

Wrap up

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Year-to-Date Traffic-Related Deaths

As of April 21, 2022, there were **82** traffic-related deaths on Minnesota roads, compared to **103** deaths at this time last year.



Traffic Safety Culture Resources

Leverage Existing Values

Most respondents think speeding is wrong, but automated enforcement is often rejected because of the belief it is intended solely as an income generation strategy for enforcement agencies

The Traffic Safety Culture approach can work within an existing value and build support for enforcement efforts.

The Speed Lottery dispels that belief and is consistent with the value that speeding is wrong
Speed Lottery was introduced in Sweden

<https://www.youtube.com/watch?v=iynzHWwJXaA>

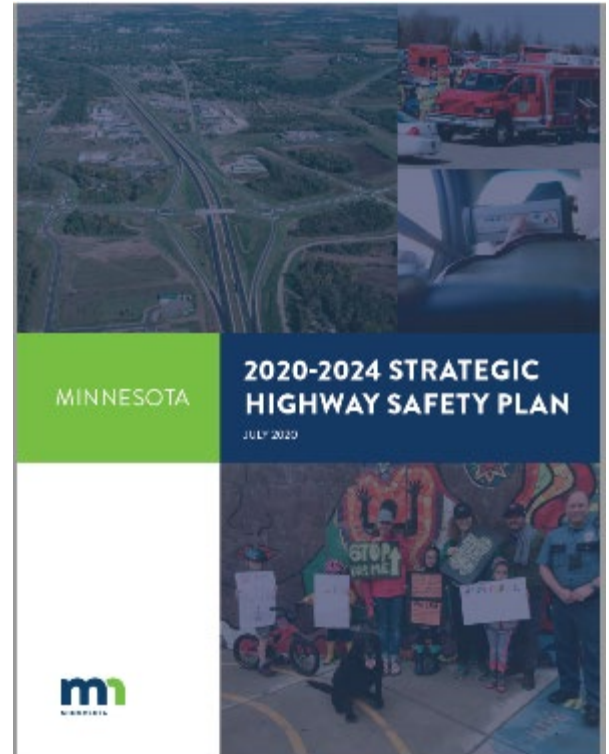


Solar-Powered Bike Lanes



SHSP STATE ACTION TEAMS

- Speed
- Older driver
- Younger Driver
- Seat Belt



New TZD Equipment



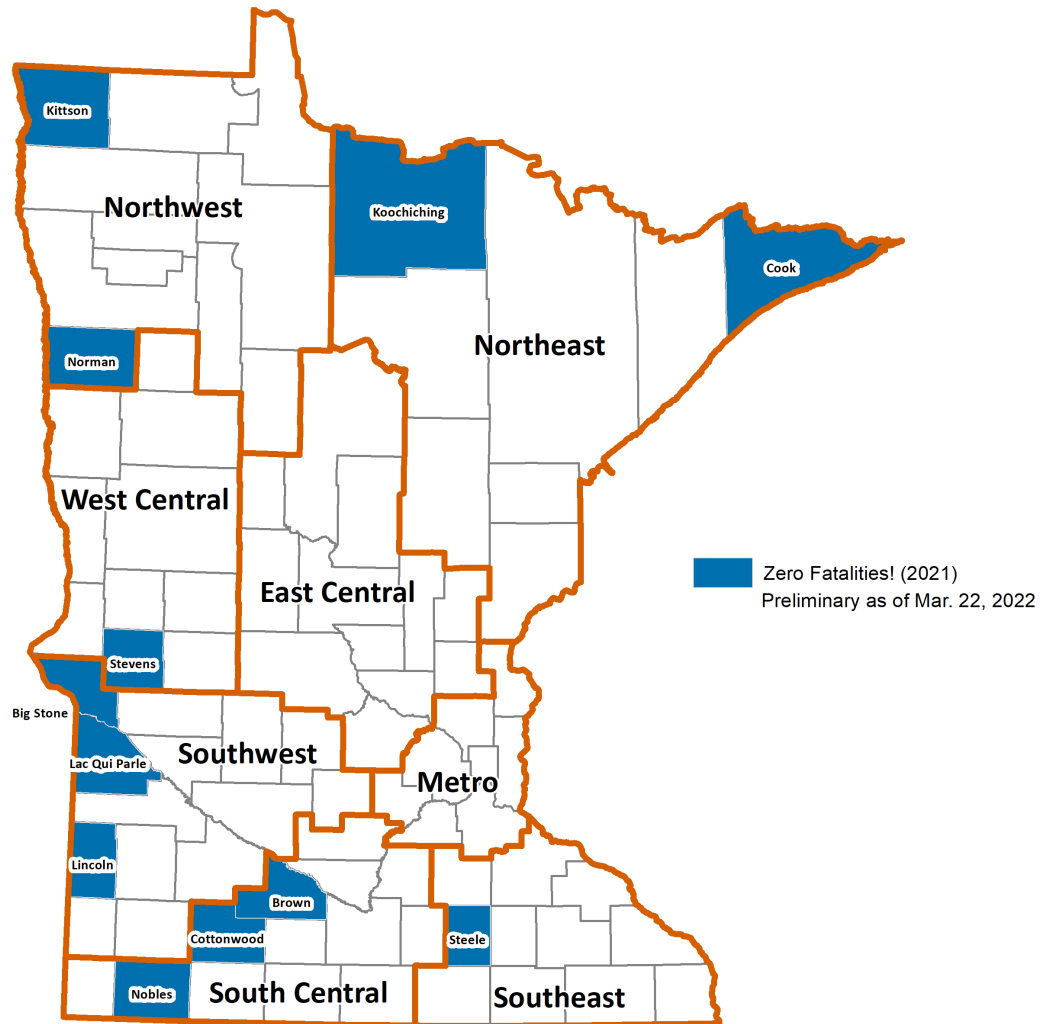
Drowsy driving education



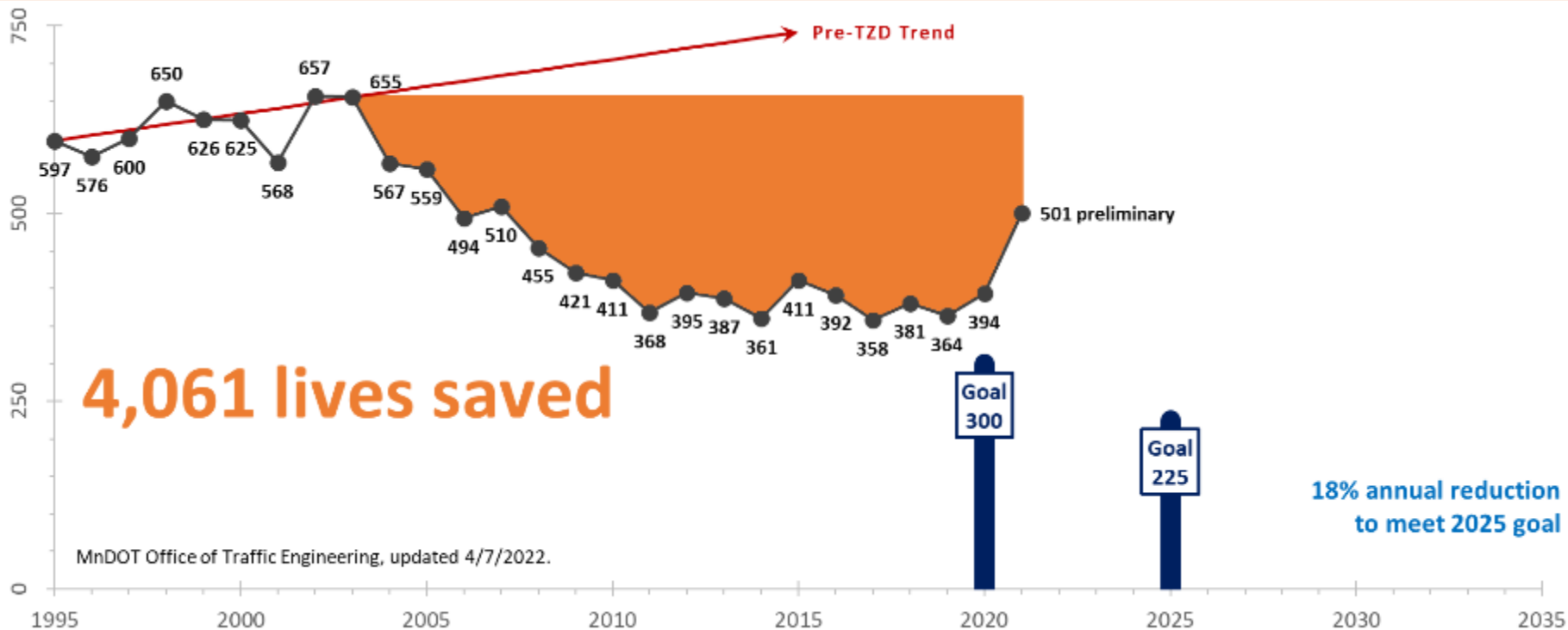
TZD Goal for 2025:

- 225 or fewer traffic-related deaths
- 850 or fewer traffic-related serious injuries



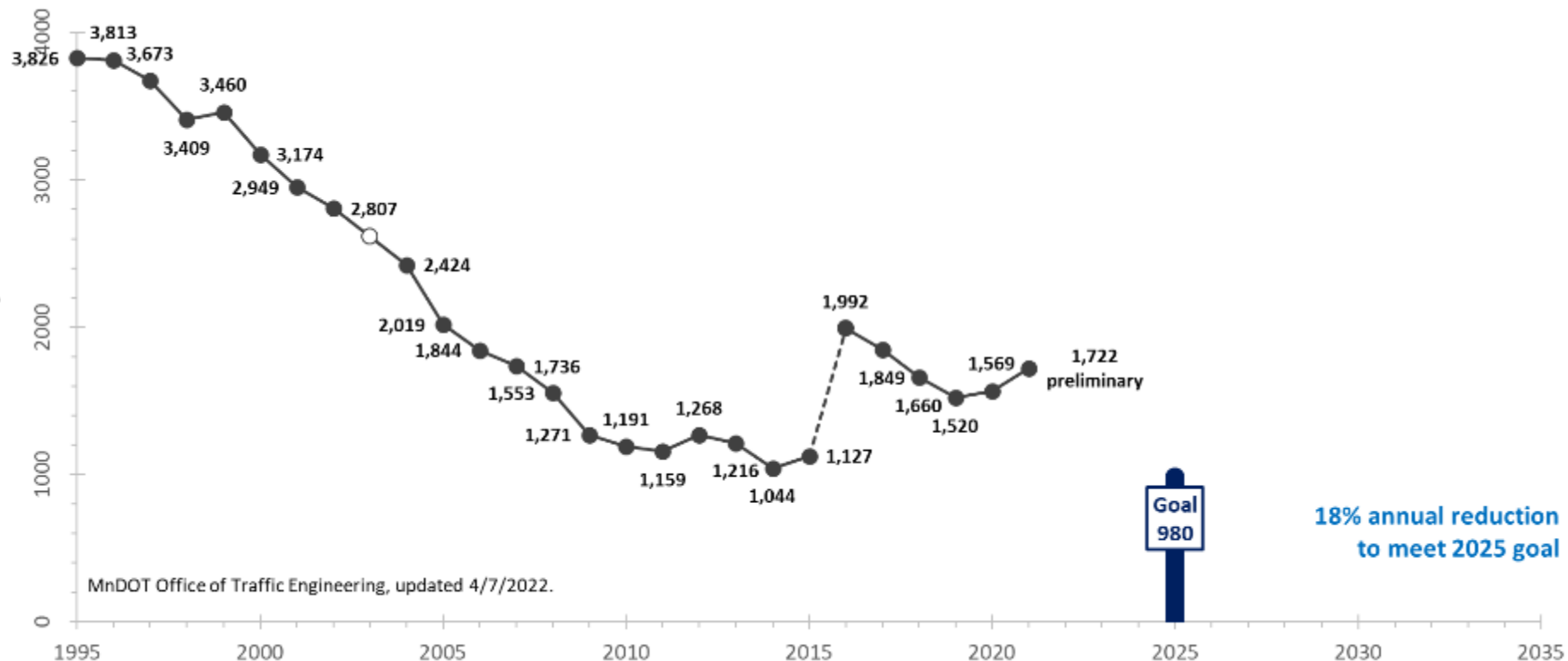


Traffic Fatalities



TOWARD
ZERO
DEATHS

Serious injuries



18% annual reduction
to meet 2025 goal

**TOWARD
ZERO
DEATHS**

Can We Get to Zero?

Zero is attainable — but it will take all of us working together to get there!



Toward Zero Deaths Statewide Conference



October 12-13, 2022 – St. Cloud

www.minnesotatzd.org

QR CODE for Evaluation



Please complete the evaluation survey.



Thank you and drive safe!