



MINNESOTA  
TOWARD **ZERO** DEATHS

# Minnesota Toward Zero Deaths: *It's more than just a slogan*

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*May 3, 2017*



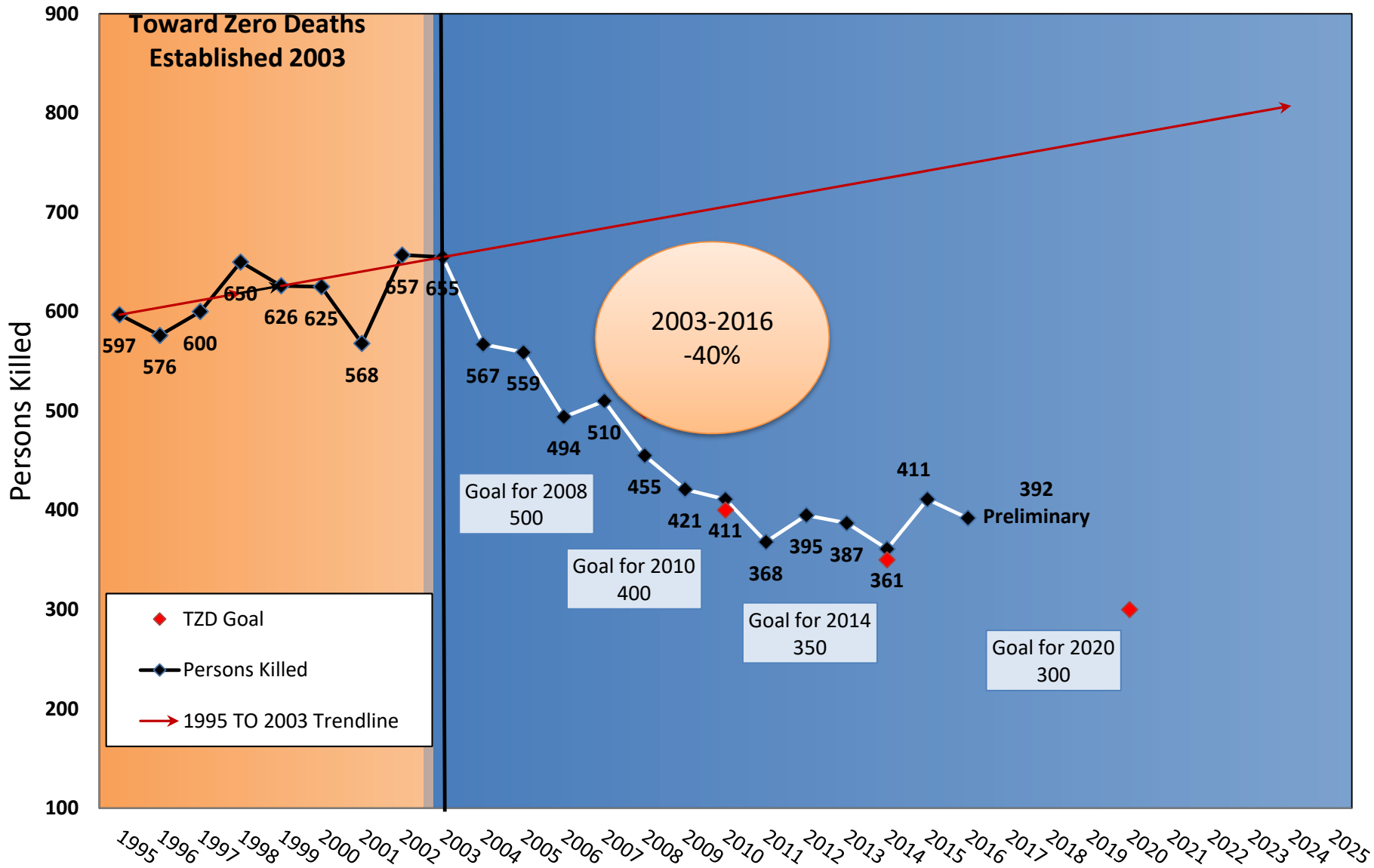
# Toward Zero Deaths & Traffic Safety Culture

## Minnesota Timeline

- 2003: Toward Zero Deaths Program (TZD) established
- 2005: 3-year pilot project in Southeast Minnesota TZD
- 2007-2012: Seven more TZD Regions were established
- 2012: TZD Regional Evaluation conducted
- 2013-2015: Minnesota Baseline established for Traffic Safety Culture & Update Strategic Highway Safety Plan
- 2016-2019: Applying Traffic Safety Culture in Minnesota & Implement Strategic Highway Safety Plan
- 2016: Traffic Safety Culture Action Team established
- 2017: Traffic Safety Community Pilot Program begins (Park Rapids, Minn.)

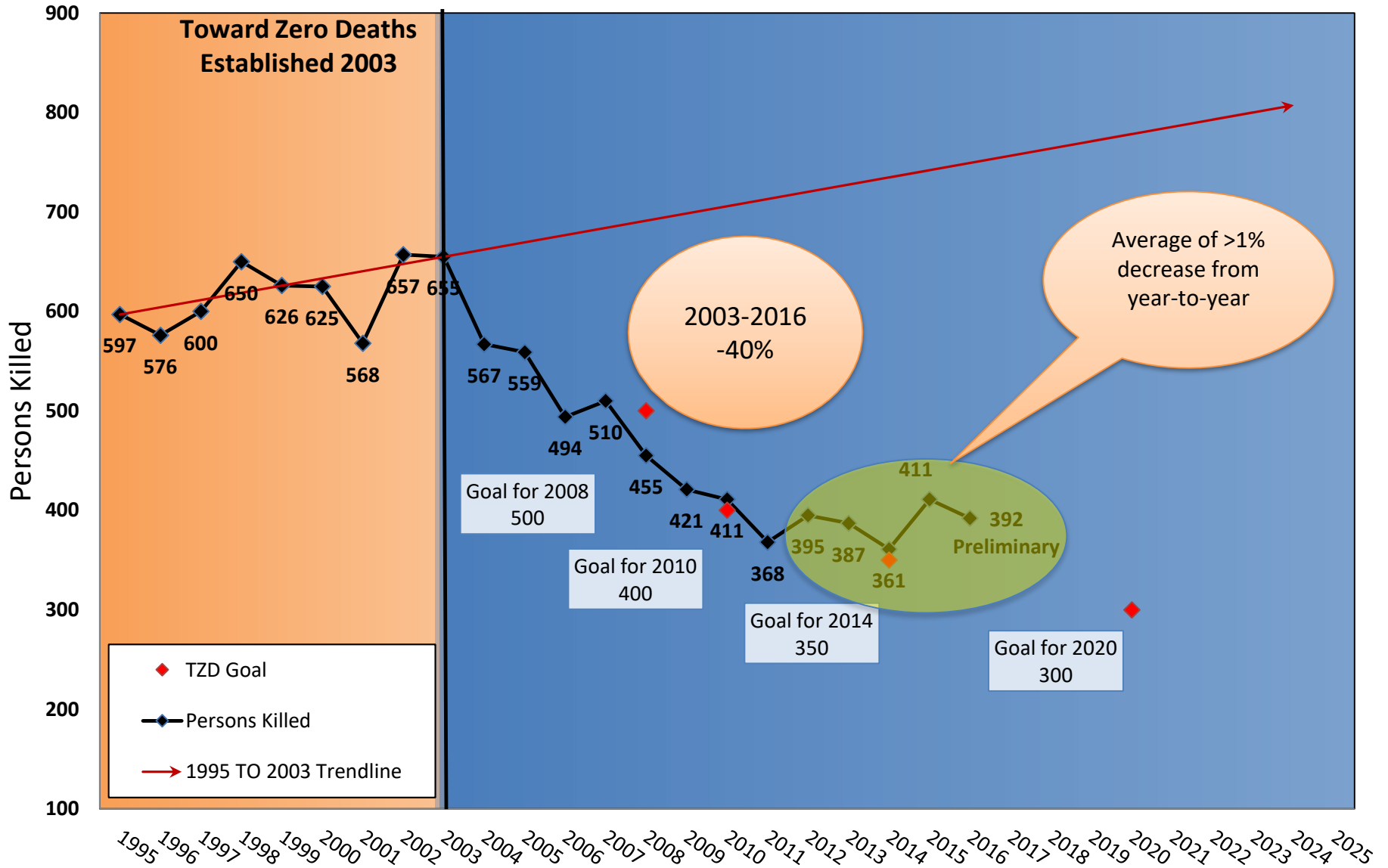
# Minnesota Roadway Fatalities

Source: MnDOT 4/17/2017

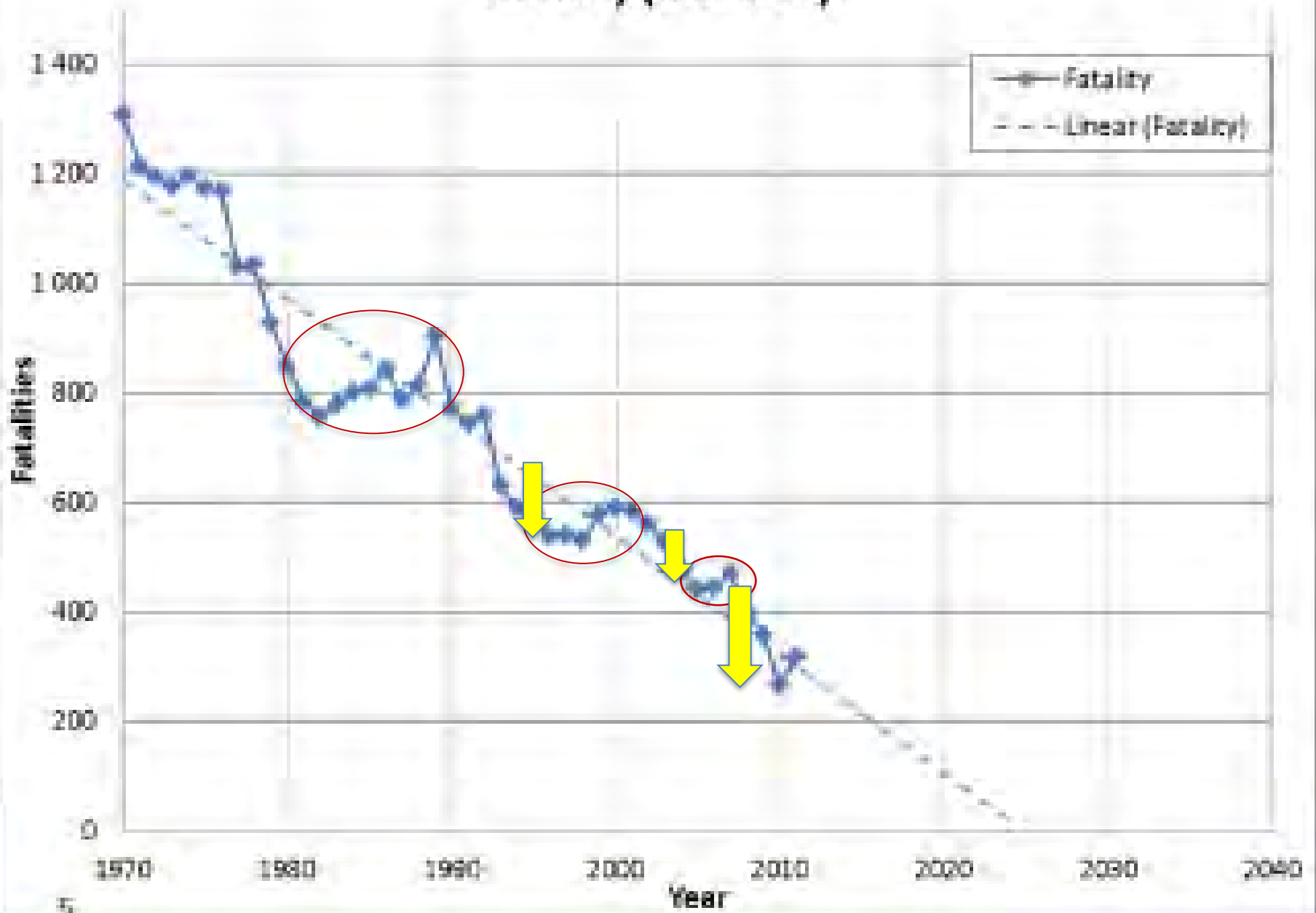


# Minnesota Roadway Fatalities

Source: MnDOT 4/17/2017



# Fatality (Sweden)





**Minnesota**  
Population:  
5,303,925

**Sweden**  
Population:  
10,015,000



# Sweden's Vision Zero

Vulnerable road users:

- On their own, parallel roads
- Narrow lanes for cars & busses
- Roundabouts as crossings
- Reduced speeds
- Barriers



## Metro's Separated Bike Lanes:

- Capital City Bikeway in St. Paul
- Franklin Ave. Bridge
- Oak Street at U of Mn
- Washington Ave. in Mpls. (in process)
- Richfield (in process)





# Sweden's Vision Zero

## Cable median barriers



**High Tension Cable Median Barrier**  
Inplace as of December 2016



HTCMB miles inplace - 2011 to 2016

Division	2011	2012	2013	2014	2015	2016
Duluth	0	0	0	0	0	0
Grand	0	0	0	0	0	0
Itasca	0	0	0	0	0	0
LeSueur	0	0	0	0	0	0
Lincoln	0	0	0	0	0	0
Mankato	0	0	0	0	0	0
Marshall	0	0	0	0	0	0
Melrose	0	0	0	0	0	0
Morris	0	0	0	0	0	0
Wadena	0	0	0	0	0	0
<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

Legend

- HTCMB (inplace)
- HTCMB (planned)
- State Road
- US Highway
- State Highway

MDOT Office of Traffic, Safety & Technology February 2017

# Minnesota High Tension Cable Median Barrier

**2003: None**  
**2014: More than 450 miles**  
**2016: 578 miles**



# Malaysia Example: Dedicated motorcycle lane



# Cultural Strategy:

Promote the desired behavior in a positive way



<http://www.thefuntheory.com/speed-camera-lottery-0>



**TOWARD  
ZERO  
DEATHS**



**MINNESOTA  
MDH  
DEPARTMENT OF HEALTH**

**m**  
DEPARTMENT OF  
TRANSPORTATION

# Message Monday!



**November 2016**

*Partnering with MnDOT & DPS*

*Sharing with Iowa & Wisconsin DOTs*

# What is *Traffic Safety Culture*?

*Shared:*

- Values
- Beliefs
- Norms
- Attitudes



# Traffic Safety Culture





# North Memorial Health Care



# Safeway Driving School





**TOWARD  
ZERO  
DEATHS**

# TZD Partners





# MnDOT Fleet & Watercraft!



# *Friendly competition?*



# Toward Zero Deaths “Branding” continues

- Helmet Stickers
- Vehicle Stickers
- Window clings
- Update signs
- Clothing



# Measuring Minnesota's Traffic Safety Culture - *Who are the Influencers?*



# Traffic Safety Culture Baseline Survey *Results & Strategies*

## Key Finding:

*In Minnesota, most people believe that the only acceptable number of traffic fatalities for their family or friends is **zero***





# Traffic Safety Culture Baseline

## Key Finding

**In Minnesota,**

Those that we care about, strongly influence the choices that we make.



# Cultural Strategy:

Encourage families to develop their own traffic safety rules.



## Example:

- *Limit number of passengers while driving,*
- *No cell phone use,*
- *Drive for conditions &*
- *Drive the speed limit*

# Cultural Strategy

**Leverage common values:** *protect those we care about – and protect ourselves for the sake of our loved ones.*



# Cultural Strategy

Use strategies that offer an accurate experience of traffic safety



# Cultural Strategy: Utilize strategies that are compatible with existing culture

*The study...*

- suggests positive social norming messages are proven effective
- recommends promoting alternatives to driving after drinking



# 2016: Traffic Safety Culture Action Team established (T-SCAT)

## Goals:

- Establish Team Charter
- Promote better understanding of Traffic Safety Culture
- Identify strong safety culture communities or statewide categories of strong safety culture that can be leveraged and expanded to implement a more general transportation safety culture.
- Create implementation plans for engaging communities in safety culture.



# 2017: 2-Year Traffic Safety Culture Community Pilot Program begins

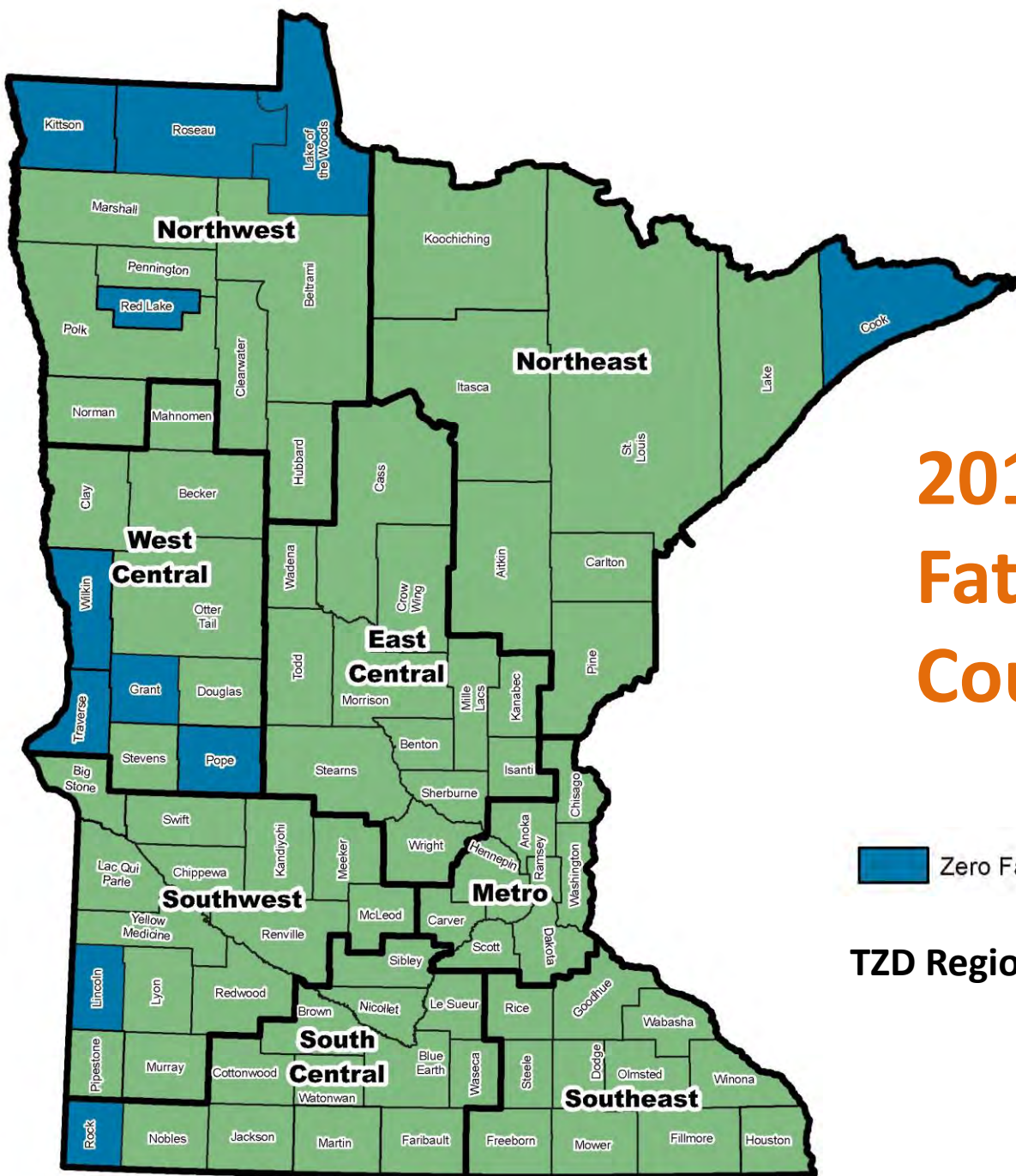
## 3-Phase Work Plan

- Establish community partnerships
- Develop traffic safety culture strategies
- Implement traffic safety strategies




**TOWARD  
ZERO  
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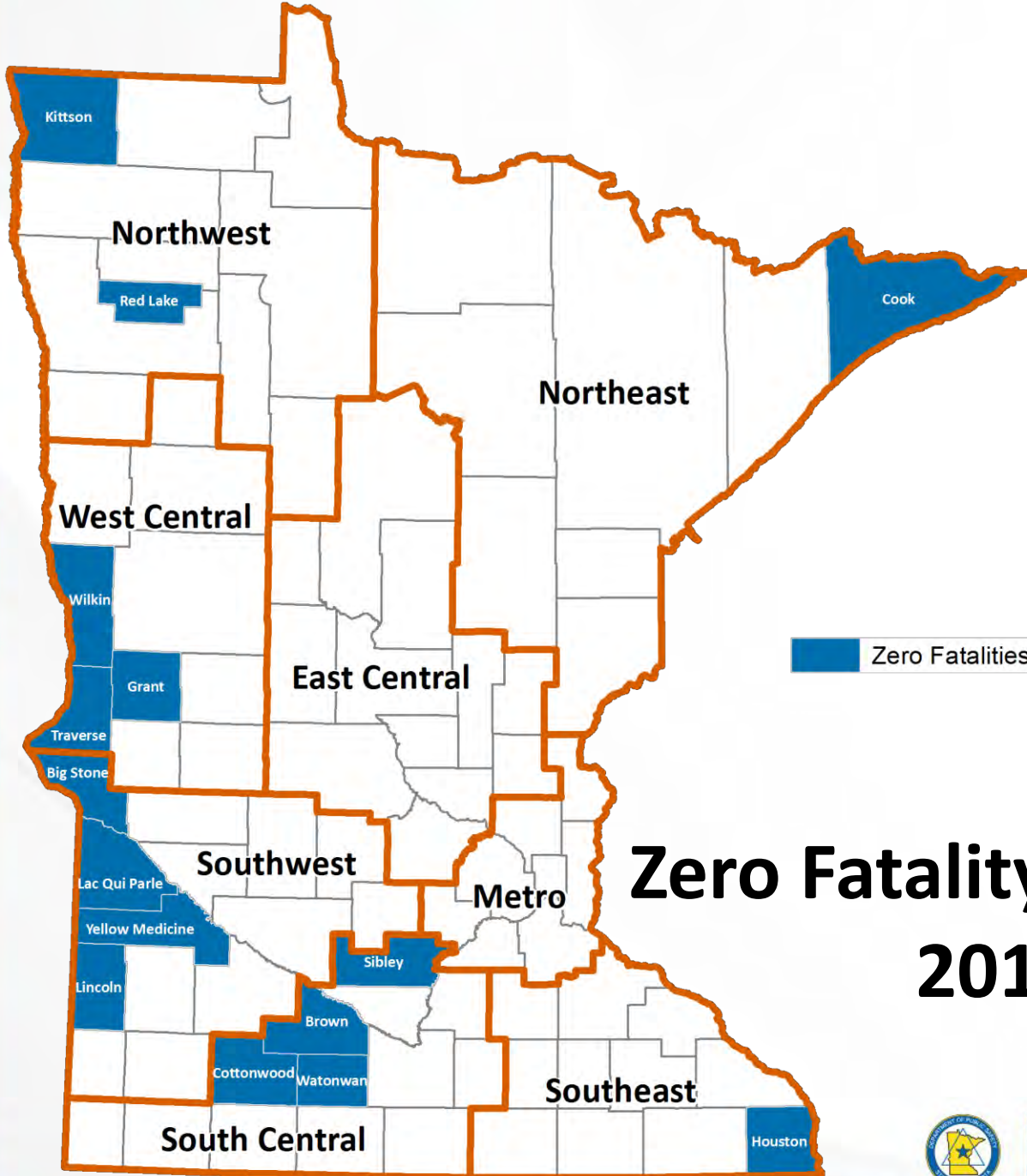


# 2015 Zero Fatality Counties

 Zero Fatality County

**TZD Regions Map**





# Zero Fatality Counties 2016

# *Thank you!*

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## **Contact Information**

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