

2016-2017 Southeast Minnesota Toward Zero Deaths Annual Report

SOUTHEAST MINNESOTA TOWARD ZERO DEATHS



WISE UP → SLOW DOWN



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October 2017

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Executive Summary

Background: In 2006, the southeast Minnesota Toward Zero Deaths Steering Committee developed the traffic safety mission and goals for the region in order to move toward zero deaths for traffic-related crashes.

Problem Statement: In 2006, there were 494 deaths on Minnesota roadways and 69 of these deaths occurred on southeast Minnesota roadways – an unacceptable number. Southeast Minnesota TZD includes partners from the 11-county area (Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha and Winona) who work together to create initiatives and programs to reduce traffic fatalities.

A regional strategic plan was developed in order to identify goals and strategies to accomplish the mission. In 2011, the data was reviewed and two of the three subcommittee goals had been met as well as nearly attaining the overall fatality reduction goal. As a result, a new strategic plan and new goals were set, beginning in 2012.

Mission:

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

Goal 1 – Reduce Fatal and Serious Injuries

To continuously decrease traffic-related fatalities and serious injuries in southeast Minnesota from the past **5-year averages** (2011-2016) of 44 fatalities and 135 serious injuries.

Objectives:

A. To continuously increase regional seatbelt use rates.

As of April 2017, the seat belt compliance rate in southeast Minnesota was **90.3 percent**. As a region, our long-term goal is to achieve 100 percent usage rate. Our short-term goal is to see a continuous increase in the usage rate each year.

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. To continuously decrease the following:

5-year averages (2012-2016*) in the southeast region

Contributing factors:					
Average annual number of:		Alcohol	Speed	Distraction**	Total
	Fatalities	11	9	7	44
	Fatal Crashes	9	8	7	39
	Severe Injuries	27	26	20	135
	Severe Injury Crashes	24	19	16	109

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

Total Southeast Minnesota Region (2016* data)

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2016* Total	46	41	189	156
2012-2016* Total	221	195	674	545

**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 southeast 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 and policies that facilitate the TZD vision

Activities: Recruitment of city and county to attend TZD event, 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, seat belt observational survey and omnibus survey, media messaging and media events, news releases regarding activities woven into existing messages, worksite education and policy development, parent component to driver education, sober cab development, youth enforcement and education

Regional Activities – Distracted Driving event Oct. 3, 2016

The Southeast Minnesota Toward Zero Deaths partners held a Distracted Driving Community Outreach event on Monday, Oct. 3, at the University Center Rochester. The distracted driving event was held in the atrium of the college and was well attended by the student body. The distracted driving simulator was available for students and staff. Attendees also had the opportunity to pledge to never text and drive.



Media in attendance were: KTTC-TV, KAAL-TV and *Rochester Post-Bulletin*.



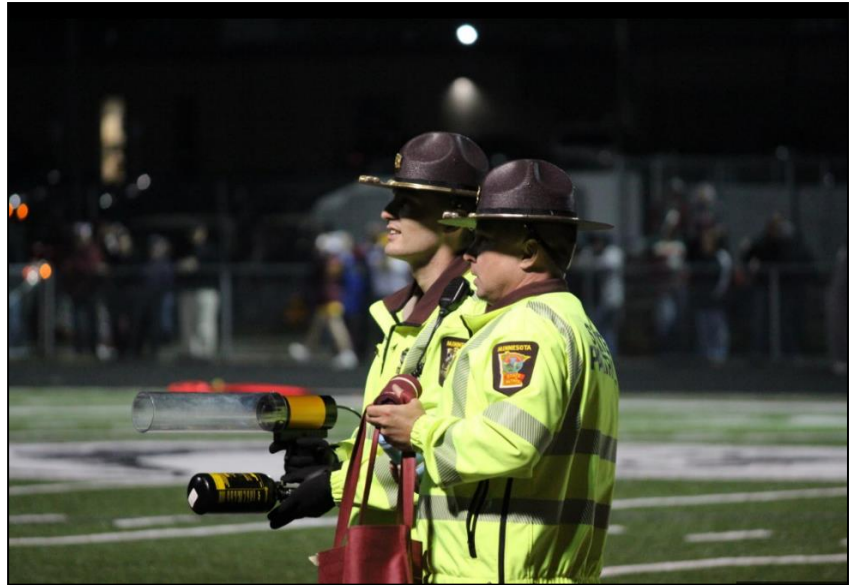
Regional Activities – Seat Belt Mobilization

“Save Your Tailgate” Seat Belt Kickoff

Oct. 14, 2016

Triton SADD students, State Patrol and Toward Zero Deaths traffic safety stakeholders kicked off the October seat belt enforcement by handing out *Buckle Up* bracelets at the Triton football game and placing *Buckle Up* stickers on popcorn bags. In addition, the Minnesota State Patrol used the t-shirt cannon to shoot “Buckle Up” t-shirts into the stands.

Media in attendance were KAAL-TV, the Dodge County Independent and Steele County Times. See page 48 for media coverage.



MINNESOTA TOWARD ZERO DEATHS

Southeast Minnesota Toward Zero Deaths

Media Advisory

October 12, 2016

Contact: Jessica Schleck

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Save your tailgate

A statewide seat belt enforcement campaign kicks off at Triton High School Friday night.

What: In honor of a classmate that was killed in an unbelted rollover crash last December, Triton SADD students, law enforcement and Toward Zero Deaths traffic safety stakeholders will be encouraging seat belt use by handing out *Buckle Up* bracelets. In addition, the Minnesota State Patrol will be using a t-shirt cannon to shoot "Buckle Up" t-shirts into the stands.

When: Half-time at varsity football game, Friday, Oct. 14, 2016 – game begins at 6 p.m.

Where: Triton High School Football Field
Hwy St. West, 813 County Rd 34
Dodge Center, MN 55927

Who: Triton High School SADD students and staff have teamed up Southeast Minnesota Toward Zero Deaths and the Minnesota State Patrol to spread the word about the importance of buckling up.

Why: Lack of seat belt use is a contributing factor in nearly half of Minnesota fatalities.

- In 2015, 91 unbelted motorists lost their lives on Minnesota roads.
- In a five year period (2011 – 2015), 38 percent of the 1,379 people killed while riding in motor vehicles were not wearing seat belts.
- In 2015, 77 percent of vehicle occupants who were ejected or partially ejected and died were not wearing a seat belt.

The southeast Minnesota Toward Zero Deaths program brings area law enforcement, public health educators, engineers and emergency medical and trauma services together to reduce the number of traffic fatalities and severe injuries to zero in southeast Minnesota. The 11-county area encompasses: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha and Winona counties.

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Regional Activities – Seat Belt Mobilization

“Saved by the Belt” News Conference

Oct. 19, 2016

On Sept. 5, 2015, Logan Sterling Meyers, 13, of Kenyon, and his grandfather, Sterling Sibley, of Kenyon, were involved in a crash when their pickup truck was struck by another that failed to stop at a stop sign.

The incident occurred on a drizzly morning at the intersection of Highway 246 and County Road 1 in Dundas when the two were on their way to McDonald’s in Northfield. After their truck was struck, they were thrown off the roadway and into the ditch.

Representatives from the Rice County Sheriff’s Office, the Northfield Police Department and the Minnesota State Patrol honored Meyers and Sibley on Oct. 19, 2016 with the “Saved by the Belt Award,” as their seat belt usage saved their lives.

Media in attendance was the Faribault Daily News.
See pages 49-50 for media coverage.



Regional Activities –
Rochester Police Department Receives National Recognition
Nov. 21, 2016

The Rochester Police Department received National Recognition for their *Drive Sober or Get Pulled Over* DWI efforts. They were recognized at the Rochester City Council meeting on November 21 at the Government Center. The Rochester Police Department is one of only five law enforcement agencies in NHTSA's Region 5 to receive this recognition. Region 5 extends from Minnesota to Ohio.



MINNESOTA TOWARD ZERO DEATHS

Nov. 18, 2016

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Dodge County Independent receives Toward Zero Deaths Media Star Award

ROCHESTER, Minn. – The Dodge County Independent newspaper of Kasson received the Media Star Award at the statewide Toward Zero Deaths conference Nov. 16-17 in Duluth for its efforts to raise awareness about traffic safety. Owner Rick Bussler accepted the award on the organization's behalf.

Star awards recognize individuals or organizations in Minnesota that show excellence in TZD's emphasis areas of enforcement, emergency medical and trauma services, education, engineering child passenger safety and judicial/court systems. Recipients have shown leadership and commitment in efforts to improve traffic safety throughout the state and build partnerships with others in the field.

The newspaper published front page stories and weekly columns on traffic safety and TZD efforts. Their stories ranged from seat belt kick off events to how fatal and serious injury crashes affect law enforcement, EMS and those close to the people involved.

The journalists actively seek out traffic safety messages on a weekly basis and are passionate about keeping the community free of DWIs.

"It's humbling and gratifying to be recognized for our work in teaming up with law enforcement to save lives through education of traffic safety issues," Bussler said. "The media play a crucial role in reducing traffic fatalities by raising awareness of the underlining issues associated with poor driving behavior,"

The Minnesota TZD program is an interdisciplinary partnership with the state departments of health, transportation and public safety.

Learn more about TZD, including a full list of award recipients, at www.minnesotatzd.org.

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Regional Activities – DWI Kickoff in Winona Nov. 22, 2016

Winona County Safe Roads Coalition, local law enforcement and numerous traffic safety stakeholders partnered to host a DWI kickoff in Winona on Monday, Nov. 22.

Speakers were Jeff Peterson, Winona County Safe Roads coordinator; Ron Ganrude, Winona County Sheriff; Sonneman, Attorney and Phil Huerta, Director of the Winona County Alliance for Substance Abuse Prevention (ASAP).



Topics included; Winona County is 13th in the state for DWI Deaths, death notifications, time prosecuting DWI offenses, ASAP's "Parents Who Host Lose the Most" campaign and the increased enforcement efforts.

Attendees were also given the opportunity to attempt the DWI simulator and to try to toss a soft Frisbee through a Hula-Hoop while wearing Fatal Vision Goggles.

Media in attendance was WEAU-13.
Please see page 54 for media coverage.

Regional Activities – DWI Kickoff Nov. 23, 2016

TZD partnered with Legend's Bar and Grill and Safe Ride cab service to "thank" bar patrons for choosing a sober ride. The Thank You notes were left on vehicles that were left in the parking lot overnight.
Please see page 51 for media coverage.



Regional Activities – DWI Kickoff Nov. 23, 2016

Jessica Schleck and Sgt. Troy Christianson spoke with on-air personalities Duncan and Samm, KROC 106.9 FM, regarding enforcement and education. The on-air personalities maneuvered the DWI obstacle course wearing Fatal Vision goggles simulating multiple levels of impairment.

Video: <http://kroc.com/why-is-samm-in-the-back-of-a-cop-car/>

Please see page 52 for media coverage.



Regional Activities – Seat Belt Survey (April 2017)

The seat belt efforts focused this past year on educational activities, such as partnering with law enforcement on a regional level with the various mobilizations, as well as educating citizens in southeast Minnesota and state lawmakers. The rate has been trending upward and it is now 90.3 percent. Focus for the upcoming year will continue with educational efforts, combined with law enforcement mobilizations, educating parents through driver education and worksites throughout the region.

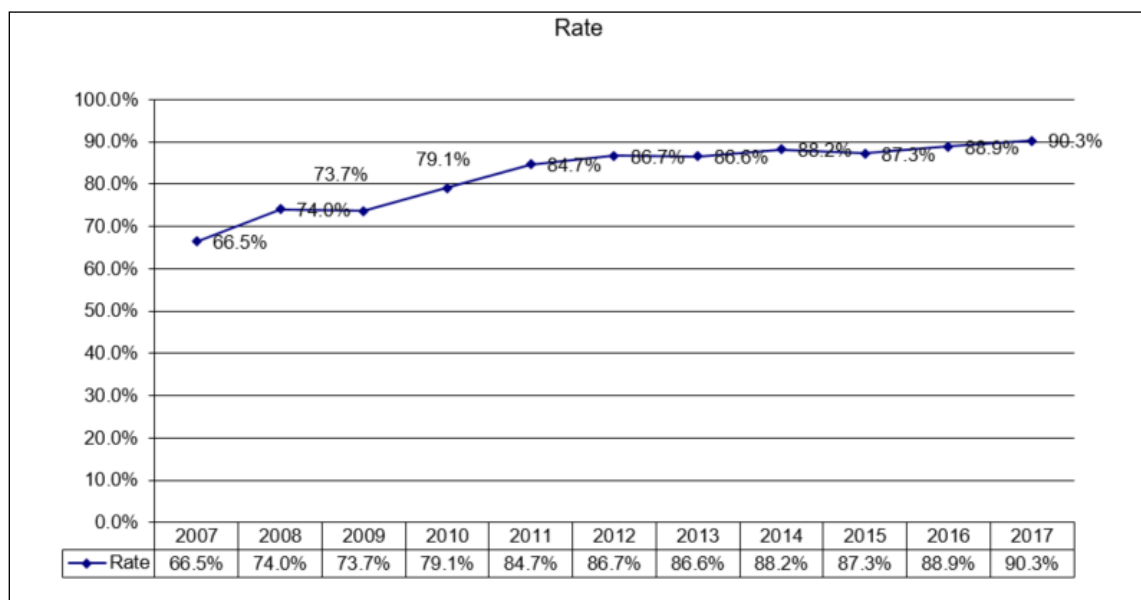
Regional Seat Belt Survey Results

The Southeast Minnesota TZD Steering committee wanted to show the regional trends in the area, and therefore, began collecting their regional data beginning in 2006, enlisting the help of DPS OTS evaluators to set up a scientifically significant survey. The 2006-2017 results are shown below. Southeast Minnesota seat belt compliance rate increased slightly from last year, showing a rate of 90.3 percent.

SE MN Belt Use Observation Survey

Conducted Annually in April

	Rate			Range	Week Of	Notes
2006	69.4%	+/- 5.6%		63.8-75.1	April 10-14	(Missing Winona)
2007	66.5%	+/- 7.9%		58.6-74.3	April 9-13	
2008	74.0%	+/- 3.5%		70.5-77.4	April 7-11	(Missing Steele)
2009	73.7%	+/- 5.0%		68.6-78.7	April 13-17	
2010	79.1%	+/- 3.2%		75.8-82.3	April 5-30	
2011	84.7%	+/- 3.3%		79.2-90.2	April 11-15	
2012	86.7%	+/- 3.3%		83.3-90.0	April 9-13	
2013	86.6%	+/- 3.0%		83.7-89.6	April 8-12	
2014	88.2%	+/- 3.7%		84.5-91.9	April 7-11	
2015	87.3%	+/- 4.3%		83.0-91.6	April 6-10	
2016	88.9%	+/- 3.3%		85.6-92.2	April 4-8	
2017	90.3%	+/- 3.6%		86.7-93.9	April 3-11	



Regional Activities – Distracted Driving News Conference April 10, 2017

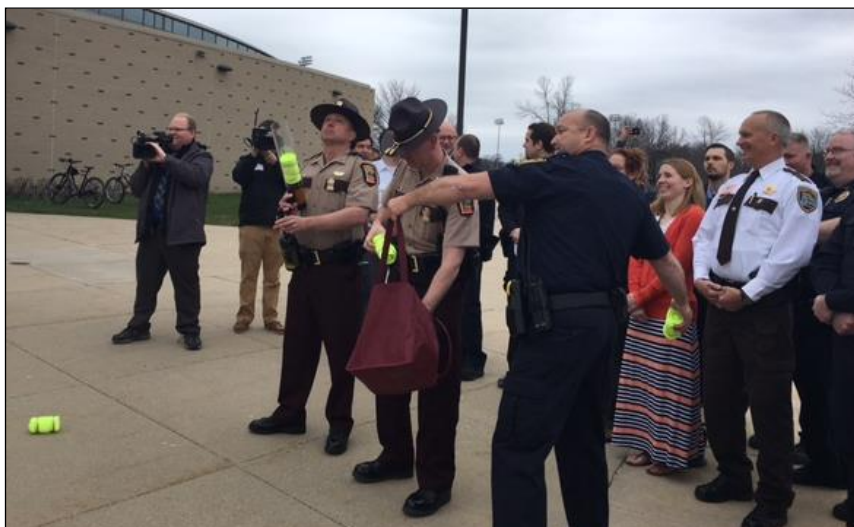


The Southeast Minnesota Toward Zero Deaths partners held a distracted driving news conference on Monday, April 10, at Mayo High School to kick off the enhanced enforcement campaign.

Speakers at the news conference included Grace Riley, student at Mayo High School and cousin to Deej Logan, a student that was killed while texting and driving; Principal Thomas Olson, Mayo High School; Officer Mike Erdman, West Concord Police Officer; Officer Pat Kelly, Mayo High School Police Liaison Officer; Sgt. Troy Christianson, Minnesota State Patrol and Kristine Hernandez, Statewide Toward Zero Deaths program coordinator.

The news conference was well attended with numerous law enforcement agencies, engineers, health educators and emergency responders from the region.

Media in attendance were: KTTC-TV, KAAL-TV and KIMT-TV. Please see pages 55-58 for media coverage.



MINNESOTA TOWARD ZERO DEATHS

Southeast Minnesota Toward Zero Deaths

Media Advisory

April 7, 2017

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SPEAK UP: PUT THE PHONE DOWN

Local teen and regional Toward Zero Deaths partners encourage high school students to practice safe driving habits and speak up when others drive distracted

What: Student outreach events and news conference to launch statewide distracted driving education and extra enforcement campaign. Southeast Minnesota regional law enforcement, regional traffic safety stakeholders, MnDOT, Department of Public Safety and Mayo High School are joining forces to help stop distracted driving. Law enforcement in Southeast Minnesota and across the state will begin extra patrols targeting distracted driving beginning Monday and running through April 23.

In an effort to reach high school students, numerous schools (including Mayo High School) will be highlighting distracted driving this week to encourage teens to speak up when their peers are not paying attention behind the wheel.

When: 10 a.m., Monday, April 10

Where: Mayo High School
1420 11th Ave. SE
Rochester, MN 55904

Why: To save lives on Minnesota roads.

- Distracted driving is a leading factor in one of every four crashes on Minnesota roads.
- Statewide in the last five years (2011-2015) there were 219 fatalities and 852 serious injuries resulting from crashes involving a teen driver. Of these crashes, distraction contributed to 36 fatal and 194 serious injuries.

Who:

- Grace Riley, student at Mayo High School and cousin to Deej Logan, a teen who was killed by texting and driving
- Principal Thomas Olson, Mayo High School
- Officer Mike Erdman, West Concord Police Officer
- Officer Pat Kelly, Mayo High School Police Liaison Officer
- Sgt. Troy Christianson, Minnesota State Patrol
- Kristine Hernandez, Statewide Toward Zero Deaths program coordinator

The Southeast Minnesota Toward Zero Deaths program brings area law enforcement, public health educators, engineers and emergency medical and trauma services together to reduce the number of traffic fatalities and severe injuries to zero in southeast Minnesota. The 11-county area encompasses: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha and Winona counties.

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News Release

www.MinnesotaTZD.org

FOR IMMEDIATE RELEASE

April 10, 2017

Contact: Jessica Schleck

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SPEAK UP: PUT THE PHONE DOWN

Local teen and regional Toward Zero Deaths partners encourage high school students to practice safe driving habits and speak up when others drive distracted

Rochester, Minn. — Reaching down for an item that fell on the floor, turning around to settle the kids down, and picking up the cell phone for an incoming call. They all seem harmless until a driver with their eyes off the road leads to a crash.

For the first time, law enforcement across the state is extending the extra enforcement period to two weeks to conduct overtime patrols for distractive driving. Beginning April 10, more than 300 law enforcement agencies across the state will participate. The campaign that runs through April 23 is coordinated by the Minnesota Department of Public Safety Office of Traffic Safety (DPS-OTS).

Southeast Minnesota regional law enforcement, regional traffic safety stakeholders, Minnesota Department of Transportation, Department of Public Safety and Mayo High School joined forces today at Mayo High School to announce the campaign that will hopefully change habits and save lives.

"In order to prevent another tragedy, Mayo High School is committed to educating our students on the dangers of distracted driving," said Officer Pat Kelly, Mayo High School Police Liaison Officer. "Our goal is to encourage teens to speak up when others are not paying attention behind the wheel. Offer to be a designated texter or tell the driver it can wait. Speaking up could ultimately save your life or the lives of others on the road"

Too Many Lives Lost

Too many people are not making driving the number one priority behind the wheel.

- More than 86,000 crashes were distracted driving-related from 2011 – 2015, contributing to one in four crashes in Minnesota.
- Distracted driving contributes to an average of 65 deaths and 215 life-changing injuries a year (2011 – 2015).
- During the 2015 distracted driving extra enforcement campaign, law enforcement cited 909 drivers for texting and driving, an 80 percent increase over the previous year.

(more)



Distracted Driving Behaviors

Posting on Facebook, checking that box score or Googling information on a device while driving are all against the law under Minnesota's "Use of Wireless Communications Device" statute, which is commonly referred to as the texting and driving law.

Distractions that could lead to a crash also include fiddling with controls for music, eating and drinking, children fighting or an adult passenger's behavior.

Distracted Driving Consequences

- With Minnesota's "No Texting" law, it's illegal for drivers to read, send texts and emails, and access the web while the vehicle is in motion or a part of traffic. That includes sitting at a stoplight or stop sign.
 - \$50 plus court fees for a first offense.
 - \$275 plus court fees for a second and/or subsequent offense.
- If you injure or kill someone because of texting and driving, you can face a felony charge of criminal vehicular operation or homicide.

Do Your Part and Join Minnesotans Driving Distracted-Free

- Cell phones — Put the phone down, turn it off or place it out of reach.
- Music and other controls — Pre-program radio stations and arrange music in an easy-to-access spot. Adjust mirrors and ventilation before traveling.
- Navigation — Map out the destination and enter the GPS route in advance.
- Eating and drinking — Avoid messy foods and secure drinks.
- Children — Teach children the importance of good behavior in a vehicle and model proper driving behavior.
- Passengers — Speak up to stop drivers from distracted driving behavior and offer to help with anything that takes the driver's attention off the road.

Distracted driving education is a component of Minnesota's core traffic safety effort, [Toward Zero Deaths \(TZD\)](#). A primary vision of the TZD program is to create a safe driving culture in Minnesota in which motorists support a goal of zero road fatalities by practicing and promoting safe and smart driving behavior. TZD focuses on the application of four strategic areas to reduce crashes — education, enforcement, engineering, and emergency medical and trauma response.

###



Regional Activities – Southeast Minnesota TZD Workshop May 3, 2017

The 13th annual Southeast Minnesota Toward Zero Deaths Workshop was held May 3, in Rochester. More than 200 traffic safety professionals attended, representing 11 counties. Personal impact speaker was Matt Maas. His son, Logan Maas, was an 18-year-old passenger in a vehicle that left the roadway and rolled into the ditch on Dec. 18, 2015. Logan, who was unbelted, was ejected from the vehicle. He died from his injuries. Matt and Dodge County Sheriff, Scott



Rose, spoke about the effects that his death had on the entire community. Additional speakers are shown in the included agenda. The presentation slides can be found at:

<http://www.minnesotatzd.org/events/workshops/SE/>.

The southeast Minnesota TZD initiative aims to create a collaborative, comprehensive, regional approach to reduce traffic deaths and severe injuries. As part of these efforts, an annual workshop is held to help facilitate the implementation of TZD in all southeast Minnesota communities. Encouraged to attend are law enforcement, engineers, educators, emergency medical services, local policymakers and other traffic safety advocates.

The workshop participants are surveyed annually and each year the survey respondents rate the workshop with high marks and urge the planning team to continue to have the workshop annually. Anecdotally, the networking and forming relationships across the "4 E" boundaries continues in southeast Minnesota. Please see pages 59-61 for media coverage.

Workshop Attendance

- 2005: 90 participants
- 2006: 81 participants
- 2007: 96 participants
- 2008: 104 participants
- 2009: 106 participants
- 2010: 151 participants
- 2011: 159 participants
- 2012: 165 participants
- 2013: 163 participants
- 2014: 158 participants
- 2015: 189 participants
- 2016: 200 participants
- 2017: 207 participants





MINNESOTA TOWARD **ZERO** DEATHS

Southeast Minnesota Toward Zero Deaths

Media Advisory

May 2, 2017

Contact: Jessica Schleck
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Southeast Minnesota's Toward Zero Deaths workshop convenes to address traffic deaths

Understanding teen behavior behind the wheel is among the topics on saving lives

What: *Is one death acceptable on Minnesota highways?* Southeast Minnesota Toward Zero Deaths workshop partners will discuss crash trends and determine best practices for reducing traffic deaths and serious injuries on southeast Minnesota roadways.

When: Wednesday, May 3, 2017, 8 a.m. - 3 p.m.

Where: International Event Center, 7333 Airport View Drive SW, Rochester

Why: Since TZD's inception in 2003, traffic-related deaths have declined by 40 percent. During the last 10 years (2006-2015), motor vehicle crashes were the leading cause of unintentional injury deaths for Minnesotans, ages five through 24.

Who: More than 200 regional traffic safety stakeholders will attend the Southeast Minnesota Regional TZD workshop. They represent law enforcement, engineering, education, emergency medical and trauma services as well as local leaders. The Minnesota Departments of Public Safety, Health and Transportation are hosting the workshop

Highlights:

9:15 a.m. – The Teenage Brain and Risk Reduction: Connecting the Dots – Erin Walsh, *Mind Positive Parenting*. Walsh connects the latest in brain science and risk-taking behaviors in adolescence as it relates to traffic-safety. Using stories, warmth and humor, she presents practical strategies for engaging young people in risk reduction, making it easy to apply this information with youth and families.

12:30 p.m. – Remembering Logan Maas – Dodge County Sheriff Scott Rose; Matt Maas, Logan's father. Logan Maas was an 18-year-old passenger in a vehicle that left the roadway and rolled into the ditch on December 18, 2015. Logan, who was unbelted, was ejected from the vehicle. He died from his injuries. Logan was a senior at Triton High school and was a proud volunteer firefighter for the Dodge Center Fire Department, alongside his father. His father and Sheriff Rose will talk about the effects that his death had on the entire community.

1:15 p.m. – Breakout Sessions: A. Alternative Transportation: What can be done in your community?
B. Social Media/Communications: How to do the most with opportunities!

2 p.m. – Breakout Sessions: A. Navigating the DWI eCharging & eWarrants process. B. New Approaches for Pedestrian and Bike Safety

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**Southeast Minnesota Toward Zero Deaths
13th Annual Regional Workshop Agenda
International Event Center
7333 Airport View Drive SW, Rochester**

May 3, 2017

- 8 a.m. **Registration and Continental Breakfast**
- 8:30 a.m. **Welcome and Regional Highlights**
Jeff Vlaminck, District engineer, MnDOT District 6; Capt. Mark Holm, State Patrol Commander, District 2100; Jessica Schleck, Southeast Minnesota TZD regional coordinator
- 9 a.m. **Minnesota Toward Zero Deaths: It's more than just a slogan**
Kristine Hernandez, Minnesota TZD program coordinator

Although traffic-related deaths have continued to rise throughout the U.S., Minnesota's deaths have plateaued. To decrease these numbers, the state is focusing on long-term methods of changing culture. Methods include: ingraining TZD in the Federal Strategic Highway Safety Plan, establishing a traffic safety culture action team and social norming techniques. What can the regions do to help?
- 9:15 a.m. **The Teenage Brain and Risk Reduction: Connecting the Dots**
Erin Walsh, Mind Positive Parenting

Erin connects the dots between the latest in brain science and risk-taking behaviors in adolescence as it relates to traffic-safety. She explores the role of "emotional accelerators" in the brain, impacts of technology on the developing brain and practical strategies for engaging young people in risk reduction. Using stories, warmth and humor, Erin presents the latest science in an engaging way, making it easy to apply this information with youth and families.
- 10:15 a.m. **Break and Exhibits**
- 10:30 a.m. **Regional TZD Crash Facts: How do these crashes affect your wallet?**
Sgt. Troy Christianson, Minnesota State Patrol; Mike Dougherty MnDOT public affairs
- 11 a.m. **Road signs: Like Coffee and Sugar – If two scoops make it better, 50 scoops may not!**
Mark Vizecky, MnDOT State Aid programs engineer

Road signs can provide vital, important and lifesaving information to drivers. Drivers are bombarded with information and the use of ineffective roadway signs only compounds the problem. We will discuss: What is he talking about? How can one more sign hurt?
- 11:45 a.m. **Lunch and Exhibits**
- 12:30 p.m. **Remembering Logan Maas**
Dodge County Sheriff Scott Rose; Matt Maas, Logan's father

Logan Maas was an 18-year-old passenger in a vehicle that left the roadway and rolled into the ditch on December 18, 2015. Logan, who was unbelted, was ejected from the vehicle. He died from his injuries. Logan was a senior at Triton High school and was a proud volunteer firefighter for the Dodge Center Fire Department, alongside his father. His father, Matt, and Dodge County Sheriff, Scott Rose, will talk about the effects that his death had on the entire community.

1:15 p.m.

Innovative Strategies to Address Traffic Safety Issues in Your Community

Breakout Sessions

See what effective countermeasures are being done locally and discuss how you can implement them in your community.

A. Alternative Transportation: What can be done in your community?

Grand Ballroom 1

Moderator: *Kathy Cooper, Rice County TZD Safe Roads coordinator*

Presenter: *Annette Larson, South Central and Southwest Toward Zero Deaths regional coordinator*

Research strongly suggests that there is a relationship between people's decision to drink and drive and increased transit options. The availability and affordability of rides provide communities with an important alternative to drunk driving. What is the process for bringing alternative transportation to your community?

B. Social Media/Communications: How to do the most with opportunities!

Grand Ballroom 2

Moderator: *Jessica Seide, Goodhue County TZD Safe Roads coordinator*

Presenters: *Dave Boxum, public information officer, DPS Office of Communications;*

Jen Longaecker, social media specialist, DPS Office of Communications

With all the social networking going on, how do we get our traffic safety messages out to the target audience? Learn from the communication experts. This session will provide real-life examples of how these emerging networks are being used for traffic safety campaigns, news conferences and other initiatives.

2 p.m.

Breakout Sessions

A. Navigating the DWI eCharging & eWarrants Process

Grand Ballroom 1

Presenters: *Mike Asleson, DWI deployment coordinator, Bureau of Criminal Apprehension;*
Kent Therkelsen, product manager, Bureau of Criminal Apprehension

Learn what's new with DWI eCharging, electronic search warrants and the DWI dashboard. This session also includes eWarrants – this new program will allow an officer to do electronic warrants in less time. In addition, the DWI dashboard shows mapping of DWIs, along with severe injuries and fatal crashes, to enable law enforcement to see where they should focus their resources.

B. New Approaches for Pedestrian and Bike Safety

Grand Ballroom 2

Moderator: *Brenda Pohlman, Fillmore County TZD Safe Roads coordinator*

Presenter: *Liz Walton, MnDOT Pedestrian and Bicycle Section*

With the statewide increase in pedestrian deaths last year, learn what public agencies are doing and how you can get involved. Topics include: safety education tools, small town and rural multimodal design and the recently released statewide bicycle and pedestrian plans, which include safety strategies.

2:45 p.m.

Door Prizes and Adjourn

Please take time throughout the day to visit the traffic safety exhibit tables for reference materials and ideas to implement in your communities.

**5/3/17 SOUTHEAST TZD REGIONAL WORKSHOP
EVALUATION SUMMARY**

Number Registered: 190

Number Registered + Walk-ins: 207

Total number of attendees (includes pre-registered + walk-ins - no-shows): 176

Total number of evaluations: 47

Number of paper evaluations: 29

Number of electronic evaluations: 18

General Sessions	Average Rating (out of 4.0)
Welcome & Regional Highlights	3.4
Minnesota Toward Zero Deaths: It's more than just a slogan	3.5
The Teenage Brain and Risk Reduction: Connecting the Dots	3.6
Regional TZD Crash Facts: how do these crashes affect your wallet?	3.3
Road Signs: Like Coffee and Sugar	3.5
Remembering Logan Maas	3.9
Door Prizes and Adjourn	3.3

Comments:

- Good! Definitely worth attending. (x5)
- Erin Walsh was a great speaker. Very educational and entertaining. (x2)
 - Wish I had this presentation earlier in my parenting
- The road signs presented good information on the misunderstood topic. (x2)
- Please have questions from audience repeated. (x2)
- Thank you to Matt Maas for sharing his family's story! They are an inspiration for us all!
- All were informative, some a little more than others.
- How do we balance road signage when some people don't pay attention to them?
- Road signs talked a lot about the science behind signs but did not address much the effect of too much signage.
- I wish there had been more crash facts; the one-page handout was confusing with the two different charts. I was hoping to get our 2016 crash facts by county.
- Nothing negative.
- Everything was great

Breakout Session: Alternative Transportation: What can be done in your community?

Number of evaluations received: 19

	Average Rating (out of 4.0)
Format and length	3.2
Topics covered were timely and useful	3.2
Content was appropriate and helpful	3.2
Facilitator was knowledgeable and managed the group well	3.4

Comments:

- Good information! I wish more people had participated.
- Good information and presented very well.
- Interesting what other cities are doing with getting people home safely.
- Please have questions from audience repeated.
- I thought Annette did a terrific job.

Breakout Session: Social Media/Communications: How to do the most with opportunities!

Number of evaluations received: 22

	Average Rating (out of 4.0)
Format and length	3.3
Topics covered were timely and useful	3.2
Content was appropriate and helpful	3.2
Facilitator was knowledgeable and managed the group well	3.5

Comments:

- Very timely. Good tips and helpful hints. Well presented. (x4)
- Enjoyed seeing examples of posts/tweets used throughout the country and resources to go to for ideas on posts.
- A lot of ideas and structure. How about make it relevant?
- Person giving the session was very knowledgeable but I found the topic to be not very useful as I don't plan to and will not be using social media to interact with the public. I did not find the topic very useful for myself. I'm sure it is for others though.
- Went through content very quickly. Might be nice to have a breakout session in the morning and one in the afternoon so people don't get bored.
- I learned a few things that I can implement for our social media presence.

Breakout Session: Navigating the DWI eCharging & eWarrants Process

Number of evaluations received: 20

	Average Rating (out of 4.0)
Format and length	3.1
Topics covered were timely and useful	3.3
Content was appropriate and helpful	3.2
Facilitator was knowledgeable and managed the group well	3.6

Comments:

- A lot of useful resources and workings of different programs! Can I request to have a few bridges for use by educators?
- Very useful topic. This should be an expanded topic in the future, especially as ALL warrants are now going through eCharging. The topic was so rushed it was difficult to follow. Need more time for this. The facilitator was great and knowledgeable but even he was frustrated with how rushed it seemed.
- Content was covered very quickly. More time for the breakouts.
- The subject needed more time to be explained.
- Excellent use of technology for law enforcement.
- Did not really pertain to me.
- Good but did not pertain as much to me but was still very informative and presented well.

Breakout Session: New Approaches for Pedestrian and Bike Safety

Number of evaluations received: 21

	Average Rating (out of 4.0)
Format and length	3.1
Topics covered were timely and useful	3.3
Content was appropriate and helpful	3.4
Facilitator was knowledgeable and managed the group well	3.4

Comments:

- Good information. (x3)
- A bit difficult to hear (for me).
- It was a little hard to hear the speaker but she did a great job. I am interested in bike safety, but as a Safe Roads coordinator our TZD grant doesn't allow us to partner or work on the issues, so I am not sure what this will help with. Personal knowledge, information, I guess.
- Could be more interactive and engaging.
- Interesting and vital need as more people are walking and biking.
- This is an ongoing issue in the community I work in. I was able to bring back information to our local taskforce on pedestrian safety.
- Too much information in too short of a time frame.
- Need to educate pedestrians and bikers more on rules of the road. Emphasize it is their duty to be responsible as well as motorists.

Arrangements	Average Rating (out of 4.0)
Convenience of the registration process	3.8
Location of venue	3.9
Facilities were comfortable and appropriate	3.8
Food served for meals and breaks was satisfying	3.8
Participant materials were helpful and useful	3.6
Mounted regional crash maps	3.2

Comments on arrangements:

- The venue was great and the food was good. (x4)
- Location and arrangements were great as always.
- Nice facility.
- I like the format!
- Great job
- Very well planned.
- Was hoping for crash stats for 2016 by county.
- Didn't notice the crash maps until the evaluation asked.
- Would be nice to have low-carb options for breaks.

Suggestions for topics at future workshops:

- More about strategies.
- More on outreach strategies from other places that are effective and fun.
- Would enjoy more interactive sessions where attendees can collaborate and move around.
- Overview of the state's new accident reports (2016) and walking through the form.
- In depth discussion and demonstrations with videos on how to handle and maneuver roundabouts.
- Technology is a big part of our lives. If there are sessions on new technology, more advancement in autonomous vehicles, apps or even the simple cell sleeves, I think people would be interested. I liked the pairing of the State Patrol trooper and the guy from MnDOT about crash fact trends. Good work!
- Driverless vehicles.
- Future road design
- eCharging (extended session) would be helpful.
- I would continue with having a speaker or two that have lived through or were also involved in a life changing crash situation that could have been avoided.

Suggestions for building and maintaining support within region for MN TZD's initiative:

- Keep doing what you are doing. (x3)
- Public announcement for new road signs.
- Do Citizen and Teen awards and recognition.
- Encourage drivers training instructors to attend. I saw some there, so maybe that's a well-attended group. But also perhaps teachers or instructors who work with kids in high schools where the education component can be strengthened.
- Invite local and state lawmakers.

- Stop hamstringing departments with a calendar that is too narrow on dates. Money that could be spent during community celebrations cannot be used (or only a small percentage). Extend the waves and give grant recipients more leeway on when and what to do. It's to the point that it's predictable for violators. And you want more participation from agencies? Stop with the horrendous training requirements for officers to partake in the shifts. ARIDE is bad...OPUE is even worse. These online courses are excruciatingly bad and I have heard nothing but negatives on both of them. I can't get people to work shifts as they don't want to go through these trainings.

Any other comments:

- Great workshop. Keep up the good work! (x3)
- I get something from just about every session that I can incorporate into my driver's education classes. Thanks!
- It was my first time. Will attend again!
- It was the first time I was able to attend and I was not disappointed. Mr. Maas was an amazing speaker.
- It's a good workshop that others should use as a successful model.
- Drop the training requirements and give departments more leeway to work shifts to improve traffic safety. The calendar is too focused and the regulations on when we can work these shifts is too stringent.

Regional Activities – Seat Belt Mobilization News Conference May 22, 2017

The 11th annual Southeast MN TZD regional seat belt kickoff news conference and group photo shoot was held Monday, May 22, at the Wildcat Park and Landing in Brownsville.

Three Houston County teens were recognized at the event with a Traffic Safety Champion Award for Outstanding Teen Leadership. The teens had produced a short video urging teens to speak up for their own safety and the safety of their peers.

Link to video can be found at: <https://youtu.be/ao-BOuMJEm4>



More than 30 agencies representing Law Enforcement, Education, Engineering and EMS were present at this regional event!

Media in attendance were: WKBT-TV and WXOW-TV.

Please see pages 61-63 for media coverage.





MINNESOTA TOWARD ZERO DEATHS

Southeast Minnesota Toward Zero Deaths

Media Advisory

May 19, 2017

Contact: Jessica Schleck
Southeast Minnesota TZD Regional Coordinator
507.696.8435, jessica.schleck@state.mn.us

Houston County Teens Receive Traffic Safety Champion Award

Local teens and regional Toward Zero Deaths partners will encourage community members to speak up for their safety and the safety of their peers.

What: To save lives on Minnesota roads, Southeast Minnesota regional law enforcement officers, regional traffic safety stakeholders, the Minnesota Department of Transportation and the Department of Public Safety are coming together to announce an enhanced Click It or Ticket enforcement and education campaign. The campaign that runs through June 4 is coordinated by the Minnesota Department of Public Safety Office of Traffic Safety (DPS-OTS).

Three Houston County teens will be recognized at the event with a Traffic Safety Champion Award for Outstanding Teen Leadership. The teens recently produced a short video urging teens to speak up for their own safety and the safety of their peers.

When: Monday, May 22, 10 a.m.

Where: Wildcat Park and Landing - 11011 State Hwy. 26, Brownsville

Who:

- Jessica Schleck, Southeast Minnesota TZD Regional Coordinator
- School Official
- Sheriff Mark Inglett, Houston County Sheriff's Office
- Sgt. Troy Christianson, Minnesota State Patrol

Why:

- In 2016, **preliminary numbers** show 79 unbelted motorists lost their lives on Minnesota roads.
- 25 unbelted motorists have died in Minnesota crashes in 2017 (preliminary).

The Southeast Minnesota Toward Zero Deaths program brings area law enforcement, public health educators, engineers and emergency medical and trauma services together to reduce the number of traffic fatalities and severe injuries to zero in southeast Minnesota. The 11-county area encompasses: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha and Winona counties.

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*Editor's note: Link to video can be found at: <https://youtu.be/ao-BOuMJE4>



FOR IMMEDIATE RELEASE
May 22, 2017

Contact: Jessica Schleck
Southeast Minnesota Toward Zero Deaths coordinator
507.635.6150 jessica.schleck@co.dodge.mn.us

Houston County Teens Receive Traffic Safety Champion Award

Local teens and regional Toward Zero Deaths partners encourage community members to speak up for their safety and the safety of their peers.

Brownville, Minn – Houston County Sheriff Mark Inglett presented three local teens with a Traffic Safety Champion Award for Outstanding Teen Leadership on Monday at a regional Toward Zero Deaths news conference at the Wild Park and Landing near Brownville.

La Crescent High School Seniors Isaiah Schick, Sid Olson and Kaleb Peterson, recently produced a short video urging teens to speak up for their own safety and the safety of their peers.

Link to video: <https://youtu.be/ao-BOuMJEm4>

"The teens being recognized here today are helping to raise awareness by not only encouraging their peers to make good choices behind the wheel, but to speak up when they see unsafe driving behavior", said Sheriff Inglett. "Their efforts are making a difference in our community by saving lives."

Extra Seat Belt Enforcement

As Minnesotans plan their Memorial Day weekend fun, more than 300 law enforcement agencies will be participating in the statewide *Click It or Ticket* campaign. The campaign that runs through June 4 is coordinated by the Minnesota Department of Public Safety Office of Traffic Safety (DPS-OTS).

"Too many times, we see the violent results of crashes when motorists choose not to buckle up", said Sgt. Troy Christianson, Minnesota State Patrol. "This is why enforcing seat belt use is necessary to save lives."

The Good News and Bad News

Fortunately, most Minnesotans are making the life-saving decision to buckle up.

- According to the 2016 Minnesota Seat Belt Survey, 93 percent of front seat occupants are wearing their seat belts.
- Severe injuries are also going down. In 1987, there were 4,176 vehicle occupants who suffered severe injuries in traffic crashes. That number dropped to 745 in 2015.

(more)



Regional Activities – Seat Belt Challenge/Championship May 22, 2017

Students from seven schools across Olmsted County participated in a Seat Belt Challenge Championship on Monday, May 22. Students were timed on how quickly they could move to each seating position in a car and buckle up. John Marshall High School won the championship trophy. KIMT-TV and KAAL-TV had excellent coverage of the event! See pages 63-64 for media coverage.



Regional Activities – Distribution of Regional Speed Poster (July 2017) Wildcat Park and Landing

Regional traffic safety stakeholders posed for a photo to be used in conjunction with local news releases to distribute in their communities. 500 posters were created and distributed across the 11-county region. MedLink helicopter, area ambulance services, fire departments and county maintenance also participated. The poster was created to coincide with the July Speed enforcement wave. The kickoff event was held at the Wildcat Park and Landing in Brownsville. In previous years, the news conference was held in Lanesboro, Northfield, Owatonna, Red Wing, Rochester, Winona, Kasson, Lake City, Albert Lea and Austin.



Regional Activities – TZD at the Honkers Aug. 9, 2017

A Buckle Up event was held at the Rochester Honkers game on Aug. 9. State Patrol, Olmsted County Sheriff's Office and Rochester Police Department were represented. Squads were displayed, buckle up bands, State Patrol lanyards and keychains as well as Olmsted County Sheriff's Office frisbees were given to spectators. T-shirt cannons shot buckle up t-shirts to the spectators at intermission while the announcers read a brief Buckle Up message to the crowd.

Video Link:

https://www.facebook.com/plugins/video.php?href=https%3A%2F%2Fwww.facebook.com%2FOlmstedSheriff%2Fvideos%2F1421175424603674%2F&show_text=0&width=560



Regional Activities – Labor Day DWI Kickoff Aug. 19, 2017

Southeast Minnesota regional law enforcement officers, Toward Zero Deaths Safe Roads coalitions, regional traffic safety stakeholders, Minnesota Department of Transportation and the Department of Public Safety came together to announce an enhanced enforcement and education campaign to eliminate impaired driving.

As family and friends mourn the loss of their loved ones following a tragic crash, first responders often feel the emotional impact of removing the dead and injured from a wreckage. Angie Jarrett, Assistant Supervisor of Mayo Clinic Medical Transport and Plainview EMS, spoke out as a reminder to make good choices as Minnesotans take in the end of summer and celebrate the upcoming Labor Day holiday.

Additional speakers included Tisha Bergner, Wabasha County TZD Safe Roads coordinator; Chief Tim Schneider, Plainview Police Department; Sheriff Rodney Bartsh, Wabasha County Sheriff's Office and Sgt. Troy Christianson, Minnesota State Patrol.

Please see pages 65-67 for media coverage.





MINNESOTA TOWARD ZERO DEATHS

Southeast Minnesota Toward Zero Deaths

Media Advisory

Aug. 16, 2017

Contact: Jessica Schleck
Southeast Minnesota Toward Zero Deaths coordinator
507.286.7602, jessica.schleck@state.mn.us

Friends Don't Let Friends Drink and Drive

Extra DWI Patrols on Minnesota Roads Aug. 18 – Sept. 3

What: To save lives on Minnesota roads, Southeast Minnesota regional law enforcement officers, Toward Zero Deaths Safe Roads coalitions, regional traffic safety stakeholders, Minnesota Department of Transportation and the Department of Public Safety are coming together to announce an enhanced enforcement and education campaign to eliminate impaired driving.

As family and friends mourn the loss of their loved ones following a tragic crash, first responders often feel the emotional impact of removing the dead and injured from a wreckage. Angie Jarrett, Assistant Supervisor of Mayo Clinic Medical Transport and Plainview EMS, is speaking out as a reminder to make good choices as Minnesotans take in the end of summer and celebrate the upcoming Labor Day holiday.

When: 11 a.m., Friday, Aug. 18

Where: Plainview Fire Hall
330 1st Ave. SW, Rochester

Who:

- Tisha Bergner, Wabasha County TZD Safe Roads coordinator
- Angie Jarrett, Assistant Supervisor of Mayo Clinic Medical Transport and Plainview EMS.
- Sheriff Rodney Bartsh, Wabasha County Sheriff's Office
- Sgt. Troy Christianson, Minnesota State Patrol

Why:

- In the last five years (2011 – 2015), 16 percent of all fatal crashes during the Labor Day holiday were drunk driving-related, making it the sixth deadliest major holiday on Minnesota roads.
- More than 25,000 drivers are arrested for DWI in Minnesota each year. That alarming number averages nearly three DWI arrests per hour.

The Southeast Minnesota Toward Zero Deaths program brings area law enforcement, public health educators, engineers and emergency medical and trauma services together to reduce the number of traffic fatalities and severe injuries to zero in southeast Minnesota. The 11-county area encompasses: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha and Winona counties.

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NEWS RELEASE

www.MinnesotaTZD.com

Aug. 18, 2017

Contact: Jessica Schleck
Southeast Minnesota Toward Zero Deaths coordinator
507.286.7602, jessica.schleck@state.mn.us

Friends Don't Let Friends Drink and Drive

Extra DWI Patrols Aug. 18 – Sept. 3

ROCHESTER, Minn. – Whether it's having fun on the boat or playing beach volleyball, it's easy for a person to lose track of how much they're drinking while out celebrating the final days of summer. It's easy to forget that driving home with a buzz is drunk driving.

As summer winds down, officers, deputies and troopers from more than 300 agencies statewide will be working overtime with funding provided by the National Highway Traffic Safety Administration. The Minnesota Department of Public Safety Office of Traffic Safety (DPS-OTS) coordinates the extra enforcement and education effort which runs Aug. 18–Sept. 3.

As law enforcement kicks off the extra enforcement period, Angie Jarrett, Assistant Supervisor of Mayo Clinic Medical Transport and Plainview EMS, is speaking out as a reminder to make good choices when celebrating the upcoming Labor Day holiday.

"As family and friends mourn the loss of their loved ones following a tragic crash, first responders often feel the emotional impact of removing the dead and injured from the wreckage," said Angie Jarrett. "Don't be afraid to speak up. Take the keys away from a friend or loved one, and find them a sober ride home. It could save a life, even yours."

Drivers Heeding the Warnings:

Preliminary numbers show there were 73 drunk driving-related fatalities last year compared with 95 in 2015, a 22 percent decrease.

"Learning from past mistakes is crucial. Unfortunately, too many drivers didn't line up a sober ride during the last DWI Extra Enforcement period as more than 2,400 motorists statewide were arrested," said Wabasha County Sheriff Rodney Bartsh. "This enforcement period, we have confidence that people will make the right choice. A night in jail, losing your license or causing a fatal crash because you didn't plan ahead is not worth it. Call a friend or loved one to get you home safely before it's too late."

(more)



*Impaired Driving News Release p. 2***DWI Consequences:**

- Loss of license for up to a year, thousands of dollars in costs and possible jail time.
- Repeat DWI offenders, as well as first-time offenders arrested at 0.16 and above alcohol-concentration level, must use ignition interlock in order to regain legal driving privileges or face at least one year without a driver's license.
- Offenders with three or more offenses are required to use interlock for three to six years, or they will never regain driving privileges.

Commit to a Sober Ride:

- Plan for a safe ride — designate a sober driver, use a cab/public transportation, or stay at the location of the celebration.
- Speak up — Offer to be a designated driver or be available to pick up a loved one anytime, anywhere. If you see an impaired person about to get behind the wheel, get them a safe ride home.
- Buckle up — the best defense against a drunk driver.
- Report drunk driving — call 911 when witnessing impaired driving behavior. Be prepared to provide location, license plate number and observed dangerous behavior.

The enhanced DWI enforcement campaign is a component of the state's [Toward Zero Deaths \(TZD\)](#) program. A primary vision of the TZD program is to create a safe driving culture in Minnesota in which motorists support a goal of zero road fatalities by practicing and promoting safe and smart driving behavior. TZD focuses on the application of four strategic areas to reduce crashes — education, enforcement, engineering, and emergency medical and trauma response.

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Regional Activities – Mass Casualty Training Exercise

Aug. 24, 2017

Dodge County Emergency Management and the Dodge County Sheriff's Office hosted the largest mass casualty training exercise in county history. Law enforcement agencies, fire departments and ambulance services from the region, as well as Mayo One,



took part in the exercise. The mock scenario was a crash involving an overturned school bus full of students and a minivan. Volunteers played the role of victims inside the vehicles. First responders had to work together to free them, tend to their simulated wounds and transport them to a mock hospital. Many school and transportation officials from the area watched the exercise to evaluate how they should incorporate mass casualty response into their plans. KIMT-TV, KIMT-TV, KAAL-TV, Dodge County Independent and the Rochester Post Bulletin had excellent coverage of the event! See pages 68-70 for media coverage.

Regional Activities – TZD Sign Placement Year-long activity

Many southeast agencies have demonstrated their commitment to the Minnesota Toward Zero Deaths program by replacing existing “Safe & Sober” signs with updated TZD Buckle Up signs. Using these partnerships to further implement traffic safety, the TZD campaign is able to reach out to the 5th “E” — *Everyone*. By spreading public awareness, partnerships are able to encourage culture change. Guidelines regarding sign placement were established and distributed with the signs.





MINNESOTA TOWARD **ZERO** DEATHS

Guideline for placement of TZD signs (replacing old Safe & Sober signs):

The new 2017 TZD signs will replace existing “Safe & Sober” signs that were placed across the state many years ago. These are not standard highway signs. They are designed for educational purposes and not to be placed on roads and highways. If placed on roads and highways, these signs would not be compliant with the standards in the Minnesota Manual on Uniform Traffic Control Devices (MUTCD).

According to the MN MUTCD, signs should be individually installed on separate posts or mountings. For parking areas where signs have been placed under STOP signs, it is recommended to mount the TZD sign on a separate post next to the STOP sign or move the TZD sign to a new location within the parking area. Signs should be mounted so that they do not block the driver’s view of approaching traffic or another traffic control device such as a sign or traffic signal.



Due to the initial limited amount of replacement signs, requestors will need to provide the specific location of the sign that is to be replaced and where the new sign will be located, so they can be tracked.



You may send this information and any other questions to the contacts below.

Contacts:

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Statewide TZD program coordinator
507.286.7601 office; 507.273.0677 mobile
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Jessica Schleck
Southeast Minnesota regional TZD coordinator
507.286.7602 office; 507.696.8435 mobile
Jessica.schleck@state.mn.us



Regional Activities – Statewide Hard Hat Decal Distribution Plan

As part of the Minnesota Toward Zero Deaths program, changing traffic safety culture is critical to reducing fatal and serious injuries on Minnesota roadways. TZD hard hat stickers are designed for workers to wear as they work to maintain and build Minnesota roadways. Knutson Construction is one of the local contractors that have agreed to partner with and support TZD by wearing the decal to show a commitment to our goal of reducing deaths and serious injuries on all roadways.



TZD Hard Hat Sticker Statewide Distribution Plan

Background

As part of the Minnesota Toward Zero Deaths (TZD) program, changing traffic safety culture is critical to reducing fatal and serious injuries on Minnesota roadways. The number of deaths has not significantly reduced during the past five years. To create a culture where even one death is unacceptable, the TZD program wants to create a culture that is engrained throughout Minnesota communities, by instilling positive values and beliefs about traffic safety.

All roadway users, including those who build, repair and maintain the roadways, can be part of the goal of zero deaths. There are an average of 200 active work zones throughout the construction season. A work zone is defined as any area where highway construction, maintenance or utility work is being done.

Each year in Minnesota, an average of seven people die in work zone crashes and 753 fatal or serious injury crashes occur.

Purpose

TZD hard hat stickers are designed for workers to wear as they work to maintain and build Minnesota roadways. The stickers can be worn to illustrate a commitment to the TZD goal of reducing death and serious injuries on all roadways. They also reiterate the TZD commitment to keeping workers safe.

Next steps

MnDOT construction/field personnel statewide will receive these free stickers through the Construction Managers Group. Stickers are also available through the Districts' resident engineers and the TZD regional coordinators. Contractors and other workers are also encouraged to wear the stickers.

For more information

Kristine Hernandez, Statewide TZD program coordinator
Kristine.Hernandez@state.mn.us
 507.286.7601

Jessica Schleck, Southeast TZD coordinator
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 507.286.7602



Region Goal 2 – TZD Partnership Goals

Regional Activities – Engineering

Low cost, high benefit engineering safety improvements continue on both state and local roadways. The district and each county are implementing safety plans to further reduce crashes. Although many factors affect traffic-related fatalities – including the economy, driver behavior and weather – the fact remains that many traffic safety professionals continue to look at proactive and systematic ways to reduce fatalities and serious injuries due to crashes.



County engineers continue to implement safety projects that were identified in the county highway safety plans. District 6 county engineers are collaborating and applying for Highway Safety Improvement Program grants together to make roadway improvements proactively and systematically. The direction was to identify low cost, high benefit safety initiatives, e.g. rumble strips/rumble stripes, curve delineation, improved edge lines, intersection lighting and intersection signing improvements on the county system.

County Safety Projects – 2017

Project Description	Dollar amount
Multi County US 52, HIGH TENSION CABLE MEDIAN BARRIER FROM R.P. 66.200 TO 79.100 - HSIP PORTION OF PROJECT	\$1,400,000
Freeborn County CSAH 1, FROM US 65 TO CSAH 30, TWO FOOT SHOULDER PAVING WITH SAFETY WEDGE AND RUMBLE STRIPES	\$200,700
Freeborn County CSAH 1, FROM CSAH 30 TO EAST COUNTY LINE, TWO FOOT SHOULDER PAVING WITH SAFETY WEDGE AND RUMBLE STRIPES	\$283,950
Freeborn County CSAH 1, FROM CSAH 18 TO US 65, TWO FOOT SHOULDER PAVING WITH SAFETY WEDGE AND RUMBLE STRIPES	\$287,100
Multi County DISTRICTWIDE - 6" EDGELINE EPOXY	\$1,102,808
Rice County CSAH 8, MILL, RECLAIM, BITUMINOUS SURFACING, SHOULDER PAVING AND RUMBLE STRIPES	\$225,000
Wabasha County CSAH 15, SHOULDER PAVING, RUMBLE STRIPES AND SAFETY EDGE	\$150,000

County Safety Projects – 2016

Project Description	Dollar amount
Fillmore County COUNTYWIDE: ON VARIOUS CSAHS IN FILLMORE CO- FURNISH & INSTALL CHEVRON SIGNS	55,400
Freeborn County VARIOUS ROUTES IN FREEBORN CO- SHLDR WIDENING WITH SAFETY WEDGE & RUMBLE STRIPES	1,544,500
Goodhue County INSTALL GROUND-IN EPOXY WET-REFLECTIVE PAVEMENT MARKINGS	56,100
Wabasha County BIT RECLAM, PAVING, RUMBLE STRIPS & SAFETY WEDGE & FROM GOODHUE CO LN TO 2.1 MI W OF TH 63	166,666
Steele County CSAH 35 TO 1.8 MI S OF STEELE CO CSAH 4- INSTALL CABLE MEDIAN BARRIER	1,000,000
Countywide VARIOUS LOCATIONS ON TH 14 & TH 52 IN THE VICINITY OF ROCHESTER- GROOVED IN WET REFLECTIVE PAVEMENT MARKINGS	528,432



Building Relationships

TZD booth and information provided

- Southeast Minnesota EMS conference
- Statewide TZD conference
- Mower County Fair
- Senior Expo will be November 2017

External meetings with stakeholders

- Olmsted County Fatal Review (quarterly)
- Freeborn County Fatal Review (quarterly)
- Bi-monthly TZD Safe Roads (all coalition coordinators) meetings
- LEL meetings
- Goodhue County Board
- Fillmore County Board
- Wabasha County Board
- Dodge County Board
- Rice County Board
- Winona County Board
- Rochester City Council
- Goodhue County Road Safety Planning workshop

Internal Presentations

- Winter Prep at four MnDOT truck stations
- D6 District Leadership Team
- Minnesota State Patrol new trooper orientation

Building Relationships within the region

Relationships continue to be reinforced and formed through traffic safety advocates participating in the monthly Steering Committee meetings, regional activities and news conferences and the Southeast Minnesota TZD annual workshop.

Although this is not quantitative data analysis, the Steering Committee stakeholders believe that all of the regional initiatives are successful because of the networking/connections that have been made in the region as well as statewide.

Building Relationships – TZD Website

Efforts were made to ensure that all Southeast Minnesota TZD workshop materials, presentations, crash maps and media stories were added to the regional website area.

Building Relationships – Southeast Minnesota TZD end-of-year report

In addition to creating the end-of-year report for grant purposes, the regional report is also distributed to all of the District's state and federal legislators in the MnDOT District 6 Legislative Report. The District Engineer meets annually with all legislators and the TZD report is included in this discussion and booklet. The end-of-year report is also posted online and distributed to the Southeast Minnesota Steering Committee.

Building Relationships – Emergency Medical & Trauma Services

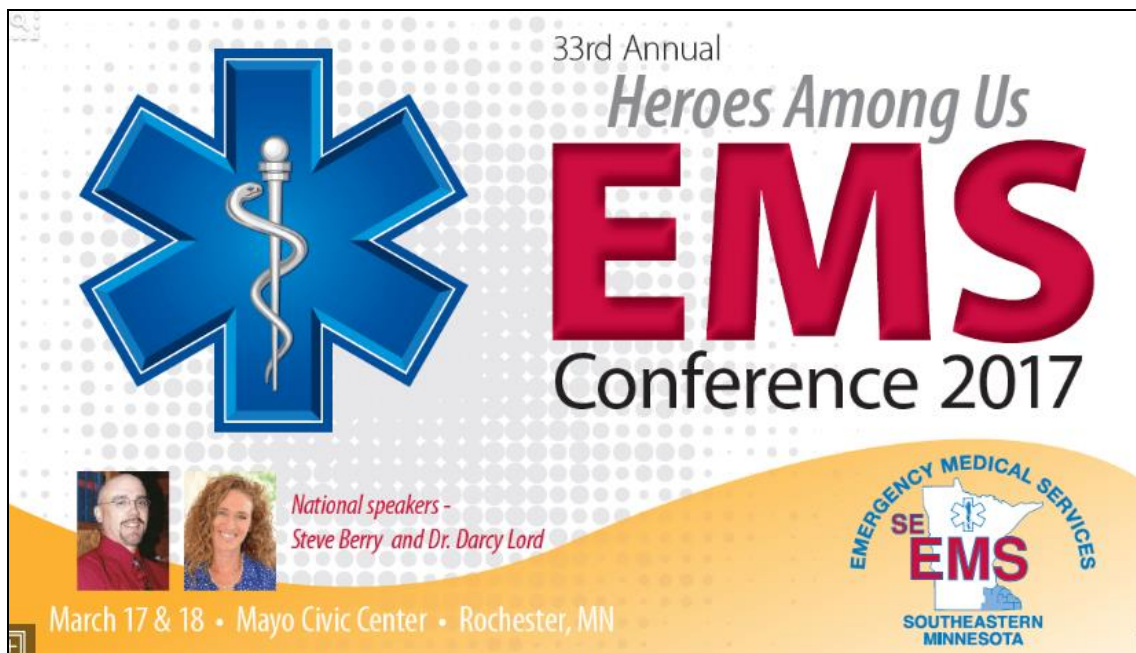
EMS Regional Conference – eighth year of participation

The Southeast Minnesota TZD Steering Committee is making significant progress toward getting participation from the Emergency Medical & Trauma Services providers. For the eighth year, the regional Steering Committee participated in the regional EMS conference to generate interest about TZD.

EMS Regional Conference – 2017

At the EMS conference exhibit area, regional crash maps and banners were displayed as well as traffic safety-related materials. SE MN TZD Workshop Save the Date cards were distributed and EMS attendee's email addresses were collected to add to the Southeast Minnesota TZD database.

This relationship continues to grow as the regional TZD coordinator has been participating in the Regional Trauma Advisory Committee's Education Outreach subcommittee.



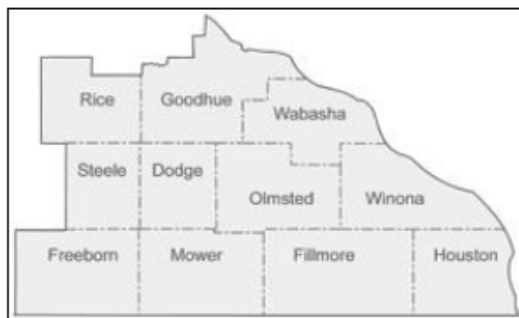
Southeast Minnesota Toward Zero Deaths

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
- ❖ Evidence-based approaches

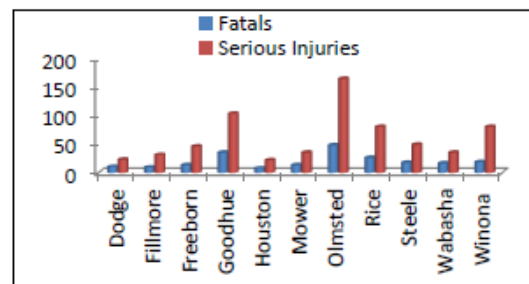


The Southeast Minnesota Toward Zero Deaths program began in 2005. The counties involved include: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha and Winona.

The leading cause of traffic-related deaths and severe injuries in southeast Minnesota include:

- ❖ **Lack of Seatbelt Use**
- ❖ **Speed and Aggressive Driving**
- ❖ **Alcohol**

**Southeast Minnesota Fatalities and Serious Injuries
by County (2012-2016*)**



The leading type of crash resulting in deaths and severe injuries include:

- ❖ **Run-off-Road**
- ❖ **Intersection-related**

The Southeast Minnesota Toward Zero Deaths program is led by a Steering Committee comprised of the "4 Es:"

- ❖ Enforcement
- ❖ Engineering
- ❖ Education
- ❖ EMS/Emergency Medical & Trauma Services

Southeast Minnesota TZD Leadership Contacts

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www.minnesotatzd.org

*2016 data are preliminary.



Southeast Minnesota Toward Zero Deaths Regional Strategic Plan

Mission

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

Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic-related fatalities and serious injuries in southeast Minnesota from the past 5-year averages (2012-2016*) of 44 fatalities and 135 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 seatbelt use rates.
As of April 2017, the seat belt compliance rate in southeast Minnesota was **90.3%**. As a region, our long-term goal is to achieve 100% usage rate. Our short-term goal is to see a continuous increase in the usage rate each year.
- 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 averages (2012-2016*) in the southeast region

Contributing factors:

Average annual number of:		Alcohol	Speed	Distraction**	Total
	Fatalities	11	9	7	44
	Fatal Crashes	9	8	7	39
	Severe Injuries	27	26	20	135
	Severe Injury Crashes	24	19	16	109

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

Total Southeast Minnesota Region (2016* data)

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2016* Total	46	41	189	156
2012-2016* Total	221	195	674	545

*2016 data are preliminary.

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



Southeast Minnesota Toward Zero Deaths Regional Strategic Plan

Region Goal 2 – TZD Partnership Goals

To continuously increase TZD awareness and partnerships across southeast 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 event, 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

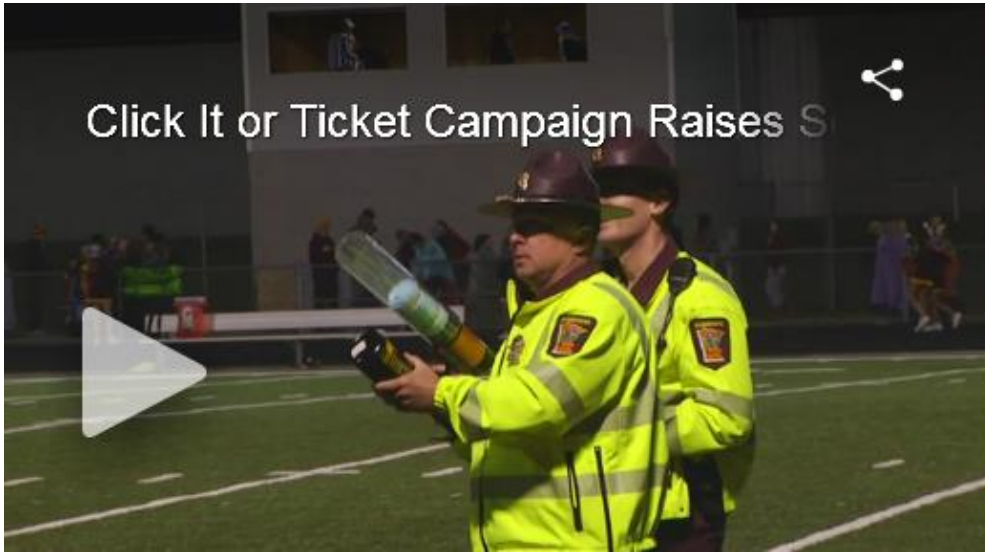
(Activities: web, brochure, one-pagers, presentations, news advisories, workshop, seatbelt observational survey and omnibus survey, media messaging and media events, news releases regarding activities woven into existing messages, worksite education and policy development, parent component to driver education, sober cab development, youth enforcement and education)

Media coverage from Seat Belt Kickoff

State Patrol, TZD Raise Seat Belt Safety Awareness at Triton High School

By: Megan Stewart

Video: <http://www.kaaltv.com/news/minnesota-state-patrol-triton-high-school-click-it-or-ticket-logan-maas/4293452/>



(ABC 6 News) -- The Minnesota State Patrol visited the Triton High School football game Friday night to remind everyone to buckle up.

Toward Zero Deaths is starting its fall "Click It or Ticket" campaign to encourage drivers to wear seatbelts. The State Patrol launched t-shirts into the crowd using a t-shirt cannon to spread the message.

And the message hit close to home. Logan Maas, a senior at Triton High School, died when he was ejected from a car during a crash late last year.

"I think it's a little more impactful for the locals here because they just think of the loss of a community person who was involved in the school here," Sgt. Troy Christianson said. "And with that, it's just important that we keep educating and make sure people are aware of the important of wearing your seatbelt."

In 2015, 91 people who were killed in crashes on Minnesota roads were not wearing a seatbelt at the time.

Media Coverage from Saved by the Belt Award – Rice County

Faribault Daily News
10.26.2016

Rice County law enforcement awards seat belt-wearing motorists who survived crash

By: Gunnar Olson

Video: http://www.southernminn.com/faribault_daily_news/news/article_4aae21a6-50eb-515a-886e-f6495dbae9fb.html



On Sept. 5, 2015, Logan Sterling Meyers, 13, of Kenyon, and his grandfather, Sterling Sibley, of Kenyon, were involved in a crash when their pickup truck was struck by another that failed to stop at a stop sign.

On Thursday morning, Meyers and Sibley returned to the scene of that crash, but under happier circumstances. Representatives from the Rice County Sheriff's Office, the Northfield Police Department and the Minnesota State Patrol honored Meyers and Sibley on Thursday morning with the "Saved by the Belt Award," as their seat belt usage saved their lives.

The incident occurred on a drizzly morning at the intersection of Hwy. 246 and County Road 1 in Dundas when the two were on their way to McDonald's in Northfield. After their truck was struck, they were thrown off the roadway and into the ditch.

All of the occupants of the crash, including an unidentified male in the other vehicle, were transported to Northfield Hospital, but the unidentified male was then transported to a metro hospital with more serious injuries as he was ejected from the vehicle in the crash.

The difference, said Rice County Sheriff Troy Dunn, was simple.

"It's a tale of two stories," he said. "Both vehicles were totaled. These two walked away and one was taken to a metro hospital and was seriously injured because he wasn't wearing a seat belt."

In recalling the event, Sibley noted that it was drizzling slightly.

"We were coming down the hill, and all of a sudden there was a white streak, a white pickup, and I didn't have time to do anything," he said. "He never even slowed down. We heard a crash and the next thing we knew, we were crawling out."

For Sibley and Meyers, their takeaways from the incident were alike.

“Makes you a believer in the seat belt for sure,” said Sibley. “I cannot imagine if either one of us would have stayed in the cab if it wasn’t for it. Especially [Meyers], he came flying at me and the seat belt caught him.” Meyers is an eighth grader at Kenyon-Wanamingo Middle/High School in Kenyon. He plays middle linebacker and four-back for the seventh- and eighth-grade football team and also participates in K-W’s renowned wrestling program in the winter. In the spring, he competes for the trap shooting team. While still three years away from his own driver’s license, Meyers had some advice for both motorists and passengers.

“Wear it,” he said of seat belt usage. “It’s small, but it saves your life.”

For having the wherewithal to use their seat belts, Meyers and Sterling received plaques that read, “Saved by the Belt Award.”

“We are rewarding these people for doing the right thing,” said Dunn. “These people are living examples of what the seat belt does for you. People see these pictures and it might be the thing that makes them put on their seat belt.”

For Dunn and Northfield Police Sgt. Kevin Tussing, a two-pronged attack of education and enforcement appears to be the only way in which they can get Rice County motorists to wear seat belts.

“We would love not to have to issue any tickets, but it’s shown over the years that education doesn’t work by itself,” he said. “Officers by ourselves have to be a part of the enforcement piece. Maybe giving out a ticket will help them learn.”

Tussing is the Rice County director of the Toward Zero Deaths initiative, which uses grant money to pay for extra enforcement shifts for officers who are targeting offenders in particular areas like DWI, speed, “move over” laws and, like this month, seat belt usage.

Through Oct. 30, extra patrols will be on Rice County roads looking for seat belt offenders. Seat belt offenses will cost motorists \$105 in Rice County.

“I want them to think, ‘where can I spend that \$105 better than when I don’t have my seatbelt on?’,” said Dunn.

“Hopefully something will click with that person to wear their seat belt.”

Gunnar Olson covers city government, public safety and business for the Faribault Daily News. Reach him at (507) 333-3128, at golson@faribault.com, or follow him on Twitter @fdnGunnar.

SE TZD DWI media coverage

KAAL-TV

11.23.2016

Local Bar Saying "Thank You" to Smart Drivers

By: Ben Henry

Video: <http://www.kaaltv.com/news/toward-zero-death-legends-thanksgiving-driving/4325450/?cat=10151> (2:56)



(ABC 6 News) -- In Minnesota, aside from the Fourth of July, the winter holiday season is the deadliest time to be on the roads when dealing with drunk drivers. Law enforcement statewide will be ramping up their patrol to help, and locally there is another movement to try and encourage safe driving.

"Take advantage of them – If you find one on your vehicle we're just thanking you for choosing to take a safe ride home and offering a little discount for the next visit," said owner of Legends Bar-n-Grill, Jeff Fieseler.

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What Fieseler is talking about are thank you cards, with a coupon inside for a local ride service, the bar will be leaving on cars that are left overnight this holiday weekend. The idea is that it's thanking their patrons for choosing a safe ride, instead of drinking and driving.

"They can come here and have a good time and know that we are in the background looking to make sure they get home safely too," Fieseler added.

Law enforcement's extra DWI Patrol will start on Wednesday and continue through the New Year. Fortunately for those living in and near Rochester, there are others options to make it home safe.

"We're not a taxi but we come in and drive you and your car home," said Peter Bartz, owner of Reed's Safe Ride.

Inside that thank you card you'll find a coupon for 10% off your next ride with Reed's Safe Ride – Bartz says he's happy to help alongside the Minnesota State Patrol, Rochester Police Department, Olmsted County Sheriff's Office and Towards Zero Deaths. "It also calls to light something that's important to me, to the people that work with me, and I think to the community at large," said Bartz.

KROC

11.23.2016

Why Is Samm in the Back of a Cop Car?

By: *Samm Adams*

Video: <http://kroc.com/why-is-samm-in-the-back-of-a-cop-car/>



(KROC) -- It was an interesting day, to say the least, ending with Samm in the back of a cop car.

Don't worry, Samm's not REALLY in trouble! BUT, YOU will be if you drive under the influence.

Yesterday, Dunken and Samm demonstrated how dangerous driving under the influence is. Using pedal cars and drunk goggles, they took on the Minnesota State Patrol's obstacle course. The results were, well, see for yourself...

Subscribe to [KROC-FM](#) on

Alcohol is a leading contributing factor in crashes on Minnesota roads. Nearly one out of every four deaths on Minnesota roads is drunk driving-related.

In the last five years (2011 – 2015), 48 people died in crashes during the Thanksgiving, Christmas and New Year holiday periods. **Thirteen** of those deaths were drunk driving-related.

So be safe this holiday season! We love having you all as listeners and we want to make sure you stick around!

Speak up! Remember, friends don't let friends drive drunk.

11.22.2016

Bars preparing for a busy night on Wednesday

By: Hannah Funk

<http://kimt.com/2016/11/22/bars-preparing-for-a-busy-night-on-wednesday/>



ALBERT LEA, Minn. – Many people will be heading home to celebrate Thanksgiving on Thursday. It's one of the busiest nights of the year at bars and restaurants as people catch up with family and friends they haven't seen in a while.

Workers here at 112 on Broadway are stacking their shelves and ordering extra food to prepare for a busy night, but they're also making sure that the people who will be drinking are doing it safely.

"We have homemade pretzels and a food menu available until about 10 at night; that way it can soak up some of the alcohol," said Butch Donovan, Bartender at 112 on Broadway.

Many people will be gathering at local establishments like the 112 bar and grill and while you're encouraged to have a good time, you're asked to do so responsibly.

"The goal for us working the holidays is for everyone to arrive safely and get home safely after their time celebrating," said Lt. Darren Hanson, Albert Lea Police Department.

Law enforcement agencies across the area will have extra patrols out the roads keeping an eye out for drunk drivers.

"With the Thanksgiving holiday people like to get together and celebrate and we encourage that, but we encourage you to do it and be smart about it," said Hanson. "If you're going to have something to drink please have a designated driver."

Customer safety is their top priority at 112.

"If they get too carried away, we'll cut them off and call them a cab and make sure they go out of the place," said Donovan.

Donavan says they check ID's at the door instead of when they're seated because it gets busy and they want to make sure everyone who is drinking is legal.

WEAU-13

11.22.2016

Winona Co. cracks down on DWI during holiday season

By: Erin O'Brien

Link: <http://www.weau.com/content/news/Winona-Co-cracks-down-on-DWI-during-holiday-season-402509606.html>



WINONA, Minn. (WEAU) -- As the holiday season approaches, local law enforcement is warning about drunk driving: especially this time of year.

The Winona Police and County Sheriff's Departments announced Tuesday that they'll be participating in an extra DWI enforcement campaign. More officers will be on the streets over the next month to look for impaired drivers. They say they often find more people driving under the influence during the holidays.

"There's a lot more get together after work, work parties, family parties, we always seem to see an uptick in our number of DWI's during that time and the level of the alcohol impairment is usually higher," said Jeff Peterson, Safe Roads, Toward Zero Deaths Coordinator, Winona County.

SE distracted driving kickoff media coverage

KAAL-TV

04.10.2017

Ending Distracted Driving Main Focus at Presentation (1:50)

By: Olivia York

Link: <http://www.kaaltv.com/news/mayo-high-school-distracted-driving-enforcement/4450853/?cat=10151>



(ABC 6 News) -- On Monday morning, Mayo High School students were greeted by law enforcement and a distracted driving presentation.

The students were invited to interact with simulated driving exercises, while at the same time attempting to text without losing control. The goal was to demonstrate how one second of distracted driving could have severe repercussions.

Advertisement

Students also listened as law enforcement urged them that texting and driving of any kind is against the law and not worth the possible danger.

However, the most effective speech came from that of Grace Riley. The Mayo High School Senior addressed her peers about losing her cousin DeeJ Logan in 2012. DeeJ was driving to her first day of senior year of high school when she crashed into the back of a bus. It was discovered she had been trying to text at the time.

Grace Riley urged her friends and fellow students to not make the same choice.

"I challenge you to put your phone down because no text is that important," Grace said.

Extra distracted driving enforcement has begun statewide and will last until April 23rd. Law enforcement also says that it's not just texting, but also eating, and fooling with the radio or navigation can also cause distracted driving related accidents.

The Journey Toward Zero Deaths from Distracted Driving in Minnesota Begins (2:29)

By: Justin McKee

Link: <http://www.kttc.com/story/35115182/the-journey-toward-zero-deaths-from-distracted-driving-in-minnesota-begins>



ROCHESTER, Minn. (KTTC) -

The fight against distracted driving in Minnesota began Monday at Mayo High School.

More than 300 agencies statewide are cracking down on distracted driving over the next two weeks, in an effort to drop the death count to zero.

Grace Riley, speaking about her cousin DeeJ Logan, said, "For me, I have all these precious memories of her, but for many of you, she's just a number on a piece of paper because she chose to drive distracted."

Deaths from distracted driving have affected many families across Minnesota, including the loved ones of Logan.

Nearly five years ago, the Byron High School student was killed on the first day of school when she crashed the minivan she was driving into the back of a school bus. She was texting when it happened.

"Texting and driving is all too common today, you might think you're able to do it without hurting yourself or hurting others, but it only takes one time and it happens in a split second. That day, DeeJ made a deadly decision to pick up her phone and start to type a message that never even sent," said Riley.

Logan's family is not alone. In the age of smartphones, the number of cases of distracted driving has increased dramatically.

"We see a lot of texting and driving, Snapchat, Facebook accessing while people are driving, so we're encouraging teens today to actually help us with that endeavor and stop distractions," said Statewide Toward Zero Deaths coordinator Kristine Hernandez.

Not only is distracted driving dangerous, it's illegal in Minnesota to text, email, or use the internet on a smartphone while operating a motor vehicle, even at stoplights or stop signs. Make the right choice, and put your phone down.

"Nobody wants to hear that they've lost a loved one through something that's totally preventable, and that's what we say, it's a crash, not an accident, because it can be prevented. People make bad choices and that's how they end up in a crash, whether they're going too fast, not wearing a seatbelt, driving distracted, drinking and driving," said Hernandez.

We can all do our part to make sure the distracted driving death count in Minnesota drops to zero, and stays there.

392 people lost their lives in the state of Minnesota in 2016 due to distracted driving. Officials hope to decrease that number to 300 or fewer by 2020, then ultimately to zero deaths from distracted driving in the future.

KIMT-TV

04.10.17

Cracking Down on Distracted Driving (2:42)

By: Megan Hoffman

Link: <http://www.kimt.com/clip/13239772/distracted-driving>



Distracted Drivers May Get More than Just a Ticket (2:54)

By: *Marissa Collins*

Link: <http://www.kaaltv.com/news/olmsted-county-sheriffs-office-cellslip-distracted-driving/4447685/>



ABC 6 News)--Law enforcement is taking extra measures to get drivers to put the phone, food and the make-up down.

Starting Monday, you'll see more police, troopers and deputies on Minnesota roads. Distracted drivers who are caught may find themselves getting something other than just a ticket.

Advertisement

In an effort to end distracted driving, AAA is giving law enforcement a new device to hand out called CELLslip.

"What they do is they get in the car, they set their phone down and all of a sudden they start hearing the pings and the rings and unfortunately they can't seem to ignore those until they get to their next stop," said AAA spokesperson Gail Weinholzer

"It blocks the signal that you're cell phone receives and it'll block incoming calls, text messages, and media notification," said Olmsted County Sheriff's Office Sgt. Jens Dammen.

Dammen said CELLslip is a great product that can take away one form of distracted driving, but he said sometimes it's hard for law enforcement to figure out what the distraction is for the driver.

"Maybe they're eating while they're driving; maybe they're looking for their new cd to put in their cd player or maybe a pet on their lap. You see a wide variety of things that cause distractions," said Dammen.

One place Dammen said he sees a lot of people on their phones: stoplights. He said nobody intends to actually drive distracted.

"It's something that happens in a moment. You might get away with it for 100 times, but that 101st time it might be the time it leads to a car accident," said Dammen.

Olmsted County has 1,500 CELLslips. AAA donated 500 and the rest were purchased by the Rochester Police Benevolent Association and Olmsted County Deputy Sheriff's Office Association.

Distracted driving extra enforcement runs statewide April 10-23.

SE TZD workshop media coverage

KAAL-TV

05/03/2017

Father of Triton Senior Killed in 2015 Crash Shares Heartbreaking Message

By: Marissa Collins

Video: <http://www.kaaltv.com/news/dodge-county-deadly-crash-logan-maas-matt-maas-sheriff-scott-rose/4471862/?cat=10151>



(ABC 6 News)-- More than 200 regional law enforcement, emergency responders and local leaders are in Rochester learning about crashes and how to reduce the number of deaths and injuries on southeast Minnesota roads.

Beyond the statistics and tips, is the heartbreak of losing a loved one from something that could have been avoided.

Nearly 17 months ago, a crash involving four teenagers rocked Dodge County. Dodge County Sheriff Scott Rose is no stranger to tough calls, but on the night of December 18, 2015, he received one of the toughest of his career.

"I answered him and I could tell right away that the deputy was upset, he said, 'Scott, it's Matt's kid, it's Logan, it's Logan Maas, he's dead, Scott'," said Sheriff Rose.

Triton High School senior and Dodge Center Volunteer Firefighter Logan Maas was killed when he was thrown from a car that rolled into a ditch in rural Dodge County. It was Sheriff Rose's job to tell his good friend that his son had died.

"Having to be the one to notify Matt, Julie and their daughter Mariah in the Apache Mall parking lot that their son and brother Logan died in a car crash is one of the toughest things I've ever had to do as Sheriff," said Sheriff Rose.

"To hear my wife crying 'no,' to have her ask 'where is Logan now?', I wanna go see him, I wanna make sure he's okay.' Tell her that's not the last memory you want of Logan, you don't want to go see him like that," said Logan's father, Matt.

Logan's dad said it shocked and saddened him to learn that his own son, who demanded his passengers wear a seatbelt, made the decision to not buckle up when he was in the back seat of the car.

"Had he been wearing his seatbelt, I wouldn't be in front of you today; he would have survived that crash," said Maas.

Matt wants others to understand what his family is going through so they will never have to experience the same heartache and grief.

"Having my daughter ask me 'How can this be dad? It has always been the five of us.' How do you look at your daughter when she asks you that and say it's going to be okay, it's not going to be okay. This feeling we've got in the pit of our stomach right now, it's going to stay for the rest of our life," said Maas.

In the past four years, traffic deaths have gone down by 40%. According to, Minnesota Department of Public Safety, between 2006 and 2015, motor vehicle crashes were the leading cause of unintentional injury deaths for Minnesotans ages 5 to 24.

KIMT-TV

05/03/2017

Father Advocates for Seat Belt Use

By: Adam Sallet

Video: <http://www.kimt.com/clip/13301314/toward-zero-deaths-workshop>



Father hopes son's death changes driving habits

By: Adam Sallet

Link: <http://www.kimt.com/story/35334153/father-hopes-sons-death-changes-driving-habits>



ROCHESTER, Minn. - It's a decision a local father has to wrap his head around for the rest of his life: why did his 18 year-old son Logan not wear his seat belt?

In December of 2015, Logan Maas was traveling in a vehicle in Dodge County when the car lost control and he was tossed from it. Logan died at the scene. Now his father Matt is talking to members of law enforcement, construction crews, and other transportation officials about how important their job is in getting the number of road deaths down to zero in the state.

Matt wants people to keep getting the message out there to be safe on roads, and especially to wear your seat belt. He says he never wants others to feel what his family is feeling.

"It's like getting kicked in the gut every day you wake up. It's a nightmare you don't get to leave. You don't get to walk away from it. It's there and it's an absolute nightmare."

SE TZD SEAT BELT KICKOFF MEDIA COVERAGE

WXOW-TV

05.22.2017

Click It or Ticket campaign kicks-off

By: Tianna Vanderhei

Link: <http://www.wxow.com/story/35490329/2017/05/22/click-it-or-ticket-campaign-kicks-off>



Brownsville, MN (WXOW) - -

Law enforcement from the 11-county area encompassing Southeast Minnesota gathered Monday morning.

Personnel from Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, and Winona Counties were all in attendance.

"We just have extra enforcement just for seat belt violations," said Sgt. Troy Christianson with the Minnesota State Patrol.

At the event, the Houston County Sheriff's Department awarded three La Crescent High School students, Sid Olson, Isaiah Schick, and Kaleb Peterson with a Traffic Safety Champion Award for Outstanding Teen Leadership. The award acknowledged a distracted driving video the boys created in the fall of 2016.

Sid Olson, one of the three La Crescent High School students who created the video said they never anticipated to get this type of recognition.

"It's weird that we're invited to such a big thing even though we are only high schoolers. It shows if you want to do something, if you want to be positive, you can make an impact," said Sid Olson.

SEE: [La Crescent students create distracted driving video](#)

SEE: [Create Real Impact 2017 Entry, Distracted Driving Awareness](#)

"Anytime peers can step forward with a powerful message, that can have a real impact on everyone in terms of the message. I'm happy to see that their work and efforts were recognized," said Steve Smith, Principal at La Crescent-Hokah Secondary School.

Shannon Stemcha, Isiah's mom said she's extremely proud of all three of the boys for their efforts and impact, "The first time I watched it, it gave me chills and I never would've imagined that it would evolve into something so big."

In 2016, more than 300 people died on Minnesota roadways as a result of not buckling up. According to the Minnesota Department of Transportation, each year distracted driving accounts for 1 in every 4 accidents.

"So far this year, we've actually had seventy-nine people die from not being belted in their vehicle," expressed Sgt. Troy Christianson.

Numbers, Christianson said are simply too high; stressing the importance of collaboration in an effort to prevent such tragedies from ever occurring.

WKBT-TV

05.22.2017

‘Click It or Ticket’ regional campaign begins in Minnesota

By: [Troy Neumann](#)

Video: <http://www.news8000.com/news/click-it-or-ticket-regional-campaign-begins-in-minnesota/511690534>



BROWNSVILLE, Minn. (WKBT) - At the traffic safety event, local police departments gathered together to mark the beginning of the regional 'Click It or Ticket' campaign.

According to the Minnesota State Patrol, about 90-percent of drivers and passengers wear their seat belts. Officers hope to reach the other ten-percent through education and strengthened enforcement.

Local officers say seat belts can easily save your life in an accident.

"Seat belts are huge. If you're involved in a crash, that's the one best thing you can use. If you're involved in a rollover crash or any type of crash, what happens is the airbags, once they're deployed, if you're not belted they actually harm you more than help you," said Minnesota State Patrol Sergeant Troy Christianson.

Patrols in the state will increase from now through June fourth for the 'Click It or Ticket' campaign.

SE TZD SEAT BELT CHALLENGE MEDIA COVERAGE

KAAL-TV
05.22.2017

Students Compete in Seat Belt Challenge

Video: <http://www.kaaltv.com/news/olmsted-county-sheriffs-office-seat-belt-challenge-rochester/4492201/?cat=10151>



(ABC 6 News) -- Wearing a seat belt has saved countless lives, but not everyone sees the importance.

On Monday, the Olmsted County Sheriff's Office put importance on a serious topic through a fun and friendly competition.

Students from seven schools across the county raced to see who could buckle and unbuckle themselves in all four seats of a car in the least amount of time.

"It makes me feel good to bring awareness to something that needs to happen, you know, you need to wear your seat belt," said Stewartville senior Garrett Johnson.

This year the John Marshall Rockets placed first, winning in just 29.5 seconds.

KIMT-TV

05.22.2017

Seat Belt Challenge Championship

By: Dee Dee Stiepan

Video: <http://www.kimt.com/clip/13352829/seat-belt-competition>



SE TZD DWI KICKOFF

KAAL-TV

08.18.2017

DWI Enforcement

By: Olivia York

Link: <http://www.kaaltv.com/news/extra-dwi-enforcement/4582829/>



ABC 6 News - Now through Labor Day weekend, over 300 agencies across Minnesota will be out in full force looking for drunk drivers.

Sgt. Troy Christianson spoke to ABC 6 about the increased patrol saying, "We want to make sure that we educate people about the dangers of drinking and driving, and the effects it can have on people's lives and also the life changing events it can have."

According to the State Patrol, more than 25,000 DWI arrests are made in the state every single year.

KIMT-TV

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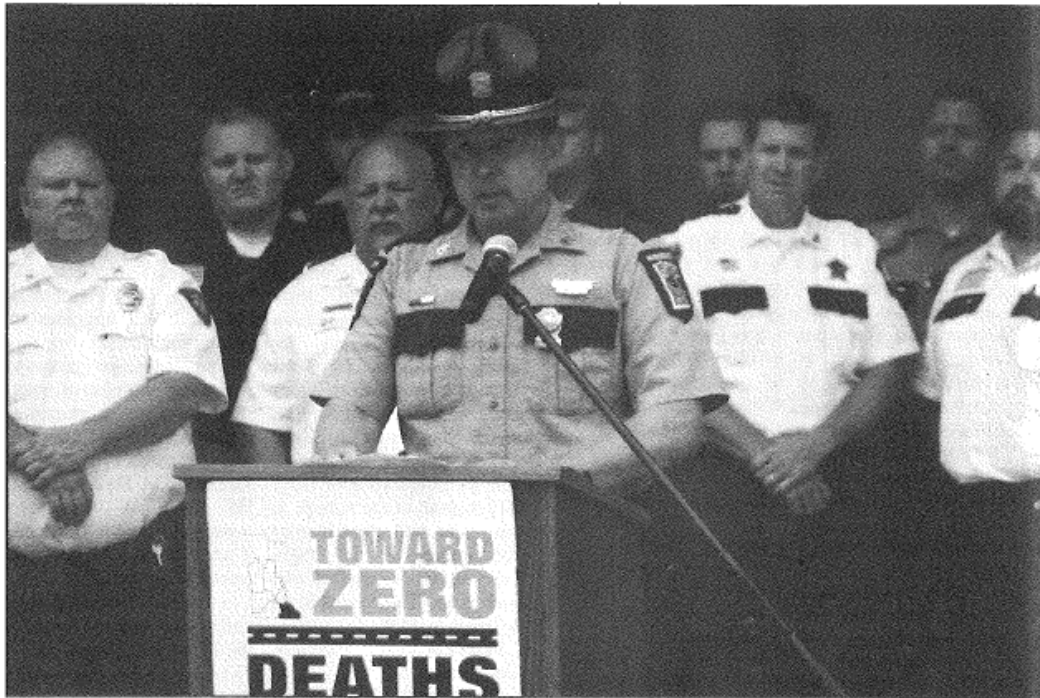
The Impact of Impaired Driving

By: Dee Dee Stipend

Link: <http://www.kimt.com/clip/13611299/drunken-driving-enforcement-campaign>



Friends don't let friends drink and drive



Sgt. Troy Christianson gives a speech at the Plainview Fire Hall on Wednesday, Aug. 16, as part of the kickoff of the Southeast Minnesota Toward Zero Deaths program—an educational initiative aimed at eliminating impaired driving across 11-county areas.

Whether it's having fun on the boat or playing beach volleyball, it's easy for a person to lose track of how much they're drinking while out celebrating the final days of summer. It's easy to forget that driving home with a buzz is drunk driving.

As summer winds down, officers, deputies and troopers from more than 300 agencies statewide will be working overtime with funding provided by the National Highway Traffic Safety Administration. The Minnesota Department of Public Safety Office of Traffic Safety (DPS-OTS) coordinates the extra enforcement and education

effort which runs Aug. 18–Sept. 3.

As law enforcement kicks off the extra enforcement period, Angie Jarrett, Assistant Supervisor of Mayo Clinic Medical Transport and Plainview EMS, is speaking out as a reminder to make good choices when celebrating the upcoming Labor Day holiday.

"As family and friends mourn the loss of their loved ones following a tragic crash, first responders often feel the emotional impact of removing the dead and injured from the wreckage," said Angie Jarrett. "Don't be afraid to speak up. Take

the keys away from a friend or loved one, and find them a sober ride home. It could save a life, even yours."

Drivers Heeding the Warnings:

Preliminary numbers show there were 73 drunk driving-related fatalities last year compared with 95 in 2015, a 22 percent decrease.

"Learning from past mistakes is crucial. Unfortunately, too many drivers didn't line up a sober ride during the last DWI Extra Enforcement period as more than 2,400 motorists statewide were arrested," said Wabasha County Sheriff Rodney Bartsh. "This enforcement period, we

have confidence that people will make the right choice. A night in jail, losing your license or causing a fatal crash because you didn't plan ahead is not worth it. Call a friend or loved one to get you home safely before it's too late."

DWI Consequences:

Loss of license for up to a year, thousands of dollars in costs and possible jail time.

Repeat DWI offenders, as well as first-time offenders arrested at 0.16 and above alcohol-concentration level, must use ignition interlock in order to regain legal driving privileges or face

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at least one year without a driver's license.

Offenders with three or more offenses are required to use interlock for three to six years, or they will never regain driving privileges.

Commit to a Sober Ride:

Plan for a safe ride — designate a sober driver, use a cab/public transportation, or stay at the location of the

celebration.

Speak up — Offer to be a designated driver or be available to pick up a loved one anytime, anywhere. If you see an impaired person about to get behind the wheel, get them a safe ride home.

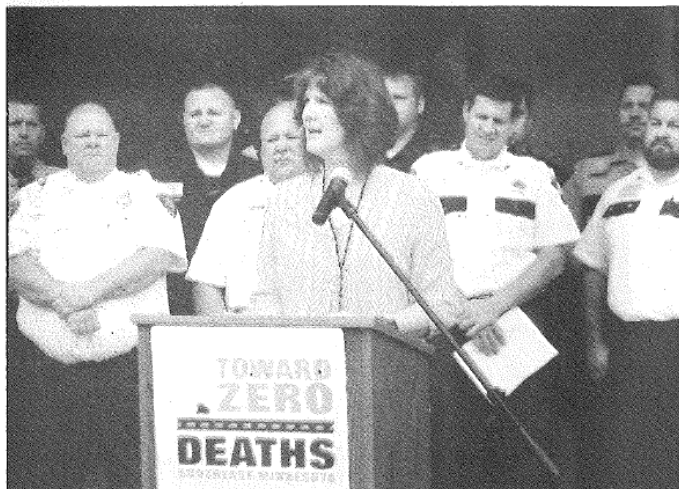
Buckle up — the best defense against a drunk driver.

Report drunk driving — call 911 when witnessing impaired driving behavior. Be prepared to provide location, license plate number and observed dangerous behavior.

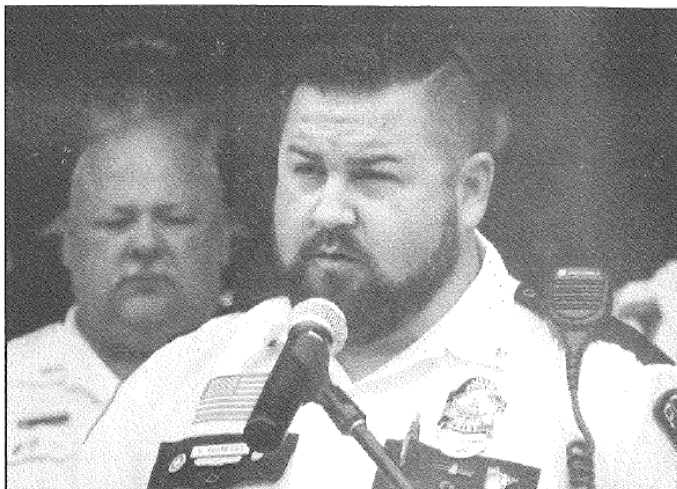
The enhanced DWI enforcement campaign is a component of the state's Toward Zero Deaths (TZD) program. A primary vision

of the TZD program is to create a safe driving culture in Minnesota in which motorists support a goal of zero road fatalities by practicing and promoting safe and smart driving behavior. TZD focuses on the application of four strategic areas to reduce crashes — education, enforcement

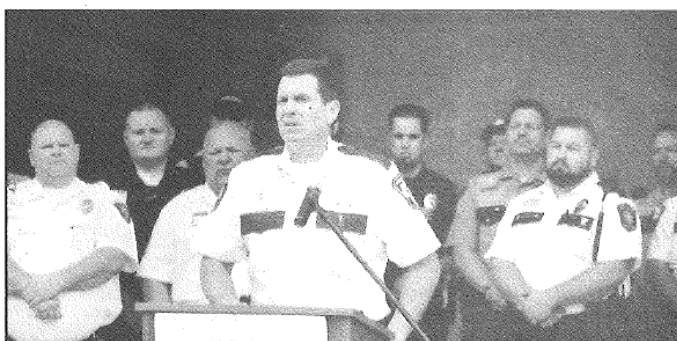
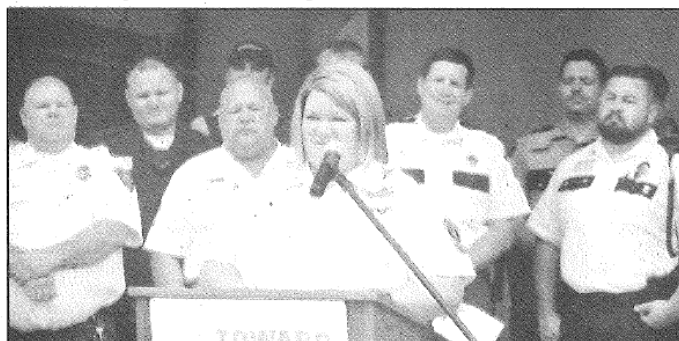
Photos: Enforcement



Tisha Bergner, Wabasha County Towards Zero Deaths (TZD) Safe Road coordinator, welcomes media and several members of the public to the launch of the campaign and introduces Angie Jarrett to the microphone.



Plainview Chief of Police Tim Schneider gives a speech on the importance of finding a sober ride home and reminds individuals to make smart decisions during this year's Corn on the Cob Days festivities.



SE TZD MASS CASUALTY TRAINING EXERCISE

KAAL-TV

08.24.2017

Preparing for the Worst: Dodge County Trains for Mass Casualty

By: Logan Reigstad

Link to video: <http://www.kaaltv.com/news/dodge-county-mass-casualty-mock/4586335/?cat=10151>



(ABC 6 News) -- First responders from numerous Dodge County agencies participated in a mock emergency drill Thursday, testing their reactions to a staged multiple-death crash.

Crews met at the Dodge County Fairgrounds in Kasson to respond to the simulated school bus crash, practicing how to prioritize their responses and communicate between a number of different agencies.

"The exercise is meant to be a training exercise so they understand how to respond to something like that with limited resources and make sure we're getting everyone the care they need in the proper time we need and the proper communication that we need," Dodge County Emergency Management Director Matt Maas said. Behind the scenes, dispatchers worked to get help where it was needed most and call in backup.

The "victims" also said they got a lot out of the experience, especially watching firefighters cut open part of the school bus.

"I think they responded very well to the injuries," Chris Lannin said. "They came around and assessed, they gave you a color based on how intense your injuries were, and it went really well."

The goal is to be as ready as possible for the real thing if and when disaster strikes.

Dodge County Mass Casualty Exercise Simulates School Bus Crash

By: Chris Yu

Link to video: <http://www.kttc.com/story/36213390/2017/08/24/dodge-county-mass-casualty-exercise-simulates-school-bus-crash>



KASSON, Minn. (KTTC) - An overturned school bus, wrecked van, and dozens of first responders -- all part of a hectic scene at the Dodge County Fairgrounds Thursday afternoon. But it was by design.

Dodge County Emergency Management and the Dodge County Sheriff's Office hosted the largest mass casualty training exercise in county history, which ran from about 1 p.m. to 5 p.m.

Law enforcement agencies, fire departments and ambulance services from throughout Dodge County -- as well as the Mayo One helicopter-- took part in the exercise. The mock scenario was a wreck involving a school bus full of students and a minivan.

Actors played the role of victims inside the vehicles. First responders had to work together to free them, tend to their simulated wounds, and transport them to a mock hospital.

"What's really unique is getting all the public safety groups working together on the exact same exercise," said Dodge County Emergency Management Director Matt Maas. "There are multiple fire departments here from throughout the county, multiple ambulance services, multiple law enforcement jurisdictions. Getting all of them to work together on the same thing, along with engaging public health in the exercise and managing family reunification centers, family assistance centers, to manage an incident of this size and getting the information to loved ones and family members as quick as they can."

School and transportation officials were watching the exercise to see how they can incorporate a mass casualty response into their plans. Evaluators were also on hand to assess the first responders' performance.

Preparing for Crisis: Emergency Crews Train for a Mass Casualty Situation

By: Dee Dee Stepien

Link to video: <http://www.kimt.com/story/36213974/preparing-for-crisis-emergency-crews-train-for-a-mass-casualty-situation>



KASSON, Minn. - It's a sight we don't see every day and that's a good thing. Around 30 people volunteered to be victims on Thursday for a mass casualty training exercise. While you always hope you'll never be in an emergency situation, many found comfort seeing that their local first responders will be ready to handle it.

All Dodge County Emergency Response, Law Enforcement agencies, and fire department crews participated in the training which is the largest of its kind in the region.

Because they wanted to keep it as realistic as possible, none of the crews responders had any idea what the scenario would be until they arrived on scene. The simulation involved an overturned school bus, minivan and multiple victims with a wide range of injuries.

We talked to one of the volunteer victims who jumped at the opportunity to help out. "The training is always awesome," says Terri Flicek. "It gives you a chance to do the real thing and I wanted to give them a chance because I'm wanting to become a firefighter and EMS."

Mayo One landed on the scene multiple times, their crew members did some training of their own during the event.