WEST CENTRAL MINNESOTA TOWARD ZERO DEATHS STRATEGIC PLAN

Mission
To move West 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 West Central Minnesota from the past 5-year averages of 27 fatalities and 92 serious injuries (in 2017-2021). 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 92.4% in 2021, down from 93.4% in 2019 (no statewide observational survey was completed in 2020 due to the coronavirus pandemic). The regional seat belt rate was 85.2% in 2021, up from 78.5% in 2020.

B. To examine the characteristics of the unbelted fatalities and serious injuries. The 2017-2021 5-year average in West Central Minnesota was 7 unbelted fatalities and 19 serious injuries.

C. To continuously decrease the following:
   5-year average (2017-2021) in West Central Region - Baseline Data

<table>
<thead>
<tr>
<th>Contributing Factors:</th>
<th>Alcohol</th>
<th>Speed</th>
<th>Distraction</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fatalities</strong></td>
<td>7</td>
<td>7</td>
<td>1</td>
<td>27</td>
</tr>
<tr>
<td><strong>Fatal Crashes</strong></td>
<td>7</td>
<td>6</td>
<td>1</td>
<td>25</td>
</tr>
<tr>
<td><strong>Serious Injuries</strong></td>
<td>24</td>
<td>24</td>
<td>12</td>
<td>92</td>
</tr>
<tr>
<td><strong>Serious Injury Crashes</strong></td>
<td>19</td>
<td>19</td>
<td>9</td>
<td>75</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Fatalities</th>
<th>Fatal Crashes</th>
<th>Serious Injuries</th>
<th>Serious Injury Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021 Total</td>
<td>36</td>
<td>33</td>
<td>109</td>
<td>80</td>
</tr>
<tr>
<td>2017-2021 Total</td>
<td>135</td>
<td>124</td>
<td>461</td>
<td>360</td>
</tr>
</tbody>
</table>

Region Goal 2- TZD Partnership Goals

To continuously increase TZD awareness and partnerships across West 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)