



MINNESOTA TOWARD **ZERO** DEATHS

2023 Minnesota Toward Zero Deaths Metro Regional Workshop



MINNESOTA TOWARD **ZERO** DEATHS

Welcome

Scot Edgeworth, east metro TZD regional coordinator

Tara Helm, MPH, CPST, west metro TZD regional coordinator

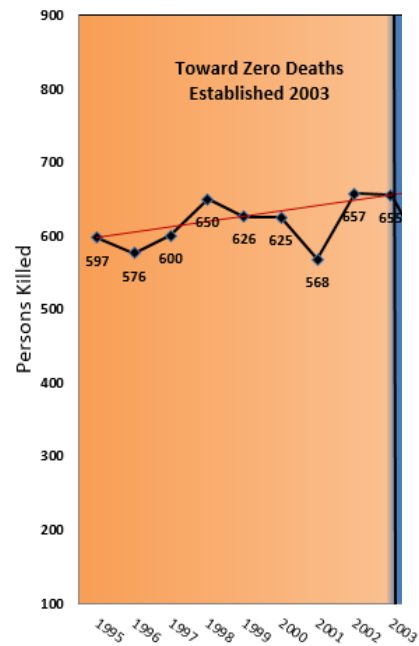
For your information:

- Please turn phones on silent
- Exhibitor Booths available
- POST credits/PDH (Professional Development Hours) are available



TZD History

- Program created in 2003 during a time of increasing traffic fatalities.
- Unique program that coordinated the traffic safety efforts of the Departments of Public Safety, Health and Transportation.
- Modeled after Sweden's Vision Zero Program, which began in 1997.





Vision

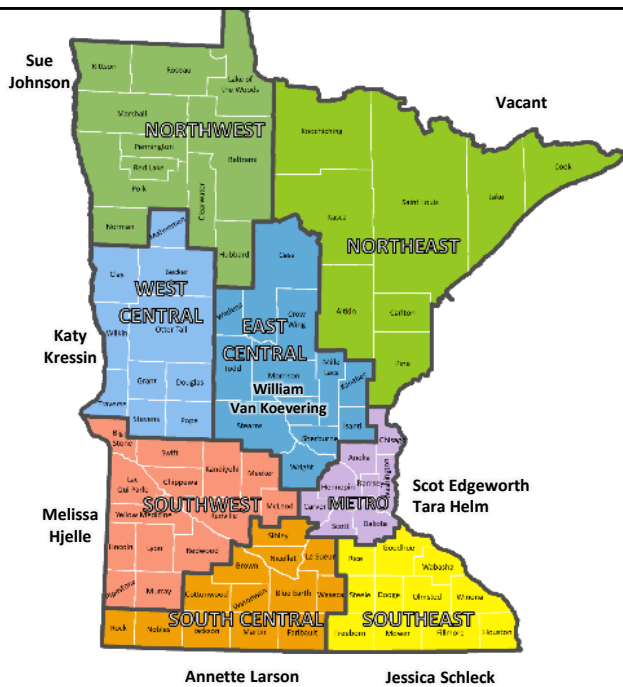
To prevent fatalities and serious injuries on Minnesota's roads to get to zero



A comprehensive traffic safety program serving all of Minnesota



TZD Geographic Regions



State TZD Program Coordinator

Kristine Hernandez

Law Enforcement Liaisons

Frank Scherf, Northeast
 Becky Putzke, Northwest
 Bill Hammes, Metro
 Scott McConkey, South

Child Passenger Safety Liaisons

Sheila Denton, Southern
 Shonette Micco, Hospital Support
 Jasmine Wangen, Northwest
 Randi Smith, Northern

TZD Cornerstone



Five
~~Four~~ "E" approach:

- Enforcement
- Engineering
- Education & Outreach
- Emergency Medical & Trauma Services
- **Everyone Else!**
 (Legislators, Judicial, Media)



Valentine's Day Tool Kit

SOMEBODY LOVES YOU, DRIVE SAFE



I DRIVE SAFE FOR:



SAMPLE ANNOUNCEMENTS AND SAMPLE SOCIAL MEDIA MESSAGES



Share these messages for Valentine's Day

This Valentine's Day, while driving, miss their texts so they don't miss you.


Drive safe speeds!
 Your family and friends will wait for you!

I think we click... Make a simple choice...
 Buckle Up, Every Seat! Every Time!

Enjoy life's moments. Arrive alive...
 Remember drive safe.
 Help us make Minnesota roads safe!

SOMEBODY LOVES YOU, DRIVE SAFE






NATIONAL STOP ON RED WEEK

August 7-13th, 2022

#STOPONREDMN

[LEARN MORE](#) www.MinnesotaTZD.org



National *Stop on Red Week* serves as an important reminder of the dangers in intersections and the importance of stopping on red. This includes stop lights, stop signs, and at railroad crossings. Preventing these crashes is in each driver's control. Together, we can protect our community, families, and friends by ALWAYS STOPPING on **RED**.

Please join us August 7-13, 2022, to spread our message of driving safe for the ones we love. To assist you with this endeavor, here are [campaign communication tools](#) ready to adapt and use during *Stop on Red Week*:

- **Email Template**
- **Newsletter Article Template & Letter to the Editor**
- **Social Media Posts**
- **Additional Materials, including a poster**







SAVE THE DATE: 2023 MN DRUGGED DRIVING SUMMIT

Join leading experts to enhance your knowledge of drug mitigation, use (legal and illegal), and its potential impact on driving. Learn about upcoming trends, challenges, and countermeasure to this ever-evolving issue.

The Rosemount Community Center **Thursday - January / 19th / 2023**
 13885 South Robert Trail **8:00 am - 4:00 pm**
 Rosemount, MN 55068 *Registration/networking beginning at 7:30 am*

Key takeaways:

- Gain insight on how the legalization of recreational marijuana has impacted traffic safety in Colorado
- Learn what drugs and trends are hot in the market right now (locally and nationally) and understand how they are affecting our communities
- Be introduced to prevention techniques and community organizations partnership opportunities
- Gain a better understanding on how the court/legal process works to help strengthen traffic stops and lower the risk of the case being dismissed
- Have more clarity on usage, possession and distribution of edibles in Minnesota
- Learn about Oral Fluid Roadside testing and its capabilities

 **Can't attend in person? Join virtually and tune into the session in a webinar-style format**

**WE HOPE TO SEE YOU THERE!
REGISTRATION IS FREE, HERE'S HOW:**

1. Visit MinnesotaTZD.org/events
2. Click on 2023 Minnesota Drugged Driving Summit
3. Follow registration prompts



TZD partners with the DNR

2022

Preliminary fatality count is 444.

Which includes:

Pedestrians: 45

Motorcyclists: 82

Bicyclists: 6

ATVs, UTVs: 14

Snowmobiles: 1

Why?!

Youth Helmets



Proper Size



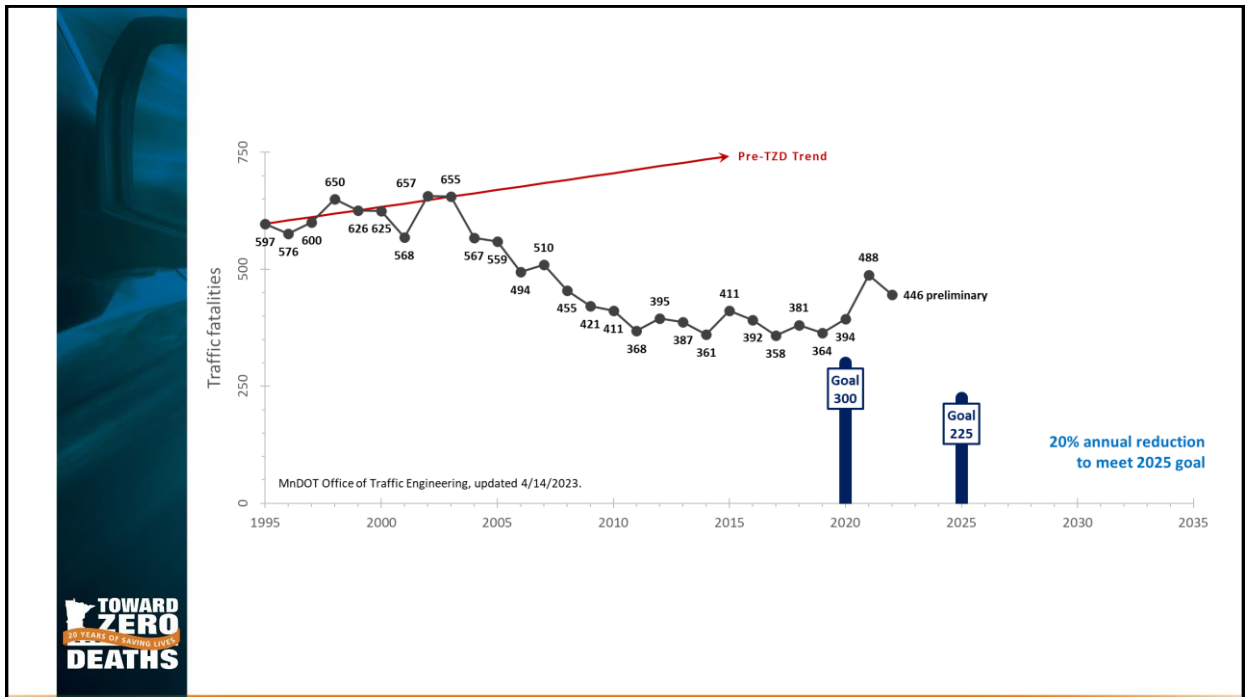
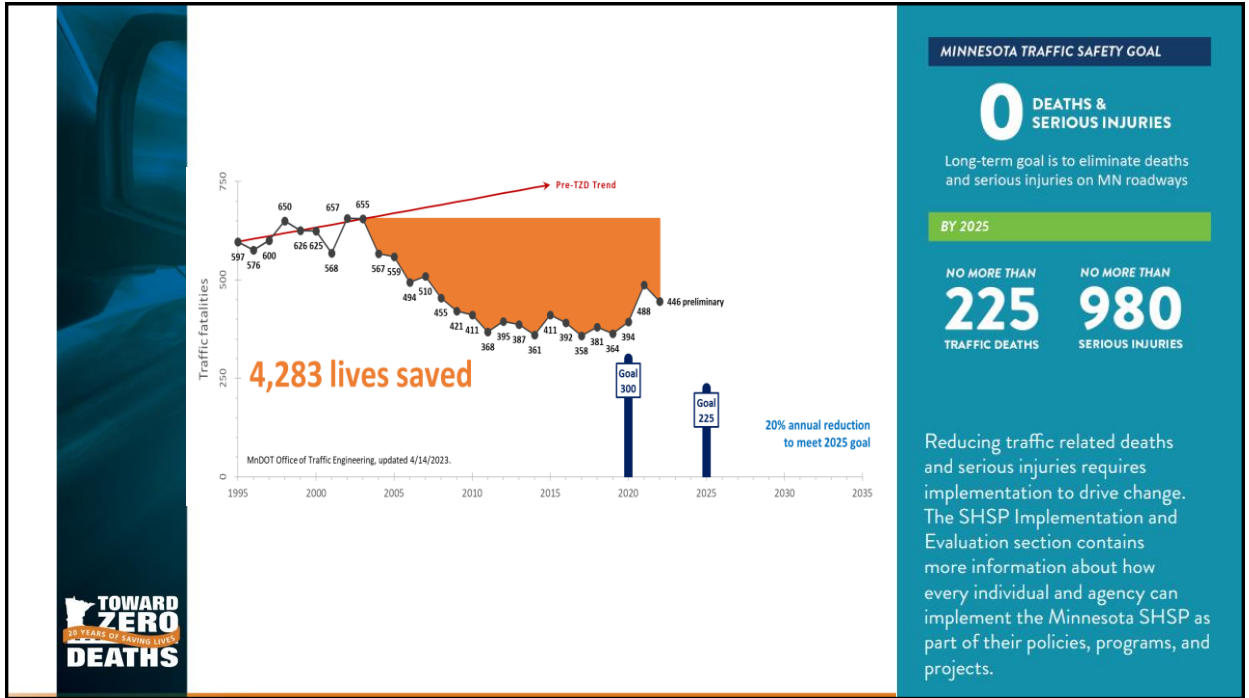
[Facebook](https://www.facebook.com/MN.DNR.Enforcement) (Facebook.com/MN.DNR.Enforcement)
[Twitter](https://twitter.com/mndnr_ENF) (@mndnr_ENF)



Metro Seat Belt Action Team

- Goal: To develop a more positive message that would encourage seatbelt use.
- End goal is to make this available statewide for a consistent message.





Can We Get to Zero?

*Zero is attainable
— but it will take
all of us working*



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Welcome

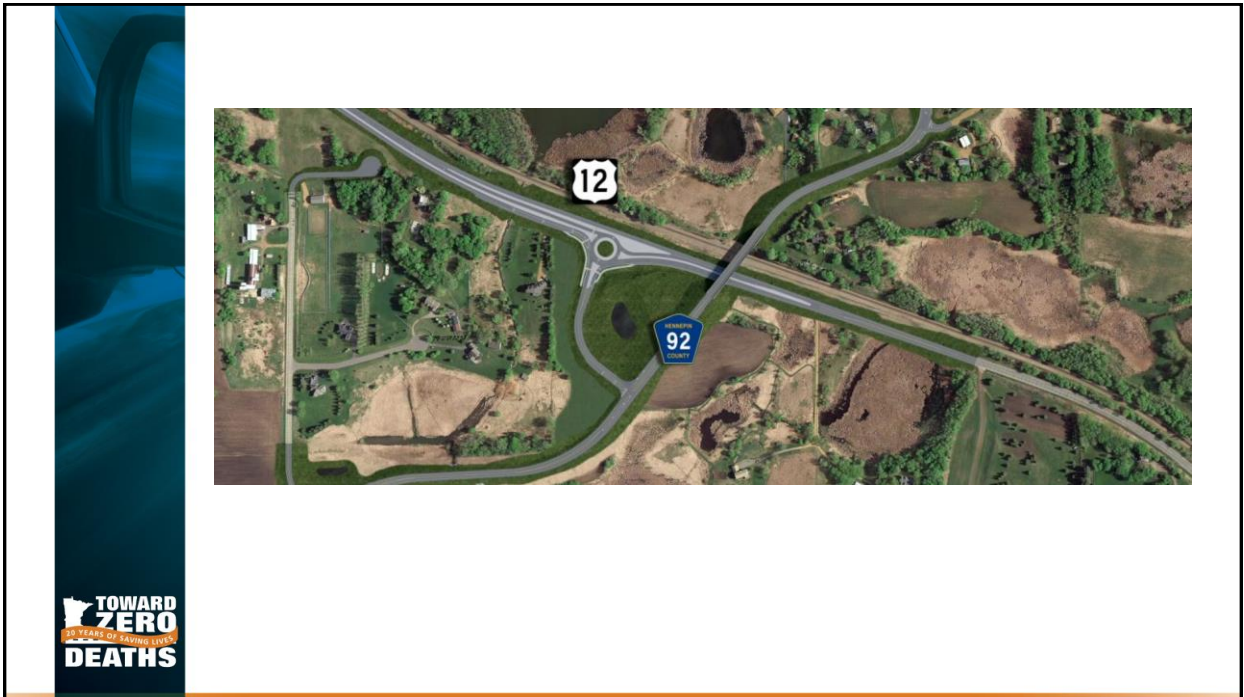
Michael Barnes, district engineer, MnDOT Metro District



**TOWARD
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DEATHS**
50 YEARS OF SAVING LIVES



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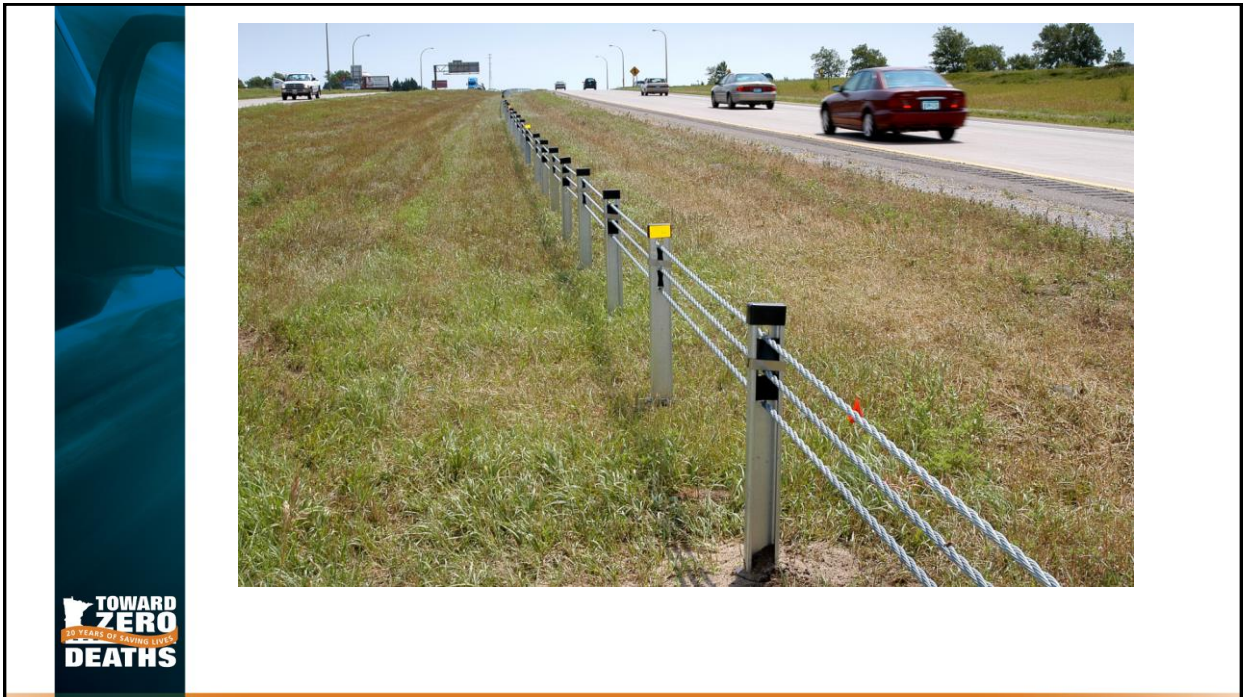
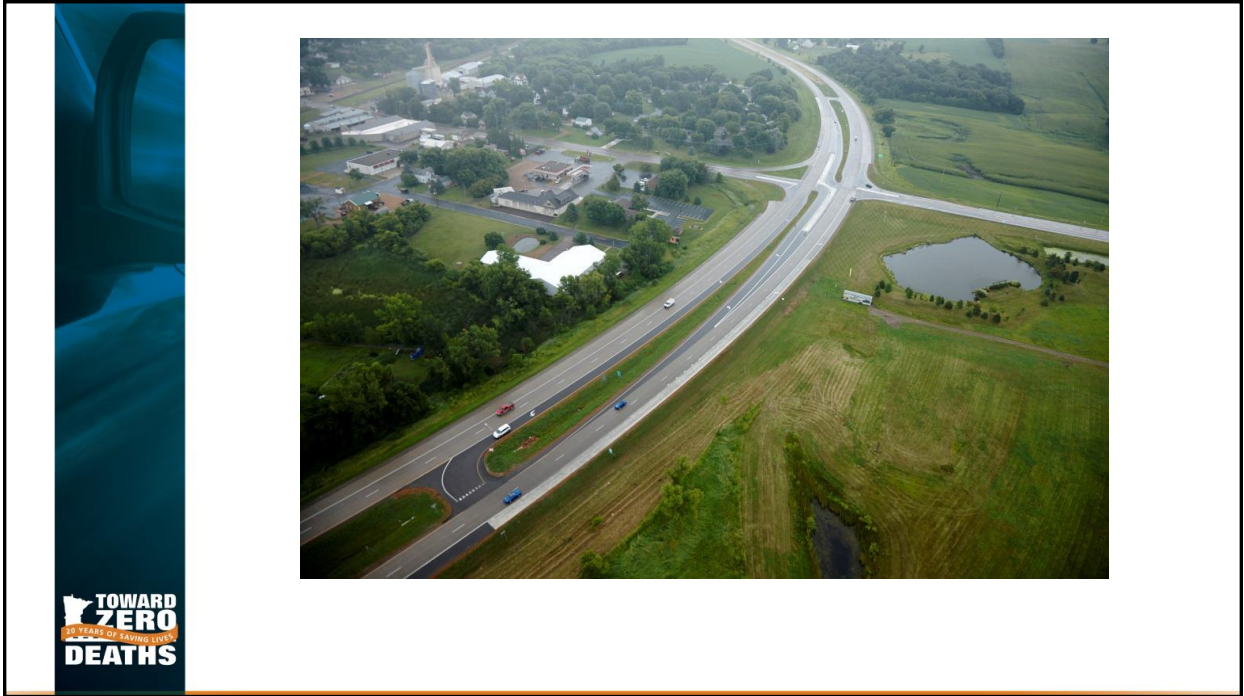




**TOWARD
ZERO**
30 YEARS OF SAVING LIVES
DEATHS



**TOWARD
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**TOWARD
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The Way We Were & Where We Are Headed

Bernard Arseneau, PE, PTOE, director, HDR's Highways and Roads



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Crash Data: What's the data telling us?

Maxwell Moreland, PE, PTOE, traffic safety crash engineer,
MnDOT Office of Traffic Engineering



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Roadway Safety Community Conversations

Lisa Kons, traffic safety programs manager,
Minnesota Safety Council

Tom Musick, transportation safety program coordinator,
Hennepin County Public Works



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Lunch & Exhibits



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Focusing on What Matters

Amber Peterson, managing partner, Peterson & Perme Associates



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Pulling Weeds in the Legislative Garden

Craig Flynn, deputy director, Department of Public Safety,
Office of Traffic Safety

Brian Sorenson, state traffic engineer, MnDOT,
Office of Traffic Engineering



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Wrap up

Captain Jason Bartell, Minnesota State Patrol, District 2500

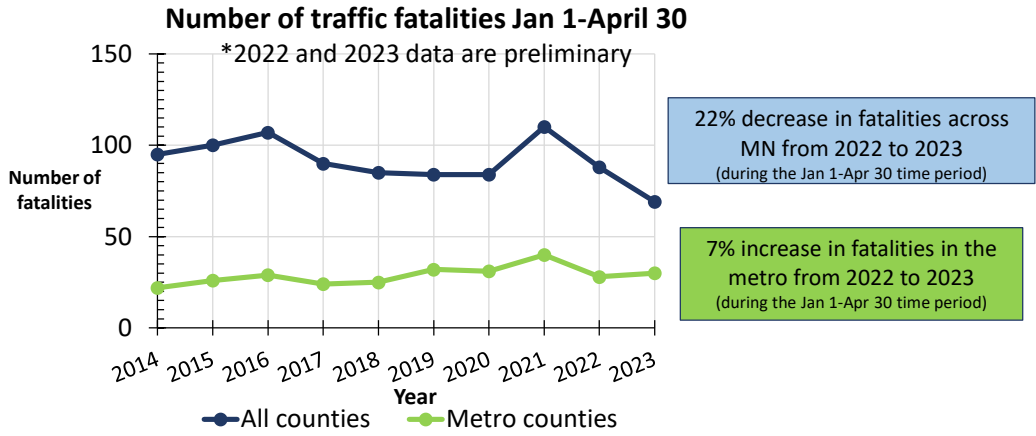
Enforcement Activity

Enforcement Activity Totals, FY22
(TZD Enforcement and DWI Officers)
Source: ROAR database

Citations / Results	Seat Belt	Impaired	Speed	Pedestrian	Move Over	Distracted	DWI Officers	Total FY22
Seat Belt	2,659	391	997	59	17	410	171	4,704
Child Restraint	59	65	103	10	0	28	22	287
DWI	37	1,247	269	2	3	31	1,944	3,533
Not A Drop/Zero Tolerance	1	49	12	0	0	1	58	121
Speed	1,335	3,581	17,561	122	90	1,054	2,343	26,086
Fail to Use Due Care	14	84	29	4	0	8	22	161
DAR/DAS/DAC	739	2,729	2,014	64	26	546	2,473	8,591
Move Over Law	15	42	136	0	80	13	53	339
Use of Wireless Equipment	756	489	779	125	16	1,933	367	4,465
Equipment	155	349	299	0	8	125	160	1,096
Citations Total	5,770	9,026	22,199	386	240	4,149	7,613	49,383
Warnings Total	6,579	24,474	28,210	248	382	5,589	17,803	83,285
Enforcement Activity Total	12,349	33,500	50,409	634	622	9,738	25,416	132,668
Hours Worked	7,082	29,317	28,213	784	411	5,909	28,133	99,849
Mileage	107,621	467,184	571,744	4,600	7,676	93,392	427,697	1,679,914
Total Stops	12,994	43,196	50,280	1,246	697	10,754	37,657	156,824
People Taken Into Custody	181	1,972	526	3	6	117	2,614	5,419
Vehicles Towed	67	868	269	5	2	38	1,234	2,483
Designated Drivers Contacted	75	312	182	0	2	44	506	1,121
Contacts Per Hour	1.83	5.88	10.71	1.58	1.69	1.81	5.35	28.89



Data



Collaboration



2023 TZD Statewide Conference

- Mark your calendars!
- Tuesday, Nov. 14 - Wednesday, Nov. 15, 2023
- Mayo Civic Center, Rochester, Minnesota



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Evaluation

- Please complete the evaluation survey from today's workshop.



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Thank You!



Buckle up. Every seat. Every time.

