Southwest Minnesota Toward Zero Deaths
Regional Workshop
Prairie's Edge Resort and Casino
5616 Prairie's Edge Lane, Granite Falls
Wednesday, May 14, 2025
8:30 a.m. – 3 p.m.

Agenda

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

9 a.m. **Welcome & Regional Roundup**
Kelly Brunkhorst, District engineer, MnDOT District 8, and southwest Minnesota TZD regional co-chair; Sarah McGeary-DeHaan, southwest Minnesota TZD regional coordinator

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. **Aging & Driving: A Risky Intersection and a Kit to Decrease Risks**
Dr. Joan Somes, Minnesota Emergency Nurses Association
A program aimed at increasing older driver safety in Minnesota has resulted in a toolkit of materials that can be used for seniors, their families, law enforcement and other stakeholders interested in this issue. This "train-the-trainer" session will discuss why aging and driving should be of concern and includes a review the resources available for download in the toolkit.

10:30 a.m. **Break**

11 a.m. **Teens Toward Zero Deaths**
Sue Johnson, northwest Minnesota Toward Zero Deaths regional coordinator and students from Thief River Falls and Goodridge Key Clubs
Hear from teens in Pennington County that are working together to change traffic safety culture and bring awareness to mental health in an effort to eliminate teen deaths from traffic crashes. Then, hear an update on the Minnesota Impact Teen Drivers program that was implemented statewide in 2023.

11:30 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.

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

1 p.m. **From Urban to Rural: Strengthening Traffic Incident Management in Minnesota**
Trooper Kenneth Willers, Minnesota State Patrol;
Aimee Eggen, program coordinator, DPS Office of Traffic Safety
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!

1:30 p.m. **Rural Emergency Medical Services and Telemedicine**
Panel Speakers: Ann Jenson, southwest Minnesota EMS; Jennifer Kirchner, Murray County Ambulance director; John Krohn, Wabasso Ambulance director; Rebecca Vande Kieft, Avel eCare
This session will feature a panel discussion on how telemedicine advances Toward Zero Deaths objectives for rural emergency medical services.

2:10 p.m. **Road to Self-Care: Mental Health, Fatigue, and Driving**
Lisa Kons, Traffic Safety & Advocacy director, Network of Employers for Traffic Safety, Minnesota Safety Council
Drivers experiencing strong emotional agitation (sadness, anger, anxiety, etc.) are 9.8 times more likely to be involved in a crash. Stressed drivers accelerate and brake more frequently and intensively than other drivers—and often drive at high speed, overtake other vehicles, and fail to stop at crosswalks. This session will review how taking care of and time for your mental health and sleep can keep you and your employees safe on the road.

2:45 p.m. **Wrap up & Evaluation**
Capt. Casey Meagher, Minnesota State Patrol, District 2300, and southwest Minnesota regional TZD co-chair

3 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