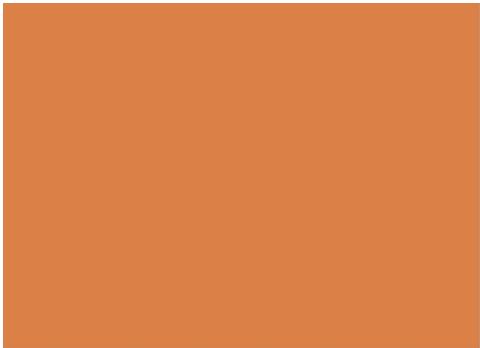


West Central Minnesota Toward Zero Deaths



2013-2014

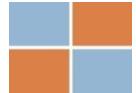
ANNUAL REPORT

Submitted by Tom Nixon

Toward Zero Deaths Regional Coordinator for West Central
Minnesota

October 24, 2014

Photos supplied by Lt. Joe Dwyer, Minnesota State Patrol District 2800



Executive Summary

BACKGROUND

The West Central Minnesota Toward Zero Deaths (TZD) Program began in March, 2013. As some traffic safety initiatives predated the formal start to the regional TZD effort, many efforts continue to develop toward the goal of zero deaths on our roadways. Due to varying levels of establishment of local and regional programs, the region is still in the developing phase.

PROBLEM STATEMENT

In 2013, there were 387 traffic deaths on Minnesota roads. West central Minnesota had 23 of these roadway fatalities, and 74 more seriously injured. The West Central Minnesota TZD region includes 10 counties (Becker, Clay, Douglas, Grant, Mahnomen, Pope, Otter Tail, Stevens, Traverse, Wilkin) that have begun to work regionally in addition to their local initiatives to reduce traffic fatalities.

In July 2014, the regional steering committee revisited the strategic plan that was developed 2 years ago. It was decided to develop some measureable goals to move forward and develop a work plan to reach them.

As of October 23, 2014, there have been 279 road deaths, compared to 300 at this time in 2013, of which 13 of these traffic related fatalities have been pedestrians, 42 motorcycles and 5 bicyclists.

MISSION

To move West Central Minnesota toward zero deaths on our roads, in a partnership with area education, enforcement, engineering and emergency services representatives.

STRATEGIC PLAN

Mission

To move West Central Minnesota toward zero deaths on our roads, in a partnership with area education, enforcement, engineering and emergency services representatives.

Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic related fatalities and serious injuries in West Central Minnesota from the past **5-year averages** 2009-2013 of 29 fatalities and 75 serious injuries.

Objectives

A. To continuously increase regional seatbelt use rates.

The statewide average **was 94.8% in 2013.**

The regional seat belt rate **was 73.1% in April 2014.**

The last survey finding of 77.3%, was in September of 2012.

Goal: to achieve 80% seat belt use compliance by next study.

Goal: to provide 10 workplace presentations (one per county) by July 15'

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 average (2009-2013) in West Central Region - Baseline Data

Contributing Factors:

Average Annual number of:	Alcohol	Speed	Distraction	Total
Fatalities	9	6	5	29
Fatal Crashes	8	5	4	26
Severe Injuries	21	15	13	75
Severe Injury Crashes	16	12	11	59

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

Total West Central Region - Baseline

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2013 Total	23	21	74	62
2009-2013 Total	147	128	375	296

Region Goal 2- TZD Partnership Goals

To continuously increase TZD awareness and partnerships across West Central Minnesota for both the general public and traffic safety professionals

A. 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))

B. 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, calendar, statistics, workshop and engage RTAC)

C. 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 re: activities woven into existing messages, worksite education and policy development, parent component to drivers education, sober cab development, youth enforcement and education activities)

LEADERSHIP TEAM

The West Central Minnesota TZD co-chairs for the Leadership Team are Jody Martinson, District Engineer for MnDOT District 4, and Captain Bruce Hentges, Minnesota State Patrol District 2900(Until 7/03/2014) Captain Brian Cheney, Minnesota State Patrol District 2900 and Tom Nixon, TZD Regional Coordinator for West and East Central Minnesota.

STEERING COMMITTEE

An invitation list of over 435 representatives from the four “E’s” of traffic safety from West Central are invited to participate at the steering committee quarterly meetings.

Approximately 12-16 traffic safety partners attended subsequent quarterly steering committee meetings which were intended to discuss regional traffic safety initiatives.

REGIONAL ACTIVITIES

November 2013

"DPS COMMISSIONER FLY-AROUND" NEWS CONFERENCE WITH TZD PARTNERS TO ANNOUNCE ENFORCEMENT GRANTS



Above Glyndon photo courtesy Bruce Gordon

DPS Commissioner Dohman conducted a media tour at the above Glyndon Airport November 19th and 20th, 2014.

The news conference announced:

- OTS grants for the regions
- Promote and support the outstanding work of local TZD enforcement partners
- Provide relevant data for the region pertaining to traffic safety trends for each

Glyndon attendance included all 4 of the "Es", with participation from local, county and state levels. As a developing region, it was great to see all the support for these grantees. Media included KVRR Fox TV, WDAY TV, The Forum newspaper.

STATEWIDE TZD CONFERENCE

The East and West Central regional coordinator assisted in the planning and selection of the EMS track sessions for the conference. A presentation to one of the concurrent sessions was made on 11/15/2014 by the coordinator, "A Crash Course to Crashes".

Review:

Session #27: A Crash Course on Crashes

Number of Evaluations Received: 12

Number of Attendees at Session: 40

	Average Response (out of 4.0)
Technical content of the session was appropriate and helpful	3.4
Presenter was knowledgeable and had a good presentation style	3.5

Comments on the session:

- Helicopters aren't always faster – depends on geography and response time of the helicopter.
- Presenter had a lot of information on a basic standpoint.

In relation to this session, what topics should be covered during future conference sessions? (No comments received.)

All EMS sessions had ratings of 3.6-4.0 and attendance varied from 24 to nearly 50. Of the 4 "Es", EMS had the fewest attendees at only 28 self-assigning themselves to EMS.

NEW PARTNERSHIPS

On November 21st, 2014, the regional coordinator met with traffic safety partners from Stevens Traverse and Grant counties. There was plenty of interest in moving forward with developing a coalition. Then on February 19th, 2014, attended the Stevens Traverse Grant TZD meeting in Morris. 10 attendees represented the 4"Es". It was agreed they wanted to focus on some simple projects to get started in late April/early May. Workplace presentations, grain elevator dinners and the "got caught" program. In April, a youth education event took place in Wheaton with the coordinated help from the Traverse County Engineer, the Emergency Management Director, Minnesota State Patrol and the Wheaton Fire Department.

April 2014

SEATBELT SURVEY

The West Central Minnesota Region TZD Coordinator partnered with 10 county engineers and their staff and MnDOT representatives to conduct observational seat belt checks at two to three locations in each county during the week of April 14-18, 2014. These dates are different from previous studies as the counties felt the timing was better to accommodate staff availability. The information gained from this study helps to find support for more seat belt enforcement and education to target audiences.

The West Central Minnesota TZD regional seat belt usage was determined to be **73.1%** in April 2014 down from **77.3%** in August 2013. Counties in West Central Minnesota include: Becker, Clay, Douglas, Grant, Mahnomen, Otter Tail, Pope, Stevens, Traverse and Wilkin.

DISTRACTED DRIVING

Agencies of the Clay county TZD enforcement grant convened on idea they had gathered from other conferences. Lt. Deric Swenson utilized his relationship with the local school system, particularly the bus service. There had been 80 stop arm violations by April for the school year and to combat distracted driving and create an awareness around buses enforcement went on the bus. A very successful event that accomplished all the goals set out to reach.

May 2014

WORKSHOP

West Central Minnesota hosted the 2nd annual workshop on May 7th, 2014 at the Detroit Lakes Holiday Inn. There were nearly 70 traffic safety partners attended this event. Jody Martinson, MnDOT District 4 Engineer, Lt. Chuck Backes, Minnesota State Patrol served as masters of ceremony for this event.

Speakers and topics included personal impact statement, "The Lesson of the Purple Rock", Matt Logan; Engineering 101, Mark V.; Statewide Trauma System, Chris Ballard MDH, "Gone Too Soon" video by Minnesota State Patrol; High Viz enforcement and distracted driving, Lt. Chuck Backes Minnesota State Patrol and Tom Nixon. Agenda is below or go to:

<http://www.minnesotatzd.org/initiatives/regions/westcentral/workshop/>





West Central Minnesota Toward Zero Deaths 2nd Annual Regional Workshop Holiday Inn, 1155 Highway 10 East, Detroit Lakes, MN

May 7, 2014

8 a.m.	Registration & Continental Breakfast
8:30 a.m.	Welcome & Regional Accomplishments <i>Jody Martinson, District engineer, MnDOT District 4 and TZD regional co-chair; Tom Nixon, West Central Minnesota regional TZD coordinator. Kristine Hernandez, State TZD coordinator</i>
9:00 a.m.	Statewide Trauma System updates & crash victim case study <i>Chris Ballard, RN, Trauma System coordinator, Minnesota Department of Health. Since its 2005 implementation, the Statewide Trauma System has made a positive effect on case fatality rates for motor vehicle crash victims. Hear about the changes made and walk through a crash victim case study that illustrates the impact.</i>
9:30 a.m.	Engineering 101: What's up with these mumbles, rumbles & roundabouts? How can County Highway Safety Plans help? <i>Mark Vizecky, MnDOT State Aid engineer</i>
10 a.m.	Break
10:15 a.m.	Regional TZD Crash Facts overview <i>Captain Bruce Hentges, State Patrol, District 2900 and TZD regional co-chair Tom Swenson, MnDOT Traffic Engineer</i>
10:45 a.m.	State Patrol video "Gone Too Soon" <i>Sgt. Jesse Grabow, State Patrol, Public Information Officer</i>
	Personal Impact Statement <i>Matt Logan, D.J. Logan's father She made a mistake like all teenagers do in the process of growing up. Except this time, there is no growing up...We would much rather be grounding her for this error than never hear her laughter again...We can only pray others learn from her mistake.</i>
11:45 p.m.	Lunch & Exhibits
12:30 p.m.	High visibility enforcement/Distracted driving regional initiative <i>Minnesota State Patrol and local law enforcement share effective efforts Lt. Chuck Backes, State Patrol, District 2900 and Lt. Deric Swenson Moorhead PD</i>
1:00 p.m.	The Results Are In! <i>State Highway Safety Plan stakeholder results shared</i>

1:30 p.m.

Your "E" Can – Breakout Sessions:

Share how effective countermeasures are done locally and how you can implement them in your community. Your "E" group will contribute your successes, challenges and ideas for your "E" at the first station. Then, onto the other "Es" stations to contribute to their ideas and how you can collaborate.

What traffic safety projects have you done locally?

What were most successful and how?

Provide any projects that didn't develop and why?

What ideas do you have for new?

Moderators: Kristi Engelstad, Crystal Hoepner, Jane Patrick and Brianne Raftevold

3 p.m.

Report Back from "Es"

After the breakout sessions are completed, the results will be highlighted and a complete summary will be sent out after the workshop.

3:15 p.m.

Wrap up & Adjourn

Captain Bruce Hentges, State Patrol, District 2900 and TZD regional co-chair

Please take time throughout the day to visit the traffic-safety exhibit tables for reference materials and ideas to implement in your communities.

**WEST CENTRAL MINNESOTA
TOWARD ZERO DEATHS REGIONAL WORKSHOP
EVALUATION SUMMARY**
Holiday Inn, Detroit Lakes, MN
May 7, 2014

Number of attendees: 65

Number of evaluations: 17

Please evaluate how informative and interesting the sessions were to you by placing a check in the box that best describes your opinion.

Workshop Sessions	Average Score (out of 4.0)
Welcome & Regional Accomplishments	3.4
Statewide Trauma System Updates & Crash Victim Case Study	3.4
Engineering 101: What's up with these mumbles, rumbles, & roundabouts? How can County Highway Safety Plans Help?	3.4
Regional TZD Crash Facts Overview	2.9
State Patrol Video "Gone Too Soon"	3.9
Personal Impact Statement	3.9
High Visibility Enforcement/Distracted Driving Regional Initiative	3.8
The Results Are In!	1.7

Your “E” Can – Breakout Sessions	3.3
Report Back from “Es”	3.5

Comments on the sessions of the workshop:

- Excellent.
- Good overall.
- Results – presenter was too hard to follow, tried to include too much.
- Excellent. Personal impact statement, wow, I’m glad he spoke.
- Videos are good but the personal impact statement was riveting.
- Trauma session was a little graphic for each A.M. Overall excellent day!
- The “Results” session – I wasn’t sure what the meaning was...
- Statewide Trauma System session: great job, very passionate & informative.
- Engineering 101 session: lots of good information.
- Regional TZD session: basically read through power-points, didn’t elaborate much. He seemed bored with his own presentation – very disappointing!
- “Gone Too Soon” – great video.
- Personal Impact session: Top presentation of the day, it was moving, sincere, and passionate.

Please evaluate the following aspects of the Breakout Sessions by placing a check in the box that best describes your opinion.

Breakout Sessions	Average Score (out of 4.0)
Format & length of the breakout session	3.5
Topics covered in the breakout session were timely & useful	3.5
Content of the session was appropriate & helpful	3.5
Facilitator was knowledgeable & managed the group well	3.5

Comments on the Breakout Sessions of the workshop:

- Set up was excellent.
- Great ideas from groups but all four operated differently in terms of voting/not voting.

Please evaluate the following aspects of the workshop by placing a check in the box that best describes your opinion.

Workshop Arrangements	Average Score (out of 4.0)
Convenience of the registration process	3.8
Location of the Holiday Inn	3.8
Facilities were comfortable & appropriate for the conference	3.8
Food served for meals & breaks was satisfying	3.8
Participant materials were helpful & useful	3.8

Comments on the arrangements of the workshop:

- Great location.
- Fergus Falls is more central to the region.
- Well set up.
- Great to have a regional workshop to supplement annual stats. Provided an opportunity to meet people in the area and informally exchange information.

Do you have suggestions for topics you would like to see offered at future workshops?

- More on “How To” for enforcement. Less data! Presenter seemed as though he didn’t know much about the data he was presenting.
- Basically providing “current issues” which have come out during the time since previous workshops, give mini updates on the status of previous topics/issues if appropriate.

Please identify suggestions for building and maintaining support for this regions Minnesota TZD initiative:

- More “Breakout Sessions” for each “E.”

Any other comments or suggestions are welcome:

- So glad I attended!
- Almost a third of all crashes involve alcohol. Can we invite the liquor industry for solutions to this problem?
- Very good.
- I think we should push others within the departments to take part.
- Great day! I really appreciated the staff preparation & work they did, thank you!!



Media release was sent out and there was great media coverage with several interviews with TV, radio and print. Media below.

TRAVERSE TZD

With several months of build up, on a very snowy day in March an hour of planning produced a great day of events to occur at Wheaton Area School. Participation from the County Engineer, Emergency Manager, local law enforcement, fire service and Minnesota State Patrol made the day a success.



Local PD, MSP and EMS handing out locally funded Subway Cards to belted and Dum Dum suckers for unbelted.



Wheaton FD assisted with rollover simulator to grades 9-12.

PROJECT SCOPINGS

The regional coordinator was invited to participate with upcoming project scopings and provide local feedback if available. This also allowed for an opportunity to support the implementation of safety improvements if crash data supported it.

July 2014

WORK ZONE LAW MEDIA

With coordination of the MnDOT District 4 Public Affairs coordinator and the Minnesota State Patrol PIO, an event was planned because on August 1, 2014, a new law took effect establishing the speed violation in a work zone will have a \$300 surcharge. To educate on the necessity of work zone safety a news conference was held. Local media was invited to attend. The media release is below.

July 25, 2014

Contact: Jeremiah Moerke
Office: 218-846-3609
Cell: 218-849-3014
jeremiah.moerke@state.mn.us

New law to help increase work zone safety

WHO: Tom Swenson, MnDOT District 4 Traffic Engineer
Sgt. Jesse Grabow, Minnesota State Patrol
Mark Sellin, Sellin Brothers President

WHAT: Motorists who speed through a work zone will now be fined \$300 under a new state law that goes into effect Friday, Aug. 1.

WHEN: Monday, July 28, at 9 a.m.

WHERE: Clay County/Moorhead/MnDOT Joint Use Facility
2951 41 ½ St. S.
Moorhead, Minn.

WHY: Safety in the work zone is a top priority for contractors, law enforcement and MnDOT. The increased fine is intended to draw the attention of motorists and get them to slow down when driving through a work zone.

If you require special accommodation, contact Jeremiah Moerke at
jeremiah.moerke@state.mn.us or 218-846-3609.

#



From: "Moerke, Jerimiah (DOT)" <Jerimiah.Moerke@state.mn.us>

Date: July 28, 2014 at 10:47:17 AM CDT

To: #DOT_PRE-ALERT <PRE-ALERT.DOT@state.mn.us>, #DOT_D4STAFF <D4STAFF.DOT@state.mn.us>, "Swenson, Thomas (DOT)" <thomas.swenson@state.mn.us>

Subject: D4 Media Contact - WZ Safety / Get Connected

Kristi Larson and Norm Bell, KVLY/KXJB-TV; CJ Pierre, KVRR-TV; Aaron Boerner, WDAY-TV; and Jim Monk, KFGO Radio, attended the Work Zone Safety news conference in Moorhead this morning. Tom Swenson, District 4 traffic engineer; Sgt. Jesse Grabow, Minnesota State Patrol; and Mark Sellin, Sellin Brothers, all spoke at the event highlighting the new \$300 fine for speeding in work zones which takes effect Friday. Stories are expected this evening.

Jerimiah Moerke, District 4 public affairs, interviewed with Kristi Larson, KVLY/KXJB-TV, regarding the Get Connected website. Moerke said the website is a way for residents to get their questions answered about where transportation funding comes from, how it's spent and how projects are chosen. Not sure if a story will run.

Jerimiah Moerke
MnDOT District 4 Public Affairs
1000 Highway 10 West
Detroit Lakes, MN 56501
Phone: 218-846-3609
Email: jerimiah.moerke@state.mn.us
Twitter: @mndotwcentral

August 2014

LABOR DAY MEDIA

With weeks of planning, a labor day impaired driving media event came together with success. Held Impaired Driving media event in Dilworth. Photos below. Local radio and TV present. 8/15/2014

Partners present:

Moorhead PD

State Patrol

Clay County Sheriff

Clay County Commissioner

Moorhead Mayor

Dilworth Mayor

Dilworth PD

Hawley PD

Barnesville PD

Glyndon PD

F-M Ambulance

Hawley Council Member

Glyndon Council Member

Vince Ulstad(victim of impaired driving)

Lynn Mickelson(victim of impaired driving)

Dilworth FD

MnDOT

Ottetail Safe Communities/Future Clay County TZD



ONGOING EFFORTS

County traffic safety efforts and initiatives were documented in the ten West Central counties. Of the ten counties in the region, two of them have active Safe Roads/Safe Communities Coalitions. They are Otter Tail and Douglas Counties.

In addition, WESTAC, a regional trauma advisory committee, conduct their meetings at Essentia Health St. Mary's Hospital, Detroit Lakes, MN and serve as very active coalition of health care professionals for the West Central region.

ENGINEERING

Low cost, high benefit engineering safety improvements continue on both state and local roadways. The district and each county are implementing safety plans to further reduce crashes. Although many factors affect traffic-related fatalities – including the economy, driver behavior and weather – the fact remains that many traffic safety professionals continue to look at proactive and systematic ways to reduce fatalities and serious injuries due to crashes.

The county engineers continue to implement safety projects that were identified in the county highway safety plans. The District 4 county engineers are collaborating and applying for Highway Safety Improvement Program grants together to make roadway improvements proactively and systematically. The direction was to identify low cost, high benefit safety initiatives, e.g. rumble strips/rumble stripes, curve delineation, improved edge lines, intersection lighting and intersection signing improvements on the county system.



County	Cost	Project Description
Grant	\$632,267	Wide 6" Edgelines
Wilkin	\$897,656	Wide 6" Grnd in Wet Refl. & Rumble StripE
Ottertail	\$348,580	Lane Departure -Enhanced Marking Phase I
Ottertail	\$349,834	Lane Departure -Enhanced Marking Phase II
Ottertail	\$104,750	Intersection - Enhanced signage & Marking
Ottertail	\$82,500	Lane Departure - Chevrons on curves

Ottertail	\$283,052	Shld Paving & Rumble Strips on Curves I
Ottertail	\$344,064	Shld Paving & Rumble Strips on Curves II
Ottertail	\$203,000	Intersection Lighting
Mahnomen	\$49,500	CSAH 3 Chevron Curve Signing
Mahnomen	\$19,800	CSAH 4 Chevron Curve Signing
Mahnomen	\$13,200	CSAH 5 Chevron Curve Signing
Mahnomen	\$3,300	CSAH 10 Chevron Curve Signing
Mahnomen	\$6,600	CSAH 13 Chevron Curve Signing

PRESENTATIONS MADE

Stevens Traverse Grant counties

This presentation was made with local leaders to provide information about what TZD is and what the priorities are to get started. Interest came from the Grant County Engineer, Tracey VonBargen, who previously was a part of the Douglas County TZD coalition. This is what developed into a coalition that is funded as a TZD Safe Roads grantee in 2015. 11/21/2014

MnDOT Construction Inspectors Workshop

A booth was set up and several mini presentations were made to educate to the attendees about TZD and how it is important to their work. Many were interested in how their work was a part of the goal. 2/20/2014

WESTAC

The regional trauma advisory groups are tasked with working on ways to prevent trauma, it was my presentation to them of how TZD can fulfill that requirement. Many people found interest in doing some internal



presentations at local health care systems. 6/12/2014

MnDOT District 4 Construction

Any opportunity to talk to the internal staff of MnDOT about TZD, our ongoing efforts and how to incorporate TZD into our culture will help to reach our goals of growing partnerships. 4/24/2014

Wheaton Community

Members of the nearby medical facility, businesses and emergency services were invited to receive a TZD presentation as locally interest was growing to develop a local initiative. A small crowd stated they support the ongoing growth of such and initiative. 5/21/2014

Minnesota Rural Health Conference

The regional coordinator presented with Kristine Hernandez, Statewide TZD, to the audience of the Minnesota Rural Health Conference. This is an audience we have identified as a priority to speak to and help demonstrate how their “E” fits. The review of our session is below.



July 14, 2014

Dear Tom Nixon and Kristine Hernandez:

Thank you for your participation as a speaker at the recent *2014 Minnesota Rural Health Conference* held in Duluth, MN, June 23-24, 2014.

The Conference was a great success thanks in great part to your presentation. Your time and effort in preparing and delivering your presentation was much appreciated. Your presentation and any handouts can be publically accessed at <https://minnesotaruralhealthconference.org/presentations>.

Evaluations completed by session attendees were tallied and their comments were recorded; summaries for your session are below. If you have any questions regarding the Conference please feel free to contact Kim Nordin at 218-727-9390 ext. 237 or knordin@ruralcenter.org.

Q: "Please check the answer which most accurately reflects your opinion of each session you attended."

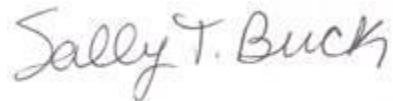
Excellent -11.94% (8)	Good -4.48% (3)	Average -0%	Fair -0%	Poor -0%	N/A -83.58%
(56)	Total-67				

Comments:

- Could be excellent if presented a little differently. As it was, most information was delivered by reading written script. Fascinating information became dry and difficult to listen to because of the delivery method. Q & A time at the end of each session however, was engaging.

Thank you again for your contribution and we look forward to working with you again in the future.

Sincerely,



Sally Buck

Conference Coordinator, National Rural Health Resource Center

Grant County Board

County government presentation was made to board members with incoming grant coordinator and local county engineer. The basics of what each of the "Es" has to contribute to the mission of TZD. The board mentioned the support they have for the program and look forward to events happening locally.

08/04/2014

MnDOT District 4 Winter Maintenance

What is TZD doing for you? That was the question asked of staff at this presentation. The goal was to educate on what TZD is and how the goals are to not only better the roads for the public, but also the people that maintain it. Some good dialogue on what we can do to educate public and the reach of own voice. Regional coordinator was asked to return for another presentation later in the year. Approximately 140 personnel.
9/11 & 9/16/2014

REGION OVERVIEW



West Central Minnesota Toward Zero Deaths

Mission:

To create a culture for which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement and emergency medical and trauma services. These efforts will be driven by data, best practices and research.

Values:

- ❖ Continuous Improvements
- ❖ Engaged Partners
- ❖ Evidence-based Approaches

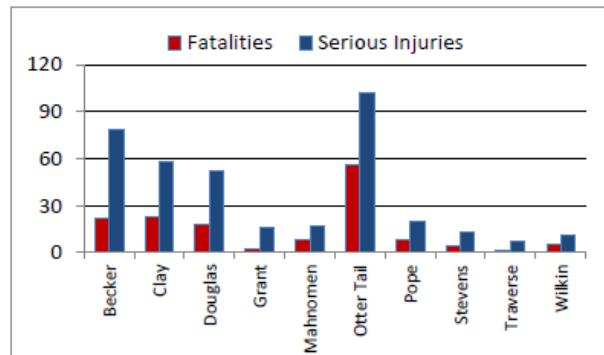


The West Central Minnesota Toward Zero Deaths (TZD) program is new this year. The counties involved include: Becker, Clay, Douglas, Grant, Mahnomen, Otter Tail, Pope, Stevens, Traverse, Wilkin

The leading cause of deaths and severe injuries in West Central Minnesota include:

- ❖ Impaired Driving
- ❖ Lack of Seatbelt Use
- ❖ Speed and Aggressive Driving
- ❖ Inattentive Driving

West Central Minnesota Fatal and Serious Injuries by County (2009-2013)



The leading type of crash resulting in deaths and severe injuries include:

- ❖ Impaired Driving
- ❖ Run off the Road

The West Central Minnesota TZD program is led by a steering committee comprised of the "4 E's:"

- ❖ Enforcement
- ❖ Engineering
- ❖ Education
- ❖ EMS / Emergency and Trauma Services

West Central Minnesota TZD Leadership Contacts

Engineering

Jody Martinson
MnDOT District Engineer
218-846-3603
jody.martinson@state.mn.us

Enforcement

Captain Brian Cheney
Minnesota State Patrol
218-846-8240
Brian.cheney@state.mn.us

Education/EMS

Tom Nixon
West Central TZD Coordinator
218-828-5830
thomas.nixon@state.mn.us

REGION STRATEGIC PLAN



WEST CENTRAL MINNESOTA TOWARD ZERO DEATHS STRATEGIC PLAN

Mission

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Objectives

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The last survey finding of 77.3%, was in September of 2012.

Goal: to achieve 80% seat belt use compliance by next study.

Goal: to provide 10 workplace presentations (one per county) by July 15'

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- C. To continuously decrease the following:

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WEST CENTRAL MINNESOTA TOWARD ZERO DEATHS STRATEGIC PLAN

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Region Goal 2- TZD Partnership Goals

To continuously increase TZD awareness and partnerships across West Central 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, calendar, statistics, workshop and engage RTAC)

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 re: activities woven into existing messages, worksite education and policy development, parent component to drivers education, sober cab development, youth enforcement and education activities)



\$565,000 Granted for Traffic Campaigns

by Hibah Samad, Reporter
November 20, 2013

 SHARE

West Central Minnesota enforcement agencies are trying to save more lives.

The Department of Public Safety granted more than half a million dollars to increase efforts to keep our roads safe.

It was a special landing with an important announcement for regional law enforcement.

"Receiving 565,000 dollar funds from department of public safety," Mona Dohman, DPS Commissioner said.

The money will help with continuing efforts by West Central Minnesota agencies to drop traffic deaths.

The goal is zero.

"The money allows us to put people out there where the focus is traffic enforcement. When they come out to work, they don't have to answer calls of service," Lt. Chuck Backes said.

The extra money will be used in various campaigns to spread safe driving messages.

Lt. Backes says the state patrol plans to work on a campaign for the holiday season, which is known as the deadliest of the year.

"We've gotten really good at society for planning for our rides on New Years Eve, but we need to have that 365 days year around," Backes said.

Other campaigns on the list focus on distracted drivers, and the serious issue of DWI's.

The grant money will also help improve seat belt use and safe driving that enforcement officers say are all top priorities.

"You go out where you know you have issues going, where people are not wearing seat belts,"

Officials saw a spike in traffic deaths in 2012.

They say we are on pace to match that number this year.

"These deaths are more than just numbers, they are family and friends missed dearly," Donna Berger said.

Agencies combating serious issues on the road and in the community in an effort to keep our roads safe.

347 people died in the past decade in traffic deaths in West Central Minnesota.

Good link with local video: <http://www.dl-online.com/content/dwi-bill-leaves-you-reeling>

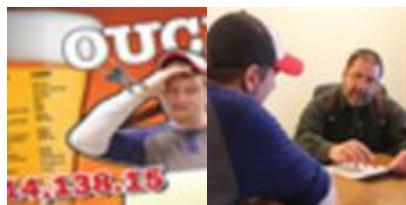
DWI bill leaves you reeling

By [bwier](#) on Jan 29, 2014 at 12:05 p.m.

[Email](#)

This is Part 3 of a three part series. If you missed the first two articles you can catch up by clicking the below links:

[Part One - Long dark journey to DWI](#)



[Part Two - A tough blow: Booked for DWI](#)

It takes approximately two hours or less to be pulled over and booked for a DWI.

But if you're charged and convicted of a DWI, the repercussions will be felt much, much longer.

Get a DWI, and your wallet will grow a gaping hole, with the money draining right into a system that churns out huge bill after huge bill from the time you walk out of the courthouse.

The average total cost for a first DWI in Minnesota is \$9,069 to \$11,469, according to the website www.onedui.com.

You can expect to pass on down the chain of the judicial system like a ragdoll: there are sentencing guidelines, but how you're sentenced depends on a host of variables.

Booking at the county jail can be humiliating, but the DWI process is still not done grinding you up.

The Department of Public Safety takes its turn by inflicting certain punishments on your driving privileges — the majority through fees, but also through the inconvenience of trying to reinstate your license.

Then it's time to go through the alcohol assessment process, which determines if a drinking problem indeed exists. The court will enforce the recommendation of the assessment, which needs to be met by certain deadlines.

But even when you are able to earn your driver's license back, the trust level you have destroyed puts you on unstable ground.

One of the biggest dips into your financial earnings comes in the form of car insurance, which more than likely doubles in cost after your first offense.

In my journey through the DWI process, my mock booking is done.

But the process keeps pounding away with no rest stop in sight for the next year. There will be always a reminder for that decision of taking my vehicle on the road when I should not have.

I have finally accepted the reality that I am now a DWI offender.

But I will not be ready for the blow after blow that follows my stupidity.

Time passes slowly inside my cell. The only thoughts are of regret and what I could have done differently just a few hours before.

It dawns on me that the family vacations and activities we have planned over the next few months will be a casualty of tonight.

The sharp edge of guilt again pierces my stomach — my family will have to make sacrifices because of me.

My knowledge of DWI punishment is little, so I think of the worst case scenarios.

Claustrophobia hits me like a hot sledgehammer, after thinking I may have to stay in a cell like this for another second.

The appreciation of one's freedom enhances twofold after spending just a small time here.

Time hasn't passed, but I've looked in the future and it's not going to be a sunny one.

Very little sleep is had, as restlessness drives any peace and quiet away ... despite no noise being heard.

Finally, after tearing myself apart, the cell door opens and I am asked to blow into the Data-Master once again to measure if I am 100 percent sober for my court hearing Thursday morning.

After a blood alcohol content reading of .21 percent, it takes approximately 13-14 hours to get down to 0.00.

Bleary-eyed and ragged, I blow a 0.00.

"Finally, something goes in my favor," I think.

Time for my first-ever court hearing. I go in handcuffs and ankle shackles, still garbed in faded orange pajamas.

This is one of the most degrading walks I have ever taken. I have to go into public like this and I fear people are going to recognize me waddling down the hallway towards the courthouse.

The policy of cuffing and shackling inmates for their court hearing is for safety of the guards and officers, said Becker County's Sheriff Sgt. Shane Richard.

"We don't intentionally make it demeaning, but we do it for safety," Richard said. "We want people to come out of this as good as they can and learn from their mistakes."

"We don't sit here and downgrade people coming into court. There are consequences to your actions and if it makes you not want to do it again, that's a good thing."

The regret of taking those final three shots of Jag again comes back to haunt me. Because I blew over a .20, I am remanded to court, where I have the potential of being held on \$12,000 bond, in which I would have to call a bondsman to post the bond. That would lead to paying an estimated \$1,200 to \$1,250 out of my own pocket to hire a bail bondsman.

I am counting my blessings while I wait in the courtroom that I am not to be held on conditional bond.

"Usually, the judge will release you on an unconditional bond on your first offense," said Detroit Lakes Attorney Simon George, of Simon & Simon Quality Legal Services. "Then the judge will release you on your own recognizance, with stipulations you don't drink during the time you are released and you appear for your next court date."

Another stipulation is you are required to meet with your attorney.

The court hearing is quite fast, as I am granted an unconditional bond and released on my own recognizance.

The charge I bear is a third-degree DWI, which is a gross misdemeanor.

I am directed back to the jail, where I change back into my clothes and am given back my possessions.

I am released with a bevy of papers.

I get the glare from hell from my wife, Chrisy, as she waits for me in her car. I have nothing to say, but let's go home and see what comes next.

What comes next, is a demoralizing path, with no peaks, but all valleys. It just keeps going lower and lower.

As the days pass, I already have gone in and talked with my boss and publisher of the Detroit Lakes Newspapers Dennis Winskowski.

Again, it's a repeat of humiliation, as I have to delve back into my actions and the pending consequences.

Of course, I fear for my job now —Forum Communications has to insure me, since I use my car for work purposes. That brings up the next crisis in my unraveling life.

“There is probably a 95 percent chance you would lose your job,” said Forum Communication Company’s Human Resource Director Kate Freimanis.

That’s because I depend on driving to different destinations for my job. The insurance the FCC has that covers me during work time considers a DWI a “major violation” and more than likely would drop me.

That means no job, unless the FCC would have a position for me which doesn’t require driving.

The hornets’ nest officially has landed in my lap now.

The mailbox also has become a bearer of misery.

Every morning the walk out to the mailbox feels like the Green Mile.

When I was arrested, I was given a notice of revocation which informed me that after seven days, my license was no longer valid.

After that, my car insurance company sent out a notification that it had dropped me, as well.

I meet with my attorney, Simon George. He isn’t full of good news, either, but he is honest and will help guide me through this mess.

Again, the Jag shots and the .21 reading slap me in the face.

“Most first time DWI offenders who blow under .20 decide they don’t need attorneys,” George said. “I usually go over the facts with them and tell them the costs involved and the odds and it usually comes down to dollars and cents. But those who need an attorney are those who blow .20 or over, or multiple-time offenders.”

Cost of a lawyer: \$3,000 minimum.

George starts off and asks me a ton of questions regarding the arrest. I recall every detail through the arrest and booking.

I talk about the sobriety field tests and George explains to me my rights.

He explains the reason why offenders will get two charges of DWI. One count is for the failed breath test.

The other is because the offender was driving a motor vehicle and was under the influence of alcohol — it doesn't say anything about a failed breath test.

“You can be convicted on both charges, but only given one sentence, because they arise out of the same behavioral incident,” George said. “And they can’t use both of them against you in the future.”

I see a ray of hope and tell George I was not read my Miranda rights.

He quickly snuffs that ray out.

“For DWI cases, they don’t have to read you your Miranda until they have arrested you. They can stop you, ask questions and ask field sobriety tests, they don’t have to Miranda you. If they arrest you, they can’t ask you any other questions, except for asking you to take the tests.”

George explains my next court appearance will be an omnibus hearing. In Latin, Omnibus means “everything” and it’s a hearing to see if the lawyer can poke holes in the state’s case.

“Technically, it means the judge will look at the issues the lawyer has raised and decide if any of your constitutional rights were violated,” George added.

The hearing will take place about two to three months after the arrest so the attorney can collect the information, tests, videos from the officer’s dashboard camera and other potential evidence which could help.

“It’s not uncommon to take up to six months from arrest to the final court appearance,” George added.

The bad news easily outweighs any positive vibes, with the omnibus hearing producing no solid defenses.

It’s time to go into “damage control.”

My fate is nearly sealed as I see the door closing tightly.

“We really don’t have any defenses, so we need to cut a deal,” George tells me.

It’s the route the heavy majority takes when going through the court system – the plea bargain.

“DWI cases don’t typically go to trial,” said District Judge Joe Evans. “Over the years, the legislature has made some modifications to DWI laws. The momentum has always been, in my experience, penalties increased, collateral damages increased and the technology has been enhanced.

“The ability for cops to collect evidence has been enhanced, as well. The Legislature has been tough on DWIs and has made it tough to defend those cases.”

As the costs keep coming in through the mailbox, George has plea bargained with the Becker County prosecutor for my exchange of a guilty plea.

But before I go to court for my sentencing, I have an alcohol assessment done. The recommendation by the counselor is to partake in group therapy here in Detroit Lakes at Drake Counseling Services.

Cost of evaluation: \$100; Therapy counseling cost: \$5,000 (if my health insurance doesn't help cover any of it).

I stand in front of Judge Evans, as he reads my sentence, which will be the typical sentence rendered to a person with my record, who is charged with a gross misdemeanor DWI and a first-time offender.

“The judge will accept the plea bargain or reject it,” Evans said.

My sentence is also based on whether I was cooperative with the officers and deputies, and the judge acknowledges that I was.

I hear the words that seal my fate. I am sentenced to one year in jail with 360 days stayed for six years, on condition I have no similar charges, am law-abiding and will have to follow the chemical assessment and do those recommendations by a set deadline.

FINE: \$1,000 ... \$75 statutory surcharge ... library fee \$10 ... Chemical assessment \$25. Total from court sentencing: \$1,110.

Since I have two days already registered in jail, I have to stay three days, or in some cases, I can qualify for community service.

Since I had a BAC of .21, I will now have to have an Intoxalock ignition interlock system installed in my car or have my driving privileges revoked for an entire year.

In fact, anyone with a BAC of .16 or higher will be required to have the Intoxalock in their vehicle for 12 months.

I, or should I say my wife, drives me to Nereson in Detroit Lakes to have the Intoxalock installed.

Installation: \$100; Recalibration every 60 days for a year: \$102; Monthly rental for 12 months: \$1,019.40.

I watch a video on how the Intoxalock works and fork over the \$100.

The Intoxalock works with the offender having to blow into it to allow the car to start. There is a small camera which takes a picture of the person blowing into the device.

If there is any reading of alcohol used, the entire vehicle will be shut down and the only way to get it started is to tow it in and fix it, which of course, has a cost to it.

"Then you need to bring it in and get the device recalibrated every 60 days, which costs \$17 each time," said Wade Schwartz, who deals with the Intoxalock installation at Nereson. "We have about 50 to 60 people on average who have an Intoxalock on a regular cycle each month."

I also am required to have "Whiskey Plates" installed on my vehicle, which feels like a Scarlett Letter in public.

The black-and-white license plate is designed to give officers on the road a heads up that the driver has gotten a DWI.

The law, though, states an officer can't pull over a vehicle with Whiskey Plates without a reason, but they will find one.

Cost of Whiskey Plates: \$50 to put them on and \$50 to take them off. Total: \$100.

The next trip is to my insurance agent to re-apply for car insurance, which was dropped.

He tells me he needs to send off an SR-22 Form, because the state requires an individual to carry insurance to get a license.

With the Intoxalock installed and the 15-day period of losing my license gone by, I reapply for my license.

Reinstatement of license cost: \$680; Class D license fee: \$26.25. Total: \$706.25.

With that in hand, my insurance quote is purely sticker shock, since I need to pay for a high-risk policy for the next three years.

My regular rate pre-DWI was \$521.20 for full coverage every six months. My post-DWI rates skyrocket to \$960.90 for full coverage every six months (every insurance agency is different, mind you).

The difference over three years is an extra \$2,638.20.

With my new license in hand, along with my new, snazzy Intoxalock connected to my car, the storm is passing and I am left to start picking up the pieces.

I don't look at a beer or a drink the same ever again.

With my stayed jail sentence and unsupervised probation for the next six years, making the same mistake twice will be detrimental to my pursuit of building back a normal life.

It potentially has already ended my career as sports editor at Detroit Lakes Newspapers and the total bill which will accumulate the next three years comes to \$14,138.15.

That's easily a nice chunk out of a mortgage, a price for a nice truck or a very nice addition to my son's future college tuition savings.

The guilt of hurting my family's financial future is enough to bear, but the stigma of having a DWI on what was a clean record is also a weight I must lift every single day.

There will be plenty of jobs that will disappear after having that mark on my record, as well.

But the point of the DWI process is simple: Make a person not want to do it again.

Because next time, it could be much worse.

It is a point well taken by me with the letters D-W-I forever ingrained in my memory, pocket book and life.

Safe Roads

From: Sheri Siira [<mailto:jssiira@arvig.net>]
Sent: Wednesday, February 26, 2014 7:40 PM
To: Jane Patrick
Subject: Re: Saved by the Belt

Unfortunately, I don't have any pictures of my Suburban (but I sure wish that I did!). The roads were covered in ice and when I hit a big icy patch, a huge crosswind blew me sideways and into the ditch. I had no control of where it was going because of the ice and wind. I rolled the Suburban one time and landed upright. The roof on the driver's side collapsed in/down as I rolled, and that's how I got my gash on my head. I ended up with 35 staples in my head and a bad concussion. However, if I had not had my seatbelt on, I would have been dead.

On Feb 18, 2014, at 3:04 PM, Jane Patrick wrote:

Hi Sheri-

I was visiting with my Safe Communities Coalition the other day and shared with them your story about being "saved by the belt" in your crash. If you don't mind sharing, what caused the crash? I remember you said you went off the road and rolled, but was the road icy or something? Do you have photos of the car after the crash, perhaps showing the driver's compartment and how you survived with "room to live?" If you don't mind sharing, I would love to hear more about this. We are always looking for examples of "saved by the belt" and this one stood out with me😊

Jane P.

Jane Patrick
Special Project Manager

Safe ride program in place at Perham, Battle Lake, Ottertail



Photo by Tom Hogen
Otter Tail County Correspondent
Safe Communities Coalition Coordinator Jane Patrick spoke Tuesday, Feb. 18, during the regular weekly meeting of the Otter Tail County Board of Commissioners.

JOYRIDE program provided 450 safe rides last year

By Tom Hogen
Otter Tail County Correspondent

Three communities in Otter Tail County, namely Perham, Battle Lake and Ottertail, are taking part in a safe ride alternative transportation program. The program, called JOYRIDE, is run in conjunction with the Minnesota Department of Public Safety Office.

Expansion of the program to other parts of Otter Tail County will likely take place in future months. After the launch of the program in the

summer of 2013, Otter Tail County JOYRIDE provided 450 safe rides to residents and tourists who patronized local bar and restaurant establishments in and near Perham, Battle Lake and Ottertail.

Providing an overview of the program to the County Board of Commissioners on Tuesday, Feb. 18, was Jane Patrick, coordinator for the Safe Communities Coal-

See Ottertail part of JOYRIDE
Page 9

Henning Citizens Advocate
Mon - Feb 24, 2014

Distracted Driving in Moorhead-

<http://www.valleynewslive.com/story/25278958/law-enforcement-in-moorhead-get-creative-finding-distracted-driving#.U1CBVHX583k.hotmail>

<http://www.wday.com/event/article/id/95964/>



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Authorities Crack Down On Drivers Texting

by Hibah Samad, Reporter
April 16, 2014

[SHARE](#)

Authorities in Clay County were out in full force for four hours looking for distracted drivers' texting.

Not in their usual vehicle, but in a Moorhead school bus.

It may have been a bumpy ride, but this team of law

enforcers made sure drivers texting learned a lesson.

"We have different officers stationed throughout the route we're taking today, and as the officers inside the bus see violations they call officers along the route conducting traffic stops," Lt. Deric Swenson said.

All to keep drivers eyes forward and on the road.

Moorhead Police, Clay County Sheriff's Office, and Minnesota State Patrol teamed up with Moorhead school district to increase driver's awareness around school buses.

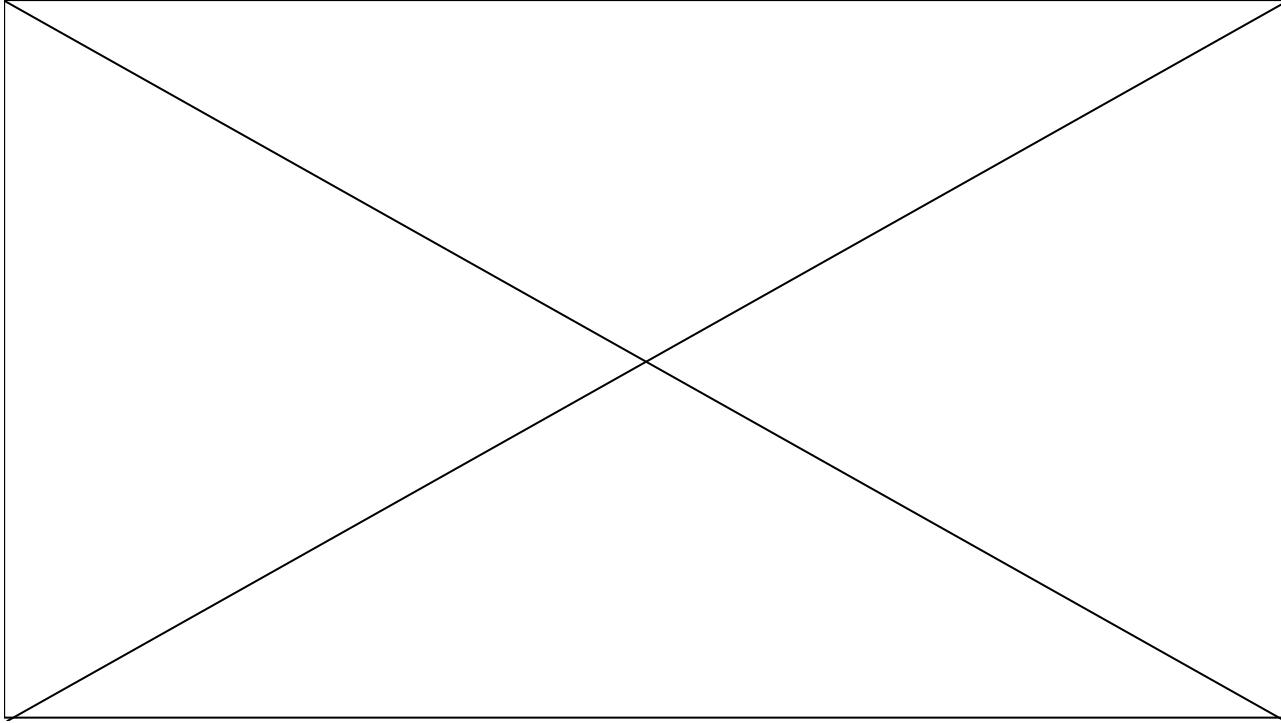
"It's a very common theme. It's very easy for people to have that device in their hand, for those seconds they are not paying attention," Swenson said.

There has been about 80 stop arm violations this past school year, and that's why Moorhead Public Transportation hopes the bus enforcement will make people think twice.

"We've had close calls all the time; it's very dangerous to be passing the school bus when they're stopped," Dan Bacon said.

In hopes students getting off the school bus in the community can get home safely.

Today officers stopped 51 vehicles and issued 20 citations for distracted driving.



Minnesota Safety Agencies are working to get zero deaths that are road related

By [WDAY News](#) on May 7, 2014 at 9:33 p.m.

<http://www.wday.com/content/minnesota-safety-agencies-are-working-get-zero-deaths-are-road-related>

May 11, 2014

<http://www.dl-online.com/content/dads-tragic-story-about-teen-texting>



A dad's tragic story about teen texting

By [Paula Quam](#) on May 11, 2014 at 12:00 p.m.

[Email](#)

A typical Minnesota Department of Transportation conference might be what many outside of that business would consider a little drab, as facts and figures regarding road safety fly.

But the one held in Detroit Lakes Wednesday was different.

It put tears in the eyes of even some of the most seasoned law enforcement personnel.

That's because Matt Logan, the father of a Minnesota teenager who died while she was texting and driving, was there to tell her story.

The second annual Toward Zero Deaths Workshop was a gathering of west central Minnesota's roadway engineers and various sectors of law enforcement.

Logan was living proof to this crowd that one of their highest priorities this year — distracted driving — is well worth their efforts.

- Deej Logan

September 2012 — It was the first day of Deej Logan's senior year — a day her father said she was so excited for.

But on her way home that afternoon, Deej went against everything she had always believed, and she started to text.

She slammed her car into the back of a school bus with the cruise control set at 63 miles per hour.

Her father told the crowd how he came upon the scene where traffic was backed up. He had no idea the accident that was holding him up was his daughter's.

"I could plainly see the school bus and what appeared to be crews working at the back end of the school bus, however, I couldn't see what they were working on," said Logan, who knew Deej would possibly have been traveling that road.

"That pit in your stomach... the one you can't explain... was there very prominently," said Logan, who walked up and tried to find out more about the accident.

He was told to go back and sit in his car while a law enforcement officer collected some information, and when he returned to Logan's vehicle, the officer asked for his ID.

And when he looked at it, "he didn't need to say a word," said Logan. "It was extremely obvious that it was indeed my daughter."

It took roughly an hour to extract Deej from the vehicle that had been firmly wedged underneath the school bus, which was only carrying two children, who fortunately were not hurt.

"And then she came," said Logan. "I'll never forget that. I could see her strapped in, covered up... could see her neck brace... loading her up into the back of Mayo I."

Logan, his wife Megan and their three other children waited at the hospital as doctors assessed Deej's injuries. There were many.

"And as they explained her injuries it became very apparent that she would probably not recover," said Logan. "And then those words... those words that as parents you fear the entire life of your child: 'There's nothing we can do. She is not going to pull through.'"

Logan says Deej died without ever realizing what had happened.

The investigation showed her composing a text during the time of her crash, a fact that was hard for her family to come to terms with.

"She had always been the one grabbing our phones out of our hands... she knew better," said Logan, whose painful testimony visibly touched those on the front lines of battling this growing problem.

"I know you guys see a lot of numbers, a lot of statistics," he told the crowd. "What you do affects people. Keep Deej in mind when thinking about what we can do... how we can drive home to youth the reality of what these choices make."

- The efforts

Distracted driving is front and center for Minnesota law enforcement officers, as they wrapped up April's "Distracted Driving" wave.



Deej's story was written up and mass produced on informational cards that officers in south central Minnesota would hand out to drivers they believed to be distracted.

"So when an officer pulled somebody over for that, they would hand the driver the card," said Kristine Hernandez, statewide TZD coordinator. "So when the officer went back like they do to check out their license or whatever, whether they got a ticket or not, the driver would sit there and read Deej's story."

Hernandez says they hope trying more untraditional methods like this will hit home for people, as the problem of texting and distracted driving worsens.

Deej's story was one of three told in the third video produced by the Minnesota State Patrol aimed at young drivers who speed, text or drink while driving.

The video is being shown to students at area high schools.

Minnesota officers cracked down on texting and driving through different methods, including riding around on buses and taking pictures of drivers who they could clearly see texting and then radioing to officers in squad cars who could pull them over.

- The facts

For this "Toward Zero Deaths" campaign designed to find ways to avoid traffic-related deaths on Minnesota roads, a number of areas in the field are hopping on board in collaboration.

Tom Swenson, MnDOT traffic engineer, presented information to workshop attendees where Minnesota drivers were in terms of fatalities.

Statistics showed that there were 388 fatal accidents in Minnesota last year, with 97 of them coming from the West Central region.

Out of the counties that fall in the west central region, Becker and Mahnomen Counties topped the list of serious injury rates, while Mahnomen was also on top of the "fatalities" list.

Alcohol-related serious and fatal accidents are down slightly in the west central region, while speed-related accidents went up.

Fatal and serious accidents due to distraction hit a high five-year peak in 2012, but showed a decline last year.

- Changes on MN roads

Minnesota drivers who take those rural roads may be noticing more flashing lights these days.

That's because MnDOT is ramping up its efforts to install a Rural Conflict Intersection Warning System in an attempt to avoid those deadly intersection crashes that seem to plague rural and county roads.

More signs are being installed that will flash a warning to drivers when traffic is detected coming from their right angle roads.

More rumble strips are being installed as well to "wake up" drivers who are wandering out of their lanes, but this year, due to noise complaints stemming from those loud rumbling tools, MnDOT engineers are testing out what they call "mumble strips."

"They are engineered to push the frequency down, making it so that the sound doesn't travel as far off the road," said MnDOT State Aid Engineer Mark Vizecky, who also showed the crowd how the popularity of roundabouts is making its rounds about Minnesota.

"We're up to about 150-160 of these around Minnesota now," he said, adding that the mere design of roundabouts forces drivers to slow down.

MnDOT begins construction in Detroit Lakes Monday on the city's first roundabout, which will be located on Highway 59 South and Willow Street.

- Getting Better

Minnesota hospitals are also joining the Towards Zero efforts.

Minnesota's Department of Health Trauma System Coordinator Chris Ballard was on hand to talk about the strides being made in trying to save those drivers who come in with serious injuries.

Ballard says the state-wide health system has made tremendous strides over the past eight years in getting most hospitals equipped, trained and labeled "trauma centers."

Now, however, the real scrutinizing begins.

Ballard says hospitals are taking an approach similar to the airline industry, which has seen a dramatic drop in accidents.

"And that's because they look for evidence that we could have fixed or prevented," said Ballard.

"Hospitals are doing the same thing. They look at the case and pick apart every last bit of it and they ask the questions. Could we have done this faster... better? Was that decision in the patient's best interest or should we have done something different? And every time you go through one of those you get better and better and better."

Ballard also says the health system in Minnesota has also made an effort to “de-godify” doctors the way the airline industry did with pilots.

He says now more than ever, hospitals are recognizing that while doctors are leaders of a team, other members of that team, including nurses, nursing assistants, EMS and others, also have valuable opinions.

“Those are the things that are going to save lives, when you have a team of professionals working together,” said Ball

KVRR-TV

May 7, 2014



MN Campaign Aims to Lower Crash Fatalities

by Krista Boehm
May 07, 2014



A statewide enforcement campaign called Toward Zero Deaths is working on ways to lower the number of traffic fatalities in Minnesota.

With the number one cause of driving deaths resulting in driver error, the Minnesota State Patrol is using personal stories to reach drivers behind the wheel.

It was the first day of Deej Logan's senior year at Byron High School.

"She had the whole year to look forward to, excited to see old friends," Matt said.

But it was the last day Matt Logan would see his 17-year-old daughter.

"I'll never forget that scene that is burned into my memory every day."

Matt pulled up to the accident not knowing it was his daughter, Deej involved.

"I was praying that it wasn't her," Matt said.

But it was.

Deej was driving 63 miles per hour on her way home from school and hit a school bus because she was trying to send a text.

"It was a big surprise. She knew better, she would take the phone away from other people including us."

It's stories like Deej's that could have been prevented.

Now the Minnesota State Patrol and the Toward Zero Deaths workshop is helping tell in hopes to lower the number of traffic fatalities.

"We've hit a plateau so what needs to happen are new ways to educate people, new ways to reach people to drive that number to zero," Coordinator Kristine Hernandez said.

Because no parent wants to hear those words.

"Words as parents that you fear the entire life of your child, they said there is nothing we can do," Matt said.

But there is something everyone can do when each day they get behind the wheel before it costs a life.

"Life will never be the same forever. It will always be there. You can't change it," Matt said.

Nearly 400 people died on Minnesota roads last year and the 2014 numbers are trending higher with 96 deaths on the road this year.

WDAY news clip

<http://www.wday.com/content/new-laws-minnesota-could-mean-drivers-pay-300-fine-if-caught-speeding-through-construction>

New laws in Minnesota could mean drivers pay \$300 fine if caught speeding through construction zones

By [Aaron Burner](#) on Jul 28, 2014 at 7:36 p.m.

[Email](#)

Moorhead, MN (WDAY TV) - A new law passed by the 2014 Minnesota Legislature will mean more expensive tickets for construction zone speeders starting Friday.



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If you get caught, you could be fined at least 300 dollars.

The workers I talked to today say anything to slow people down in construction zones is a good thing.

They say almost everyone has had a close call with lead footed driver.

Joe Dempsey/Central Specialties Inc.: "It's dangerous work, and we're as safe as people make us, you know, and uh, so it's a big deal."

Joe Dempsey has filled just about every role during his time in road construction.

He says no matter the position, it's never completely safe.

Dempsey: "Especially flagging, there's people that don't want to stop, you know they really speed right by you at times, so I think speeds a big thing going through construction, people should be watching their speed a little bit."

It's for the safety of workers like Dempsey that the law was passed.

Currently, speeders will be fined double the cost of their speeding ticket - now the minimum they will pay will be \$300.

State officials say the passage of the legislation was due in large part to contractors pushing for safer work zones.

Tom Swenson/MnDOT District 4 Traffic Engineer: "They're kind of at the mercy of what the drivers are doing, so hopefully this new law that was passed by the Minnesota legislature this year will get drivers to slow down in the work zones and pay attention to the workers out there."

"Police say it's very possible there will be extra speed enforcement in construction zones once the new law goes into effect."

Sgt. Jesse Grabow/MN State Patrol: "We just want people to know that, that we will be watching in these zones too, and we just want people to make that smart choice each and every time they get in the vehicles to slow down and pay even more attention in these work zones."

Police say every year there's an average of 1700 crashes in work zones in Minnesota since 2010 31 of those have involved fatalities.

The new law also requires the Minnesota Department of Transportation to study two lane highways over the next five years and consider raising the speed limit from 55 miles per hour to 60.

http://www.kvrr.com/index.php?option=com_content&task=view&id=27988&Itemid=57



New Work Zone Safety Law In MN

by C.J. Pierre, Photographer
July 28, 2014



Drivers are going to want to think twice before speeding through construction zone Minnesota.

Starting Friday you'll get a \$300 fine on top of the normal traffic ticket charges.

The new law was approved during the legislative session.

Officials are hoping the steeper penalty will slow vehicles down in work zones to better protect drivers and workers.

Minnesota Highway Patrol Sergeant Jesse Grabow says "Our lives are very valuable and we want to increase the attention of this and hopefully we're gonna protect more people and keep everybody safe."

Officials also want to bring awareness to distracted driving in work zones.

From 2010 through 2013, there were 31 fatalities in work zone crashes in Minnesota.

C.J. Pierre

FOX News Reporter

WDAY

8/15/2014

By: [WDAY Staff](#) on Aug 15, 2014 at 5:54 p.m.



Video: <http://www.wday.com/content/law-enforcement-adds-more-patrol-roads-clay-county-looking-drunk-drivers>

KVRR

8/15/2014



DWI Enforcement Across Minnesota Increases
by KVRR Newsroom
August 15, 2014

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Law enforcement, city leaders, and victims gathered to announce patrol officers will begin working overtime to combat drunk driving.

Toward Zero Deaths Safe Roads Coalition is joining with enforcement for the Drive Sober or Get Pulled Over campaign.

Moorhead and Dilworth Mayors also announced August 15th as "Impaired Driving Victims Day."

Vince Ulstad lost his vision in a crash with a drunk driver.

"Life can change fast. It changes because of the results of decisions we make, or others make. All decisions carry consequences. It's inescapable," says victim Vince Ulstad.

The campaign begins tomorrow and runs through September 1st.

Last year alone, there were 117 alcohol related fatalities in Minnesota.

KVLY/KXJB

8/15/2014

Minute 5:37 start of DWI coverage in link below

The screenshot shows the homepage of valleynewslive.com. The header features the station's logo with a red checkmark icon, the text "valleynewslive.com" in large white letters, "Fargo - Grand Forks" in smaller blue letters, and "HD HIGH DEFINITION". Below the header is a navigation bar with links for Home, Weather, News, HealthierMe, Video, Sports, and About Us. A video player is displayed, showing a scene from a newscast. The video frame shows several people standing outdoors, with a red fire truck and a white ambulance visible in the background. One person is holding up a large white sign with text on it. The text on the sign includes "DRIVE SOBER OR GET PULLED OVER" at the bottom. The video player has a progress bar showing "06:00/10:58" and various control icons. The overall layout is typical of a news website's front page.

Video: <http://www.valleynewslive.com/video?clipId=10479057&autoplay=true>

END OF REPORT