Metro Minnesota Toward Zero Deaths
5th Annual Regional Workshop
Inwood Oaks (formerly the Prom Center)
484 Inwood Ave. North
Oakdale, MN

Agenda
Tuesday, May 21, 2019

8 a.m.  Registration and Continental Breakfast

8:30 a.m.  Welcome & What’s New in Traffic Safety
Bryan Dodds, Director, MnDOT Metro District Office of Operations and Maintenance and Metro TZD regional co-chair; Kristine Hernandez, Minnesota TZD program coordinator

9 a.m.  Why People Change: Proven Health Methods to Prevent Traffic-related Trauma
Julie Philbrook, RN, DNP, Trauma Prevention Specialist, Hennepin Healthcare (HCMC) and Metro TZD regional co-chair
Due to traffic-related trauma being preventable (and frequently predictable), it is subject to the same epidemiology as disease. In the case of any disease, the intervention of choice is prevention. By addressing trauma as a disease, and approaching it within the context of behavioral theory, traffic safety advocates can develop interventions with the potential to reduce the incidence of traffic-related trauma across a wide spectrum of at-risk groups. The Health Belief Model (HBM) is a psychological model that attempts to explain and predict health behaviors, focusing on the attitudes and beliefs of individuals.

9:30 a.m.  Legislative Update – The Good, the Bad and the Next Steps
Mike Hanson, Director, DPS Office of Traffic Safety and State TZD co-chair
What happened in this year’s legislative session around traffic safety? Hear a recap as well as discuss next steps, including successful grassroots efforts.

9:50 a.m.  Break & Exhibits

10 a.m.  Setting the Direction for the Strategic Highway Safety Plan: Minnesota Needs YOU
Brad Estochen and Eric DeVoe, MnDOT Office of Traffic Engineering; Karen Aldridge, Chelsea Palmateer and Allison Hawley, DPS Office of Traffic Safety; Richard Storm, HDR: Athey Creek Consultants. Every five years, the Minnesota Strategic Highway Safety Plan is updated. The plan provides insight and direction to reduce deaths and serious injuries on Minnesota roadways. It’s time to update the plan and your ideas are needed! Through interactive activities and discussion, help prioritize emphasis areas, identify and rank strategies, and suggest local champions. Your input is important to developing a plan that works for Minnesota.

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12 p.m.  Lunch provided & visit exhibits

12:40 p.m.  “Lasting Impact: Life Without Logan”
Capt. Chris Erickson, Minnesota State Patrol and Metro TZD region co-chair
The Minnesota State Patrol has produced their fourth video presentation, focused on reducing teen death and injury in motor vehicle crashes. Logan was an 18-year-old passenger in a vehicle that left the roadway and rolled into the ditch on December 18, 2015. Logan, who was unbelted, was ejected from the vehicle. He died from his injuries.

1 p.m.  TZD and Commercial Motor Vehicles: Bridging the Gap
Capt. Jon Olsen, Minnesota State Patrol; Julie Whitcher, State Rail Safety Engineer, MnDOT Office of Freight and Commercial Vehicles; Lisa Kons, Traffic Safety Programs Manager, Minnesota Safety Council
National projections indicate commercial vehicle traffic will be increasing at a steady rate as the demands for goods continue to rise. Unfortunately, merely because of their size, these 80,000-pound vehicles can create tragedy on Minnesota’s roadways. What opportunities and challenges are there as we strive towards zero deaths? From a traffic management and engineering perspective, are there ways to harness existing technologies to better prepare drivers for what lies ahead? This presentation will provide valuable information on engineering, enforcement and education strategies.

1:45 p.m.  Pedestrian Safety 101 – What is Minnesota doing for people walking?
Pedestrian Safety concerns all people in Minnesota as most of us walk or roll at some point during the day. Unfortunately, pedestrian deaths have become a larger percentage of Minnesota’s total crashes. While other crash types of traffic fatalities have declined, pedestrian deaths and serious injuries have increased annually during the past five years. It’s time to dig a little deeper into who these walkers are and why they are dying, discuss community-based outreach strategies along with project scoping field walks and learn about the upcoming pedestrian safety materials and campaigns.
Chelsea Palmateer, Research Analyst, DPS Office of Traffic Safety; Sonja Piper, MnDOT Office of Traffic Engineering; Shannon Grabow, State Program Administrator, DPS Office of Traffic Safety, Michelle Pooler, MnDOT Office of Transit and Active Transportation

2:30 p.m.  Regional Highlights: Successful outreach you can implement in your community
Discover what successful traffic safety activities are being done locally and beyond – and how these efforts can be implemented in communities. The speakers will highlight the 4-E roles and responsibilities in planning and execution of various traffic safety initiatives. Highlights from TZD coalitions from Dakota, Washington, Ramsey and Chisago counties.

3:15 p.m.  Wrap Up and Adjourn
Capt. Jason Bartell, Minnesota State Patrol and Metro TZD region co-chair

Please take time throughout the day to visit the traffic safety exhibit tables for reference materials and ideas to implement in your communities.

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