



## East Central Minnesota Toward Zero Deaths Regional Strategic Plan

### Mission

To move East Central Minnesota toward zero deaths on our roads, in a partnership with area education, enforcement, engineering and emergency services representatives.

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

To continuously decrease traffic related fatalities and serious injuries in East Central Minnesota from the past **5-year averages** 2016-2020 of 68 fatalities and 243 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 seatbelt use rates.

The statewide average was **93.4% in 2019**.

The regional seat belt rate was **84.1% in April 2020**.

The last survey finding of 87.7%, was in April 2018.

**Goal: to achieve 90% compliance by next study.**

- 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 (2016-2020) in East Central Region - Baseline Data**

Average annual number of:

#### Contributing Factors:

	Alcohol	Speed	Distraction	Total
<b>Fatalities</b>	20	12	5	68
<b>Fatal Crashes</b>	19	11	5	65
<b>Severe Injuries</b>	59	*48	*30	243
<b>Severe Injury Crashes</b>	50	*39	*23	198

(\*2015-2019 data)

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



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### Total East Central Region - Baseline

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2020* Totals	75	72	249	206
2016-2020*	342	324	1216	991

\*Preliminary Data

### Region Goal 2- TZD Partnership Goals

To continuously increase TZD awareness and partnerships across East 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, calendar, statistics, workshop and engage RTAC)

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, 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)



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