



TOWARD ZERO DEATHS
Because your life counts

Welcome
South Central Minnesota
Toward Zero Deaths
Workshop

Friday, May 29, 2015



Vision

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



Mission

To move southwest 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!**



Follow us on Twitter and Facebook!



- Follow us on Twitter: @MNTZD



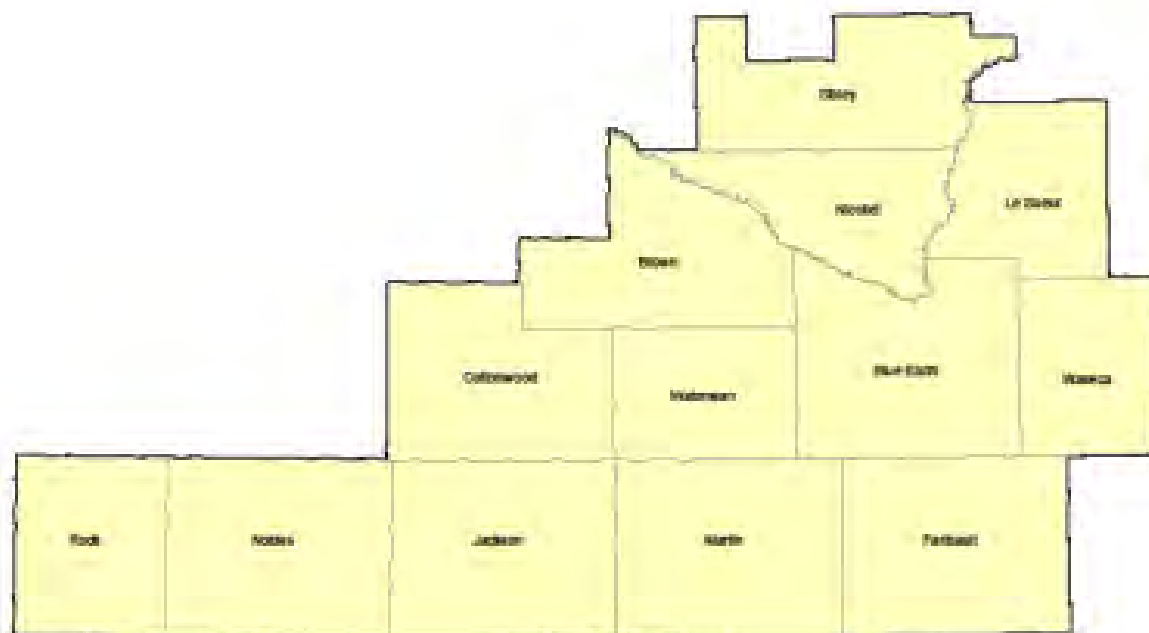
- Like us on Facebook: MNTZD

South Central Minnesota Regional TZD Workshops



South Central Minnesota Region

- Blue Earth/Nicollet
- Le Sueur
- Faribault
- Nobles



Parent Awareness Program

*Point
of
Impact*





Blue Earth/Nicollet TZD Safe Roads Coalition



Blue Earth/Nicollet TZD Activities



Blue Earth/Nicollet TZD Activities

JOYRIDE
GOOD TIMES DELIVERED



Blue Earth/Nicollet TZD Activities





Blue Earth/Nicollet TZD Activities



Blue Earth/Nicollet TZD Activities



Blue Earth/Nicollet County TZD Activities



KNOW SOMEONE
WHO DOESN'T WEAR
THEIR SEATBELT?



YOU COULD
SAVE
THEIR LIFE.

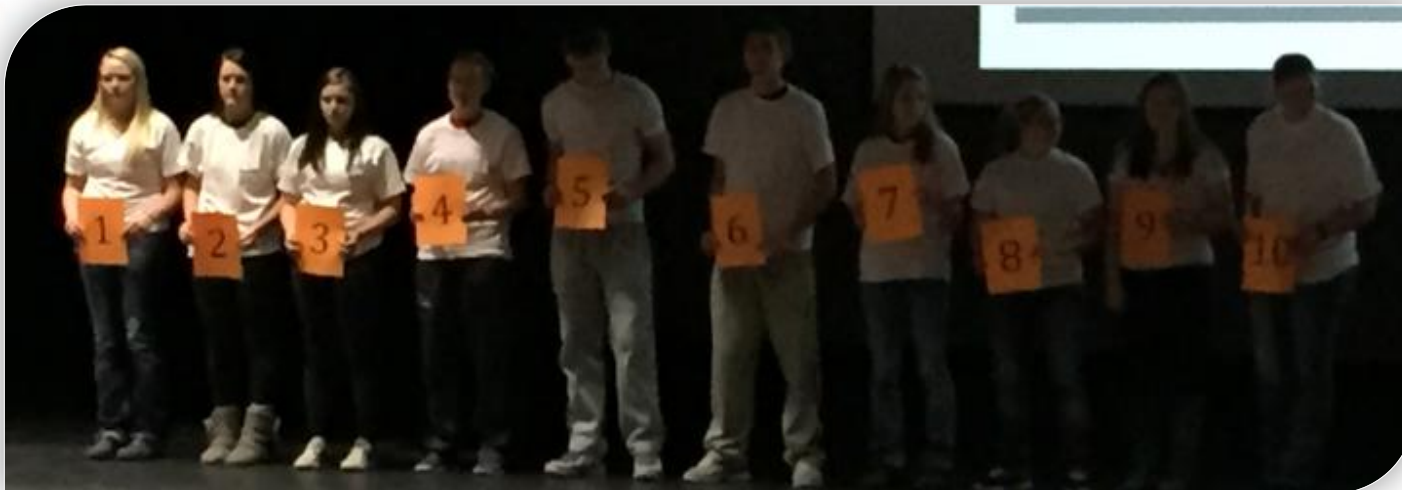


Blue Earth/Nicollet TZD Activities

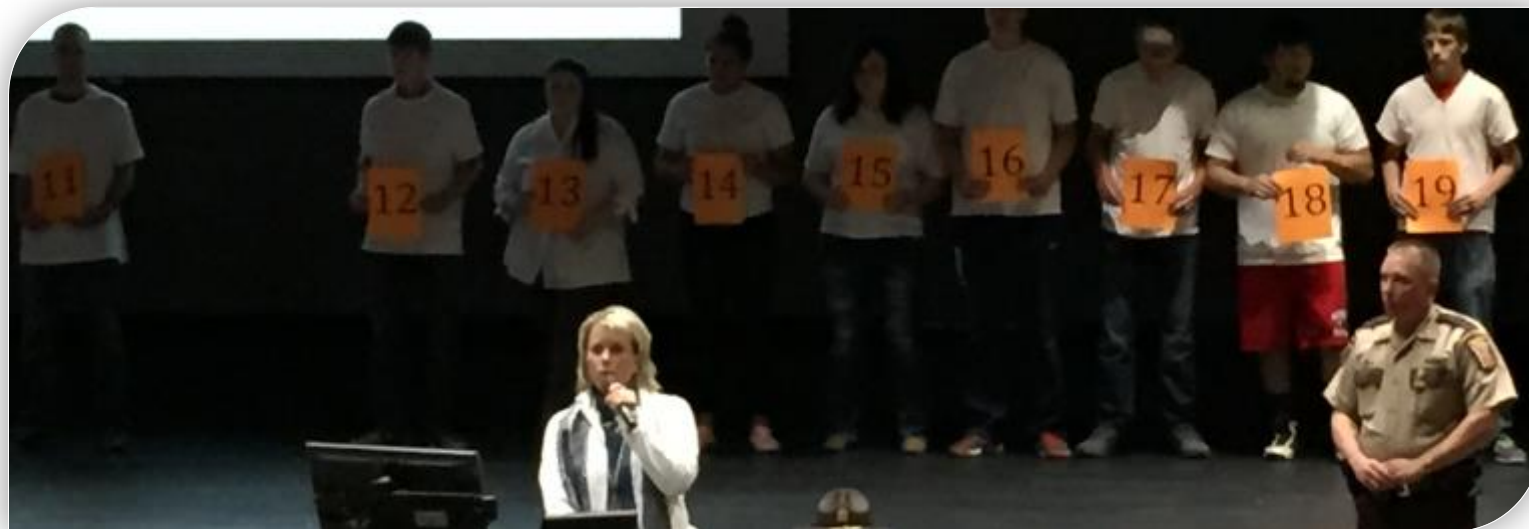


Faribault County TZD Safe Roads Coalition





Faribault County TZD Activities

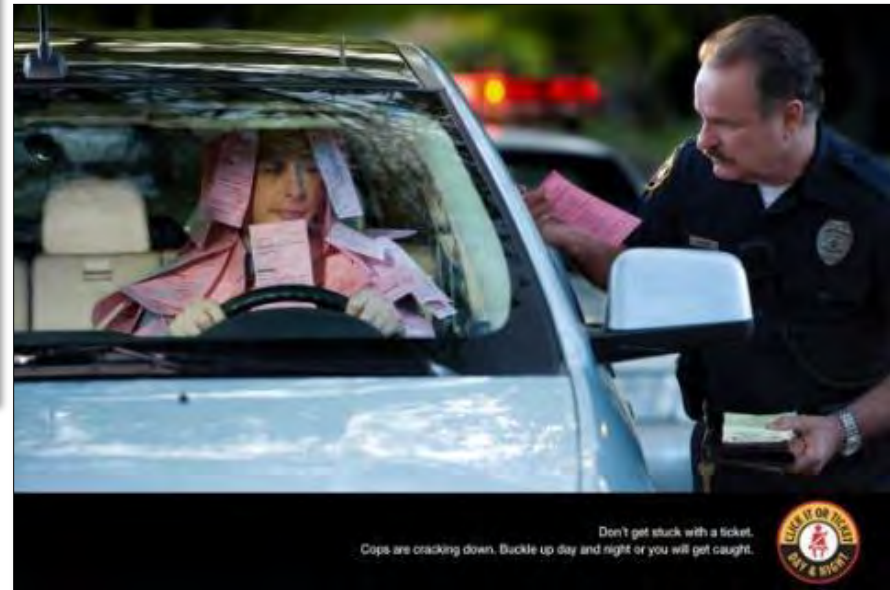




Faribault County TZD Activities



Faribault County TZD Activities





Faribault County TZD Activities



Le Sueur County TZD Safe Roads Coalition





Le Sueur County TZD Activities





TZD Activities – Granada High School



South Central Region Mock Crashes



- *JWP*
- *TCU*
- *Adrian*
- *St James*
- *GFW*
- *Northrup*



Blue Earth County Law Enforcement Win Commissioner's Award



I-90 & I-94 Challenge Enforcement Project

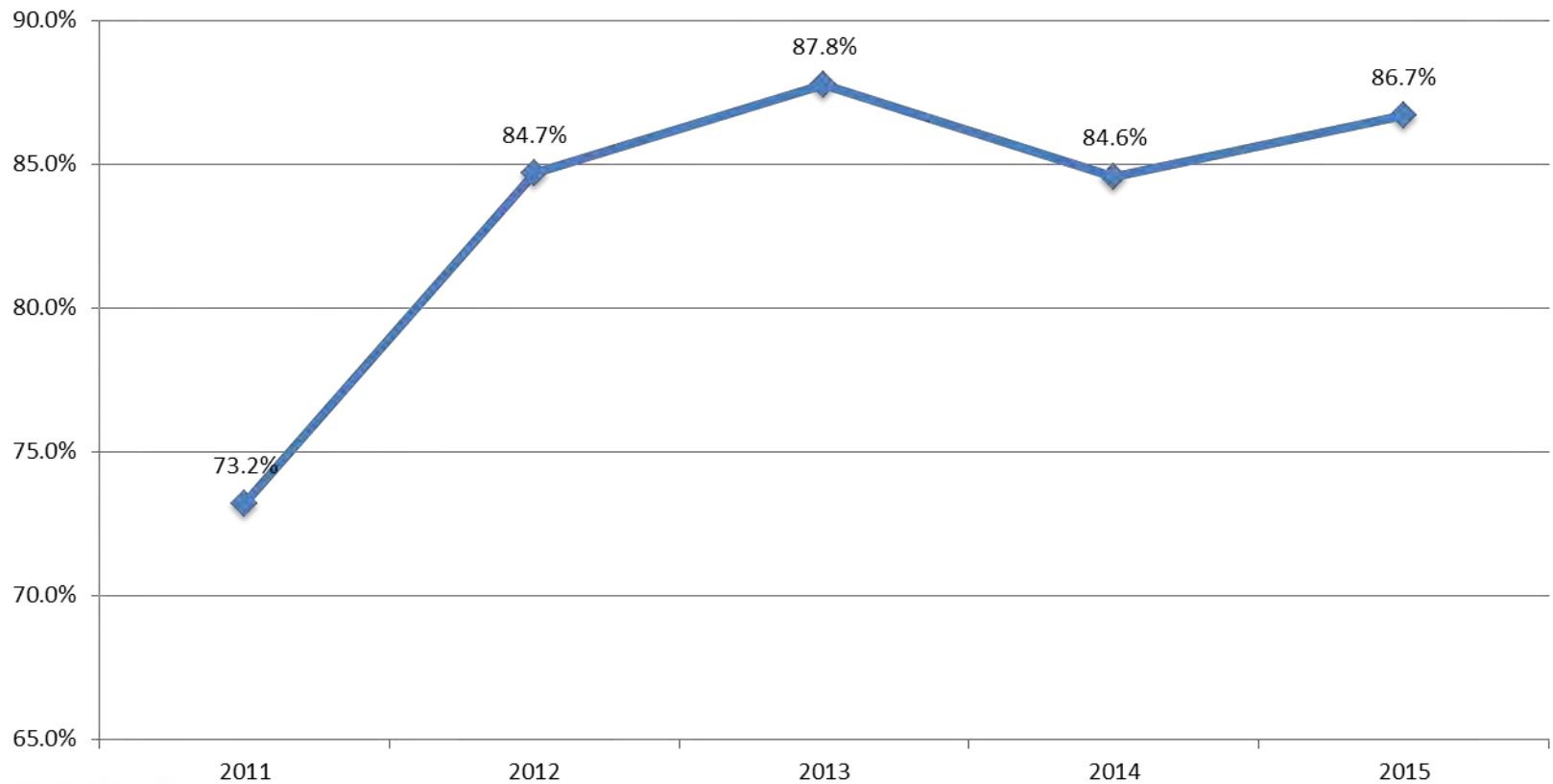
*Goal was to have
no fatalities for
4 days
coast-to-coast
on I-90 and I-94.*



August 1-4, 2014

Regional Seat Belt Use

South Central Minnesota Belt Use





Year-to-Date Traffic-Related Deaths

As of May 28, 2015, there were **131** traffic-related deaths on Minnesota roads, compared to **111** deaths at this time last year.

Minnesota's Traffic Safety Culture

*Kristine
Hernandez,
Minnesota Toward
Zero Deaths
Program
Coordinator*



Understanding and Reaching the High Risk Driver

Hal Campbell

Evaluation

coordinator,

DPS Office of Traffic

Safety



Break



South Central Minnesota Crash Facts

*Capt. Jeremy Geiger, Minnesota State Patrol
& South Central Minnesota Co-chair*

*TZD Regional
Steering
Committee*



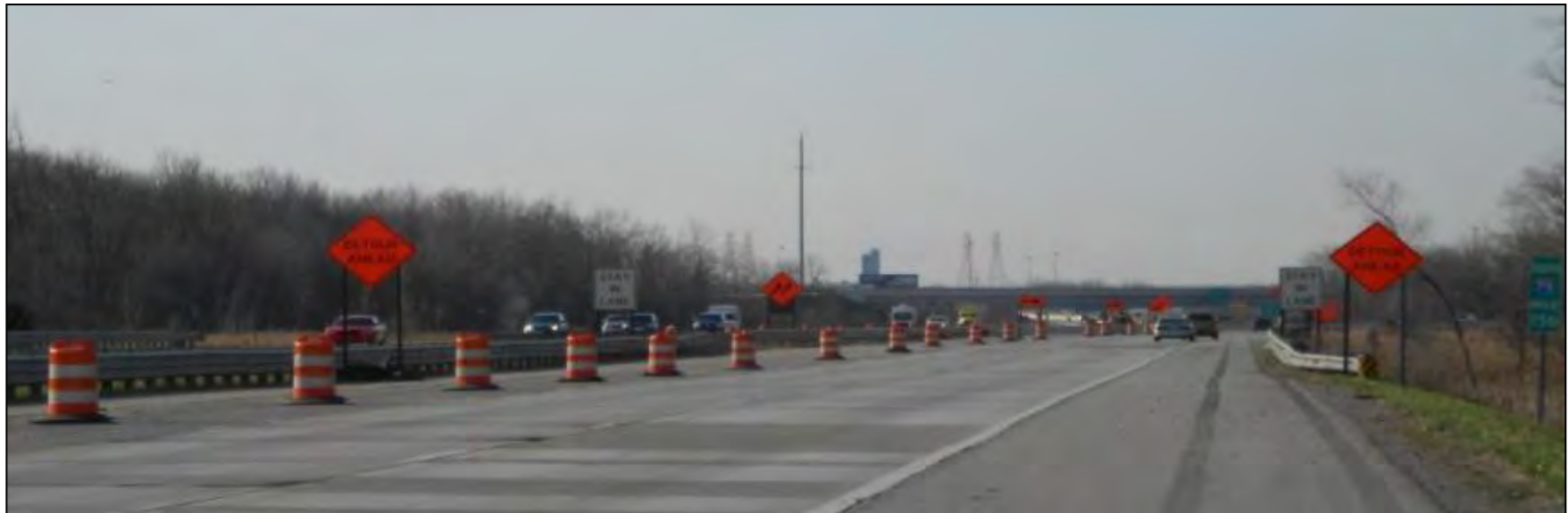
Test your Knowledge with Traffic Safety Jeopardy!



Breakout Sessions



Lunch & Exhibits



Breakout Sessions



Personal Impact Statement

“Remembering Tyler”

- Deb Hadley, parent



Wrap Up

*South Central
Minnesota*

TZD Co-Chairs:

Greg Ous,

MnDOT District

Engineer, D7

& Capt. Geiger,

State Patrol



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

Goal: Zero Deaths



Door Prizes!





*Thank you &
Drive Safe!*