TZD 2.0 Update
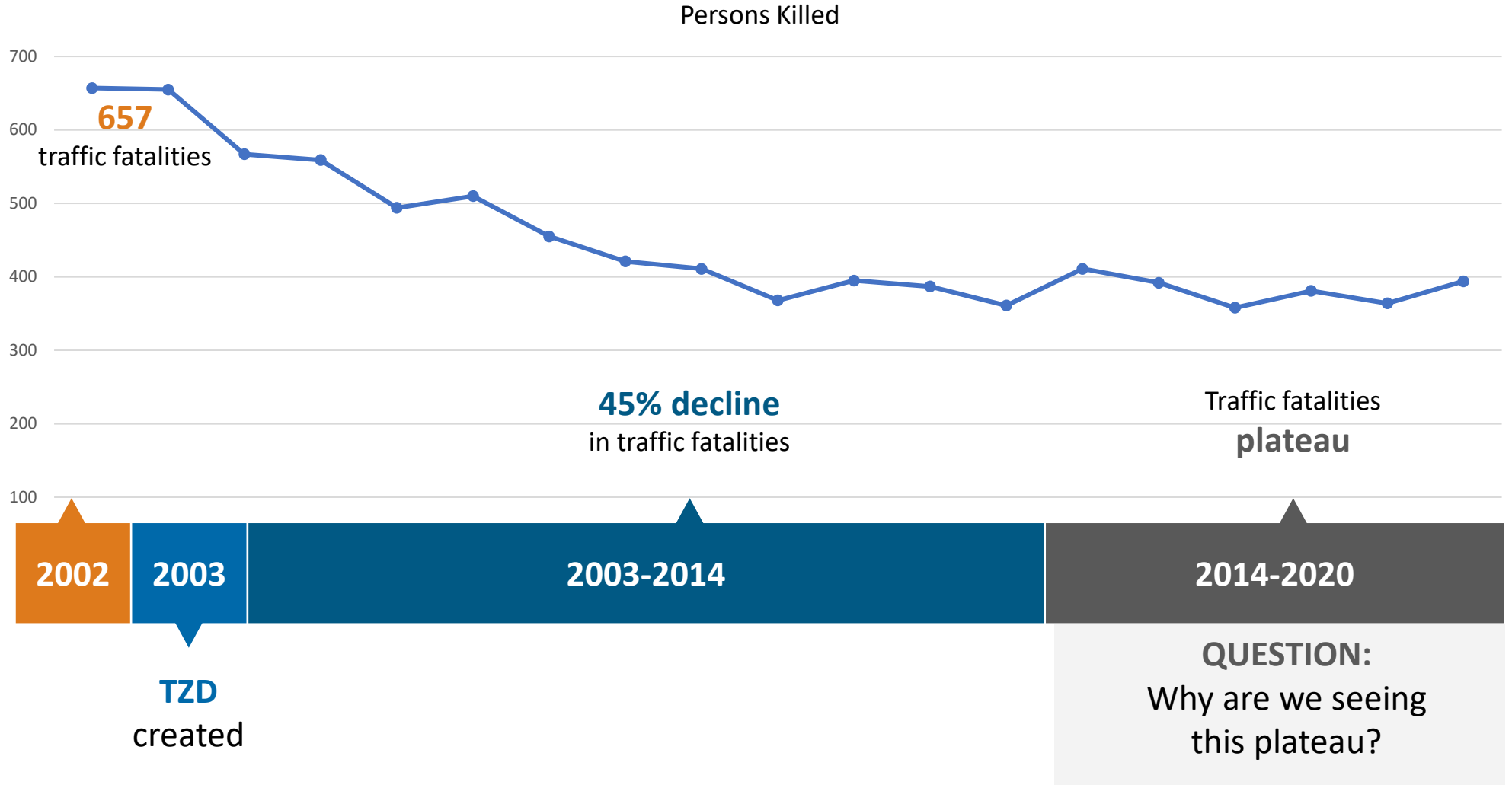
2022 TZD Regional Workshops

Kristine Hernandez

State TZD Program Coordinator & TZD 2.0 Project Manager

Who's calling?

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

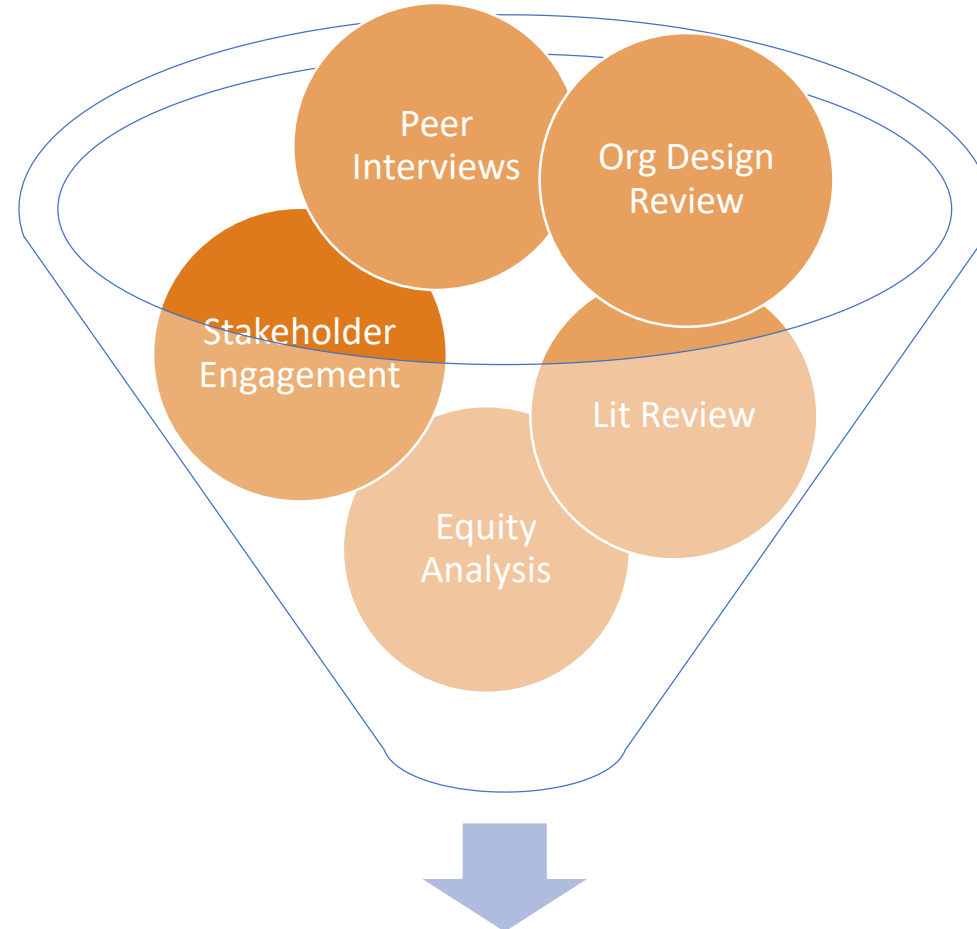*Are we ready for major changes to TZD, or do we want tweaks around the edges?*

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.

TOWARD ZERO DEATHS

TZD 2.0
TZD 2.0 Engagement Tactics & Opportunties

Peer Interviews

Org Design Review

Stakeholder Engagement

Lit Review

Equity Analysis

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

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

TOWARD ZERO DEATHS

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

TOWARD ZERO DEATHS

TZD 2.0 - Moving to a New State
Structure and operations help TZD focus on what matters

WHAT

Traffic Safety Culture

Make the safe choice the norm

Safe System

Create a safety net to protect people when things go wrong

HOW

Organizational Operations
Improve ways of working to increase effectiveness

Organizational Structure
Revise organizational structure to leverage needed expertise

TOWARD ZERO DEATHS

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
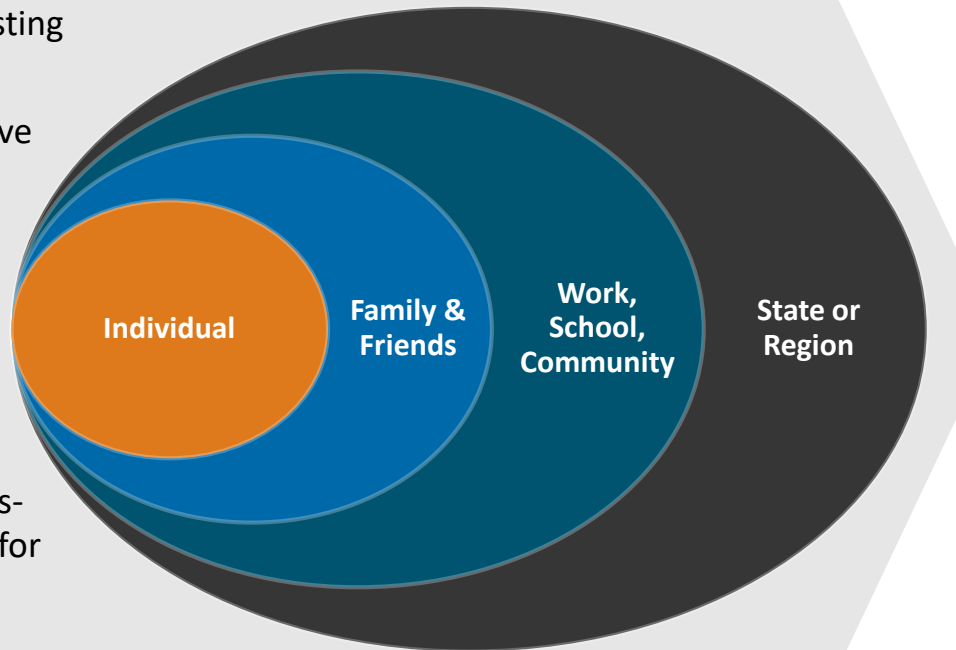
True, Lasting Transformation to Traffic Safety Culture

TOWARD ZERO DEATHS
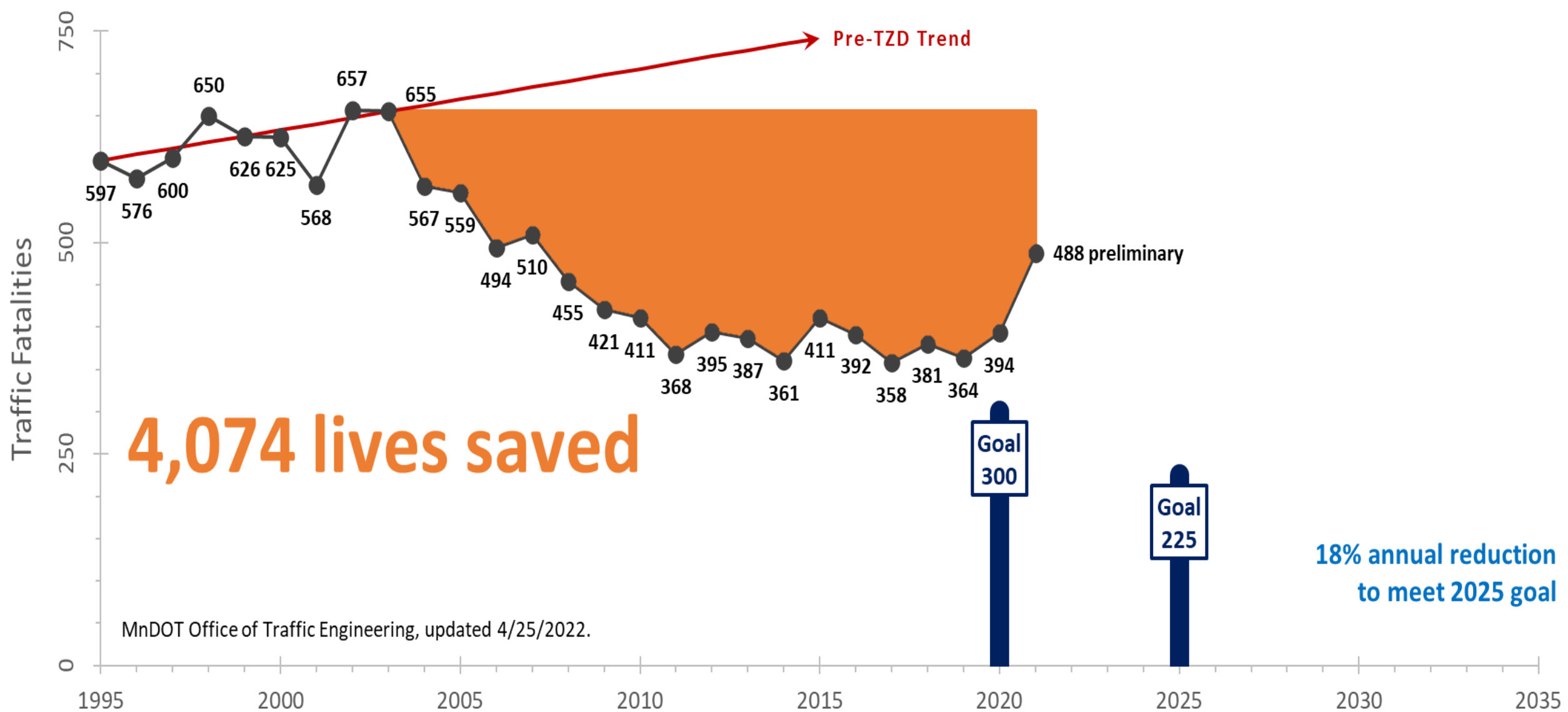
An example of positive social norming to enhance Traffic Safety Culture change!
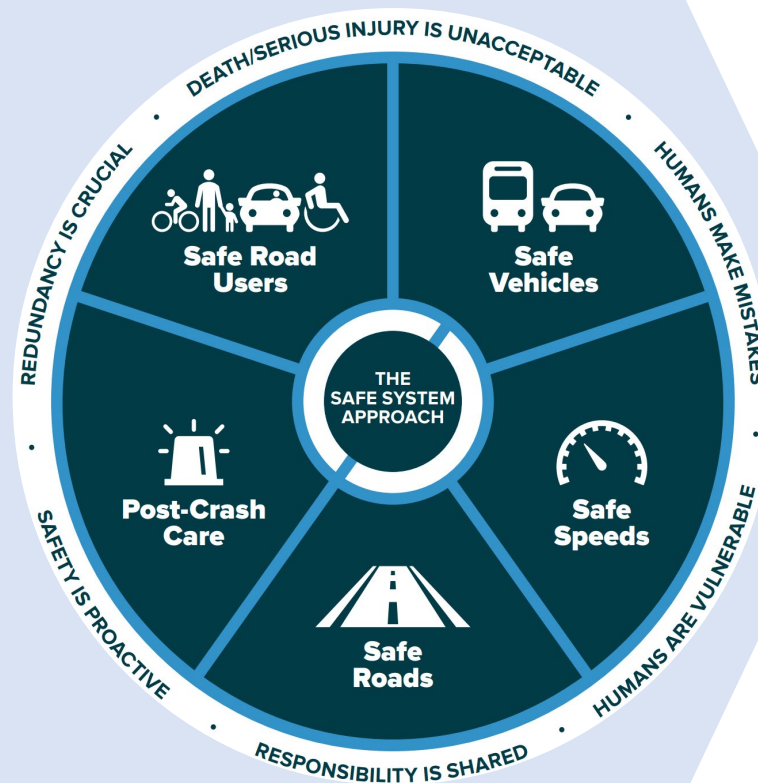
Designing and Operating a Safe System
Safe System provides a safety net when things go wrong

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

DEATH/SERIOUS INJURY IS UNACCEPTABLE · **HUMANS MAKE MISTAKES** · **HUMANS ARE VULNERABLE** · **RESPONSIBILITY IS SHARED** · **SAFETY IS PROACTIVE** · **REDUNDANCY IS CRUCIAL**

THE SAFE SYSTEM APPROACH

Safe Road Users · Safe Vehicles · Safe Speeds · Safe Roads · Post-Crash Care

"Safety net" to protect people when mistakes happen OR they make poor choices

TOWARD ZERO DEATHS

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

Funding

Process to Implementation
Change will take time

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

TOWARD ZERO DEATHS

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

WHO HATES SPEEDING TICKETS? RAISE YOUR RIGHT FOOT

TOWARD ZERO DEATHS

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.

TOWARD ZERO DEATHS