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

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

(*2015-2019 data)

Note: a crash may have more than one of the above listed or additional contributing factors
Total East Central Region - Baseline

<table>
<thead>
<tr>
<th></th>
<th>Fatalities</th>
<th>Fatal Crashes</th>
<th>Severe Injuries</th>
<th>Severe Injury Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020* Totals</td>
<td>75</td>
<td>72</td>
<td>249</td>
<td>206</td>
</tr>
<tr>
<td>2016-2020*</td>
<td>342</td>
<td>324</td>
<td>1216</td>
<td>991</td>
</tr>
</tbody>
</table>

*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)
East Central Minnesota Toward Zero Deaths Regional Strategic Plan