



## South Central Minnesota Toward Zero Deaths Regional Strategic Plan

### Mission

To move south central 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 south central Minnesota from the past **5-year average** (2016-2020\*) of 26 fatalities and 108 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.  
The statewide average **was 93.4% in 2019** (Note: due to the Coronavirus Pandemic, no statewide observational survey was conducted in 2020). The regional seat belt rate **was 87.9% in 2021**. The last survey finding of 88.1%, was in 2020.
- 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 average (2016-2020\*) in South Central Region

##### *Contributing Factors:*

	Alcohol	Speed	Distraction	Total
<b>Fatalities</b>	7	6	2	26
<b>Fatal Crashes</b>	6	5	2	24
<b>Severe Injuries</b>	24	21	15	108
<b>Severe Injury Crashes</b>	19	18	13	92

Average Annual number of:

*\*Data are Preliminary*

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



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### Total South Central Region – Baseline (Data are Preliminary)

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2020 Totals	28	26	97	80
2016-2020	128	120	541	461

### Region Goal 2 – TZD Partnership Goals

To continuously increase TZD awareness and partnerships across south 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, 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, 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)