



MINNESOTA TOWARD **ZERO** DEATHS

Welcome Northeast TZD Regional Workshop

Wednesday, May 31, 2023
minnesotatzd.org

Welcome to the 20th Anniversary of TZD!

*Duane Hill, MnDOT District engineer &
Northeast Minnesota TZD Regional Co-chair*



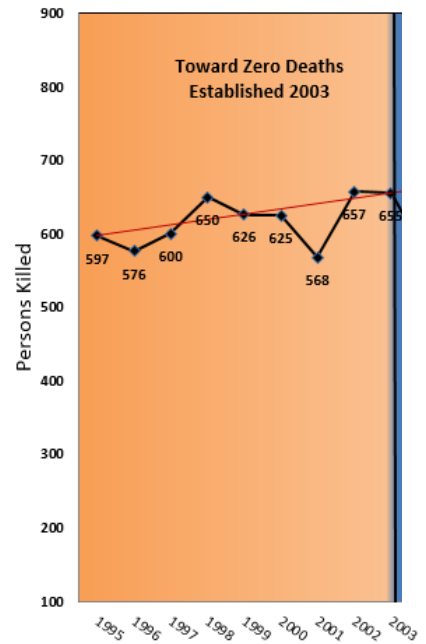
For Your Information...

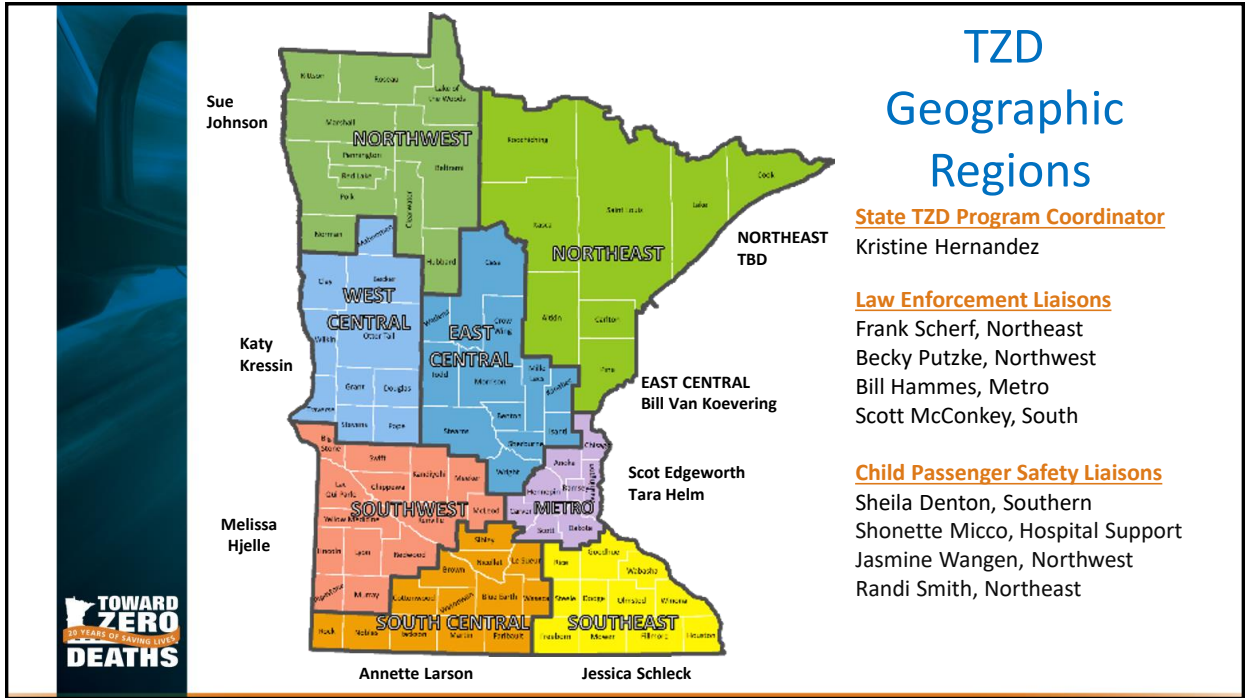
- Please turn your phones on silent
- Vendor booths available
- POST credits/PDH (Professional Development Hours) and CEUs are available
- QR code to evaluate today's workshop on your table



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

TOWARD ZERO 50 YEARS OF SAFETY BELTS DEATHS

Mission

To move Minnesota toward **zero** deaths on our roads using education, enforcement, engineering and emergency medical & trauma services.



TOWARD
ZERO
DEATHS
50 YEARS OF SAVING LIVES

TZD Cornerstone

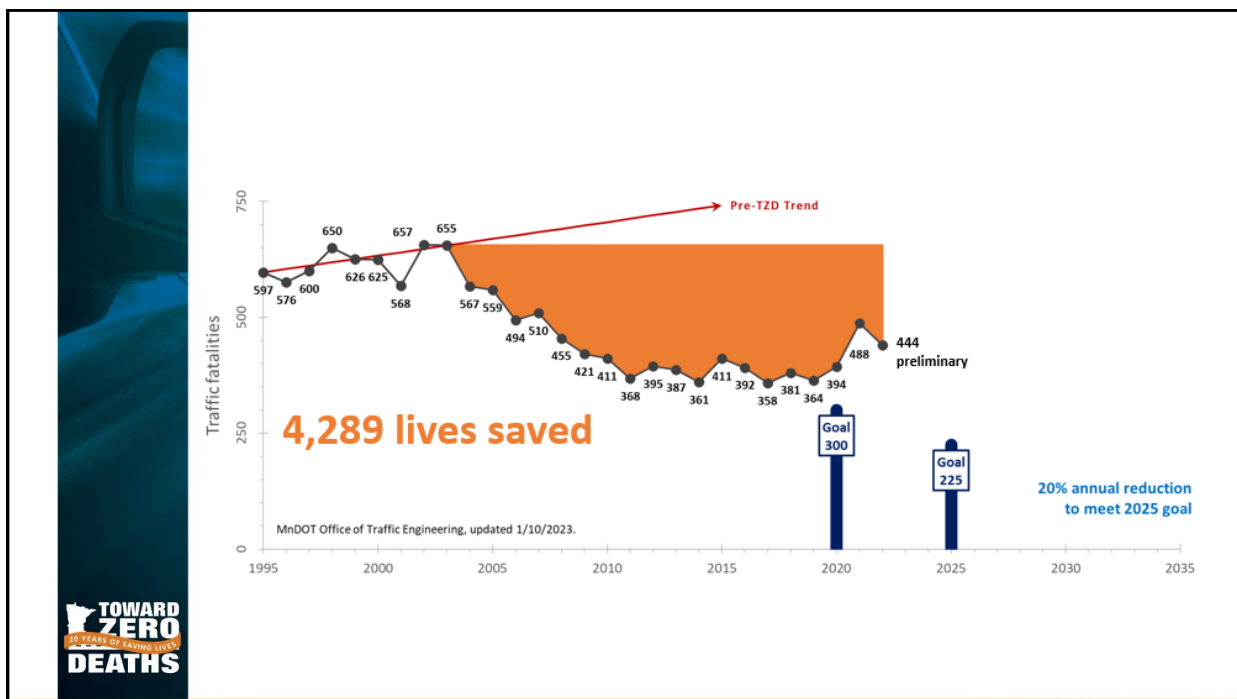
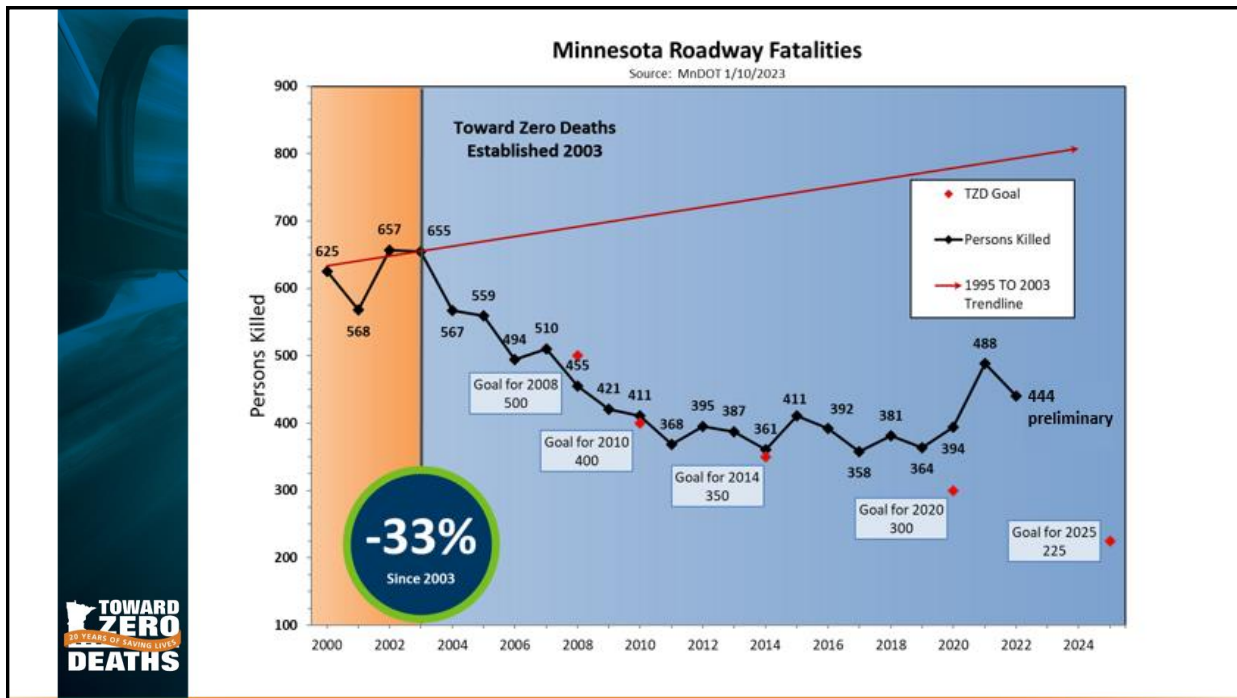


Five

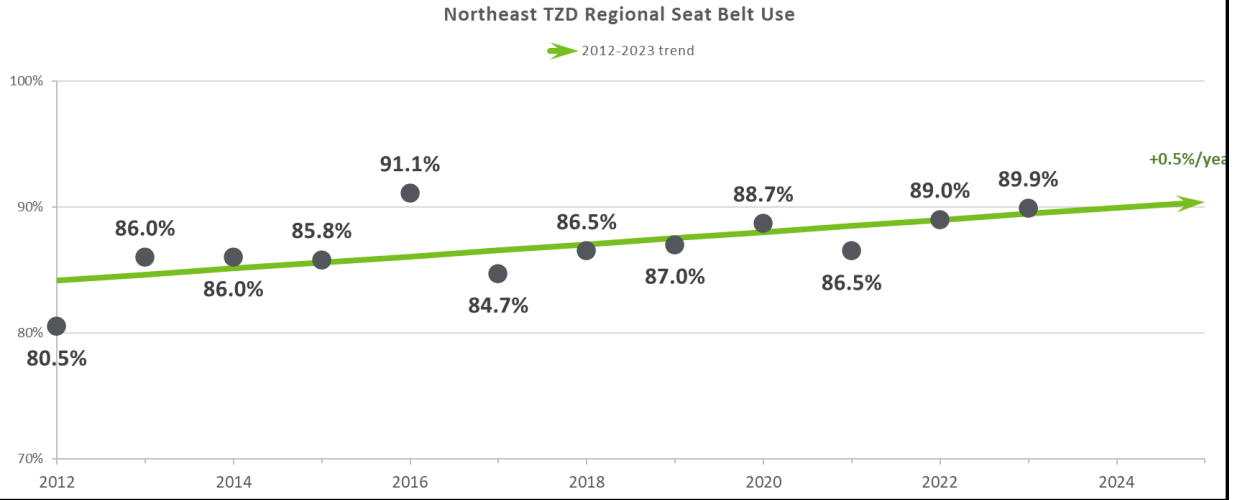
~~Four~~ "E" approach:

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

TOWARD
ZERO
DEATHS
50 YEARS OF SAVING LIVES



Northeast TZD Regional Seat Belt Usage 2012-2023



Minnesota updates & what are other Nations/States doing?

*Kristine Hernandez
Statewide TZD
Program Coordinator
MnDOT Office of Traffic
Engineering*



Enhancing a New Focus

Structure and operations help TZD focus on what matters



Review:

- National pilot projects & initiatives
- State projects
- Minnesota Traffic Safety Culture efforts



SOMEBODY LOVES YOU, DRIVE SAFE



I DRIVE SAFE FOR: 



How Finland Put Traffic Crashes on Ice

- The Nordic nation's rate of vehicle fatalities is a fraction of the toll in the US, despite a harsh climate and ice-covered streets.
- Fatalities [plunged 50%](#) between 2001 and 2019, when Helsinki made international news for going [an entire year](#) without a single pedestrian or cyclist fatality. ([Last year](#) there were two, down from 22 in 1990.)



How'd they do that?

- Set Stricter Limits
- Make Speeders Pay — a Lot
- Question Every Crash
- Understand the Ice
- Keep it Simple

Another mandatory element on the car? Slovaks have developed a front brake light with the potential to save lives



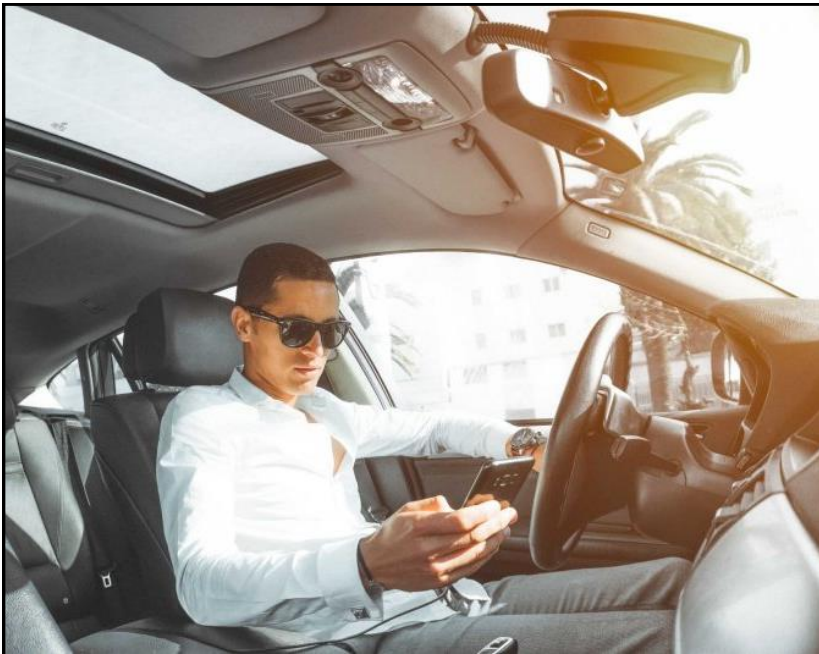
The green brake light on the front of the car is a novelty that comes from Slovakia. Its main task is to timely warn pedestrians to a braking vehicle.

Source: <https://www.autoviny.sk/autor/86/david-hecl>

**TOWARD
ZERO**
50 YEARS OF SAFETY
DEATHS

Slovakian police will have special radars that will shine a light on everyone.

The police are about to modernize their equipment. Special radars that can detect mobile phone use behind the wheel or unfastened seatbelt should be added to its portfolio.



DEATHS



[Sweden is building the world's first permanent electrified road for EVs to charge while driving | Euronews](#)

Michigan State Police have begun installing license plate readers along metro Detroit freeways



It is part of a pilot program that's set to expand across the state. State police say the technology would only be used for serious and violent crimes and could quadruple the chances of making an arrest.





That vision is to reduce traffic fatalities and serious injuries to zero by 2030. The WTSC Director is the Governor's Highway Safety Representative, which is a designated position each state is required to have in order to qualify for federal traffic safety funding. The Commission is made up of 26 employees and ten Commissioners chaired by Washington's Governor Jay Inslee.

- Dept of Transportation
- Washington State Assn. of Counties
- Dept. of Health
- Dept. of Licensing
- Washington State Patrol
- The Governor
- Judiciary member
- Superintendent of Public Instruction
- Health Care Authority
- Assn. of Washington Cities

**TOWARD
ZERO
DEATHS**
50 YEARS OF SAFETY



Current Projects

- Reduced speed limits in Seattle, from 25 MPH to 20 MPH
- Speed cameras in work zones
- "When in doubt, roundabout!"

Upcoming Efforts

- Income-driven Driver Education programs
- 0.05 per se law (down from 0.08)
- Mandatory Driver Education knowledge testing for ages: 16-18, 19-21 and 22-24-year-olds
- Re-test if you have been driving and have a crash

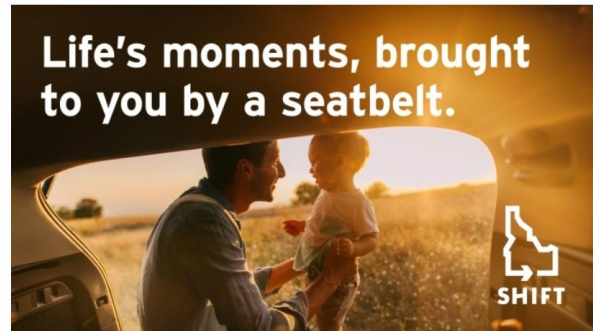
**TOWARD
ZERO
DEATHS**
50 YEARS OF SAFETY

Idaho's take on Positive Social Norming: *The New Way*

Seat Belt Safety

Audience: Young males age 20–36

Message: Seat belts keep me safe so I can experience more of life's moments

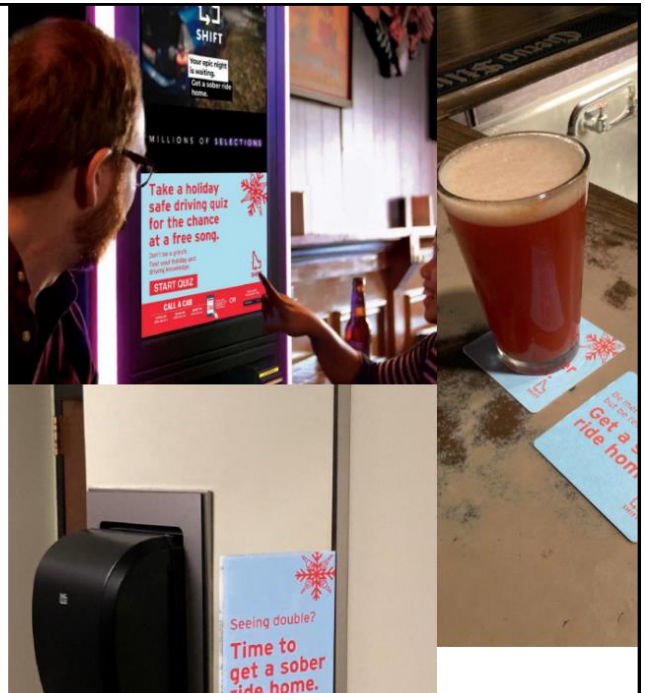




**TOWARD
ZERO**
50 YEARS OF SAMMIE BUSH
DEATHS

SHIFT

In Bar Media

- Opportunity to influence prior to decision
- Provide information about getting a sober ride
- Reminds bar staff about customer safety





How many of you live in states where recreational cannabis is legal?



Why is this resource needed?

- More states are legalizing cannabis
- More people are consuming cannabis
- More cannabis-involved fatal crashes during the pandemic
- Disconnect between cannabis use and driving
- Misperceptions about effects of cannabis on driving

bit.ly/GHSA-Cannabis-Messaging



Campaign basics

- Campaigns should be **factual** and **focus group** tested
- Community-based, **trusted messengers** – not government
- **Do not** stereotype or ridicule cannabis consumers
- **Myths** about cannabis and driving must be dispelled
- Enforcement messages focus on LE's **skills to detect impairment**, not legality/illegality of cannabis use
- **Cannabis-impaired driving is illegal** in all 50 states and territories, regardless of legal status of cannabis



Ask Them
to Wear a Seat Belt

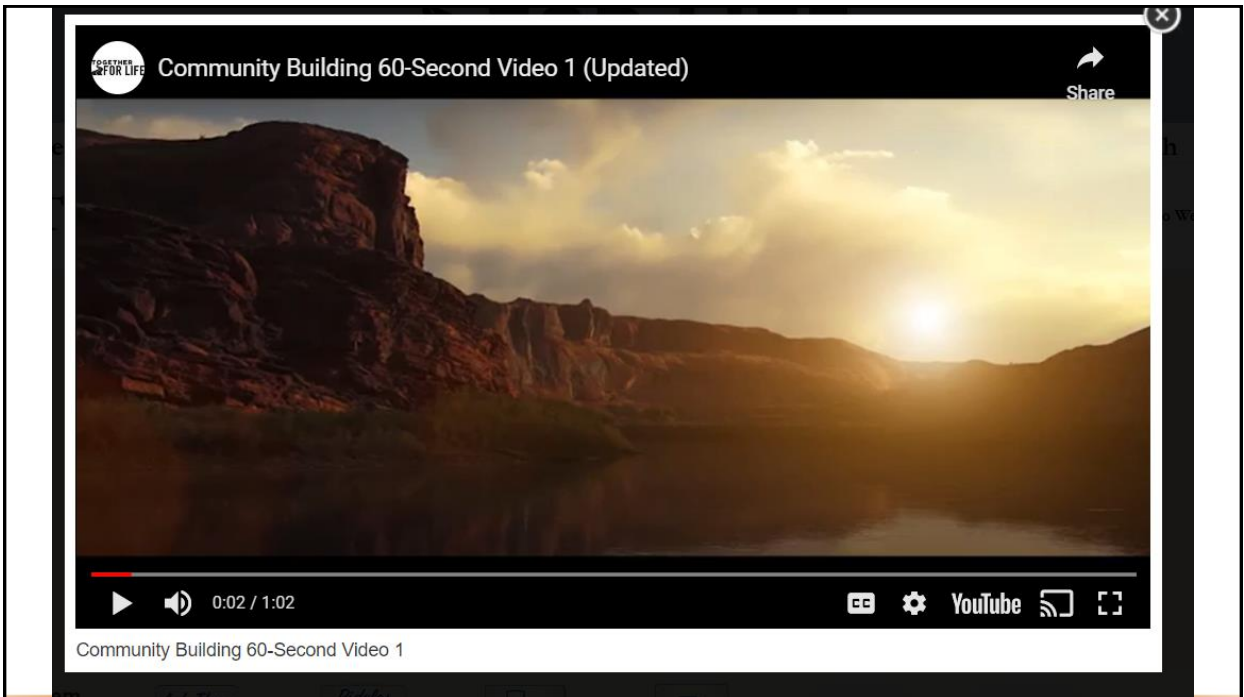
**TOGETHER
FOR LIFE**

**U
T
A
H**

Tips

- Keep it light. When people feel threatened, they may lose sight of the fact that you want people you care about to always wear a seat belt.
- Some people have inaccurate beliefs about seat belts. Avoid arguing.
- You may need to ask someone to wear their seat belt more than once. Keep asking until they always wear a seat belt.

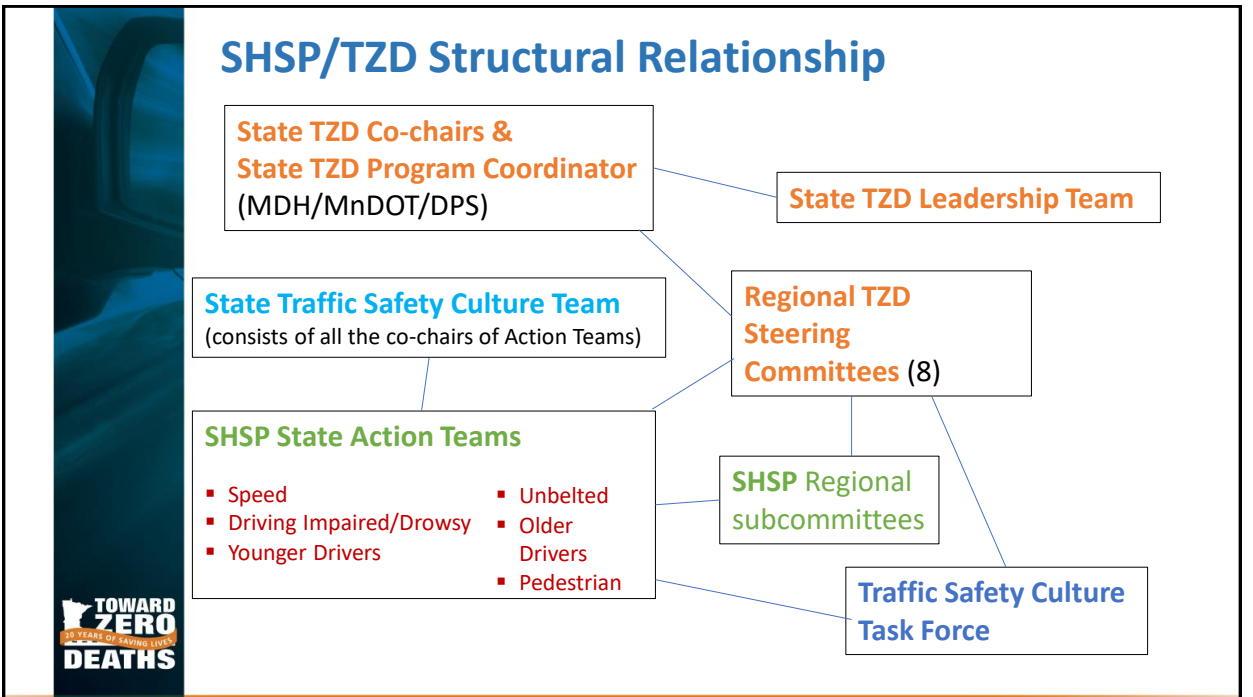
TOWARD ZERO DEATHS
30 YEARS OF SAVVING LIVES



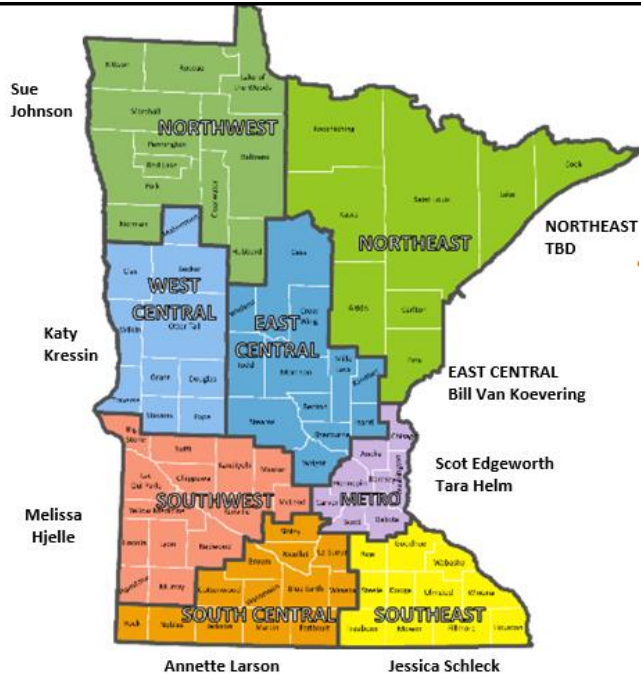
TOGETHER FOR LIFE Community Building 60-Second Video 1 (Updated) Share

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Community Building 60-Second Video 1



Traffic Safety Culture Task Force



State TZD Program Coordinator
Kristine Hernandez



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 text 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



TZD TSTF 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](#) (Facebook.com/MN.DNR.Enforcement)
[Twitter](#) (@mndnr_ENF)

SHSP Speed Action Team

Objectives

- Identify and evaluate new, innovative, effective countermeasures.
- Understand available data related to speeding, identify data needs and explore opportunities for new data sources.
- Kickoff meeting March 2021

Subcommittees Established

- Automated Speed Enforcement Pilot Project
- Roadway Design



SHSP Impaired Driving Prevention State Action Team

- Focusing 2 SHSP Strategies:
 - Increase public awareness to reduce impaired driving.
 - Provide funding, training, technology for enforcement.
- Minnesota Safety Council has grant funding from AAA to do an "Impairment is Impairment" campaign







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
13885 South Robert Trail
Rosemount, MN 55068

Thursday - January / 19th / 2023
8:00 am - 4:00 pm
Registration/networking beginning at 7:30 am



**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

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**

TOWARD
ZERO
DEATHS
35 YEARS OF SAVINGS

SHSP Younger Driver State Action Team

- Co-Chairs:
 - Sue Johnson, TZD Coordinator – Northwest TZD Region
 - Scot Edgeworth, TZD Coordinator – East Metro TZD Region
 - Kat Vue – Teen, Novice & Adult Driver Safety Coordinator, DPS Office of Traffic Safety
- Current Activity:
 - Working with interns from Shreya Dixit Foundation to identify Teen Driver Safety Program for Minnesota – with results!
 - They chose “Impact Teen Drivers.”
 - Train-the-Trainers session this August.



Metro Seat Belt Action Team

- Goal: To develop a more positive message that would encourage seatbelt use.
- The airport and the Mall of America are the first locations identified to get the message out and receive feedback.
- End goal is to make this available statewide for a consistent message.



**TOWARD
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50 YEARS OF SAVING LIVES

*Thank you for
all you do!*

**Minnesota Toward Zero Deaths
Kristine Hernandez, MBA**

State TZD program coordinator
MnDOT Office of Traffic Engineering

Kristine.Hernandez@state.mn.us

507.273.0677



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Crash Data Presentation: What's the data telling us?



*Ken E. Johnson, P.E., Assistant State Traffic Engineer,
MnDOT Office of Traffic Engineering*



Cannabis DWIs... They're Not So Simple



Sgt. Tyler Milless, Minnesota State Patrol





Break



Lunch, Exhibits & Networking



Focusing on What Matters



Amber Peterson
Managing Partner, Peterson & Perme Associates



TZD Safe Roads Coalition Updates

Kaitlin Schaumburg
*Essentia Health Patient Education,
TZD Safe Roads Coalition co-coordinator;*

Amanda Schafter
*St. Lukes Hospital Patient Education,
TZD Safe Roads Coalition co-coordinator;*

Allison Nicolson
Essentia Health, Injury Prevention Coordinator - Trauma

Break



Revitalizing Your Community Action Plan & Listening Session: *How can we help?*

*Lt. Abbi Burch,
District 3100,
and
Lt. Joe Norstrom,
District 2700
Minnesota State
Patrol*



Questions to consider:

1. Do you currently have a TZD Coalition, funded or unfunded, in your county?
2. If you don't have one in your county, what can we do to start a coalition?
3. Ideas on what your community can do?
4. How does everyone feel about the 225 goals for 2025?
5. How can we reinvigorate the Toward Zero Deaths program?
6. What do we need to do to impact the data & drive down traffic deaths and serious injuries?



Wrap up

Capt. Chip Lemon
State Patrol
Commander and
Northeast Minnesota
TZD Regional
co-chair



Year-to-Date Traffic-Related Deaths

As of May 30, 2023, there were **103** traffic-related deaths on Minnesota roads, compared to **132** deaths at this time last year.



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

Can We Get to Zero?

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



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



How can you get involved?

- Northeast Regional TZD Steering Committee
- TZD Safe Roads Coalitions
- Regional TZD Events

Toward Zero Deaths Statewide Conference



Nov. 14 & 15, 2023 – Rochester
www.minnesotatzd.org



Call for Nominations: 2022 Toward Zero Deaths Awards

Do you know someone or an organization that has went above and beyond?

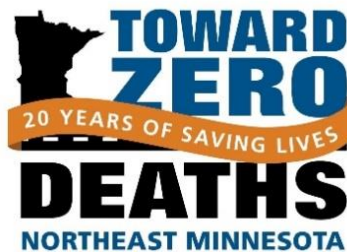
Nominate them for a TZD award!

Go to the TZD website for more info:
<https://www.minnesotatzd.org/about/awards>

Submissions are due Wednesday,
June 30, 2023, by 5 p.m.



Thank you for attending
today's regional workshop.



Please complete the
evaluation survey!

