



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 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** 2009-2013 of 68 fatalities and 172 serious injuries.

Objectives

- A. To continuously increase regional seatbelt use rates.

The statewide average was **94.8% in 2013**.

The regional seat belt rate was **84.7% in April 2014**.

The last survey finding of 86.1%, was in August of 2012.

Goal: to achieve 90% compliance by next study.

Goal: to provide education at 2 colleges/ high schools in every county by July 15'.

- 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 (2009-2013) in East Central Region - Baseline Data

Contributing Factors:

	Alcohol	Speed	Distraction	Total
Fatalities	22	15	11	68
Fatal Crashes	20	13	10	61
Severe Injuries	43	36	39	172
Severe Injury Crashes	33	27	29	137

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



East Central Minnesota Toward Zero Deaths Regional Strategic Plan

Total East Central Region - Baseline

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2013 Totals	70	63	187	144
2009-2013	339	306	861	683

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, 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 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 & 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)