



South Central Minnesota Toward Zero Deaths Regional Strategic Plan

Mission

To move south central 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 south central Minnesota from the past **5-year average** of 28 fatalities and 110 serious injuries (in 2018-2022). 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 93.3% in 2022**, up from 92.4% in 2021. The 2023 regional seat belt rate is **88 percent**, down slightly from 89.3 percent in 2021.
- B. To examine the characteristics of the unbelted fatalities and serious injuries. The 2018-2022 5-year average in South Central Minnesota was 8 unbelted fatalities and 17 serious injuries.
- C. To continuously decrease the following:

5-year average (2018-2022*) in South Central Region

Contributing Factors:

	Alcohol	Speed	Distraction	Total
Fatalities	6	7	2	28
Fatal Crashes	5	6	2	26
Serious Injuries	21	22	7	110
Serious Injury Crashes	18	17	6	92

Average Annual Number of:

**Data are Preliminary*

Note: a crash may have more than one of the above listed or additional contributing factor

Total South Central Region – Baseline (Data are Preliminary)

	Fatalities	Fatal Crashes	Serious Injuries	Serious Injury Crashes
2022 Totals	34	34	132	109
2018-2022	140	130	551	461



South Central Minnesota Toward Zero Deaths Regional Strategic Plan

Region Goal 2- TZD Partnership Goals

To continuously increase TZD awareness and partnerships across south central 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, seatbelt observational survey and omnibus survey, media messaging and media events, news releases re: activities woven into existing messages, worksite education and policy development, parent component to drivers education, sober cab development, youth enforcement and education activities)