



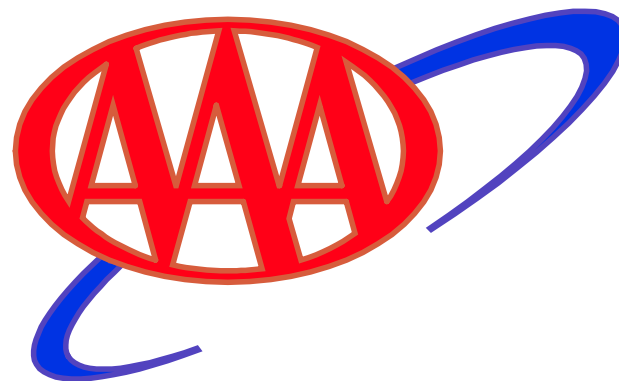
TOWARD ZERO DEATHS

Because your life counts

Welcome to the Minnesota TZD Conference

October 22-23, 2012
Bloomington, Minnesota
www.minnesotatzd.org





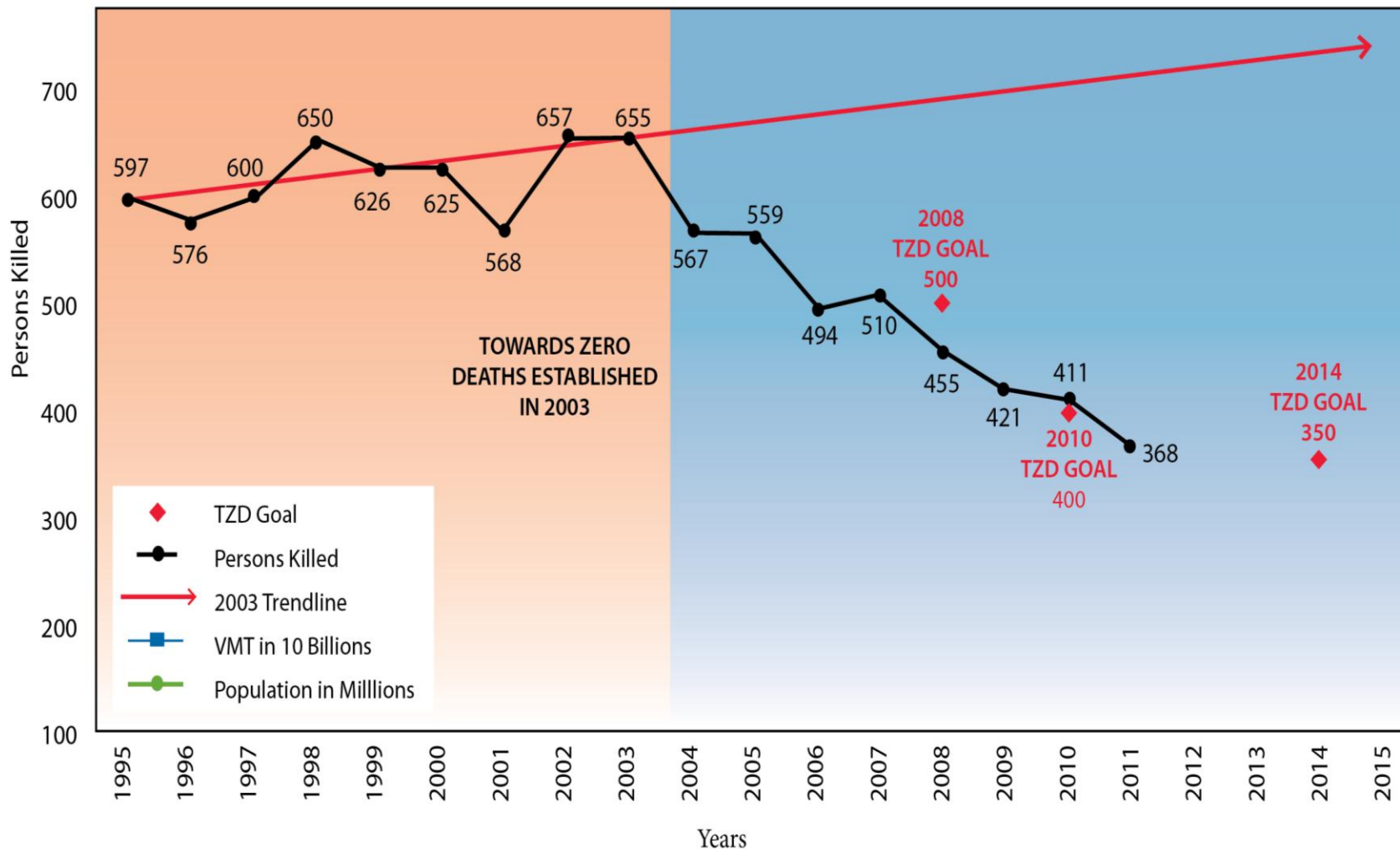
North Memorial



CH2MHILL

MINNESOTA ROADWAY FATALITIES

Source: MnDOT 07/01/2012



	Final 2010 Data	Final 2011 Data	YTD 2012 Data*
Fatalities	411	368	296
Serious Injuries	1,191	1,159	1,053

* Data as of October 19, 2012

www.minnesotatzd.org

MINNESOTA TOWARD ZERO DEATHS

Search MN TZD

What Is TZD? TZD Initiatives in MN Events News Resources by Topic

Minnesota TZD saves lives by bringing together:
Education, Enforcement, Emergency Services, Engineering, and More!

Education
Giving drivers the knowledge they need to avoid hazardous driving practices and choose responsible behavior.

Minnesota Traffic Fatalities
TZD GOAL: 350 BY 2014
2012 YTD: 270 2011 YTD: 241

Year	Fatalities
1990	588
2011	241
2012	270
2014	350

News and Press Releases

- [Minnesota cities upgrade to address crosswalk danger](#)
- [Teens Turn Cameras on to Seat Belts, Distracted Driving in TV Commercial Contest](#)
- [MnDOT wages October campaign for pedestrian safety](#)
- [30 Years of Child Passenger Safety Laws Highlight Importance of Car Seats, Boosters](#)
- [1,842 DWI Arrests During Statewide Campaign, Aug. 17-Sept. 3](#)

TZD Regional Partnerships

Highlights

The TZD website has a new look!
We hope you'll find our revamped site easier to use, with even more information to help your efforts in moving Minnesota toward zero deaths.

TV spot, web page focus on aggressive driving
The Minnesota Department of Transportation has launched a new television spot and web page to educate Minnesota motorists about aggressive driving.

Events

2012 Toward Zero Deaths Conference
Registration is now open for the 2012 Minnesota TZD conference, which will be held October 22 & 23 in Bloomington, Minnesota.

More News & Press Releases

National TZD
WHO Decade of Action
MN Crash Victims Memorial

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Man on the Street video:

[www.minnesotatzd.org/topics/
videos](http://www.minnesotatzd.org/topics/videos)



TOWARD ZERO DEATHS

Because your life counts

Personal Impact Statement

Lisabeth Mackall



Culture

Shared:

- Beliefs
- Attitudes
- Enduring values



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