



WEST CENTRAL MINNESOTA TOWARD ZERO DEATHS 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:

		Alcohol	Speed	Distraction	Total
Average Annual number of:	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



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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

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)