



MINNESOTA

TOWARD **ZERO** DEATHS

Minnesota Toward Zero Deaths: *It's more than just a slogan*

Kristine Hernandez, MBA

Minnesota Toward Zero Deaths Program Coordinator

May 2017



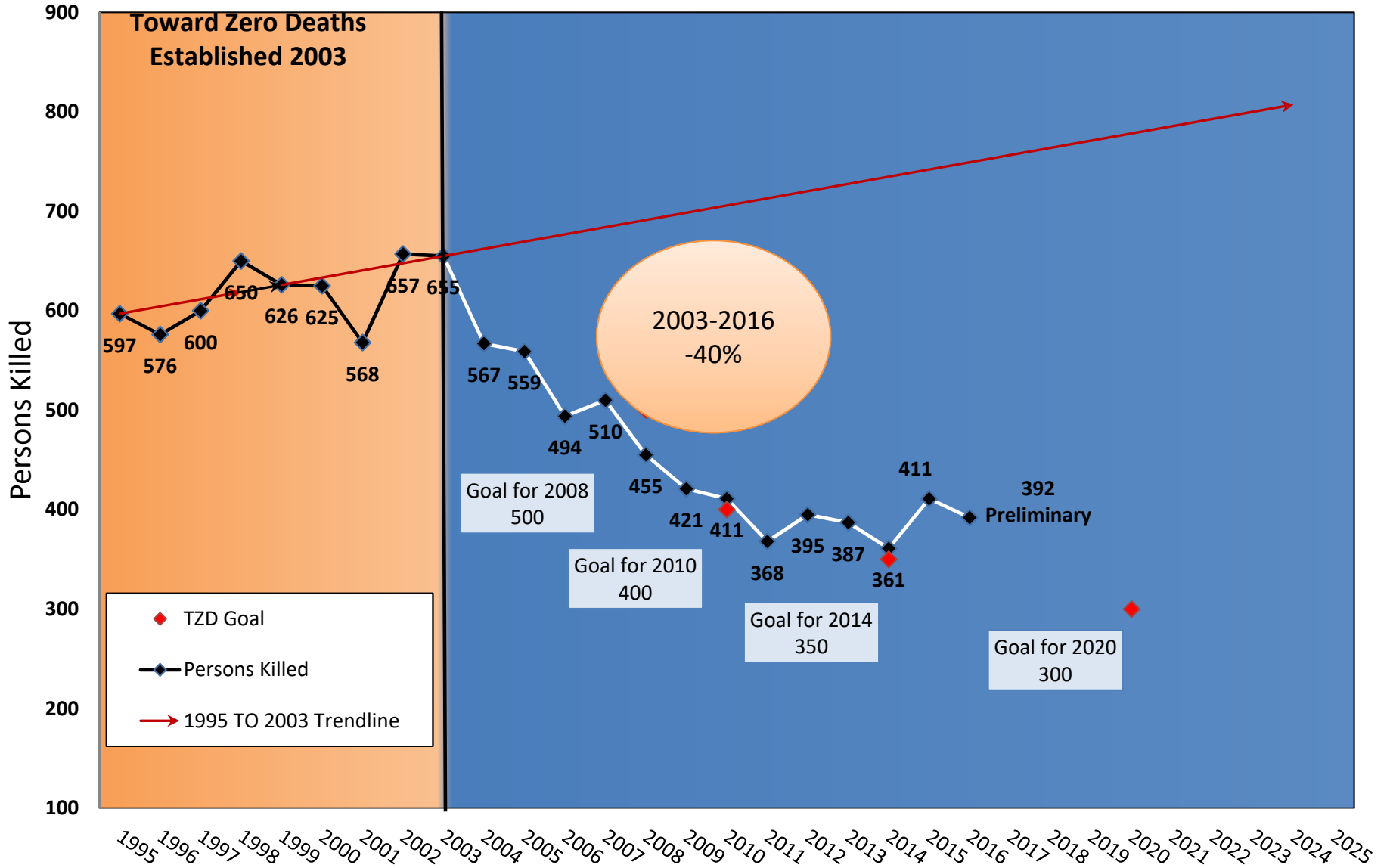
Toward Zero Deaths & Traffic Safety Culture

Minnesota Timeline

- 2003: Toward Zero Deaths Program (TZD) established
- 2005: 3-year pilot project in Southeast Minnesota TZD
- 2007-2012: Seven more TZD Regions were established
- 2012: TZD Regional Evaluation conducted
- 2013-2015: Minnesota Baseline established for Traffic Safety Culture & Update Strategic Highway Safety Plan
- 2016-2019: Applying Traffic Safety Culture in Minnesota & Implement Strategic Highway Safety Plan
- 2016: Traffic Safety Culture Action Team established
- 2017: Traffic Safety Community Pilot Program begins (Park Rapids, Minn.)

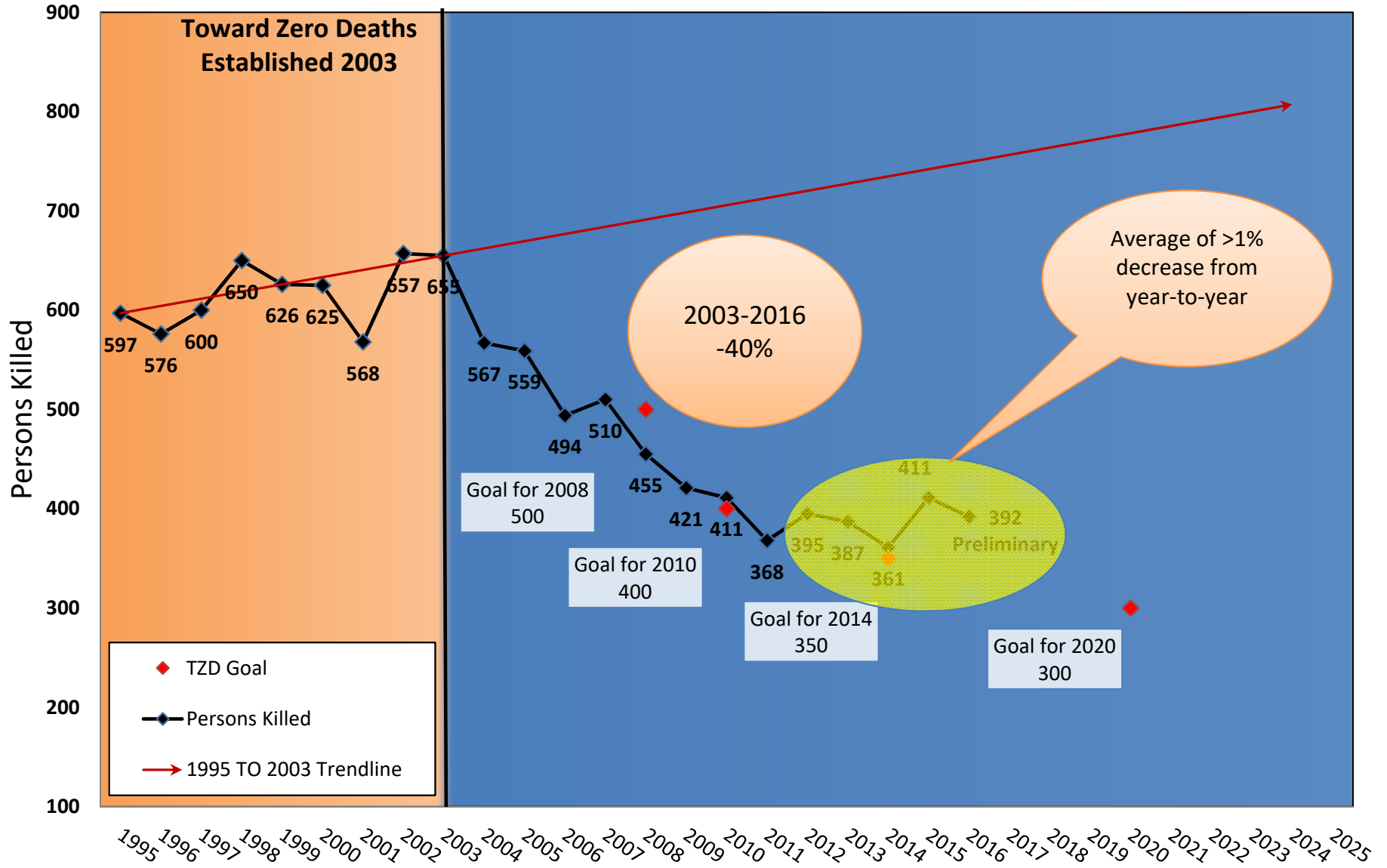
Minnesota Roadway Fatalities

Source: MnDOT 4/17/2017

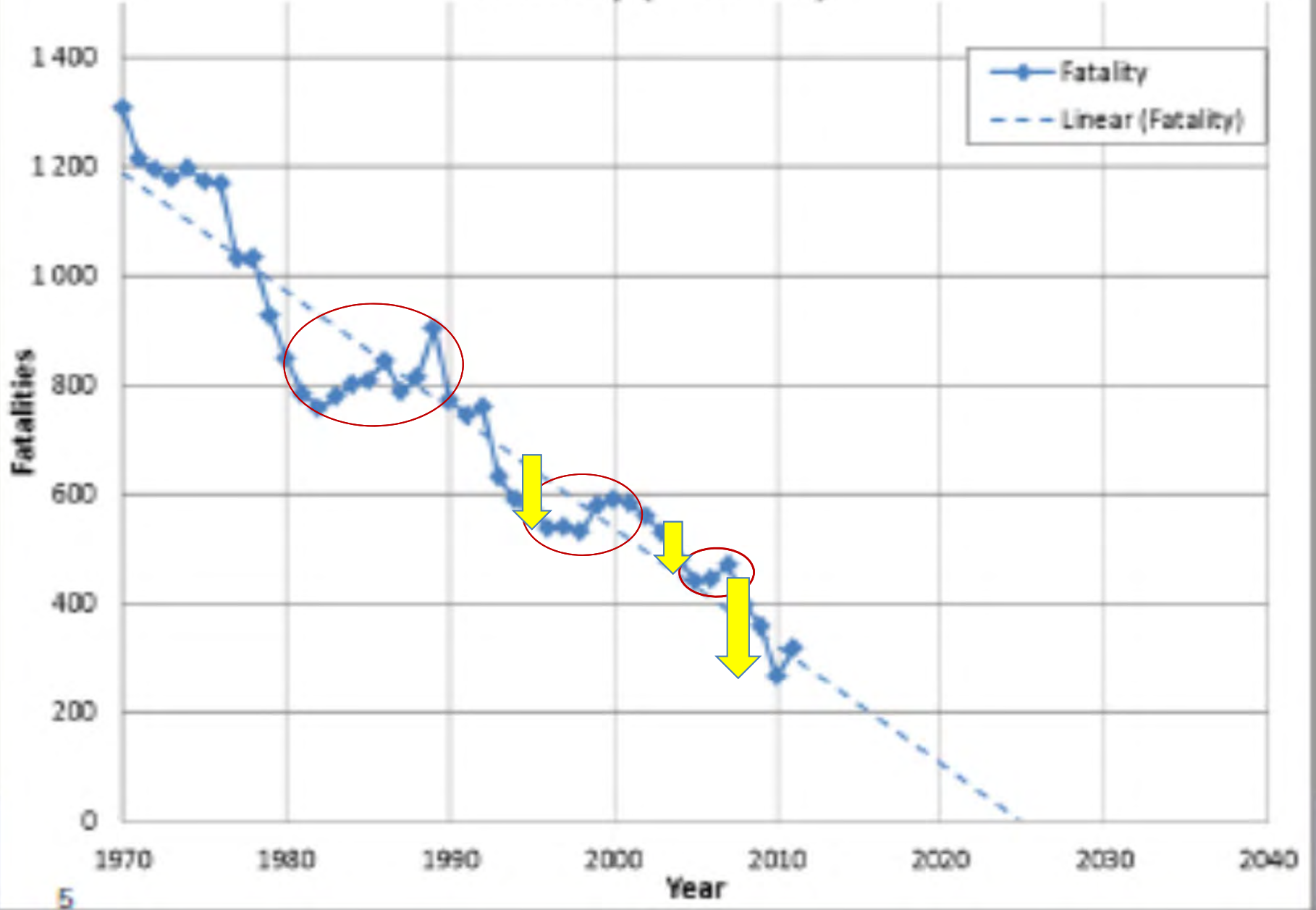


Minnesota Roadway Fatalities

Source: MnDOT 4/17/2017



Fatality (Sweden)





Minnesota
Population:
5,303,925

Sweden
Population:
10,015,000



Sweden's Vision Zero

Vulnerable road users:

- On their own, parallel roads
- Narrow lanes for cars & busses
- Roundabouts as crossings
- Reduced speeds
- Barriers





Metro's Separated Bike Lanes:

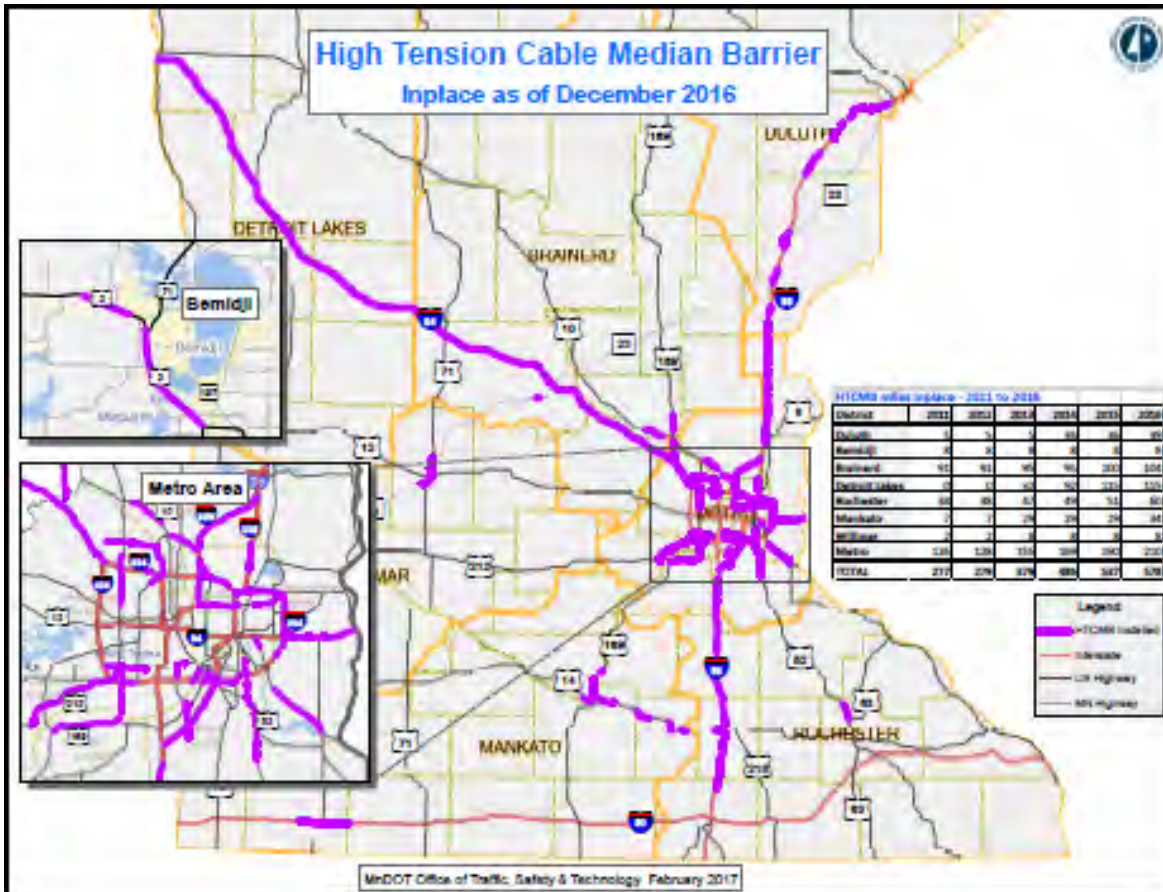
- Capital City Bikeway in St. Paul
- Franklin Ave. Bridge
- Oak Street at U of Mn
- Washington Ave. in Mpls. (in process)
- Richfield (in process)



Sweden's Vision Zero

Cable median barriers





Minnesota High Tension Cable Median Barrier

2003: None
**2014: More than
450 miles**
2016: 578 miles

**TOWARD
ZERO
DEATHS**



Malaysia Example: Dedicated motorcycle lane



Cultural Strategy:

Promote the desired behavior in a positive way



<http://www.thefuntheory.com/speed-camera-lottery-0>



**TOWARD
ZERO
DEATHS**



Message Monday!



November 2016

Partnering with MnDOT & DPS

Sharing with Iowa & Wisconsin DOTs

What is *Traffic Safety Culture*?

Shared:

- Values
- Beliefs
- Norms
- Attitudes



Traffic Safety Culture



North Memorial Health Care



Safeway Driving School



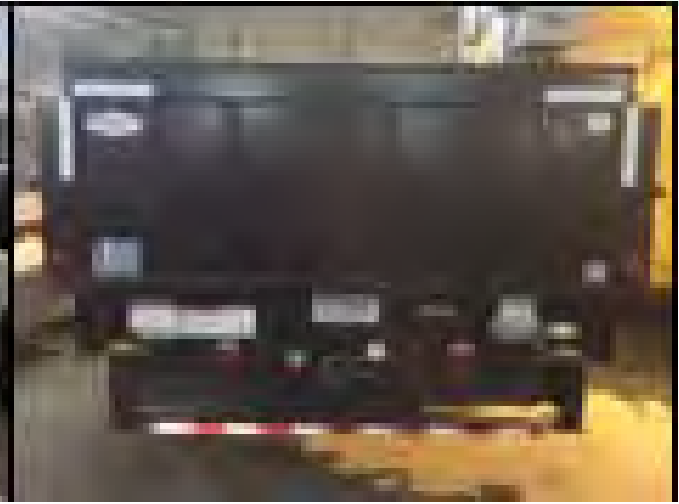


TZD Partners



**TOWARD
ZERO
DEATHS**





MnDOT Fleet & Watercraft!



Friendly competition?



Toward Zero Deaths “Branding” continues

- Helmet Stickers
- Vehicle Stickers
- Window clings
- Update signs
- Clothing



Measuring Minnesota's Traffic Safety Culture - *Who are the Influencers?*



Traffic Safety Culture Baseline Survey *Results & Strategies*

Key Finding:

*In Minnesota, most people believe that the only acceptable number of traffic fatalities for their family or friends is **zero***



Traffic Safety Culture Baseline

Key Finding

In Minnesota,

Those that we care about, strongly influence the choices that we make.



Cultural Strategy:

Encourage families to develop their own traffic safety rules.



Example:

- *Limit number of passengers while driving,*
- *No cell phone use,*
- *Drive for conditions &*
- *Drive the speed limit*

Cultural Strategy

Leverage common values: *protect those we care about – and protect ourselves for the sake of our loved ones.*



Cultural Strategy

Use strategies that offer an accurate experience of traffic safety



**TOWARD
ZERO
DEATHS**

MINNESOTA
MDH
DEPARTMENT OF HEALTH

m
DEPARTMENT OF
TRANSPORTATION

Cultural Strategy: Utilize strategies that are compatible with existing culture

The study...

- suggests positive social norming messages are proven effective
- recommends promoting alternatives to driving after drinking



Tennessee Older Driver Safety Awareness Week – December 2016

Co-hosted with:

- Tennessee Commission on Aging and Disability
- American Occupational Therapy Association



2016: Traffic Safety Culture Action Team established (T-SCAT)

Goals:

- Establish Team Charter
- Promote better understanding of Traffic Safety Culture
- Identify strong safety culture communities or statewide categories of strong safety culture that can be leveraged and expanded to implement a more general transportation safety culture.
- Create implementation plans for engaging communities in safety culture.



2017: 2-Year Traffic Safety Culture Community Pilot Program begins

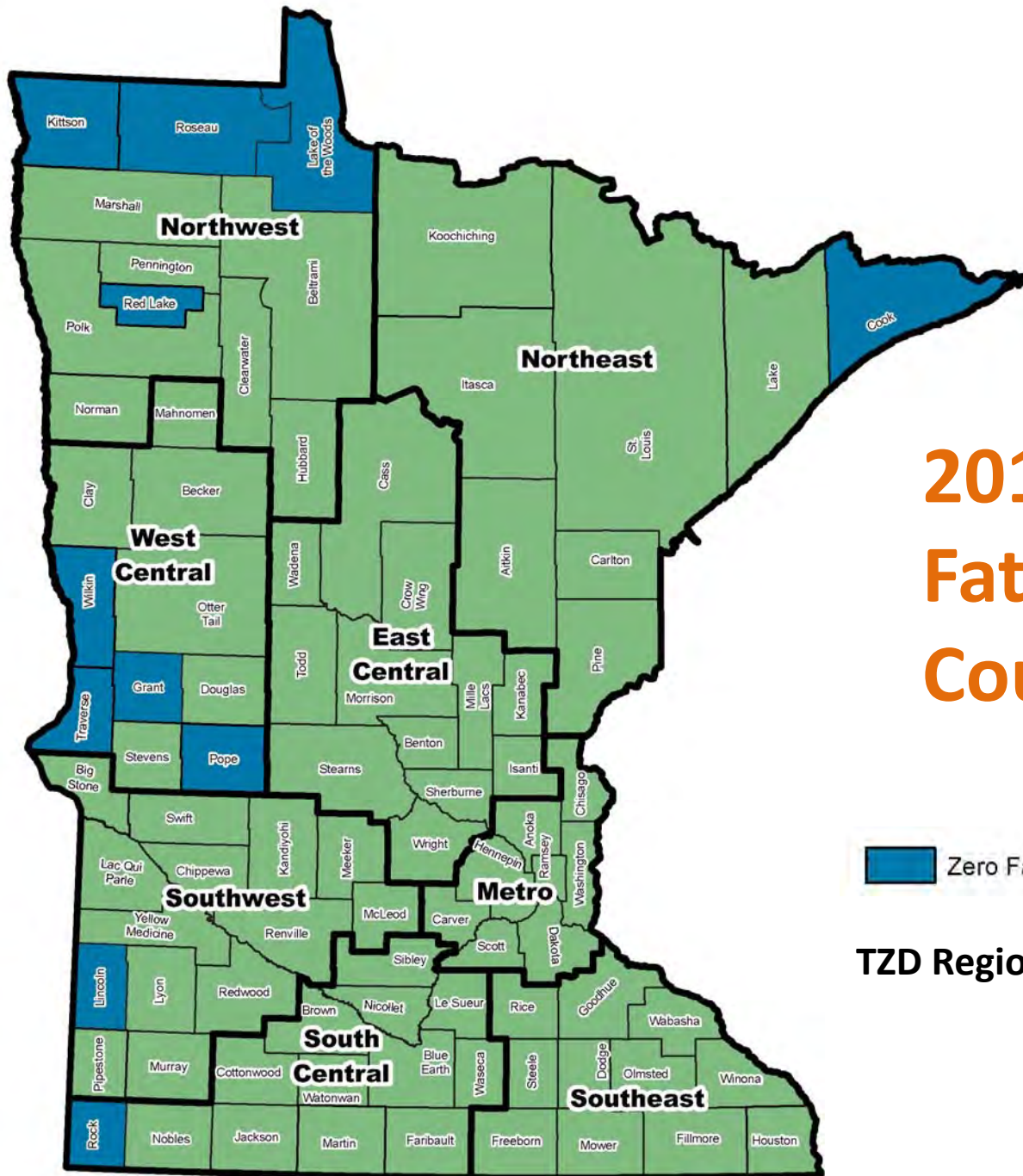
3-Phase Work Plan

- Establish community partnerships
- Develop traffic safety culture strategies
- Implement traffic safety strategies




**TOWARD
ZERO
DEATHS**

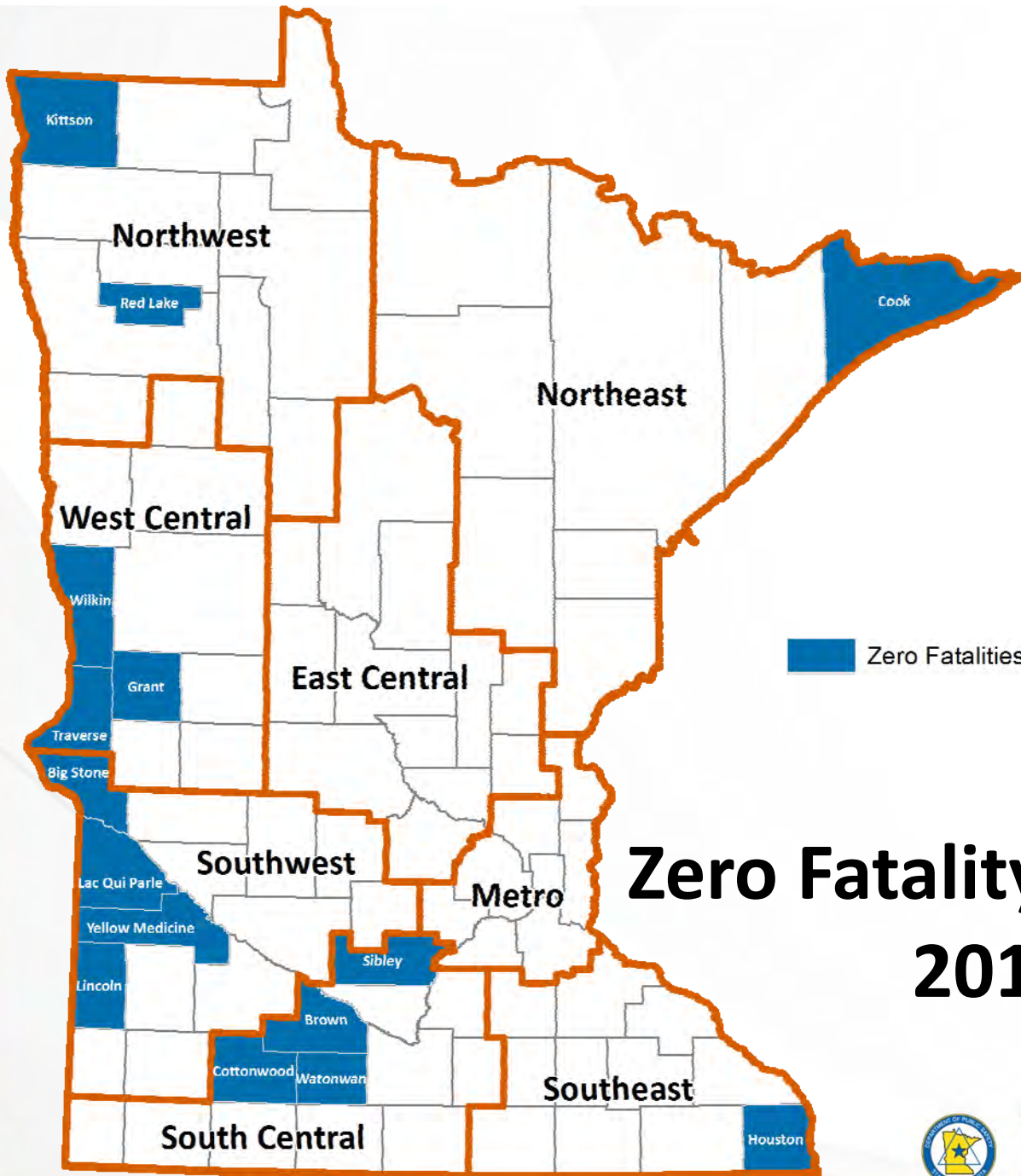




2015 Zero Fatality Counties

 Zero Fatality County

TSD Regions Map



Zero Fatality Counties 2016

**TOWARD
ZERO
DEATHS**



Thank you!

Contact Information

Kristine Hernandez, MBA

Statewide Toward Zero Deaths Program Coordinator

Office of Traffic, Safety & Technology

Minnesota Department of Transportation

Kristine.Hernandez@state.mn.us

(507) 286-7601

