

NORTHWEST TZD REGION ANNUAL REPORT

2020



Sue Johnson

MnDOT

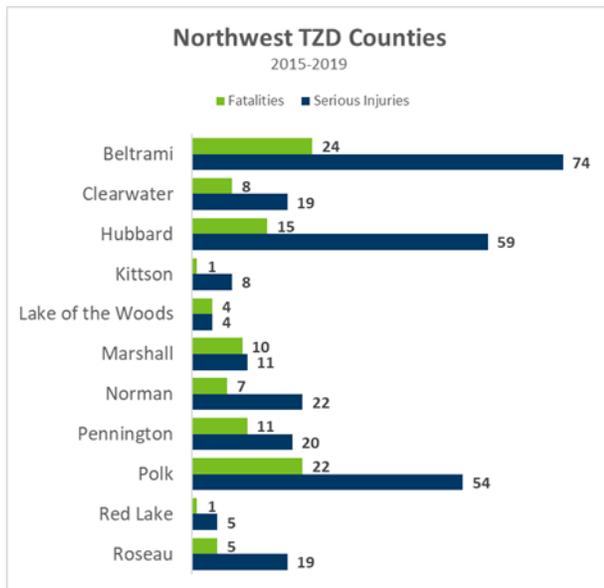
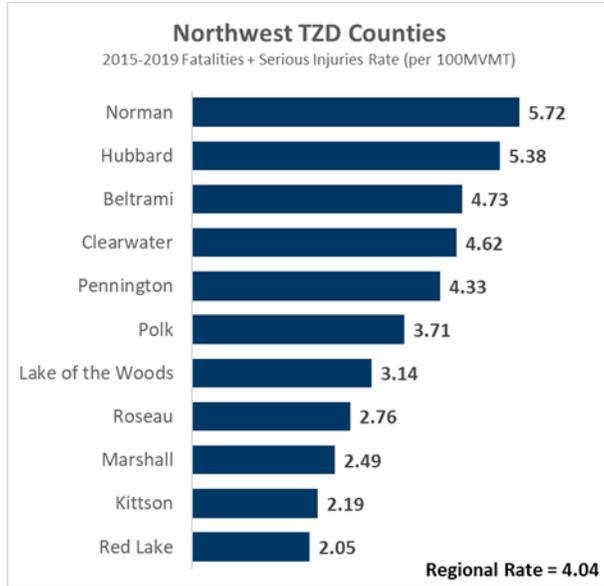
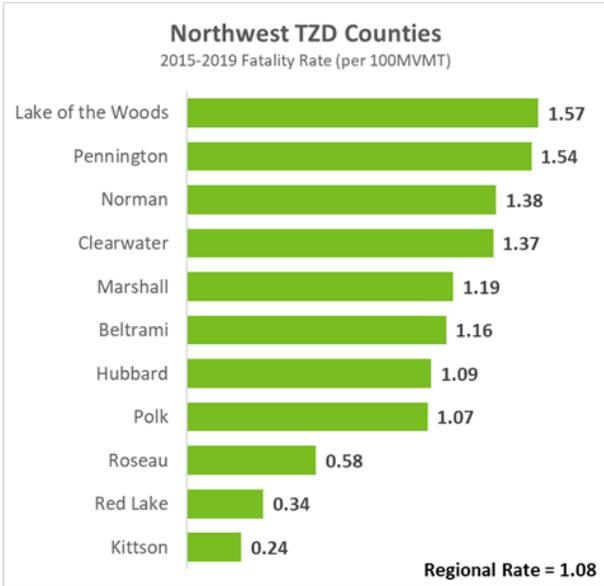
10/15/2020

Northwest Region Annual Report

Background Regional Death Rates

Northwest (NW) Region

- 2019 traffic-related deaths for northwest was 23.
- Five-year average was 22. The NW region had a decrease of one fatal compared to the five-year average.
- 2019 serious injuries were 69. 2020 serious injuries were 50.
- The five-year average was 59 serious injuries. The NW region had nine fewer injuries in 2020 compared to the five-year average.



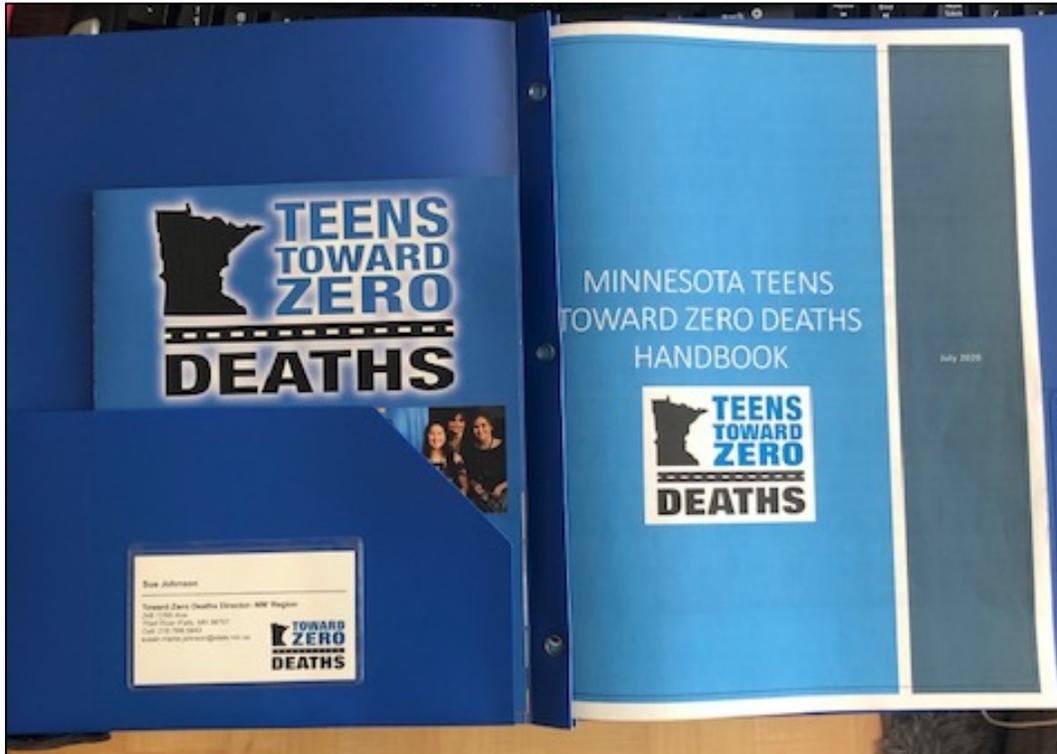
	2015-2019 TOTALS	NORTHWEST
2019 ONLY	Fatalities	23
	Serious Injuries	69
RATES	VMT (2015-2019)	9,975,811,388
	Fatality Rate	1.083
	Fatal + Serious Injury Rate	4.040
TOTAL	Fatalities	108
	Serious Injuries	295
	K Crash	99
	A Crash	229
IMPAIRED*	Fatalities	38
	Serious Injuries	77
	K Crash	37
	A Crash	64
SPEED	Fatalities	30
	Serious Injuries	73
	K Crash	28
	A Crash	55
DISTRACTION	Fatalities	12
	Serious Injuries	57
	K Crash	12
	A Crash	37
UNBELTED	Unbelted Killed	31
	Unbelted Seriously Injured	58
	K Crash	31
	A Crash	46

* Impaired here is by SHSP definition to include drugs and alcohol; BAC is not used.

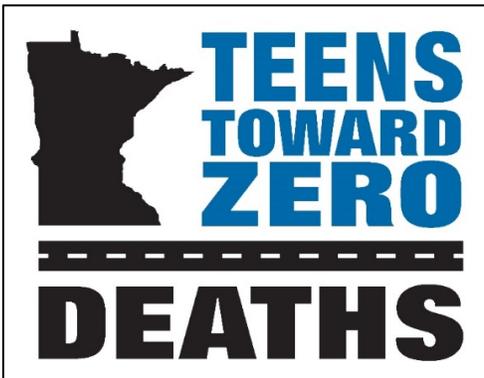
Regional Successes

- Completed quarterly reports and annual report for the region.
- 2020 Regional Workshop was scheduled for May 25, 2020; the agenda completed, logistics set, and speakers secured, however, was cancelled due to COVID-19.
- 2020 Teens TZD Regional Conference
- Building relationships with Drug Free Community grantees to enhance teen safety and community safe roads education and involvement:
 - Lake of the Woods
 - Hubbard
 - Roseau

- Media and Community events:
 - Presented at several schools with, Lt. Brad Norland , on TZD program and road safety.
 - Presented at local Lioness and rotary luncheons.
 - Radio interview with Jack Swanson, Wild102FM, Lt. Brad Norland and myself on TZD program, enforcement, and safe roads efforts.
- TZD Coalitions in the regions:
 - Beltrami
 - Hubbard
 - Pennington County
 - Polk
- Created and completed Teen TZD Manual and Teen TZD flyer for outreach and education.



- Initiated and approved Teen TZD logo.



- Created and distributed Monthly Spin TZD newsletter. The TZD Monthly Spin is a two-page news publication that I send out each month showcasing TZD efforts, enforcement calendar, upcoming dates and events, and other TZD related information and material. Below is an example of the Monthly Spin. I have been sending out the Monthly Spin since April 2020.



TZD Monthly Spin
NW Region October 2020

October Is Distracted Driving Awareness Month

People know driving intoxicated is bad, yet many still choose to drive "intoxicated". Texting-while-driving is among the many distractions that endanger motorists on the road every day.

"A distracted driver is similar to an intoxicated one," said Mark Jenkins, spokesman, AAA – The Auto Club Group. "When a driver's attention is diverted from the road, their reaction-time slows and lives are jeopardized."

Top 3 Risky Distractions:

- Cellphone use
- In-vehicle technology
- Passengers in the vehicle



Anything that diverts attention from driving – eating and drinking, adjusting the navigation, or picking your next podcast can result in a fatal injury. Over 22 percent of distraction-affected crashes involved confirmed use of a smartphone. This underscores that while smartphone use is most frequently blamed for driver distraction, there are many other causes of distraction-affected crashes.

Sobering statistics

- Looking away from the road for just two seconds doubles the risk of a crash.
- Five seconds of reading an email or text is like driving across a football field while blindfolded.
- Mental distractions last longer than you think and can cause a dangerous crash or fatality. Mental distraction can last up to 27 seconds after dialing, texting or changing the radio station.
- New teen drivers are 3x as likely as adults to be involved in a deadly crash. Distraction is the number one cause of teen driver crashes, and cellphone-use is a primary reason for the crashes.
- Despite what some drivers may think, hands-free is not risk-free. Even with your eyes on the road and your hands on the wheel, you are not safe unless your mind focuses on the drive.

****National Teen Driver Safety Week is October 18-24, 2020.** This week, and every week, parents should have conversations with their teens about the important rules they need to follow to stay safe behind the wheel. The discussion should include making good decisions, not only as a driver of a motor vehicle, but as a passenger as well.





Enforcement Update:

- DWI Enforcement : Nov 25, 27-28; Dec. 3-5, 10-12, 17-19, 24-26, and 31,2020
- Enforcement Calendar 2021
<https://dps.mn.gov/divisions/ots/law-enforcement/Documents/2021-enforcement-calendar.pdf>

Register for the 2020 Minnesota TZD Webinar Series

Registration for the 2020 Minnesota TZD Webinar Series is now available! The 12-webinar series will kick off on October 20, the originally scheduled date of the TZD Statewide Conference, and continue through mid-November.

The free webinars will highlight the latest trends and traffic safety initiatives, with expert guests sharing a cross-section of topics. We encourage you to attend all webinars that interest you—even if they're outside your E!

Check out the one-pager I've attached to see all the phenomenal speakers! We hope you'll sign up to join us for the live broadcasts, but all webinars (except for the November 10 event) will also be recorded and posted on the TZD website.

- The webinars are free to attend, but registration is required to receive access to the live broadcasts. You must register separately for each webinar you wish to attend. To register, please visit your desired webinar page and click on the registration link.
- Continuing Legal Education (CLE) credits, CPS Continuing Education Units (CEUs), EMS CEUs, POST credits, and Professional Development Hours (PDHs) will be available for qualified webinars. Details are available on each individual webinar page.
- **Register now!!** Use this link to [2020 MN TZD Webinar Series](#) to quickly register.

Mark Your Calendars!

- ♦ October 20, 2020 - Statewide TZD Conference Kickoff Webinar Series!
[Minnesota TZD Statewide Conference.](#)
- ♦ NW Regional Steering Committee Meeting - December 7, 2020 -
Skype or call-in @ 1:00-2:30 pm.
- ♦ Regional Workshops—TBD

Toward Zero Deaths Northwest Regional Newsletter

Sue Johnson, Towards Zero Deaths Coordinator – NW Region
248 125th St
Thief River Falls, MN 56701
218-766-5943

October is National Pedestrian Safety Month

This October, NHTSA is launching the first National Pedestrian Safety Month with the goal of increasing awareness about pedestrian safety, and reminding drivers and walkers that staying safe is a shared responsibility.

People across the nation have taken to heading outdoors as an easy and healthy way to get out of the house, which means there are more pedestrians out there.

5 Walking Safety Tips

- Walk on sidewalks whenever possible. If one isn't available, walk facing traffic and as far from traffic as possible.
- Keep alert at all times; don't be distracted by electronic devices that take your eyes (and ears) off the road.
- Whenever possible, cross streets at crosswalks or intersections, where drivers expect pedestrians, and look for cars in all directions, including those turning.
- Be visible at all times. Wear bright clothing during the day, and wear reflective materials or use a flashlight at night. NEVER assume the driver sees you. Make eye contact with drivers as they approach to make sure you are seen.
- Watch for cars entering or exiting driveways, or backing up in parking lots.



NW Steering Committee and Leadership Team

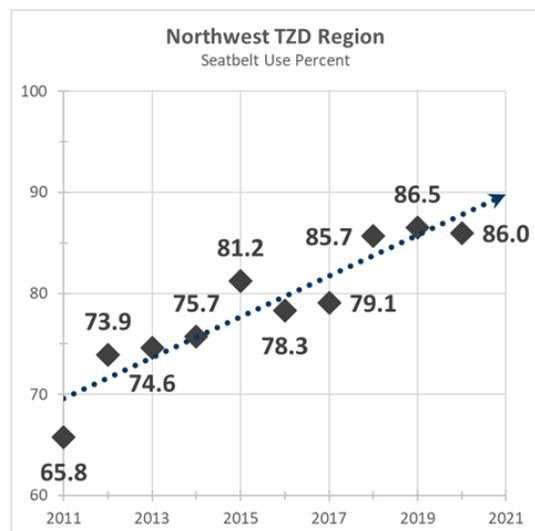
NW Minnesota TZD co-chairs include district engineer, JT Anderson and Captain Mike Wedin, Minnesota State Patrol, District 3200. In addition to the co-chairs, the NW TZD Leadership team is comprised of Captain Brian Cheney, Minnesota State Patrol, District 2900; Captain Joe Dwyer, Minnesota State Patrol, District 2800; Michelle Rognerud, D2 Traffic Engineers; Brian Ketring, State Aid Engineer; Lt. Brad Norland, Minnesota State Patrol, District 3200; Lt. Adam Fulton, District 2800, and Sue Johnson, NW Minnesota TZD regional coordinator.

The NW TZD steering committee held five meetings this past year. The goal is to have meetings six times a year to encourage engagement and to continue building relationships within our region. We currently have an average of 25-30 attendees at each meeting with input generally from all E's. We invite speakers to share their knowledge and expertise in areas such as the Strategic Highway Safety Plan (SHSP), fatality and serious injury data, fatal reviews, and various other road safety professionals.

We continue to ask ourselves "who is not at the table and should be"? We also address the need for coalitions in each county and what can we do to make that happen.

Observational Seat Belt Information:

The NW region seat belt rate is 88.6 percent. The seat belt rate had a slight decrease in the region. The survey was administered during stay at home orders, so results may be a reason for the decline.



REGION: NORTHWEST	
YEAR:	2020
FINAL OUTPUT	
Seat Belt Use Rate	86.0%
Range	± 13.3%
If the seat belt use rate in 2019 is outside the calculated range (i.e. between 72.7% and 99.3%), the change in use rate is statistically significant ($\alpha = .05$).	
DATA COLLECTION	
Date Range	Apr 17 - May 4
Counties Sampled	12
WEIGHTED VALUES	
Σ Belted	417.358
Σ Unbelted	67.923
Σ Total [ΣG_i]	485.281
Σ Rate [ΣR_i]	23.316
SIGNIFICANCE TESTING	
$\Sigma [(G_i \div \Sigma G_i)^2 \times (R_i - \Sigma R_i)^2]$	44.867
Count [N]	31
N / (N-1)	1.033
Variance [s^2]	46.362
Standard Deviation [s]	6.809
Significance [α]	.050
C.I. Lower	72.658
C.I. Upper	99.349
Range	13.346
ANALYSIS: May 6, 2020	
NOTE: This calculation sheet was updated in March 2019. Prior calculations did not consistently update the count of sites and therefore miscalculated the range for statistical significance.	

Seat belt use has been a consistent concern in the NW region. We continue to bring awareness through education, media, enforcement, and community engagement and events.

Regional Seat Belt Efforts

- Roseau County
 - Warroad had planned for a mock crash for April 2020, but event was cancelled due to COVID-19. They hope to reschedule for April 2021.
- Beltrami County
 - Bemidji High School had an TZD event planned for May 2020 and was starting to get form a Teen TZD, but even was cancelled due to COVID-19.
- Lake of the Woods
 - Lake of the Woods attended the Teen TZD conference and was starting to formulate a TZD program in partnership with their Drug Free Community committee. It currently is put on hold until after COVID-19.
- Several other schools that attended the Teen TZD Conference were also on the radar to start their own Teen TZD, but unfortunately were put on hold due to COVID-19.

- Met with several county commissioner boards to discuss their seat belt compliance results and to start conversations on how to educate and increase the seat belt compliance rate.
- Many events and outreach activities were being planned but is put on hold due to COVID-19.

Regional Distracted Seat Belt Efforts

We received a new driving simulator and seat belt convincer for our region and are excited to do outreach within our communities. The hands-free law has been a topic in all media and educational pieces. We continue to do messaging throughout the communities via digital boards, radio, table tents, enforcement waves, and social media.

Regional Impaired Efforts

The newly obtained equipment will help with education on impaired driving. The new driving simulators have impaired driving simulation. Along with the goggles and pedal carts, we can effectively demonstrate how your driving is affected by being impaired. We hope to utilize this equipment to its fullest as soon as we are allowed to engage with the communities.

Regional Speed Efforts

More than ever, speed is definitely an issue. This year has shown new heights in regards to speeding and it is on everyone's minds on how to wrap our heads around it and put an end to it. Extra enforcement, media pleas, social media messaging, and digital boards are some of the major initiatives to decrease driver behavior. We continue to push the message out to SLOW DOWN!

Other Efforts

Continue to explore all avenues on how to inject TZD into each county in the NW region. Some are extremely hard to work with, so I have been trying to be creative to gain some presence in each county.

- Teen TZD
 - Contact and visit with school champions that attended the 2020 Teen TZD Conference about starting their own Teen TZD.
 - Work with Lake of the Woods, Roseau and Hubbard county Drug Free Community grantees on incorporating TZD in Baudette, Roseau, Park Rapids, and Nevis high schools.
 - Share Teen TZD with peer TZD Coordinators and other local and state safe road partners.
- Continue to work with SRTS grantees in the NW area to partner on bike and pedestrian safety efforts.
- Continue to work with BikeMN on bicycle safe community initiatives and efforts.
- Continue to work with county commissioner boards to share the TZD message, data, and to encourage TZD efforts in their county.
- Participate/attend Western Regional Trauma Advisory (WESTAC) committee.
- Provide Message Monday information to the region and other state information and data.
- Trainings – Attended numerous webinars and virtual presentations regarding seat belt usage, speed, distraction, Impaired, and distracted driving. I also attending the 2020 Virtual Lifesavers National Conference on Highway Safety Priorities. These are some of the highlights of some of the training webinars that I recently attended:
 - Building Relationships/Coalitions – to better understand how to connect, build relationships and sustain relationships during these unprecedented times.
 - Virtual Public Involvement- Today's Practice and Pitfalls
 - Effective Coalition Leadership – Two-part series
 - Creative Community Outreach- Building Strong Relationships Even Virtually
 - Pedestrian and Bike Safety – to understand the challenges of ped and bike safety as well as how to enhance the safety of pedestrians and bicyclists.
 - Walking as a Practice
 - Missing & Murdered Indigenous Women and Girls
 - SRTS, BikeMN, and America Walks lunch and learn and other virtual educational pieces.

- DWI/Impaired – To become better educated on DWI and impaired laws, behaviors, community norms, marijuana, and the rising use of drugged driving.
 - Addressing Drunk, Distracted, Drugged, and Drowsy Driving within the Workplace.
 - Drug-Impaired Driving-An Update and Trends and Tools
 - Occupant Protection and Impaired Driving Programs
- Seat Belt and Speed– The rural communities still struggle with wearing a seat belt. I continue to look for new methods on messaging and training to increase seat belt usage in the NW and to change overall safe driving behavior.
 - Getting Them to Buckle up in the Rear Seat
 - Transportation safety in Rural America
 - Diverse Approach to Achieving Culture Change
- COVID and Driving Behaviors - With the increase in fatalities, yet the decrease in motor vehicles on our state roads, it is intriguing to understand why this is happening and what education, messaging, or other efforts can we do to prevent it now.
 - Transportation Roundtable on Roadway Safety During COVID-19 and Beyond
 - State DOT Response and Communication During COVID-19 Pandemic
 - Road to Recovery- Opportunities to Consider in Paratransit Operations.
- Attended regional TZD coalition meetings to support and learn from the other TZD coordinators.
- State Action Team planning – I am heading the Teen TZD State Action team. I am currently working on the committee list of partners that should be at the table.
- Teen TZD – I continue to search out education on how to involve and incorporated teen safe driving into the TZD curriculum. I feel it is extremely important to instill safe road behavior at an early age through education, engagement, and positive norming.
 - Moving Towards Zero Roadway Deaths: Improving Teens Knowing about Safely Sharing the Road with Large Trucks
 - Substance Use Screening Tools for Adolescents (4-part series)
 - Teens and Drugged Driving
 - Out of Options – Working with the Most Challenging Teens
- Building Relationships both internally and externally by:
 - Attended local and state meetings regarding all means of road safety and offer assistance or help provide educational resources.
 - Attended TZD regional and leadership meetings, TZD stakeholders breakfasts, TZD statewide calls, D2 leadership calls, WESTAC meetings, and county TZD coalition meetings.
 - Attended Drug-Free Coalition meetings
 - Attended BikeMN Bicycle Friendly Community kick-off meetings and ongoing meetings
 - Attended monthly Bike Walk Leadership Network Meetings
 - I have been asked to lead the TZD statewide action team with the focus on Teen drivers.
 - Attended the Red Lake planning leaders and engineers meeting at Red Lake Nation.

Gaps and Challenges

- Continue to struggle getting into several counties to promote TZD. I am always looking for different and unique ways to get involved in those communities and continue to identify champions in those communities.
- Continue to work on getting all the E's from every county on the NW Steering Committee. How do we get them interested and involved?
- The continual acknowledgement and updating of positions throughout the region and their contact information.
- Workshop cancelled due to COVID
- Traffic safety events and outreach cancelled due to COVID.
- With COVID being a priority for public health, enforcement, and other safe roads partners,



Lon Englund impact speaker for the Teen TZD Conference on March 10, 2020



EMS demonstration at TTZD Conference



Opening presentation JT Anderson, District Engineer, Captain Mike Wedin, Lt Brad Norland, and Sue Johnson, TZD Regional Coordinator



All E’s panel discussion

Northwest Minnesota Teens Towards Zero Deaths Regional Conference

March 10, 2020

- 8:30 a.m. *Training Center/Lobby*
Registration
- 9:00 a.m. *Auditorium*
Welcome
Key Club Members
- 9:10 a.m. **What is TZD/ Highlights/Crash Information**
Susan Johnson, NW TZD Regional Coordinator
Captain Michael Wedin, Minnesota State Patrol
Lieutenant Bradley R. Norland, Minnesota State Patrol
- 10:00 a.m. **Personal Impact Statement**
Lon England

Break Out Sessions

Your room assignments for each session is included in your folder. Located on the back of this agenda is a list of what topics are being offered during each session

- 10:40 - 11:20 Session 1
- 11:25 - 12:05 Session 2
- 12:10 - 12:50 Session 3
- 12:55 - 1:35 Lunch & Activities in the Gymnasium
- 1:40 *Auditorium*
Airbag /Seatbelts Saving Lives
Sergeant Jesse Grabow, Minnesota State Patrol
Nicole Kiesow, BSN, MPAS, PA-C Essentia Health, Fosston
- Dismissal

Please attend the assigned rooms for each session as indicated. For your room assignment, please look at the registration document within your folder.

10:40 - 11:20 Session 1
Room 105 **How Not To Get Hit By A Car**

Room 102 **“Life” behind the Orange Barrels**

Room 106 **Overview of Law Enforcement and Accident Response**

Room 100 **Trauma in the ER**

Roundtable *Auditorium*

11:25 - 12:05 Session 2

Room 105 **How Not To Get Hit By A Car**

Room 102 **“Life” behind the Orange Barrels**

Room 106 **Engineering and TZD**

Room 100 **Trauma in the ER**

Outside Meet in Entry **Bad Choice, Bad Crash, What Happens Next?**

Roundtable *Auditorium*

12:10 - 12:50 Session 3

Room 105 **STEM**

Room 100 **Drugged Driving**

Room 102 **Lights and Sirens ON What Comes Next?**

Room 106 **Overview of Law Enforcement and Accident Response**

Outside Meet in Entry **Bad Choice, Bad Crash, What Happens Next?**

Roundtable *Auditorium*

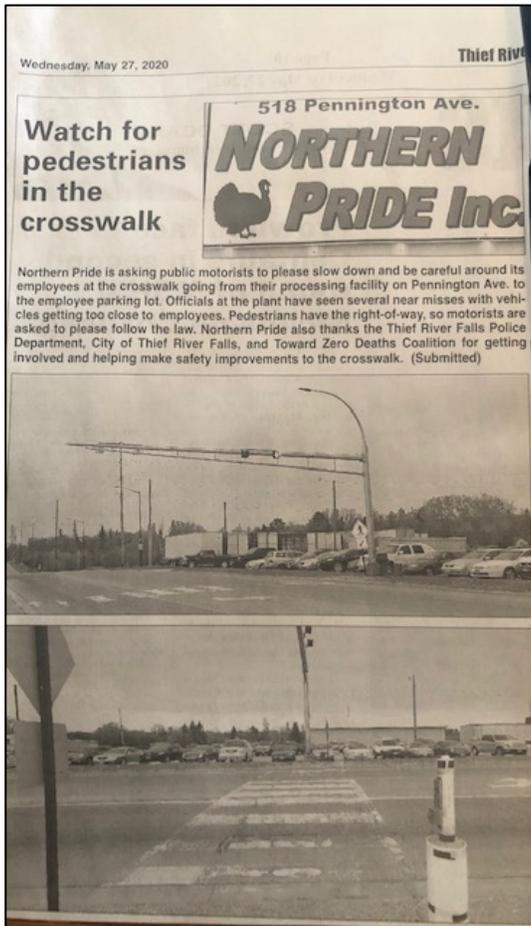
12:55 - 1:35 Lunch & Activities in the Gymnasium



Beltrami message board. 4-14-2020



I introduced myself and spoke at the snow plow safety training regarding TZD and also went for a ride-a-long to better understand snow plow safety from the eyes of the snow plow driver.



An article was placed in the Thief River Falls local newspaper to bring awareness to slow down for pedestrian crossings. Pedestrian signs located in Thief River Falls to bring awareness to a crosswalk that is used by all employees of Northern Pride. July 2020



Small outreach event for youth at the St. Mark's Elementary school to talk about seat belt safety.

ALWAYS HAVE THE FOLLOWING ITEMS WITH YOU:

- Ice Scraper/Brush
- Small Shovel
- Jumper Cables
- Tow Chain
- Sand or Cat Litter

(These can be used to create tire traction)

- Blankets
- Flashlights
- Water
- Food—such as energy bars
- Heavy Boots
- Warm Clothing

HAVE A PLAN THIS WINTER



- **PLAN** ahead before you travel - Designate a sober driver, take a cab/ public transportation or stay at your current location
- Offer to be a designated driver or be available to pick up a loved one anytime
- Remember to **BUCKLE UP**
- Have an **EMERGENCY KIT** in your vehicle with you
- **BE AWARE** of the weather
- If you find yourself stranded, stay calm and **STAY PUT**
- Be able to **SEE AND BE SEEN** by keeping snow off your windows, mirrors, lights and reflectors
- Get Fuel for the road
- Be gentle when using the accelerator and brakes in order to maintain control of your vehicle - adjust your speed to your surround conditions
- Check www.511mn.org before you travel for road conditions in your area or download the app on your smart phone

WHAT IS DISTRACTED DRIVING?

Any activity that diverts a person's attention away from the primary task of driving. ALL distractions endanger the driver, passengers, & bystanders. There are 4 forms of distraction:

THE SOURCE OF

DISTRACTED DRIVING

TYPES OF DISTRACTIONS






VISUAL AUDITORY MANUAL COGNITIVE

These types of distractions include:

- Texting/Using a cell phone
- Eating /Drinking
- Talking to passengers
- Grooming
- Reading
- Using a navigation system
- Watching a DVD/Video
- Adjusting the audio
- Listening to music with headphones
- Daydreaming



For all the latest information follow us on Facebook:



- Polk County Sheriffs Department
- Polk County Highway Department
- Polk County Public Health
- East Grand Forks Police Department

Sponsored by:

Polk County Toward Zero Deaths Coalition





Polk County Winter 2020 table tent – Outreach is several hundred people in Polk County.



<https://a.ctdnimg.org/wp-content/uploads/sites/2/2012/12/screen-shot-2012-12-17-at-10-30-57-AM.png>

Pedestrian Safety

- Cross at corners and intersections. Use marked crosswalks where available.
- Before Crossing look left, right, then left again.
- Use pedestrian buttons and begin crossing the street on the "walk" signal.
- Use sidewalks or walk facing traffic where there are no sidewalks.
- Watch out for vehicles turning right on red.
- Be visible at night and in inclement weather.
- Walk sober.
- Eliminate ALL distractions.



SPRING DRIVING

- Slow down and increase your following distance when rain or mist begins to fall.
- If driving in rain or fog that impairs your visibility, pull off the road as far as possible and turn on your hazard lights.
- Turn on your fan and defroster on to keep the inside of your windshield clear of moisture.
- Allow extra following distance - a car needs two to ten times more distance to stop on a wet road than on dry pavement.
- Avoid driving through large puddles; splashing water may affect your brakes, cause your car to swerve, and impair the vision of other motorists.
- Turn Around Don't Drown when you encounter a flooded road may be washed out under flood waters.
- Reduce speeds when driving on gravel roads. Depending on weather, you could experience rutting (wet) or loose (dry) gravel. If driving too fast, these could cause you to lose control over your vehicle.



WHAT IS DISTRACTED DRIVING?

Any activity that diverts a person's attention away from the primary task of driving. ALL distractions endanger the driver, passengers, and bystanders. There are three forms of distraction:

1. **VISUAL** (taking your eyes off the road).
2. **MANUAL** (taking your hands off the wheel).
3. **COGNITIVE** (taking your mind off driving).

MOTORCYCLE AWARENESS

About half of all motorcycle crashes involve another vehicle - In many crashes, the driver never saw the motorcyclist or didn't see the rider until it was too late.

- Look twice for motorcycles before crossing traffic.
- Looking twice may save a life.
- Allow a minimum of three seconds "cushion space" when following a motorcycle.
- Motorcycles can be easily hidden - look for a helmet above, tires below or a shadow alongside a vehicle.



Sponsored by:

Polk County Toward Zero Deaths Coalition



Polk County Spring 2020 educational table tent – Outreach was several hundred in Polk County.

Wednesday, September 2, 2020 Thief River

Parishioners from St. Bernard's Church in Thief River Falls gathered Wednesday evening, Aug. 26, to show their support for the Thief River Falls Police and Pennington County Sheriff's departments by walking from St. Bernard's Church to the Law Enforcement Center carrying a banner from Return to Order while praying the Rosary and the Chaplet of Divine Mercy for their safety and protection. The parishioners plan to do this every Wednesday from 6 to 6:30 p.m. until Sept. 26, when they will join over 1,000 pro-police rallies nationwide. The community is invited to participate. (Submitted)

Enforcement support



BikeMN in Thief River Falls and Roseau on Sept 16th and 17th, 2020.

<p>WHAT IS DISTRACTED DRIVING?</p> <p>Any activity that diverts a person's attention away from the primary task of driving. ALL distractions endanger the driver, passengers, & bystanders. There are 3 forms of distraction:</p> <ol style="list-style-type: none"> 1. VISUAL (taking your eyes off the road) 2. MANUAL (taking your hands off the wheel) 3. COGNITIVE (taking your mind off driving)  <p>TYPES OF DISTRACTIONS INCLUDE:</p> <ul style="list-style-type: none"> • Texting/using a cell phone • Eating/Drinking • Talking to passengers • Grooming • Snapchat, Facebook, Youtube, Online Shopping • Using a navigation system • Adjusting the music • Daydreaming • Listening to music with headphones or earbuds <p>Sponsored by: Beltrami County Toward Zero Deaths Coalition</p> 	<p>Winter Weather Fast Facts</p> <ul style="list-style-type: none"> • It can take up to 10 times longer to stop when snow and ice are on the roads than when the pavement is dry. • The coldest day recorded in Minnesota was - 60 F in Tower, MN on February 2, 1996. • The Earth is closest to the Sun during the winter time. • The average snow fall is anywhere from 36 inches to 70 inches in Minnesota. <p>Winter Driving Tips</p> <ul style="list-style-type: none"> • Before going on <u>LONG TRIPS</u> have your car serviced it's no fun to break down in the cold. • Always clear <u>SNOW & ICE</u> from your vehicles headlights, tail lights, mirrors, front & rear windshield. This will ensure you can be seen and you can see to drive safely. • <u>PLAN</u> out your travel route and take extra time if needed. • It's ok to <u>DRIVE SLOWLY</u> as it is harder to control your vehicle at a faster pace on snow or ice covered roads. • Give snow plows <u>SPACE</u> to plow the roads 	<p>designated driver</p>  <p>Designate a Sober Driver</p> <ul style="list-style-type: none"> ◦ When planning a night out designate a family member or friend to drive. ◦ If you think you've had too much to drink don't chance driving. ◦ Save a life be the designated driver. <p>Choose Your Ride</p>  <p>Drunk Driving Fast Facts</p> <ul style="list-style-type: none"> • Drivers with a blood alcohol concentration (BAC) of 0.08% or higher are considered alcohol impaired by law. • Minors can also be arrested for a blood alcohol concentration of less than 0.08% • If you are operating a commercial vehicle the legal limit is 0.04% • If arrested you may serve jail time, pay fines or lose your driving privileges. <p>Going Out Tonight? So Are We. Drink. Drive. Go to Jail. </p>
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Beltrami 2020 Winter educational table tent. Outreach was several hundred people.

Car Seat Check-Up Events

presented by:



4 out of 5 car seats are used incorrectly. Could one of them be yours? Is your child's car seat on a recall list? Come and we'll check. Did you know that children up to 4'9" should be riding in a booster seat for the safest ride?

Safe Kids Grand Forks is pleased to partner with Brost Chevrolet to offer regular car seat check-up events. These are offered on the dates listed from 4 - 5:30 p.m.

Stop by and make sure your children have a safe ride.



2020 Dates

January 23

April 23

July 23

October 22

4 - 5:30 p.m.

For more information, contact Altru Clinic Crookston at 218.281.9100.

Also, join us in Grand Forks at Rydell Cars the second Thursday of every month between 4-7 p.m. in the service area.

in cooperation with

Brost Chevrolet

1600 University Ave,
Crookston, MN



www.brostchevrolet.com

Carma Hanson, Safe Kids Grand Forks, partners with Polk County on their car seat clinics. They are still offering clinics during COVID, but they have changed them to accommodate social distancing and by appointment. They have also offered some virtual car seat training.

Mission:

To create a culture in which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement and emergency medical and trauma services. These efforts will be driven by data, best practices and research.

Values:

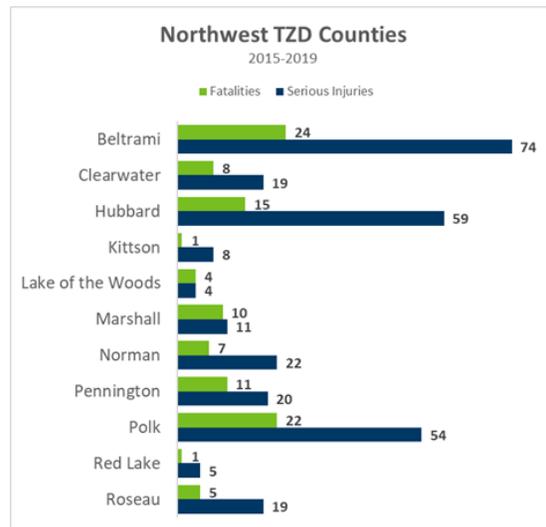
- ❖ Continuous improvements,
- ❖ Engage partners and
- ❖ Evidence-based approaches.



The Northwest Minnesota Toward Zero Deaths (TZD) program began in 2008. The counties involved include: Beltrami, Clearwater, Hubbard, Kittson, Lake of the Woods, Marshall, Norman, Pennington, Polk, Red Lake and Roseau.

The leading cause of deaths and severe injuries in northwest Minnesota include:

- ❖ **Alcohol**,
- ❖ **Distraction**,
- ❖ **Speed** and
- ❖ Lack of **Seatbelt** use.



The leading type of crash resulting in deaths and severe injuries include:

- ❖ **Run-off-Road**
- ❖ **Intersection-related**

The Northwest Minnesota TZD program is led by a steering committee comprised of the "4 E's:"

- ❖ Enforcement
- ❖ Engineering
- ❖ Education
- ❖ Emergency Medical and Trauma Services.

Northwest Minnesota TZD Leadership Contacts

Engineering

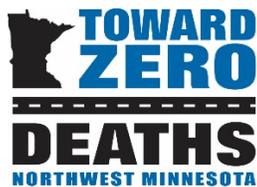
J.T. Anderson
MnDOT District Engineer
218-277-7962
j.t.anderson@state.mn.us

Enforcement

Capt. Mike Wedin
Minnesota State Patrol
218-683-8410
michael.wedin@state.mn.us

Education/EMS

Sue Johnson
TZD Regional Program Coordinator
218-766-5943
susan.marie.johnson@state.mn.us



Northwest Minnesota Toward Zero Deaths Regional Strategic Plan

Mission

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

Goal 1 – TZD Fatality and Serious Injury Goals

To continuously decrease traffic-related fatalities and serious injuries in northwest Minnesota from the past **5-year averages** (2015-2019*) of 22 fatalities and 59 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.
As of 2019, the seat belt compliance rate in northwestern Minnesota was **86.0%**. **As a region our long-term goal is to achieve 100% usage rate. Our short-term goal is to see 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:

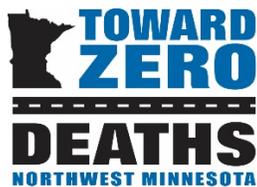
5 year averages 2015-2019* in NW Region - Baseline Data

Contributing Factors:

		Alcohol	Speed	Distraction	Total
Average Annual number of:	Fatalities	8	6	2	22
	Fatal Crashes	7	6	2	20
	Severe Injuries	15	15	11	59
	Severe Injury Crashes	13	11	7	50

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

*2019 data are preliminary



Northwest Minnesota Toward Zero Deaths Regional Strategic Plan

Total Northwestern Region – Baseline

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2019* Totals	23	20	69	50
2015-2019*	108	99	295	229

Region Goal 2 –TZD Partnership Goals

To continuously increase TZD awareness and partnerships across Northwest Minnesota for both the general public and traffic safety professionals

1. Establish the vision of NW 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)]

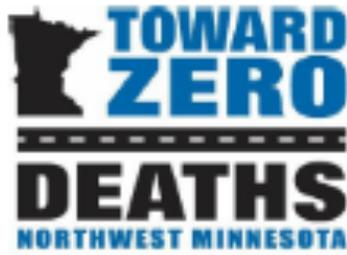
2. Create and strengthen partnerships in the region
 - A. Engage stakeholders
 - B. Develop networking relationships
 - C. Recruit membership of the TZD partnership

(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, 1-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)

**2019 data are preliminary*



Northwest Regional Summary

Fatal and Serious Injury Crashes, 2015-2019*

* 2019 data is preliminary as of March 9, 2020

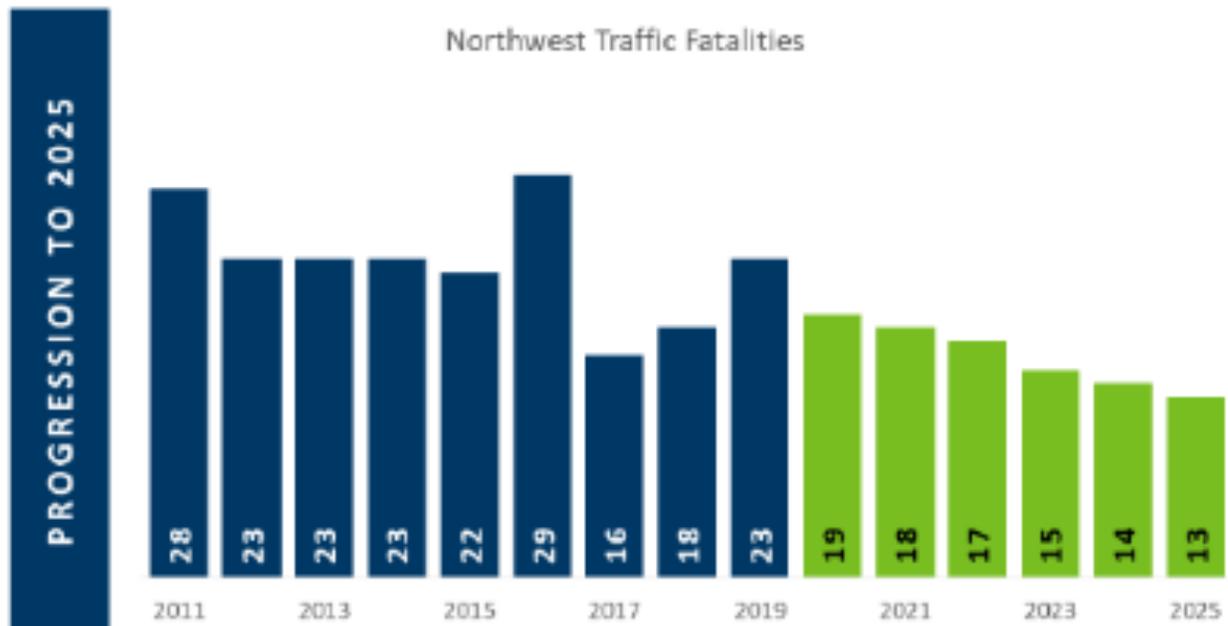
The prevalence of each Strategic Highway Safety Plan focus area is based on the percent of fatal and serious injury crashes. The size of the words or phrases represent this prevalence.

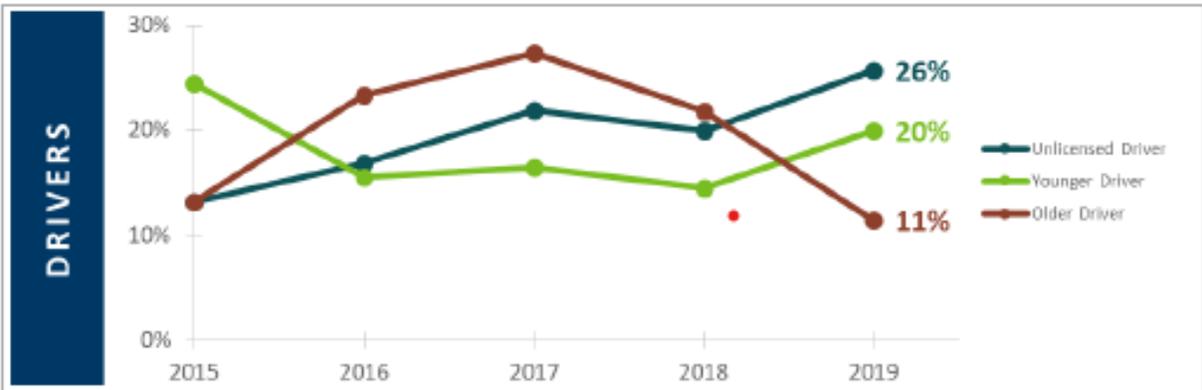
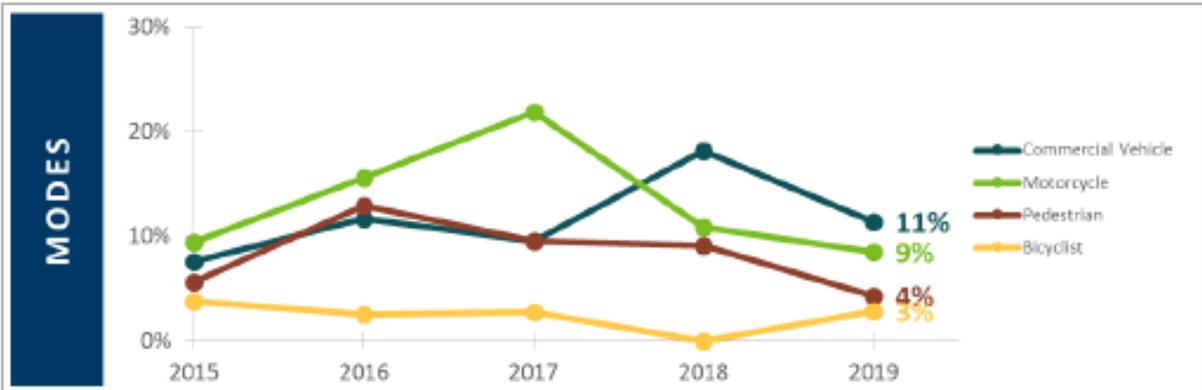
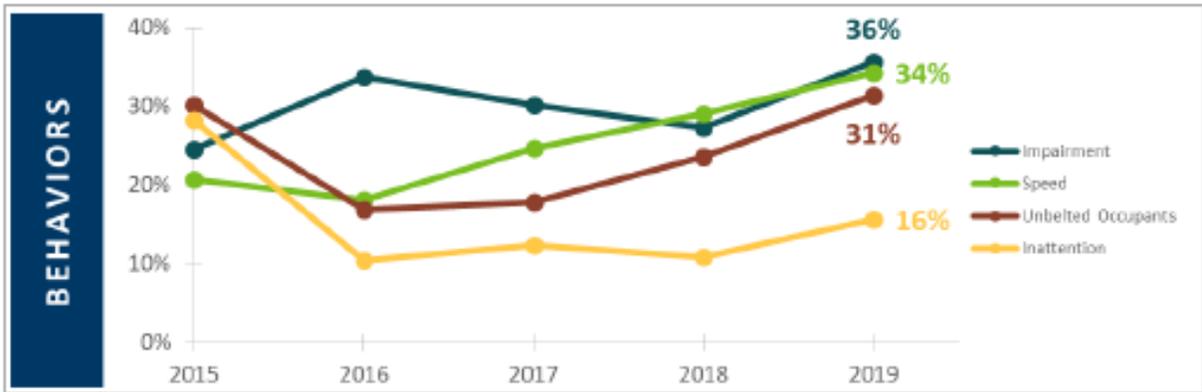
Regional Focus Areas



NW Region 2015-2019

Northwest Traffic Fatalities

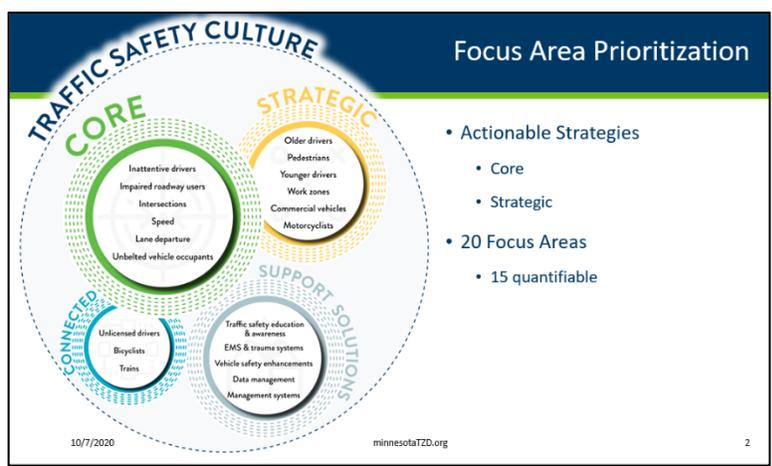




2020-2024 SHSP Action Plan for NW Region

NW Regional Goal:	Continue the work on current and new safety tasks and creating a culture of safe roads behavior, thus reducing traffic fatalities and serious injuries through education, enforcement, engineering, and EMS. (Fatality goal -225 in 2025)
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Focus Area	Strategies/Tactics	Responsible parties and Resources	Results	Done
Unbelted	<ul style="list-style-type: none"> Identify and work with counties with lowest compliance Buckle-up stencils in strategic places 	<ul style="list-style-type: none"> Enforcement (May 24-June 6, 2021) Attend County Commissioner's board meetings to bring awareness of unbelted drivers in their county. 	<ul style="list-style-type: none"> Seatbelt survey 	
Impaired (alcohol vs. drug impaired)	<ul style="list-style-type: none"> Responsible Beverage Server Training (RBST) Messaging Education 	<ul style="list-style-type: none"> Enforcement (Nov 5-7, Nov 25-28, Dec 3-5, 10-12, 17-19, 24-26, and 31, 2020. May 6-8, 2021 and Aug 20-Sept 6, 2021) Update RBST training material. Conduct RBST training in several counties. 	<ul style="list-style-type: none"> # of business's training in RBST 	
Speed	<ul style="list-style-type: none"> Traffic calming techniques to design roads for appropriate speeds. Messaging/Education 	<ul style="list-style-type: none"> Enforcement (July 1-31, 2021) 	<ul style="list-style-type: none"> Roundabouts Conflict U-turns RCI's 	
Distracted	<ul style="list-style-type: none"> Teen messaging and educational material for print Social media, radio, TV, billboards, digital displays, table tents, etc. Identify age of habitual violators 	<ul style="list-style-type: none"> Enforcement (April 5-30, 2021) Hands-free stencil in strategic places Enforcement to advise on what age group are the biggest violators of handsfree law. 	<ul style="list-style-type: none"> 	
Teens	<ul style="list-style-type: none"> Hands-free stencil in school parking lot exits. Contact schools that attended TTZD 2020 Conference. Messaging/Education during National Teen Driver Safety Week (Oct 18-24, 2020) TTZD Club and Conference Attend Driver's Ed classes/program (GDL requirements) 	<ul style="list-style-type: none"> Visit with school leaders who attended the TTZD conference and identify champion to lead a TTZD program in their school and then work with them to initiate their own TTZD club/program. Lt. Brad Norland/Sue J to continue to visit schools and talk to students. 	<ul style="list-style-type: none"> Seat belt survey at the beginning of the year and end of the year. # of TTZD messages. 	
Other Safety Plans	<ul style="list-style-type: none"> Business Safety video/educational campaign. Utilize promotional road safety items such as driver simulator, seatbelt convincer, drowsy & distracted goggles campaign kit, handsfree and buckle-up stencils, TZD banners, slow down yard signs, etc. Look for outreach opportunities. 	<ul style="list-style-type: none"> Lisa Kons to help with resources and educational material. 	<ul style="list-style-type: none"> # of businesses participating. 	



The Strategic Highway Safety Plan Committee is comprised of JT Anderson, District Engineer, Captain Mike Wedin, Lt, Brad Norland, Brian Ketring, MnDOT State Aid Engineer, and Michelle Adams-Rognerud, MnDOT Engineer.