

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** (2012-2016*) of 108 fatalities and 531 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 seat belt use rates.
The statewide average **was 93% in 2016.**
- 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 average 2012-2016* in Metro Region - Baseline Data

Contributing Factors:

		Alcohol	Speed	Distraction**	Total
Average Annual Number of:	Fatalities	34	26	19	108
	Fatal Crashes	32	22	17	105
	Severe Injuries	108	96	90	531
	Severe Injury Crashes	91	75	79	509

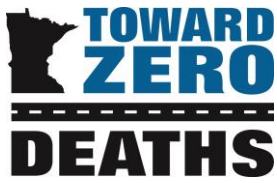
Note: a crash may have more than one of the above listed or additional contributing factors

Total Metro Region-Baseline

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2016* Total	135	123	871	760
2012-2016* Total	572	527	2,916	2,542

**2016 data are preliminary.*

***Distraction data for 2016 are not available. The average for 2011-2015 has been provided.*



Region Goal 2 – TZD Partnership Goals

To continuously increase TZD awareness and partnerships across the metro area of 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 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)