



Southeast Minnesota Toward Zero Deaths

In 2006, there were 494 deaths on Minnesota roadways and 69 of these deaths occurred on southeast Minnesota roadways – an unacceptable number. The southeast Minnesota Toward Zero Deaths (TZD) includes partners from the 11-county area (Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha and Winona) who work together to create initiatives and programs to reduce traffic fatalities.

Mission

To move southeast Minnesota toward zero deaths on our roads, using education, enforcement, engineering and emergency services.

Goal 1

Reduce traffic fatalities in southeast Minnesota from the past 3-year average of 67 down to 55 fatalities by 2012 through the following initiatives:

- Increase seatbelt usage in southeast Minnesota from the current 67 percent to the state-wide average of 83 percent,
- Decrease the number of people severely injured or killed in crashes that identify speeding as a contributing factor from the past 3-year average of 78 down to 60 people, and
- Decrease the number of people severely injured or killed in run-off-the-road crashes from the current 3-year average of 105 down to 85 people.

Goal 2

Increase TZD awareness across southeast Minnesota through the following efforts:

- Develop southeast TZD resource materials and enhance website,
- Establish a baseline awareness of the efforts in southeast Minnesota through the annual Mn/DOT Omnibus survey, and
- Continue developing partnerships and establish relationships with traffic safety advocates throughout southeast Minnesota.