To better understand the concept of traffic safety culture, let’s start with this question: Which of these items belong on your desk at work: can of beer, ashtray, can of diet coke, or a cigarette? If you answered can of diet coke, you would be correct. The reason why it is correct—culture. Our culture tells us that it is not appropriate to smoke or drink alcohol at work, but it is okay to drink a soda.

Culture centers on a shared value system. That value system guides our rules and expectations of behavior and our decisions. The entities within our social ecology, community, workplace, family, reinforce the values of our culture.

Governor Declares Impaired Driving Victims Day

Remembering and honoring victims of impaired driving was first and foremost on the minds of law enforcement and TZD stakeholders this past August as part of the annual statewide “Drive Sober or Get Pulled Over” campaign.

Governor Mark Dayton officially proclaimed Thursday, August 14, 2014, as Impaired Driving Victims Day to honor those memories and underscore the importance of driving sober. TZD regional coordinators also worked with their local elected officials to
St. Paul’s Pedestrian Safety Week

Educating both pedestrians and motorists

Pedestrian Safety Week - a citywide, weeklong enforcement and education campaign to highlight awareness for pedestrian safety in St. Paul was held in early August. For this year’s campaign, the TZD program collaborated with the St. Paul Neighborhood Associations, St. Paul Walks and the St. Paul Police Department.

“Crashes involving pedestrians are overrepresented in the Metro Area and account for nearly 20 percent of all fatal crashes and more than 10 percent of serious injury crashes,” says Tim Mitchell, MnDOT bicycle and pedestrian director.

In Minnesota, drivers must stop for pedestrians at both marked and unmarked intersections. Pedestrians must obey all traffic signs and signals at all intersections.

Additionally when a vehicle is stopped at an intersection to allow pedestrians to cross the roadway, drivers of other vehicles approaching from the rear must not pass the stopped vehicle.

“It’s truly alarming to see how little knowledge both drivers and pedestrians have about pedestrian crosswalk laws,” says Sara Schmidt, co-chair of Summit Hill Association Pedestrian Safety & Traffic Calming Committee and a volunteer with St. Paul Walks. In Minnesota, pedestrians are at fault for about half of the crashes while motorists are at fault for the other half. “This collaboration aimed to educate both St. Paul’s drivers and walkers on Minnesota statutes and common sense practices to keep pedestrians in our community safer,” continued Schmidt.

Volunteers from the various neighborhood associations distributed educational materials during the week and St. Paul Police Department provided additional crosswalk enforcement at key city intersections.

The Highland Neighborhood Association organized several crosswalk events, where pedestrians were safely escorted across various intersections and motorists were directed to stop in order to let the pedestrian cross. The Union Park District Council and Business Association hosted the Heart of Union Park Walk promoting walkability and pedestrian safety on Snelling Avenue, while the Summit Avenue Association distributed information during scheduled events such as Paws on Grand.

Union Park District Council and Business Association gets ready to spread the word on pedestrian safety.

St. Paul’s Pedestrian Safety Week - educating both pedestrians and motorists.
Minnesota’s 2014 DWI Enforcer All-Stars

Law enforcement honored at Twins Game

Thirty-seven law enforcement officers and prosecutors are Minnesota’s newest all-stars. They were selected for their outstanding service in enforcement and prosecution of drunk driving and recognized during the Twins’ pre-game activities at Target Field in July. This latest group of all-stars represents the 7th DWI Enforcer All-Star Team.

State Patrol Officer Gordon Shank led the count in total DWI arrests in 2013 with 216. This is Shank’s second year in a row of leading the DWI efforts. St. Paul Police Officer Santiago Rodriguez led the Metro Region’s enforcement agencies with 116 arrests while Officer Chad Meyer, from the Winona County Sheriff’s Office, led greater Minnesota enforcement agencies, with 103 arrests.

“Drunk driving continues to cause far too many crashes, deaths and injuries on Minnesota roads,” said Donna Berger, TZD co-chair. “We thank these top DWI Enforcer All-Stars – and all our officers and prosecutors – for their service and dedication in helping to keep our roads and motorists safe.”

Last year in Minnesota, alcohol-related crashes caused 117 deaths – 30 percent of the state’s total traffic fatalities, and 25,719 motorists were arrested for DWI, according to the 2013 Minnesota Motor Vehicle Crash Facts. Congratulations to Minnesota’s DWI Enforcement All-Stars!

Greater Minnesota All-Stars
Jeff McCormack, Austin Police
Chad Bonin, Blue Earth Police
Matt Ibberson, Brown County Sheriff
Ryan Flynn, Chisago County Prosecutor
Matt Sobczak, Fond du Lac Tribal Police
Adam Connor, Lyon County Sheriff
Ken Baker, Mankato Police
Kyle Backer, State Patrol
Phillip Bogojevic, State Patrol
Raul Lopez, Moorhead Police
Paul Mathews, Pipestone County Sheriff
Adam Crain, Red Wing Police
Dan Fick, Rock County Sheriff
Joseph Jensen, Sauk Centre Police
Geoff Dowty, Sherburne County Drug Recognition Evaluator
Josh Partlow, Windom Police
Chad Myers, Winona County Sheriff

Twin Cities All-Stars
Tim Tourville, Crystal Police
Todd Groves, Eden Prairie Police
Don Birdsall, Elk River Police
Adam Stier, Lakeville Police
Matt Olson, Maple Grove Police
Tony Gabriel, Maplewood Police
David Bernstein, Mpls City Attorney Office Prosecutor
Craig Isaacson, State Patrol Drug Recognition Eval.
Paul Henstein, State Patrol
Mark Hibbard, State Patrol
Kyle Klawiter, State Patrol
Andrew Martinek, State Patrol
Eric Micek, State Patrol
James Swanson, State Patrol
Jack Tieg, State Patrol
Gordon Shank, State Patrol
Santiago Rodriguez, St. Paul Police
Joshua Davis, Shakopee Police

Law enforcement received a standing ovation as they entered the ballpark.

Minnesota law enforcement officers and prosecutors were recognized for their DWI efforts at Target Field during pre-game activities in July.
Culture cont.
Continued from pg. 1

Now let’s apply this idea to traffic safety. Our culture frowns on drinking and driving. Laws exist that reflect this. Workplace policy exists to prevent drinking and driving. Our family and friends expect us not to drink and drive. All of these things go back to the shared value – drinking and driving is not acceptable.

Since its inception, the Minnesota’s Toward Zero Deaths program focused its efforts on the “risk takers” of its driving population (speeders, impaired drivers, distracted drivers, etc.) and gained support in our efforts from the 4 “Es.” Using this traditional 4-E approach, TZD has experienced great success in its journey toward zero deaths on our roadways. However data show that our progress appears to be plateauing. TZD wants to not only continue reducing the number of fatalities caused by traffic crashes, but also keep our progress sustainable long-term. This will take more than the 4-E approach. Attention to the broader concept of creating a positive Traffic Safety Culture (TSC) is needed.

TSC is a new national concept model that does not just center on motorists’ driving behaviors on the roads, but also on the values that drive those behaviors. For instance, instead of solely focusing on the risks involved with not wearing a seat belt, TSC will also examine those influences that caused the motorist to make the initial decision to not buckle up.

Changing Minnesota’s traffic culture will help TZD continue to reduce the number of deaths on our roadways and keep those numbers down long-term. While our 4-E approach continues to produce desirable results, it is now time to expand this approach and create a positive traffic safety culture in Minnesota.

During the past two years, researchers at the Western Transportation Institute have studied Minnesota’s traffic safety culture. Together with MnDOT and DPS, the Institute is developing an evaluation tool that can measure and assess changes in the state’s traffic culture. Results from this evaluation tool will help planners identify opportunities and create strategies that address the reasons roadway users make the choices they do. It can also inform future education and communication efforts.

More information about TSC will be provided at the TZD Annual Statewide Conference this November (see pg. 11). We hope that you will join TZD as we embark on this new approach to moving Minnesota toward zero deaths.
Impaired Driving Victims Honored….

Continued from pg. 1

proclaim their own regional Impaired Driving Victims Day(s). At the West Central TZD Region’s news conference, law enforcement from every agency in Clay County were in attendance along with elected officials from several municipalities to sign the regional proclamation. Nearby cities of Moorhead and Dilworth also proclaimed their own individual Impaired Victims Day.

News conferences around the state remembered those who were lost to impaired driving. Alex Balluff spoke at the Northeast Region’s event. He was 18 when he was struck by a hit-and-run impaired driver in 2009. Today, he still suffers traumatic brain injuries from the crash. “Driving impaired is not an accident. It’s a choice with life-long consequences for all involved,” Balluff said.

While the number of fatalities caused by impaired driving has been on the decline, alcohol continues to be the leading cause of fatal crashes in the state. Last year, alcohol-related crashes caused 117 deaths in Minnesota. Additionally 26,000 Minnesotans were arrested for DWIs --that’s nearly one in every seven of the state’s licensed drivers.

In the Southeast Region, Donna Feils shared the story of her sister who was killed in 1986. “It was very difficult; she was my best friend.” In the Metro Region, Earl Conley spoke of losing his son Austin to a drunk driver in 2012, while pictures of his son flashed on the screen behind him. Mr. Conley then held up a container of Austin’s ashes stating, “This is what I have of him now. All I have are his ashes.”

In the Southeast Region, Austin Melville aspired to become the voice of the Green Bay Packers, before his life ended in 2010. Austin was struck by a drunk and drugged driver while crossing the street during a night out with friends. He was killed on impact, Sandy Melville told attendees at the South Central Region news conference. “Austin didn’t make a deadly choice, he lost his future because someone made the choice to drink and drive.”

“It takes just one very poor decision to shatter so many lives,” says Donna Berger, Minnesota Department of Public Safety’s Office of Traffic Safety director. “Summer days are special to Minnesotans as we enjoy our lakes, parks and all the beauty and activities our state has to offer. Let’s keep these days special and all motorists safe by not letting drinking and driving destroy lives.”

By the end of the campaign, 700+ law enforcement officers clocked more than 9,000 hours and made more than 300 DWI arrests to help make this past Labor Day weekend one of the safest on record with only one reported fatality.
Minnesota Leads the Charge against Distracted Driving
Senator Klobuchar announces the Improving Driver Safety Act of 2014

Distracted driving fatalities are on the rise in Minnesota. According to the Department of Public Safety, failure to pay attention was a contributing factor in 175 fatal crashes from 2011 to 2013, resulting in 191 deaths, and this trend is not unique to Minnesota. Across the United States, 86,000 crashes were attributed to this growing problem between 2009 and 2013.

But now, two United States senators are working to reduce those numbers. Minnesota Senator Amy Klobuchar, together with North Dakota Senator John Hoeven, has developed legislation to bring federal resources to states that are taking a stand against distracted driving. The Improving Driver Safety Act of 2014 expands state access to an existing grant program that provides funding to states to enhance enforcement laws and educate the public on distracted driving.

In past years, many states were prevented from receiving available funding even though they had distracted driving enforcement and awareness efforts established. One original requirement of the grant is that states pass a no texting and driving law in order to be eligible to apply for funding. However, the National Highway Administration now requires additional steps such as increased fines for repeat offenders. Minnesota received one million in funding in 2013, but was not eligible for additional funding in 2014 under these additional grant requirements. Nationwide, 74 percent of the overall funding went unused in 2014 – up from 50 percent in 2013.

The Klobuchar/Hoeven bill expands access to the federal funding by adjusting requirements and allowing more time for states to include the additional requirements. For instance, if a state passes a “no texting while driving law” as a primary offense, that state will now be able to request funding instead of waiting to also pass laws regarding repeat offenders. The state is rewarded for moving in the right direction against distracted driving.

Thank You & Welcome

With gratitude, TZD stakeholders say good-bye to the Northeast Region’s Law Enforcement Liaison (LEL) Tom Kummrow and wish him good luck on his retirement. Kummrow has been the LEL through DPS/OTS for the past 13 years. Prior to this, Tom was with the Fergus Falls Police Department, retiring as captain in 2001. As one can imagine, 13 years with the enforcement program has provided him with many traffic safety memories.

He recalled one time where the Douglas County Safe Communities Coalition reviewed a fatal crash on a state highway with a history of fatal crashes and serious injuries. From that review, a town meeting was called bringing together law enforcement, first responders, legislators (local and state), victim’s families, county and state engineers along with concerned citizens. Shortly

Story continued on pg. 7
Motorists Asked to Move Over
Southeast Region promotes Ted Foss law enforcement wave

August 31 marked the 14th anniversary of the death of Minnesota State Trooper Ted Foss who was killed by a passing motorist while conducting a traffic stop on I-90 in Winona. Together with local law enforcement, the Southeast TZD Region held a news conference to announce a one day extra enforcement effort, reminding motorists to adhere to this law.

“If you’ve ever been stranded on the side of the road, you may have experienced how unnerving it can be to have a car speed by feet or even inches [away],” said Lt. Col. Matt Langer, acting chief, Minnesota State Patrol. “Now imagine if you experienced that day-in and day-out for your job. We ask motorists to pay attention and move over, so those working along the roadway have a safer space to do their jobs.”

The Ted Foss Move Over Law was created to help keep emergency service workers safe on Minnesota’s roadways. The law states that when traveling on a road with two or more lanes going in the same direction, drivers must move over one full lane away from stopped emergency vehicles with flashing lights activated. These vehicles include ambulance, fire, law enforcement, maintenance and construction vehicles. Failing to take these actions endangers personnel who provide critical and life saving services.

Unfortunately not everyone follows this law. In the past five years, 114 trooper vehicles have been struck and 25 troopers have been injured by passing motorists. Drivers cited for failing to obey the law may be fined in excess of $100. Drivers are encouraged to reduce their speed if they cannot safely move over one full lane.

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Kummrow…
Continued from pg. 6

Kummrow speaking at a Metro news conference.

after that meeting the intersection was changed and a low cost solution was implemented. “I believe to this day there has been no fatal or serious injuries at that location,” says Kummrow, “I believe that because of this coalition, lives were saved!”

While Kummrow will miss working with his TZD colleagues, he is looking forward to spending more time with his family, “especially my grandchildren,” he adds. Best of luck and thank you for all your work and dedication to TZD.

Taking over the LEL position for northern Minnesota is Bob Tirevold. Tirevold hails from Cyrus, Minn., and brings to TZD an extensive 30-year-career in the U.S. Air Force. In addition, he has served as police chief for the city of Cyrus and most recently as deputy sheriff for Pope County. Welcome Bob!
TZD Scores a Touchdown
It Can Wait texting challenge returns

AT&T’s It Can Wait Campaign returned to Minnesota in mid-September with fourteen schools throughout the state participating in the challenge. This time around, AT&T encouraged schools to incorporate their fall football programs into the festivities. The two schools scheduled to play against one another on the last day of the challenge were asked to be rivals and compete against one another. Then the winner would be announced at the football game.

Esko High School added the challenge to their homecoming festivities and competed off the field against Marshall High School in the northeast region. Esko students told their local news station that the message was being received. "I don’t think any of my friends have been texting and driving just because of this [the pledge]," said Hannah Gottschald, a Junior at Esko High School, "It’s actually made an impact on them."

In the Southeast Region, Plainview-Elgin-Millville and Stewartville High Schools took on the challenge and also included the community at large by having a driving simulator available during halftime at the football game. PEM Principal Bill Ihrke told the Post Bulletin, "...We just hope to get everybody on board....It’s not just a teen thing for sure; it’s a society thing.”

Several schools in the Metro Region also participated in the challenge. Rosemount and Eagan High Schools chose to compete against one another while other schools kept the challenge within their own school by having the boys compete against the girls or having the individual classes compete. TZD hosted an information table at Forest Lake High School where the students learned more about distracted and impaired driving by playing the Distract a Match game and wearing fatal vision goggles.

In addition to local high schools, battle lines were also drawn between several TZD stakeholders in the metro region as the Office of Traffic Safety and Technology and the Metro Traffic Division once again competed against one another. Metro Area MnDOT employees also were given an opportunity to sign a No Texting While Driving banner to further show their support for this important message. Metro region TZD coalitions also joined in the battle as Ramsey County competed against Dakota County.

The It Can Wait campaign is now going viral thanks to a new tool called “#X.” The “#X” tool is a way to notify family and friends that you are driving and will not be able to text. People can save “#X” to their phones as a short cut to notify others when they are about to drive. Celebrities such as Demi Lovato and Tim McGraw have also joined the campaign and helped spread the message through various social media outlets. Nationwide the It Can Wait campaign has generated over five million pledges to not text and drive.
**Pehrson Wins Teen Driving Safety Leadership Award**

Gordy Pehrson, Minnesota’s Department of Public Safety, Office of Traffic Safety, is a 2014 winner of the National Safety Council’s Teen Driving Safety Leadership Award due to his work on the Point of Impact Program.

Pehrson started the Point of Impact program at the Minnesota Office of Traffic in 2011. The program is a 90 minute class for parents and their teens that is implemented in conjunction with driver’s education classroom programs. The course includes materials designed to help parents better understand Minnesota’s teen driving laws. Specific teen driving laws covered in the class include the state’s limitations on passengers, nighttime driving restrictions and the amount of time parents must supervise their teens driving while their teen has a learner’s permit.

Pehrson grew the parent awareness program starting with 15 communities throughout the state. Today it is included in the driver’s ed curriculum in 79 communities, and thousands of parents and teens have taken Point of Impact. Pre- and post-class surveys showed a more than 100 percent increase in parental knowledge of teen driving laws.

The Teen Driving Safety Leadership Award recognizes individuals and organizations that have made exceptional contributions. The winners stood out among more than 40 nominees because their programs have achieved measurable success in the fight to save teen drivers’ lives. Congratulations Gordy!

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**License Plate Serves as Tribute to Impaired Driving Victims**

*Broken heart symbolizes hearts of loved ones left behind*

While alcohol-related deaths have steadily declined over the years, the state of Minnesota wants to help ensure the memories of those injured and killed will never go away.

As part of the Governor’s proclamation to remember victims of impaired driving, Minnesota is recognizing the value of the special license plate – “Remembering Victims of Impaired Drivers” – in honoring crash victims, supporting their loved ones, and increasing awareness for safe driving.

The license plate is the brainchild of Barb Degnan whose son Dan was killed in a car crash in December of 1992. Barb wanted to bring meaning to her son’s memory, and both Barb and her husband John were instrumental in the development and passage of the bill to make the broken heart plates available to drivers across the state.

The state began offering the license plate to motorists in August 2010 and currently, more than 1,000 vehicles in Minnesota are displaying the plate that features a broken heart image encircled by the phrase “Remembering Victims of Impaired Drivers.”

The special license plate can be purchased through the Minnesota Department of Motor Vehicles for an additional charge of $10.00.
South Central Region Rides the Roundabout
Two new roundabouts open in Mankato

Two new roundabouts opened to traffic this summer in Mankato's business district on Highway 22. To help prepare area motorists for this new, safer type of intersection, a *Ride the Roundabout Fair* was held in the parking lot of a local Gander Mountain.

Approximately 900 to 1,000 people attended the fair to learn about roundabouts through a variety of learning tools such as table top displays, trivia quizzes, and bus tours of nearby roundabouts. The highlight of the fair was a simulated roundabout drawn out with sandbags, tape, signs and cones. Drivers got behind the wheel of a golf cart for a test drive before graduating to the real roundabout with their vehicle.

The Blue Earth TZD safe roads coalition hosted a table where the community could learn about the dangers of distracted driving by playing Distract a Match and experience an EMS rollover simulator. Child passenger safety education and local law enforcement were also present.

Zero Fatalities for Minnesota During I-90/94 Challenge

Zero fatalities were reported in Minnesota during the I-90/94 Challenge enforcement project. The four day challenge in early August covered 5,600 miles of roadway with participation from 15 states coast-to-coast. The challenge was initiated by the Minnesota State Patrol in response to the International Association of Chiefs of Police’s goal to reduce traffic fatalities by 15 percent in 2014.

Thirteen of the fifteen states reported no fatalities during the challenge. According to the Minnesota State Patrol, there were 84 crashes and 6,360 warnings issued in Minnesota.

Nationwide, there were 427 crashes, 21,214 warnings and citations issued, and 3,776 warnings/citations issued to commercial drivers. Montana and Ohio reported one fatality each by the end of the challenge.


Enforcing more than 4,400 miles of roadway across the United States, the I-90/94 Challenge enforcement project was the largest, single event, data-driven initiative to date on an interstate that runs across the nation.
TZD Annual Conference—November 13 & 14, Duluth

The annual conference provides a forum for sharing information on best practices in engineering, enforcement, education, and emergency medical services and for identifying new approaches to reducing the number of traffic fatalities and life-changing injuries on Minnesota roads. In addition, the conference also offers the following benefits:

- **EMS Scholarships** - Paid on-call or volunteer EMS personnel are eligible to apply for a scholarship to cover the $95 conference registration fee. Travel, lodging, and other expenses will not be covered. Up to 30 scholarships will be granted on a first-come, first-served basis.

- **Additional FREE Training Events** – Two additional events will be held the afternoon of Wednesday, Nov. 12, 2014, the day before the TZD conference. Training topics are Standardized Field Sobriety Testing and Minnesota’s Traffic Safety Culture.

- **Continuing Education Credits** - Continuing Legal Education (CLE) credits, CPS Continuing Education Units (CEUs), EMS CEUs, POST credits, and Professional Development Hours (PDHs) will be available for conference attendance.

For more information about the conference, including topics covered, complete conference program, intended audience, and the annual awards presentation, please visit www.minnesotatzd.org/events/conference/2014.

The conference is offered by the Minnesota Toward Zero Deaths Program and the Minnesota Departments of Public Safety, Transportation, and Health, with funding from the National Highway Traffic Safety Administration. The conference is hosted by the University of Minnesota’s Center for Transportation.

Additional sponsorship has been received from: AAA, Hiway Federal Credit Union, Regions Hospital, and WSB & Associates, Inc.

Want to be part of the TZD Team?

**Contact your regional coordinator to find out how.**

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