



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

Contributing Factors:

	Alcohol	Speed	Distraction	Total
Fatalities	9	6	1	25
Fatal Crashes	8	5	1	22
Severe Injuries	23	21	12	90
Severe Injury Crashes	19	17	10	73

Average Annual number of:

*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)

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2020 Total	24	24	87	74
2016-2020 Total	126	112	449	366

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)