Southwest Minnesota Toward Zero Deaths Regional Strategic Plan

Mission
To move southwest 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 southwest Minnesota from the past 5-year average (2016-2020*) of 25 fatalities and 90 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 (Note: due to the Coronavirus Pandemic, no statewide observational survey was conducted in 2020). The regional seat belt rate was 90.5 percent in 2021. The last survey finding of 86.9% 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 Southwest Region

<table>
<thead>
<tr>
<th>Contributing Factors:</th>
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<tbody>
<tr>
<td>Alcohol</td>
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<tr>
<td>-----------------------</td>
</tr>
<tr>
<td>Fatalities</td>
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<tr>
<td>Fatal Crashes</td>
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<tr>
<td>Severe Injuries</td>
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<tr>
<td>Severe Injury Crashes</td>
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</table>

*2020 Data are Preliminary

Note: a crash may have more than one of the above listed or additional contributing factors
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Total Southwest Region (2020: Data are Preliminary)

<table>
<thead>
<tr>
<th></th>
<th>Fatalities</th>
<th>Fatal Crashes</th>
<th>Severe Injuries</th>
<th>Severe Injury Crashes</th>
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</thead>
<tbody>
<tr>
<td>2020 Total</td>
<td>24</td>
<td>24</td>
<td>87</td>
<td>74</td>
</tr>
<tr>
<td>2016-2020 Total</td>
<td>126</td>
<td>112</td>
<td>449</td>
<td>366</td>
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Region Goal 2 – TZD Partnership Goals
To continuously increase TZD awareness and partnerships across southwest 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: social media, 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)