



West Metro



2025
ANNUAL
REPORT



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Minnesota Toward Zero Deaths
West Metro Regional Coordinator



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West Metro Regional Introduction

The West Metro TZD Region includes Anoka, Carver, Hennepin, and Scott counties, which make up some of the most populated and diverse areas in Minnesota. The region is made up of unfunded coalitions that continue to find creative ways to engage partners across education, enforcement, engineering, and emergency medical services to support traffic safety.

This past year has been a rebuilding one. With the Regional Coordinator position sitting empty for a while, communication and engagement across the region slowed down. Since stepping into the role, I've worked to re-establish and establish unfunded coalitions across all four counties, reconnect with partners, and bring new energy to local traffic safety efforts. There's still work to do, but momentum is building as partners reconnect and look for new ways to make an impact in their communities.

Challenges from the region:

- Gap in regional leadership due to the coordinator vacancy
- Difficulty re-engaging partners and rebuilding coalition activity
- Competing priorities and limited capacity among local partners
- Ongoing need to reestablish visibility and awareness of TZD efforts in the region
- Continuing work to sustain and grow coalition efforts across all four counties



Mission

To create a culture for which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement and emergency medical and trauma services. These efforts will be driven by data, best practices and research.

Values

- ❖ Continuous improvements,
- ❖ Engage partners and
- ❖ Evidence-based approaches

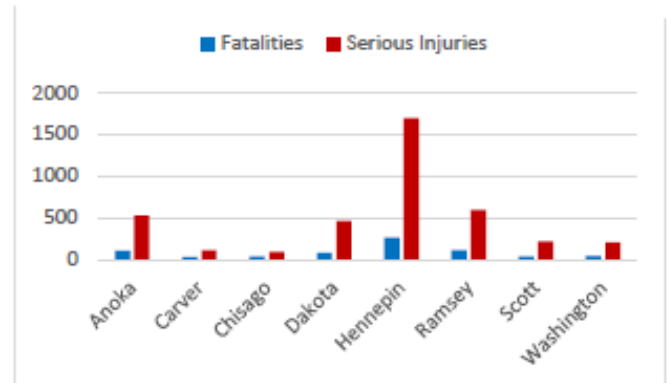


The Metro Region Minnesota Toward Zero Deaths (TZD) program began in 2012. The counties involved include: Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott and Washington.

The leading cause of deaths and severe injuries in the metro region of Minnesota include:

- ❖ Impaired Driving
- ❖ Speed and Aggressive Driving
- ❖ Inattentive Driving
- ❖ Lack of Seatbelt Use

Metro Region Minnesota Fatalities and Serious Injuries by County (2019-2023*)



*Data are preliminary

The leading types of crash resulting in deaths and severe injuries include:

- ❖ Intersection-Related
- ❖ Lane Departure

The Metro Region Minnesota Toward Zero Deaths program is led by a Steering Committee comprised of the "4 Es:"

- ❖ Enforcement
- ❖ Engineering
- ❖ Education
- ❖ EMS / Emergency and Trauma Services

Metro Region Minnesota TZD Leadership Contacts

Engineering

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MN Dept. of Transportation
District Engineer
651.343.8046
steve.misgen@state.mn.us

Enforcement

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TZD Coordinators

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Metro Minnesota Toward Zero Deaths Regional Strategic Plan

Mission

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

Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic related fatalities and serious injuries in metro Minnesota from the past 5-year average of 162 fatalities and 864 serious injuries (in 2020-2024). Note: crash numbers are preliminary as of January 14, 2025.

Objectives

- A. To continuously increase regional seat belt use rates.

The regional seatbelt rate was **93.7% in 2023** compared to **93.2% in 2022**. Currently there is a discussion on how to proceed on future seatbelt surveys throughout the state.

As a region our long-term goal is to achieve **100% belt compliance**; our short-term goal is to see **continuous increases in the usage each year**.

- B. To examine the characteristics of the unbelted fatalities and serious injuries.

The 2020-2024 5-year average in the Metro Region was 23 unbelted fatalities and 72 serious injuries.

- C. To continuously decrease the following:

Table 1: Metro Regional Baseline, five-year average (2020-2024)

Contributing Factor	Fatalities	Fatal Crashes	Serious Injuries	Serious Injury Crashes
Impairment	58.4	53.4	197.8	156.6
Speeding	57.8	52.4	187.4	144.2
Distraction	9.8	8.8	63.2	55.2
Unbelted occupant	23.6	23.8	72.2	60.2
Total	161.6	150.2	864.4	749.8

NOTE: a crash may have more than one of the above listed contributing factors

Metro Region Comparison	Fatalities	Fatal Crashes	Serious Injuries	Serious Injury Crashes
2024 preliminary	158	144	944	828
2020-2024 average	161.6	150.2	864.4	749.8



Metro Minnesota Toward Zero Deaths Regional Strategic Plan

2020-2024 average	161.6	150.2	864.4	749.8
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Region Goal 2 – TZD Partnership Goals

To continuously increase TZD awareness and partnerships across the metro area of Minnesota for both the public and traffic safety professionals.

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

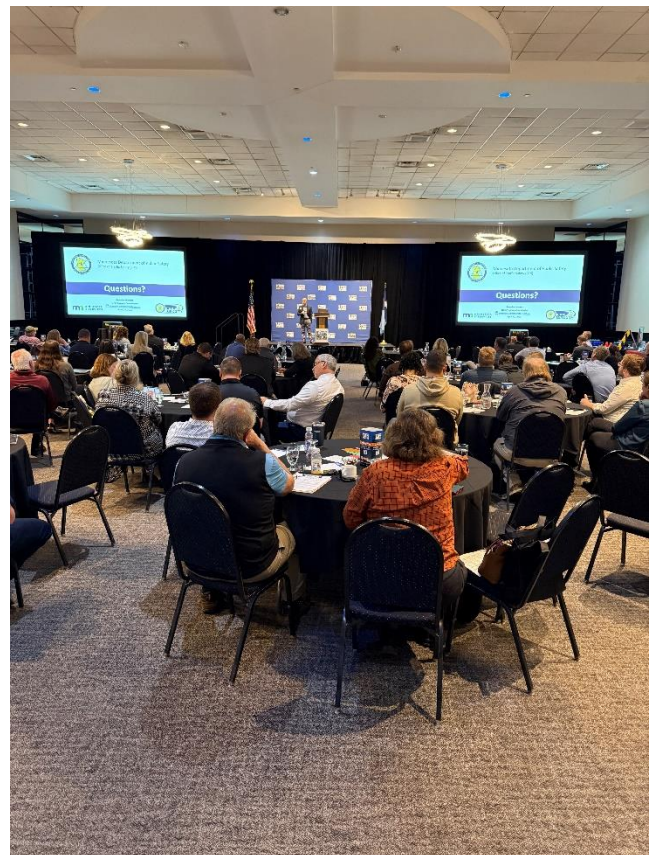
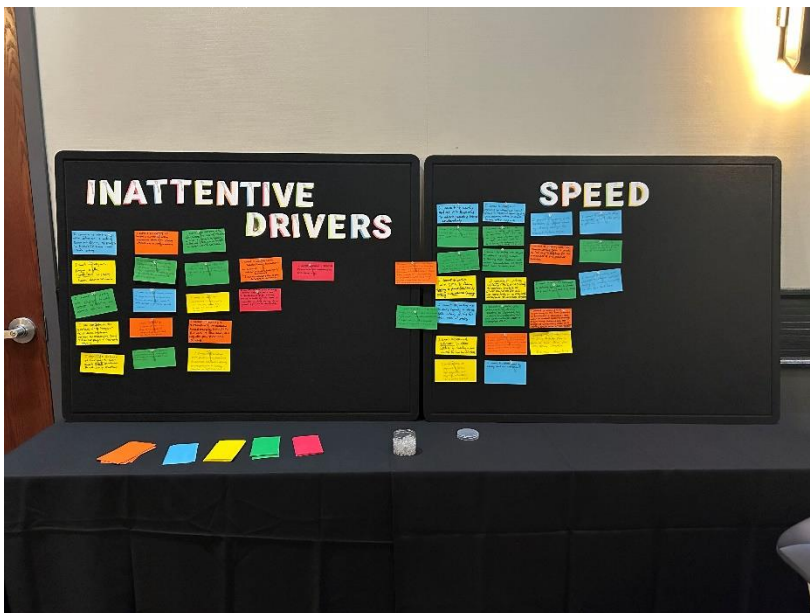
(Activities: web, brochure, one-pagers, presentations, news advisories, workshop, seatbelt observational survey and omnibus survey, media messaging and media events, news releases re: activities woven into existing messages, worksite education and policy development, parent component to driver’s education, sober cab development, youth enforcement and education activities)

2025 Metro Regional Workshop

Inwood Oaks Event Center – Oakdale, MN

May 28, 2025

The 2025 Metro TZD Workshop brought together about 110 traffic safety partners from across the Metro area. Law enforcement, engineers, educators, EMS, public health staff, and community advocates gathered to share updates, review crash data, and talk about ways to reduce serious injuries and fatalities on our roads. Speakers covered a variety of topics, including engaging new American drivers, distracted and teen driving, and how technology can help improve roadway safety. A highlight of the day was hearing from an Edina High School student who gave a great presentation and will be sharing it again at the 2025 TZD State Conference. The workshop was a great reminder of how much we can accomplish when we work together across different fields and communities to keep our roads safe.





**Metro Minnesota Toward Zero Deaths
Regional Workshop
Inwood Oaks Event Center
484 Inwood Avenue North, Oakdale
Wednesday, May 28, 2025
8:30 a.m. – 3 p.m.**

Agenda

- 8:30 a.m. **Registration and Continental Breakfast**
- 9 a.m. **Welcome!**
Khani Sahebjam, District engineer, MnDOT Metro District; Paige Lowery, West Metro TZD Regional coordinator; and Scot Edgeworth, East Metro TZD Regional coordinator
- 9:15 a.m. **My Traffic Safety Story**
Sheriff Brandon Thyen, Chisago County
On July 4th, 2012, Sheriff Thyen was struck by a motorist while triathlon training on his bicycle. Traffic safety was always important to him. Here is his story. Table Activity: "Why is traffic safety important to you?"
- 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. **Crash Data Presentation: What's the Data Telling Us?**
Derek Leuer, State Traffic Safety engineer, MnDOT Office of Traffic Engineering
Recent trends in traffic fatalities and serious injuries statewide are concerning. Are there certain crash types that have contributed to this rise? Were the past years a brief spike or are we seeing a new trajectory? Review regional crash trends with an eye towards the Strategic Highway Safety Plan and potential opportunities for future strategies.
- 10:30 a.m. **Break**
- 10:45 a.m. **Driving Change: How Data is Shaping Safer Roads for All**
Brandon Walters, MnCrash administrator, 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.
- 11 a.m. **Making an Impact with New American Drivers**
Eric Mayne, Dr. Beth Borgen-Lindberg, and former student, Change Drivers (Invited)
Introduction to a newer organization called *Change Drivers*, a non-profit dedicated to fostering self-sufficiency and economic mobility within underserved communities. Focus is with the New American community and their mission is to empower individuals through personalized driver training and

workforce integration, ensuring they gain a crucial foundation for personal and economic stability. Then, share experiences at your table.

12 p.m.

Lunch & Exhibits

12:45 p.m.

Ten Traffic Safety Tidbits

Joan Somes, Minnesota Emergency Nurses Association

Traffic safety issues impact emergency care teams from the pre-hospital through the emergency room and beyond. This session will briefly highlight 10 road-related issues from the perspective of one who has worked in the EMS and Education "E's" for the past 50 years. Planned issues range from flying projectiles to aging driver risks, common mechanisms of injury/death, safety tips and actions and resources to consider.

1:15 p.m.

What is the Judicial Role in the Safe System Approach?

Judge Kerry Meyer, American Bar Association, Minnesota Judicial Outreach Liaison

The Minnesota Judicial Outreach Liaison (JOL) will present the judicial role in the Safe System Approach, especially related to impaired driving. There will be a brief overview of the role of the JOL, applicable state laws, and an introduction to the expanding screening process for DWI cases - SBIRT. There will be an opportunity to ask the judge questions about the judicial role in traffic safety.

1:45 p.m.

Distracted Driving Conversations

Pranika Kumar, Edina High School

2 p.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.

2:15 p.m.

Charting Our Course for Success: Regional Action Planning

Moderators: Paige Lowery, West Metro TZD Regional coordinator and Scot Edgeworth, East Metro TZD Regional coordinator

This session is designed to empower participants with the tools and insights needed to create clear, measurable actions that support our broader organizational goals. Time will allow us to collaborate and develop actionable steps aligned with our statewide 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. Come ready to contribute ideas, plan strategically, and leave with a clear roadmap for the future!

2:45 p.m.

Wrap up

Capt. Jill Frankfurth, Minnesota State Patrol, District 2500, and Metro TZD Regional 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.

Inwood Oaks Wi-Fi Network: *Inwood Public*
Password: *cookies484 (case sensitive)*



Minnesota Toward Zero Deaths
2025 Metro Regional Workshop
Evaluation Summary

Inwood Oaks Event Center – Oakdale
 Wednesday, May 28, 2025

Number of participants registered: 129

Number of participants registered plus walk-ins: 144

Total number of attendees (registered & walk-ins participants & exhibitors minus no-shows): **111**

Number of Qualtrics evaluations complete: 17 (15%)

Number of Exhibitors: 13

General Sessions	Average Rating (out of 4.00)
Welcome to the Metro TZD Regional Workshop!	2.77
My Traffic Safety Story	3.71
Building the Road Ahead: Shaping Our Future with Stakeholder Input and Strategic Action	3.30
Crash Data Presentation: What's the Data Telling Us?	3.30
Driving Change: How Data is Shaping Safer Roads for All	3.18
Making an Impact with New American Drivers	3.12
Ten Traffic Safety Tidbits	3.10
What is the Judicial Role in the Safe System Approach?	2.47
Distracted Driving Conversations	2.94
Tech Makeover: Upgrading from Old School to Cool School	2.65
Charting Our Course for Success: Regional Action Planning	2.18
Wrap-up	2.18

Arrangements	Average Rating (out of 4.00)
Convenience of the Registration Process	3.71
Location of the venue	3.47
Facilities were comfortable and appropriate	3.76
Food served for meals and breaks was satisfying	3.24
Electronic participant materials were helpful and useful	NA for 2025
Exhibitors were informative	2.94

Please write any comments about the general sessions.

- I suggest that speakers join Toastmaster's so that they can perfect their presentations, especially eliminating ums and ers.
- "Driving Change: interesting program! Would have been helpful to learn more specific on their program offerings (use of interpreters? how do they communicate with clients with limited English proficiency? etc.).

Ten Traffic Safety Tidbits: some info may not have been new to audience; focus on DOSCI roll out use and info on driver assessment may be more novel to audience.

Derek Lauer does a great job of relating the SHSP and stats to be useful to the audience. Engaging speaker."

- I had difficulty hearing/understanding some of the speakers.
- Terrific Conference! Thank you!
- Technical issues can plague any presentation, but this was over the top.
- Sheriff Thyen's story was poignant and interesting. I really liked Derek's session, but one piece of advice for him is to slow down - he really talks fast! It's hard to absorb his information that quickly.

Do you believe it would be beneficial to start a Regional or Community Tribal Coalition in your area?

- No (1)
- Yes (6)
- Not Applicable in my region (9)
- No answer (1)

Please write any comments on the arrangements (registration, location, food, materials, and exhibitors)

- As a vegetarian, I had very limited options at lunch.
- Nice set-up, but too many issues with the microphones
- Great location and great venue!
- Not a fan of meatloaf personally. The chicken was probably okay but seemed undercooked.

Do you have suggestions for topics you would like to see offered at future workshops?

- Impact of cannabis legalization on traffic safety - crash data, law enforcement practices, etc.
- I like to see more presentations like the one about the Tidbits. She made it informative.
- How to create a successful local safety coalition
- Just exactly how will we curtail the arrogance of speeding and distracted driving.
- Connected and automated vehicles and how AI affects TZD

What are your suggestions for building and maintaining support for this region's Minnesota TZD program?

- Continued coordination amongst various stakeholders and sharing of data to help with monitoring progress.
- Coordinator involvement
- Promoting innovation and advancements in technology. What could contribute to fatal crashes in the future? Driverless vehicles? Quieter and more comfortable vehicles that make it more comfortable for a driver to be traveling at higher speeds. Topical bills, such as laws mandating motorcyclists to wear helmets

If you would like a follow-up call, please put your contact information in:

N/A

Any other comments or suggestions are welcome

- Perhaps the slides could be much less wordy. Could not see what was being presented because the slides had too much information on them. The one exception was the one about the Tidbits.
- Again, thank you for a great Conference!
- This workshop is clearly dwindling as evidenced by the number of attendees as well as the number of participants leaving early. Time to get back to the meat and potatoes of the issues. Time to take the gloves off and tell it like it is. Arrogant driving is an epidemic.
- Paige was organized and prepared.

West Metro Region Successes

This year has been full of growth, collaboration, and exciting progress across the West Metro! Since stepping into the Regional Coordinator role in January 2025, I've had the opportunity to build new partnerships, revitalize and create coalitions, and bring fresh energy to our local TZD efforts. From hands-on workshops to statewide collaboration, every project has been a reminder of the collective commitment to safer roads in Minnesota.

Coalition Engagement

- Revitalized the Anoka County TZD Coalition, re-engaging more than 15 partners and hosting four meetings focused on collaboration, crash data trends, and developing measurable local action plans.
- Established the Carver County TZD Coalition, recruiting over 10 members and organizing three meetings to build relationships across the four E's and set shared safety priorities.
- Advocated for the West Metro region to operate independently from the East Metro, allowing for a stronger focus on local issues, partnerships, and coordination tailored to the area's unique needs.
- Led Metro TZD Steering Committee meetings, creating agendas, presenting discussion topics, and coordinating guest speakers to encourage engagement and strategic planning across regional partners.

Education & Outreach

- Became a certified Impact Teen Drivers presenter and delivered classroom presentations, reaching more than 265 students with real stories and practical tools to help them make safer choices behind the wheel.
- Completed CarFit Technician training to support older drivers in staying safe and comfortable behind the wheel while increasing opportunities for community outreach events.

- Completed the MN Safe Routes to School Academy, an eight-week program focused on helping communities engage youth and encourage safe walking, biking, and rolling to school.
- Created and led the Brake for the Bus campaign through the Anoka County TZD Coalition, partnering with the Blaine Police Department and local businesses, coordinating materials, social media content, and videos that reached more than 7,000 people and helped raise awareness about stopping for school buses.

Regional & Statewide Collaboration

- Served on the DPS State Fair Planning Committee, representing the Office of Traffic Safety and helping plan interactive safety activities for the 2025 booth.
- Joined the TZD State Conference Education Work Group, helping shape the Student Changemakers session and working directly with two student groups from across Minnesota to highlight how young people are leading in traffic safety.
- Attended three statewide TZD workshops and roundtables in the West Central, Northwest, and Northeast regions to learn from other areas, offer support where needed, and build connections with coordinators and partners across the state.
- Partnered with DPS Public Affairs and local agencies through the Community Tour to build stronger relationships with multicultural communities and identify new opportunities for collaborative outreach.
- Participated in the MnDOT Youth E-Bike Safety Study, sharing insights from the Metro Region to help shape recommendations for youth e-bike education and safety efforts statewide.

Program Development & Innovation

- Designed and led the interactive activity for the 2025 Metro TZD Workshop, engaging more than 110 attendees in the Charting Our Course for Success exercise to identify practical, measurable actions for improving traffic safety in their communities.

- Updated and refreshed the Metro TZD webpage to make it easier for partners and the public to find information, access resources, and stay connected to what's happening across the region.
- Advocated for and secured a dedicated West Metro pedal cart and seat belt convincer, assembling the equipment and putting it to use at community outreach activities and events that have already reached hundreds of people.
- Completed Positive Culture Framework training to strengthen my approach to community engagement and help integrate positive, research-based messaging into local TZD initiatives.

TZD Partnerships

This year, one of my biggest priorities was building relationships. Being new to the role, I spent a lot of time getting to know partners, both within our internal teams and across the region. Taking the time to connect, listen, and learn from others helped me understand the different challenges and opportunities each group faces. These partnerships have made it easier to share ideas, stay coordinated, and work toward our shared goal of making our roads safer for everyone.

Internal

- Worked closely with the Office of Traffic Safety (OTS) staff, attending meetings to stay connected on statewide priorities, share updates, and coordinate efforts across programs.
- Took part in TZD Coordinator meetings, both virtual and in-person, including the gatherings in Duluth and Bemidji, to build relationships with regional coordinators, exchange ideas, and support consistent program implementation across Minnesota.
- Joined project review and traffic incident management meetings with MnDOT, helping ensure TZD priorities were integrated into broader statewide initiatives.

- Partnered with DPS Engagement staff to explore new ways to reach multicultural communities and make sure traffic safety messages are inclusive, relevant, and effective for everyone.

External

- Joined monthly Hennepin Traffic Advisory Committee meetings and several DWI Task Force meetings, sharing ideas and staying involved in discussions around impaired driving and overall roadway safety.
- Worked with the Scott County Prevention Coalition to explore ways to combine prevention and traffic safety efforts at the community level.
- Attended regional coalition meetings including the HWY 7 Safety Coalition and HWY 12 Safety Coalition, supporting multi-agency coordination and outreach.
- Partnered with schools and community groups, including a community meeting at Hopkins West Middle School and a school safety planning effort in Minneapolis, to connect residents with resources and practical steps for safer streets near schools.
- Attended the Tribal Traffic Safety Summit in March, supporting tribal partners to strengthen statewide traffic safety collaboration.
- Engaged community members at a concert series in partnership with The Current, attending events at Surly Brewing Co. and Utiplis Brewing Co., and reaching roughly 50–60 attendees with traffic safety information.
- Participated in the Welcoming Minnesota Forum and MnDOT Safe Routes to School networking meetings, building connections with partners focused on multicultural communities and youth mobility.
- Participated in a community tour with DPS Community Affairs, connecting with multicultural communities and exploring ways to collaborate on traffic safety outreach.
- Connected with Justice 4 Katie, a nonprofit focused on youth traffic safety advocacy, to discuss partnership opportunities and strategies for future community engagement.

West Metro Regional Activities

My focus has been on bringing TZD back into the West Metro community and giving it a stronger presence. By connecting with residents of all ages and working closely with local partners, I've been able to make traffic safety more visible and interactive. Here are some highlights:

- Attended traffic safety focused conferences, workshops, summits and webinars, including:
 - Community Connection Conference (Minneapolis) – engaged attendees with traffic safety resources and education
 - E-Bike Policy Summit
 - Review of Blind and Low-Vision Pedestrian Workshop
 - Exploring Autonomous Vehicle Innovations Webinar
 - Environmental Innovations Webinar
- Participated in community-focused safety events, including:
 - OE 49ers outreach at the Golden Valley truck station – connected with 30–40 students
 - Just Drive Day at Monticello Middle School – used the seat belt convincer for hands-on learning
 - Bright Futures Conference (Hennepin Technical College) – shared traffic safety resources with students and educators and used the seat belt convincer, reaching 75–85 attendees
 - Family, Career, and Community Leaders of America Conference (Bloomington) – provided interactive traffic safety activities, engaging 150+ students
- Supported multicultural and youth engagement, including:
 - Teen Safe Driving Event – presented to 15-20 Ukrainian students on teen driving safety and shared tips useful for drivers new to the U.S., and provided activities with the pedal cart, seat belt convincer, and impairment goggles
- Attended summer community events, including:
 - West Hennepin Party in the Park
 - Fridley Festival
 - Maple Grove Summer Safety Fair
 - Blaine Festival

- Brought hands-on demonstrations to public safety open houses, including:
 - Robbinsdale Public Safety Open House – engaged 80+ people with the pedal cart and impairment goggles
 - Andover Fire Department Open House
 - Watertown Fire Open House – reached 90+ attendees
 - Fridley Fire Open House
 - Dayton Fire Open House
- Participated in community events with The Current, including:
 - Concert series at Surly Brewing Co. and Utepils Brewing Co. – reached 80+ adults
- Supported statewide outreach at the DPS State Fair booth - read trivia to fairgoers and engaging more than 150 attendees in traffic safety education

Summary

My work in the West Metro has focused on rebuilding TZD's presence and keeping traffic safety relevant in our communities. With no funded coalitions in the region, much of my time has gone toward re-establishing local groups, reconnecting partners, and finding practical ways to keep efforts active and visible. I've worked to sustain and grow momentum through outreach, creative campaigns, and hands-on support for local initiatives, all while laying the groundwork for stronger collaboration moving forward in the years ahead.

Media and Photos

Brake for the Bus promotional video with Tommy's Express Car Wash:
<https://www.facebook.com/share/v/19mFNaKDjn/?mibextid=wwXlfr>

 **Blaine Police Department**  1d ·  ... ✕

This fall, BPD and the Anoka County Toward Zero Deaths Coalition are joining forces with awesome local businesses to help make our roads safer around school buses and in school zones!
Thanks to Big Dipper Creamery and Tommy's Express Car Wash, we're celebrating safe teen drivers and spreading the word to keep our students safe every day.
Blaine and Centennial High School students—chat with your SRO to find out how you can join in (and maybe snag some cool prizes)!
[#whodoesntloveicecream](#) [#workswash](#) [#BlaineMN](#)
[#slowdownstyalert](#)



BRAKE FOR THE BUS

  **OFFICE OF TRAFFIC SAFETY**

  You and 17 others 1 share 882 views

 Like  Comment  Share









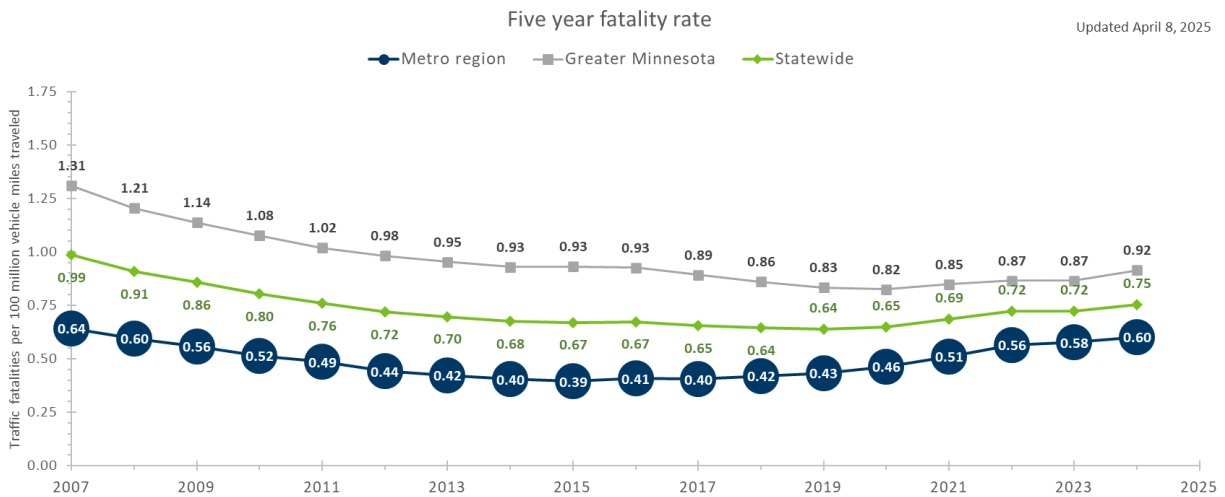
Metro Regional Summary

Fatal and Serious Injury Crashes, 2020-2024*

* 2024 data is preliminary as of April 8, 2025

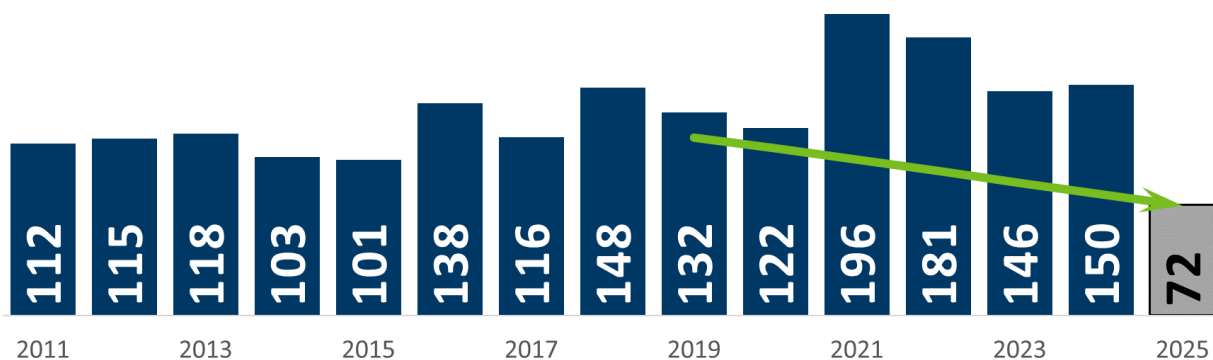
SOURCE: MnDOT Office of Traffic Engineering..

Fatality rate per 100 million vehicle miles traveled (5-year rolling)

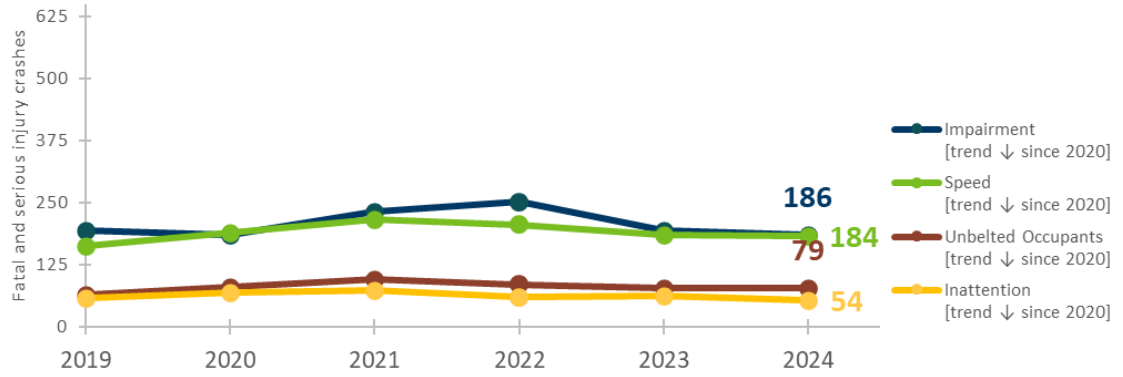


Regional progress toward Strategic Highway Safety Plan (SHSP) Goal (i.e., no more than 225 fatalities statewide in 2025)

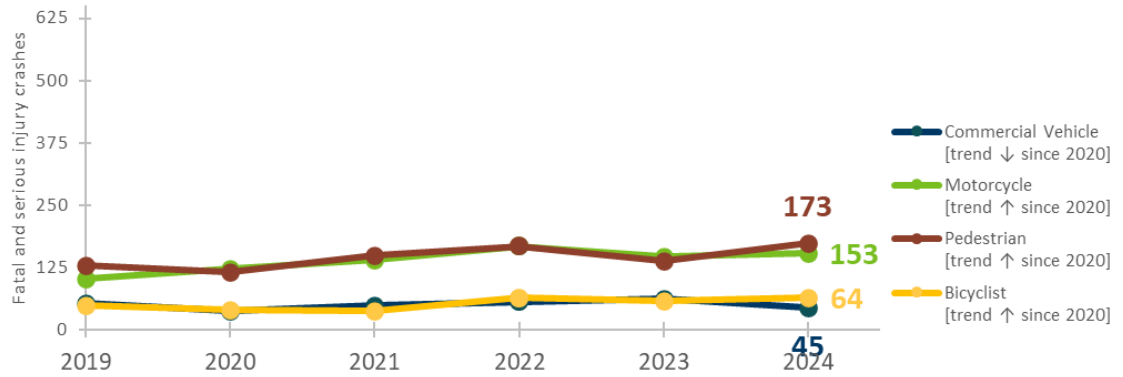
Metro Regional Progression to 225 in 2025



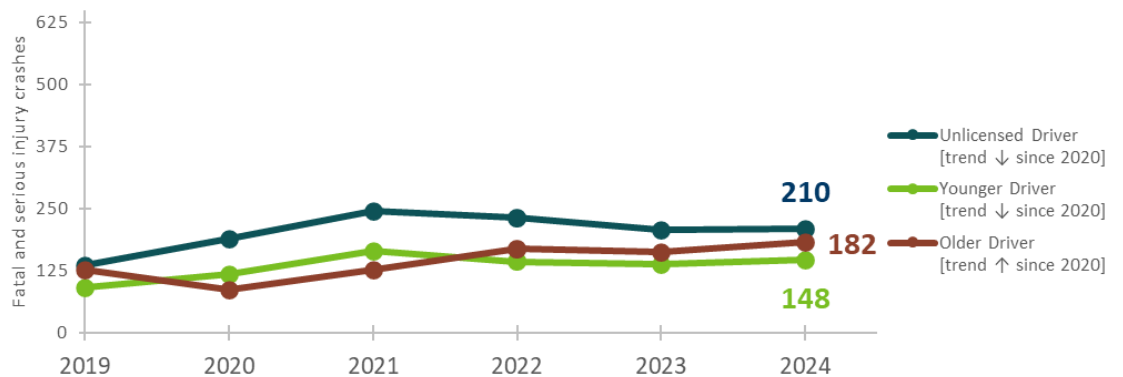
BEHAVIORS



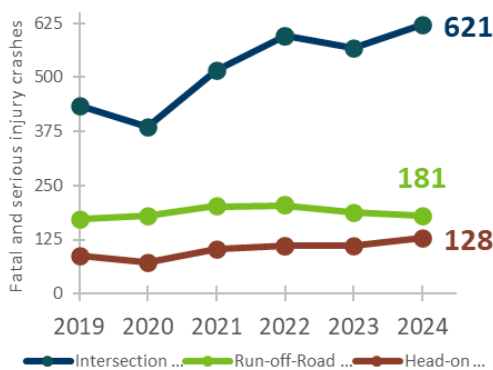
MODES



DRIVERS



ENGINEERING



COMPLEX ENVIRONMENTS

