



## Southeast Minnesota Toward Zero Deaths Regional Strategic Plan

### Mission

To move southeast Minnesota toward zero deaths on our roads using education, enforcement, engineering, and emergency medical and trauma services.

### Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic-related fatalities and serious injuries in southeast Minnesota from the past 5-year averages (2015-2019) of 44 fatalities and 165 serious injuries. Note: New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.

### Objectives:

- A. To continuously increase regional seat belt use rates.  
As of 2020, the seat belt compliance rate in southeast Minnesota was **87.4%**. As a region, our long-term goal is to achieve 100% usage rate. Our short-term goal is to see a continuous increase in the usage rate each year.
- 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 averages (2015-2019) in the southeast region

#### *Contributing factors:*

	Alcohol	Speed	Distraction	Total
<b>Fatalities</b>	9	7	4	44
<b>Fatal Crashes</b>	9	7	4	39
<b>Severe Injuries</b>	36	35	18	165
<b>Severe Injury Crashes</b>	30	28	15	134

Average Annual number of:

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



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### Total Southeast Minnesota Region (2019 data)

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2019 Total	31	28	84	74
2015-2019 Total	218	194	824	672

### Region Goal 2 – TZD Partnership Goals

To continuously increase TZD awareness and partnerships across southeast 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 and 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, seat belt observational survey and omnibus survey, media messaging and media events, news releases regarding activities woven into existing messages, worksite education and policy development, parent component to driver education, sober cab development, youth enforcement and education