. Cloud Fire Department
Often responders get caught up in the worst-case scenario and many times miss the easiest way to extract a patient. In this fast-paced session, attendees will witness the basics of auto extrication and how to use the tools you have to get the patient out in a timely manner. This will be a live demonstration on real vehicles so please dress appropriately for the weather. The session aims to familiarize all responders on what their role can be and what different equipment can do. We will also discuss how to position responding units to best serve rapid patient transport and overall scene safety.

11 Preventing Lane Departure – Rumbles and Mumbles
(University B-Kelly Inn)
Moderator: Tom Sohrweide, SEH Inc.
Ken Johnson, Office of Traffic, Safety and Technology, Minnesota Department of Transportation; Ed Terhaar, Wenck Associates Inc.; David Braslau, David Braslau Associates Inc.
Rumble strips have often been used to prevent lane departure crashes. Often times, however, local residents have complained about the noise that is produced when vehicles drive over them. The Minnesota Department of Transportation is evaluating mumble strips to replace rumble strips. Mumble strips have less external noise, making them more acceptable to roadway neighbors, but still have the interior vehicle noise to notify the driver. This presentation will update you on the status and testing being done with these strips and how they can be used.

12 Drug Abuse Trends: Minnesota and Nationally
(Herberger Suite)
Moderator: Lt. Don Marose, Minnesota State Patrol, Minnesota Department of Public Safety
Carol Falkowski, Drug Abuse Dialogues
This fast-paced presentation will cover the trends in drug abuse in Minnesota and nationally, based on the most recent data from multiple sources, including medical examiners, treatment programs, law enforcement, and surveys. The presenter is one of Minnesota’s leading experts on drug abuse and author of the reference book, Dangerous Drugs, which topics include heroin, opioids, the resurgence of methamphetamines, Minnesota’s new medical marijuana law, and emerging trends in synthetic drugs.

13 Commercial Vehicle Enforcement for the Non-CVI
(Mitchell/Schilpin)
Moderator: Officer Steve Hiebert, Maplewood Police Department
Lt. Michael Wayne, Minnesota State Patrol, Minnesota Department of Public Safety; Officer Steve Hiebert, Maplewood Police Department
Almost 90% of fatal crashes involving commercial motor vehicles (CMVs) are related to driver error. Reducing these crashes depends on enforcement action being taken by both state and local enforcement personnel, regardless of their knowledge of commercial vehicle regulations. This session will discuss the importance of officers, deputies, and troopers taking enforcement action when they see commercial size trucks and buses speeding, driving distracted, and committing other moving violations that contribute to crashes. Having officers focus on the enforcement of the traffic laws that they are comfortable with will make the thought of stopping large trucks much less intimidating.

7 Roadside Oral Fluid Testing for DWI
(Bell/Alexander)
Moderator: Chief Shane Mikkelson, Osseo Police Department
Christine Moore, Immunalysis Corporation
Law enforcement agencies in several counties have implemented saliva collection and analysis for DUID cases. This session will discuss the potential for oral fluid as a biological sample for saliva collection and analysis for DUID cases. This session will also cover the results from various research projects throughout the U.S.

8 Meet the Manufacturers
(Swisshelm/Whitney)
Moderator: Jennifer Booge, Mahube Community Council
Sarah Titon, Britax Child Safety Inc.; Danielle Brown, UPPA Baby; Courtney Barry, Chicco USA; Trudy Slaght, Clek; Charlie Vits, Safe Guard IMM1
Participants will be able to interact directly with the child restraint manufacturers in a small group setting. Attendees will rotate through stations in small groups and the manufacturers will provide demonstrations of their products. Groups will have an opportunity ask each manufacturer questions and work with their products.

11:30 a.m. – noon
Luncheon (Terry Haws A/B)
3:15–4:30 p.m.

**CONCURRENT SESSIONS**

**17 Coalitions and Fatal Reviews: The Gateway to Community Action Plans**

(Wilson Suite)
Moderator: Kristine Hernandez, Statewide TZD Program Coordinator
Annette Larson, South Central and Southwest Minnesota TZD Regional Coordinator; Allison Nicolson, Driving 4 Safe Communities; Gordy Pehrson, Minnesota Office of Traffic Safety, Minnesota Department of Public Safety
Whether you have an established community coalition or are looking to start, hear strategies on how to build and then motivate your partners. Then learn how to put your fatal review action plan to work by hearing what others have implemented in their community. A brief review of the TZD Safe Roads grant requirements will be provided as well. This is the TZD Safe Roads Grantee session.

**18 Cold Water Rescue: A Case Study**

(Bell/Alexander)
Moderator: James Levi, Children's Hospitals and Clinics of Minnesota
Capt. Paul Rosholt, St. Louis Park Fire Department; Ross Chavez, Hennepin County Medical Center; Lt. Tiffani Schweigart, Minnesota State Patrol, Minnesota Department of Public Safety; Sgt. Bryan Kruele and Aaron Trant, St. Louis Park Police Department; James Levi, ECMO Program, Children’s Hospitals and Clinics of Minnesota
On November 21, 2013, a car crashed into a freeway retention pond in St. Louis Park. Using a 360-degree approach, first responders, EMS, hospital, and investigative personnel will discuss the evolution and aftermath of this rush-hour incident that claimed the lives of two children and injured three others.

**19 Get on Track with Rail Safety**

(University B-Kelly Inn)
Moderator: Mike Pretel, Office of Freight and Commercial Vehicle Operations, Minnesota Department of Transportation
Jonathan Atkins, City of Moorhead; Lt. Chris Carey, Moorhead Police Department; Chad Stangeland, Moorhead Fire Department
This session will provide a comprehensive understanding from different perspectives and entities on rail safety issues and will focus on how we can all work together effectively toward safety. Engineering, police, and rail representatives will present their key issues, countermeasures, and ideas on working together.

2:45–3:15 p.m.

**Break and Exhibits**
23 Implementing a Traffic Safety Culture in the Workplace
(Weidner)
Moderator: Lisa Kons, Minnesota Safety Council
Mark Hovey, Hennepin County; Chuck Jensen, Conexus Energy; Tim Gangnor, Metropolitan Airports Commission; John Olin, Comcast Cable
Traffic crashes kill employees in your communities! They are the number-one cause of worker deaths and the most costly worker’s compensation injury by cause. Employers have the opportunity to influence the traffic safety culture within their organizations and you can help. Learn from employers firsthand about their experiences in developing and implementing workplace traffic safety programs and the role traffic safety partners can play. You’ll receive sample polices and resources to support your efforts.

24 School Buses – Trends in Occupant Protection on School Buses
(University A-Kelly Inn)
Moderator: Esther DeLaCruz, Child Passenger Safety Associates
Charlie Vits, Safe Guard IMMI
NHTSA has recently brought attention to the need for improvement of occupant protection on school buses. This session will discuss available restraint systems on school buses for students ranging in age from Pre-K through adult. The speaker will discuss the limits of compartmentalization and the misconceptions surrounding its effectiveness. Trends towards buses for students ranging in age from Pre-K through adult. The speaker will discuss the limits of compartmentalization and the misconceptions surrounding its effectiveness. Trends towards

4:30–5:30 p.m.
Reception (Terry Haws C)

25 The Aging Driver: What’s on the Road Ahead? (Part 1)
(Bell/Alexander)
Moderator: Mark Hoisser, Mobility for Minnesota’s Aging Population
Gail Weinholzer, AAA Minnesota/Iowa; Catherine Sullivan, St. Catherine University; Erica Stern, University of Minnesota; Kathy Rakowczyk, Courage Kenny Rehabilitation Institute
There is much discussion surrounding the aging driver and resources to continue driving safely. Impaired vision, lack of flexibility, reduced reaction time, dementia, and other factors can increase an aging driver’s crash risk. This session will review how the aging process affects the skills and abilities necessary for safe driving and how to start the conversation with a loved one about giving up the keys. The session will also provide resources and programs that attendees can take away and implement immediately.

Share Your Thoughts
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FRIDAY, OCTOBER 30, 2015
7:00–8:00 a.m.
Buffet Breakfast (Terry Haws A/B)
Opening Remarks
Donna Berger, TZD Program Co-Chair and Director, Office of Traffic Safety, Minnesota Department of Public Safety

8:00–9:00 a.m.
Plenary Session: Saved by a Car Seat Clinic (Terry Haws A/B)
Moderator: Diana Van Worner, Regions Hospital
Bethany Olson, Personal Impact Speaker; Jeff Kennett, St. Croix County Sheriff’s Office; Dr. Michael McGonigal, Regions Hospital; Brian Posner, Baldwin, Wis. Area EMS
Two weeks before a horrific car crash, Bethany Olson attended a car seat clinic where she made life-saving adjustments to her children’s car seats. Although Bethany’s infant daughter was seriously injured in the crash, she is expected to make a full recovery, and Bethany and her other child experienced only minor injuries. In this session, Bethany will discuss the importance of providing Child Passenger Safety Seat Car Seat Clinics, including what she learned at her clinic and how it helped her children survive a severe crash. In addition, a panel discussion will offer crash perspectives from multiple E’s including the doctor who treated Bethany’s daughter, EMT responders, and a law enforcement representative.

9:15–10:30 a.m.
CONCURRENT SESSIONS

26 The “Trics” of Trauma Care – Assessment and Care of the Pediatric, Bariatric, and Geriatric Trauma Patient
(University A-Kelly Inn)
Moderator: Katy Kressin, Sanford AirMed
Joan Somes, Emergency Nurses Association; Dr. Michael McGonigal, Regions Hospital
Although initial assessment and care of trauma patients follow the same sequence, there are age and size specific considerations when looking at children, older adults, and those of larger sizes. This session will identify when assessment and treatment may require adjustments to standard protocols and actions.

27 Meet Me at the Crossroad: You Can Make a Safer Road
(University B-Kelly Inn)
Moderator: Jannelle Borgen, WSB & Associates Inc.
Tom Nixon, East Central and West Central Minnesota TZD Regional Coordinator; Renae Kuehl, SRF Consulting Group; Capt. Jeff Westrum, Minnesota State Patrol, Minnesota Department of Public Safety
The mission, should you accept it, as part of a four-E safety team, will be an intersection redesign. Using assistance and expertise of top-notch safety experts, the audience will apply 4-E strategies to a mock intersection. Learn ways in which each E can collaborate to make an intersection safer.

28 The Wait is Over: Unveiling the New Crash Record System
(Wilson Suite)
Moderator: Mike Rugani, Office of Traffic Safety, Minnesota Department of Public Safety
Kathleen Haney, Office of Traffic Safety, Minnesota Department of Public Safety; Brad Estochen, Office of Traffic Safety, and Technology, Minnesota Department of Transportation; Nils King and Charlie Harris, Appriss
This January, Minnesota will implement the new Crash Records System—MNCrash. The new system, built from the officer up, goes live on January 1, 2016. This session will highlight the changes in data and structure of the Crash Report as well as a demonstration of the new system.
32 Tots, Cots, Rotors, and Props
(Swisshein/Whitney)
Moderator: LeeAnn Mortensen, North Memorial Medical Center
Josh Duda, North Memorial Air Care, Crow Wing County Passenger Safety Coalition
Transporting children in “other” vehicles can pose many challenges to caregivers. Explore the best practices of transporting children in these settings. The main focus of this session will revolve around transporting children safely in ambulances, but will also discuss transport in other vehicles. (Bus information will be covered in session 24.)

33 The Aging Driver: What’s on the Road Ahead? (Part 2)
(Bell/Alexander)
Moderator: Mark Hoisser, Mobility for Minnesota’s Aging Population
Lt. Don Marose, Minnesota State Patrol, Minnesota Department of Public Safety, Sgt. Scott Melander, Woodbury Police Department; Brad Estochen, Office of Traffic, Safety and Technology, Minnesota Department of Transportation
Older, medically-impaired drivers often exhibit behaviors resembling DUI, attracting the attention of law enforcement. In addition, new road designs can be confusing and intimidating to the older driver. Learn how law enforcement and local transportation officials are interacting with an aging population and growing concerns about older driver safety.

34 Lessons Learned for a Safer Shift
(University A-Kelly Inn)
Moderator: Sgt. Doug Rekstad, Morrison County Sheriff’s Office
Katy Kressin, Sanford AirMed
Crew resource management encompasses a wide range of knowledge, skills, and attitudes including communications, situational awareness, problem solving, decision making, and teamwork. When a helicopter is needed on scene, what are the roles of law enforcement, fire, EMS, and bystanders to keep the scene safe and efficient?
38 Increasing Motorcyclists, Use of Protective Gear
(Weidner)
Moderator: Megan Matthews, Office of Communications, Minnesota Department of Public Safety
Bill Shaffer, Office of Traffic Safety, Minnesota Department of Public Safety; Megan Matthews, Office of Communications, Minnesota Department of Public Safety
Learn about new campaign strategies resulting from rider focus groups that may help increase the use of motorcycle helmets and protective gear. Hear updates on motorcycle road guarding, which became legal this year. This allows road guard certificate holders to stop and control traffic for motorcycle group rides.

39 Ask the Truck Driver!
(Wilson Suite)
Moderator: John Hausladen, Minnesota Trucking Association
Nate Wick, UPS Freight; Bill Krouse, YRC Freight
This interactive panel will feature three professional truck drivers discussing their behind-the-wheel experiences of sharing the road with other vehicles. They will share real-life stories and strategies for improving highway safety and reducing crashes. Here is your chance to get the view from a big rig and pose all those trucking questions you've always wanted to ask.

40 CPS Boot Camp
(Swisshelm/Whitney)
Moderator: Jennifer Booge, Mahube Community Council
Officer Nichole Korth, New Hope Police Department
What things work well, need improvement, or should be tossed out to make your Child Passenger Safety program more relevant and efficient? Attend this session to share what you know and learn new tips from others. Explore new resources on reducing risks and liability, and work in break-out groups to exchange best practices and share top tips on checkup events, seat checks, getting the word out about your program, partnerships and funding, handling difficult customers, and staying current. Tips from this session will be posted on the TZD website following the conference. This session is not eligible for CPS CEUs. CPS advocates at all levels of experience are welcome, as well as those looking to start a program.

Help spread the word and join the online conversation!
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2016 Minnesota Toward Zero Deaths Conference
November 16–17, 2016
Duluth Entertainment Convention Center

2016 TZD Stakeholder Breakfasts
Join in-person at the MnDOT Training and Conference Center in Shoreview. Events are also streamed live via the web.
www.minnesotatzd.org/events/breakfasts