Southeast Minnesota Toward Zero Deaths
Regional Workshop
Rochester Event Center
7333 Airport View Drive SW
Wednesday, May 7, 2025
8:30 a.m.-3 p.m.

Agenda

8:30 a.m. **Registration and Continental Breakfast**

9 a.m**.** **Welcome & Regional Roundup**
Mark Schoenfelder, District engineer, MnDOT District 6, and southeast Minnesota TZD regional co-chair; Jessica Schleck, southeast Minnesota TZD regional coordinator

9:30 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.

9:45 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.

10 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.

10:30 a.m. **Break – Exhibits & Refreshments**

10:45 a.m. **From Urban to Rural: Strengthening Traffic Incident Management in Minnesota**
Brian Kary, TSMO Director, MnDOT Transportation Systems Management and Operations
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!

11:15 a.m. **Exploring the Impacts of Mental Health on our Roadways**
Julie Seitz, LADC, LGSW, project director, Allrise Impaired Driving Solutions
Nationally, 45 percent of repeat DWI offenders have a mental health disorder and more could be done to address this issue. Hear from the panelists about what is happening and what can be done.

12 p.m. **Lunch & Exhibits**

12:45 p.m. **AI: The Future, Rewritten – Beyond Imagination, From Code to Cognition**
From Bethany Lutheran College: Brian Klebig, professor, Communication Dept; Ben Lundsten, assistant professor, Media Arts Dept.; Sheng Sang, assistant professor, Engineering Science Dept.
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.

1:45 p.m. **Innovative Strategies that can be used to Address Traffic Safety Issues in Your Community**
Hear what is being done across the region and how to get involved!

- **What is all the Buzz Around DOSCI Older Driver Screening? Let's Take a Closer Look!**
  Dr. Joanie Somes, Minnesota Emergency Nurses Association
  This session will explore the latest tool designed to spot cognitive impairment, which may interfere with the ability to drive safely. Explore what these screenings assess, how occupational therapists and driving rehab specialists can help and the smart options they recommend to keep everyone safe on the road.

- **Lane Splitting or Lane Filtering?**
  Jay Bock, Motorcycle Safety administrator, DPS Office of Traffic Safety
  Beginning July 1, 2025, Minnesota will allow motorcyclists to ride between lanes of slow or stopped traffic. Advocates pushed for this change after seeing crashes caused by distracted drivers, arguing that lane splitting helps riders avoid danger. While the law includes restrictions to reduce risks, the question remains – will it be enough to keep motorcyclists safe?

- **Fungus Amongus**
  Brenda Pohlman, Fillmore County Public Health
  As cannabis legalization expands in Minnesota, mind and mood-altering products are following. This session will take you on a magical trip to explore the impact of microdosing fungi on traffic safety and potential strategies to address the fungus amongus.

2:45 p.m. **Wrap up, Evaluation & Door Prizes**
Lt. Brett Hayes, Minnesota State Patrol, District 2100
Take a moment to reflect on today's insights—how can you turn them into action in your community? Grab a notecard from your table and jot down your goals! We'll collect everyone's ideas and share them after the workshop so we can inspire each other to make real change happen. Let's get writing!

Please take time throughout the day to visit the traffic safety exhibit tables!

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