

Advisory Council on Traffic Safety

Final Minutes

Thursday, September 21, 2023

1:00 – 4:00pm

Humphrey School of Public Affairs, University of Minnesota
301 S 19th Ave, Minneapolis, MN 55455
Room 105

Attendees

Appendix A lists all Council members, staff, and invited guests who were present at the meeting.

Call to Order

Chair Hanson called the meeting to order at 1:00 p.m. All members and staff introduced themselves.

Chairs' Welcome and Council Background

Chair Hanson, along with Vice-Chairs Sorenson and Diamond, welcomed members to the first meeting. They provided background on the formation of the Council including Council establishment, membership, administration, and the difference between the Council and TZD.

Council Establishment

Chair Hanson introduced Representative Frank Hornstein and Senator D. Scott Dibble, who were legislative leaders in the creation of this Council. Hanson highlighted our common goal of saving lives and reminded members of the importance of teamwork and partnership. He mentioned that the Advisory Council is the next generation of traffic safety and that the members of the Council will be asked to bring their talent, passion, knowledge and experience to the table in this work.

Hanson reminded members of the following language from the Advisory Council legislation:

- a) The Advisory Council on Traffic Safety is established to advise, consult with, assist in planning coordination, and make program recommendations to the commissioners of public safety, transportation, and health on the development and implementation of projects and programs intended to improve traffic safety on all Minnesota road systems.
- b) The Advisory Council serves as the lead for the state Toward Zero Deaths program.

Membership

The Chair for the Advisory Council on Traffic Safety will be Mike Hanson from the Office of Traffic Safety at the Minnesota Department of Public Safety. The Vice Chairs for the Advisory Council on Traffic Safety will be Brian Sorenson from the Minnesota Department of Transportation's Office of Traffic Engineering and Catherine Diamond from the Minnesota Department of Health's Injury and Violence Prevention Section.

There will be 33 Council members. Once confirmed, all members will be posted on the Advisory Council webpage. The University of Minnesota's Center for Transportation Studies will provide support to the Council.

Administration

Chair Hanson reviewed the following administration information from the Council legislation:

- The Office of Traffic Safety in the Department of Public Safety, in cooperation with the Departments of Transportation and Health, must serve as the host agency for the Advisory Council and must manage the administrative and operational aspects of the Advisory Council's activities. The commissioner of public safety must perform financial management on behalf of the Council.
- The Advisory Council must meet no less than four times per year, or more frequently as determined by the chair, a vice chair, or a majority of the Council members. The Advisory Council is subject to chapter 13D.
- The chair must regularly report to the respective commissioners on the activities of the Advisory Council and on the state of traffic safety in Minnesota.
- The terms, compensation, and appointment of members are governed by section 15.059.
- The Advisory Council may appoint subcommittees and working groups. Subcommittees must consist of Council members. Working groups may include nonmembers. Nonmembers on working groups must be compensated pursuant to section 15.059, subdivision 3, only for expenses incurred for working group activities.

Toward Zero Deaths (TZD) and the Advisory Council: What's the Difference?

Vice Chair Sorenson reviewed the following information with members, noting the relationship between TZD and the Council.

- The Advisory Council on Traffic Safety was established during the 2023 legislative session to improve traffic safety for all users on all Minnesota roads.
- The Advisory Council on Traffic Safety is the overarching entity for Minnesota's traffic safety efforts, including the TZD program. TZD will be one asset in the Council's portfolio.
- The Council will advise, consult with, assist, and make recommendations on all efforts to improve traffic safety on all Minnesota roads. Decision making will reside with the leaders of these individual efforts.
- The Council will give greater voice to key traffic safety stakeholders who may be underrepresented in terms of geography, demographics, mode of travel, agency affiliation, or other unique characteristics.
- Because of the broad representation on the Council, it will provide a forum for tapping into novel perspectives, ideas, and resources for generating innovative solutions. This broad representation will also expand the Council's reach, in that members may serve as traffic safety ambassadors back to their communities and constituents.

Member Introduction

All members introduced themselves and the organization they are representing on the Council. Following introductions, members shared their goals for the Council and suggested information they would find valuable during the onboarding process.

One discussion point included having a future discussion on the Safe System approach so members have a common understanding of its principles. Several good resources are available from the Collaborative Sciences Center for Road Safety, including the following links:

- [Top 10 Safe System implementation pitfalls, and suggestions for how to avoid them](#)
- [Safe Systems Summer Learning Series](#)

Another common theme members discussed included learning more about traffic data, and how data can influence decision making. One new resource currently in development is the Traffic Safety Data Analytics Center.

Other topics of interest included: school bus safety, addressing underserved populations and older drivers, and research that influences people to drive safely/what motivates them to be safe on the road.

Members are looking forward to the new partnerships being developed through the Council and the power of bringing people together to make progress.

Council Member Duties

Vice Chair Sorenson discussed the verbiage from the legislation on council member duties.

The Advisory Council must:

1. Advise the governor and heads of state departments and agencies on policies, programs, and services affecting traffic safety;
2. Advise the appropriate representatives of state departments on the activities of the Toward Zero Deaths program, including but not limited to educating the public about traffic safety;
3. Encourage state departments and other agencies to conduct needed research in the field of traffic safety;
4. Review recommendations of the subcommittees and working groups;
5. Review and comment on all grants dealing with traffic safety and on the development and implementation of state and local traffic safety plans; and
6. Make recommendations on safe road zone safety measures under section 169.065.

Council Expectations

Chair Hanson reviewed the following Council member expectations:

- Attend and actively participate in meetings. Active membership will be the key to our success. There will be many opportunities to engage through subcommittees and workgroups.
- Use respectful dialogue. Different is not wrong; innovation and creativity are necessary.
- Provide input, ideas, information. There should be no single agendas—we all have diverse interests and we want to see the big picture.
- Be curious and learn from each other.

Terms and Oath of Office

Terms

Stephanie Malinoff reviewed term lengths, as well as start and end dates, of Council members.

Council member terms shall be four years. Terms of one-half of the members shall be coterminous with the governor (end date of January 4, 2027) and the terms of the remaining one-half of the members shall end on the first Monday in January one year after the terms of the other members (end date of January 3, 2028).

Some variation to the term lengths was acknowledged due to the startup and timing of a new Council.

Oath of Office and Other Operational Updates

All members are required by the Secretary of State's Office to sign an Oath of Office. In-person members signed their documents at the meeting; Malinoff will follow up with other members to collect the form.

Round Robin

Judge Kerry Meyer, American Bar Association: Suggested additional training for DRE officers around impaired driving. She also discussed reviewing sentencing guidelines in Minnesota where there are no DWI courts.

Chelaine Crego, Minnesota Association for Pupil Transportation: Noted the success, and additional interest, in stop arm cameras on school buses. Chair Hanson noted additional funding will be available soon. Crego also discussed continued support for pupil transportation (how to get kids safely to and from school).

Sheryl Cummings, Minnesota Operation Lifesaver: Highlighted that this week is MN Operation Lifesaver Week and National Railroad Safety Week. Operation Lifesaver will be reaching out to professional drivers and working with them on railroad safety.

Tim Held, Statewide Trauma Advisory Council: Noted interested in combining analytical data (rich data set) with hospital trauma data.

Gene LaDoucer, AAA: Mentioned AAA's priorities shift based on research and their current priorities are drug impaired driving and vehicle weights.

Becky Putzke, Law Enforcement Liaison: Mentioned that law enforcement staffing remains a challenge. She encouraged attendees to let officers know they are valued.

Annette Larson, TZD Regional Coordinator: Currently focusing efforts on Minnesota's new Impact Teen Driver program and reaching out to high schools. Minnesota's TZD Regional Coordinators have new equipment to encourage education and outreach with various ethnic groups.

Kristine Hernandez, Statewide TZD Program Coordinator: Shared details about the [2023 TZD Statewide Conference](#) scheduled for November 14-15, 2023 in Rochester, MN. She noted scholarships are available for those who may need financial assistance to attend. She also mentioned that Minnesota uses positive social norming messages within their traffic safety culture.

Derek Leuer, State Traffic Safety Engineer, Minnesota Department of Transportation: Will be working on the 2025-29 State Highway Safety Plan (SHSP) and hopes the Advisory Council can assist with this effort. More details will be shared as the work progresses.

Jim Kosluchar, City Engineers Association of Minnesota: Mentioned that the Association is focusing on SHSP and work zone safety.

Paul Aasen, Minnesota Safety Council: Commented that the Safety Council is focusing on driver safety and research on speeding.

Joe Dwyer, Minnesota State Patrol: Shared that last year there were over 276,000 traffic stops for distracted driving and it continues to be a high priority for the Minnesota State Patrol.

Julie Jeppson, Association of Minnesota Counties: Anoka County Commissioner Jeppson hopes to bring ideas to the Advisory Council from Minnesota counties at a local level and will be reporting back to the Association of Minnesota Counties on the Advisory Council actions.

Kyle Shelton, Center for Transportation Studies: Noted commitment to bring new traffic safety ideas from researchers to the Council, supporting the desire to think differently and creatively as we look for new ways to save lives on our road. Shelton also mentioned the [Future of Mobility](#) theme the Center for Transportation Studies has focused on in 2023, including a [white paper](#) by Dr. Nichole Morris on the need for strong interventions to combat speeding.

Michele Severson, Council on Disability: Expressed that many pedestrians with disabilities have trouble navigating roundabouts. During the week of Oct 2, the Council on Disability will be asking Minnesotans not to drive to raise awareness for people who are not able to drive.

Future Meetings

The next meeting is scheduled for either December 13 or 14 from 1:00 – 4:00 p.m. at the same location in Room 105 of the Humphrey School of Public Affairs, University of Minnesota, 301 S 19th Ave, Minneapolis, MN 55455. (Since the meeting, it has been confirmed that the Council will meet on December 13 from 1:00-4:00pm.)

Future Meetings – 2024 Proposal

The Chairs proposed meeting every other month in 2024. Options included:

- 1st Thursday (Feb 1, Apr 4, Jun 6, Aug 1, Oct 3, Dec 5);
- 2nd Wednesday (Feb 14, Apr 10, Jun 12, Aug 14, Oct 9, Dec 11); and
- 2nd Thursday (Feb 15, Apr 11, Jun 13, Aug 8, Oct 10, Dec 12).

Members agreed to meet every other month in 2024 and were asked to send any major conflicts with these dates to Malinoff. (Since the meeting, the 2024 dates have been confirmed as Feb 14, Apr 10, Jun 12, Aug 14, Oct 9, Dec 11.)

Adjourn

The meeting was adjourned at 3:48 p.m.

Appendix A: Attendance: Members, Staff, and Invited Guests

Member Name	Organization	Present		Not Present
		In-person	Virtual	
<i>Council Members</i>				
Aasen, Paul	Minnesota Safety Council	X		
Cocking, Aaron	Insurance Federation of Minnesota			X
Crego, Chelaine	Northstar Bus Lines (Representing Minnesota Association for Pupil Transportation)	X		
Cummings, Sheryl	Minnesota Operation Lifesaver	X		
Diamond, Catherine	Minnesota Department of Health, Injury and Violence Prevention Section	X		
Hanson, Mike	Minnesota Department of Public Safety, Office of Traffic Safety	X		
Hartzell, Chris	City of Woodbury (representing League of Minnesota Cities)		X	
Hausladen, John	Minnesota Trucking Association			X
Hernandez, Kristine	Statewide TZD Program Coordinator	X		
Hosmer, Pete	A+ Driving School (representing Minnesota Driver and Traffic Safety Education Association)		X	
Jacobs, Robert	CentraCare (representing Minnesota Statewide Trauma Advisory Council)			X
Jeppson, Julie	Anoka County (representing Association of Minnesota Counties)	X		
Kosluchar, Jim	City of Fridley (representing City Engineers Association of Minnesota)	X		
LaDoucer, Gene	AAA	X		
Langer, Matt	Minnesota State Patrol, Chief			X
Larson, Annette	TZD Regional Coordinator	X		
Leuer, Derek	Minnesota Department of Transportation, State Traffic Safety Engineer	X		
Meyer, Kerry	American Bar Association, State Judicial Outreach Liaison	X		

Putzke, Becky	Law Enforcement Liaison	X		
Ramos, Michael	Washington County Sheriff's Office (representing Minnesota Sheriff's Association)		X	
Severson, Michele	Council on Disability		X	
Shelton, Kyle	Center for Transportation Studies, University of Minnesota		X	
Sorenson, Brian	Minnesota Department of Transportation, Office of Traffic Engineering	X		
Tate, Jeff	Shakopee Police Department (representing Minnesota Chiefs of Police Association)		X	
Witter, Andrew	Sherburne County (representing Minnesota County Engineers Association)			X
Wojcik, Michael	Bicycle Alliance of Minnesota	X		
Young, Charles	Minnesota Department of Human Services		X	
<i>Council Staff</i>				
Dolan, Linda	Center for Transportation Studies, University of Minnesota	X		
Malinoff, Stephanie	Center for Transportation Studies, University of Minnesota	X		
Piper, Jackson	Center for Transportation Studies, University of Minnesota	X		
<i>Invited Guests</i>				
Dibble, Scott	Minnesota Senate	X		
Hornstein, Frank	Minnesota House of Representatives	X		