

## 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**

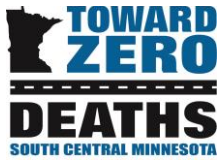
*Contributing Factors:*

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

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

### **Total South Central Region (2013)**

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2013 Total	40	35	99	68
2009-2013 Total	199	171	471	347



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### **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)