MINNESOTA TOWARD ZERO DEATHS

Welcome Northwest Regional Workshop

DEPARTMENT OF TRANSPORTATION

DEPARTMENT OF HEALTH

May 1, 2025

Welcome

Sue Johnson
Northwest Minnesota
Regional TZD Coordinator

JT Anderson
District Engineer
MnDOT District 2 &
Northwest Region
TZD co-chair

For Your Information….

- Vendor booths available
- POST credits/PDH (Professional Development Hours) are available
- Please turn your phones on silent

TOWARD ZERO DEATHS

Today's Agenda

9 a.m. Welcome & Regional Roundup

9:15 a.m. Building the Road Ahead: Shaping Our Future with Stakeholder Input and Strategic Action

9:45 a.m. From Urban to Rural: Strengthening Traffic Incident Management in Minnesota

10:15 a.m. Break & Exhibit

10:40 a.m. Driving Change: How Data is Shaping Safer Roads for All

10:55 a.m. Tech Makeover: Upgrading from Old School to Cool School

11:10 a.m. Teen TZD Update

11:35 a.m. Charting Our Course: Regional Action Planning for Strategic Success

12:00 p.m. Lunch & Exhibits

12:45 p.m. Exploring the Impacts of Mental Health on our Roadways

1:45 p.m. AI Presentation (AI: The Future, Rewritten – Beyond Imagination, From Code to Cognition)

2:30 p.m. Wrap up, Evaluation and Adjourn

TOWARD ZERO DEATHS

Vision

To prevent fatalities and serious injuries on Minnesota's roads to get to zero

TOWARD ZERO DEATHS

Mission

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

TOWARD ZERO DEATHS

TZD Cornerstone

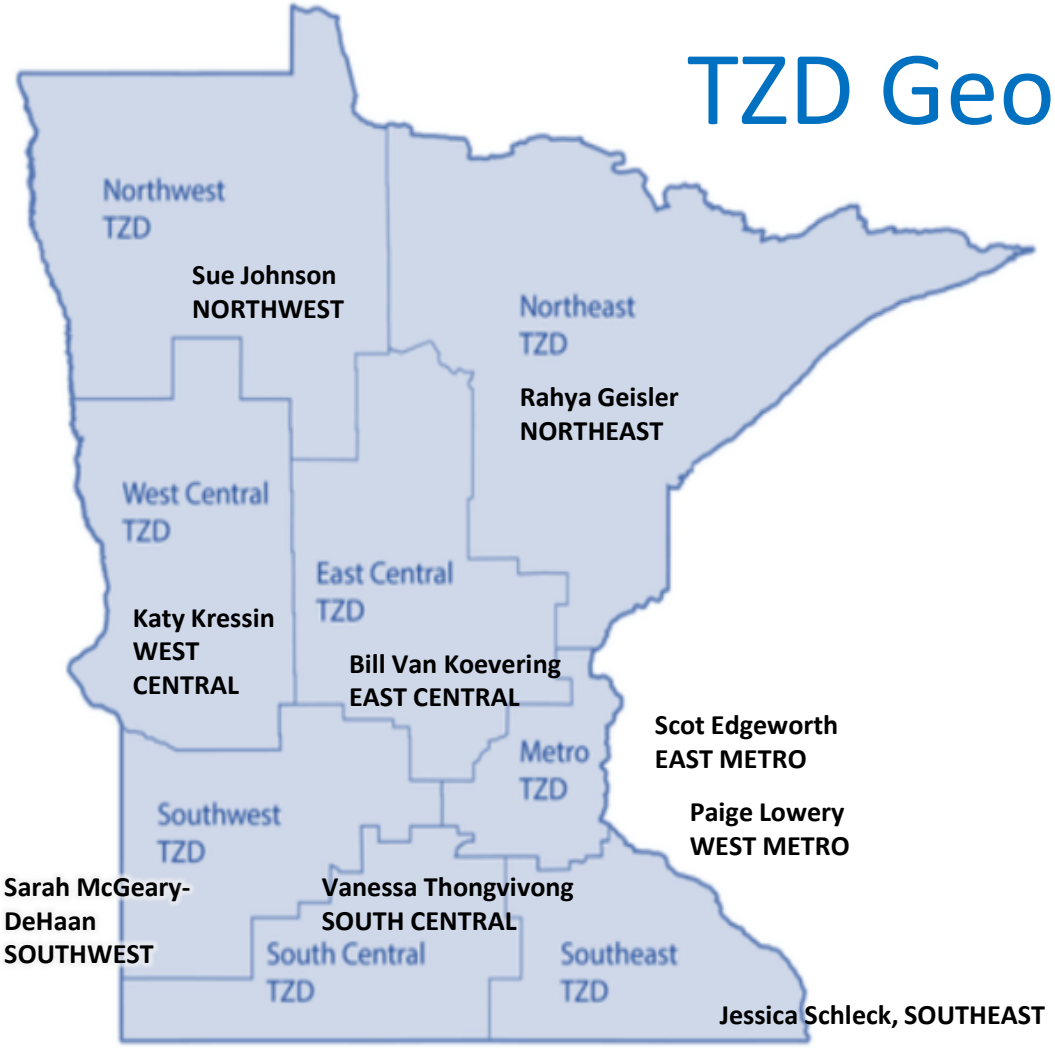
~~Five~~ Four "E" approach:

- Enforcement
- Engineering
- Education & Outreach
- Emergency Medical & Trauma Services
- **Everyone Else!**

(Legislators, Judicial, Media)

TOWARD ZERO DEATHS

TZD Geographic Regions

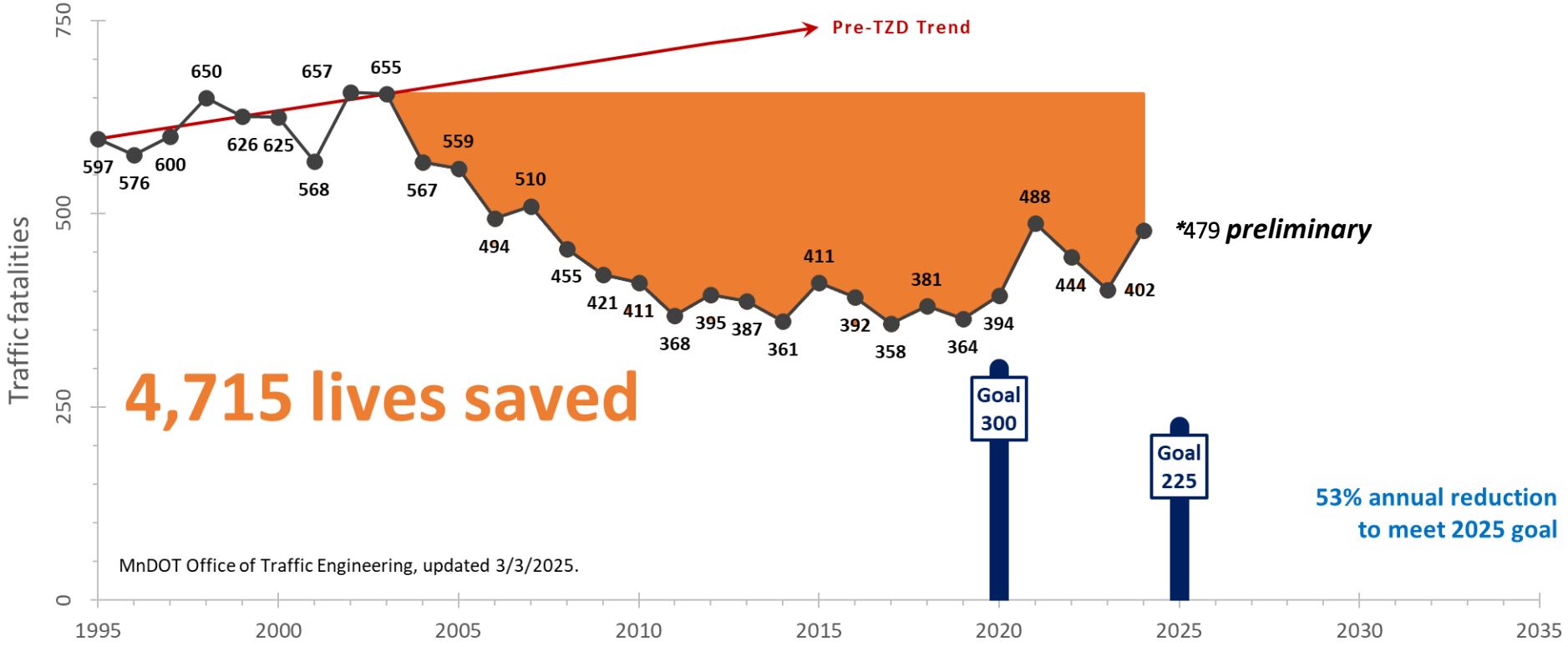


State TZD Communications & Marketing Director
Kristine Hernandez

State TZD Program & Operations Director
Annette Larson

Law Enforcement Liaisons
Frank Scherf, Northeast
Becky Putzke, Northwest
Bill Hammes, Metro
Scott McConkey, South

Child Passenger Safety Liaisons
Sheila Denton, Southern
Shonette Micco, Hospital Support
Jasmine Wangen, Northwest
Randi Smith, Northeast



TOWARD ZERO DEATHS

Impact Teen Driver

Curriculum focus on

- Impaired driving
- Speed/reckless
- Seat belts
- Distraction
- Being a good passenger

- 2023: 15 presentations – 1,137 of 10th graders reached
- 2024: 60 schools/presentations – more than 3,400 students reached

TOWARD ZERO DEATHS

Fatalities by Age

Month	*0-10*	*11-20*	*21-30*	*31-40*	*41-50*	*51-60*	*61-70*	*71-80*	*81-90*	*91-100*
January		1				1		1		
February		1								
March		1		1						
April			1							
May					2					
June		1							1	
July			1							
August						1		2		
September			1					1		
October										
November		1	1	2			2			
December									1	
YTD Total	*0*	*5*	*4*	*3*	*2*	*2*	*2*	*4*	*2*	*0*

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Fatalities by County 1

Month	*Beltrami*	*Clearwater*	*Hubbard*	*Kittson*	*Lake/Woods*	*Marshall*	*Norman*	*Pennington*	*Polk*	*Red Lake*	*Roseau*
January	1		1						1		
February							1				
March	1		1								
April	1										
May								1			1
June		1	1								
July								1			
August										1	2
September			1						1		
October											
November	4							2			
December	1										
YTD Total	*8*	*1*	*4*	*0*	*0*	*0*	*1*	*4*	*2*	*1*	*3*

TOWARD ZERO DEATHS

NW Region Highlights 2024

- Challenger pre-teen TZD day
- Franklin Middle School Teen TZD day
- National Bike, Walk, & Roll to School Days
- Safety Around School education
- Bike TRF events
- Lincoln High School Mock Crash
- National Night Out events
- TZD State Conference
- Tribal Traffic Safety Summit
- Impact Teen Drivers presentations (11 schools)
- UMC Slam Dunk Don’t Drive Drunk
- Digital Messing Boards
- Bemidji State College Admitted Day
- LOW Commissioners TZD Update
- Career Day at Cass Lake Bena HS
- Health and Safety events
- Frost Fest
- Bike Rodeos
- Teen TZD Conference

TOWARD ZERO DEATHS

Charting Our Course:
Regional Action Planning Activity

Top 5 Focus Areas		
	From "Crazy 8's" Exercise at 2024 Meetings	By Crash Rank (2018-2022)
Northwest	1. Inattentive drivers 2. Traffic safety culture 3. Impaired roadway users 4. Speed 5. Intersections	1. Lane departure 2. Intersections 3. Impairment 4. Speed 5. Unbelted

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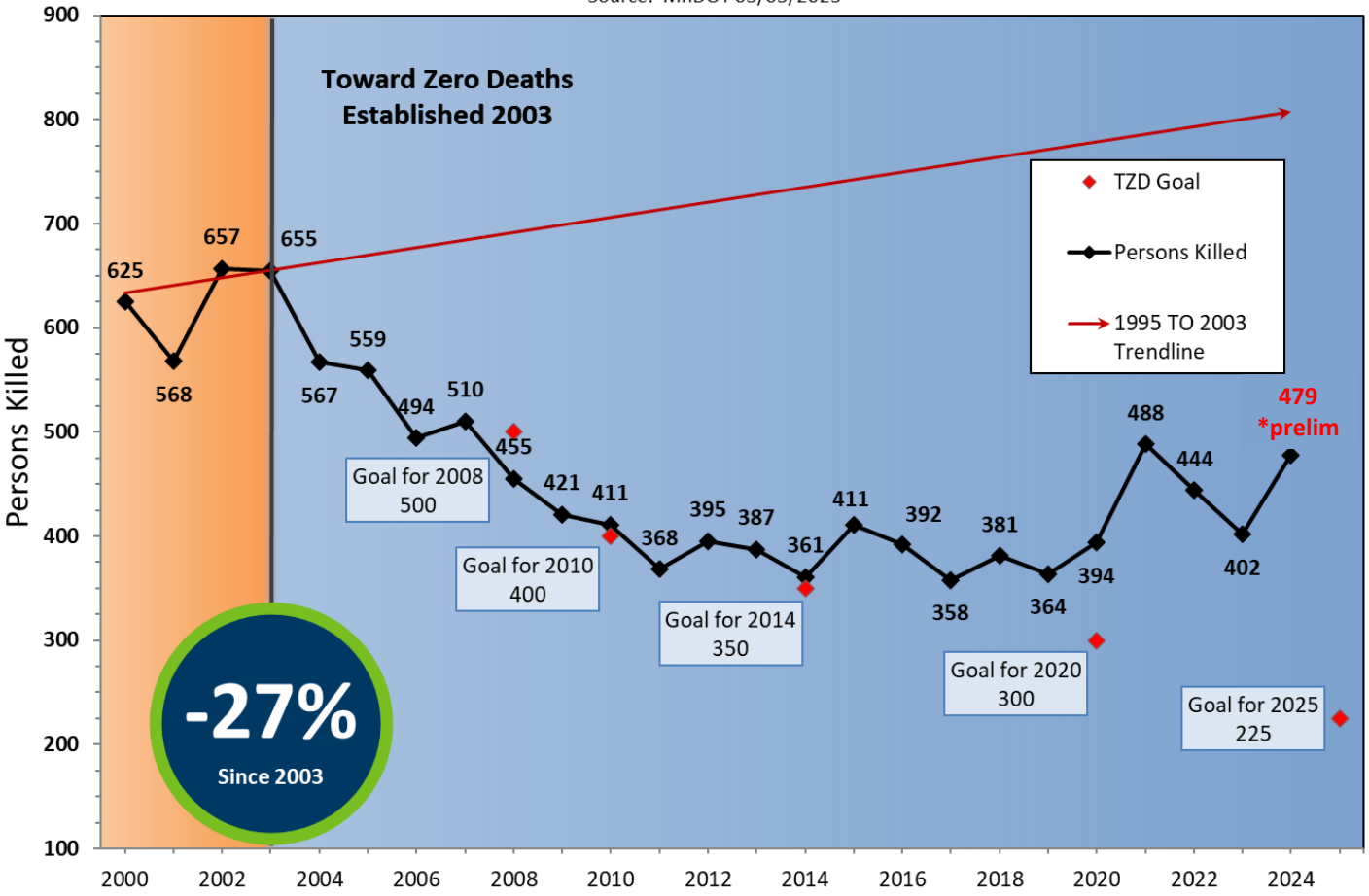
Minnesota Roadway Fatalities

Source: MnDOT 03/03/2025



TOWARD ZERO DEATHS

Building the Road Ahead: Shaping Our Future with Stakeholder Input and Strategic Action

Derek Leuer
State Traffic Safety engineer,
MnDOT Office of Traffic Engineering

TOWARD ZERO DEATHS

From Urban to Rural: Strengthening Traffic Incident Management in Minnesota

Aimee Eggen

Program Coordinator

DPS Office of Traffic Safety

Trooper John Ophoven

Minnesota State Patrol

District 2900

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Break – Exhibits & Refreshments

TOWARD ZERO DEATHS

Driving Change: How Data is Shaping Safer Roads for All

Angela Seley, Traffic Records Coordinator

DPS Office of Traffic Safety

TOWARD ZERO DEATHS

Tech Makeover: Upgrading from Old School to Cool School

Angela Seley, Traffic Records Coordinator
DPS Office of Traffic Safety

TOWARD ZERO DEATHS

Teen TZD Update

Teen TZD/ Key Club members:

- *Elllie McDermott*
- *Olivia Schuster*
- *Michael Rowe*

TOWARD ZERO DEATHS

Charting Our Course: Regional Action Planning for Strategic Success

Teen TZD/Key Club members and,
Sue Johnson,
NW Minnesota Toward Zero Deaths Regional coordinator

Lunch, Exhibits, & Networking

See you back at 12:45pm!

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Exploring the Impacts of Mental Health on our Roadways

James Eberspacher
Division director
Impaired Driving Solutions

TOWARD ZERO DEATHS

AI: The Future, Rewritten – Beyond Imagination, From Code to Cognition

Josh Root
Deputy Chief Counsel MnDOT
Chief Counsel's Office
Derek Leuer, State Traffic Safety Engineer, MnDOT Office of Traffic Engineering

TOWARD ZERO DEATHS

Wrap up & Evaluation

Capt. Brian Cheney
&
Lt. Brad Norland
Minnesota State Patrol
District 2800 &
Northwest Minnesota
TZD Regional
co-chairs

TOWARD ZERO DEATHS

Year-to-Date Traffic-Related Deaths

As of April 29, 2025, there were 91 traffic-related deaths on Minnesota roads, compared to 112 deaths at this time last year.

TOWARD ZERO DEATHS

TZD Goal for 2025:

- 225 or fewer traffic-related deaths
- 980 or fewer traffic-related serious injuries

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TZD State Conference

Tuesday- Wednesday, Oct. 21-22, 2025

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NW TZD Regional Workshop Evaluation

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Thank you and drive safe!

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