



MINNESOTA TOWARD **ZERO** DEATHS

TZD 2.0 Update

West Central TZD Regional Workshop

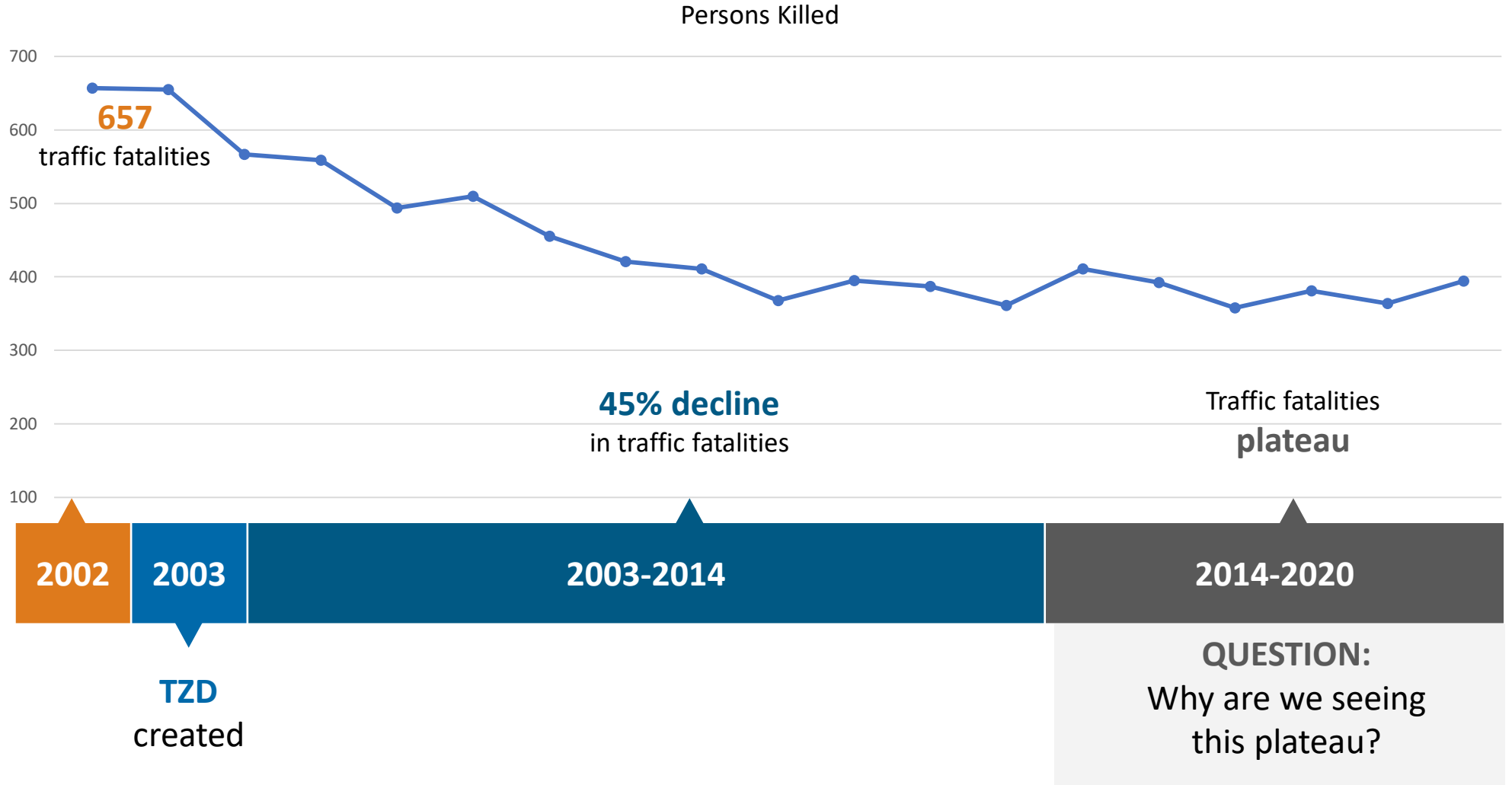
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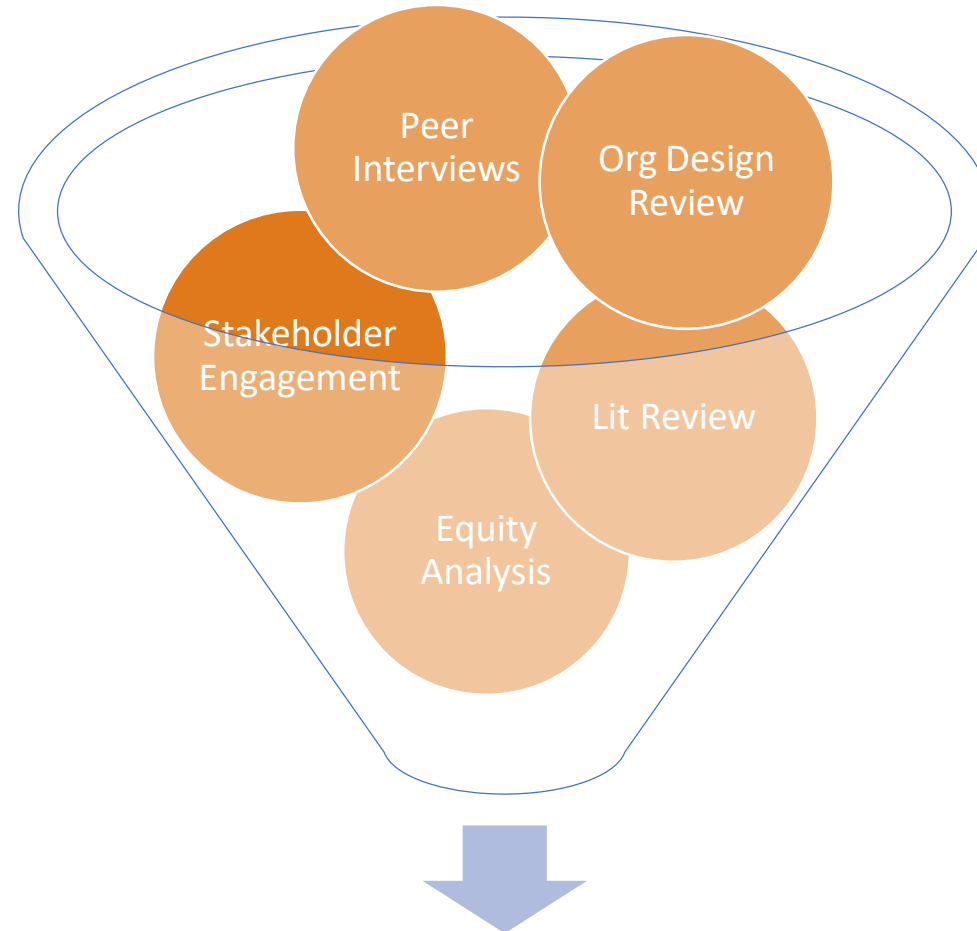


Where We've Been



TZD 2.0

Identifying opportunities areas for TZD



Opportunities for TZD to enhance program structure and operations to increase overall effectiveness

Who's calling?

- Colorado
- Delaware
- Michigan
- North Dakota
- Washington
- Utah

TZD 2.0 Engagement Tactics



**TZD Regional
Workshops**
(292 participants)



**Steering
Committee**
(21 members)



**Existing Stakeholder
Interviews**
(~40 participants)



Statewide Survey
(138 responses)



**New Voices Stakeholder
Interviews**
(~25 participants)

TZD 2.0 - What We Heard

Aspects of TZD to keep and enhance

What's Working

- Cross-agency collaborations
- Multi-disciplinary approach (5 “Es” working together)



Innovative strategies



Opportunities to share ideas and learn from others



Local empowerment, leadership and ownership



Funding opportunities



Effective education and communication materials for current focus



Good tools and resources for partners

TZD 2.0 - What We Heard

Aspects of TZD to address and improve

Key Challenges

- Culture and individual behavior is hard to change
- Lack of public understanding / awareness
- Imbalance between agency influence
- Unclear decision making



Not enough staff support or not the right skillsets in the right place



Lack of diversity and cultural sensitivity



Not enough political support



Climate towards enforcement



Not enough participation or buy-in



Not enough reliance on data in decision making



Need different/better messaging and communication strategies



Funding – difficult to use

TZD 2.0 - Moving to a New State

Structure and operations help TZD focus on what matters



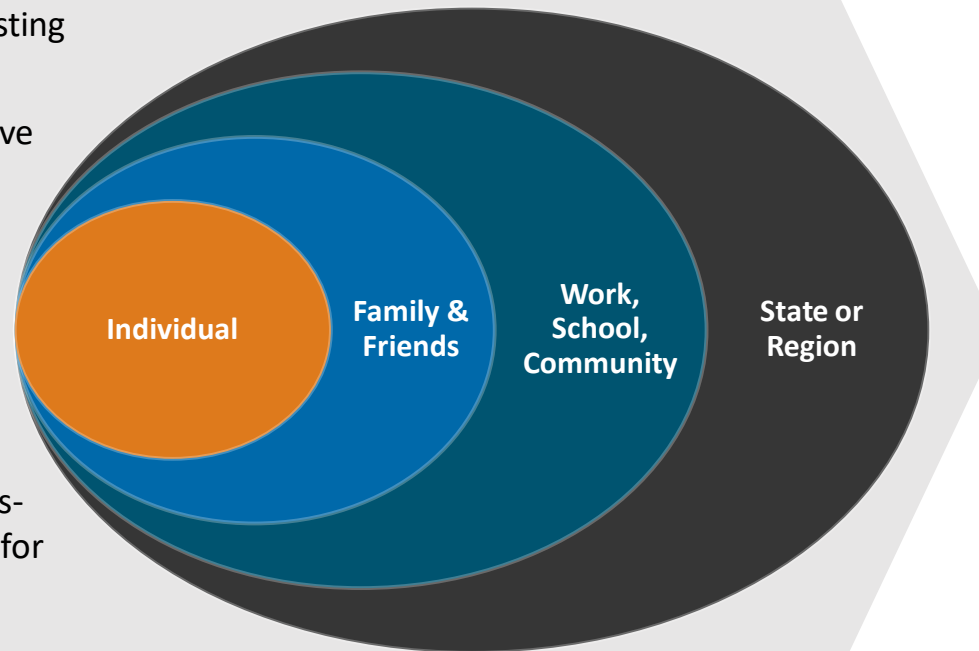
Building a Culture of Traffic Safety

A traffic safety culture is created through Positive Community Norming

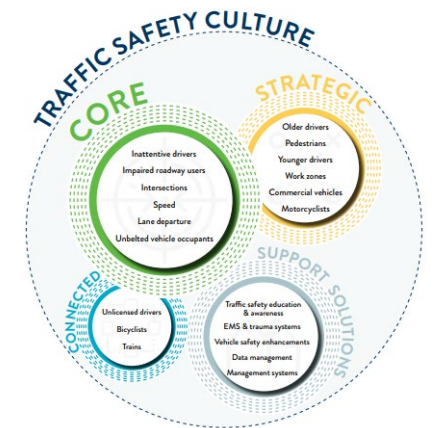
A Social Ecological Approach

Using the environment to create lasting changes to beliefs and behavior

- Uses proven principles of Positive Community Norming
- Founded on the principle that the solutions exist
- Engages community and organizations to help drive individual behavior and beliefs
- Driven by hope from a strengths-based orientation and concern for critical issue
- Part of MN Strategic Highway Safety Plan



True, Lasting Transformation to Traffic Safety Culture



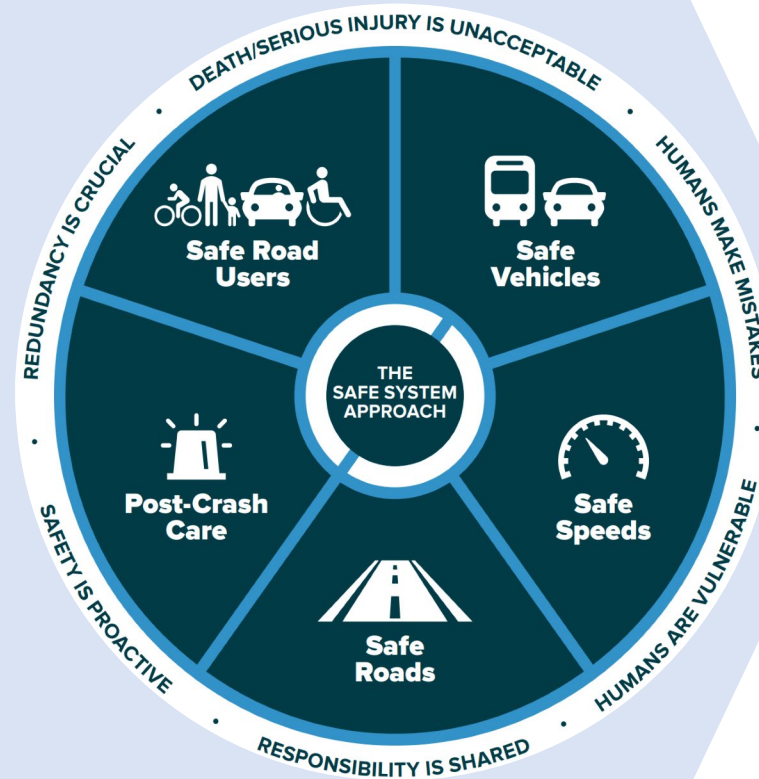
Designing and Operating a Safe System

Safe System provides a safety net when things go wrong

Safe System Approach

Designs and operates traffic systems and structures to protect against human mistakes and injury tolerances and avoid death and serious injuries

Focus of Federal Highway Administration Approach



“Safety net” to protect people when mistakes happen/they make poor choices

Consultant Implementation Recommendations Summary

1. Secure partnership commitments with new agencies
2. Hire an Executive Director
3. Hire statewide staff to support the regions
4. Determine where to house TZD staff
5. Secure additional State funding for TZD
 - Ongoing flexible State funding for TZD
 - One-time, near-term infusion of State funding to speed up culture building focus

TZD Funding Needs

TZD regional coordinators assembling list of regional funding needs

What does TZD need funding for to be successful?

- Regional initiatives/programs/supplies
(Support for local agencies, coalitions and grantees)
- Education, outreach and messaging
- Federal funding match

Process to Implementation

Change will take time

Championing a final set of recommendations:

- Location for new TZD staff needs further discussion
- Legislation being considered for a Traffic Safety Advisory Council that would more formally involve partners in guiding TZD program
- Draft legislation includes annual state funding request

Process to Implementation

Change will take time

- Are we ready for major changes to TZD, or do we want tweaks around the edges?
 - We are a leader in TZD nationwide. Others will be looking to us to help define a path forward.
- Opportunity for most transformational change in traffic safety is with bigger changes to TZD
- Pushing for the larger change will require intentional change management—not everyone will love it right away

What's Next?