2021-2022
Southeast Minnesota Toward Zero Deaths
Annual Report

Southeast Minnesota Toward Zero Deaths

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Toward Zero Deaths
Regional Coordinator,
Southeast Region
October 2022
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Mission
To create a culture for which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement and emergency medical and trauma services. These efforts will be driven by data, best practices and research.

Values
- Continuous improvements
- Engage partners
- Evidence-based approaches

The Southeast Minnesota Toward Zero Deaths program began in 2005. The counties involved include: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha and Winona.

Southeast Minnesota Fatalities and Serious Injuries by County (2017-2021*)

*Preliminary Data
The leading type of crash resulting in deaths and severe injuries include:
- Careless/Reckless Driving
- Failure to Yield

The Southeast Minnesota Toward Zero Deaths program is led by a Steering Committee comprised of the "4 Es:"
- Enforcement
- Engineering
- Education
- EMS/Emergency Medical & Trauma Services

Southeast Minnesota TZD Leadership Contacts

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www.minnesotatzd.org
Mission
To move southeast Minnesota toward zero deaths on our roads using education, enforcement, engineering, and emergency medical and trauma services.

Goal 1 – Reduce TZD Fatality and Serious Injuries
To continuously decrease traffic-related fatalities and serious injuries in southeast Minnesota from the past 5-year averages of 42 fatalities and 162 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 seat belt 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 compliance rate in southeast Minnesota was 87.7% in 2021, up slightly from 87.4% in 2020. As a region, our long-term goal is to achieve a 100% usage rate. Our short-term goal is to see a continuous increase in the usage rate each year.

B. To examine the characteristics of the unbelted fatalities and serious injuries. The 2017-2021 5-year average in Southeast Minnesota was 10 unbelted fatalities and 24 serious injuries.

C. To continuously decrease the following:

5-year averages (2017-2021) in the southeast region (preliminary data)

<table>
<thead>
<tr>
<th>Average Annual number of:</th>
<th>Alcohol</th>
<th>Speed</th>
<th>Distraction</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatalities</td>
<td>9</td>
<td>8</td>
<td>3</td>
<td>42</td>
</tr>
<tr>
<td>Fatal Crashes</td>
<td>9</td>
<td>8</td>
<td>3</td>
<td>38</td>
</tr>
<tr>
<td>Serious Injuries</td>
<td>35</td>
<td>35</td>
<td>12</td>
<td>162</td>
</tr>
<tr>
<td>Serious Injury Crashes</td>
<td>28</td>
<td>29</td>
<td>11</td>
<td>134</td>
</tr>
</tbody>
</table>

Note: a crash may have more than one of the above listed or additional contributing factors.
Southeast Minnesota Toward Zero Deaths Regional Strategic Plan

Total Southeast Minnesota Region (2021 data preliminary)

<table>
<thead>
<tr>
<th></th>
<th>Fatalities</th>
<th>Fatal Crashes</th>
<th>Serious Injuries</th>
<th>Serious Injury Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021 Total</td>
<td>37</td>
<td>36</td>
<td>146</td>
<td>126</td>
</tr>
<tr>
<td>2017-2021 Total</td>
<td>211</td>
<td>190</td>
<td>811</td>
<td>669</td>
</tr>
</tbody>
</table>

Region Goal 2 – TZD Partnership Goals
To continuously increase TZD awareness and partnerships across southeast 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, web, calendar, statistics, workshop, orientation

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, seat belt observational survey and omnibus survey, media messaging and media events, news releases regarding activities woven into existing messages, worksite education and policy development, parent component to driver education, sober cab development, youth enforcement and education
Goal 1 – Reduce Fatal and Serious Injuries

Regional Steering Committee

Background: In 2006, the southeast Minnesota Toward Zero Deaths Steering Committee developed the traffic safety mission and goals for the region to move toward zero deaths for traffic-related crashes.

Problem Statement: In 2006, there were 494 deaths on Minnesota roadways and 69 of these deaths occurred on southeast Minnesota roadways – an unacceptable number. Southeast Minnesota TZD includes partners from the 11-county area (Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, and Winona) who work together to create initiatives and programs to reduce traffic fatalities.

A regional strategic plan was developed to identify goals and strategies required to achieve the mission. The data is reviewed yearly to ensure that the region continues to work to accomplish outreach and education goals that will help attain the overall fatality reduction goal.

Mission: To move southeast Minnesota toward zero deaths on our roads using education, enforcement, engineering, emergency medical and trauma services, and everyone else.

Goal 1 – Reduce Fatal and Serious Injuries

To continuously decrease traffic-related fatalities and serious injuries in southeast Minnesota from the past 5-year average (2017-2021) of 42 fatalities and 162 serious injuries. Note: New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.

<table>
<thead>
<tr>
<th>Southeast TZD 6-Year Fatality Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>County</td>
</tr>
<tr>
<td>Dodge</td>
</tr>
<tr>
<td>Fillmore</td>
</tr>
<tr>
<td>Freeborn</td>
</tr>
<tr>
<td>Goodhue</td>
</tr>
<tr>
<td>Houston</td>
</tr>
<tr>
<td>Mower</td>
</tr>
<tr>
<td>Olmsted</td>
</tr>
<tr>
<td>Rice</td>
</tr>
<tr>
<td>Steele</td>
</tr>
<tr>
<td>Wabasha</td>
</tr>
<tr>
<td>Winona</td>
</tr>
<tr>
<td>Total</td>
</tr>
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*2021 Data are Preliminary

<table>
<thead>
<tr>
<th>Southeast TZD 6-Year Suspected Serious Injury Comparison</th>
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<tr>
<td>County</td>
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<td>Fillmore</td>
</tr>
<tr>
<td>Freeborn</td>
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<td>Goodhue</td>
</tr>
<tr>
<td>Houston</td>
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<td>Olmsted</td>
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<tr>
<td>Rice</td>
</tr>
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<td>Steele</td>
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<tr>
<td>Wabasha</td>
</tr>
<tr>
<td>Winona</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

*2021 Data are Preliminary
Regional Fatal and Serious Injury Crash Trends

<table>
<thead>
<tr>
<th>Year</th>
<th>K Crashes</th>
<th>Fatalities</th>
<th>A Crashes</th>
<th>Serious Injuries</th>
</tr>
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<tbody>
<tr>
<td>2017</td>
<td>32</td>
<td>139</td>
<td>158</td>
<td>139</td>
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<tr>
<td>2018</td>
<td>34</td>
<td>141</td>
<td>141</td>
<td>141</td>
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<tr>
<td>2019</td>
<td>37</td>
<td>149</td>
<td>149</td>
<td>149</td>
</tr>
<tr>
<td>2020</td>
<td>41</td>
<td>46</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>2021</td>
<td>36</td>
<td>36</td>
<td>36</td>
<td>36</td>
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</table>

Southeast TZD Region
2017 to 2021 (preliminary) fatal and serious injury crashes on all public roads

General Traffic Safety Trends

<table>
<thead>
<tr>
<th>Metric</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>5-Year Trend</th>
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<tbody>
<tr>
<td>CRASHES</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>K Crashes</td>
<td>32</td>
<td>37</td>
<td>39</td>
<td>46</td>
<td>36</td>
<td>Increasing</td>
</tr>
<tr>
<td>A Crashes</td>
<td>139</td>
<td>141</td>
<td>129</td>
<td>134</td>
<td>126</td>
<td>Decreasing*</td>
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<tr>
<td>K+A Crashes</td>
<td>171</td>
<td>178</td>
<td>168</td>
<td>180</td>
<td>162</td>
<td>Decreasing</td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>41</td>
<td>49</td>
<td>50</td>
<td>37</td>
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</tr>
<tr>
<td>Pedestrian</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>Increasing*</td>
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<tr>
<td>Bicyclist</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>Decreasing</td>
</tr>
<tr>
<td>Motorcyclist</td>
<td>7</td>
<td>8</td>
<td>5</td>
<td>5</td>
<td>7</td>
<td>Decreasing</td>
</tr>
<tr>
<td>Unbelted</td>
<td>7</td>
<td>11</td>
<td>10</td>
<td>18</td>
<td>6</td>
<td>Increasing</td>
</tr>
<tr>
<td>Total</td>
<td>158</td>
<td>187</td>
<td>158</td>
<td>162</td>
<td>146</td>
<td>Decreasing</td>
</tr>
<tr>
<td>Pedestrian</td>
<td>14</td>
<td>8</td>
<td>13</td>
<td>13</td>
<td>11</td>
<td>Decreasing</td>
</tr>
<tr>
<td>Bicyclist</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>Decreasing</td>
</tr>
<tr>
<td>Motorcyclist</td>
<td>31</td>
<td>28</td>
<td>25</td>
<td>35</td>
<td>33</td>
<td>Increasing</td>
</tr>
<tr>
<td>Unbelted</td>
<td>17</td>
<td>37</td>
<td>16</td>
<td>31</td>
<td>21</td>
<td>Increasing</td>
</tr>
</tbody>
</table>

*Decreasing indicates a decrease of 10% or more.
Southeast Regional Summary
Fatal and Serious Injury Crashes, 2017-2021*

* 2021 data is preliminary as of March 22, 2022

The prevalence of each Strategic Highway Safety Plan focus area is based on the percent of fatal and serious injury crashes. The size of the words or phrases represent this prevalence.

Regional Focus Areas

Motorcycle
Older Driver
Head On
Run-off-Road
Intersection
Impairment
Unlicensed
Speed
Inattention
Pedestrian
Younger Driver
Commercial Vehicle
Unbelted

2017-2021, fatal and serious injury crashes in Southeast TZO Region

Southeast Traffic Fatalities

PROGRESSION TO 2025

2011  39  49  48  46  41  49  37  26

2013  39  49  48  46  41  49  37  26

2015  41  39  49  48  46  41  49  37  26

2017  41  39  49  48  46  41  49  37  26

2019  41  39  49  48  46  41  49  37  26

2021  41  39  49  48  46  41  49  37  26

2023  41  39  49  48  46  41  49  37  26

2025  41  39  49  48  46  41  49  37  26

9
### Fatal and Serious Injury Crashes by Strategic Highway Safety Plan (SHSP) Focus Areas

**NOTE:** number of crashes not people killed or seriously injured

<table>
<thead>
<tr>
<th>SHSP Focus Area</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>5-Year Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impairment</td>
<td>46</td>
<td>46</td>
<td>42</td>
<td>45</td>
<td>37</td>
<td>Decreasing*</td>
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<tr>
<td>Speed</td>
<td>30</td>
<td>35</td>
<td>43</td>
<td>46</td>
<td>30</td>
<td>Increasing</td>
</tr>
<tr>
<td>Unbelted</td>
<td>23</td>
<td>42</td>
<td>24</td>
<td>42</td>
<td>25</td>
<td>Increasing</td>
</tr>
<tr>
<td>Inattention</td>
<td>18</td>
<td>16</td>
<td>12</td>
<td>15</td>
<td>7</td>
<td>Decreasing*</td>
</tr>
<tr>
<td>Comm. Vehicle</td>
<td>18</td>
<td>21</td>
<td>22</td>
<td>19</td>
<td>21</td>
<td>Increasing</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>35</td>
<td>31</td>
<td>29</td>
<td>36</td>
<td>38</td>
<td>Increasing</td>
</tr>
<tr>
<td>Pedestrian</td>
<td>18</td>
<td>12</td>
<td>18</td>
<td>16</td>
<td>15</td>
<td>Decreasing</td>
</tr>
<tr>
<td>Bicyclist</td>
<td>5</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>No Change</td>
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<tr>
<td>Unlicensed</td>
<td>21</td>
<td>28</td>
<td>33</td>
<td>44</td>
<td>38</td>
<td>Increasing*</td>
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<tr>
<td>Younger Driver</td>
<td>27</td>
<td>34</td>
<td>29</td>
<td>25</td>
<td>24</td>
<td>Decreasing</td>
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<tr>
<td>Older Driver</td>
<td>36</td>
<td>32</td>
<td>42</td>
<td>38</td>
<td>38</td>
<td>Increasing</td>
</tr>
<tr>
<td>Intersection</td>
<td>78</td>
<td>86</td>
<td>75</td>
<td>75</td>
<td>74</td>
<td>Decreasing</td>
</tr>
<tr>
<td>Run-off-Road</td>
<td>68</td>
<td>68</td>
<td>56</td>
<td>70</td>
<td>59</td>
<td>Decreasing</td>
</tr>
<tr>
<td>Head-on</td>
<td>18</td>
<td>18</td>
<td>24</td>
<td>22</td>
<td>18</td>
<td>Increasing</td>
</tr>
<tr>
<td>Train</td>
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<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
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<tr>
<td>Work Zone</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>Increasing</td>
</tr>
</tbody>
</table>

* A 5-Year Trend with an asterisk implies a significant change (alpha=0.10): trends without an asterisk do not have enough data to rule out zero change (i.e. no change).

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### 2017-2021 Fatalities, Serious Injuries, and Motor Vehicle Miles Traveled Rates by County

**Southeast TZD Counties: 2017-2021 Fatality Rate (per 100MVM)

<table>
<thead>
<tr>
<th>County</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wabasha</td>
<td>1.46</td>
</tr>
<tr>
<td>Dodge</td>
<td>1.39</td>
</tr>
<tr>
<td>Fillmore</td>
<td>1.20</td>
</tr>
<tr>
<td>Houston</td>
<td>1.15</td>
</tr>
<tr>
<td>Goodhue</td>
<td>0.82</td>
</tr>
<tr>
<td>Winona</td>
<td>0.67</td>
</tr>
<tr>
<td>Olmsted</td>
<td>0.64</td>
</tr>
<tr>
<td>Rice</td>
<td>0.64</td>
</tr>
<tr>
<td>Mower</td>
<td>0.54</td>
</tr>
<tr>
<td>Freeborn</td>
<td>0.42</td>
</tr>
<tr>
<td>Steele</td>
<td>0.38</td>
</tr>
</tbody>
</table>

Regional Rate = 0.71

**Southeast TZD Counties: 2017-2021 Fatalities + Serious Injuries Rate (per 100MVM)

<table>
<thead>
<tr>
<th>County</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wabasha</td>
<td>4.93</td>
</tr>
<tr>
<td>Fillmore</td>
<td>4.46</td>
</tr>
<tr>
<td>Dodge</td>
<td>4.43</td>
</tr>
<tr>
<td>Rice</td>
<td>3.85</td>
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<td>Olmsted</td>
<td>3.59</td>
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<tr>
<td>Mower</td>
<td>3.51</td>
</tr>
<tr>
<td>Goodhue</td>
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<tr>
<td>Houston</td>
<td>3.14</td>
</tr>
<tr>
<td>Freeborn</td>
<td>3.07</td>
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<tr>
<td>Winona</td>
<td>2.69</td>
</tr>
<tr>
<td>Steele</td>
<td>2.49</td>
</tr>
</tbody>
</table>

Regional Rate = 3.45
The chart above shows trends in fatalities from 2011 to 2019 within the Southeast TZD Region. The green bars show the necessary progress required to meet our target goal of no more than 225 fatalities statewide in 2025. Statewide, this translates into 23 fewer traffic fatalities every year. The regional numbers are scaled based on the number of fatalities within the TZD Region from 2016-2018.

Although statewide fatal and serious injury crashes were elevated in 2021, the southeast region saw a large decrease. This put the region on track to reach the 2025 goal of 26 or fewer fatalities. As of September 30, 2022, the region has seen an increase, but remains on track to reach the goal. See the 2016-2022 year-to-date fatality comparison for Southeast below.
Successes:

- The Southeast Minnesota TZD program aims to create a collaborative, comprehensive, regional approach to reduce traffic-related deaths and severe injuries. As part of these efforts, an annual workshop is held to help facilitate the implementation of TZD in all southeast Minnesota communities. More than 150 traffic-safety professionals attended the annual Southeast Minnesota Toward Zero Deaths Workshop.

- Continued to develop partnerships with Wisconsin State Patrol, various law enforcement agencies from Wisconsin as well as the Wisconsin Department of Transportation.

- Community outreach with events focused on:
  - Seat Belts
  - Impaired Driving
  - Distracted Driving
  - Speeding
  - Hands-free Law
  - Motorcycle Safety
  - Pedestrian Safety
  - Traffic-Safety Culture

- 4-E coalitions continue to expand across the region in both funded and unfunded coalitions. All of the southeast counties have an active Safe Roads Coalition as well as an active Fatal Review Committee.

- Continued partnership with Olmsted County Sheriff’s Office social media specialist to create numerous social media videos to coincide with enforcement periods. Many of the videos included an emphasis on changing traffic-safety culture.

  - **Traffic Safety Culture**
    - Valentine’s Day
      - [Who Do You Drive Safe For?](#)
    - Regional “Unopened Gifts” video
      - [Your Presence is the Best Gift](#)

  - **Impaired Driving**
    - [A Story of Hope: Meet Joe](#)

  - **Seat Belts**
    - [SE TZD Regional Seat Belt Kick Off](#)

  - **Ted Foss Move Over Day**
    - [Move Over for Flashing Lights](#)

  - **Bike and Pedestrian Safety**
    - [I Got Caught](#)
    - Distracted Walkers Mimic Distracted Driving Behaviors
• Continued partnership with Olmsted County Sheriff’s Office social media specialist to create social media posts to coincide with enforcement periods and TZD Tuesday. On average 3,000 people were reached per TZD post, but some messages reached a larger audience. The Highway 14 Border-to-Border (B2B) enforcement social media post reached 45,595 people and had 9,174 engagements. The Back-to-School/TZD Tuesday post reached 10,764 people and the Move Over Day Video had more than 2000 views and reached 4,259 people.
• Represented TZD on the Highway 52 Advisory Committee. This project required working with many landowners and businesses regarding the planning and execution of an interchange and access closings. TZD involvement was requested due to the closing of access points along the corridor due to safety improvements. The meeting included MnDOT, Goodhue County and township officials from Leon, Stanton, and Cannon Falls. The project is scheduled to be completed November 2022.

• Represented TZD in the Highway 14 Interchange Advisory Committee meetings. As the Dodge County TZD coordinator, I was involved in this discussion (known as the deadliest stretch of roadway) for than 12 years, so it was exciting to see that funding was secured. Construction began fall of 2019 and was completed November 2021.

• Participated in County Highway Safety Improvement planning in southeast counties. TZD traffic-safety culture, vision, mission, and goals were presented at each meeting attended. This helped to build and maintain relationships with county agencies.

• Continued to develop relationships with local media. Media advisory, news release and all talking points were developed for events. Media packets were completed and distributed at each media event. KTTC-TV, KIMT-TV, KAAL-TV, WXOW-TV, FOX-29, Rochester Post-Bulletin, Dodge County Independent, Star Herald and KROC talk radio covered regional events.

• Worked with county engineers and southeast TZD law enforcement grantees to continue to identify locations for replacement of the Safe & Sober signs. More than 75 Safe & Sober signs have been replaced with updated TZD signs in Dodge, Goodhue, Fillmore, Houston, Olmsted, Rice, Wabasha, Winona.

• Local government presentations included the TZD mission, vision, and goals as well as updates on local efforts, successes, and challenges. State and local TZD representatives from each of the 5 Es were invited.

• Co-chairing the Statewide Speed Strategic Highway Safety Plan (SHSP) Action Team and participating on the Speed Safety Speed Camera Subcommittee and Speed Roadway Design Subcommittee.


• Completed monthly reports accurately and timely.
Active funded coalitions
Assisted and supported the funded TZD Safe Roads coordinators in various capacities throughout the year with supplies needed, assistance with events or directing to appropriate resources.

- Fillmore
- Goodhue
- Rice
- Wabasha
- Winona

Active unfunded coalitions
Assisted and supported the unfunded Freeborn County TZD Safe Roads coordinator in various capacities throughout the year with supplies needed, assistance with events, or directing to appropriate resources.

Facilitated the Dodge, Mower and Steele County Safe Roads coalitions. Was responsible for maintaining the coalition networks, meeting agendas, minutes and all activities and events as requested.

- Dodge County
- Freeborn County
- Mower County
- Olmsted County
- Steele County

Next steps:
The funded coalition leaders will continue to partner with the regional coordinator to develop regional activities for the enforcement periods. The TZD Safe Roads Coalition coordinators plan to work with the regional coordinator and the Safe Roads Coalitions to complete the TZD Strategic Highway Safety Plan (SHSP) Community Assessment by December 31, 2022.
Regional Workshop
Southeast Minnesota TZD Workshop
May 4, 2022

The 18th annual Southeast Minnesota Toward Zero Deaths Workshop was held at the International Event Center in Rochester on May 5. More than 150 traffic safety professionals representing all 11 counties participated in the event.

The Southeast Minnesota TZD program aims to create a collaborative, comprehensive and regional approach to reduce traffic deaths and severe injuries. As part of these efforts, an annual workshop is held to help facilitate the implementation of TZD in all southeast Minnesota communities. Encouraged to attend are law enforcement, engineers, educators, emergency medical services, local policymakers, and other traffic safety advocates.

The workshop participants are surveyed annually and each year the survey respondents rate the workshop with high marks and urge the planning team to continue to have the workshop annually. Anecdotally, the networking and forming relationships across the “4 E” boundaries continue in southeast Minnesota.
8:30 a.m.  Registration and Continental Breakfast

9 a.m.  Welcome & Regional Roundup
      *Mark Schoenfelder, district engineer, MnDOT District 6 and southeast Minnesota TZD Regional co-chair; Jessica Schleck, southeast Minnesota TZD regional coordinator*

9:15 a.m.  TZD 2.0 Updates
      *Kristine Hernandez, state Toward Zero Deaths program coordinator*
      How will the TZD program change? Hear recommendations from this year-long project, including reassessing the program structure as well as what TZD stakeholders identified as strengths and challenges of the current program.

9:25 a.m.  *“I wish we were still on the plateau”*
      *Eric DeVoe, senior research analyst, MnDOT Office of Traffic Engineering*
      In 2021, the number of year-to-date traffic fatalities were the highest they have been in more than five years. Traffic deaths jumped an alarming 26 percent. Speeding was the leading cause of fatal crashes in Minnesota. What happened and why? What’s the data telling us?

9:40 a.m.  Making Safe System a Reality: Planning to Implementation
      *Derek Leuer, state traffic safety engineer, MnDOT Office of Traffic Engineering*
      The Safe System Approach is founded on the principles that people make mistakes and that human bodies have limited ability to tolerate crash impacts. Another key principle in the Safe System Approach is shared responsibility, which means that all the “Es” can (and should) be involved. This presentation offers a summary of the Safe System Approach, examine practical methods of what can be done in each of the 4-E domains as well as discuss local perspectives and ideas – the application of which will help us to reach the goal of zero deaths in Minnesota.

10:25 a.m.  Five Tips to Grow Traffic Safety Culture
      *Katie Dively, M.S., MCHES, research scientist II - senior trainer, Center for Health and Safety Culture, Montana State University*
      Growing traffic safety culture can seem daunting, but there are actions everyone can take right now to grow a safer traffic safety culture. During this interactive workshop, Katie, researcher with the Center for Health and Safety Culture will engage participants in exploring five tips to grow traffic safety culture. Participants will leave with specific actions they can immediately put into practice, regardless of their role. Katie has led trainings across the U.S. about growing traffic safety culture, based on the Center’s research over the past two decades.

12 p.m.  Lunch & Exhibits

12:45 p.m.  Five Tips to Grow Traffic Safety Culture (Continued)
1:45 p.m.  
**Call to Action**  
We invite you to reflect on today’s topics and consider how you can put what you learned into action. We have a goal of zero traffic deaths – how can you use what you learned today to start making these changes in your communities? Let’s begin by individually reflecting on the questions below and then discussing as a table. Please capture your reflections in your handouts and provide your responses to question #2 on the note cards provided your table.

1. From your perspective – what has been most meaningful from today’s presentations?
2. What is giving you hope/energy to move forward?
3. What are your most important next steps?

2:45 p.m.  
**Wrap up**  
*Capt. Christina Bogajevic, Minnesota State Patrol, District 2100*

3 p.m.  
**Adjourn**

*Please take time throughout the day to visit the traffic-safety exhibit tables for reference materials and ideas to implement in your communities.*
Minnesota Toward Zero Deaths
2022 Southeast Regional Workshop
Evaluation Summary
Rochester Event Center, Rochester
Wednesday, May 4, 2022

Number of participants registered: 125
Number of participants registered plus walk-ins: 132
Total number of attendees (includes pre-registered plus walk-ins minus no-shows): 114

Number of Qualtrics evaluations complete: 32
Number of Exhibitors: 11

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<th>General Sessions</th>
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<tr>
<td>Welcome &amp; Regional Roundup</td>
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<td>&quot;I wish we were still on the plateau&quot;</td>
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<td>– Crash Data Presentation</td>
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<td>Making Safe System a Reality: Planning to Implementation</td>
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<tr>
<td>Five Tips to Grow Traffic Safety Culture</td>
<td>3.38</td>
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<tr>
<td>What’s our goal for 2022 and beyond</td>
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<tr>
<td>Wrap Up</td>
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<td>Electronic participant materials were helpful and useful</td>
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<tr>
<td>Exhibitors were informative</td>
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</table>
Comments about the general sessions.

- Very Good conference. Good to be back in person.
- Great range of topics, speakers.
- It was alarming I think to all attendees that last year there were 1200+ speeding tickets over 100 MPH.
- Facts like that raise the importance of why we need to take actions. But I think demonstrations of what a 5 MPH crash really feels like and a 5 mph difference in speed can have such a significant impact on stopping distance and at what speed actual crashes occur at when 2 vehicles were traveling side by side and apply their breaks at the same time.
- Katie Dively was a great speaker and her presentation was very enlightening. I really enjoyed her topic and the subject matter.
- Very well done. The speakers and their material were very interesting and engaging. Great material.
- The key speaker presentation was so theoretical. There was no real practical information we could take home and use.
- There was a lot of repeat between the different sessions.
- Jessica did a fabulous job putting this workshop together. Enjoyable as always. Glad to be in person.
- Very good.
- I would like to see focus on impaired driving, alcohol and narcotics. From a law enforcement standpoint the training was good but seemed to focus more towards engineering.
- Great venue
- The five tips to grow traffic safety culture is another spin we need to take a good look at.
- Please don’t have presenters do group activities.
- Just a few thoughts on increased participation. If corporate sponsors can be obtained it may be a great way to get an increase in funding. Additionally, I wondered if there has been any interest in creating content (safe driving coursework) that employers could use to train their employees.

Please write any comments on the arrangements (registration, location, food, materials, and exhibitors)

- Easy to register by simply emailing Gabe, but if you miss the email, you miss out. It would be nice to have more MnDOT maintenance involvement. I didn’t see many there.
- The event center needs to get new chairs..... They are terrible!
- Linda Dolan did a fabulous job with registration. The food was excellent - all of it. Everything ran smoothly. Great organizational skills.
- Always a good experience at this facility. The food was excellent!

Do you have suggestions for topics you would like to see offered at future workshops?

- Data about crash details
- Traffic data presentations are great.
- State Patrol crash reconstruction is interesting to learn all they do.
- Automated vehicles
- Not really...
- More in-depth work on safe systems
- Drugs that impair, alcohol impairment speeches and how to locate would be amazing
- What are other LE agencies doing outside of the regular Tzd enforcement waves?
What are your suggestions for building and maintaining support for this region's Minnesota TZD program?

- The first Wednesday of May is Bike to School day so would it be possible to explore a different date?
- Get more "everyone" involved
- Events like this
- Pushing for more people to attend the workshops and also target the workshops to lure people in
- Grow intentional partnerships. Add Equity as another one of the Es.
- Can we invite legislators to speak during the conferences, give us updates on traffic safety initiatives/funding or maybe be there to take suggestions or questions?
- We need to talk about what are some of the barriers that some smaller departments encounter when trying to have officers work TZD enforcement shifts.
- Additional corporate sponsors beyond those in the closely related fields that are currently participating. Creation of online content for safe driving that could be provided to all employers throughout the state.

Any other comments or suggestions are welcome

- Great work
- No, you are doing a great Job!
- No need for group activities
Community Engagement

- **Safe City Nights**
  TZD partnered with State Patrol to participate in four Rochester Police Department Safe City Nights.

Safe City Nights is a community engagement event that focuses on building positive connections between the community and law enforcement. Safe City Nights featured the State Patrol helicopter, demonstrations by the K9 team, hands-on experiences with the Emergency Response Unit, a tour of the crime scene vehicle, and many 4E partnerships across the community. The Department of Public Safety’s Deputy Commissioner Cassandra O’Hern and Director Hanson joined District 2100 Captain Christina Bogojevic, State Patrol troopers and the TZD regional coordinator at the booth at the August event. Nearly 1,000 community members and more than 20 agencies attended each of the Safe City Nights events.
• **Thursdays Downtown**
  TZD partnered with the Rochester Police Department and Olmsted County Sheriff’s Office to offer voluntary Preliminary Breath Testing (PBT) to community members at *Thursdays Downtown* events in Rochester. More than 100 PBTs were administered at each event. This educational event gave community members the opportunity to see first-hand how alcohol affects their blood alcohol level. Thursdays Downtown combines arts, music, food, and a vendor market into one free, block party. Thousands of people from across the state attend the weekly event.
• **I Drive Safe Because...**
Kasson-Mantorville High School students participated in a week-long traffic-safety education campaign focusing on “the reasons they drive safely”. The students wrapped up the week by writing their “reasons” on a paper heart which they used to form a larger heart.

![I drive safe because...](image)

• **Week-long Traffic-Safety Campaign**
Worked with the Department of Public Safety Office of Traffic Safety and Minnesota Safety Council/Network of Employers for Traffic Safety to develop a pre-packaged week-long **Slow Down: Speed Counts** traffic-safety campaign. Contacted all southeast county offices to encourage employer participation. Participating employers included MnDOT District 6, Dodge, Olmsted and Steele County, and the city of Rochester. The template emails and all talking points were distributed statewide to all regional coordinators.

**Speed Counts: Slow Down messages included:**
- Speed Counts: Crash Responder Safety Week (#CRSW)
- Speed Counts: Slow Down
- Webinar Wednesday: Speed Counts: Winter Driving
- Speed Counts: Distracted Driving
- Speed Counts: Drive Smart
• **TZD Tuesday Messages**

TZD Tuesday kicked off Nov. 8. Partnered with the Department of Public Safety Office of Traffic Safety and MnDOT District 6 Public Affairs to develop traffic safety messages for employers to send to employees each Tuesday. The short messages include information about various traffic-safety topics relevant to the week or month. The templates are distributed to regional coordinators to modify and distribute as they wish. Current active employers include MnDOT District 6, Dodge, Olmsted and Steele County, and the city of Rochester. The messages are also sent to the Steering Committee and Safe Roads coalitions to modify and use in their areas. The messages are also modified and used in social media posts for MnDOT District 6, the Olmsted County Sheriff’s Office, as well as other local agencies and individuals.
“Your Presence is the Best Holiday Gift” – Regional Project
Partnered with the Olmsted County Sheriff’s Office and the SE TZD Safe Roads coordinators to develop the *Your presence is the best holiday gift* video for social media. The holiday video has had nearly 5,000 views.

A photo of unopened gifts was displayed under a Christmas tree in each of our counties to reflect the number of traffic deaths in that particular county. Whether it was one gift or eight, the display made a statement. TZD Safe Roads coordinators and regional partners helped organize and photograph their county’s Christmas tree display. The pictures from the video were also used as individual social media posts for TZD, OTS, individual county TZD pages, as well as shared personal social media pages.
• **Kasson-Mantorville Mock Crash**
  Organized and participated in Kasson SADD’s mock crash on May 17. The Dodge County Sheriff’s Office, Dodge County Emergency Management, Kasson Police Department, State Patrol, Mayo One, Mantorville Fire, Kasson Fire volunteered their time to help educate the students. Matt Logan was the impact speaker following the simulated school bus crash. His daughter D.J. was killed on her first day of her senior year when she was texting and drove into the back of a school bus at highway speeds. Media advisory was distributed. The educational event included seat belt checks the morning of the “crash”.

• **Impact Speakers**
  Impact Speakers were hosted at high schools across the region. Schools included: Medford High School, Kasson-Mantorville High School, Mayo High School, Plainview-Elgin-Millville High School and Wabasha-Kellogg High School.

  Southland High School hosted a traffic-safety day paired with a mock crash and an impact speaker. The speaker’s son was in a tragic crash that left him with a traumatic brain injury.

  The Wabasha County TZD Safe Roads Coalition hosted an impact speaker at the Wabasha-Kellogg High School. The speaker lost her husband in a distracted driving crash. The coalition also hosted an impact speaker at the Plainview-Elgin-Millville High School. The speaker lost her brother in an impaired driving crash.
Regional Seat Belt Survey Results

The Southeast Minnesota TZD Steering Committee wanted to show the regional trends in the area, and therefore, began collecting their regional data beginning in 2006, enlisting the help of DPS OTS evaluators to set up a scientifically significant survey. The 2012-2022 results are shown below. As of April 2022, the seat belt compliance rate in southeast Minnesota was 86.4 percent. While this is lower than pre-pandemic (2019 = 89.0%), we cannot say that the rate is outside the normal variation. As a region, our long-term goal is to achieve 100 percent usage rate. Our short-term goal is to see a continuous increase in the usage rate each year.

The seat belt efforts focused this past year on educational activities, such as partnering with law enforcement on a regional level with the various mobilizations, as well as educating citizens in southeast Minnesota using the Seat Belt Conviner. Focus for the upcoming year will continue with educational efforts, combined with law enforcement mobilizations, educating parents through driver education and worksites throughout the region.

Regional Seat Belt Education Efforts

- **Regional Seat Belt Challenges**
  Students from across the region participated in a Regional Seat Belt Challenge to kick off the Seat Belt enforcement campaign. Students were timed on how quickly they could move to each seating position in a car and buckle up. Each school crowned a champion in early May. Law enforcement from the Steele County Sheriff’s Office joined in on the fun!
Some of the participating schools included: Kasson-Mantorville High School, Triton High School, Hayfield High School, Medford High School, Mabel-Canton High School

- **Seat Belt Conviner**
  The Seat Belt Conviner was used at community events across the region to demonstrate the importance of seat belt use. The convincer enables a passenger to experience the actual force generated during a 5-10 mph crash. The convincer was used at events across the region, including:
  
  Wabasha National Night Out
  Rice County Fair
  Goodhue County Fair
  Fillmore County – Mabel-Canton High School
  Red Wing Police Department Open House
  Steele County
• **Annual TZD First Responders Night at the Rochester Honkers**

Attendees were invited to explore the emergency vehicles and visit with responders. Along with the Rochester Fire Department truck, Mayo Clinic Ambulance, and numerous squads, the Rochester Police Department had their Incident Command Center and their armored truck displayed. The Olmsted County Sheriff’s Office distributed frisbees from their rescue boat. A twenty-six-year dispatch supervisor was given the honor of throwing out the first pitch. The Rochester Police Department K-9 unit performed demos on the field and State Patrol and the Olmsted County Sheriff’s Office launched t-shirts into the stands during intermission while the announcer read seat belt messaging to the crowd.
Regional Distracted Driving Efforts

• **Education and Public Engagement at Community Events**
  Worked with regional Safe Roads coordinators to provide Distracted Driving education at regional high schools, businesses and community events. Educational activities including the distracted driving simulator, Wheel of Distraction and pledging to *Never Drive Distracted* were completed throughout the year.

  - Wabasha County National Night Out
  - Goodhue County Fair
  - Thursdays Downtown – Rochester
  - Safe City Nights – Rochester
  - Rice County Fair
  - Fillmore County – Mabel-Canton High School

Regional Impaired Driving Education Efforts

• **Voluntary Preliminary Breath Testing (PBT) Education**
  TZD partnered with the Rochester Police Department and Olmsted County Sheriff’s Office to offer voluntary preliminary Breath Testing (PBT) education to community members at *Thursdays Downtown* in Rochester. See additional information on page 24.

• **St. Patrick’s Day Impaired Driving Campaign – Regional Project**
  St. Patrick’s Day Bar Coaster Distribution
  Regional Responsible Beverage Service Training Saturation
The St. Patrick’s Day project included regional distribution of nearly 30,000 bar coasters across the region. This gave TZD Safe Roads Coordinators and law enforcement an opportunity to meet with local liquor establishments. The regional Responsible Beverage Service Training Saturation resulted in more than 500 servers being trained across the region.

- **Impaired Driving – Night to Unite**  
  St. Charles Police Department partnered with the Winona County TZD Safe Roads coordinator for impaired driving education at the Night to Unite.

- **Joyride**  
  The Rice County TZD Coalition coordinated JOYRIDE for the Defeat of Jesse James Days again this year. The service was expanded from A FREE RIDE SATURDAY NIGHT to Thursday and Friday night. The Northfield Police Department covered the cost of Saturday night and the Defeat of Jesse James Day Committee covered the cost of Thursday and Friday night. EPIC Enterprise provided the driver and the Hiawathaland shuttle bus to provide increased visibility, easier access, and more riders.

- **DWI Crash Car**  
  Coordinated the DWI crash car calendar. The car was used at numerous festivals and high schools across the region to remind the community of the dangers of driving impaired.

Kaitlyn Hanson was a 16-year-old Fillmore Central student who was killed January 28, 2016, when an impaired driver crossed the center line and hit her vehicle head-on. Investigators determined that the driver had a blood alcohol concentration between .08 and .151 percent and was driving between 85-to-95 miles per hour when the crash happened. Her parents donated her vehicle in hopes of educating the public of the dangers of driving impaired. It was displayed at the Blooming Prairie 4th of July parade, the Dodge County Fair, Kasson-Mantorville High School Homecoming parade, Medford High School, Owatonna Festival in the Park, Triton High School and the Pine Island High School.
Regional Speed Efforts

- **Annual Speed Poster**
  
  Once a year, regional traffic safety stakeholders pose for a regional Speed photo to use with local news releases to distribute in their communities. In previous years, the event has been held in Lanesboro, Northfield, Owatonna, Red Wing, Rochester, Winona, Kasson, Lake City, Albert Lea, Austin, Rochester, Owatonna, Winona, Zumbrota and most recently in Mantorville. The photo shoot is used to recognize the 4Es. TZD uses an interdisciplinary approach pairing education, enforcement, engineering, and emergency medical and trauma services. This photo has occurred for many years and has rotated through the 11 counties. This group has expanded to include other “E”s such as ambulance, snowplows, and sometimes crash cars to show the unity of TZD and that we all work together. The poster helps to shows the partnership, and more importantly, helps with relationship building amongst the groups. More than 300 Speed posters were developed and distributed across the region. The Olmsted County Sheriff’s Office developed a video for social media focused on the annual Toward Zero Deaths photo event that has had more than 4,500 views.

*Dodge County Courthouse, Mantorville, MN*
• **Border-to-Border Speed Saturation**
  The 6th Annual Border-to-Border multiagency Speed saturation was coordinated along Highway 14 through five southeast counties on July 1, 2022. This was the second year that Highway 19 agencies also participated in a simultaneous B2B saturation. Southeast TZD partnered with the Southern Minnesota Law Enforcement Liaison and local law enforcement to incorporate regional educational outreach. A media advisory with information regarding the saturation was distributed prior to the event as well as a news release following the event. Electronic messaging boards were deployed displaying the enforcement message.

**Results of the Multiagency Speed Enforcement Saturation:**

**Stats for the entire B2B operation (Highways 14 & 19 combined)**
- Traffic Stops – 645
- Speed Citations – 163
- Speed Warnings – 379
- Speeds at 100 plus – 1

**Breakdown by Highway**

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<thead>
<tr>
<th>Highway 14</th>
<th>Highway 19</th>
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<tr>
<td>388 stops</td>
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<tr>
<td>85 speed citations</td>
<td>78 speed citations</td>
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<tr>
<td>232 speed warning</td>
<td>147 speed warnings</td>
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<tr>
<td>1 speed 100+ mph</td>
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**Breakdown by Region:**

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<td>Hwy 19 SW</td>
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**Participating SE Law Enforcement Agencies:**
- MSP D2100 Rochester, Goodhue County Sheriff’s Office, Northfield Police Department, Red Wing Police Department, Rice County Sheriff’s Office, Lonsdale Police Department, Dodge County Sheriff’s Office, LaCrescent Police Department, Lewiston Police Department, Houston County Sheriff’s Office, St Charles Police Department, Olmsted County Sheriff’s Office, Steele County Sheriff’s Office, Winona County Sheriff’s Office, Kasson Police Department
• Statewide Strategic Highway Safety Plan (SHSP) Speed Action Team

I am co-chairing the Statewide Strategic Highway Safety Plan (SHSP) Speed action team, along with Lisa Kons from the Minnesota Safety Council. The team is made up of a variety of state, county, and city representatives, from each of the 4 Es as well as community groups from across the state.

The primary objectives of the committee are to use the SHSP to develop an implementation plan for the strategies and tactics in the SHSP and to look outside the box for additional approaches to curb the spiking speeding epidemic. We also determined that we need to understand available data related to speeding, identify data needs, and then work to explore opportunities for new data sources. We would then share what we learned with those that can benefit from it.

We began developing the roster in December 2020 and held our first meeting in March 2021. Our meetings included high-level discussions of priorities which ultimately resulted in “Collaborative Messaging” becoming the focus of the team. The goal of the team is to develop a statewide strategic Speed Plan.

The SHSP Speed Action Team determined that the need for updated Speed research is critical, as the research would help guide statewide strategic communications efforts and the development of a statewide strategic Speed Plan. The Toward Zero Deaths program, the Minnesota Department of Transportation, the Minnesota Department of Health and the Department of Public Safety Office of Traffic Safety have been working collaborating on this project.

The team used an RFP process to develop a scope of work to be used in securing a research consultant. The consultant was secured after a lengthy evaluation process and the Minnesota Speeding Behavior Research Study began September 15, 2022. The consultants will design and implement a statewide speed/high risk driver survey with the goal of learning more about the motivations and circumstances that contribute to risky driving behavior (speeding) as well as identify the motivations and circumstances that contribute to safe driving behavior. The planning group will meet with the consultants weekly for progress updates. The Action Team will continue to meet bi-monthly to assist and support the research study. Once the research is complete, we will move quickly to develop a statewide communications strategy. This is a collaborative effort across many agencies. Small groups working on this effort met frequently.

Automated Speed Enforcement (ASE) and Improvements to Roadway Design Process scored high on the list of priorities. After discussion, it was determined that subcommittees focusing on additional areas would benefit the team because both should be included as part of a comprehensive strategic speed management plan.
The Speed Safety Camera (formerly ASE) subcommittee researched the effectiveness of safety cameras in states that are currently using the technology. The committee discussed potential obstacles to implementation and upcoming legislation. The subcommittee plans to reconvene November 2022.

The Improvement to Roadway Design Process subcommittee has been focusing on education and awareness of engineering fundamentals to reduce speeding on rural roadways. The subcommittee developed one-pagers focusing on the safety benefits of enhanced edge lines, chevrons, and clear zones. The one-pagers were distributed to local agencies to refer to when applying for Highway Safety Improvement Program (HSIP) funding.

The Improvement to URBAN Roadway Design Process subcommittee has been focusing on education and awareness of engineering fundamentals to reduce speeding on URBAN roadways.

- **Statewide Strategic Highway Safety Plan (SHSP) Traffic-Safety Culture Action Team**
  The regional TZD coordinators partnered to form a Traffic-Safety Culture Action Team. The team that meets bi-weekly focuses on developing traffic-safety toolkits with an emphasis on positive social norming and traffic-safety culture change.

  **Valentine’s Day Toolkit**
  Worked with the Regional TZD Coordinators to develop a Valentine’s Day toolkit that focused on “Your Reasons for Driving Safely”. It included TZD Tuesday, Valentine’s Day cards, bookmarks, pledging and posters. Link to [TZD Valentine’s Day Toolkit](#).

  **Stop On Red Toolkit**
  Worked with the Regional TZD Coordinators to develop a *Stop on Red* Campaign. The focus of the toolkit was to remind drivers of the dangers in intersections and the importance of stopping on red. This included stop lights, stop signs, and at railroad crossings. The toolkit included TZD Tuesday, posters, graphics, news release templates as well as social media templates.
  Link to [Stop on Red Toolkit](#).
• **Vehicle Speed Feedback Project**
  The Southeast region has been working on a pilot project since 2019 to determine if digital Vehicle Feedback Signs change behavior. The signs collect data allowing us to analyze driver behavior. We use local data to determine locations that were seeing high speeds and then deploy Vehicle Speed Feedback signs to record speeds at those locations. The signs were installed in “stealth” mode for two weeks to get a baseline of speeds, then lit the signs to show drivers their speeds for two weeks. The signs were then put into “stealth” mode again for two weeks.

  We were able to run reports to show if the system changed short and/or long-term behavior. The reports showed that there was a significant decrease in speeds when drivers receive feedback.

  The signs also give LE a tool to combat speeds as the report can pinpoint the time of day and day of week that speeding is occurring. The data generated could also potentially help to slow drivers down with changes in roadway design.

  Wabasha County has been working on a similar project in Plainview. They used the data to determine when and where high speeds are occurring. They used the data to deploy extra enforcement in specific areas resulting in 10 traffic stops for speeding. They saw a significant decrease in speeds when signs were lit.

  **Next Steps:**
  Purchase additional feedback signs to enable the researchers to analyze additional data throughout the region.

**Regional Motorcycle Safety Efforts**

• **Veteran’s Motorcycle Rally - Kasson**
  Organized motorcycle safety education for a rally/run that crosses much of the southeast region. The Dodge County Sheriff and local Law Enforcement representatives were there to answer questions and distribute information on motorcycle safety and rider training.

• **Motorcycle Yard Signs and Banners**
  SE TZD Safe Roads coordinators partnered with the Office of Traffic Safety, Minnesota Safety Council, AA and MnDOT District 6 to develop motorcycle safety graphics and messaging for yard signs and banners. They were displayed in seven counties including Dodge, Fillmore, Houston, Rice, Wabasha, Winona and Olmsted County.
• **Motorcycle Safety – Spring and Fall Flood Run**
Partnered with Wabasha County TZD Safe Roads and MnDOT District 6 to deploy changeable message boards at the start of the “Flood Run” motorcycle route as a reminder to ride smart. The messages were deployed in April and September in Zumbro Falls.

Regional Pedestrian Safety Efforts

• **Pedestrian Safety Videos**
Partnered with the Olmsted County Sheriff’s Office to develop two pedestrian safety videos. The videos have been viewed nearly 7,000 times.
[Minnesota TZD: Pedestrian Safety](#)
[Distracted Walkers](#)
Region Goal 2 – TZD Partnership Goals

To continuously increase TZD awareness and partnerships across southeast Minnesota for both the public and traffic safety professionals.

Building Relationships within the Region
Relationships continue to be reinforced and formed through traffic safety advocates participating in the monthly Steering Committee meetings, regional activities and the annual Southeast Minnesota TZD annual workshop.

Although this is not quantitative data analysis, the Steering Committee stakeholders believe that all the regional initiatives are successful because of the networking/connections that have been made in the region as well as statewide.

Building Relationships – TZD Website
Efforts were made to ensure that all Southeast Minnesota TZD workshop materials, presentations, crash maps and media stories were updated on the regional website.

Building Relationships – Southeast Minnesota TZD end-of-year report
In addition to creating the end-of-year report for grant purposes, the regional report is also distributed to all the district’s state and federal legislators in the MnDOT District 6 Legislative Report. The District Engineer meets annually with all legislators and the TZD report is included in this discussion and booklet. The end-of-year report is also posted online and distributed to the Southeast Minnesota Steering Committee.

Building internal and external relationships:

- Participated in TZD enforcement award presentations as able
- Participated in the quarterly TZD Hotdish
- Participated in TZD Leadership meetings
- Bi-monthly Steering Committee meetings
- Participation in quarterly regional Fatal and Serious Injury Review committees
- Facilitated Dodge, Mower and Steele County meetings
- Participation in bi-monthly regional TZD Safe Roads coalition meetings
- Facilitated Dodge, Mower and Steele County meetings
- Hosted quarterly TZD Safe Roads coordinator meetings for all Southeast TZD Safe Roads coordinators
- Attend Southern Minnesota Regional Trauma Advisory (SMRTAC) meetings when possible
- TZD vision, mission, goals presentation to county boards throughout the region
- Continued to participate in the MN Motorcycle Safety Advisory Task Force
- Continued to participate in the MN Child Passenger Safety Advisory Task Force
- Continued to participate in the MN Traffic-Safety Culture Advisory Task Force
- Participated in the High Priority Pedestrian Safety Improvement Planning work group
- Participated in the District 6 High Priority Pedestrian Safety Improvement Planning (HiPPS) work group
- Participated in out-of-state traffic-safety virtual conferences including FHWA, Utah, AASHTO, GHSA, the Columbia Center for Injury Science and Prevention, and Lifesavers

**Region Goal 2 – TZD Partnership Goals**

Engineering

Low cost, high benefit engineering safety improvements continue on both state and local roadways. The district and each county are implementing safety plans to further reduce crashes. Although many factors affect traffic-related fatalities including the economy, driver behavior and weather the fact remains that many traffic safety professionals continue to look at proactive and systematic ways to reduce fatalities and serious injuries due to crashes.

County engineers continue to implement safety projects that were identified in the county highway safety plans. District 6 county engineers are collaborating and applying for Highway Safety Improvement Program (HSIP) grants together to make roadway improvements proactively and systematically. The direction was to identify low cost, high benefit safety initiatives, e.g. rumble strips/rumble stripes, curve delineation, improved edge lines, intersection lighting and intersection signing improvements on the county system.

*Photo above is of chevrons that were placed in Fillmore County. The location was identified during a fatal crash review as a segment that could be improved by installing this low cost high benefit safety initiative.

Technology is an important tool in improving safety. It’s not the only tool, but it’s one that provides additional ways to look at keeping workers and motorists safe.

*Photo to the right is of an active warning system that was installed near Winona County in April 2022. This is the first active warning system in southeast Minnesota. The system will sense when icy conditions might be present along a 3-mile stretch of Hwy 61. Because of the highway’s geography of shading bluffs, the highway position adjacent to the Mississippi River and curvature of the road, this area is prone to icy conditions. The sensors activate a flashing beacon above a Slippery Road Sign when conditions are likely to be slippery. Three signs were installed in each direction.*
## Highway Safety Improvement Program (HSIP) Projects – 2022

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Project Cost</th>
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</thead>
<tbody>
<tr>
<td><strong>Olmsted County</strong></td>
<td></td>
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<tr>
<td>NEW PAVEMENT - CSAH 4</td>
<td>$9,540,000</td>
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<tr>
<td>US 14 EB AND WB FROM CSAH 36/MARION ROAD TO 0.2 MI E CSAH 19, BITUMINOUS MILL AND OVERLAY</td>
<td>$3,100,000</td>
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<tr>
<td>US 14, US 14, BYRON TO ROCHESTER FROM CSAH 34 TO US 52 CABLE BARRIER</td>
<td>$997,000</td>
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<tr>
<td>US 14 INTERSECTIONS AT CSAH 3, CSAH 44 AND 7TH STREET NW TO 0.76 MI W OF ROCHESTER</td>
<td>$1,200,000</td>
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<tr>
<td>I 90, EB FROM 2.5 MI E CSAH 1 IN MOWER COUNTY TO 0.9 MI E US 63 IN OLMASTED COUNTY, MILL AND OVERLAY, BRIDGES 9858,9857,9856, &amp; 9706</td>
<td>$691,000</td>
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<tr>
<td>MN 30, REPLACE BRIDGE 9008 AND BRIDGE 9009, OVER N. BR. ROOT RIVER</td>
<td>$6,600,000</td>
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<tr>
<td>SECT 5307; CITY OF LA CRESCENT TRANSIT OPERATING ASSISTANCE</td>
<td>$375,000</td>
</tr>
<tr>
<td>SECT 5307; ROCHESTER RR OPERATING ASSISTANCE</td>
<td>$13,700,000</td>
</tr>
<tr>
<td>SECT 5307; CITY OF ROCHESTER; 75TH ST NW AND TH 52 PARK AND RIDE CONSTRUCTION</td>
<td>$2,000,000</td>
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### Building Internal and External Relationships – Engineering

- Was actively involved in Strategic Highway Safety Plan (SHSP) discussion
- Participated in the Highway 14 Advisory Committee
- Continued to represent TZD in the Highway 52 Goodhue County Improvement Planning Project
- Served as a resource to all city, county and state engineers as requested
Southeast Minnesota’s TZD Workshop to Cover Strategies for Addressing Increase in Traffic Deaths

Traffic safety partners refocus on the Safe System Approach and Traffic Safety Culture

What: In 2021, 501 lives were lost on our roadways. This was the highest number of traffic fatalities in Minnesota since 2007. Southeast Minnesota TZD stakeholders will discuss local crash facts. They will learn how the Safe Systems Approach can offer a safety net to protect people when poor decisions are made behind the wheel. They will also strategize how to further engage communities and organizations, influence behavior change, and improve our Traffic Safety Culture.

When: Wednesday, May 4, 8:30 a.m. to 3 p.m.

Where: International Event Center
7333 Airport View Drive SW, Rochester

Why: Traffic-related deaths declined by 45 percent from 2003-2014. In 2014, traffic-related fatalities began to plateau, but tragically, traffic deaths began to rise during COVID-19. Preliminary figures show traffic fatalities spiked to 501 lives lost in 2021, with speed as the largest contributing factor. It is evident that revisiting and revising focus and strategy is needed to bring us closer to zero.

Who: More than 150 regional traffic safety stakeholders representing law enforcement, engineering, education, emergency medical and trauma services as well as local leaders will attend the workshop. *Hosted by the Minnesota departments of Health, Public Safety and Transportation.*

Highlights:
9:15 a.m. “I wish we were still on the plateau” — Mark Wagner, assistant state traffic safety engineer, MnDOT Office of Traffic Engineering — In 2021, the number traffic fatalities were the highest since 2007. Traffic deaths jumped an alarming 26 percent. Speeding was the leading cause of fatal crashes in Minnesota. What happened and why?

9:40 a.m. Making Safe System a Reality: Planning to Implementation — Derek Leuer, state traffic safety engineer, MnDOT Office of Traffic Engineering

10:40 a.m. Five Tips to Grow Traffic Safety Culture — Katie Dively, M.S., MCHES, research scientist II - senior trainer, Center for Health and Safety Culture, Montana State University — Growing traffic safety culture can seem daunting, but there are actions everyone can take right now to create a safer traffic safety culture.

*Please review the entire [SE TZD regional workshop agenda](#) for additional sessions.
Southeast Minnesota Toward Zero Deaths

Media Advisory

June 29, 2022

Contact: Chief Joshua Hanson
Kasson Police Department
507.634.3881 josh.hanson@kassonpolice.com

Summer is a Deadly Time for Speeders
Border-to-Border (B2B) Speed Enforcement on Southeast Minnesota Roads Scheduled for July 1

What: To remind Minnesotans to slow down and take driving seriously, law enforcement agencies across southeast Minnesota will be participating in a Border-to-Border (B2B) Speed Patrol Saturation.

When: Friday, July 1

Where: Highways 14 and 19 across southeast Minnesota

Why: Speed has been a major contributing factor in significantly increasing roadway fatalities and serious injury crashes the past couple of years. Speed is the one poor choice driving overall traffic fatalities to numbers the state hasn’t seen in more than a decade.

Who: Law enforcement agencies across southeast Minnesota will be participating in the Highways 14 and 19 Border-to-Border (B2B) Speed Patrol Saturation.

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The Southeast Minnesota Toward Zero Deaths program brings area law enforcement, public health educators, engineers, emergency medical and trauma services and everyone together to reduce the number of traffic fatalities and severe injuries to zero in southeast Minnesota. The 11-county area encompasses: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha and Winona counties.
ROCHESTER, Minn. – The Rochester Police Department (RPD) says it is increasing its traffic enforcement efforts through the end of the year.

RPD says Minnesota has seen 445 traffic-related deaths so far in 2021, so they’ll have 112 hours of extra shifts on patrol over the next month-and-a-half with most of them taking place Thursdays through Sundays.

“We want our families and yours to be safe this holiday season, and that’s why RPD is making traffic enforcement a top priority. Drive smart by slowing down, paying attention, planning a sober ride and always buckling up,” says Police Chief Jim Franklin.
ROCHESTER, Minn. - 2021 could go down in history as one of the deadliest years on Minnesota roads, according to the Minnesota Department of Public Health.

The state has reported more than 440 traffic-related fatalities since the beginning of the year. Rochester Police Department is taking action to improve everyone's safety on the roads ahead of Thanksgiving travel.

With a grant from Minnesota Toward Zero Deaths Campaign, RPD will add over 100 hours of traffic enforcement through the end of 2021.

Lieutenant Chris Lowrie said speeding has been the largest contributor to the total number of this year's deadly crashes, but inclement weather conditions and drinking and driving have also added to these staggering statistics.

"Much of it is slowing down and making sure you have arrangements for a sober driver," said Lt. Lowrie. "Don't drive under the influence and watch your conditions. You can look ahead and anticipate if maybe there would be a better day to travel if you could. Try to pick those ideal times. And just slow down, be safe."

RPD is also dedicating a DWI officer to work extra shifts throughout the end of the year, with the shifts starting this week. In Minnesota, fines for a typical traffic offense can be more than $300 and a first DWI offense can be up to $1,000.

KIMT – TV
12.18.21

Rochester officer is an All-Star at stopping drunk driving

ROCHESTER, Minn. – A Rochester police officer is again one of Minnesota’s best when it comes to stopping drunk drivers.
Officer Eric Christenson has been named a DWI Patrol All-Star for the second year in a row. The Minnesota Department of Public Safety Office of Traffic Safety says Christenson and 60 other officers, deputies, troopers, and prosecutors make up the 2021 DWI Patrol All-Star Team for “going above and beyond to get impaired motorists off the road.”

Representatives of state public safety and the Minnesota Toward Zero Deaths campaign presented Officer Christenson with a baseball bat and a DWI Hat Trick Award during a brief ceremony at Rochester’s North Station. The Hat Trick is for when an officer detects and arrests three impaired drivers within one shift. State officials say Officer Christenson made 87 DWI arrests last year.

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**KTTC – TV**

*04.05.22*

**Increased Law Enforcement Patrols in Minnesota Aim to Combat Distracted Driving**

*By: Megan Zemple*

Link: [Increased law enforcement patrols in Minnesota aim to combat distracted driving (kttc.com)](https://kttc.com)

ROCHESTER, Minn. (KTTC) – Law enforcement agencies across Minnesota are cracking down on distracted drivers in April.

According to the Minnesota Department of Public Safety, a distracted driving situation can turn deadly in just seconds. In the past four years, more than 40,000 crashes have been caused by distracted driving in the state.

The extra patrols that drivers will see are specifically looking for distracted drivers. It’s all part of the “Toward Zero Deaths” safety campaign.

DPS said in 2021, distracted driving led to 26 traffic deaths. Minnesota adopted the “**Hands-Free Law**” in 2019. It prohibits drivers from holding their phones in their hands while driving. Accessing social media, streaming videos or searching for information online while driving is also against the law, even if someone’s phone is in hands-free mode.
If someone kills or injures someone while violating the hands-free law they could face criminal charges, including homicide.

“Just simply having your phone in your hand is a distraction,” MN State Patrol Sgt. Troy Christianson said. “If you look down at it. You aren’t paying attention to the vehicle slowing down or cutting in front of you. Or traffic flow. So, it’s important people know the reason why we are doing these enforcement campaigns. It’s because we educate people the dangers of distracted driving, but we also need to follow it up with enforcement and hold people accountable for their actions.”

DPS said there has been improvement since the “Hands-Free Law” was adopted, and deaths have declined since 2019. However, DPS said work still needs to be done.

Christianson said a fine for a first “Hands-Free Law’ violation is about $100. The second offense is about $300. He said any violations while in a construction work zone double.

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**KTTC – TV**

*04.15.22*

**DPS stresses road safety ahead of Spring Flood Run**

*By: KTTC Staff*

Link: [DPS stresses road safety ahead of Spring Flood Run (kttc.com)](https://kttc.com)

ROCHESTER, Minn. (KTTC) – The [Minnesota Department of Public Safety (DPS)](https://www.mndps.gov) is asking everyone to be careful on the roads this weekend, as motorcyclists will be out in numbers for the 57th annual Spring Flood Run.

Thousands of bikers are expected to take part in the ride on Saturday, April 16, traveling between the Twin Cities and Winona.

The event marks the beginning of motorcycle season in Minnesota.
“This weekend, no matter the temperature, we will see hundreds of motorcycles on the road,” Sgt. Troy Christianson with the Minnesota State Patrol said. “We typically see more crashes coming into the warmer months.”

Riders should be on the lookout for loose sand and gravel, snow runoff, and uneven pavement. Officials also urge bikers to wear helmets and other protective gear while out riding.

Drivers should watch out for motorcycles and look twice before entering a road or changing lanes.

Christianson added, “So far this year, we haven’t had any fatal crashes on motorcycles, but after this weekend when the temperature warms up, we will see an increase in injury crashes and fatal crashes.”

According to the DPS, there are close to 400,000 licensed motorcyclists in the state.

For more information about the Flood Run, click here.

KAAL -TV
05.04.22

Toward Zero Deaths looks toward the future, plans on how to prevent traffic deaths
By: Devin Martin

Link: Toward Zero Deaths looks toward the future, plans on how to prevent traffic deaths - ABC 6 News - kaaltv.com

(ABC 6 News) – There have been 86 deaths so far this year on Minnesota roads.
Toward Zero Deaths is a statewide program where organizers educate people to prevent traffic fatalities, and now they have new strategies to prevent even more traffic fatalities from happening.

According to Toward Zero Deaths, there were 488 traffic fatalities in Minnesota last year. By 2025, organizers hope that number is no more than 225. And to reach that goal, TZD has two new approaches, The Safe System Approach and Traffic Safety Culture.
"If you look around in your communities, you know that most people are wearing their seatbelts, they’re driving safe speeds, they’re getting a sober ride home. Those are some of the messages we want to get out into the community, to reinforce those positive behaviors," Kristine Hernandez, Toward Zero Deaths Program Coordinator said. Think of it like this, people like Kristine Hernandez want to help design a road that when people make a mistake on that road, it won’t be a deadly one. And when you’re ready to get behind the wheel, organizers say to ask yourself this question. Who do you think of before you get behind the wheel?

KTTC – TV
05.17.22

Thousands of Minnesota drivers cited for distracted driving in April
By: Megan Zemple

Link: Thousands of Minnesota drivers cited for distracted driving in April (kttc.com)

ROCHESTER, Minn. (KTTC) – The Minnesota Department of Safety data shows thousands of drivers statewide were cited for distracted driving in April.

It launched its statewide distracted driving crackdown in April. Law enforcement agencies statewide increased patrols to catch distracted drivers as part of the state’s “Toward Zero Deaths” campaign.

2,843 drivers were cited for hands-free law violations from April 1-30.

“This latest enforcement campaign shows some Minnesotans are still not getting the message,” Office of Traffic Safety Dir. Mike Hanson said. “Distracted driving is dangerous driving. It’s up to every driver to put their phone away and focus their attention on the road to keep themselves and others safe and alive.”

According to DPS, some distracted driving citations included a person Snapchatting friend while driving. Another driver hit a tree and flipped their car because they were looking down at their phone.
A trooper saw a driver holding her phone to her ear while driving. She reportedly said she was listening to YouTube and had it tucked under her seat belt.

The Metro area saw the most citations, with the St. Paul Police Department reporting 279.

In greater Minnesota, the Virginia-region saw the most citations at 167, and Rochester saw 100 citations.

“An average text message takes about five seconds to compose,” Minnesota State Patrol Sgt. Troy Christianson said. “And at about 55 miles an hour, that’s traveling the length of a football field. That’s a long time to be looking down at your phone, and not paying attention to what’s happening in front of you. Especially on multiple roadways, or curvy roads. There are so many factors that you need to pay attention while you’re driving.”

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**KTTC – TV**

*07.01.22*

**Minnesota State Patrol increasing patrol for month of July; cracking down on speed violations**

*By: Darian Leddy*


**ROCHESTER, Minn. (KTTC) –** If you’re hitting the road for the holiday weekend, you may notice some extra officers and troopers on our state highways.

It’s part of a statewide effort in the month of July to crack down on speeding violations. State patrol says July is one of the state’s busiest months for DWI arrests and fatal crashes.
So far this year there have been 170 fatal crashes in Minnesota. A lot of these fatal crashes are speed related.

So, to help make our roads safer, State Patrol troopers are cracking down on speeding.

The Minnesota Department of Public Safety Office of Traffic Safety is providing federal overtime funding for law enforcement agencies, like State Patrol, that increase its number of patrols during the month.

“When you drive at higher speeds than the speed limit, you’re in danger because your reaction time is going to be slower, but also if you are involved in a crash, that’s going to be more of a violent crash, because you’re going above the posted speed limit, and you’re more likely to suffer injuries or possible fatal injuries,” State Patrol Sgt. Troy Christianson said.

Minnesota State Patrol, along with Rochester Police Department and the Olmsted County Sheriff’s Office, are also participating in the Highways 14 and 19 Border-to-Border Speed Patrol Saturation Friday. Officers and troopers are out on our main highways from South Dakota to Wisconsin keeping an eye out for speeders.

KAAL – TV
08.1.22

RPD increasing traffic enforcement through the end of the year
By: Jennifer Bredow

(ABC 6 News) – As the state closes in on 450 traffic-related deaths, the Rochester Police Department will be increasing the number of deputies on the streets through the end of the year.
RPD will have an additional 112 hours of traffic enforcement. The extra shifts, grant-funded through the Minnesota Toward Zero Deaths (TZD) campaign, are concentrated on Thursdays through Sundays.

KIMT – TV  
08.04.22

Olmsted Co. Toward Zero Deaths initiative results in 196 speeding citations, up 100 over 2021

The Toward Zero Deaths initiative resulted in 196 speeding citations in Olmsted County, up 100 from 2021.

Of note, there were the following stops:

- A 24-year-old man was arrested for going 130 in a 55-mph zone and said he was trying to show off to his four teenage passengers.

- An 18-year-old man who was going 111 in a 55-mph zone said he was trying out his new clutch.

- A 50-year-old man going 105 in a 55-mph zone.

Link: Olmsted Co. Toward Zero Deaths initiative results in 196 speeding citations, up 100 over 2021 | Olmsted County | kmt.com

KTTC – TV  
09.02.22

Getting prepared and staying alert on the road for Labor Day weekend
ROCHESTER, Minn. (KTTC) – To celebrate some of the last days of summer vacation before the start of the school year for many, many are traveling for Labor Day weekend.

“We will see numbers that are close to our pre-pandemic numbers, not quite reaching those highs we saw in 2019, but still definitely closer than what we saw in 2020 and 2021,” AAA public affairs specialist of Minnesota-Iowa Meredith Mitts said.

“This weekend we’re going to see an increase in traffic, just because of the long holiday weekend typically the end of summer, so everybody is going to be traveling before school starts,” Minnesota State Patrol trooper Troy Christianson said.

With an increase in flight delays and cancellations, people are choosing to pack up their cars and drive rather than fly.

“It is more accessible. It is more flexible. It’s easier to control along the way as well,” Mitts said.

While you may not have to worry about flight delays, there are some safety concerns like crashes. So far this year, there have been more than 270 traffic-related deaths in Minnesota.

“Buckle up and drive a safe speed defensively. Make sure you’re watching for other motorists. If they’re switching lanes or changing, they may be distracted, so you just must be a defensive driver. Make sure that you take care of yourself and just take care of other people on the roadway as well,” Christianson said.

Minnesota State Patrol is increasing its patrols to crack down on drunk and drug driving.

“That’s [drug driving] just as dangerous if not more dangerous than alcohol, so it’s important that people never drive when they’re impaired on the roadway. Just make sure you have a designated driver,” Christianson said.

Even before you hit the road, you may want to get your car checked out to make sure your road ready.

“You should always be double checking your tire pressure, so make sure you have enough air in your tires. You should be checking to see if you need an oil change and that your oil levels are good. You
should top off fluids like windshield wiper fluids. If your power steering or any of those fluids need to be topped off as well, your mechanic will be able to help you with that,” Mitts said.

If you believe you are coming across a drunk or impaired driver, Minnesota State Patrol recommends calling 911 and let them know which road you are on, the direction you are traveling and a description of the vehicle and its license plate number. State patrol will get a trooper there as soon as possible to stop the driver.