



# TOWARD ZERO DEATHS

Because your life counts

## 2010 Southeast Minnesota Toward Zero Deaths Workshop



# Southeast Minnesota Steering Committee Co-Chairs

- Nelrae Succio, District Engineer  
Mn/DOT District 6
- Lt. Randy Slinger  
Minnesota State Patrol

# SE MN TZD Pilot Program Begins!



# Minnesota TZD Awards

- International Road Federation –  
2009 Global Roads Achievement Award
- American Public Works –  
2010 Exceptional Performance Safety Award

# SE MN TZD Mission

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

# Goal 1

Reduce traffic fatalities in southeastern Minnesota from the past 3-year average (2004-06) of **67 down to 55 fatalities by 2012** through the following initiatives...

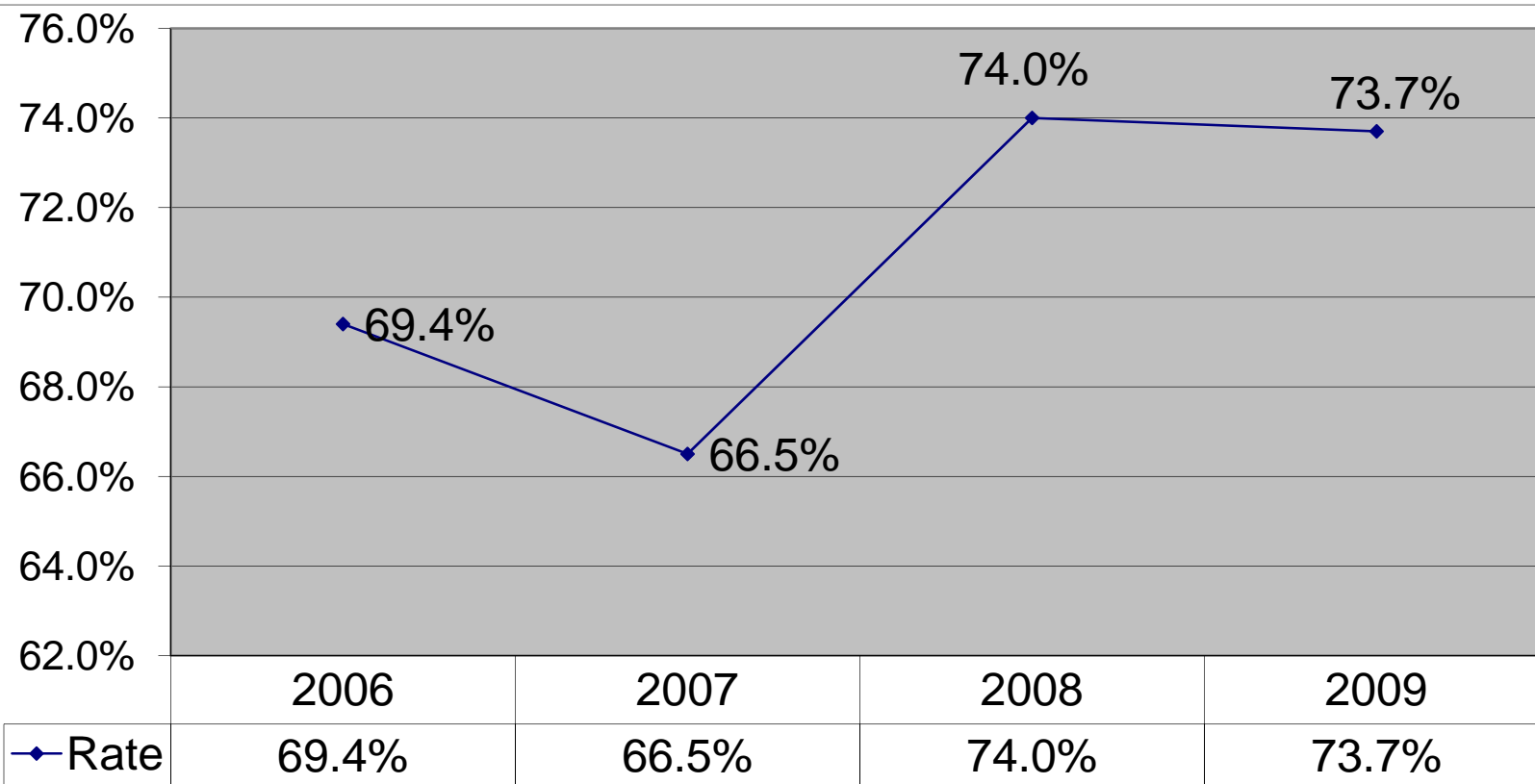
**CHECKIN:** As of 2009, the 3-year average (2006-08) was **63**.

# Objective

Increase seatbelt usage in southeast Minnesota, from **67 percent** (2006) to the state-wide average of **83 percent** (2006).

**CHECKIN:** As of 2009, the seatbelt compliance rate in southeast Minnesota was **74 percent**, compared to the statewide average of **90 percent**.\*\*\*

# 2006-09 Regional Seat Belt Rates

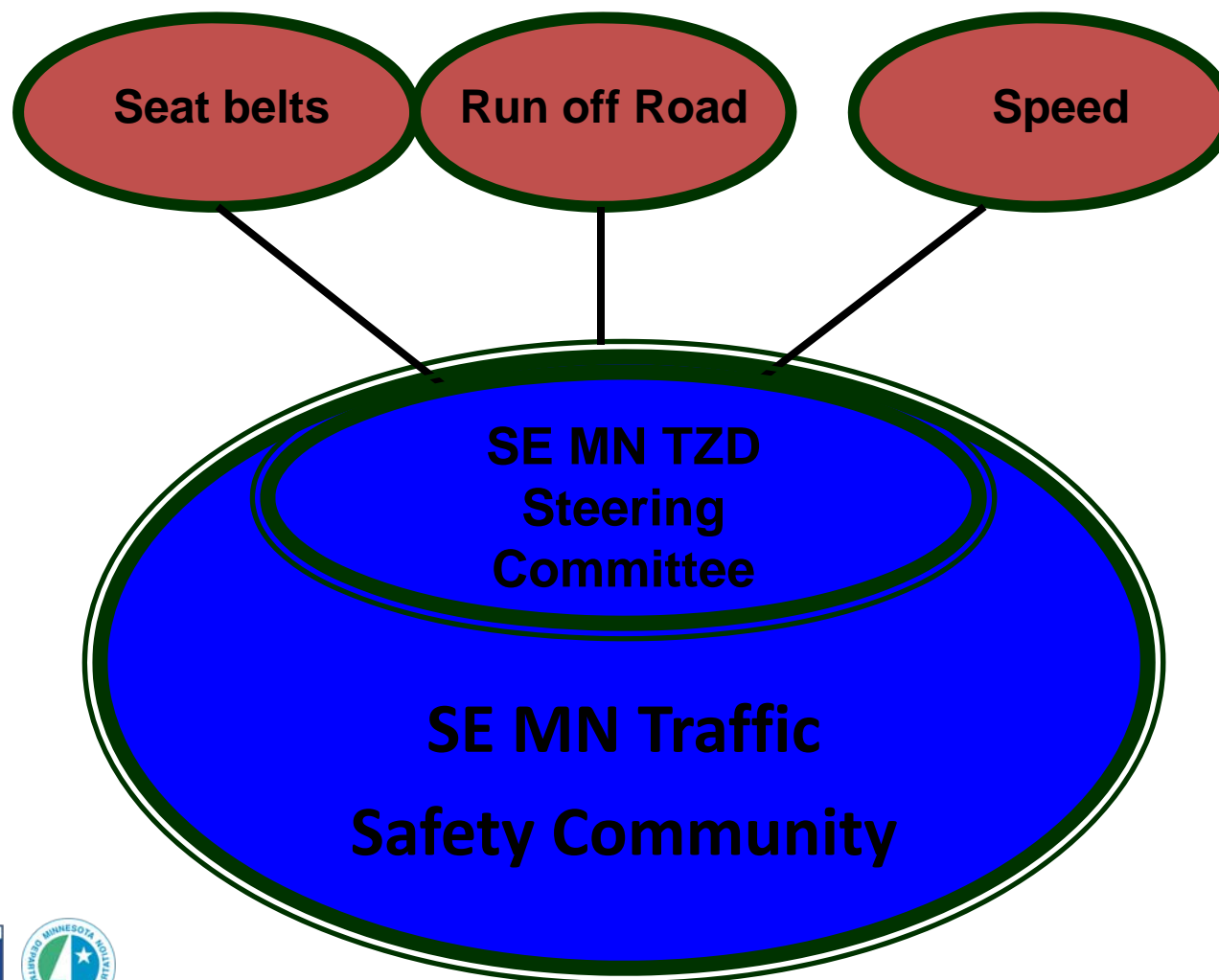




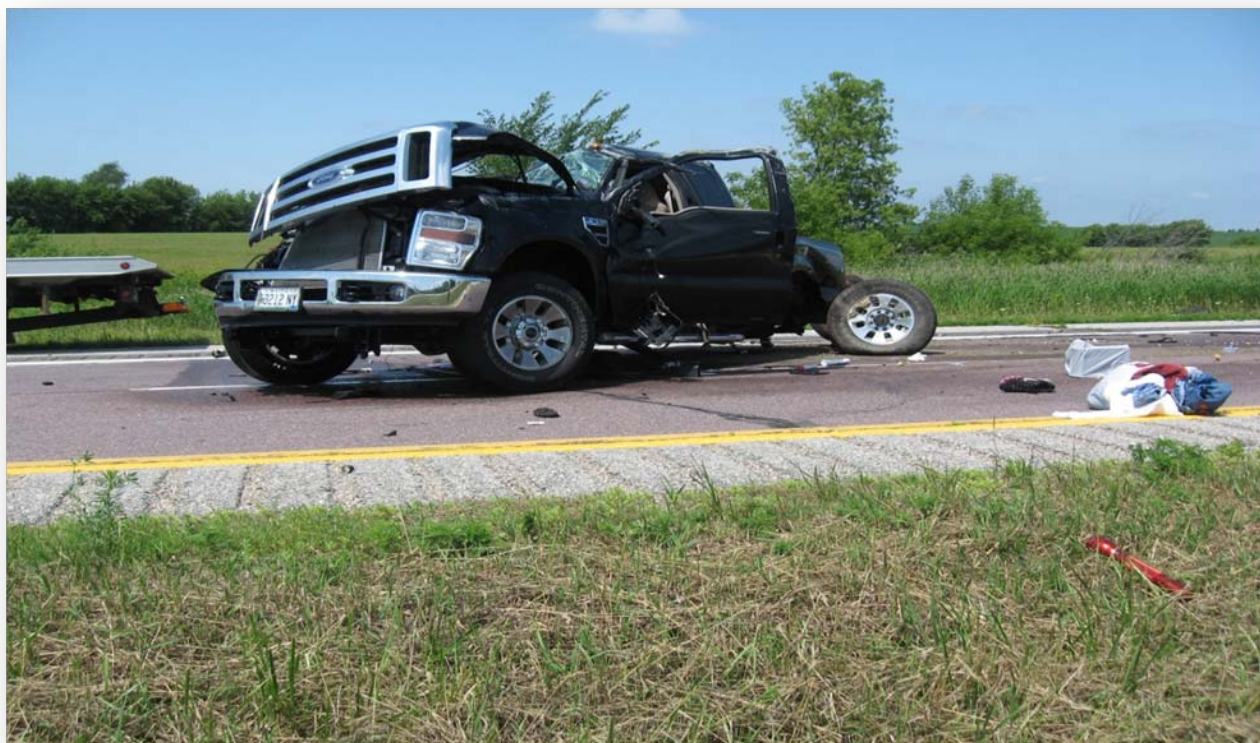
# 2010 SE MN Regional Seat Belt Rate

79%

# Regional Structure



# There Are Still Too Many Fatalities!



# Regional News Conference

Click It or Ticket, Red Wing – May 17, 2010



# 2010 TZD on the Road!

Winona County

Olmsted County

Fillmore County





# County Highway Safety Plans



# TZD Safe Roads – Safe Communities



# EMS Involvement



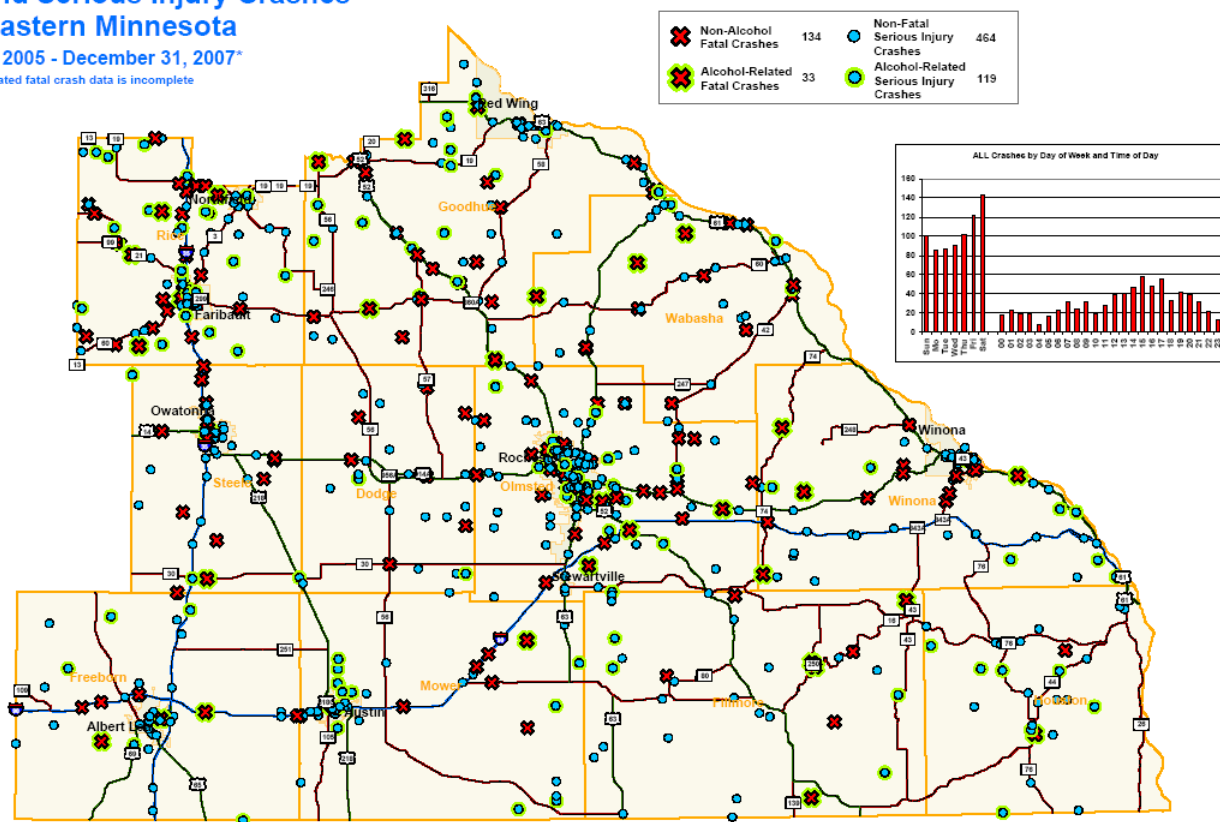


# Crash Maps

## Fatal and Serious Injury Crashes Southeastern Minnesota

January 1, 2005 - December 31, 2007\*

\*2007 alcohol-related fatal crash data is incomplete



Map provided by the Mn/DOT Office of Traffic, Safety, and Operations - April 2008

# What Else Can We Do?

