

Why are we talking about Traffic Safety Culture & Safe System?



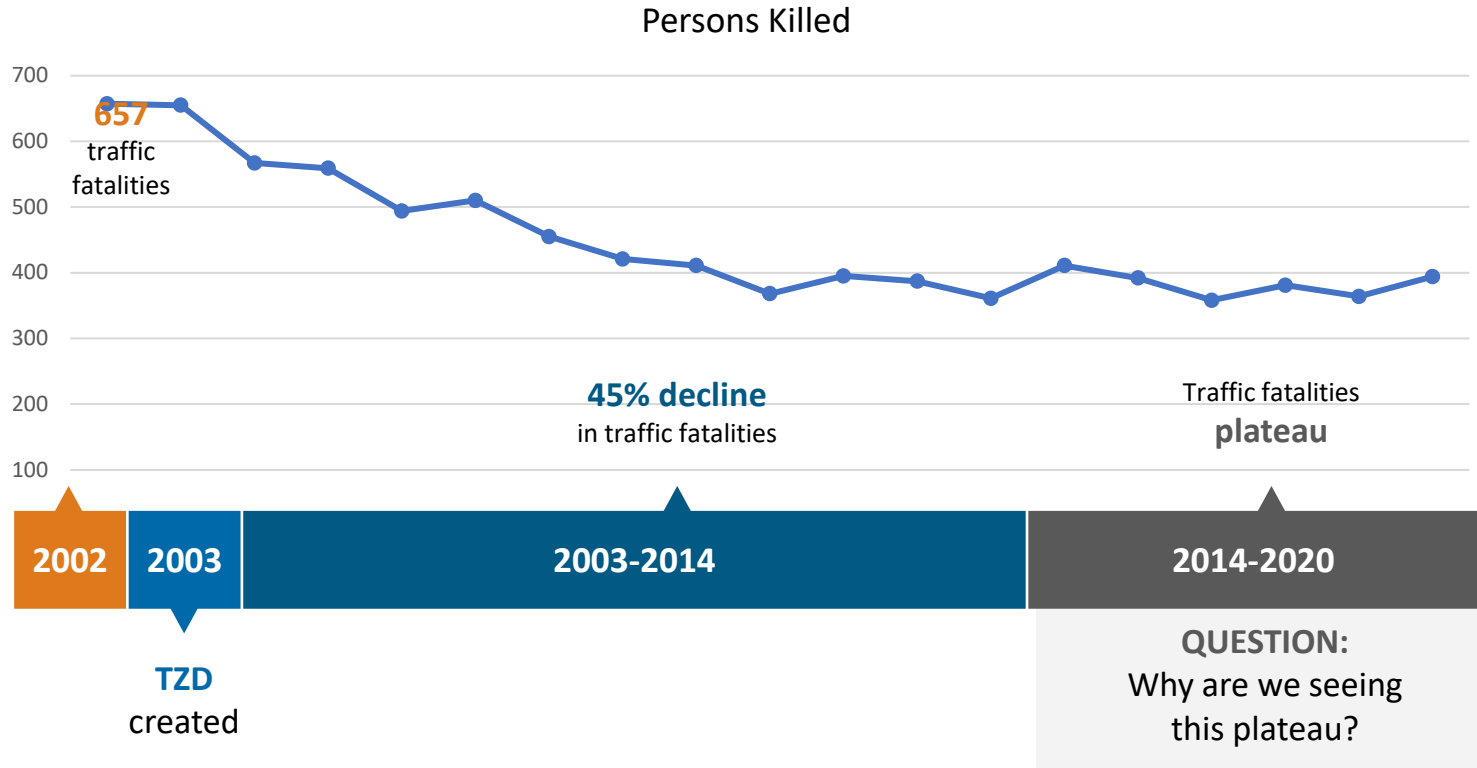
*Kristine Hernandez, State TZD program coordinator &
TZD 2.0 project manager*

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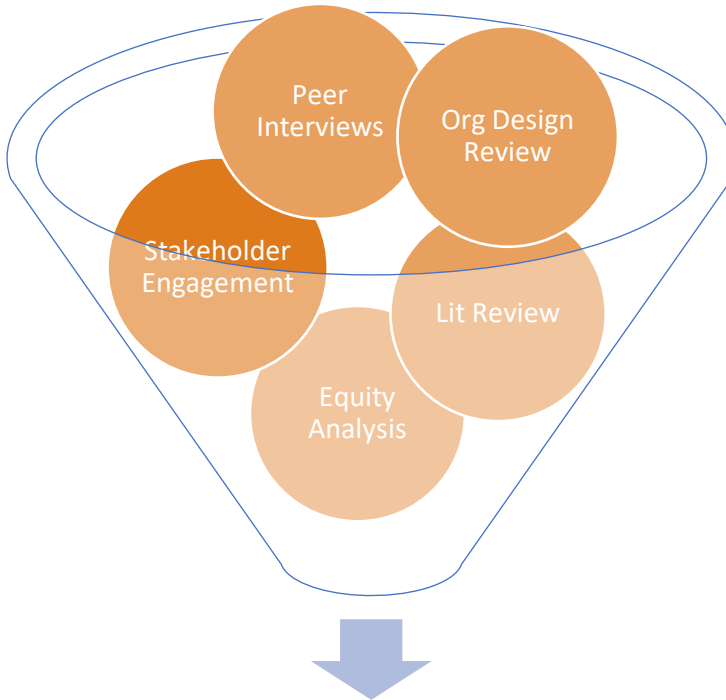
*Kristine Hernandez, Minnesota TZD program coordinator
& TZD 2.0 project manager*

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
- South Dakota
- Washington
- Utah

Are we ready for major changes to TZD, or do we want tweaks around the edges?

**The Way We Were
ENDING**

People adjust to
letting
go of the way things
were

We are a leader in TZD nationwide. Others will be looking to us to help define a path forward.

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



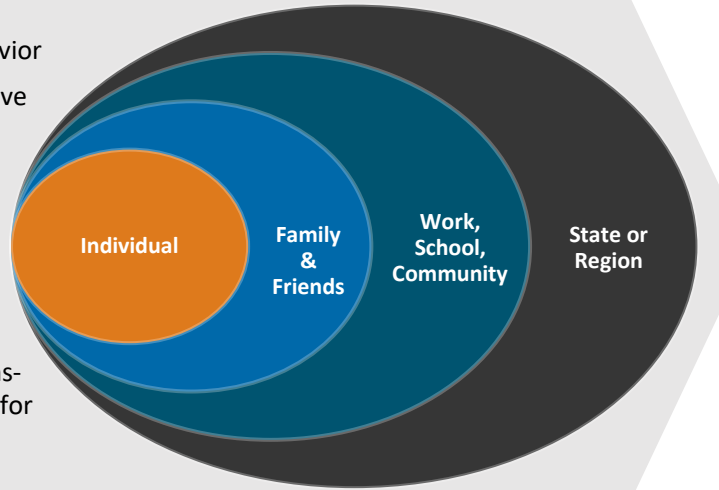
Building a Culture of Traffic Safety

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

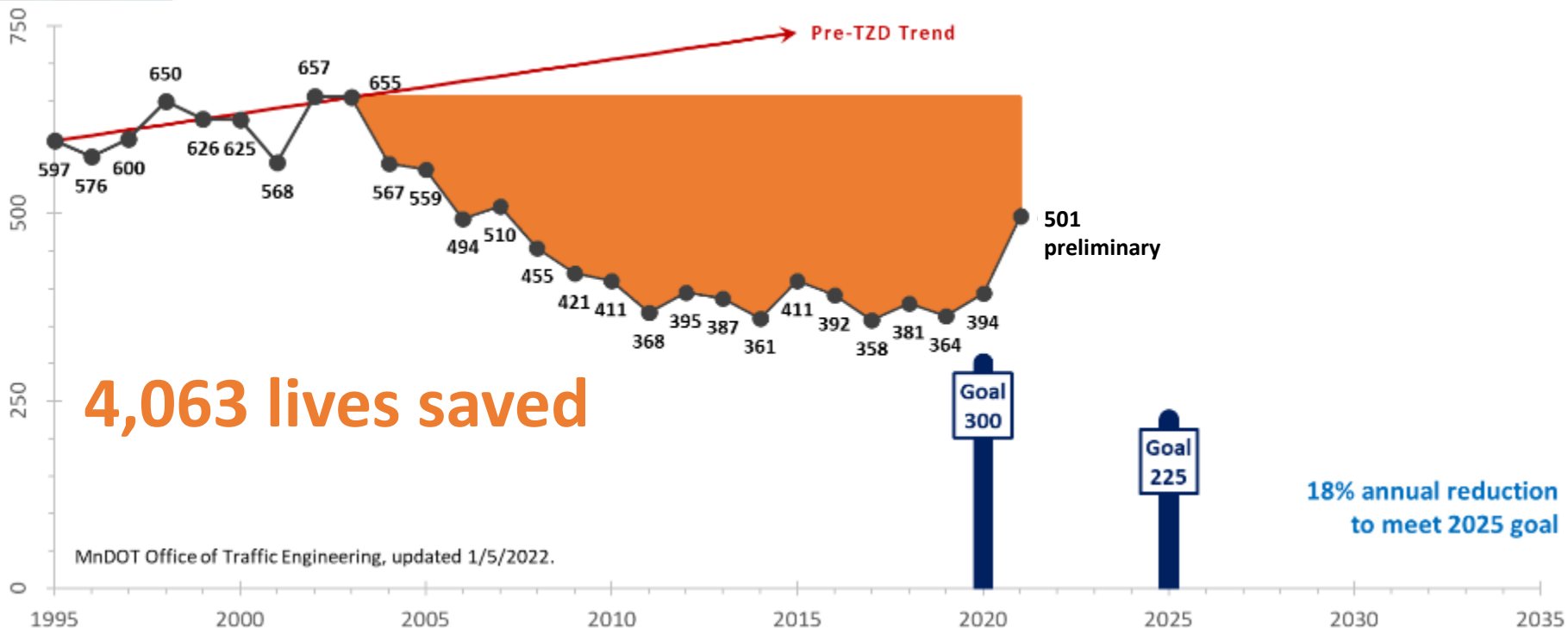
- Uses proven principles of Positive Community Norming
- Founded on the principle that the solutions exist
- Engages community and organizations to help drive individual behavior and beliefs
- Driven by hope from a strengths-based orientation and concern for critical issue
- Part of MN Strategic Highway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



True, Lasting Transformation to Traffic Safety Culture



Traffic Fatalities



4,063 lives saved

18% annual reduction to meet 2025 goal

MnDOT Office of Traffic Engineering, updated 1/5/2022.

TOWARD
ZERO
DEATHS

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 OR 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. Where to house TZD staff?
5. *And...*

	Staffing
	Role Clarity & Decision Rights
	Equity

Why does TZD need funding to be successful?

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 regional coordinators assembling list of **regional funding needs**
 - Initiatives/programs/supplies
(Support for local agencies, coalitions & grantees)
 - Education, outreach and messaging
 - Federal funding match



Process to Implementation

Change will take time



Role Clarity &
Decision Rights

Championing 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

Process to Implementation

Change will take time

- 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?



Corridor Access Management



Dedicated Left- and Right-Turn Lanes at Intersections

We are in this together for our communities, families and friends.