Look what’s new!

TZD Regional Coordinators & TZD Statewide Coordinator

October 27, 2017
Office 365
TZD SharePoint site

- What is 365?
- Why?
- How it benefits
- Other
TZD Home Screen

Toward Zero Deaths Minnesota

Announcements

• New announcement on website!

IMPORTANT INFORMATION ON TECKET

TZD Toolkit

• New
• Upload
• Sync
• More

Site Owners

• Homeowners, Maine L (DOT)
• Lindseth, Annette L (DOT)
• Yohno, Sabir (DOT)

Calendar

Oct 2017

1  2  3  4  5  6  7  8  9  10  11  12  13  14  15  16  17  18  19  20  21  22  23  24  25  26

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Toward Zero Deaths Minnesota
Click on the TZD Toolkit
Toolkit is broken down into:
- Content type
- Views
TZD Behavior Tools

- Other
- Posters
- Presentations
- Project Ideas
- Unique Media Ideas
- Video's
- Recent Activity
TZD Resources

Available Resources
Coalition Building
Contacts
Drunk Goggles
Fatal Review

Intersections
Joyride
Lane Departure
Responsible Server Training
Worksite
Other
Select your view or content type you are looking for

*Let's look at Impaired*
TZD Toolkit

- TZD Behavior Tools: Other (4)
- TZD Behavior Tools: Posters (10)
- TZD Behavior Tools: Project Ideas (6)
- TZD Behavior Tools: Unique Media Ideas (2)
Toward Zero Deaths Minnesota

TZD Behavior Tools: Other (4)
  TZD Resources: Joyride (3)
  TZD Resources: Responsible Server Training (1)

TZD Behavior Tools: Practice (10)

Responsible Server Training Survey-4.docx
Announcements

Announce... ➔ IMPORTANT INFORMATION ON TOOLKIT!

Title *
IMPORTANT INFORMATION ON TOOLKIT!

Body
Thank you for using the TZD 101 toolkit. Please feel free to download and use the documents you find on this site.

See more
### October 2017

<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
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<td><strong>28</strong></td>
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<td><strong>TZD Statewide Conf.</strong></td>
<td><strong>Mandatory</strong></td>
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<td>31</td>
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<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
Team Discussion Boards

There are no items to show in the discussion board.

Question

I am asking a question and want to get answers from other members.

Save  Cancel
Site Owners

- Hernandez, Kristine J (DOT)
- Larson, Annette L (DOT)
- Youngs, Susan (DOT)
Next steps

- Take a look at the site
- Sign in on the sheet
- Feedback
- Changes and updates made
- Link will be sent
- Statewide call will be set up for those not here today.
- If you have items share with your regional coordinator - help us build the site!
TZD Buckle Up Stencils

- Holly Kostrzewski, Northeast & Northwest TZD Regional coordinator
**TZD Buckle Up Stencil Installation Guide**

**Background**

Wearing a seat belt is the best defense if someone is ever involved in a crash. Minnesota currently has a 94 percent seat belt rate for front seat occupants, but more people can be buckling up.

Lack of seat belt use is a contributing factor in approximately half of all Minnesota fatalities — with 91 unbelted motorists losing their lives in 2015.

**Purpose**

TZD has Buckle Up stencils that can be used free of charge to spread awareness and to encourage seat belt use in your communities. Users will need to supply the paint.

**Next steps**

Some additional things to keep in mind when you are applying the stencils:

**Do’s**
- Use white paint only.
- Place on sidewalks or trails heading to parking areas.

**Don’ts**
- Do not place on public roads.
- If placed in parking lots, do not place at driver decision points such as approaching pedestrian crossings or stop signs.
- Do not place on highway entrance ramps such as from rest areas.

**For more information**

Contact your TZD Regional Coordinator, or Kristine Hernandez, Statewide TZD Program Coordinator

kristine.hernandez@state.mn.us; 507.286.7601
TZD Buckle Up Stencil

Examples: Bemidji State University, Pennington & Red Lake Counties
TZD Buckle Up Stencil

Example: Boy Scout Troops (Blue Earth County)
South Central Minnesota Toward Zero Deaths

Media Advisory

May 19, 2017

2151 Bassett Drive
Mankato, MN 56001

Contact: Annette Larson
South Central Minnesota TZD Regional Coordinator
Office: 507.304.6110/Cell: 507.720.2101
annette.l.larson@state.mn.us

Boy Scout Troop caught spray painting across Blue Earth County

Buckle up stencil campaign part of statewide seat belt education and enforcement effort with South Central Minnesota law enforcement and Toward Zero Deaths traffic safety partners

What: Minnesotans are making smart choices as a high rate of motorists continue buckling up (93 percent) in Minnesota, compared with 88.5 percent nationally.

Even so, failing to put a seat belt on even one time can mean the difference between life and death.

That is why south central Minnesota regional law enforcement officers, community members, Toward Zero Deaths partners and Boy Scout Troop 130 are coming together to kick off enhanced enforcement and education. The buckle up stencil effort is part of the statewide Click or Ticket campaign that runs May 22 – June 4. Troop members worked with local organizations such as schools, churches and businesses across the county to allow the boys to paint the message in parking lots.

A “Saved by the Belt” will be awarded to a snowplow driver after he was rear-ended by a semi on Interstate 90.
https://stores.inksoft.com/mndot/Towards_Zero_Deaths-Products/1000018
TZD Special Project Report: Roving Dynamic Speed Signs

- Tom Nixon, West Central & East Central TZD Regional coordinator

MnDOT Districts 3 & 4
Speed: Changing Behavior

Benefits:
- Constant Education
- Continual Behavior Modification
- Unintended Response

“These signs are fact finding” MSP
“It puts the drivers on notice” MSP
Collecting Data

Custom Chart for MNTH 23 @ Rockville (from 9/19/2017 to 9/30/2017)
### Collecting Data

**Location:** MNTH 23 @ Rockville  
**City:** Rockville  
**Report Period:** 9/19/2017 1:00:00 PM to 9/30/2017 4:00:00 PM

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<th>Average Vehicle Speed</th>
<th>Maximum Speed</th>
<th>85% Speeds</th>
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<td>23:00:00</td>
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<td>65</td>
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</tbody>
</table>
Safe & Sober Sign Replacement Project

- Kristine Hernandez, Statewide TZD Program coordinator
Safe & Sober Sign Replacement Project

Guideline for placement of TZD signs (replacing old Safe & Sober signs):

The new 2017 TZD signs will replace existing “Safe & Sober” signs that were placed across the state many years ago. These are not standard highway signs. They are designed for educational purposes and not to be placed on roads and highways. If placed on roads and highways, these signs would not be compliant with the standards in the Minnesota Manual on Uniform Traffic Control Devices (MUTCD).

According to the MN MUTCD, signs should be individually installed on separate posts or mountings, except as provided in the manual. For parking areas where signs have been placed under STOP signs, it is recommended to mount the TZD sign on a separate post next to the STOP sign or move the TZD sign to a new location within the parking area. Signs should be mounted so that they do not block the view of another traffic control device such as a sign or traffic signal.

Due to the initial limited amount of replacement signs, requestors will need to provide the specific location of the sign that is to be replaced and where the new sign will be located so they can be tracked.

You may send this information and any other questions to the contacts below.

Contacts:

Kristine Hernandez
Statewide TZD program coordinator
507.286.7601 office, 507.273.0677 mobile
Kristine.hernandez@state.mn.us

Jessica Schleck
Southeast Minnesota regional TZD coordinator
507.286.7602 office, 507.696.8435 mobile
jessica.schleck@state.mn.us
Apache Mall
Pedal Kart Event

- Jessica Schleck
  Southeast TZD
  Regional coordinator

- Proposal
- Poster
- Media Advisory
- News Release
Community Members get an Eye-opening look at Impaired Driving

**What:** Community members get a hands-on experience to how alcohol impacts their driving abilities. Demonstrations include two obstacle courses with pedal cars and three levels of "drunk driving" goggles as well as an opportunity to go through a field sobriety test. The statewide DWI enforcement campaign begins November 25 and runs weekends through December 27.

The pedal car, used in conjunction with goggles, emphasizes the dangers of driving impaired. The obstacle course could be as simple as 20’ x 30’ space or larger as space allows.

Additionally, law enforcement officers would set up a mock sobriety field testing station. The station gives participants the opportunity to experience the process officers use to determine sobriety after a traffic stop. This event would also educate the community regarding the consequences of being cited for DWI.

**When:** Traffic safety community partners, including: Minnesota State Patrol, Olmsted and Dodge County law enforcement, Toward Zero Deaths (TZD) stakeholders, public health educators, county engineers and emergency medical personnel would like to show community members the dangers of driving impaired at a DWI event on Tuesday, Nov. 25, at Apache Mall.

**Why:** Olmsted County is the only southeast Minnesota county that remains on Minnesota’s Top 25 Deadliest Impaired Driving counties. Olmsted County is currently ranked #8 of 87 counties.
Get an Eye-Opening Look at Drunk Driving

Tuesday, November 25
1 - 4 p.m.

Try to navigate a pedal car through an obstacle course wearing different levels of “drunk driving” goggles and get an opportunity to go through a mock field sobriety test.
Media Advisory

November 21, 2014

District 6, Rochester/Owatonna
2900 48th Street NW
Rochester, MN 55901-5848

Get an eye-opening look at drunk driving in time for Thanksgiving celebrations

What: Community members will get hands-on experience of how alcohol impacts their driving abilities at a DWI event on Tuesday, Nov. 25, at Apache Mall. Participants will be invited to drive a pedal car through an obstacle course wearing different levels of “drunk driving” goggles and go through a field sobriety test. The event will emphasize the dangers of drunk driving.

A news conference will be held at 1 p.m. on Tuesday, Nov. 25, 2014, at Apache Mall just prior to the event to note the kick-off of a stepped-up statewide DWI enforcement effort that begins November 26 and runs every weekend through December 27.

Why: A person is more likely to die in an alcohol-related crash during the holidays than at any other time of the year. Forty percent of traffic deaths during the holidays involve an impaired driver according to the National Institute on Alcohol Abuse and Alcoholism.

In southeast Minnesota during the last five years (2009–2013), there were 59 alcohol-related traffic deaths. In addition, there were 14,442 DWI arrests during that same time period.

Who: As part the Toward Zero Deaths program, Southeast Minnesota law enforcement and their traffic safety partners join forces to show community members the dangers of driving impaired.

When: 1-4 p.m., Tuesday, Nov. 25, 2014

Where: Apache Mall
1201 12th Street
Rochester, MN 55902

The Southeast Minnesota Toward Zero Deaths program brings area law enforcement, public health educators, engineers and emergency medical and trauma services together to reduce the number of traffic fatalities and severe injuries to zero in southeast Minnesota. The 11-county area encompasses: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Winona and Wabasha counties.
Community gets an eye-opening look at drunk driving before Thanksgiving holiday
Extra Patrols on Minnesota Roads to Combat Drunk Driving Nov. 25-Dec. 27

Rochester, Minn. – Community members got a hands-on experience of how alcohol impacts their driving abilities at a DWI event on Tuesday, Nov. 25, at Apache Mall. Participants were invited to drive a pedal car through an obstacle course wearing different levels of “drunk driving” goggles as well as an opportunity to go through a field sobriety test.

The event emphasized the dangers of drunk driving.

The statewide DWI enforcement campaign beginning Wednesday, Nov. 26, will run weekends through Dec. 27 and is a component of the state’s Toward Zero Deaths (TZD) program. The TZD vision is to create a safe driving culture in Minnesota in which motorists support a goal of zero road fatalities by practicing and promoting safe and smart driving behavior.

“We hear it time and time again from offenders— if I could just go back and get a ride home my friend would be alive today,” said Sgt. Troy Christianson of the Minnesota State Patrol.
Wheel of Distraction
Thank you!

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