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

MISSION
To promote 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.

GOAL 1: Promote and implement effective traffic safety initiatives
Strategies
• Improve the traffic safety records system across all disciplines
• Advance and evaluate new technologies and innovations
• Adopt and implement best practices
• Develop the updated 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
• Develop visioning process for the future of TZD

GOAL 2: Pursue public support of traffic safety as a priority
Strategies
• Foster traffic safety culture initiatives
• Facilitate effective policy and legislation
• Increase public awareness
• Engage the media in traffic safety messaging

GOAL 3: Strengthen TZD as a priority for all units of government and traffic safety partnerships
Strategies
• Engage the court system as a traffic safety partner
• Promote agency-to-agency collaboration
• Increase and diversify participation in TZD programs and events
• Urge state agencies and local jurisdictions to make TZD a part of their culture and responsibility
• Implement TZD communications to engage partners and stakeholders

VALUES
• Continuous improvement
• Engaged partners
• Evidence-based approaches

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

www.MinnesotaTZD.org