

STRATEGIC DIRECTION

→ **STATEWIDE GOAL:** Fewer than 300 traffic-related fatalities—and fewer than 850 serious injuries—by 2020

VISION

To reduce fatalities and serious injuries on Minnesota's roads to zero

MISSION

To create a culture for which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement, and emergency medical and trauma services. These efforts will be driven by data, best practices, and research.

→ **GOAL 1:** Pursue public support of traffic safety as a priority

Strategies

- *Foster the initiatives of the traffic safety culture action team*
- Increase public awareness
- Facilitate effective policy and legislation
- Engage the media in traffic safety messaging

→ **GOAL 2:** Strengthen TZD as a priority for all units of government and traffic safety partnerships

Strategies

- *Urge state agencies and local jurisdictions to make TZD a part of their culture and responsibility*
- *Engage the court system as a traffic safety partner*
- Promote agency-to-agency collaboration
- Implement TZD communications to engage partners and stakeholders
- Increase and diversify participation in TZD programs and events

→ **GOAL 3:** Promote and implement effective traffic safety initiatives

Strategies

- *Improve the traffic safety records system across all disciplines*
- Implement the 2014 Strategic Highway Safety Plan
- Identify projects and actions resulting from the district and county safety plans
- Leverage Minnesota's trauma system to ensure timely treatment
- Increase collaboration among law enforcement agencies on all state and local roads
- Advance and evaluate new technologies and innovations
- Adopt and implement best practices

Italics signify priority strategies for 2018

VALUES

- Continuous improvement
- Engaged partners
- Evidence-based approaches