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 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 (2009-2013) of 40 fatalities and 94 serious injuries.

Objectives

A. To continuously increase regional seat belt use rates.
   The statewide average was 94.8% in 2013.
   The regional baseline seat belt rate was 84.6% in September 2014. This rate was down 3.2% from the 2013 baseline rate of 87.8%, which is a significant change in seat belt usage.

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 (2009-2013) in South Central Region

<table>
<thead>
<tr>
<th>Average Annual number of:</th>
<th>Alcohol</th>
<th>Speed</th>
<th>Distraction</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatalities</td>
<td>11</td>
<td>8</td>
<td>9</td>
<td>40</td>
</tr>
<tr>
<td>Fatal Crashes</td>
<td>9</td>
<td>6</td>
<td>8</td>
<td>34</td>
</tr>
<tr>
<td>Severe Injuries</td>
<td>19</td>
<td>22</td>
<td>18</td>
<td>94</td>
</tr>
<tr>
<td>Severe Injury Crashes</td>
<td>15</td>
<td>16</td>
<td>13</td>
<td>69</td>
</tr>
</tbody>
</table>

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

Total South Central Region (2013)

<table>
<thead>
<tr>
<th></th>
<th>Fatalities</th>
<th>Fatal Crashes</th>
<th>Severe Injuries</th>
<th>Severe Injury Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 Total</td>
<td>40</td>
<td>35</td>
<td>99</td>
<td>68</td>
</tr>
<tr>
<td>2009-2013 Total</td>
<td>199</td>
<td>171</td>
<td>471</td>
<td>347</td>
</tr>
</tbody>
</table>

Revised April 2014
South Central Minnesota Toward Zero Deaths Regional Strategic Plan

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 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 & 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)