



**Southeast Minnesota Toward Zero Deaths
13th Annual Regional Workshop Agenda
International Event Center
7333 Airport View Drive SW, Rochester**

May 3, 2017

- 8 a.m. **Registration and Continental Breakfast**
- 8:30 a.m. **Welcome and Regional Highlights**
Jeff Vlamincik, District engineer, MnDOT District 6; Capt. Mark Holm, State Patrol Commander, District 2100; Jessica Schleck, Southeast Minnesota TZD regional coordinator
- 9 a.m. **Minnesota Toward Zero Deaths: It's more than just a slogan**
Kristine Hernandez, Minnesota TZD program coordinator
- Although traffic-related deaths have continued to rise throughout the U.S., Minnesota's deaths have plateaued. To decrease these numbers, the state is focusing on long-term methods of changing culture. Methods include: ingraining TZD in the Federal Strategic Highway Safety Plan, establishing a traffic safety culture action team and social norming techniques. What can the regions do to help?
- 9:15 a.m. **The Teenage Brain and Risk Reduction: Connecting the Dots**
Erin Walsh, Mind Positive Parenting
- Erin connects the dots between the latest in brain science and risk-taking behaviors in adolescence as it relates to traffic-safety. She explores the role of "emotional accelerators" in the brain, impacts of technology on the developing brain and practical strategies for engaging young people in risk reduction. Using stories, warmth and humor, Erin presents the latest science in an engaging way, making it easy to apply this information with youth and families.
- 10:15 a.m. **Break and Exhibits**
- 10:30 a.m. **Regional TZD Crash Facts: How do these crashes affect your wallet?**
Sgt. Troy Christianson, Minnesota State Patrol; Mike Dougherty MnDOT public affairs
- 11 a.m. **Road signs: Like Coffee and Sugar – If two scoops make it better, 50 scoops may not!**
Mark Vizecky, MnDOT State Aid programs engineer
- Road signs can provide vital, important and lifesaving information to drivers. Drivers are bombarded with information and the use of ineffective roadway signs only compounds the problem. We will discuss: What is he talking about? How can one more sign hurt?
- 11:45 a.m. **Lunch and Exhibits**
- 12:30 p.m. **Remembering Logan Maas**
Dodge County Sheriff Scott Rose; Matt Maas, Logan's father
- Logan Maas was an 18-year-old passenger in a vehicle that left the roadway and rolled into the ditch on December 18, 2015. Logan, who was unbelted, was ejected from the vehicle. He died from his injuries. Logan was a senior at Triton High school and was a proud volunteer firefighter for the Dodge Center Fire Department, alongside his father. His father, Matt, and Dodge County Sheriff, Scott Rose, will talk about the effects that his death had on the entire community.

1:15 p.m.

Innovative Strategies to Address Traffic Safety Issues in Your Community

Breakout Sessions

See what effective countermeasures are being done locally and discuss how you can implement them in your community.

A. Alternative Transportation: What can be done in your community?

Grand Ballroom 1

Moderator: *Kathy Cooper, Rice County TZD Safe Roads coordinator*

Presenter: *Annette Larson, South Central and Southwest Toward Zero Deaths regional coordinator*

Research strongly suggests that there is a relationship between people's decision to drink and drive and increased transit options. The availability and affordability of rides provide communities with an important alternative to drunk driving. What is the process for bringing alternative transportation to your community?

B. Social Media/Communications: How to do the most with opportunities!

Grand Ballroom 2

Moderator: *Jessica Seide, Goodhue County TZD Safe Roads coordinator*

Presenters: *Dave Boxum, public information officer, DPS Office of Communications; Jen Longaecker, social media specialist, DPS Office of Communications*

With all the social networking going on, how do we get our traffic safety messages out to the target audience? Learn from the communication experts. This session will provide real-life examples of how these emerging networks are being used for traffic safety campaigns, news conferences and other initiatives.

2 p.m.

Breakout Sessions

A. Navigating the DWI eCharging & eWarrants Process

Grand Ballroom 1

Presenters: *Mike Asleson, DWI deployment coordinator, Bureau of Criminal Apprehension; Kent Therkelsen, product manager, Bureau of Criminal Apprehension*

Learn what's new with DWI eCharging, electronic search warrants and the DWI dashboard. This session also includes eWarrants – this new program will allow an officer to do electronic warrants in less time. In addition, the DWI dashboard shows mapping of DWIs, along with severe injuries and fatal crashes, to enable law enforcement to see where they should focus their resources.

B. New Approaches for Pedestrian and Bike Safety

Grand Ballroom 2

Moderator: *Brenda Pohlman, Fillmore County TZD Safe Roads coordinator*

Presenter: *Liz Walton, MnDOT Pedestrian and Bicycle Section*

With the statewide increase in pedestrian deaths last year, learn what public agencies are doing and how you can get involved. Topics include: safety education tools, small town and rural multimodal design and the recently released statewide bicycle and pedestrian plans, which include safety strategies.

2:45 p.m.

Door Prizes and Adjourn

Please take time throughout the day to visit the traffic safety exhibit tables for reference materials and ideas to implement in your communities.