



East Central Minnesota Toward Zero Deaths Regional Strategic Plan

Mission

To move East Central Minnesota toward zero deaths on our roads, in a partnership with area education, enforcement, engineering and emergency medical and trauma services representatives.

Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic-related fatalities and serious injuries in East Central Minnesota from the past **5-year averages** 2014-2018* of 72 fatalities and 216 serious injuries. Note: New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.

Objectives

- A. To continuously increase regional seatbelt use rates.

The statewide average was **92.4% in 2018**.

The regional seat belt rate was **87.7% in April 2018**.

The last survey finding of 86.0%, was in April 2017.

Goal: to achieve 90% compliance by next study.

- B. To examine the characteristics of the unbelted fatalities and serious injuries. Calculation of seat belt use in fatal and serious crashes is possible with existing data.

- C. To continuously decrease the following:

5-year averages (2014-2018*) in East Central Region - Baseline Data

Average annual number of:

Contributing Factors:

	Alcohol	Speed	Distraction	Total
Fatalities	22	14	10	72
Fatal Crashes	20	13	9	68
Severe Injuries	36	43	31	216
Severe Injury Crashes	43	34	23	169

Note: a crash may have more than one of the above listed or additional contributing factors

**2018 data are preliminary.*



Total East Central Region - Baseline

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2018* Totals	75	68	210	159
2014-2018*	362	339	1,079	846

Region Goal 2 – TZD Partnership Goals

To continuously increase TZD awareness and partnerships across East Central Minnesota for both the general public and traffic safety professionals

1. Establish the vision of TZD as a priority for all region, city and county (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 personnel to attend TZD event, 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, calendar, statistics, workshop and engage RTAC)

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 drivers education, sober cab development, youth enforcement and education activities)

**2018 data are preliminary.*