



East Central Minnesota Toward Zero Deaths Regional Strategic Plan

Mission

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

Goal 1 – TZD Fatality and Serious Injury Goals

To continuously decrease traffic-related fatalities and serious injuries in northwest Minnesota from the past **5-year averages** (2018-2023) of 17 fatalities and 52 serious injuries (preliminary). 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 seatbelt use rates.

The statewide average **was 93.4% in 2019** (Note: due to the Coronavirus Pandemic, no statewide observational survey was conducted in 2020). The regional seat belt rate **was 86.5% in 2023**. New observation sites were chosen in 2023. No seat belt survey was conducted in 2024. Currently, there is discussion on how to proceed with future seat belt surveys throughout the state. **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.

Calculation of seat belt use in fatal and serious crashes is possible with existing data.

C. To continuously decrease the following:

5-year averages 2019-2023 in EC Region - Baseline Data (Preliminary Data)

Five Year Averages: East Central TZD Region

	Metric	Impaired	Speed	Distraction	Unbelted	Total
CRASHES	K Crashes	25	15	5	18	70
	A Crashes	59	44	20	29	194
	K+A Crashes	83	59	25	47	265
INJURIES	Fatalities	26	16	5	17	75
	A Injuries	72	56	25	36	236
	K+A Injuries	98	72	30	53	312

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



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Region Goal 2 –TZD Partnership Goals

To continuously increase TZD awareness and partnerships across East Central Minnesota for the public and traffic safety professionals.

1. Establish the vision of EC TZD as a priority for all regions, county, cities (government agencies)
 - A. Engage local government involvement in the 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 the community.
 - C. Promote evidence-based countermeasures.
 - D. Collect data and statistics within the region.
 - E. Implement best practices within the region.

(Activities: web, brochure, 1-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)