

# Automated Bus



DAN BROWNING, STAR TRIBUNE



# Mille Lacs County TZD

## Mock Crash



# Safe Communities of Wright County

## Just Drive Day Community Events



Sober  
Cab  
Rides  
24/7  
356

## Distracted Driving Traveling Banners



High  
School  
Mock  
Crashes



# Sherburne County Palm Card Focusing on Distracted Driving Prevention

Provided to motorists on stops, at community events, etc.

## DRIVE TO STAY **ALIVE** IN SHERBURNE COUNTY

Most Minnesotan's **CHOOSE** to **FOCUS** on their driving and not be distracted. In fact, over **70%** of driver's were observed in a recent Minnesota survey\* focusing on their driving and **NOT** on something extra in or around their vehicle.

### REMEMBER...

- ⇒ **YOU** have the ability to make our roads safer
- ⇒ **YOUR CHOICE** can affect countless others
- ⇒ **BE INTENTIONAL** when behind the wheel
- ⇒ **FOCUS** on **SAFE** driving!!!

**Thank You for Making a  
Difference!!!**



\*Source: MN Office of Traffic Safety, Distracted Driving Survey, 2015 where 11,471 drivers were observed.

## Distracted Driving

is a **KNOWN\*** Crash Factor in  
Sherburne County

- 2,541 car crashes reported (23%)
- 6 traffic deaths (8% of fatalities)
- 53 incapacitating injuries (22%)

(Distractions include interaction with passengers, cell phone handling and/or conversations, texting, eating & drinking, etc.)

\*Since 2007

Sponsored by the following agencies:



DRIVE TO STAY **ALIVE** IN SHERBURNE COUNTY

# Stearns Benton TZD





MINNESOTA

TOWARD **ZERO** DEATHS

# Welcome

**East Central Minnesota  
Toward Zero Deaths  
Workshop**

***April 5, 2018***

# Vision

To reduce fatalities and serious injuries on Minnesota's roads to zero



# Mission

To move Minnesota toward **zero** deaths on our roads using education, enforcement, engineering and emergency medical & trauma services.





# TZD Cornerstone

~~Five~~  
Four “E” approach:

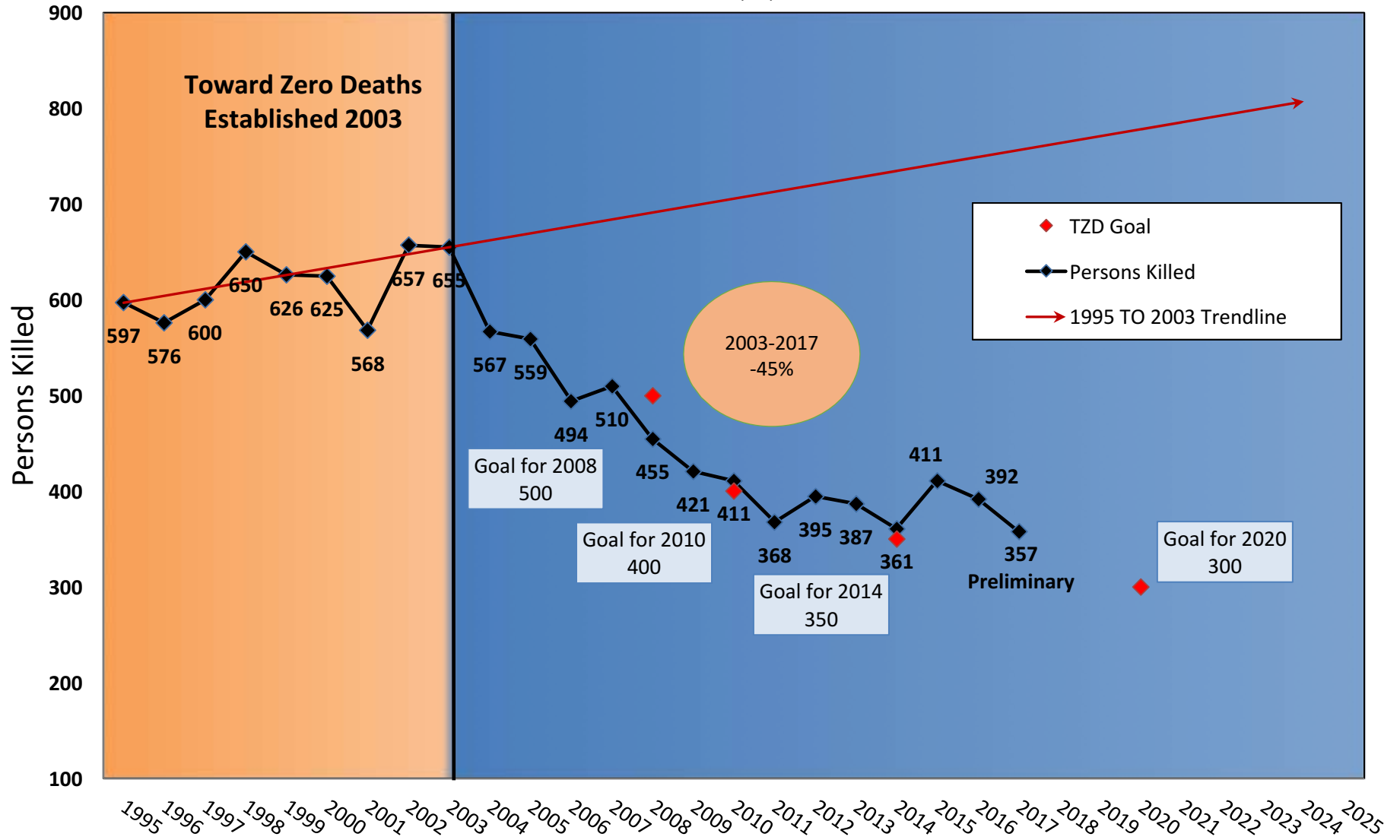


- Enforcement
- Engineering
- Education & Outreach
- Emergency Medical & Trauma Services
- **Everyone Else!**

(Legislators, Judicial, Media)

# Minnesota Roadway Fatalities

Source: MnDOT 2/20/2018



# Year-to-Date Traffic-Related Deaths

As of  
**April 05,**  
2018,  
there were  
**61** traffic-  
related  
deaths on



Minnesota roads, compared to **70** deaths  
at this time last year.

# Minnesota TZD Strategic Goals

**Goal 1:** Pursue public support of traffic safety as a priority

**Goal 2:** Strengthen TZD as a priority for all units of government and traffic safety partnerships

**Goal 3:** Promote and implement effective traffic safety initiatives



# Focus Areas

- Speed and Aggressive Driving
- Lack of Seat Belt Use
- Impaired Driving
- Inattentive Driving
- Run off Road
- Intersections



# How to Change a Culture

*“Progress occurs when courageous, skilled leaders seize the opportunity to change things for the better.”*

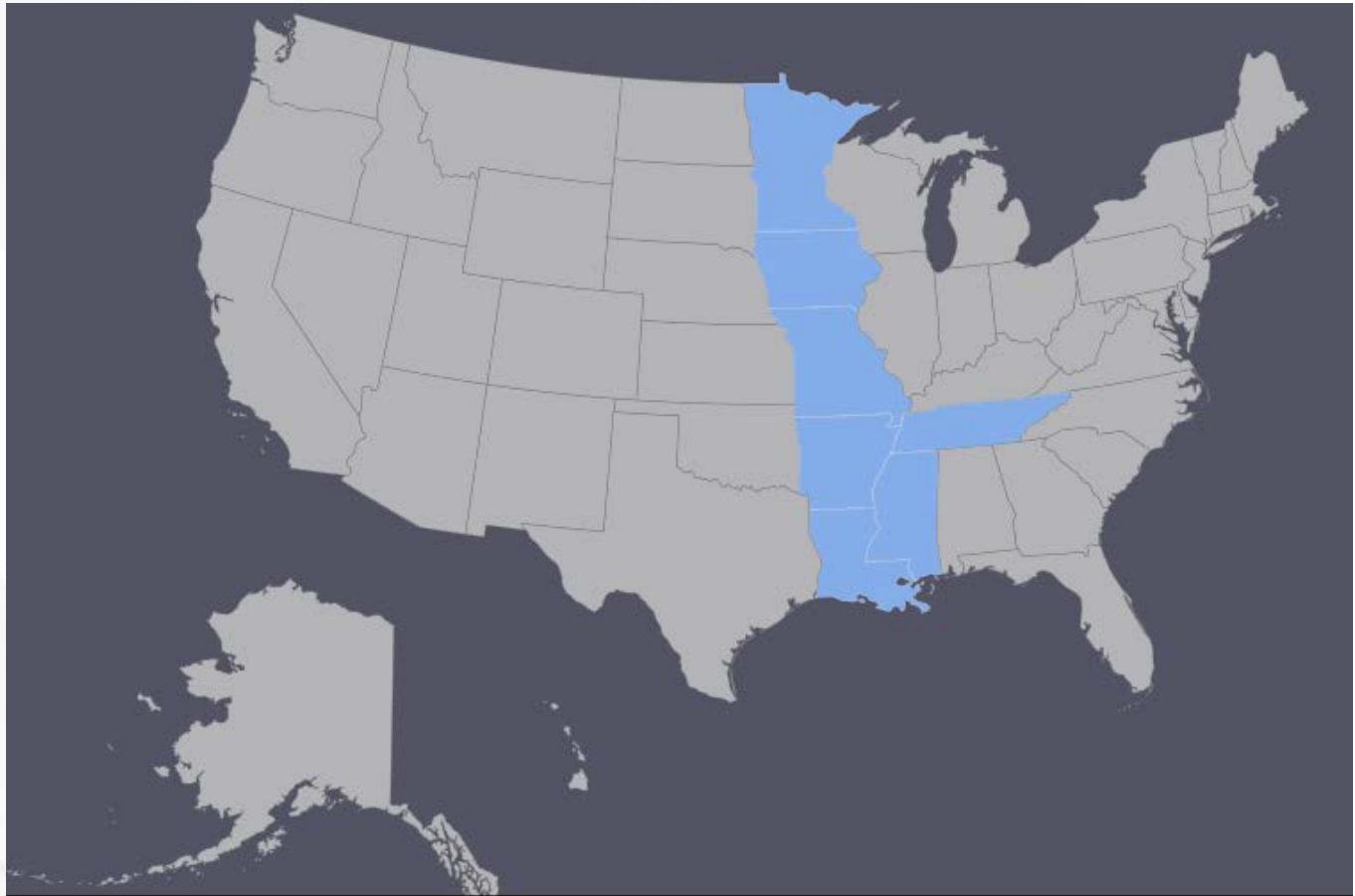
**– Harry S. Truman**



# Can We Get to Zero?



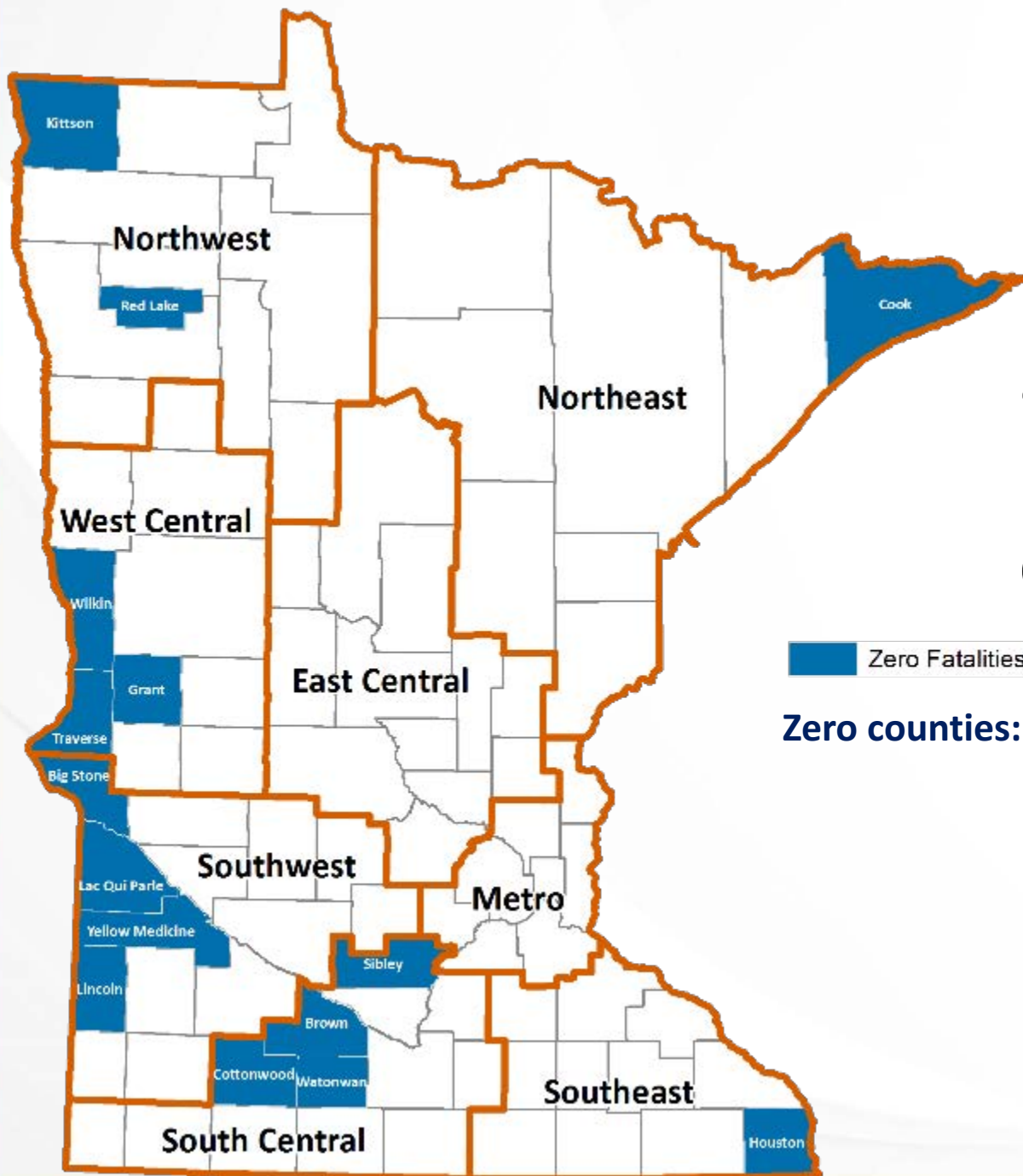
*Zero is attainable — but it will take all of us working together to get there!*




Minnesota is a safe place to be!



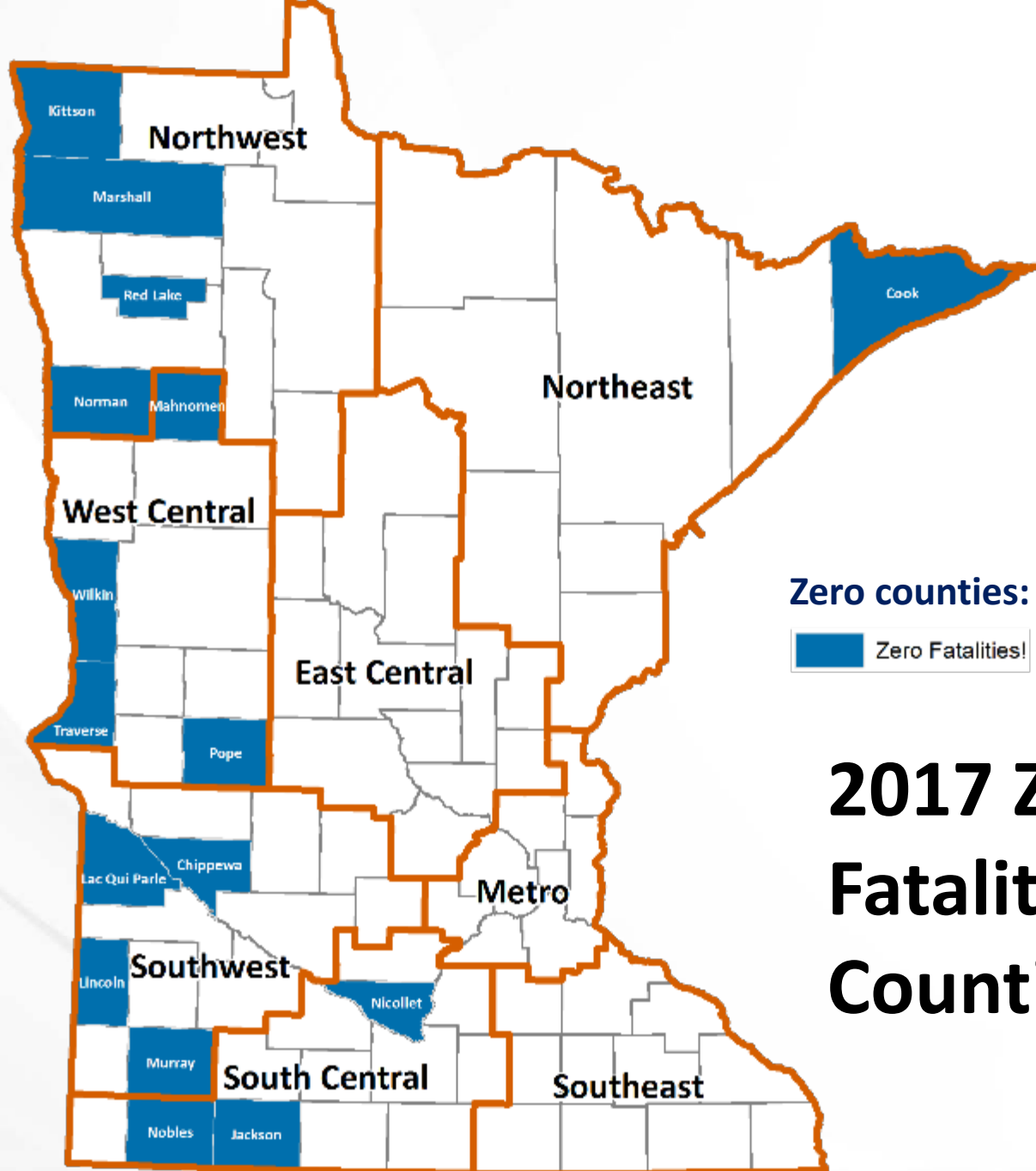




# 2016 Zero Fatality Counties

 Zero Fatalities!

Zero counties: 15



# 2017 Zero Fatality Counties

## Follow us on Twitter and Facebook!



- Follow us on Twitter: @MNTZD



- Like us on Facebook: MNTZD

[www.MinnesotaTZD.org](http://www.MinnesotaTZD.org)

# The Breakdown: TZD Regional Data



# TZD Toolkit

**S** Toward Zero Deaths Minnesota

Home

TZD Toolkit

- Bolts
- Bikes
- Distraction
- Emergency Services
- Engineering
- Enforcement
- Innovative Ideas
- Impaired
- Motorcycle
- Pedestrians
- Speed
- TZD 101
- TZD Regional Coordinators
- Annual Reports
- News Conference
- Newsletter
- Presentations
- Speakers Bureau
- Workshop
- Recent

**Announcements**

[+ new announcement](#) or edit this list

✓	Title	Modified
	IMPORTANT INFORMATION ON TOOLKIT	September 7

**TZD Toolkit**

[+](#) New [↑](#) Upload [↻](#) Sync [↻](#) Share [More](#) ▾

✓	Name	Modified	Modified by
	joyride table tent 7.15.17	August 3	Larson, Annette L. (DOT)
	2015 MN FSRC GUIDE Final	13 minutes ago	Larson, Annette L. (DOT)
	2016 South Central Local gov't June 2017	July 28	Larson, Annette L. (DOT)
	2017 SC MN TZD built media advisory 5.19.17	July 26	Larson, Annette L. (DOT)
	2018 Enforcement Calendar	September 21	Larson, Annette L. (DOT)
	A Primer on Traffic Safety Culture JTE Journal	July 28	Larson, Annette L. (DOT)
	Apache Mall DME poster 2014	4 days ago	Schleck, Jessica (DOT)
	Apache Mall proposal 2014 final	4 days ago	Schleck, Jessica (DOT)
	Bicycle Safer Journey	August 21	Zoria, Wioderykesh (MNNT)
	buckle up in your truck poster 8.03.15	October 2	Larson, Annette L. (DOT)

Down this here to refresh

## Site Owners

- Hernandez, Kristine J. (DOT)
- Larson, Annette L. (DOT)
- Young, Susan (DOT)

## Calendar

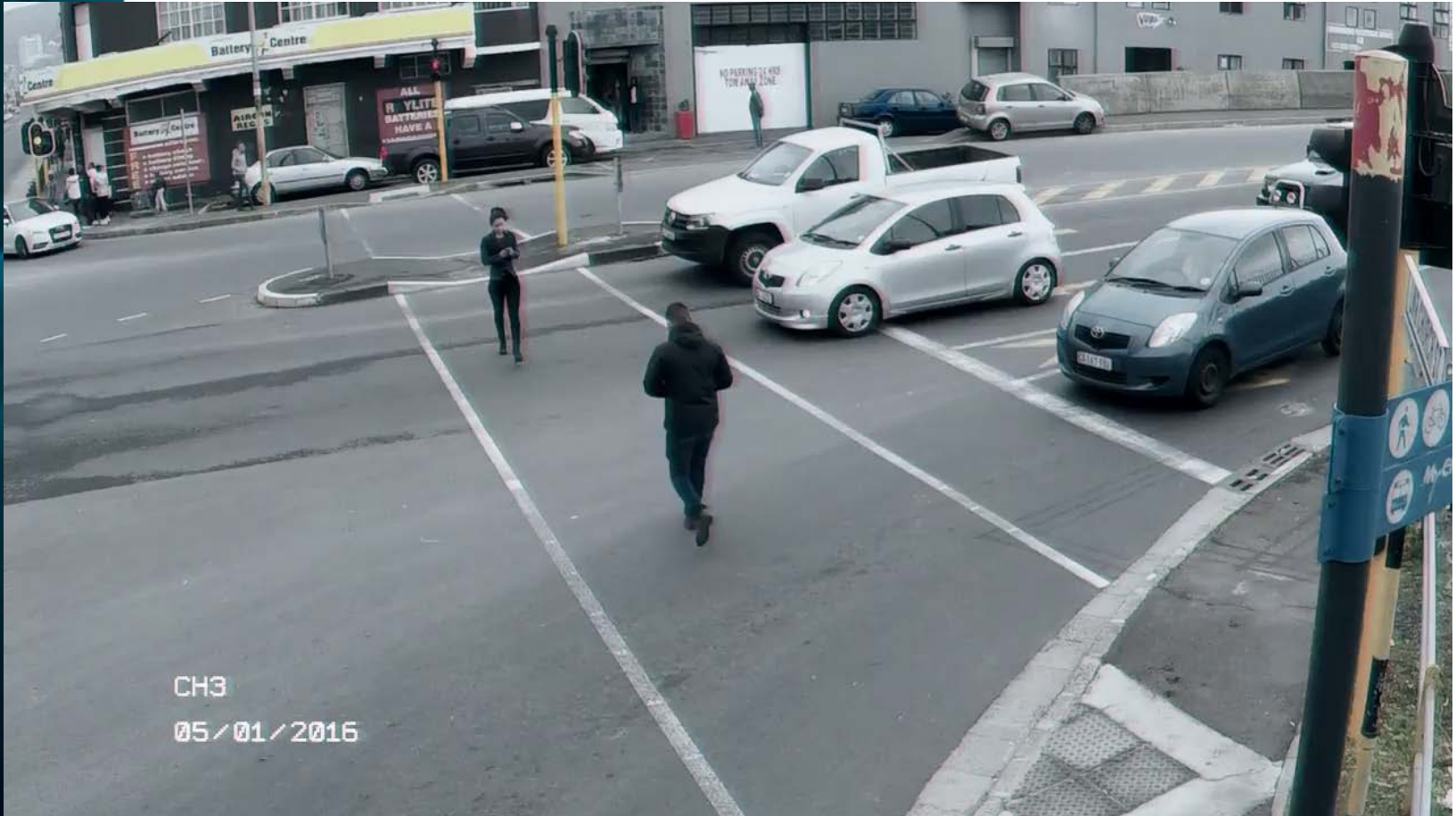
October 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
1	2	3	4	5
8	9	10	11	12
15	16	17	18	19



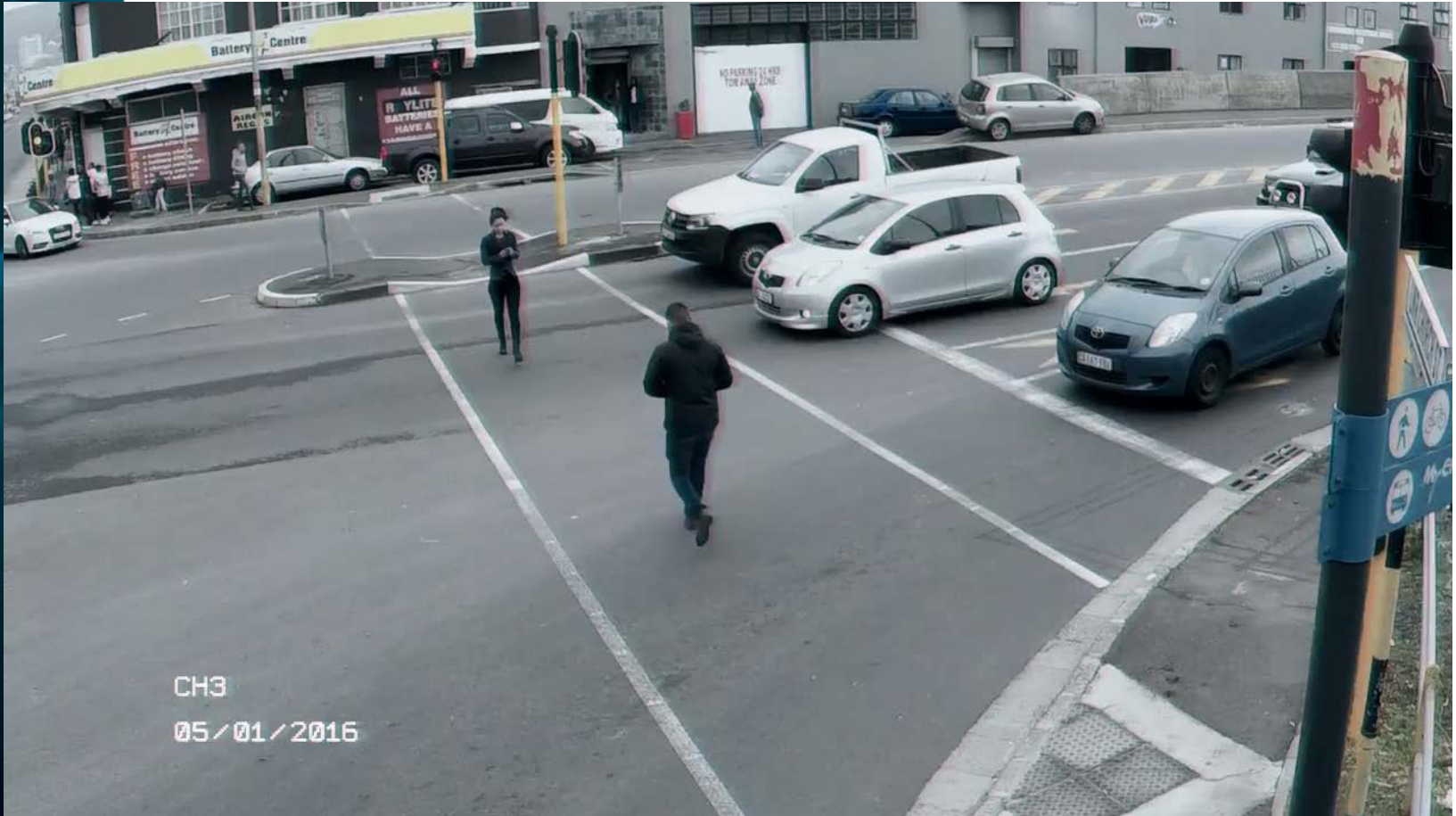
**TZD #101 and BEYOND**

# Distraction



CH3  
05/01/2016

# Distraction



CH3  
05/01/2016



You  
**DESERVE A  
BREAK**



# The Teenage Brain and Risk Reduction: Connecting the Dots

*Erin Walsh, Mind Positive Parenting*



# DAM is all it Took





**KEEP  
CALM  
AND  
EAT  
LUNCH**

© 2012 KeepCalmStudio.com

# SAFETY ALERT

5:26 91°



**TOWARD  
ZERO  
DEATHS**  
15 YEARS

# SAFETY ALERT

5:26 91°



**TOWARD  
ZERO  
DEATHS**  
15 YEARS

# Bad Bad Highway – Or is it?



# This is More Likely





# 15 Years of Minnesota TZD: Major Accomplishments & What the Future Holds



**Kristine Hernandez**

Minnesota TZD program coordinator

# What Did You Do?



quickmeme.com



*the*  
WRAP  
UP

# 2018 TZD Regional Workshops

**April 5:**

East Central – St. Cloud

**April 12:**

West Central – Moorhead

**April 18:**

Metro – Bloomington

**May 2:**

Southeast – Rochester

**May 23:**

Northwest – Thief River Falls

**May 30:**

Northeast – Grand Rapids



# Toward Zero Deaths Statewide Conference



October 23-24, 2018 – Mankato

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

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# TZD Goal for 2020:

- 300 or fewer traffic-related deaths
- 850 or fewer traffic-related serious injuries



# Goal: Zero Deaths

