



MINNESOTA TOWARD **ZERO** DEATHS

15 Years of Minnesota TZD: Major Accomplishments and What the Future Holds?

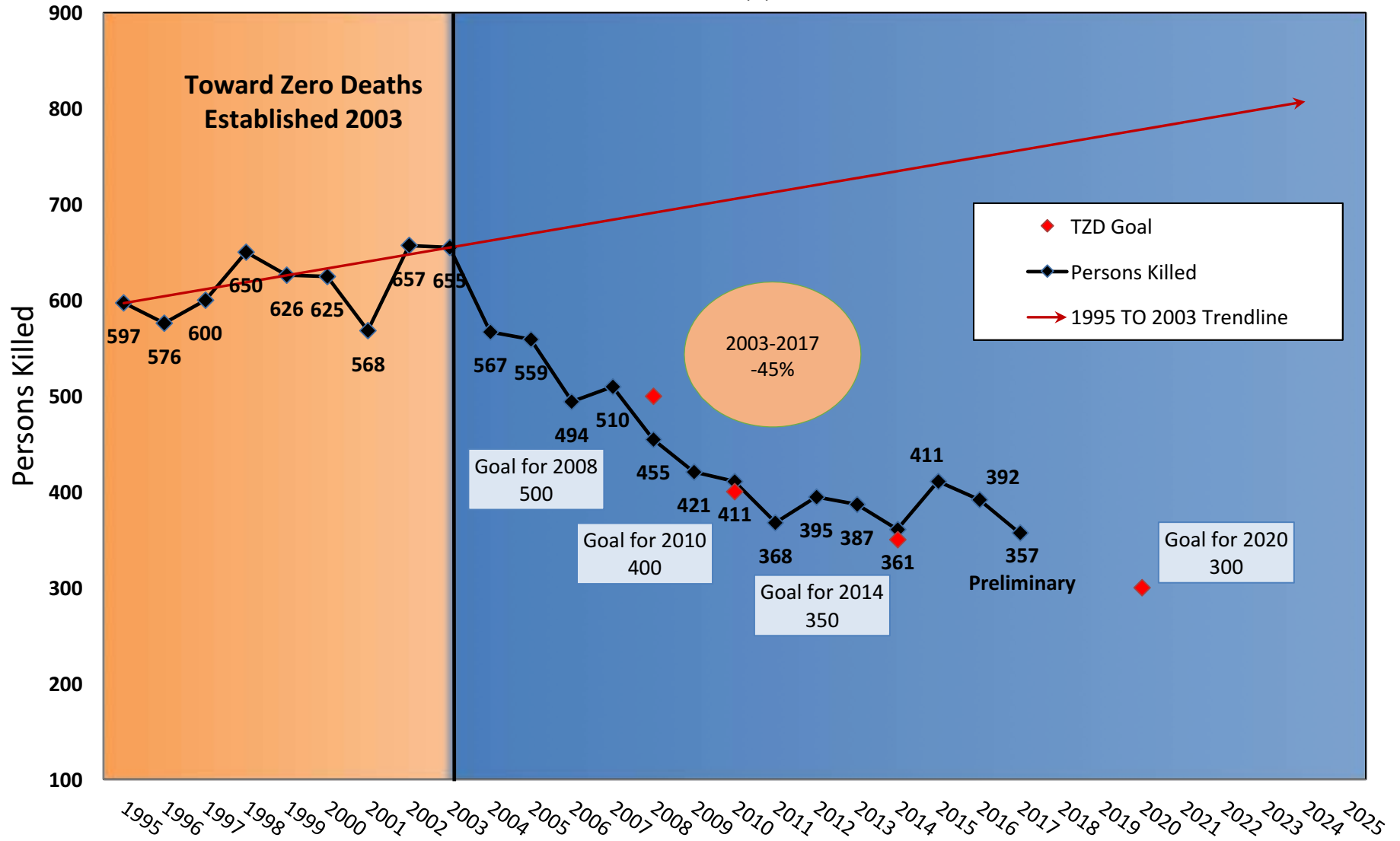
*Kristine Hernandez, Statewide Toward Zero Deaths Program Coordinator,
Office of Traffic Safety & Technology, MnDOT*



May 2, 2018

Minnesota Roadway Fatalities

Source: MnDOT 3/5/2018



How are other states doing?

Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin



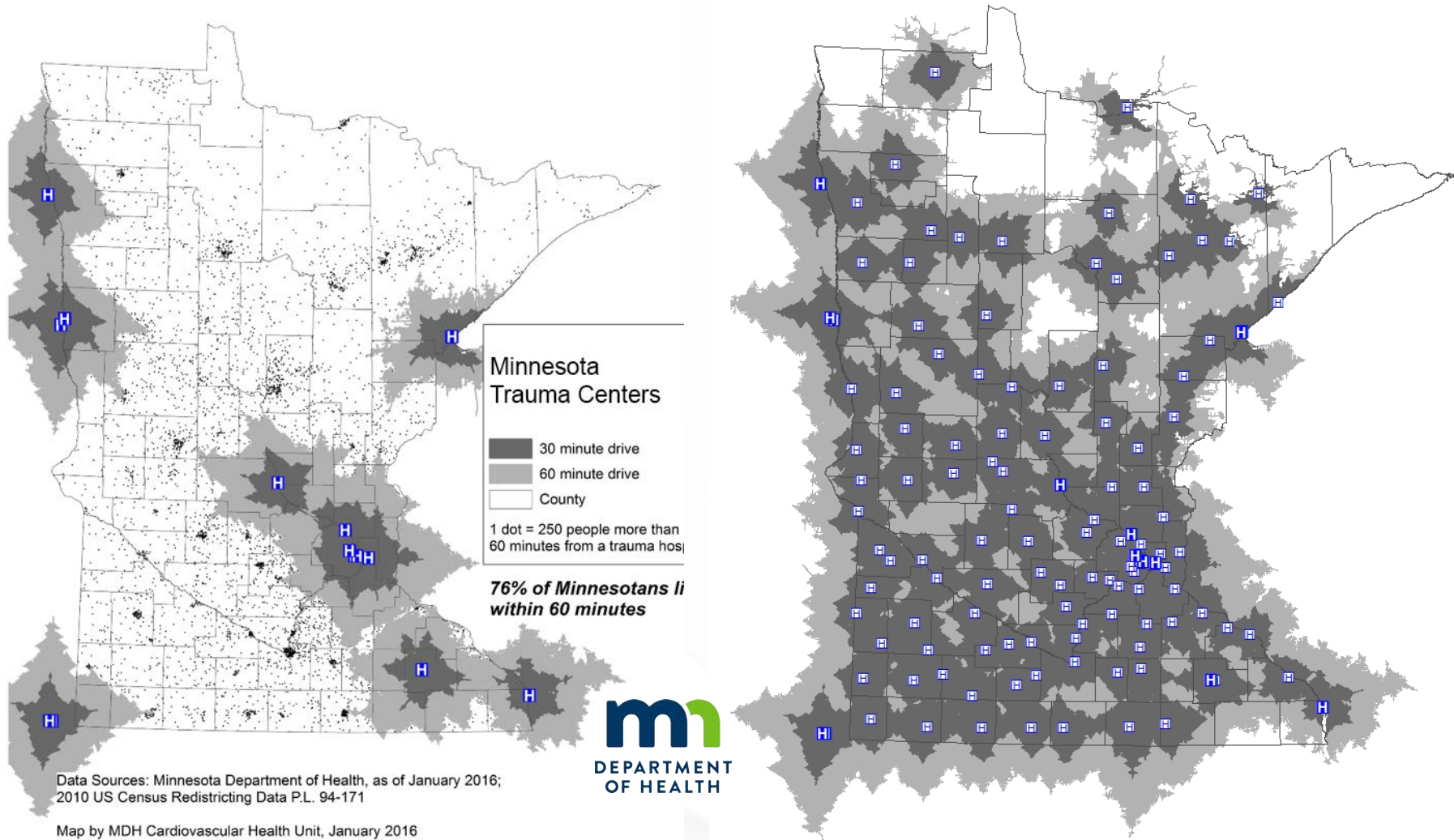
NHTSA Region 5

County Road Safety Plans



According to Rick West, Otter Tail County engineer:
“...provide practitioners with a detailed, prioritized county-wide, safety plan to guide and support future safety investments. The benefits far outweigh the challenges and have resulted in a safety culture change in Otter Tail County.”

Established Statewide Trauma System



Pre- and Post-TZD

Aeromedical Auto Launch

- Automatically launches helicopter when 911 call received
- Don't wait for responders to arrive on scene
- Reduces helicopter response time



DWI Courts



Lowers the rate of repeat offenders from 31-78 percent!

Point of Impact Teen Driver Safety Parent Awareness Classes

- In 2012-2013, DPS OTS piloted the POI program and evaluated changes in parental knowledge in understanding teen driving risks & laws.
- Pre- and post-class parent surveys showed a 38% increase in knowledge of the laws
(pre survey: 36%; post-survey: 74%)
- Evaluation results:
 - 99% of parents will use info to help their teen:
 - 98.5% of parents would recommend the class to other parents of teen drivers

FIRST IMPACT

preparing new drivers for the road ahead

 School of Medicine
University of Missouri Health



TRAFFIC CRASHES ARE THE #1 KILLER OF TEENS
BUT THAT STATISTIC CAN CHANGE...

preparing new drivers for the road ahead

Enforcement

- Highly Visible
- Targeted
- Coordinated state and local efforts
- Multi-state border to border efforts



Joint News Conferences & Outreach Events





The number of impaired (BAC \geq 0.08%) drivers in fatal crashes falls

- ↓ 3% when states require interlocks for repeat offenders only
- ↓ 8% when states require interlocks for repeat offenders and first offenders with high BACs
- ↓ 16% when states require interlocks for all DUI offenders, including first offenders

Driver License Sanctions: Ignition Interlock



Motorcycle Safety Training



- **2011:** MN Advanced Rider Courses
- **2012:** MN Expert Rider Courses
- **Added Trainings:** 3-Wheel, Moped, Road Guard, Skills Re-test, etc.

1986: 375 Students

Through 2017: 169,740 students in all courses

Teen Hands-on Learning Activities



Wheel of Distraction



Pedal Kart Obstacle Course

What is *Traffic Safety Culture*?

Shared:

- Values
- Beliefs
- Norms
- Attitudes



North Memorial Health Care



Safeway Driving School



**MnDOT
Fleet &
Watercraft!**

Hot off the streets of Minneapolis!



2017: 3-Year Traffic Safety Culture Community Pilot Program begins

3-Phase Work Plan

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



Message Monday!



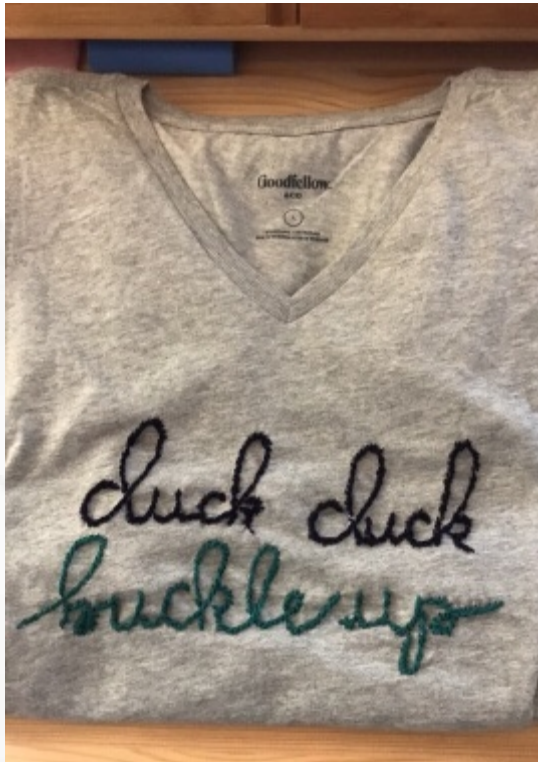
November 2016

Partnering with MnDOT & DPS

Sharing with Iowa & Wisconsin DOTs

From a Facebook message:

Hi MnDOT! I am a Pennsylvania resident, but was out in Minnesota visiting friends and saw your sign on 62 near Minnetonka. I loved it so much, I stitched it on a T-shirt and I wanted to share. Have a great day!!



Traffic Safety Culture



What Makes TZD Successful?

- Addresses all roads
- Multi-disciplined, “4-E” approach
- Proactive/systematic
- Breakdown obstacles (time, attention, silos, resources, habits, turf, credit, attitude)



What lies ahead?



The Future: Automated Vehicles



Speed Study Pilot Project – Portable Speed Signs



"It is an education tool and an enforcement enhancer, it puts the driver on notice"

- Captain Joe Dwyer, MSP District 2800

Opportunity: Increase Active Statewide Coalitions *to all 87 Counties*

Counties without coalitions

Kittison

Roseau

Lake of the Woods

Clearwater

Norman

Red Lake

Pine

Koochiching

Cook

Mahnomen

Wilkin

Traverse

Stevens

Pope

Becker

Cass

Wadena

Todd

Pipestone

Lincoln

Brown

Rock

Sibley

Waseca

Steele

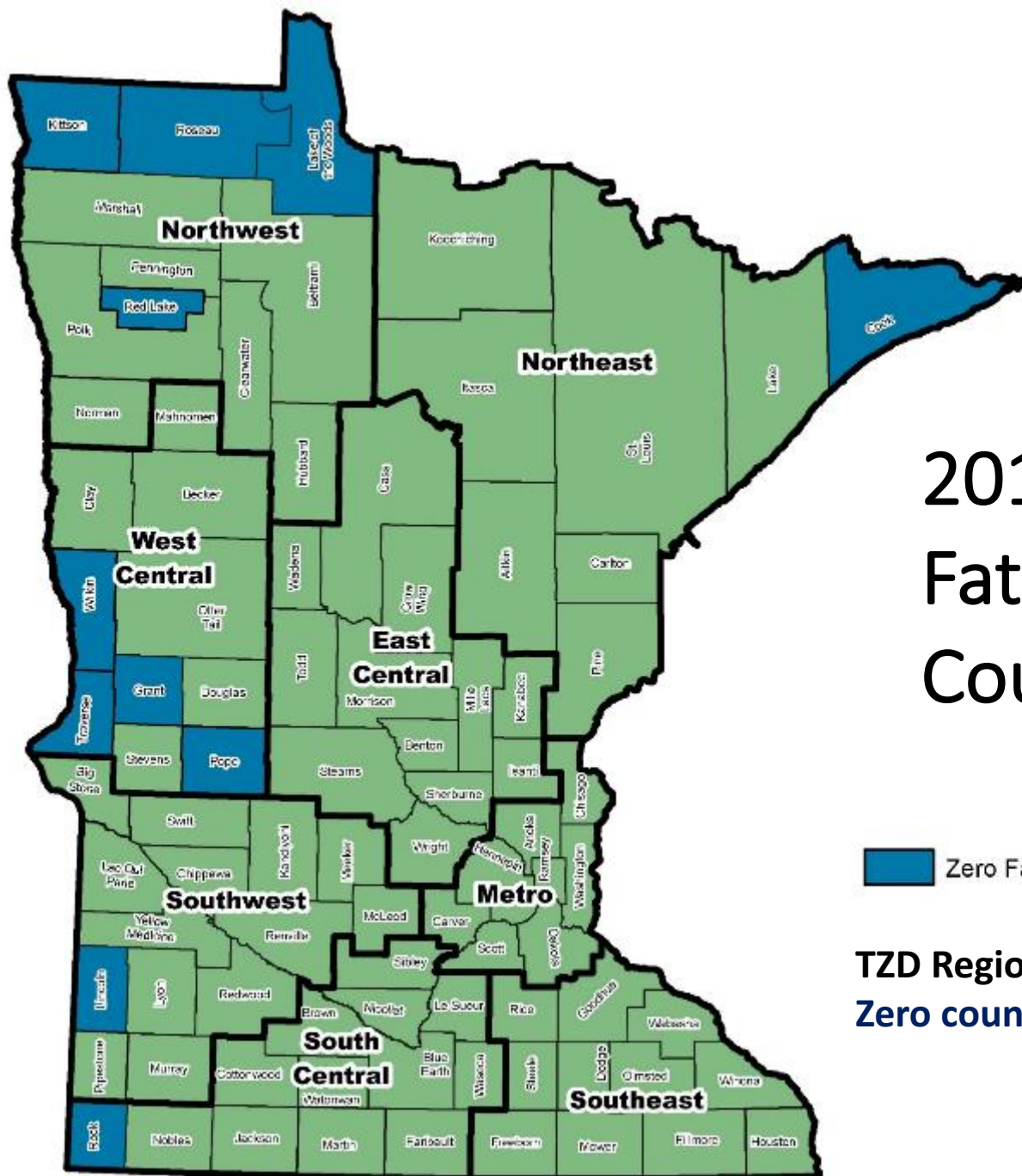
Mower

Carver


Hennepin

Anoka

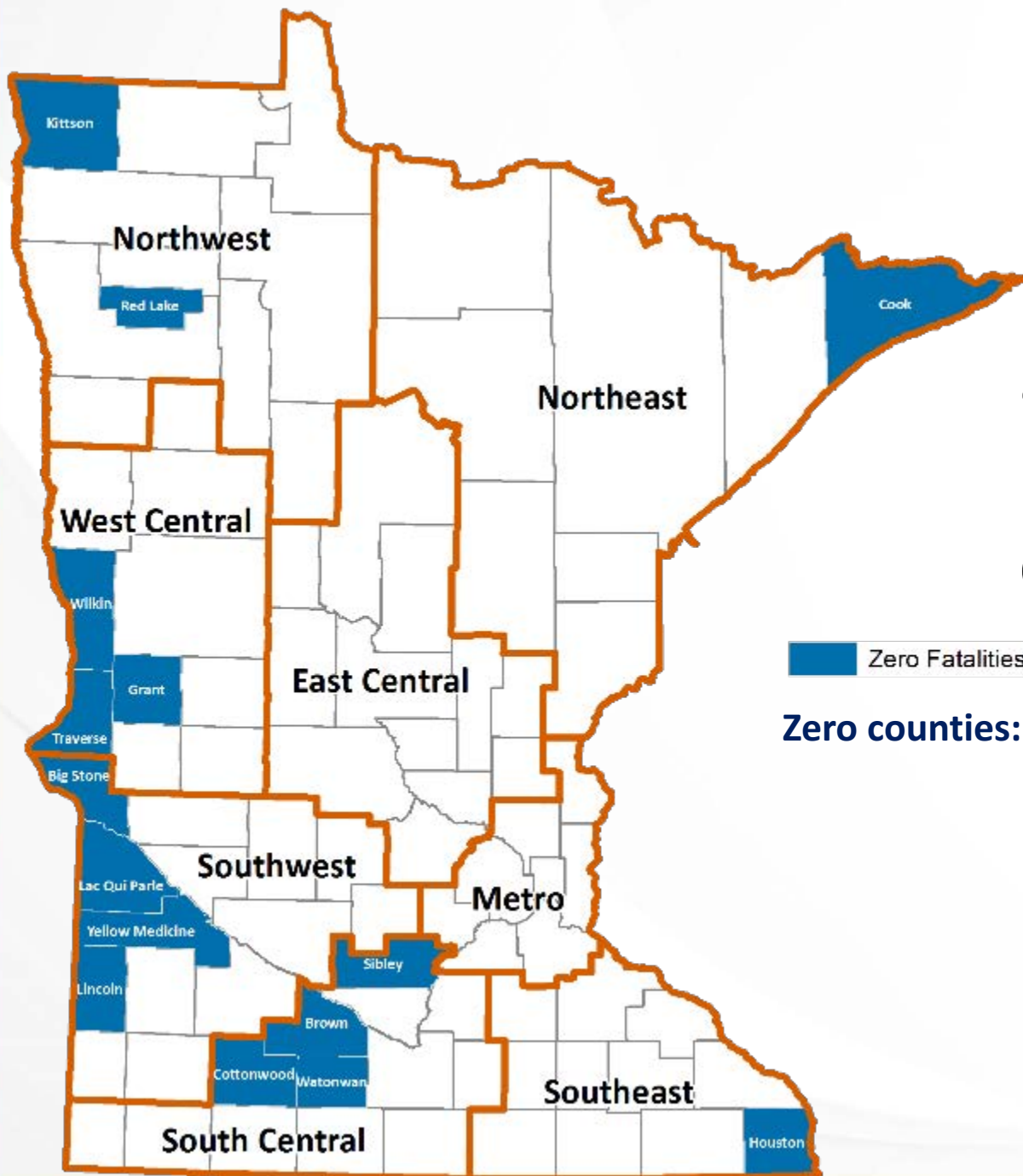
NE, NW, WC, EC, SW, SC, SE, Metro




2015 Zero Fatality Counties

 Zero Fatality County

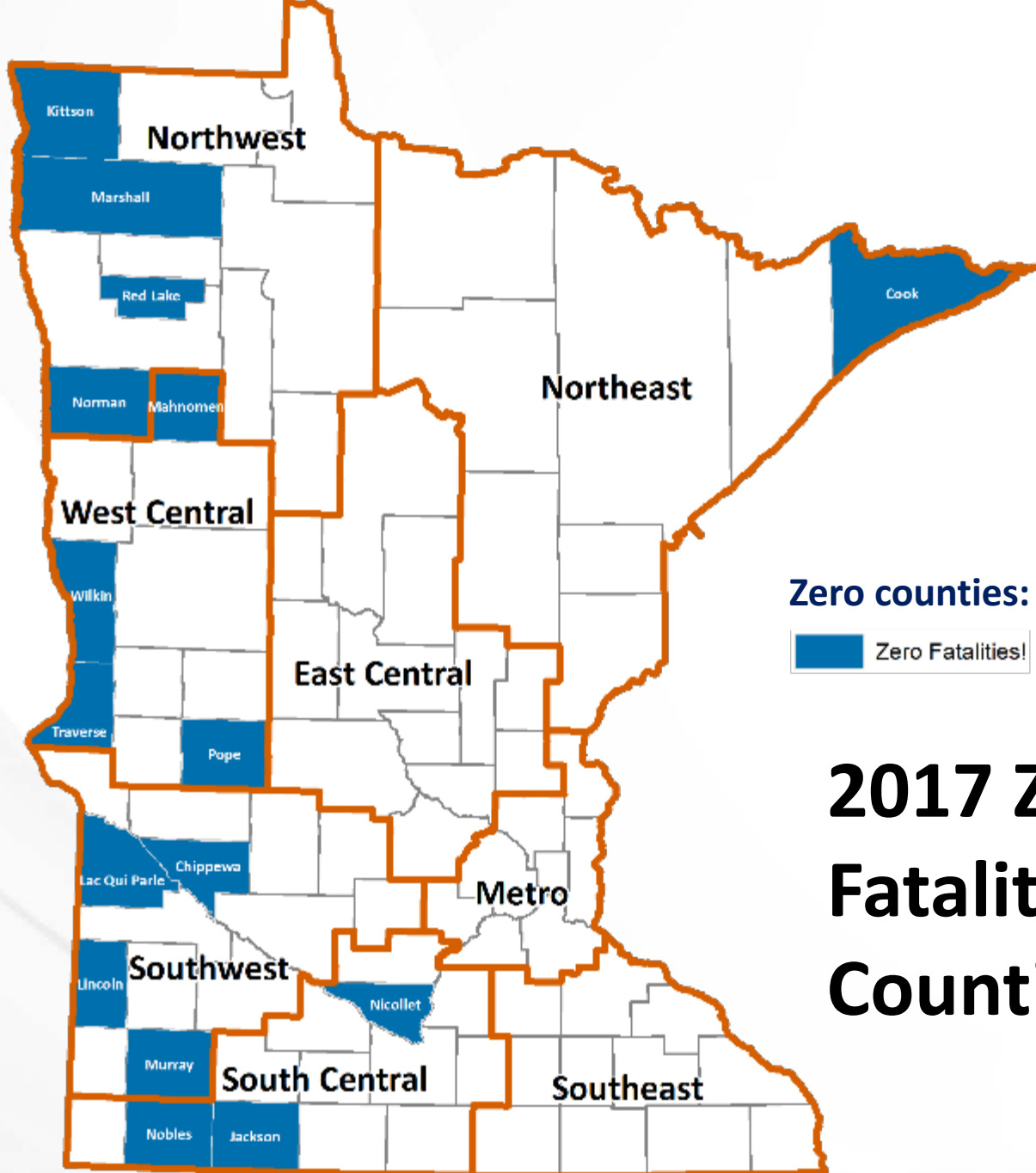
TZD Regions Map
Zero counties: 11



2016 Zero Fatality Counties

 Zero Fatalities!

Zero counties: 15



2017 Zero Fatality Counties

Future: Partnerships with Neighboring/Midwestern states

- North Dakota
- South Dakota
- Iowa
- Wisconsin
- Illinois
- Michigan



Minnesota TZD State Conference or Midwest TZD Conference?

What's next?

Please share your ideas with us!



We are in this together for our communities, families and friends.

Questions & Answers

Contact Information

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