



**TOWARD ZERO DEATHS**  
Because your life counts

# **Welcome**

## **Metro Minnesota Toward Zero Deaths Workshop**

*Friday, June 5, 2015*



## Follow us on Twitter and Facebook!



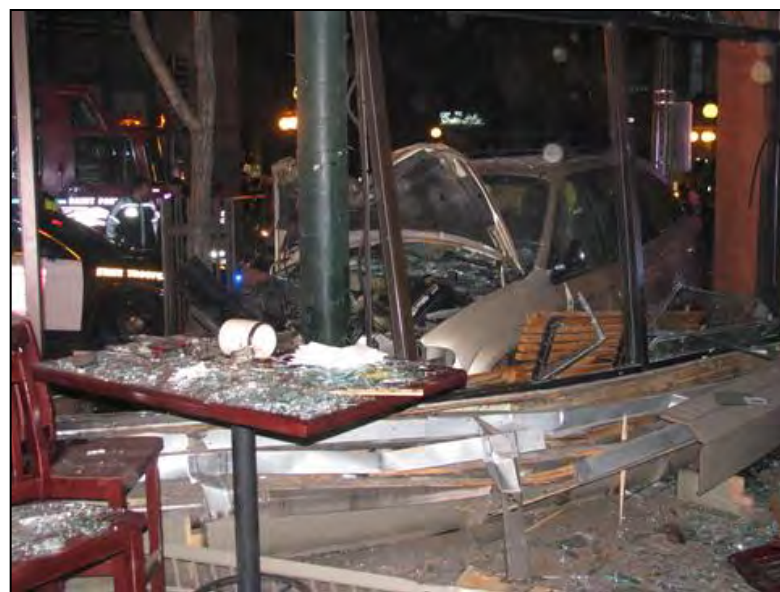
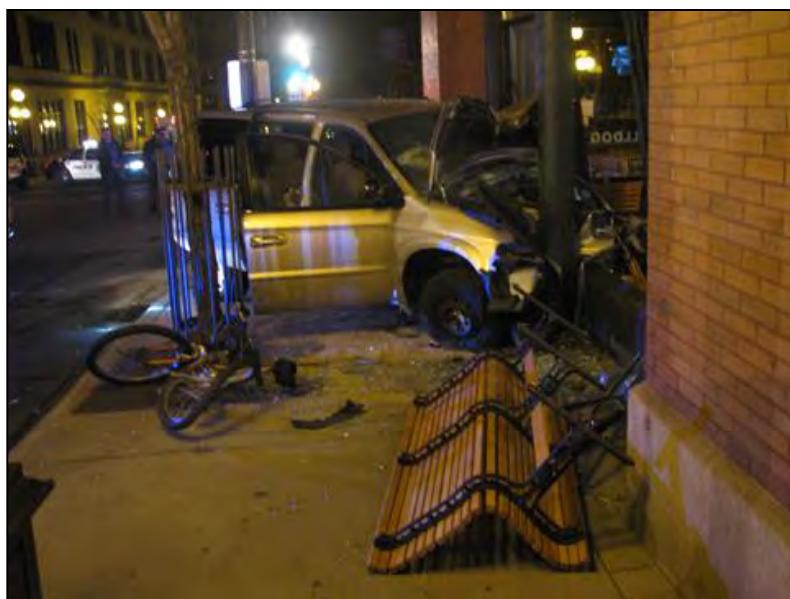
- Follow us on Twitter: @MNTZD



- Like us on Facebook: MNTZD

# Vision

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



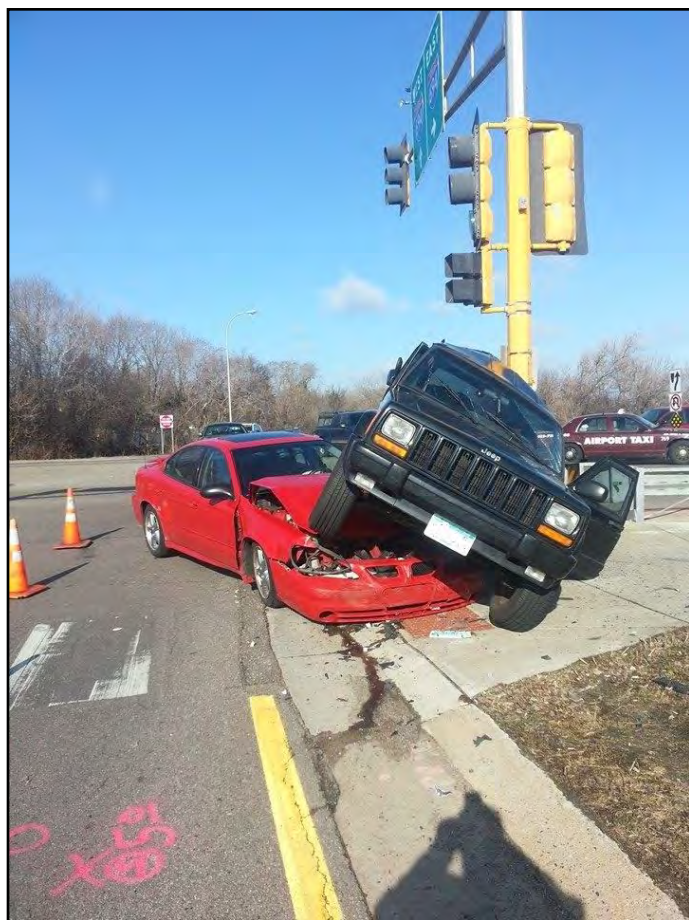
# Mission

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





# TZD Cornerstone



- ~~Four~~ <sup>Five</sup> “E” approach:
  - Enforcement
  - Engineering
  - Education & Outreach
  - Emergency Medical & Trauma Services
  - **Everyone Else!**

# Overview of TZD

- What is the role of the Metro Regional Steering Committee in the TZD effort?
- What is the value of having a regional effort?



# Highway 12 Safety Coalition



*Rumbles to  
the Rescue*





# Highway 12 Safety Coalition

*Rumbles to the Rescue*





# Highway 12 Safety Coalition

*Rumbles to the Rescue*





## Year-to-Date Traffic-Related Deaths

As of June 4, 2015, there were 140 traffic-related deaths on Minnesota roads, compared to 126 deaths at this time last year.

# Minnesota's Traffic Safety Culture

***Kristine  
Hernandez,  
Minnesota Toward  
Zero Deaths  
Program  
Coordinator***





# Managing Safety for the Older Driver

**Erica Stern**

*Program in Occupational Health  
Therapy-Center for Allied Health  
Programs, University of  
Minnesota*

**Kathy Woods Rakowczyk**

*Driver Assessment and Training Services, Courage  
Kenny Rehabilitation Services*



**Officer Scott Melander**

*Woodbury Police Department*

# Engineering 101:

*What's Up with these Mumbles, Rumbles, & Roundabouts? How Can Highway Safety Plans Help?*

**Mark Vizecky**

*State Aid Engineer, MnDOT*



# Break





# Metro Minnesota Crash Facts

***Greg Coughlin, MnDOT,  
Director of Maintenance and Operations  
& Co-chair of  
TZD Metro Region's  
Steering Committee***



# ***FATAL CRASH – Yes Or No?***





# Gone Too Soon

***Lt. Tiffani Nielson***  
***Minnesota State Patrol***





# Personal Impact Statement

***Matt Logan***

*D.J. Logan's  
father*



# Lunch & Exhibits



# Regional Highlights & “4-E” TZD County Coalition Building

- Anoka
- Carver
- Chisago
- Dakota
- Hennepin
- Ramsey
- Scott
- Washington





# Distracted Driving Card

## (Regional Pilot Programs)

### All it took was one look

Shreya Dixit, 19, a University of Wisconsin sophomore, planned to hop a Greyhound bus home for a weekend visit to her parents in the fall of 2007. But at the last minute, she was offered a ride from Madison to the Minneapolis area by an acquaintance.



She called to tell her parents of the change in plans. That was the last time her mother heard her voice.

About 45 minutes later, the driver turned around to look in the back seat for a napkin, lost control of the car and smashed the front end into a concrete pillar of an underpass.

Shreya, who was in the front passenger seat, died on the spot.

*"She was the most warm, wonderful, happy, generous young woman — full of humor, full of life," Vijay Dixit says of his daughter.*

To help prevent similar tragedies and to raise awareness about distracted driving, Vijay and Rekha Dixit and daughter Nayha created **"Distraction-free Driver"** — an e-trainer to combat irresponsible behaviors that cause driver distractions. This tool works on major tablets smartphones and computers.



The tool is FREE. To access please visit  
**[www.shreyadixit.org](http://www.shreyadixit.org)**

### TAKE ACTION STOP Distraction

- It's illegal for drivers under age 18 to use a cell phone while driving. Turn ringers off and put phones out of reach to avoid the urge to answer or dial. Have passengers handle calls.
- Set mirrors and music (not too loud) before driving.
- Don't eat or drink while driving.
- Know trip directions in advance. Park at a safe location to look at a map.
- Drive well rested. If you feel tired, find a safe place to rest. An open window or loud music won't help.

#### Distractions Endanger Everyone's Safety

Each year in Minnesota, distracted or inattentive driving is a factor in one in four crashes, resulting in at least 65 deaths and 250 serious injuries.

#### Minnesota's "No Texting While Driving" Law

It is illegal for ALL drivers to read/compose/send text messages and emails, or access the Internet using a wireless device while the vehicle is in motion or a part of traffic — including when stopped in traffic or at a traffic light.

**Violations are up to \$300**



# Controlled Drink

## *St. Patrick's Day*





# Educational Outreach

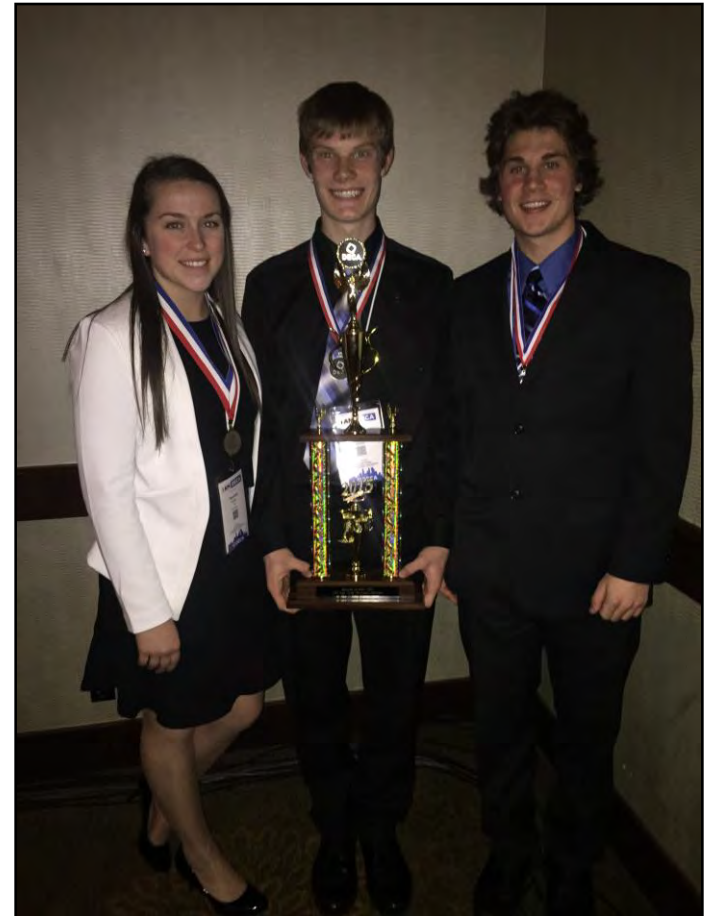
## *Supporting TZD Partners*





# Point of Impact

## *Teens Making a Difference*



# Regional Highlights & “4-E” TZD County Coalition Building







## It Can Wait Challenge

**No Texting &  
Driving Challenge**

Area High Schools  
MnDOT Departments  
TZD County  
Coalitions





# Metro Region



- Anoka
- Carver
- Chisago
- Dakota
- Hennepin
- Ramsey
- Scott
- Washington

# TZD Individual County Coalitions



## Current Coalitions

Ramsey County – est. April 2013

Dakota County – est. March 2014

Chisago County – est. April 2015

Washington County – est. May 2015

# TZD County Coalitions

## *Panel Discussion*

***Ramsey County TZD Coalition***  
*Erin Laberee*  
*Ramsey County Engineer*





# TZD County Coalitions

## *Panel Discussion*

### ***Dakota County TZD Coalition***

*Kristi Sebastian*

*Dakota County Engineer*

*Officer Julie Pulkrabek*

*Rosemount Police*

*Department*



# Utilizing the County Highway Safety Plan in TZD Efforts



# Behavioral Strategies are Important Too

COUNTY ROADWAY SAFETY PLANS  
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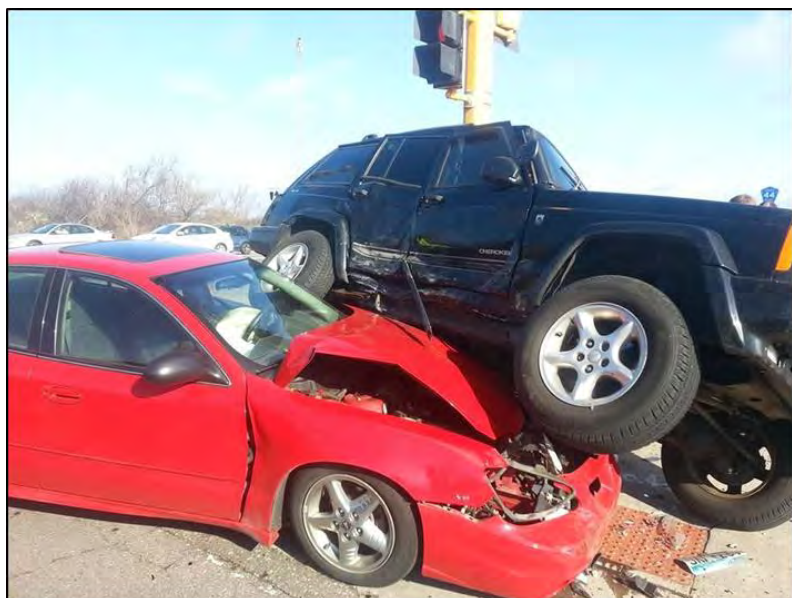
JULY 2013

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# TZD County Coalitions

## *Panel Discussion*



***Hennepin County Traffic  
Advisory Committee***  
Mason Barland  
Crystal Police Department

# TZD County Coalitions

## *Panel Discussion*

## Questions & Answers

# Pedestrian Safety

***Nicole Campbell***

*MnDOT Safe Routes to School,  
Program Administrator*

***Carol Swenson***

*District Council Collaborative  
of St. Paul and Minneapolis,  
Executive Director*

***Sgt. Jeremy Ellison***

*St. Paul Police Department*





# St. Paul Police Department

## *Pedestrian Safety*





# St. Paul Police Department

## *Pedestrian Safety*



# Navigating the Metro TZD Landscape

## *One “E” at a Time*



***Lisa Kons***

*Continuing Education Coordinator  
Minnesota Safety Council,  
MN NETS Coordinator*

# Breakout Session

- Sit with members from your coalition and/or county
- Choose a note taker from your group
- Topics will be presented from front of room
- Share what each “E” is doing to addresses crashes for that particular topic
- Switch topics when directed



# Speeding

## *Driving for Conditions*



# Impairment & Distraction

## *Run-off-Road Crashes*



# Teen Drivers



*Ty G. Alyea, 17, was ejected and killed when the northbound Jeep Grand Cherokee he was in lost control and flipped into the southbound lanes of Highway 52 in August 2014.*

*-photo from Star Tribune*



# Seatbelts



# Wrap Up & Door Prizes





# How can you be involved in TZD?

- Stakeholder breakfasts in person or online
- Annual statewide conference and/or regional workshops
- Regional TZD Steering Committee meetings, news conferences & special events
- TZD mailing list(s)
- Be a TZD Ambassador!





# TZD Statewide Conference

**October 29-30, 2015  
St. Cloud**



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

# Goal: Zero Deaths



# *Walking Audit*



*Thank you &  
Drive Safe!*