

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** (2011-2015) of 43 fatalities and 123 serious injuries.

Objectives:

- A. To continuously increase regional seatbelt use rates.
As of April 2016, the seat belt compliance rate in southeast Minnesota was **88.9%**. 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 (2011-2015) in the southeast region

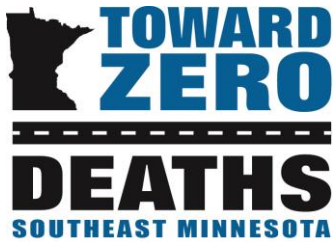
Contributing factors:

		Alcohol	Speed	Distraction	Total
Average annual number of:	Fatalities	11	10	7	43
	Fatal Crashes	10	9	7	39
	Severe Injuries	27	25	20	123
	Severe Injury Crashes	22	17	16	98

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

Total Southeast Minnesota Region (2015 data)

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2015 Total	48	45	115	88
2011-2015 Total	216	197	614	489



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Region Goal 2 – TZD Partnership Goals

To continuously increase TZD awareness and partnerships across southeastern 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 & 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)