



South Central Minnesota Toward Zero Deaths Regional Strategic Plan

Mission

To move south central Minnesota toward zero deaths on our roads, using education, enforcement, engineering and emergency medical and trauma services.

Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic related fatalities and serious injuries in south central Minnesota from the past **5-year average** (2014-2018*) of 30 fatalities and 98 serious injuries. Note: New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.

Objectives

- A. To continuously increase regional seat belt use rates.

The statewide average **was 92.4 percent in 2018.**

The regional seat belt rate was 89.3 percent in April 2018. The 2017 rate was 86.9 percent. This slight increase is not statistically significant.

- B. To examine the characteristics of the unbelted fatalities and serious injuries.

Calculation of seat belt use in fatal and serious crashes is possible with existing data.

- C. To continuously decrease the following:

5-year average (2014-2018*) in South Central TZD Region

Contributing Factors:

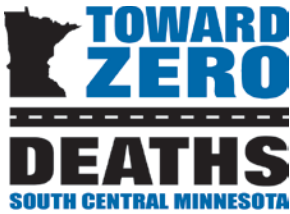
	Alcohol	Speed	Distraction	Total
Fatalities	7	8	5	30
Fatal Crashes	7	7	4	28
Severe Injuries	23	20	17	98
Severe Injury Crashes	19	16	14	81

Note: a crash may have more than one of the above listed or additional contributing factor

Total South Central Region – Baseline

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2018* Totals	18	19	122	103
2014-2018*	152	138	491	405

*2018 data are preliminary.



Region Goal 2 – TZD Partnership Goals

To continuously increase TZD awareness and partnerships across south central Minnesota for both the general public and traffic safety professionals

1. Establish the vision of TZD as a priority for all region, county, city (government agencies)
 - A. Engage local government involvement in TZD steering committee and workshops
 - B. Educate/promote traffic safety awareness of city/county officials
 - C. Promote city/county employee education/policies that facilitate the TZD vision

(Activities: Recruitment of city and county officials to attend TZD event, giving TZD presentations to boards/councils, mailings/connections to Network of Employers for Traffic Safety [NETS])

2. Create and strengthen partnerships in the region
 - A. Engage stakeholders
 - B. Develop networking relationships
 - C. Recruit membership of the TZD partnership

(Activities: EMS Conference booth/presentation, regional workshop, web, calendar, statistics, workshop, orientation)

3. Promote and implement effective traffic safety initiatives in the region
 - A. Develop and distribute resource materials
 - B. Provide enforcement wave support in community
 - C. Promote evidence based countermeasures
 - D. Collect data and statistics within region
 - E. Implement best practices within region

(Activities: web, brochure, one-pagers, presentations, news advisories, workshop, seatbelt observational survey and omnibus survey, media messaging and media events, news releases re: activities woven into existing messages, worksite education and policy development, parent component to drivers education, sober cab development, youth enforcement and education activities)