



## Southeast Minnesota Toward Zero Deaths Regional Strategic Plan

### **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 40 fatalities and 137 serious injuries (in 2018-2022).

#### **Objectives:**

- A. To continuously increase regional seat belt use rates.

As of April 2023, the seat belt compliance rate in southeast Minnesota was 89 percent. This is back to pre-pandemic (2019 = 89.0%) range. 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 2018-2022 5-year average in Southeast Minnesota was 10 unbelted fatalities and 26 serious injuries.

- C. To continuously decrease the following:

<b>Five Year Averages: Southeast TZD Region</b>						
	<b>Metric</b>	<b>Impaired</b>	<b>Speed</b>	<b>Distraction</b>	<b>Unbelted</b>	<b>Total</b>
<b>CRASHES</b>	K Crashes	10	9	2	10	40
	A Crashes	35	29	9	22	137
	K+A Crashes	45	38	11	32	177
<b>INJURIES</b>	Fatalities	10	10	2	10	44
	A Injuieres	44	36	11	26	167
	K+A Injuries	54	45	13	37	211

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

## Total Southeast Minnesota Region

Baseline Comparison						
Metric	Total Count		Average	Avg. Annual Percent Change		
	2022	2018-2022	5-year Avg.	Region	Statewide	
CRASHES	K Crashes	43	200	40	+1.9%	+7.0%
	A Crashes	159	687	137	+2.0%	+5.2%
	K+A Crashes	202	887	177	+2.0%	+5.6%
INJURIES	Fatalities	44	220	44	-1.7%	+6.3%
	A Injuries	184	833	167	-1.4%	+4.2%
	K+A Injuries	228	1,053	211	-1.5%	+4.6%

### 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