



TOWARD ZERO DEATHS

Because your life counts

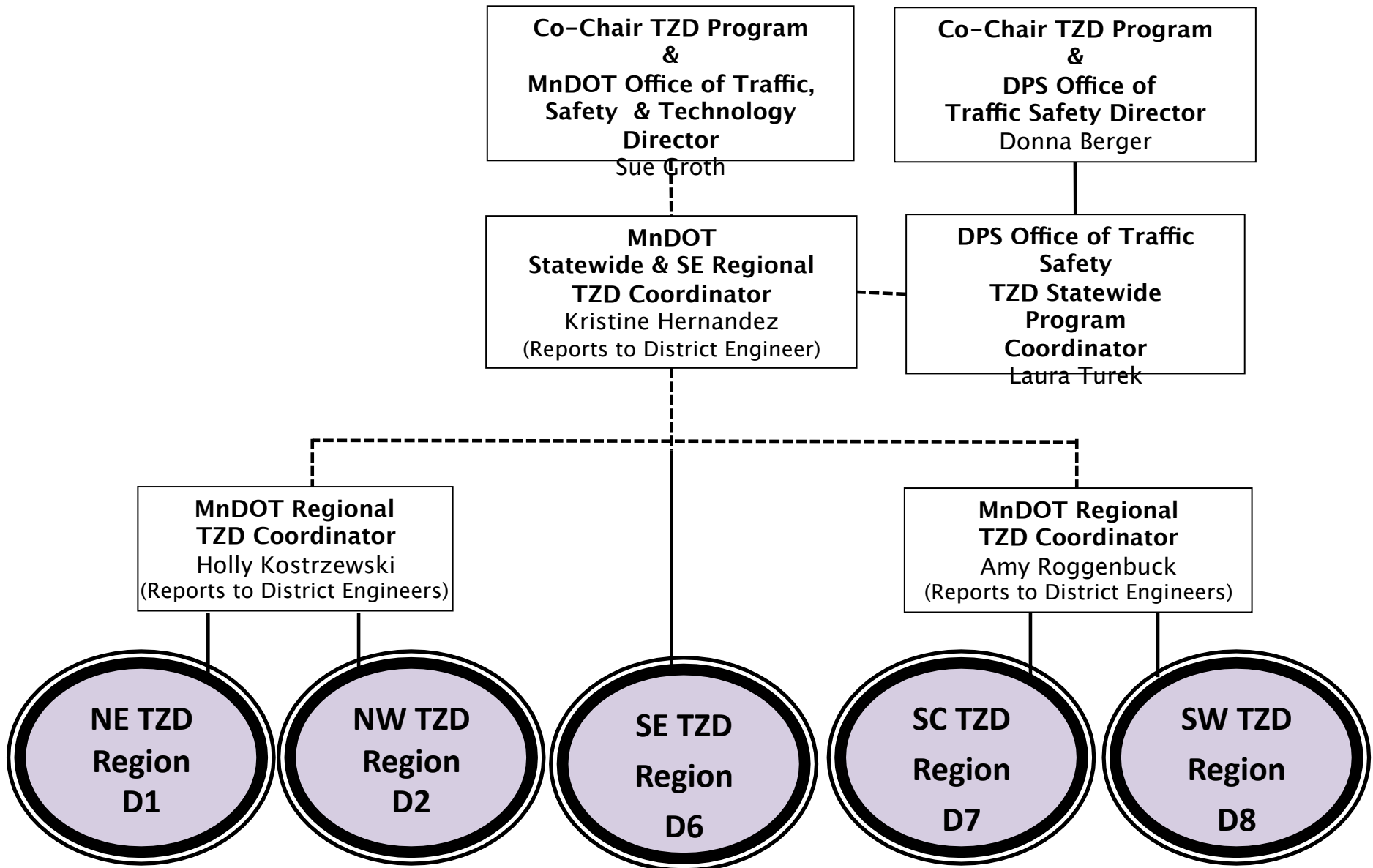
Northeastern Minnesota Toward Zero Deaths Workshop

June 15, 2011





Organizational Structure





Regional Structure

TZD Statewide
Leadership
Team

Mn/DOT Regional
TZD Coordinator

Regional Leadership Team

Co-Chairs:

- District Engineer
- MSP District Captain

Staff:

- Regional TZD Coordinator

Members:

- Engineering
- Law enforcement
- Health education
- Emergency Services

Role:

- Develop Strategic Plan
- Establish Subcommittees
- Monitor progress
- Evaluate program

Regional TZD Steering Committee

- Leadership Team
- One or two interested representatives per county and tribe
- Good representation of each discipline
 - Engineering
 - Law enforcement
 - Education (health and traffic)

Regional
Leadership
Team

Regional TZD
Steering
Committee

Regional Traffic
Safety Community





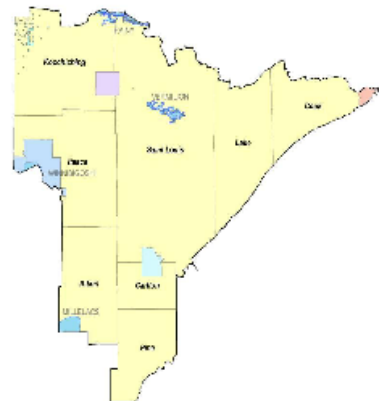
Northeastern Minnesota Toward Zero Deaths

Mission:

To create a culture for which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement and emergency medical and trauma services. These efforts will be driven by data, best practices and research.

Values:

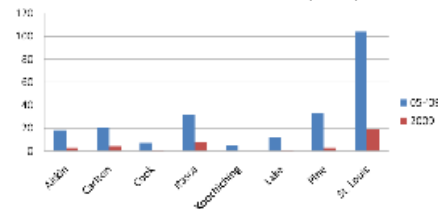
- ❖ Continuous improvements,
- ❖ Engage partners and
- ❖ Evidence-based approaches.



The leading cause of deaths and severe injuries in Northeastern Minnesota include:

- ❖ **Alcohol,**
- ❖ **Distraction,**
- ❖ **Speed and**
- ❖ **Lack of Seatbelt use.**

Northeastern Minnesota Fatalities by County



The Northeastern Minnesota Toward Zero Deaths (TZD) program began in 2010. The counties involved include: Cook, Lake, St. Louis, Carlton, Pine, Aitkin, Koochiching, Itasca.

The Northeastern Minnesota TZD program is led by a steering committee comprised of the "4 Es:"

- ❖ Enforcement
- ❖ Engineering
- ❖ Education
- ❖ EMS / Emergency Services

The Northeastern TZD steering committee is working together for continuous improvement using best practices and evidenced-based strategies.

Northeastern Minnesota TZD Leadership Contacts

Engineering

Mike Robinson
Mn/DOT District Engineer
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mike.robinson@state.mn.us

Enforcement

Captain Steve Stromback
Minnesota State Patrol
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Enforcement

Captain Murray Herrboldt
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Education / EMS

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Northern MN TZD Coordinator
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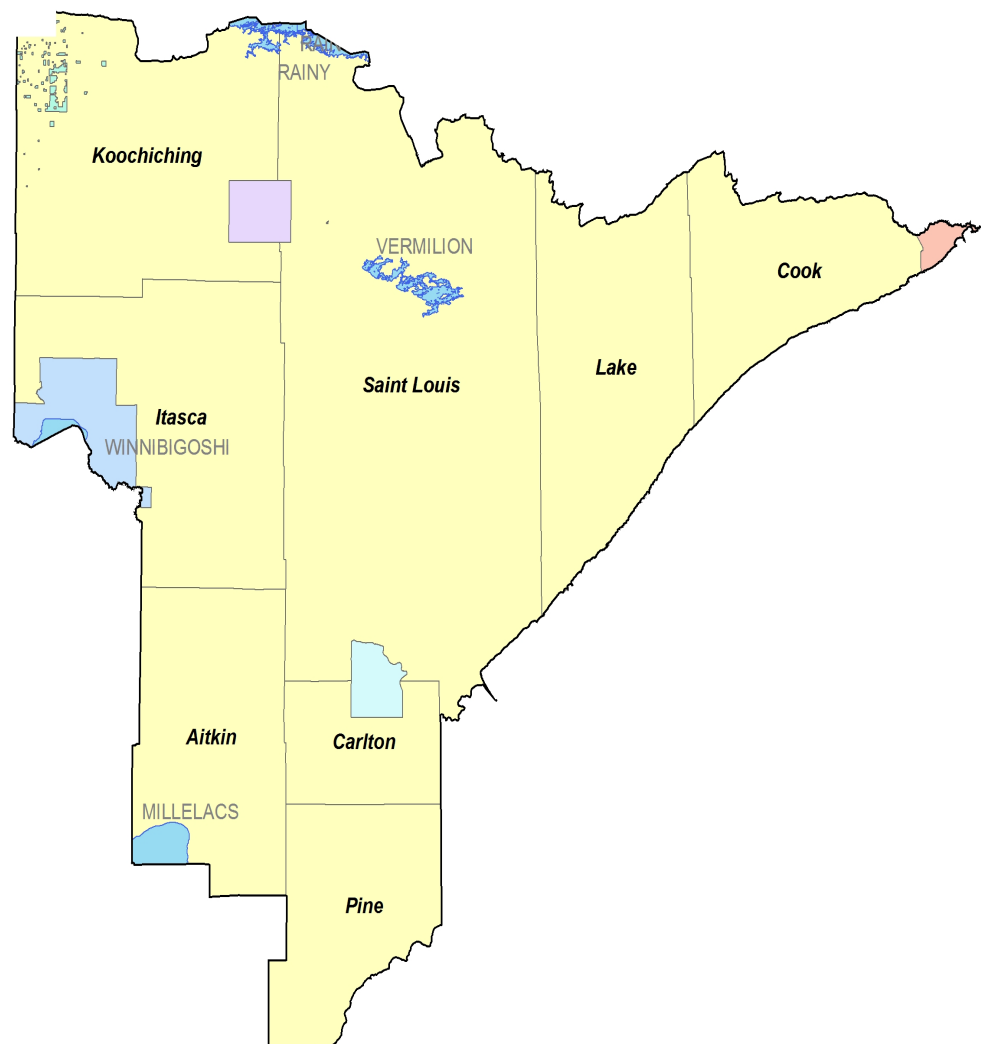




Northeastern Minnesota TZD Region

NE TZD Counties

- Koochiching
- Itasca
- Aitkin
- St. Louis
- Carlton
- Pine
- Lake
- Cook

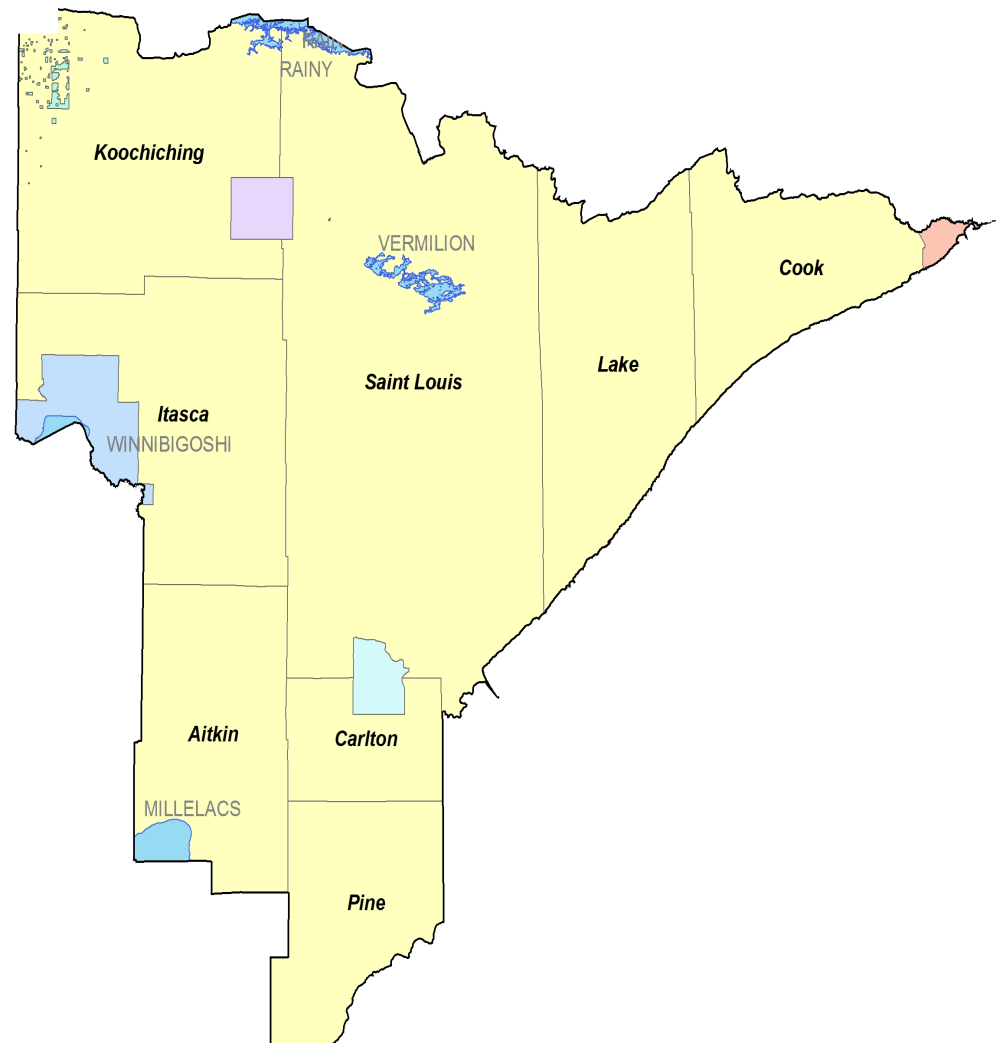




Northeastern Minnesota TZD Region

NE Leadership Team

- **Mike Robinson**
MnDOT District 1
- **Capt. Stromback**
State Patrol – Duluth
- **Capt. Herrboldt**
State Patrol – Virginia
- **Holly Kostrzewski**
MnDOT TZD Regional Coordinator

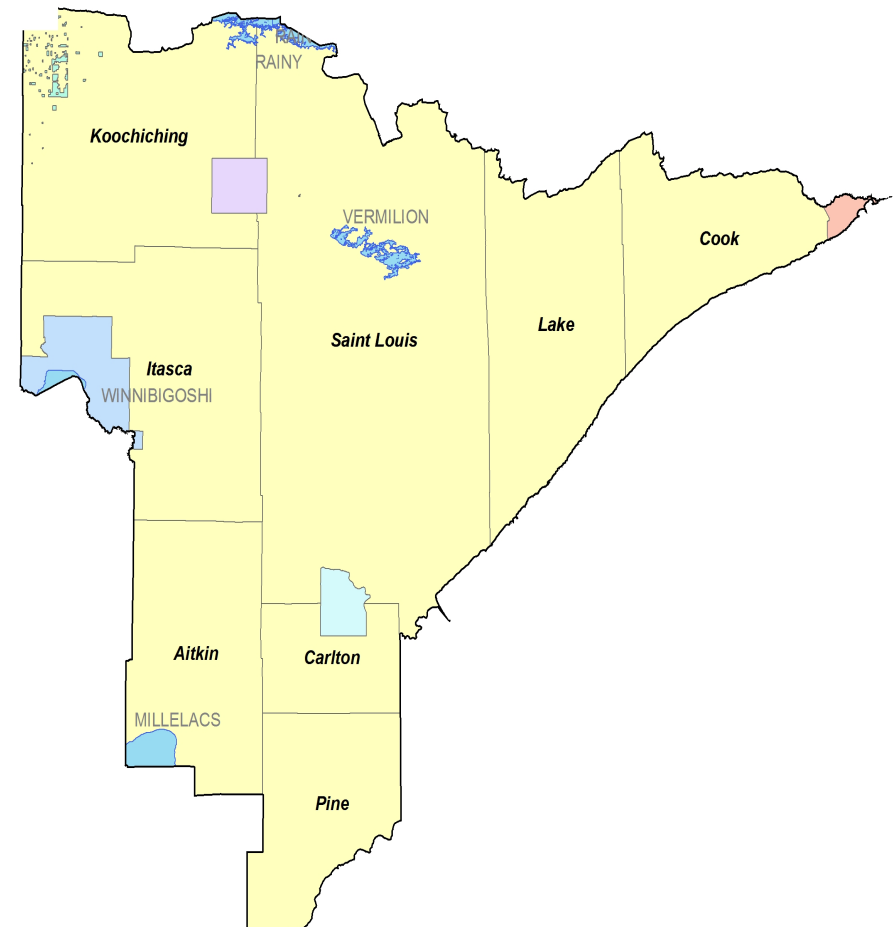




Northeastern Minnesota TZD Region

NE Steering Committee

- § Engineer
- § Enforcement
- § Education
- § Emergency medical and trauma services
- § YOU!





First NE Regional Project Seatbelt Use Rate





Seatbelt Use

Statewide Seatbelt Use

§ 92%

NE Minnesota Seatbelt Use

§ 80.3%





Minnesota TZD website

<http://www.minnesotatzd.org>

Toward Zero Deaths Minnesota - Windows Internet Explorer

http://www.minnesotatzd.org/

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Toward Zero Deaths Minnesota

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Toward Zero Deaths

Our mission: To create a culture for which traffic fatalities and serious injuries are no longer acceptable through the integrated application of [education](#), [engineering](#), [enforcement](#), and [emergency medical and trauma services](#). These efforts will be driven by data, best practices, and research.

Toward Zero Deaths (TZD) is a Minnesota partnership led by the [Department of Public Safety](#), the [Department of Transportation](#), and the [Department of Health](#), in cooperation with the [Minnesota State Patrol](#), the [Federal Highway Administration](#), Minnesota county engineers, and the [Center for Transportation Studies](#) at the University of Minnesota.

[More about TZD Partners](#)

Minnesota Traffic Fatalities

TZD Goal: 400 by 2010

2009 YTD: 380
2008 YTD: 405

[More statistics](#)

Online tool maps out roadway fatalities

Would you be surprised to learn that nine people died on the highway you take to work everyday? Or would you be shocked to see that six teenagers died within five miles of your home in fatal car crashes? With the help of the interactive maps on [www.SafeRoadMaps.org](#), developed by University of Minnesota researchers, you can learn those facts and more by simply typing in your address. The tool also shows which life-saving public policies, such as strong seat belt laws, are in effect in a chosen area.

Events

TZD 2009 Conference
The 2009 statewide conference for traffic safety advocates was held October 28 & 29 at the Duluth Entertainment Convention Center in Duluth, Minnesota.

[More Events](#)

Traffic Safety in the News

Check out AAA's Roadwise Review Online, an older driver safety skills screening tool

How safe are our roads?

Editorial: A push for safety on rural roads

Crash avoidance technology advances

Policy and technology of automated traffic enforcement

Preventing driving deaths

Deaths on state roads may be headed for record low

Minnesota law enforcement goes after the unbelted

More motorists die on rural roads

Minnesota traffic deaths hit 300 for the year

'09 pedestrian fatalities in state rise sharply

Drivers and their toys: Unsafe at any speed?

Local students help Klobuchar send the message

[More News](#)

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Zero Deaths

