



**East Central Minnesota Toward Zero Deaths
Regional Workshop
The Venue Grand Casino, Mille Lacs
Wednesday, April 23, 2025
8:30 a.m.-3:15 p.m.**

Agenda

- 8:30 a.m. **Registration and Continental Breakfast**
- 9 a.m. **Welcome & Regional Roundup**
Mike Ginnaty, district engineer, MnDOT District 3, and east central Minnesota TZD regional co-chair
- 9:15 a.m. **Driving Change: How Data is Shaping Safer Roads for All**
Erica Beckman, supervisor of Research and Analytics, DPS Office of Traffic Safety
This presentation will highlight the Road Safety Information Center (RSIC), which uses data-driven insights and advanced analytics to enhance safety, improve accessibility and identifying better strategies to serve underrepresented communities for a more informed, equitable decision-making.
- 9:30 a.m. **Tech Makeover: Upgrading from Old School to Cool School**
Brandon Walters, MnCrash administrator, DPS Office of Traffic Safety
In this session, we'll explore the MnCrash reporting system modernization, focusing on its user-friendly updates, enhanced data collection through technology and seamless integration into your workflow – making it more efficient and intuitive.
- 9:45 a.m. **Building the Road Ahead: Shaping Our Future with Stakeholder Input and Strategic Action**
Derek Leuer, State Traffic Safety engineer, MnDOT Office of Traffic Engineering
In this session, we'll explore the journey of developing our new Strategic Highway Safety Plan, from gathering feedback to finalizing the vision for the future. We'll highlight how stakeholder input shaped the plan and discuss the key steps for its rollout, including communication, implementation, and monitoring. Attendees will leave with a clear understanding of the plan's impact and how we'll work together to achieve our goals.
- 10:15 a.m. **Break – Exhibits & Refreshments**
- 10:30 a.m. **Charting Our Course: Regional Action Planning for Strategic Success**
Bill Van Koevering, East Central Minnesota Toward Zero Deaths regional coordinator
Join us for an engaging discussion and work session, during which we will collaborate to develop actionable steps aligned with our strategic plan. Through interactive discussions and hands-on activities, we will break down key regional objectives and brainstorm practical solutions to drive success in our local efforts.

This session empowers participants with the tools and insights needed to create clear, measurable actions that support our broader organizational goals. Come ready to contribute ideas, plan strategically, and leave with a clear roadmap for the future!

- 11:15 a.m. **From Urban to Rural: Strengthening Traffic Incident Management in Minnesota**
Aimee Eggen, program coordinator, DPS Office of Traffic Safety; Minnesota State Patrol representative
Traffic Incident Management (TIM) focuses on the critical collaboration between agencies to clear incidents quickly and safely, reducing injuries, fatalities, and congestion. This session will highlight the key components of TIM, including the role of coalitions, effective communication, and upcoming training to ensure a coordinated response. Learn how TIM helps improve safety for both responders and the public while minimizing the impact of traffic incidents. Whether you're a first responder, law enforcement, or a traffic safety advocate, this session is for you!
- 11:45 a.m. **Lunch & Exhibits**
- 12:30 p.m. **Exploring the Impacts of Mental Health on our Roadways**
Panelists: TBD
Nationally, 45 percent of repeat DWI offenders have a mental health disorder and more could be done to address this issue. Hear more from the panelists about what is happening and what can be done.
- 1:30 p.m. **AI: The Future, Rewritten – Beyond Imagination, From Code to Cognition**
Brian Klebig, professor, Communication Department, Bethany Lutheran College;
Ben Lundsten, assistant professor, Media Arts Dept., Bethany Lutheran College;
Sheng Sang, assistant professor, Engineering Science Dept., Bethany Lutheran College
This session explores how AI is reshaping industries and revolutionizing problem-solving across sectors like public safety, education, healthcare and engineering. Through storytelling and real-world examples, we'll uncover AI's transformative power, showcasing its ability to fix broken systems, optimize decision-making, and improve outcomes. Gain valuable insights into how AI can enhance efficiency and drive meaningful change in their daily work.
- 2:15 p.m. **TBD**
- 3 p.m. **Wrap up & Evaluation**
Capt. Adam Fulton, Minnesota State Patrol, District 2800; Capt. Brad Quart, Minnesota State Patrol, District 2600; both serve as east central TZD regional co-chairs.
- 3:15 p.m. **Adjourn**

Please take time throughout the day to visit the traffic safety exhibit tables for reference materials and ideas to implement in your communities.

TZD Regional Workshop Evaluation QR Code

Venue Wi-Fi Network:

2.9.25

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