



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

Contributing Factors:

		Alcohol	Speed	Distraction	Total
<i>Average Annual number of:</i>	Fatalities	7	7	1	27
	Fatal Crashes	7	6	1	25
	Serious Injuries	24	24	12	92
	Serious Injury Crashes	19	19	9	75

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

	Fatalities	Fatal Crashes	Serious Injuries	Serious Injury Crashes
2021 Total	36	33	109	80
2017-2021 Total	135	124	461	360

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)