



MINNESOTA

TOWARD **ZERO** DEATHS

**Welcome  
Southeast  
Toward Zero Deaths  
Workshop**

*May 2, 2018*

## Follow us on Twitter and Facebook!



- Follow us on Twitter: @MNTZD



- Like us on Facebook: MNTZD

[www.MinnesotaTZD.org](http://www.MinnesotaTZD.org)

# 2017 TZD Award Winners





# Vision

To reduce fatalities and serious injuries on Minnesota's roads to zero



# Mission

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



# TZD Cornerstone

~~Five~~  
Four “E” approach:



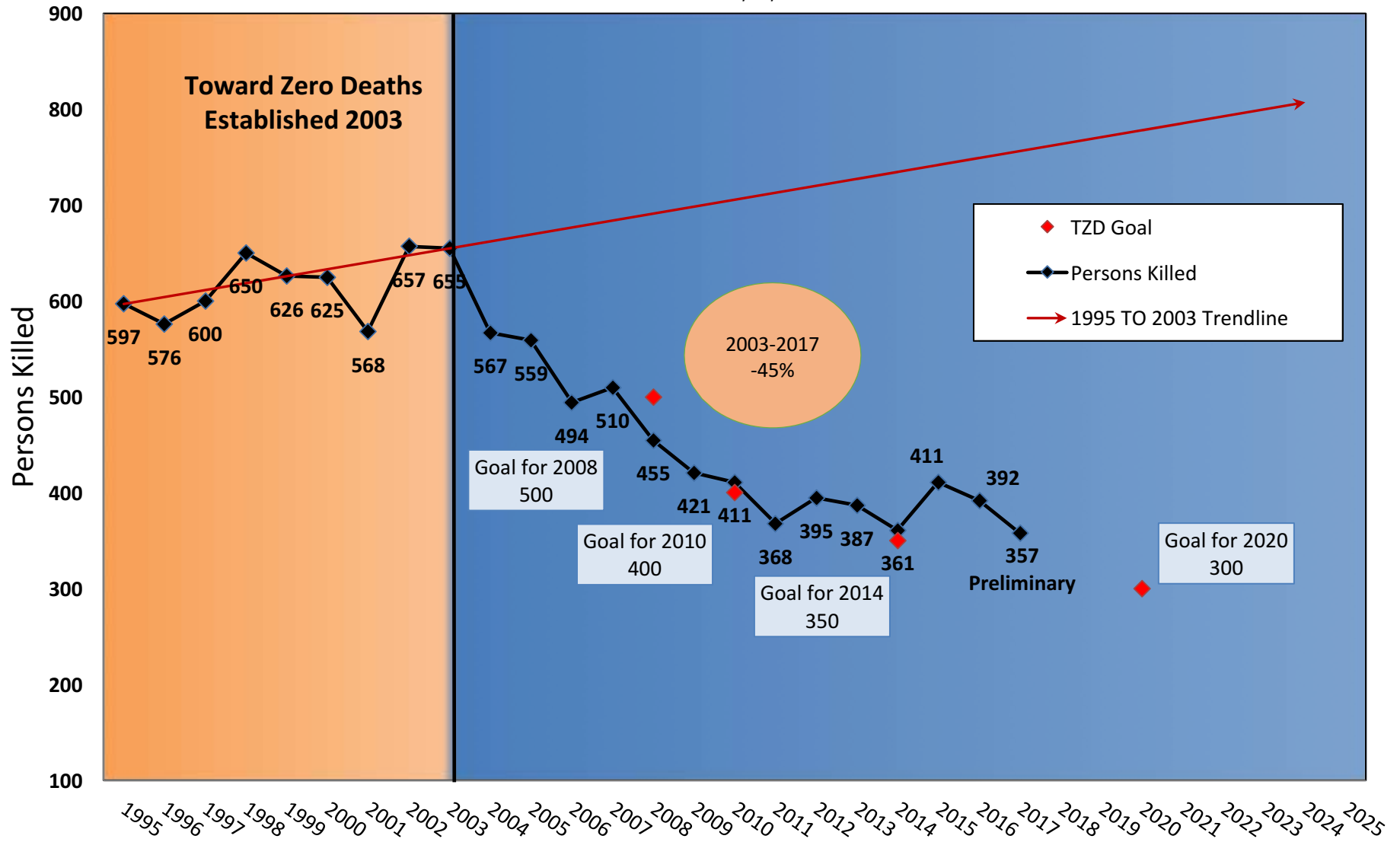
- Enforcement
- Engineering
- Education & Outreach
- Emergency Medical & Trauma Services
- **Everyone Else!**

(Legislators, Judicial, Media)



# Minnesota Roadway Fatalities

Source: MnDOT 2/20/2018



# Minnesota Roadway Fatalities

Source: MnDOT 2/20/2018

2005  
Statewide  
Trauma  
System &  
0.08 BAC  
for DWI

2006  
Cell Phone  
Ban  
(Under 18  
and  
Provisional  
Drivers)

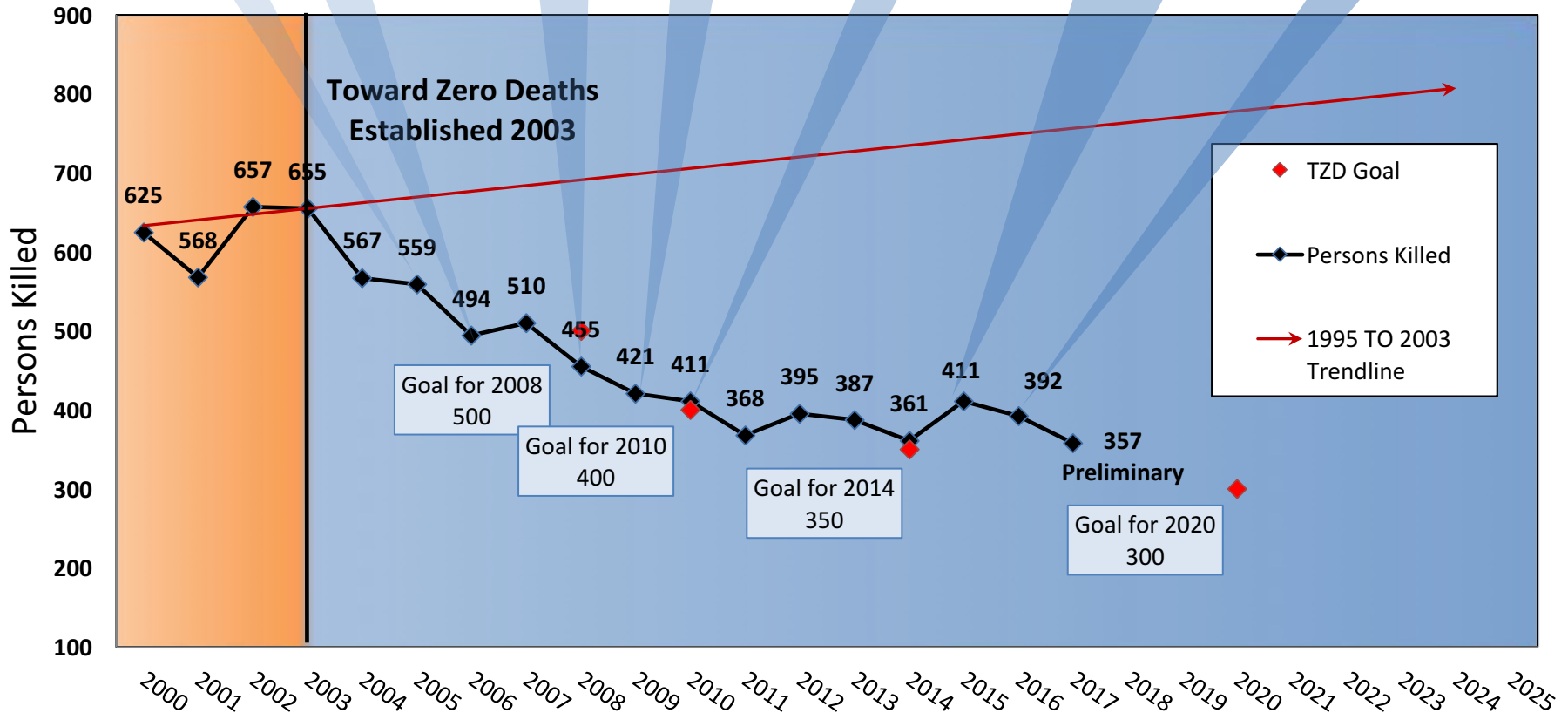
2008  
Texting  
Prohibited  
While  
Driving &  
Expanded  
GDL Laws

2009  
Primary  
Seat Belt,  
Booster  
Seat,  
Expanded  
GDL  
Laws

2010  
Driver  
License  
Sanctions  
Ignition  
Interlock

2014  
Additional Work Zone  
Speeding Fines;  
Increased Hours of  
Practice for Teen  
Drivers & Require  
Driver Educators to  
Offer Parent Training

2015  
Increased  
fine for  
texting  
and  
driving  
second  
offense





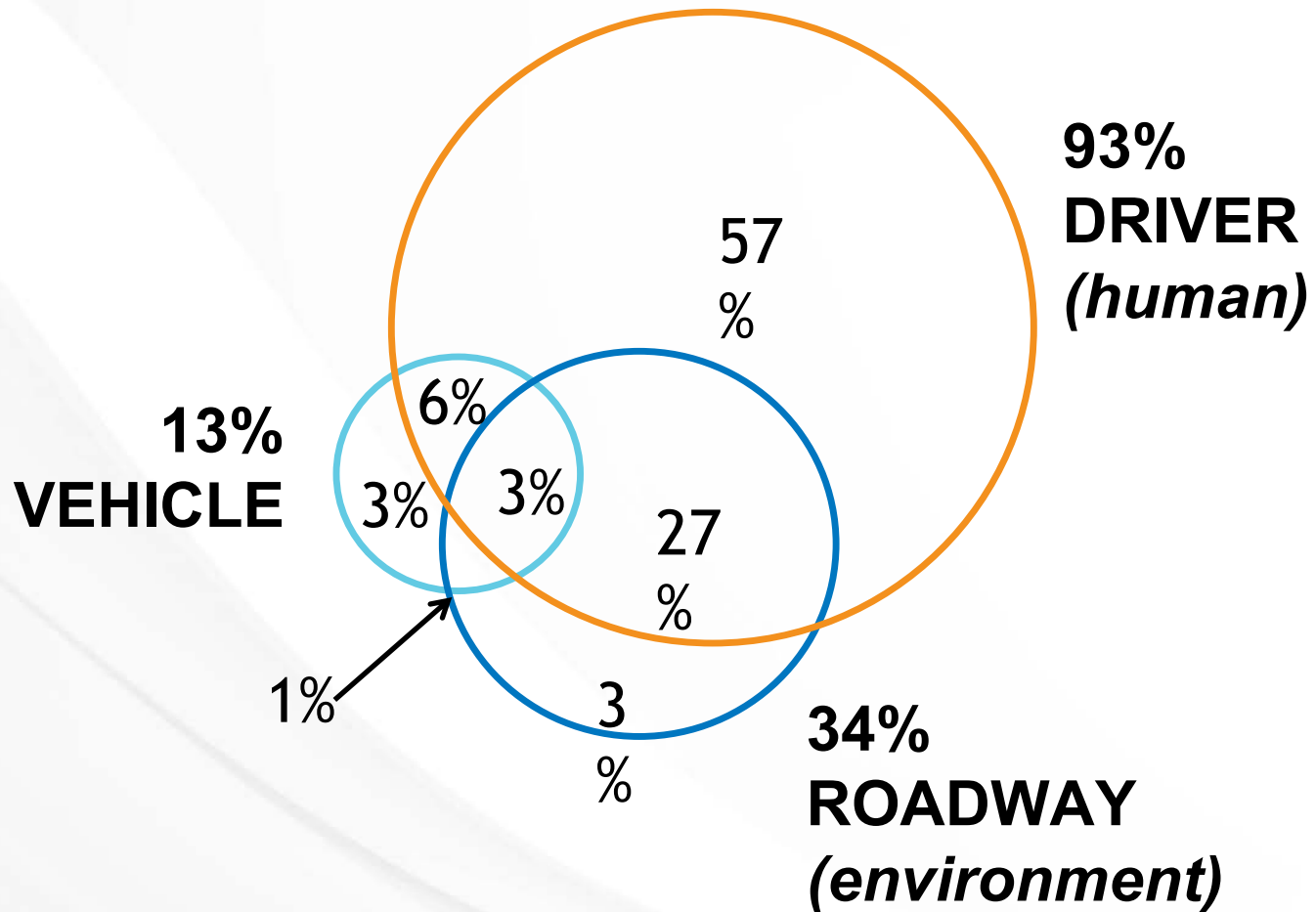
# Year-to-Date Traffic-Related Deaths

As of May 2, 2018, there were **84** traffic-related deaths on

Minnesota roads, compared to **91** deaths at this time last year.



# Factors Contributing to Crashes



Source: Treat, 1979 as cited in Highway Safety Manual

# How to Change a Culture

*“Progress occurs when courageous, skilled leaders seize the opportunity to change things for the better.”*

**– Harry S. Truman**





*Zero is attainable — but it will take all of us working together to get there!*



# Thank You!



7:19 PM

Hi Matt, I just want to take a minute and thank you so much for going to the Kasson school and talking to the kids about your boy. Since our boy started driving and running around with kids that can drive- I have talked to him alot about safety, always wearing your seat belt ect and shared your families story as it has stayed with me and my heart broke for your family.. he always listens but just thinks oh mom... your just being over protective. Seth (my boy) came home today talked about your speech- looked me in the eyes and said I now understand mom! So from the bottom of my heart- Thank you!



Hey lady

DJ was in a pretty serious crash on Sunday, he got t-boned on 57, rolled 3 times and survived with no broken bones! Guess what he was wearing his seatbelt! Just wanted to thank you for all you do to promote and scare the crap out of kids, I believe you saved mines life!!!!

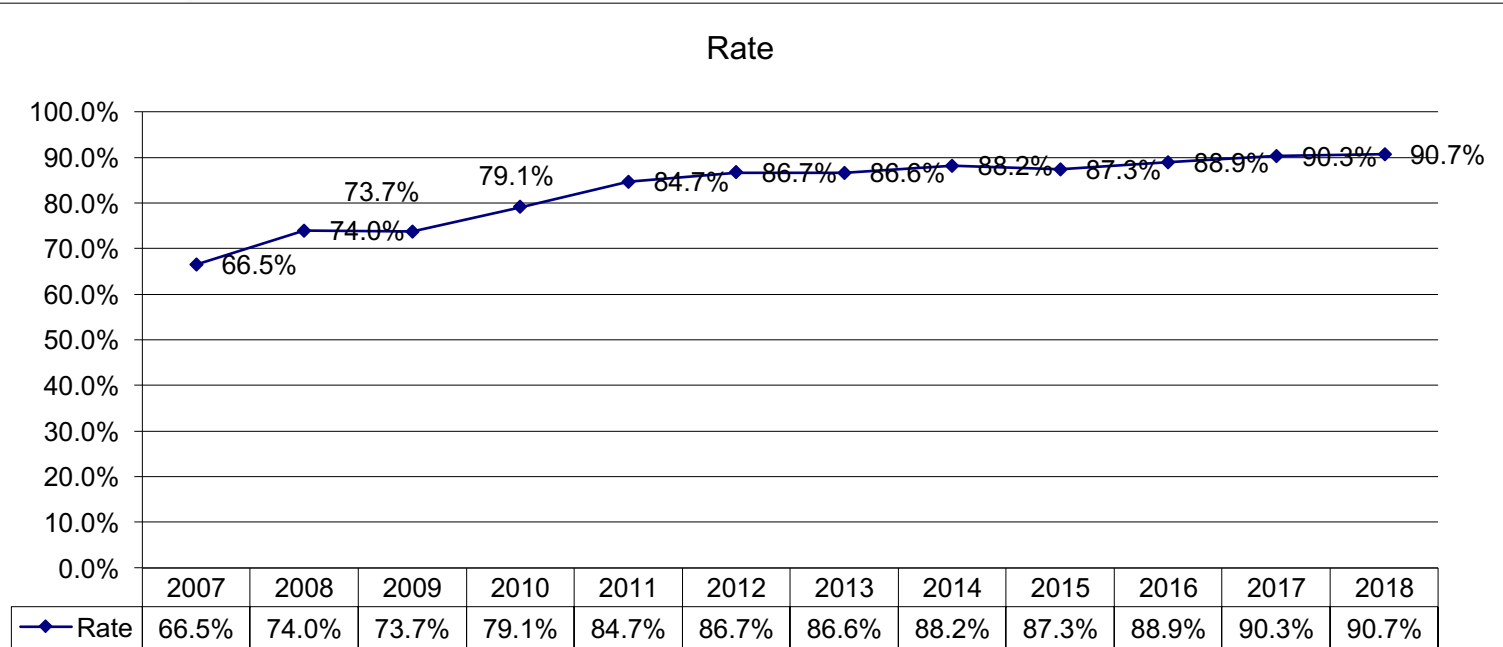
Hey,

If you have not heard there was a car crash yesterday after school at the high school. A student was going to turn left from the north entrance and struck a north bound car headed toward Mantorville. The northbound vehicle went into the ditch and rolled over. All the students were wearing their seat belts and walked away with only a few bruises. I just wanted to let you know that all the effort you two put into the seat belt awareness does pay off.

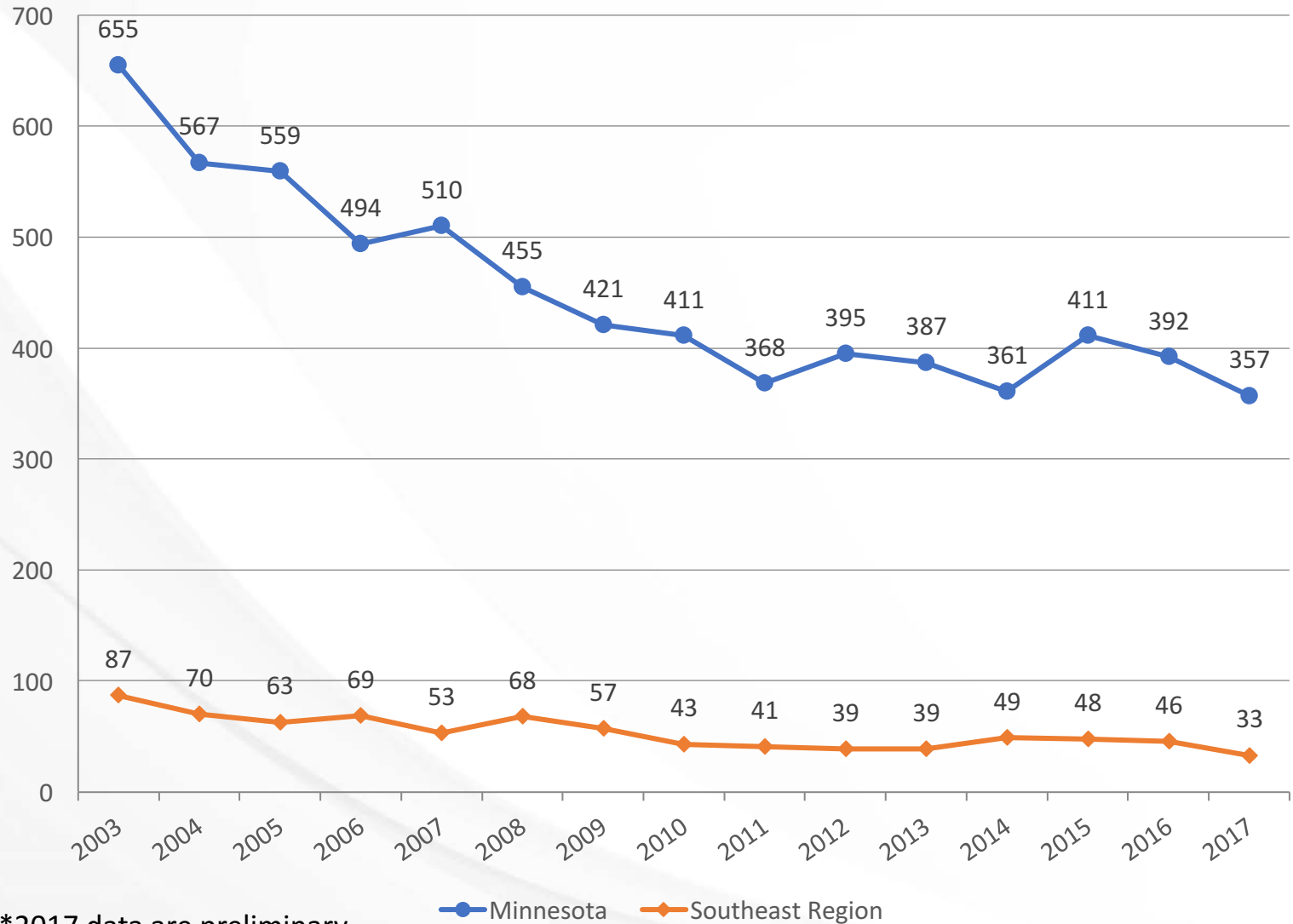
Great Job!

Officer Jesse Kasel

# Southeast Regional Seat Belt Use (2007-2018)



# Southeast Fatalities, 2003-2017



\*2017 data are preliminary

● Minnesota ◆ Southeast Region



# TZD Safe Roads Coalition Updates

- *Fillmore – Brenda Pohlman*
- *Goodhue – Jessica Seide*
- *Olmsted – Abby Tricker*
- *Rice – Kathy Cooper*
- *Winona – Bridget Klinger*

# 15 Years of Minnesota TZD: Major Accomplishments & What the Future Holds



**Kristine Hernandez**

*Minnesota TZD program coordinator*

# The Next 15 Years... where can you go from here?



# Break





# Hey, that road isn't dangerous...



**Mark Vizecky,**  
*MnDOT State Aid Engineer*

# Southeast Minnesota Crash Facts

## 15 Years of D6 Accomplishments



**Sgt. Troy Christianson, Minnesota State Patrol District 2100**  
**Mike Dougherty, MnDOT Public Affairs**

*Kaitlyn Helene Hansen*



*February 26, 1999 - January 28, 2016*





# Minnesota State Patrol



**Sgt. Kelley McGraw**  
*Minnesota State Patrol, District 2100*

# Remembering Kaitlyn



# Lunch & Exhibits



# Stop the Bleed

Be careful out there. As a medic, I can confirm  
this is true...



**Dr. Matt Sztajnkrzyer**  
*Mayo Clinic*



# They Are Here!



*Jay Hietpas, director, MnDOT Connected and Automated Vehicles*  
*Matt Paschal, IBM Electrical Engineer*

# I Have the Need for Speed – But Not in Front of My House



**Brad Estochen**, *State Traffic Safety Engineer,  
MnDOT Office of Traffic, Safety & Technology*

# Wrap Up & Thank You





# How can you be involved in TZD?

- Stakeholder Breakfasts in person or online
- Annual Statewide Conference and Regional Workshops
- Regional TZD Steering Committee meetings, News Conferences & Special Events



- TZD Mailing list(s)
- ***Be a TZD Ambassador!***



# Toward Zero Deaths Statewide Conference



October 23-24, 2018 – Mankato

[www.minnesotatzd.org](http://www.minnesotatzd.org)

# TZD Goal for 2020:

- 300 or fewer traffic-related deaths
- 850 or fewer traffic-related serious injuries





# Goal: Zero Deaths

