

**West Central Minnesota Toward Zero Deaths  
3<sup>rd</sup> Annual Regional Workshop  
Bigwood Event Center 925 Western Avenue  
Fergus Falls, MN 56537**

**May 12, 2015**

- 8 a.m.                   **Registration & Continental Breakfast**
- 8:30 a.m.               **Welcome & Regional Accomplishments**  
*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*
- 9:00 a.m.               **Drugged Drivers**  
*Lt. Don Marose DRE (Drug Recognition Expert) State Patrol  
Isaiah Godding DRE State Patrol  
These experts will describe what is happening in plain sight, and still not observed by most. Everyone will benefit from knowing what is prevalent in the local drug culture and how to identify the situations that drugs may be a contributing factor.*
- 9:45 a.m.               **Break**
- 10:00 a.m.             **Regional TZD Crash Facts overview**  
*Lt. Chuck Backes, State Patrol, District 2900  
Tom Swenson, MnDOT Traffic Engineer  
Through case studies on leading contributing factors to local crashes, participants will see how the data relates to actual local incidents. A fatal review will be conducted as tables work to develop a mitigation plan.*
- 10:45 a.m.             **Senior Driver Panel**  
*Susie Palmer OTS  
Peter Buchen MnDOT OTST  
Gene LaDoucer AAA  
John McKagan DVS  
The silver tsunami is coming, what resources are available in your community to assist elderly drivers. Attendees will learn about the challenges and opportunities to assist the aging population with getting from A to B. Being fit for your car to alternative transportation.*
- 11:30                   **Lunch**
- 12:15                   **Personal Impact Statement**  
*The Story of Kaylee Holte, a mother's perspective.*
- 12:45 p.m.             **Breakout Sessions(2- 1hour sessions):**
- 12:45-1:45            **Solving the Mysteries of Ignition Interlock** – *Jim Beauregard, Ignition Interlock Vendor Oversight liaison & retired Morris chief of police. Learn what to look for when stopping someone with an ignition interlock device. Beauregard will also*

*review the circumventions he has seen with this device as well as discuss how the vendor oversight program works.*

**Emerging trauma care trends**

*Kristi Engelstad NRP F-M Amb. Outreach Coordinator*

*Kathy Lonski NRP F-M QI Coordinator*

*With growing changes in pre-hospital care and standards, this session will discuss spinal immobilization, hemodynamic management and airway management.*

*Learn about protocol develop and implementation.*

**Special Populations**

*(speakers from panel)*

*As traffic safety partners, we must effectively reach out to all aspects of our population – including children, disabled and the elderly. A panel of experts will provide information and discussion on various challenges and strategies for effectively reaching out to these distinct populations.*

1:50-2:55

**Law enforcement CARS training and POI**

*Jennifer Booge CPS Northern MN Liason*

*Sgt. Darin Bredman Clay County Sheriff Office*

*Education for car seat observations made on traffic stops or in other normal encounters. An introduction to what is expected when asked to help with a POI presentation.*

**Engineering 201**

*Sulmaan Khan*

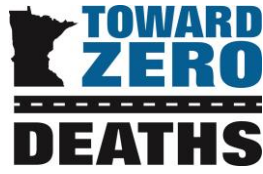
*Back by popular demand, Sulmaan will share resources and explain the basic tips, tools and best practices for improving roadway safety from an engineer's perspective.*

**Case study**

*Work through a fatal/serious injury crash much like a fatal review and discuss possible mitigation strategies. Use of crash photos, aerial photos and other related materials.*

3:00 p.m.

**Wrap up & Adjourn**



## Exhibitors

West Central TZD Regional Workshop  
May 12, 2015

### **AAA**

Gene LaDoucer  
4950 13<sup>th</sup> Ave. South, Suite 15  
Fargo, ND 58103  
701-893-3759  
eladoucer@aaand.com

### **North Memorial Air Care**

Matthew Jakubik  
4501 68 Avenue North  
Brooklyn Center, MN 55430  
763-581-9928  
Matthew.jakubik@northmemorial.com

### **CPS Resource Center**

Jennifer Booge  
120 North Central Avenue  
Park Rapids, MN 56470  
218-252-4634  
buckleupforlife@gmail.com

### **Sanford AirMed**

Katy Kressin  
801 North Broadway  
Fargo, ND 58122  
320-761-8434  
katy.kressin@sanfordhealth.org

### **Hiway Federal Credit Union**

Mark Hodowanic  
840 Westminster Street  
St. Paul, MN 55130  
651-259-6456  
mhodowanic@hiway.org

### **Safe Roads Coalition 1**

### **Safe Roads Coalition 2**

### **Safe Roads Coalition 3**

### **Minnesota Network of Employers for Traffic Safety**

Lisa Kons  
474 Concordia Avenue  
St. Paul, MN 55016  
651-228-7330  
Lisa.kons@minnesotasafetycouncil.org

### **Minnesota Operation Lifesaver**

Sheryl Cummings  
P.O. Box 22254  
Minneapolis, MN 55422  
651-328-3259  
mnooperationlifesaver@gmail.com

**WEST CENTRAL MINNESOTA  
TOWARD ZERO DEATHS REGIONAL WORKSHOP  
EVALUATION FORM**

Bigwood Event Center, Fergus Falls, MN  
May 12, 2015

Please take a few minutes to complete the following survey. Your comments, opinions and suggestions are very important to us. With your feedback we can better understand the needs of our participants and ensure the quality of future programs.

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

Workshop General Sessions	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Welcome & Regional Accomplishments				
Drugged Drivers				
Regional TZD Crash Facts overview				
Senior Driver Panel				
Personal Impact Statement				
Staying safe from car seats to the driver's seat				
Engineering 201: Not Just for Engineers				
Case Study				
Wrap up & Adjourn				

**Comments on the general sessions of the workshop:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Please check the box for the breakout session that you attended:**

- DWI Analytics: A new tool to aid in crash reduction
- Engineering 201: Not Just for Engineers
- Emerging Trauma care trends
- Diverse Populations

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

Breakout Sessions	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Format and length of the breakout session				
Topics covered in the breakout session were timely and useful				
Content of the session was appropriate and helpful				
Facilitator was knowledgeable and managed the group well				

Comments on the breakout sessions of the workshop: \_\_\_\_\_

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

Workshop Arrangements	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Convenience of the registration process				
Location of the venue				
Facilities were comfortable and appropriate for the conference				
Food served for meals and breaks was satisfying				
Participant materials were helpful and useful				

Comments on the arrangements of the workshop: \_\_\_\_\_

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

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Please identify suggestions for building and maintaining support for this region's Minnesota TZD initiative:

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*Thank you for your time.  
Please return your completed evaluation to the registration table  
or fax to Kaydee Kirk at (612)625-6381.*

# STRATEGIC DIRECTION

→ **STATEWIDE GOAL:** Fewer than 300 traffic-related fatalities—and fewer than 850 serious injuries—by 2020

## VISION

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

## 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.

→ **GOAL 1:** Establish the vision of TZD as a priority for all state and local agencies and units of government

### Strategies

- *Implement a comprehensive TZD communications plan*
- *Urge state agencies and local jurisdictions to make TZD a part of their culture and responsibility*
- Convene an annual meeting of agency commissioners
- Promote agency-to-agency collaboration
- Implement effective traffic safety policies

→ **GOAL 2:** Create and strengthen traffic safety partnerships

### Strategies

- *Engage Minnesota traffic safety advocates*
- *Engage the court system as a traffic safety partner*
- Recruit industry and nonprofit organizations to engage in traffic safety initiatives
- Increase and diversify participation in TZD programs and events

→ **GOAL 3:** Promote and implement effective traffic safety initiatives

### Strategies

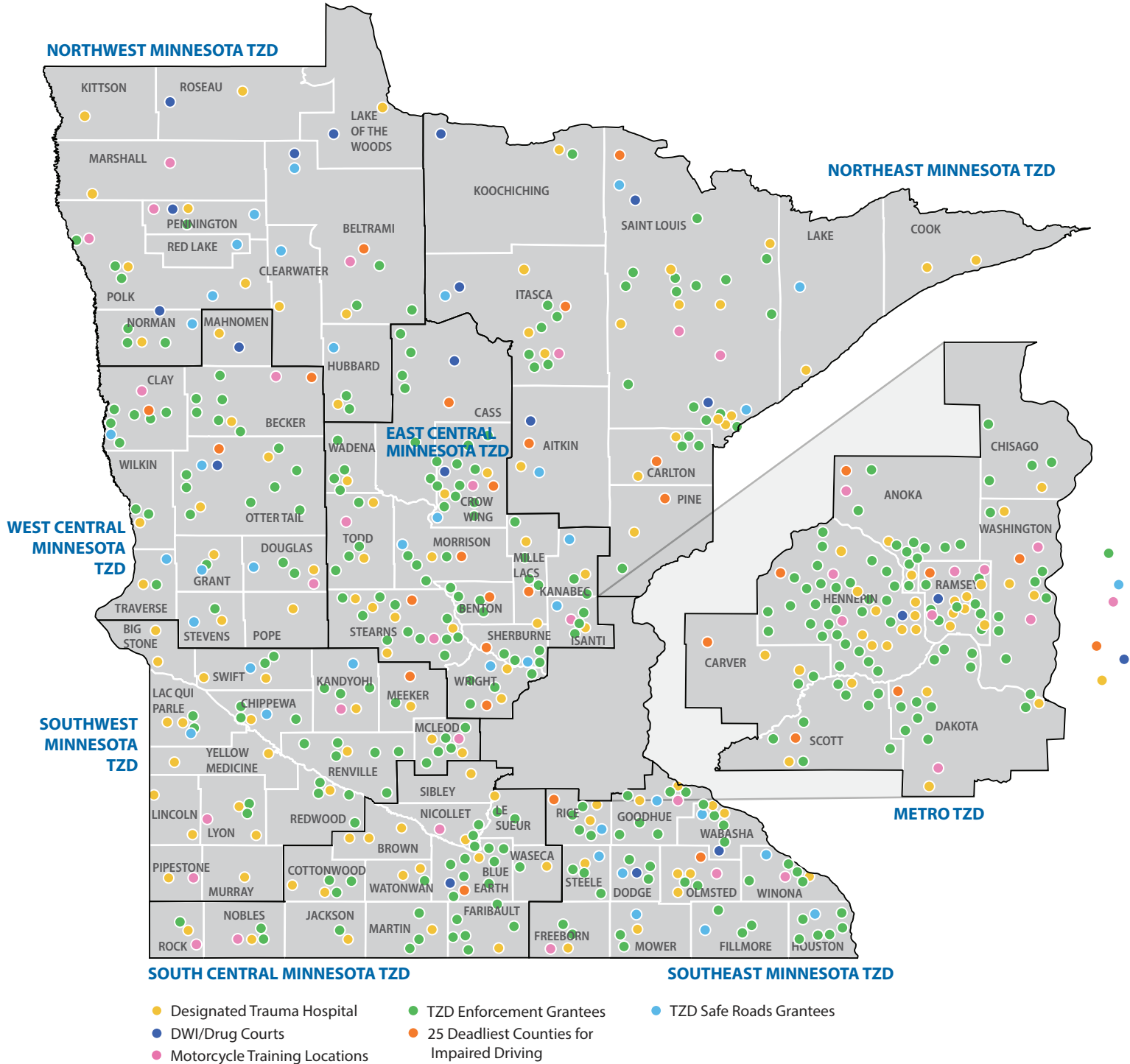
- *Improve the traffic safety records system across all disciplines*
- *Implement the 2014 Strategic Highway Safety Plan*
- *Evaluate key programs and initiatives*
- Use data to drive all traffic safety initiatives
- Strengthen Minnesota's trauma system to ensure timely triage, transfer, and treatment for all injured patients
- Update district safety plans and monitor county safety plan implementation efforts
- Increase collaboration among law enforcement agencies on all state and local roads
- Advance new technologies and innovations
- Adopt and implement best practices
- Prioritize, coordinate, and promote effective policy and legislation
- Conduct a consolidated public awareness assessment

*Italics signify priority strategies for 2015*

## VALUES

- Continuous improvement
- Engaged partners
- Evidence-based approaches

# Local Minnesota Traffic Safety Initiatives

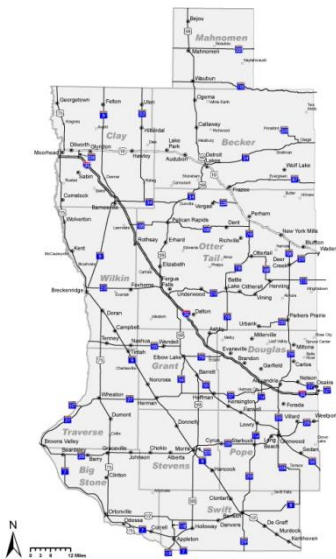


## Mission:

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

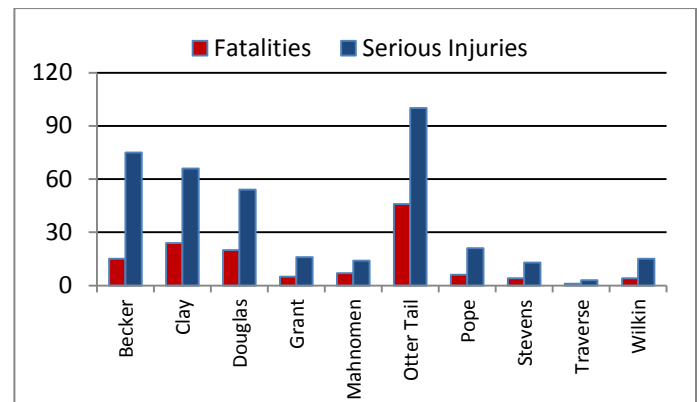


The West Central Minnesota Toward Zero Deaths (TZD) program was established in 2012. The counties involved include: Becker, Clay, Douglas, Grant, Mahanomen, Otter Tail, Pope, Stevens, Traverse, Wilkin. There are safe roads coalitions in Clay, Douglas, Grant, Stevens and Traverse counties.

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 (2010-2014)



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








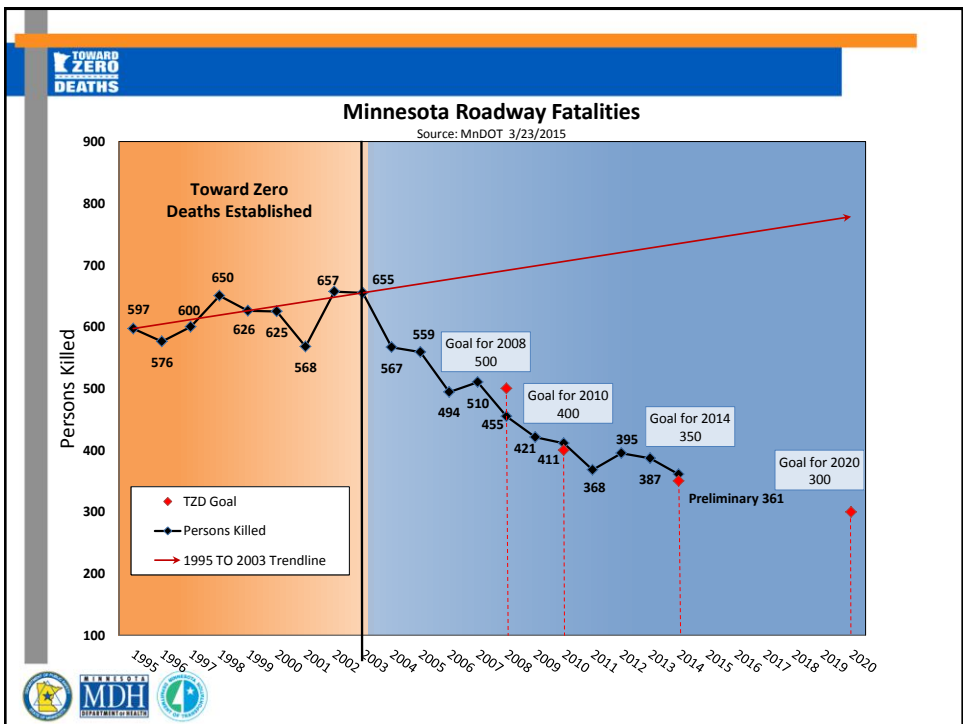
# TOWARD ZERO DEATHS

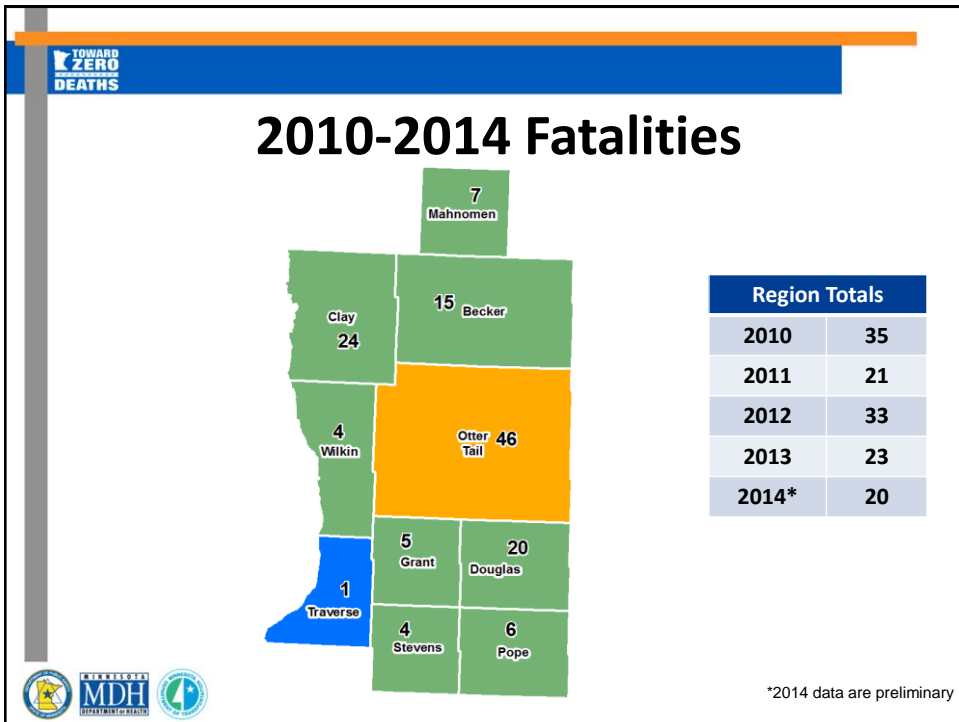
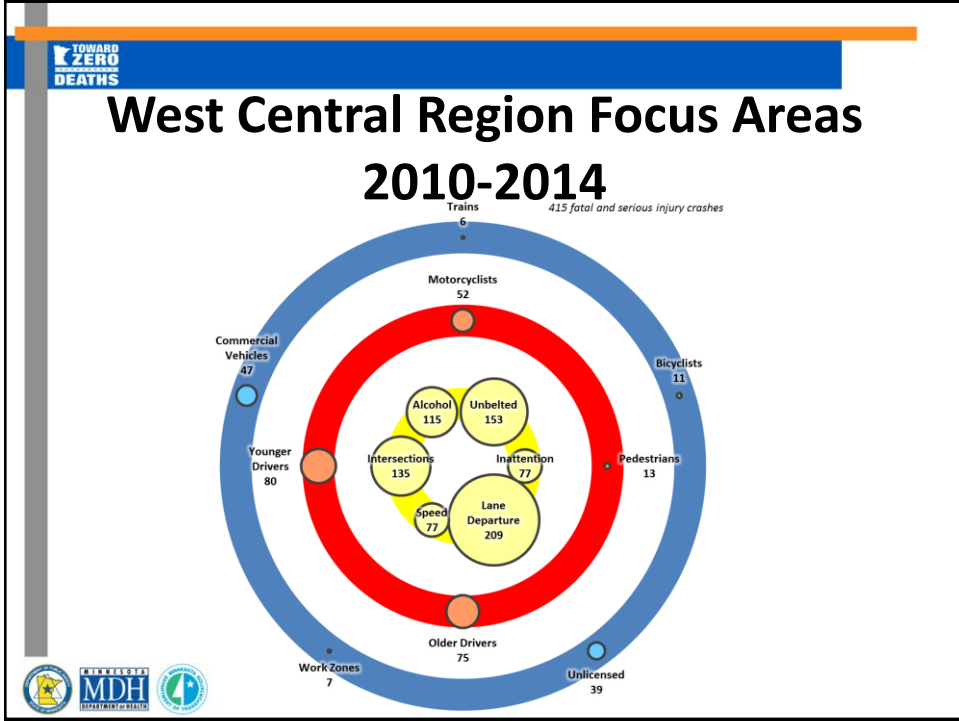
Because your life counts

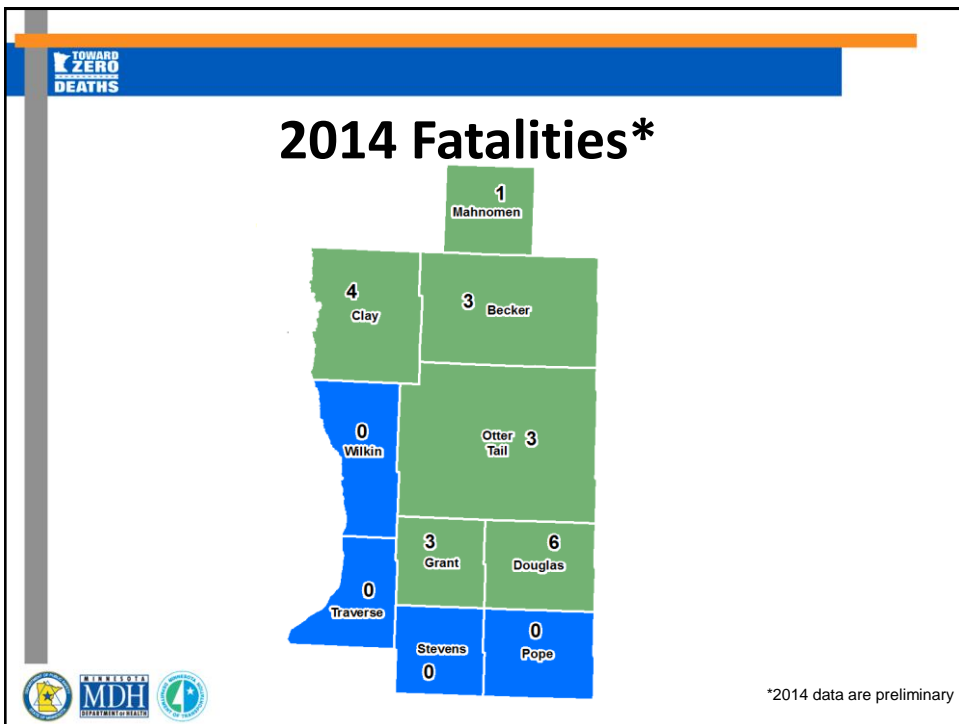
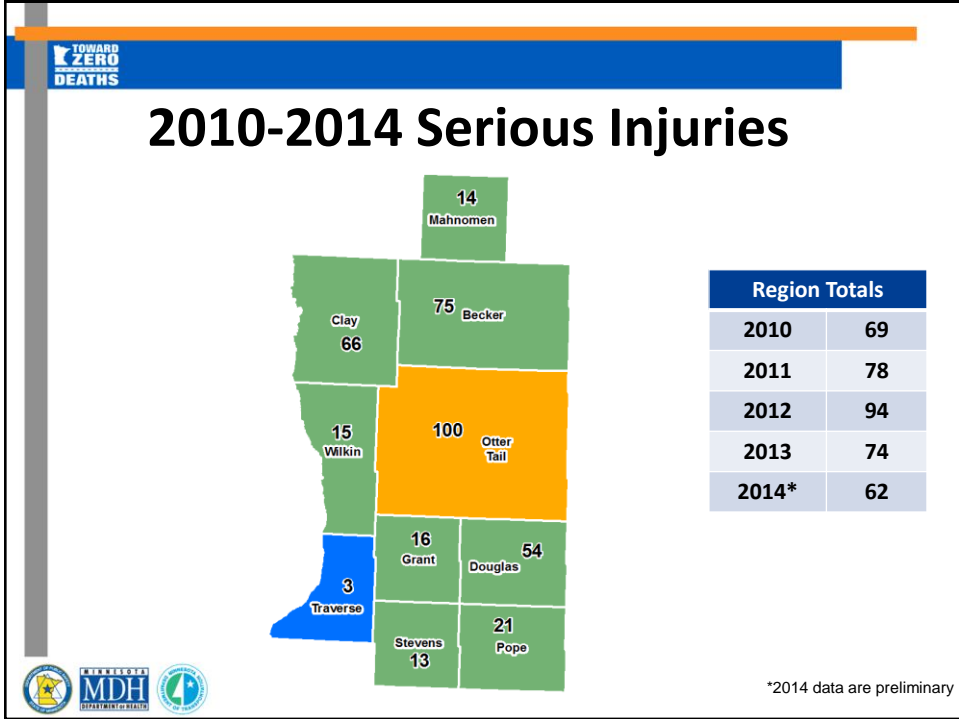
## West Central Minnesota Regional Crash Data

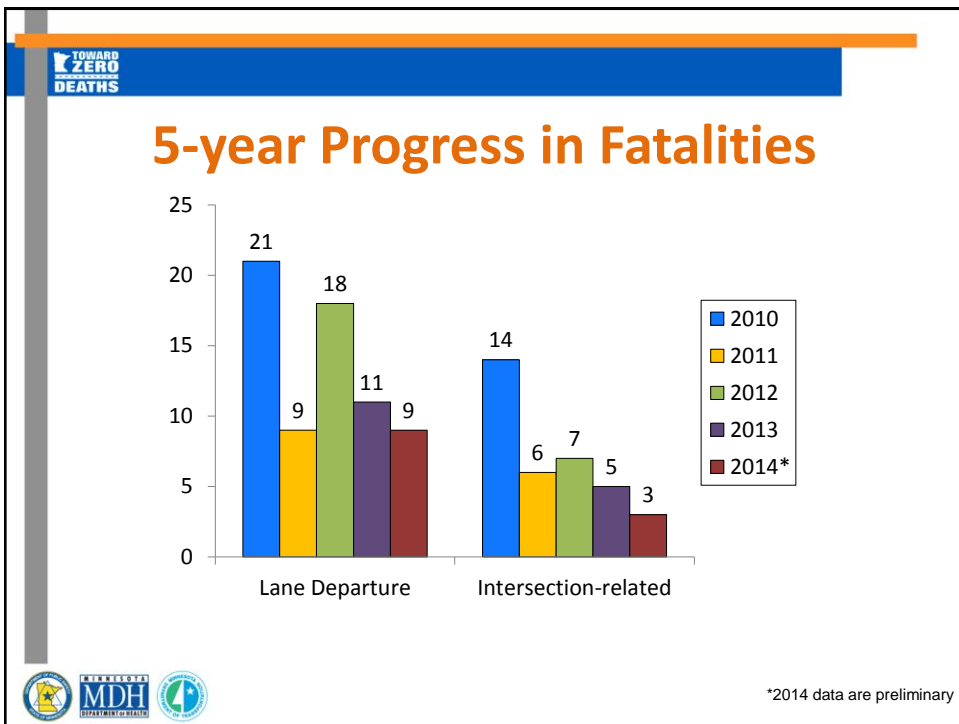
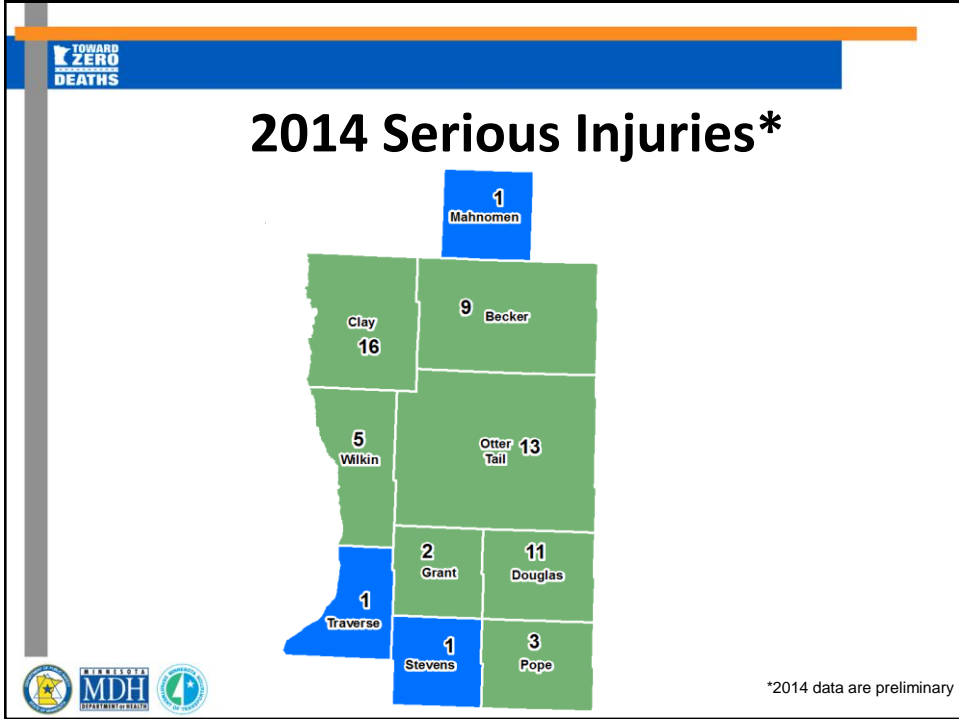
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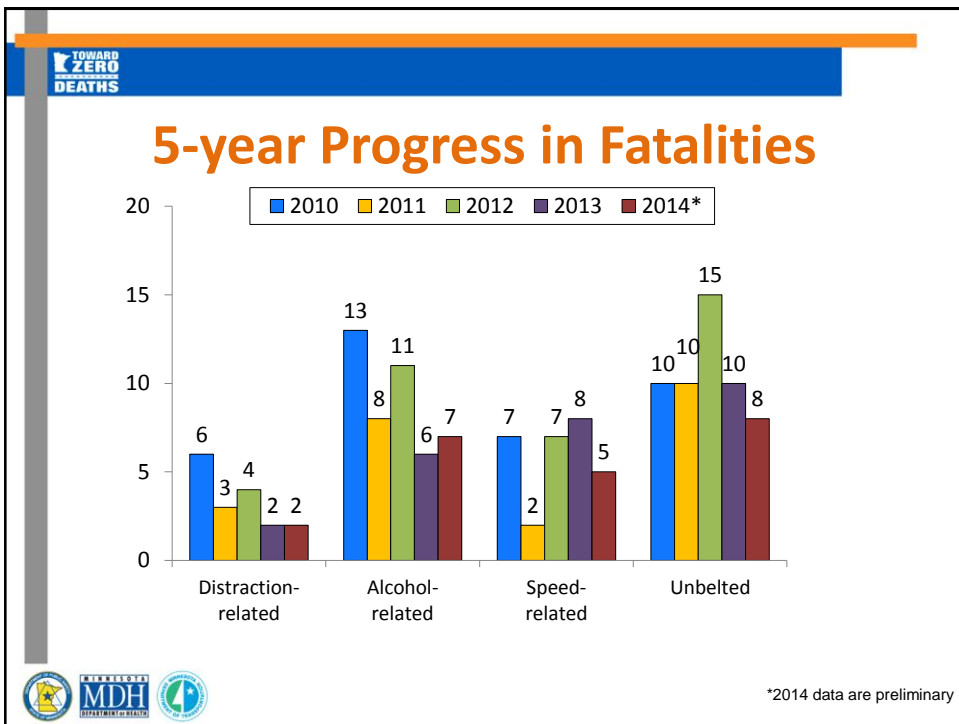
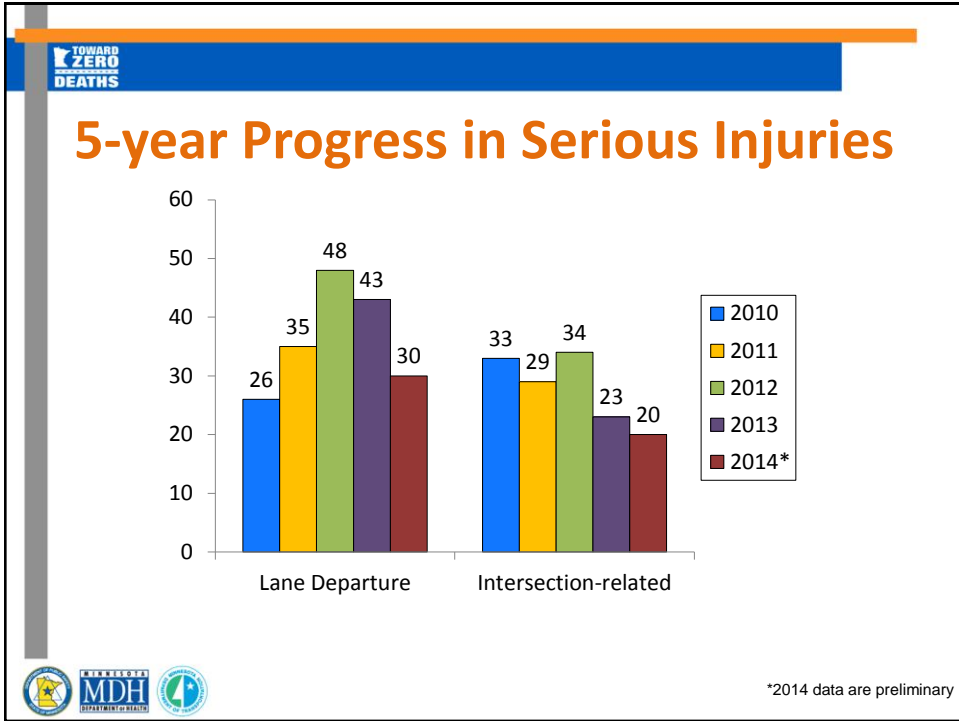




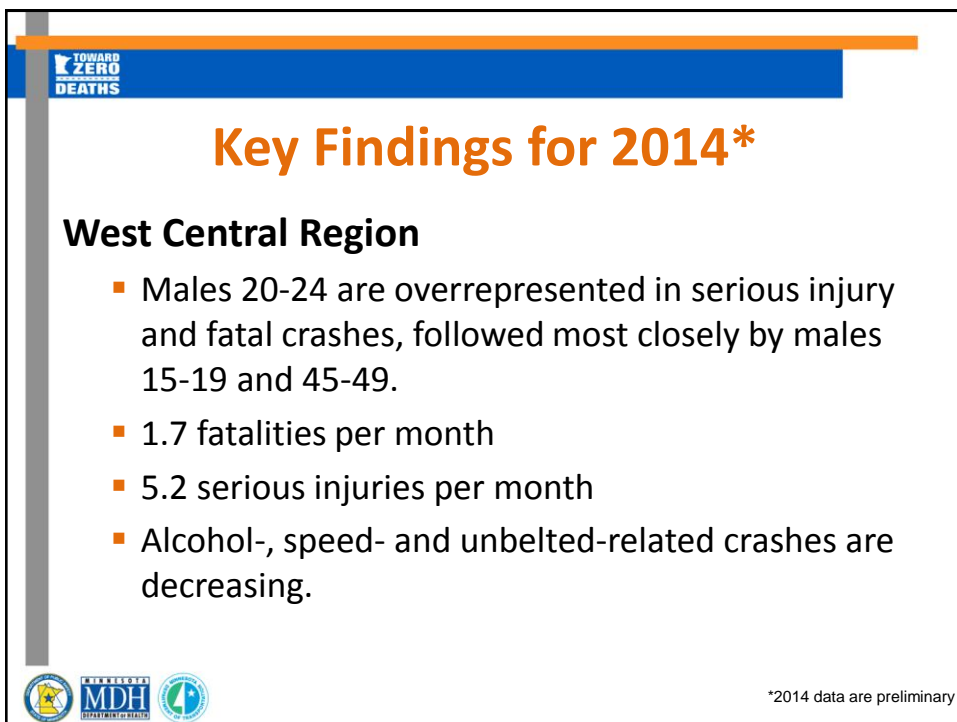
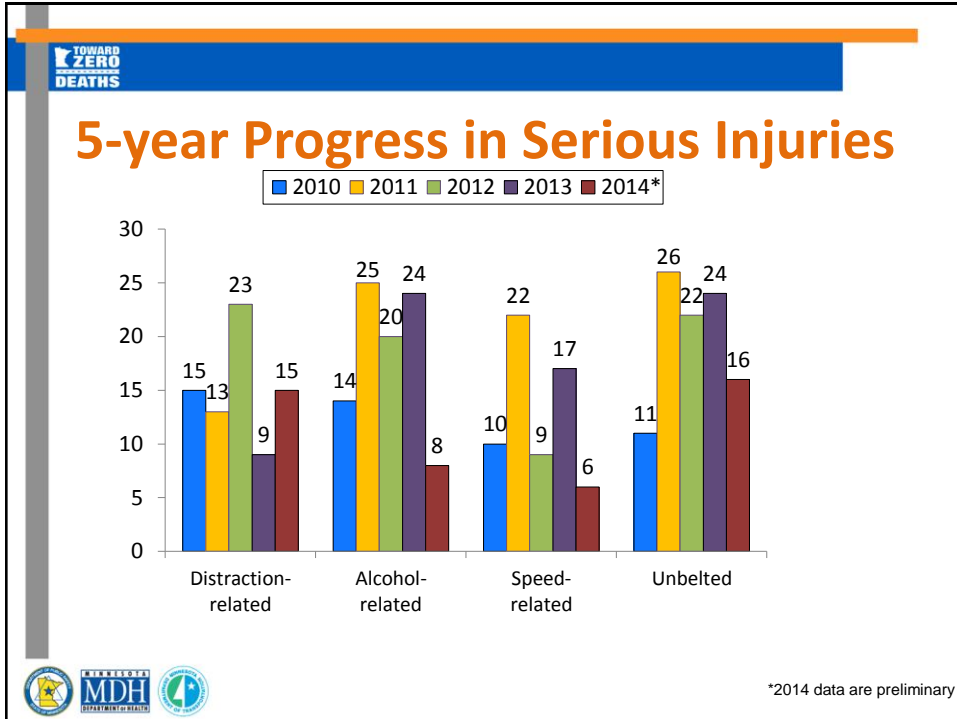








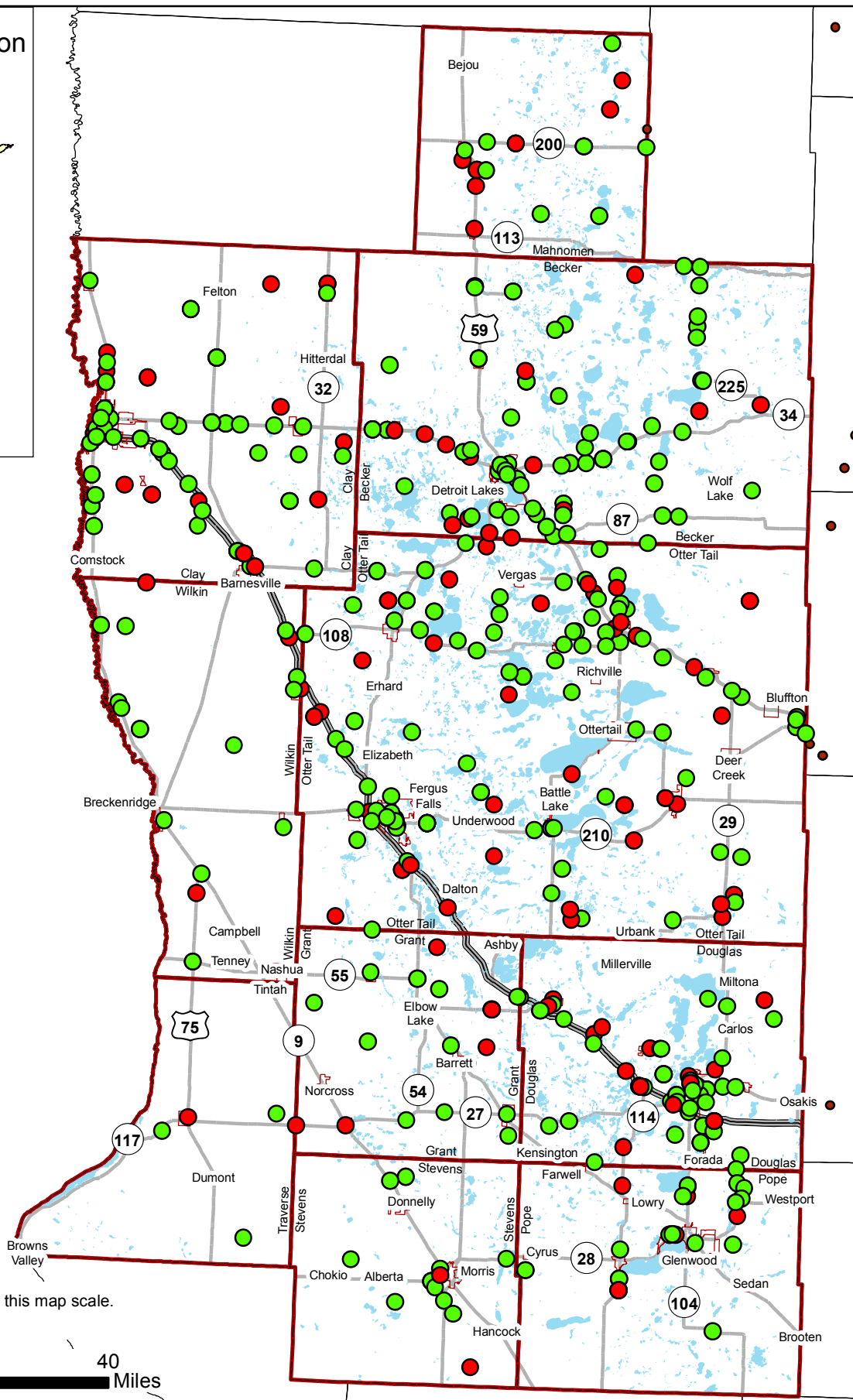
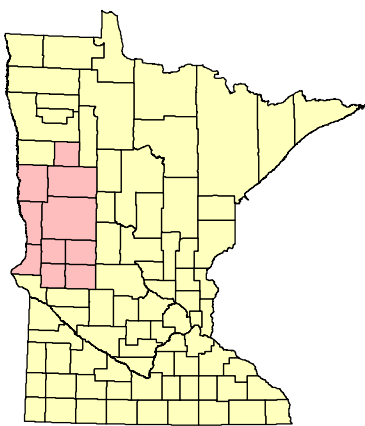




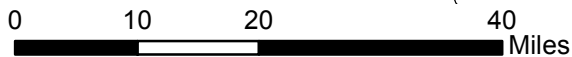
## Key Findings for 2014\*

- Successes!
  - 4 Counties with ZERO fatalities
  - 3 Counties with ONE serious injury
  
- Challenges
  - Distraction remains a challenge

# West Central TZD Region

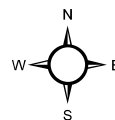


Not all data points may be visible at this map scale.  
2014 data is preliminary.



## West Central Crash Map 2010-2014

- Severe Injury Crash
- Fatal Crash





## West Central TZD Region Crash Data, 2010 to 2014\*\*\*

County	Injuries		Distracted		Alcohol		Speed		Unbelted	
	Killed	A Inj.	Killed	A Inj.	Killed	A Inj.	Killed	A Inj.	Killed	A Inj.
Becker	15	75	2	17	8	22	4	7	6	18
Clay	24	66	4	12	6	16	7	14	8	14
Douglas	20	54	1	9	5	9	2	9	5	9
Grant	5	16	1	3	1	5	0	0	1	4
Mahnomen	7	14	1	3	6	2	3	4	4	6
Otter Tail	46	100	5	19	14	26	12	18	22	30
Pope	6	21	1	4	2	6	0	4	0	6
Stevens	4	13	1	2	2	3	1	4	4	4
Traverse	1	3	0	0	1	1	0	0	1	0
Wilkin	4	15	1	6	0	1	0	4	2	8

County	Lane Departure		Intersection		Motorcyclist		Pedestrian		Bicyclist	
	Killed	A Inj.	Killed	A Inj.	Killed	A Inj.	Killed	A Inj.	Killed	A Inj.
Becker	8	35	4	30	1	10	1	2	0	1
Clay	11	23	8	25	1	10	0	2	1	2
Douglas	6	20	6	22	2	9	0	1	2	1
Grant	3	10	1	4	1	3	0	1	0	0
Mahnomen	5	12	1	3	1	1	0	0	0	0
Otter Tail	28	46	12	39	3	9	3	2	1	2
Pope	2	18	3	7	0	1	1	0	0	0
Stevens	1	7	0	4	0	2	0	0	0	0
Traverse	0	2	0	0	0	0	0	0	0	0
Wilkin	4	9	0	5	0	1	0	0	0	1

\*\*\* 2014 data are preliminary

TABLE 1  
 DWI Incidents in Minnesota  
 By County and Year  
 DWI Data As Of: 4/2/2015  
 (2014 Data are Preliminary)

DWI Incidents	YEAR					All N
	2010	2011	2012	2013	2014	
	N	N	N	N	N	
Aitkin	108	139	134	130	77	588
Anoka	1,691	1,454	1,392	1,183	1,141	6,861
Becker	277	257	250	190	221	1,195
Beltrami	378	434	298	299	289	1,698
Benton	194	153	127	139	166	779
Big Stone	24	20	42	22	23	131
Blue Earth	472	403	346	386	372	1,979
Brown	126	119	129	111	92	577
Carlton	262	247	239	177	178	1,103
Carver	286	331	310	257	301	1,485
Cass	228	224	212	200	188	1,052
Chippewa	76	55	57	52	49	289
Chisago	239	217	208	232	176	1,072
Clay	566	516	522	453	428	2,485
Clearwater	92	49	37	42	42	262
Cook	38	31	32	52	34	187
Cottonwood	57	70	51	56	58	292
Crow Wing	420	376	358	359	353	1,866
Dakota	2,081	2,060	1,813	1,610	1,578	9,142
Dodge	83	105	67	73	55	383
Douglas	232	216	162	153	168	931
Faribault	60	65	69	64	53	311
Fillmore	91	89	75	80	72	407
Freeborn	205	200	159	114	147	825
Goodhue	335	349	333	260	300	1,577
Grant	28	22	21	29	13	113
Hennepin	6,329	6,806	6,960	6,468	5,838	32,401
Houston	108	109	116	125	135	593
Hubbard	111	171	120	98	84	584
Isanti	144	157	159	131	150	741
Itasca	280	314	328	322	284	1,528
Jackson	67	63	81	54	41	306
Kanabec	106	113	90	88	52	449
Kandiyohi	213	231	242	193	176	1,055
Kittson	15	22	12	18	10	77
Koochiching	92	83	71	71	70	387
Lac Qui Parle	39	27	28	25	26	145
Lake	73	42	69	53	49	286
Lake of Woods	39	34	45	33	38	189
Le Sueur	105	106	92	81	87	471
Lincoln	26	22	29	24	18	119

<b>Lyon</b>	173	138	159	151	151	772
<b>Mcleod</b>	176	184	149	158	158	825
<b>Mahnomen</b>	100	108	99	73	66	446
<b>Marshall</b>	37	43	49	29	28	186
<b>Martin</b>	129	91	89	80	88	477
<b>Meeker</b>	96	62	48	71	53	330
<b>Mille Lacs</b>	233	191	174	125	90	813
<b>Morrison</b>	187	156	144	168	105	760
<b>Mower</b>	261	275	278	265	304	1,383
<b>Murray</b>	20	21	25	17	19	102
<b>Nicollet</b>	174	170	167	115	110	736
<b>Nobles</b>	151	118	141	151	128	689
<b>Norman</b>	23	49	39	41	35	187
<b>Olmsted</b>	876	966	754	644	669	3,909
<b>Otter Tail</b>	337	299	267	316	254	1,473
<b>Pennington</b>	73	66	87	91	88	405
<b>Pine</b>	203	173	176	145	133	830
<b>Pipestone</b>	45	47	36	36	43	207
<b>Polk</b>	253	232	239	246	193	1,163
<b>Pope</b>	52	40	49	40	42	223
<b>Ramsey</b>	2,954	2,671	2,680	2,379	2,614	13,298
<b>Red Lake</b>	36	30	34	28	23	151
<b>Redwood</b>	97	91	107	83	76	454
<b>Renville</b>	138	126	118	78	113	573
<b>Rice</b>	332	332	264	217	245	1,390
<b>Rock</b>	36	52	34	53	45	220
<b>Roseau</b>	92	114	116	112	105	539
<b>St. Louis</b>	1,318	1,277	1,218	1,076	1,027	5,916
<b>Scott</b>	764	638	620	583	692	3,297
<b>Sherburne</b>	472	416	514	471	388	2,261
<b>Sibley</b>	54	42	49	70	63	278
<b>Stearns</b>	976	966	1,026	867	789	4,624
<b>Steele</b>	221	194	252	172	184	1,023
<b>Stevens</b>	27	50	42	31	40	190
<b>Swift</b>	37	65	59	61	51	273
<b>Todd</b>	108	84	103	101	101	497
<b>Traverse</b>	15	8	15	12	6	56
<b>Wabasha</b>	134	134	101	102	105	576
<b>Wadena</b>	71	68	65	67	57	328
<b>Waseca</b>	78	84	86	64	57	369
<b>Washington</b>	1,114	1,018	990	925	1,000	5,047
<b>Watsonwan</b>	37	51	30	42	30	190
<b>Wilkin</b>	52	71	56	61	63	303
<b>Winona</b>	355	337	318	306	309	1,625
<b>Wright</b>	480	594	621	496	454	2,645
<b>Yellow Medicine</b>	119	82	85	60	44	390
<b>All</b>	30,112	29,525	28,657	25,986	25,070	139,350

**2010-2014 Minnesota Traffic Fatalities and Severe Injuries by County and Seat-Belt Use**  
**Source: Minnesota Department of Public Safety, Office of Traffic Safety, April 2015**

County	Total Vehicle Occupant Fatalities	Total Vehicle Occupant Severe Injuries	Estimated Economic Impact of Occupant Fatalities and Severe Injuries	Unbelted Vehicle Occupant Fatalities	Unbelted Vehicle Occupant Severe Injuries	Estimated Economic Impact of Unbelted Occupant Fatalities and Severe Injuries
	Sum	Sum	Sum	Sum	Sum	Sum
Aitkin	9	28	\$14,819,200	2	8	\$3,262,200
Anoka	44	219	\$77,533,100	11	51	\$19,042,100
Becker	12	61	\$21,311,300	6	18	\$9,937,400
Beltrami	16	50	\$25,881,600	7	20	\$11,217,100
Benton	17	54	\$27,665,200	7	16	\$10,966,000
Big Stone	1	14	\$2,384,600	0	6	\$418,600
Blue Earth	20	45	\$30,950,800	8	13	\$12,177,400
Brown	13	35	\$21,112,000	5	7	\$7,707,100
Carlton	12	37	\$19,564,200	5	7	\$7,564,200
Carver	21	33	\$32,405,300	4	10	\$6,490,500
Cass	23	58	\$36,411,200	9	33	\$15,070,600
Chippewa	14	24	\$21,423,000	4	8	\$6,089,200
Chisago	23	45	\$35,825,100	12	10	\$17,481,800
Clay	21	52	\$32,924,100	8	14	\$12,278,600
Clearwater	3	17	\$5,516,800	2	6	\$3,239,900
Cook	2	3	\$3,114,800	1	0	\$1,410,000
Cottonwood	10	10	\$14,924,700	6	2	\$8,719,800
Crow Wing	27	58	\$42,056,600	13	20	\$19,797,500
Dakota	58	233	\$97,759,600	20	37	\$30,678,700
Dodge	9	18	\$13,943,900	2	6	\$3,427,800
Douglas	16	42	\$25,645,800	5	9	\$7,769,500
Faribault	12	16	\$18,073,800	6	8	\$9,143,500
Fillmore	7	19	\$11,201,200	4	10	\$6,233,600
Freeborn	11	28	\$17,442,800	5	10	\$7,677,300
Goodhue	25	77	\$40,767,000	7	18	\$10,995,900
Grant	4	11	\$6,610,200	1	4	\$1,702,400
Hennepin	107	556	\$189,183,800	35	75	\$54,078,500
Houston	4	21	\$6,886,500	0	13	\$913,400
Hubbard	12	28	\$19,148,200	5	5	\$7,583,200
Isanti	26	33	\$37,991,700	14	9	\$19,581,100
Itasca	17	60	\$28,039,000	6	14	\$9,231,700

**2010-2014 Minnesota Traffic Fatalities and Severe Injuries by County and Seat-Belt Use**  
**Source: Minnesota Department of Public Safety, Office of Traffic Safety, April 2015**

County	Total Vehicle Occupant Fatalities	Total Vehicle Occupant Severe Injuries	Estimated Economic Impact of Occupant Fatalities and Severe Injuries	Unbelted Vehicle Occupant Fatalities	Unbelted Vehicle Occupant Severe Injuries	Estimated Economic Impact of Unbelted Occupant Fatalities and Severe Injuries
	Sum	Sum	Sum	Sum	Sum	Sum
Jackson	11	24	\$16,831,500	7	11	\$10,630,000
Kanabec	2	16	\$4,043,100	0	5	\$356,000
Kandiyohi	32	55	\$49,998,400	8	14	\$12,731,300
Kittson	5	9	\$7,581,000	4	2	\$5,679,800
Koochiching	2	18	\$3,987,500	0	5	\$354,300
Lac Qui Parle	4	10	\$6,189,500	4	0	\$5,490,000
Lake	12	7	\$17,304,300	6	2	\$8,608,300
Lake of Woods	1	3	\$1,501,500	1	1	\$1,360,500
Le Sueur	10	37	\$16,599,300	4	18	\$6,683,400
Lincoln	6	14	\$9,566,100	3	4	\$4,526,400
Lyon	10	31	\$16,711,600	4	8	\$6,387,700
McLeod	19	40	\$29,024,600	3	9	\$4,764,500
Mahnomen	6	12	\$9,061,100	4	6	\$5,926,900
Marshall	7	15	\$10,800,700	4	6	\$6,044,800
Martin	14	30	\$20,673,500	9	10	\$12,568,000
Meeker	18	30	\$27,222,400	12	13	\$17,785,500
Mille Lacs	20	37	\$30,898,200	8	17	\$12,580,600
Morrison	22	37	\$34,203,200	6	8	\$9,134,600
Mower	15	29	\$22,993,400	5	12	\$7,670,500
Murray	6	18	\$9,808,900	4	6	\$6,037,100
Nicollet	16	23	\$24,413,700	6	6	\$9,054,200
Nobles	19	36	\$28,999,100	7	21	\$11,138,900
Norman	7	8	\$10,433,100	3	1	\$4,300,500
Olmsted	25	111	\$43,758,700	8	32	\$13,852,900
Otter Tail	35	83	\$54,535,600	22	30	\$33,037,000
Pennington	7	18	\$10,910,100	2	9	\$3,350,800
Pine	27	40	\$40,645,500	14	9	\$20,151,800
Pipestone	6	17	\$9,422,200	1	6	\$1,710,800
Polk	26	43	\$39,197,000	12	13	\$17,592,100
Pope	5	19	\$8,436,600	0	6	\$424,300
Ramsey	31	234	\$60,332,800	10	53	\$17,627,300

**2010-2014 Minnesota Traffic Fatalities and Severe Injuries by County and Seat-Belt Use**  
**Source: Minnesota Department of Public Safety, Office of Traffic Safety, April 2015**

County	Total Vehicle Occupant Fatalities	Total Vehicle Occupant Severe Injuries	Estimated Economic Impact of Occupant Fatalities and Severe Injuries	Unbelted Vehicle Occupant Fatalities	Unbelted Vehicle Occupant Severe Injuries	Estimated Economic Impact of Unbelted Occupant Fatalities and Severe Injuries
	Sum	Sum	Sum	Sum	Sum	Sum
Red Lake	4	3	\$5,754,700	3	0	\$4,110,000
Redwood	12	24	\$18,641,500	5	9	\$7,583,300
Renville	14	20	\$21,172,000	6	7	\$9,022,900
Rice	15	72	\$26,248,600	8	21	\$12,487,700
Rock	13	12	\$19,107,500	7	5	\$10,220,300
Roseau	10	10	\$15,243,700	6	4	\$9,118,100
St. Louis	47	154	\$76,448,000	15	49	\$24,789,400
Scott	30	73	\$47,243,700	5	11	\$7,709,800
Sherburne	19	70	\$30,901,600	5	7	\$7,322,600
Sibley	10	34	\$16,134,400	7	9	\$10,470,300
Stearns	39	117	\$62,690,200	18	27	\$27,005,000
Steele	13	40	\$21,045,000	7	9	\$10,547,000
Stevens	4	11	\$6,295,200	4	4	\$5,809,700
Swift	6	8	\$8,840,700	3	0	\$4,080,000
Todd	13	26	\$20,094,100	5	16	\$8,290,600
Traverse	1	2	\$1,555,400	1	0	\$1,410,000
Wabasha	14	27	\$21,702,300	6	5	\$8,921,600
Wadena	4	25	\$7,493,900	4	11	\$6,499,200
Waseca	7	16	\$11,099,000	2	5	\$3,161,800
Washington	28	99	\$45,933,800	10	24	\$15,764,400
Watonwan	3	14	\$5,207,600	2	3	\$2,999,700
Wilkin	4	13	\$6,076,600	2	8	\$3,143,400
Winona	21	40	\$32,188,900	11	11	\$15,857,700
Wright	41	89	\$65,012,700	14	20	\$21,315,800
Yellow Medicine	5	24	\$8,826,500	4	12	\$6,582,900
<b>MN, 2010-2014</b>	<b>1,399</b>	<b>4,112</b>	<b>\$2,255,558,900</b>	<b>561</b>	<b>1,087</b>	<b>\$863,670,600</b>

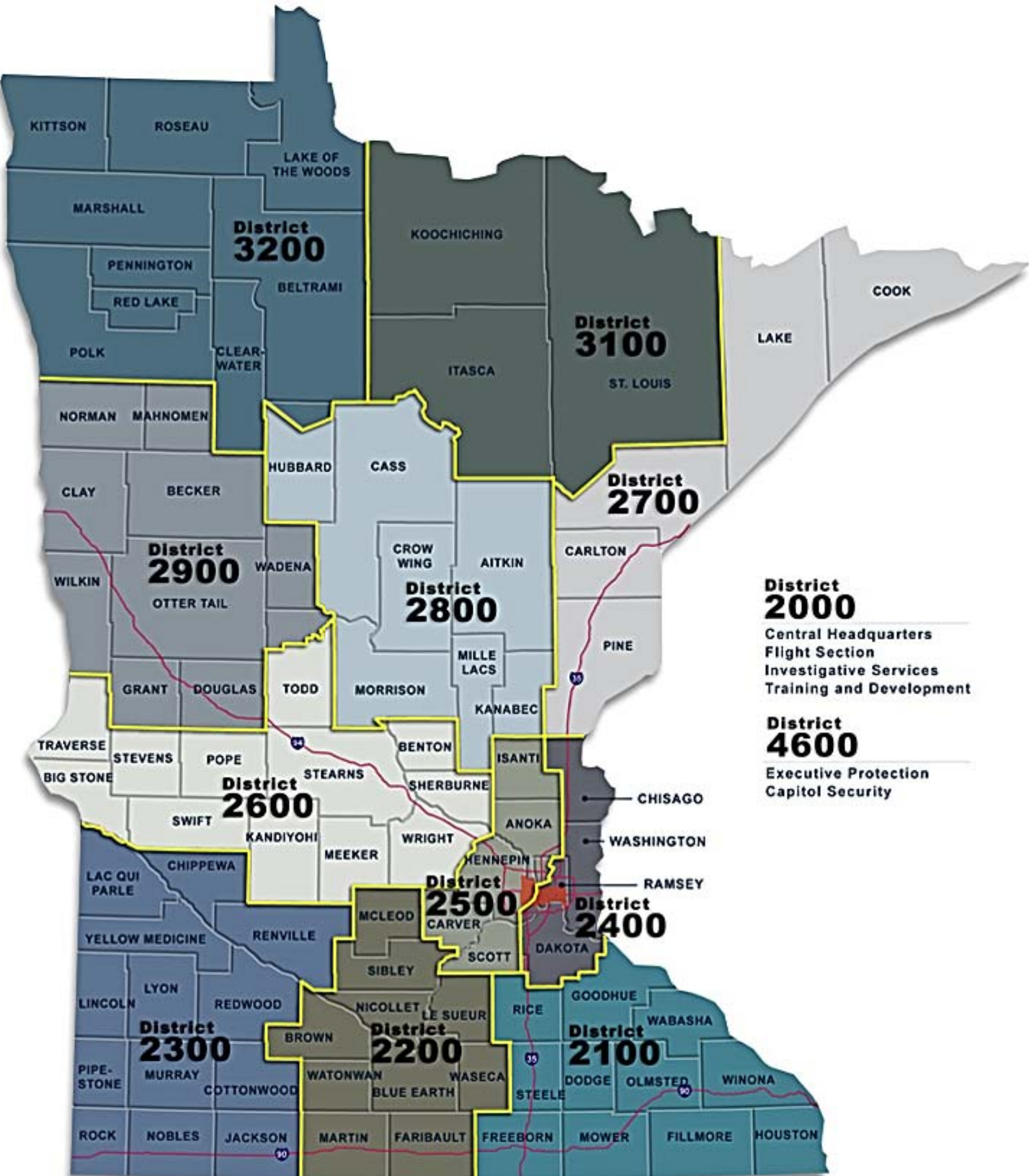


# 2015 Central Minnesota Construction Projects

## District 3- Baxter/St. Cloud

Contact: JP Gillach  
218-828-5706  
james.gillach@state.mn.us





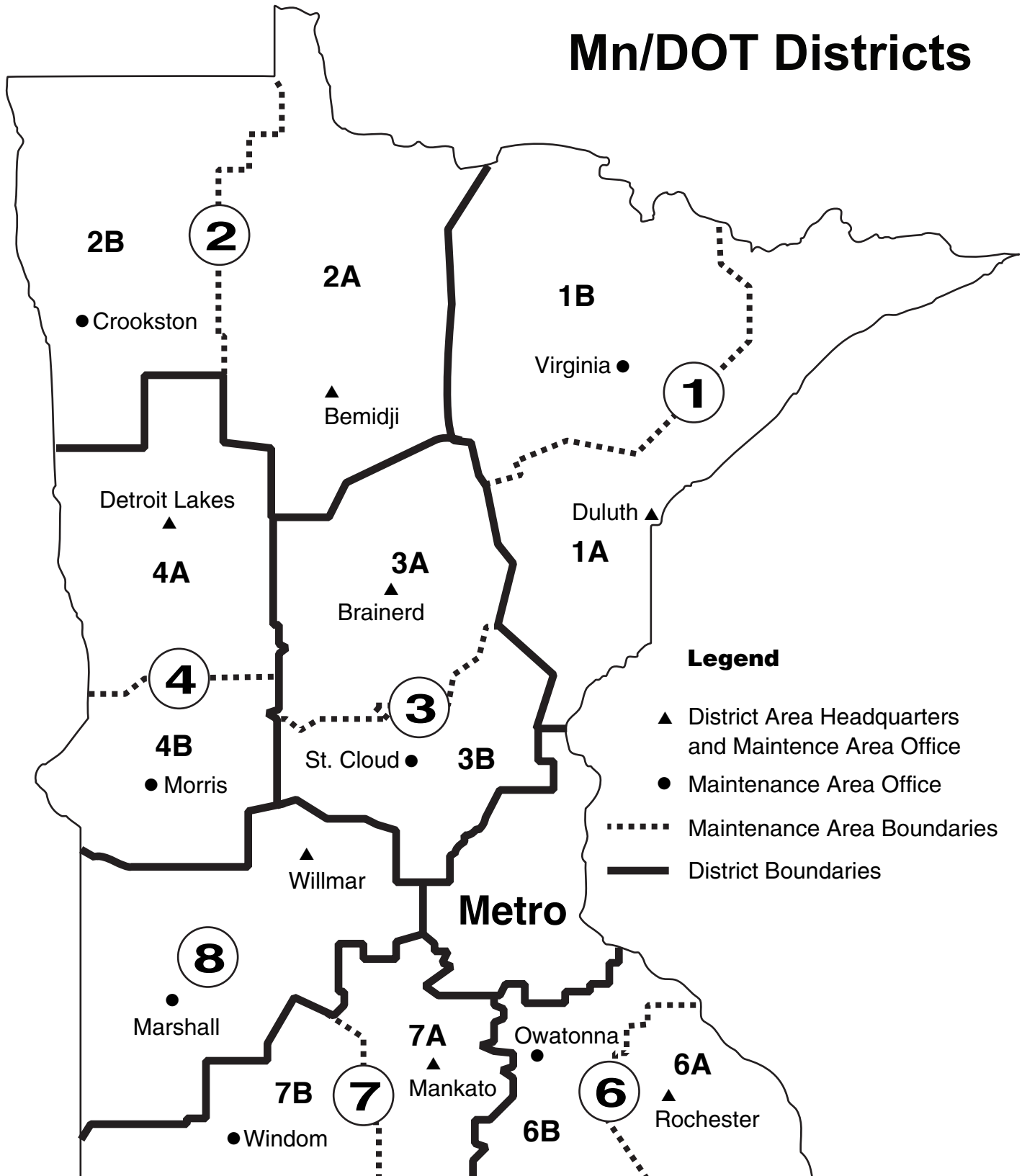
**District 2000**  
 Central Headquarters  
 Flight Section  
 Investigative Services  
 Training and Development

**District 4600**  
 Executive Protection  
 Capitol Security





# Mn/DOT Districts



## Legend

- ▲ District Area Headquarters and Maintenance Area Office
- Maintenance Area Office
- ..... Maintenance Area Boundaries
- District Boundaries



CENTER FOR TRANSPORTATION STUDIES

Keep this Statement for your records.

Center for Transportation Studies
University of Minnesota
Professional Development Hours Credit Statement for Registrant Records

Many licensure and certification agencies require the demonstration of continuing professional competency. To the best of our knowledge, this meeting meets the continuing education requirements for Professional Development Hour (PDH) units. This form is for your use in maintaining a record of the hours that may qualify as PDHs by attending session(s) at this meeting. Complete this form and retain it. Please do not return it to the Center for Transportation Studies.
We recommend that you save the Final Program for your records should the licensure or certification agency request information from you. Reporting is done on an honor basis, and members are responsible for maintaining their own records. Please keep this completed form and the Final Program for your records.

The table below shows the professional development hours (PDH) that can be earned for the continuing education activities included in the Center for Transportation Studies West Central Minnesota Toward Zero Deaths Regional Workshop held in Fergus Falls, MN on May 12th, 2015

Sincerely,

Laurie B. McGinnis

Laurie McGinnis
Director

Table with 5 columns: DAY, TIME, TITLE, HOURS AVAILABLE, HOURS EARNED. Rows include sessions for May 1 with times from 8:30 am to 3:00 pm and a total of 5.50 PDH units.

Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Proof of Completion**  
**Peace Officer Standards and Training Credit (POST)**  
**Course Number: 10211-0026**

**Name of Program:** West Central Minnesota Toward Zero Deaths Regional Workshop

**Dates:** May 12, 2015

**Location:** Bigwood Event Center, Fergus Falls, MN

This conference has been approved for Minnesota Board of Peace Officer Standards and Training (POST) credit. Anyone interested in obtaining this credit must complete this Post Credit form and **keep it in your records** for proof of completion.

This is to certify that I was in attendance for the sessions indicated below:

\_\_\_ I attended the May 12, 2015 event and will receive 5.0 POST credits for my participation.

\_\_\_\_\_  
Name (First) (M.I.) (Last)

\_\_\_\_\_  
Affiliation

\_\_\_\_\_  
Signature Date

Attendance rosters are no longer submitted to POST; however, sponsors retain the course rosters for their files. Officers are expected to keep certificates or other proof of completion documents for the course they attend. POST is monitoring officer compliance of CE requirements through a random review process.

**KEEP THIS FOR YOUR RECORDS**

*Mark Your Calendars*

# 2015 Minnesota Toward Zero Deaths Conference

October 29-30, 2015

St. Cloud, MN

River's Edge Convention Center

**Annual Statewide Conference  
for Traffic Safety Stakeholders**



## **Sponsored by**

Minnesota Toward Zero Deaths Program  
Minnesota Departments of Public Safety,  
Transportation, and Health

With support from the National Highway Traffic  
Safety Administration

## **Conference Description**

This conference provides a forum to share information on best practices in engineering, enforcement, education, and emergency medical and trauma services, and to identify new approaches to reducing the number of traffic fatalities and life-changing injuries on Minnesota roads.

## **Who Should Attend**

- Attorneys
- Child Passenger Safety Advocates
- City and County Engineers
- Departments of Transportation, Public Safety, and Health Employees
- Driver Educators
- Drug Recognition Experts
- EMS and Health Care Personnel
- Judges
- Law Enforcement Officials
- Local and State Elected Officials and Public-Sector Employees
- Members of the Court System
- Probation Staff
- Public Health Officials
- Safe Communities Coalitions
- Traffic Safety Stakeholders

## **At this Conference you will ...**

- explore best practices for establishing traffic safety coalitions
- find out what's new in law enforcement on traffic safety
- get the latest on traffic engineering techniques for improving safety
- hear about challenges for EMS in rural communities
- interact with leaders from other disciplines to learn how all 4 Es can best work together
- learn about CPS technical updates and earn continuing education credits
- discover new ideas through research
- learn about how technology can affect the courtroom
- . . . and much more!

## **Credit**

PDH, POST, CEU, and CLE credits will be available for attendance at this conference.

## **Registration and Further Information**

A conference brochure with a detailed program schedule and registration materials will be distributed in late summer 2015. For more information, email [cceconf5@umn.edu](mailto:cceconf5@umn.edu) or visit TZD's website at: [www.minnesotatzd.org](http://www.minnesotatzd.org)



# Minnesota TZD Program Highlights 2014



## Contents

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## Message from the Co-chairs

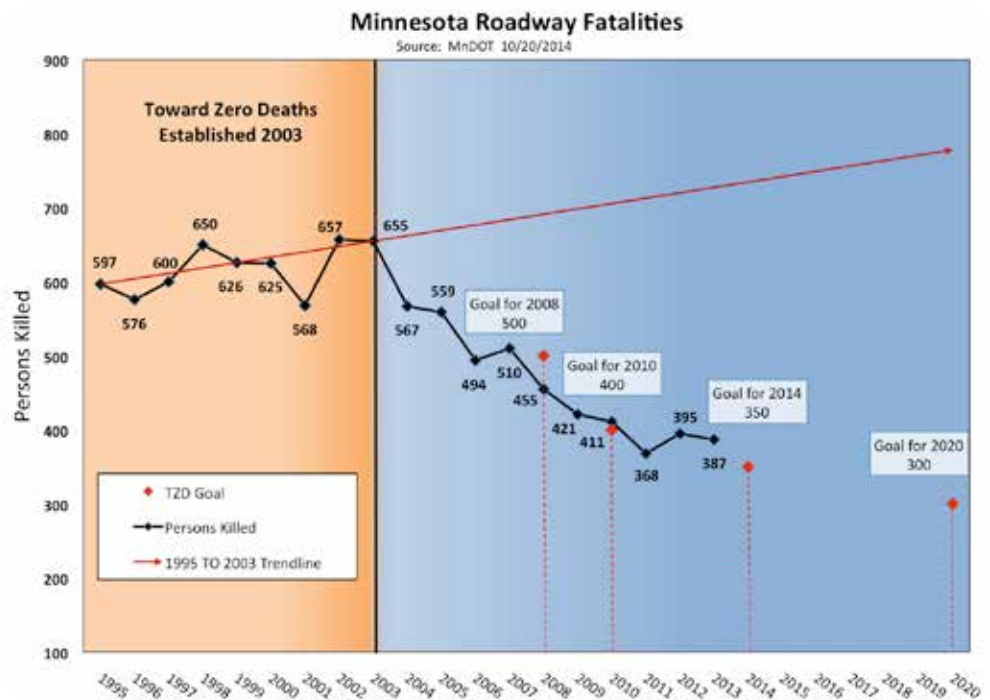
*Donna Berger, Department of Public Safety, Office of Traffic Safety  
Sue Groth, MnDOT Office of Traffic, Safety & Technology*

Last year marked the lowest number of traffic fatalities since 1944, according to preliminary data from Minnesota’s Department of Public Safety. For 2014, DPS is projecting a final number of 361 people who lost their lives as a result of traffic crashes.

To keep Minnesotans driving toward zero deaths, TZD leadership has announced new traffic safety goals: 300 or fewer deaths and 850 or fewer serious injuries by 2020. The new goals were established after evaluating fatal and serious injury trends, which were part of the update to the Strategic Highway Safety Plan, reviewing previous goals and the rate at which the goals were met, and considering recent and ongoing traffic safety accomplishments.

The new goals might seem daunting, but a breakdown of the numbers reveals this is attainable. The year 2020 is less than 60 months away, and Minnesota needs to reduce its fatalities by 60. This is less than one death per month during those 60 months.

The new goals seem even less daunting when we consider the contributions of our safety partners in the 4 Es: Education, Enforcement, Engineering, and Emergency Medical and Trauma Services.



Our efforts in 2015 will focus on the initiatives in the Strategic Highway Safety Plan. More than 500 safety strategies are identified in the plan. The success of many safety strategies implemented during the past decade can be attributed to the formation of TZD. As we look ahead, the plan’s primary focus areas during the next several years are traffic safety culture and awareness, intersections, lane departure, unbelted occupants, impaired roadway users, inattentive drivers, and speed. The plan will guide the efforts of our safety partners in the future as we work toward zero deaths.

Another focus in 2015 will be overhauling the state’s legacy crash records system. Going forward, all crashes causing damages in excess of \$1,000 or involving an injury will be reported to DPS to be used in crash analysis by multiple users statewide. A pilot of the new system will begin July 1, 2015, with statewide training in the fall. Since TZD uses data-driven approaches, better data means safety initiatives will better target the riskiest areas, conditions, and behaviors.

Finally, let’s remember one additional “E”—everyone! Traffic safety is everyone’s responsibility and everyone needs to do their part to help us reach zero deaths.

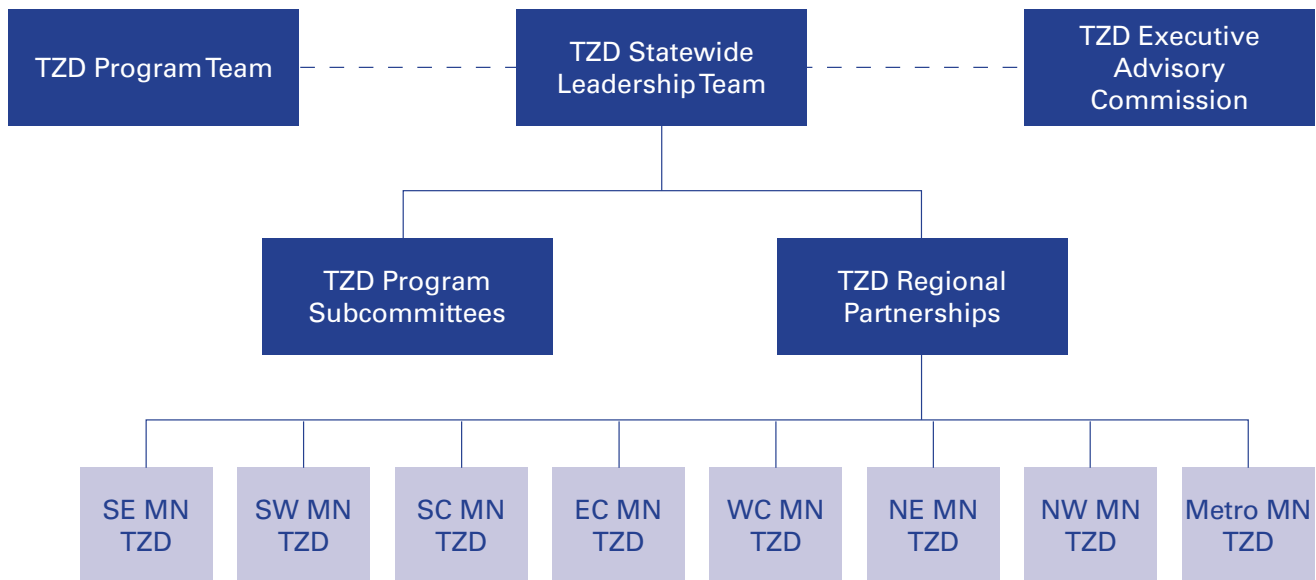
## What is TZD?

Minnesota TZD is the state's cornerstone traffic safety program, employing an interdisciplinary approach to reducing traffic crashes, injuries, and deaths on Minnesota roads. The program's vision is to reduce fatalities and serious injuries to zero.

Although individual disciplines have a long history of successful traffic safety programs, TZD aims to tie these individual efforts together with a common vision and mission for even greater success. The TZD program uses data to target areas for improvement and employ proven countermeasures.

TZD is a partnership led by the Minnesota Departments of Public Safety, Transportation, and Health, the University of Minnesota, and others.

## Program Structure



The **TZD Executive Advisory Commission** strengthens the role and influence of TZD efforts by providing top-level, visible agency leadership.

The **TZD Leadership Team** is responsible for providing strategic direction and overseeing the implementation of TZD initiatives.

The **TZD Program Team** is made up of stakeholder interest groups focusing on all four Es. These members bring their experience and expertise in traffic safety to ensure a balanced perspective on Minnesota's traffic safety challenges as well as solutions to address them.

**TZD Regional Partnerships** engage traffic safety stakeholders at the local level by implementing effective traffic safety countermeasures for safety problems identified through crash data. Partnerships were established beginning in 2005 with Southeast Minnesota TZD; the most recent, Metro, was created in 2014.

**TZD subcommittees** are also formed as needed to work on initiatives related to the TZD program, such as annual conference planning, communications, and award recommendations.

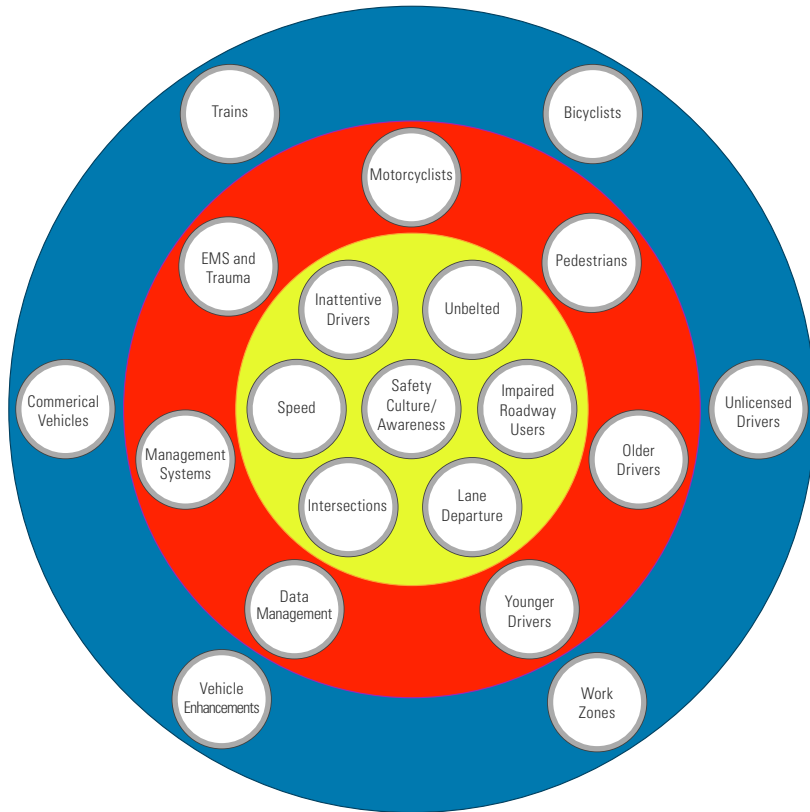
Finally, many **existing programs**, although not directly overseen by TZD, work in collaboration with TZD program efforts, sharing information and coordinating activities when possible to ensure that Minnesota has a united effort for improving traffic safety.

To see a map showing local TZD initiatives and programs throughout Minnesota, visit [www.minnesotatzd.org/network/index.html](http://www.minnesotatzd.org/network/index.html).



# Strategic Highway Safety Plan

In 2014, the Strategic Highway Safety Plan was updated. The plan provides insight and direction on how to reduce traffic-related crashes that involve motor vehicles. The plan presents a view of the statewide crash record and the focus area priorities and strategies to keep the state moving toward a goal of zero deaths. Developed in consultation with safety stakeholders from education, emergency medical and trauma services, enforcement, engineering, and other disciplines, the plan highlights opportunities for collaboration and provides targets and performance measures to chart progress.



## About the SHSP target graphic

The image of a target conveys the need to consider the impacts of *all* the focus areas as priorities in the Strategic Highway Safety Plan (SHSP). The target shows that some focus areas will naturally require higher priority than others during the next several years. And addressing all of the focus areas in the SHSP ensures an area won't be excluded simply because it has fewer crashes.

The combined information from crash data, trends, and stakeholder feedback shows the need to continue emphasizing behavioral and roadway focus areas at the center of the target. Although notable reductions have been made in recent years, a majority of the fatal and serious injury crashes on Minnesota roadways still fall into these focus areas.

## Traffic Safety Culture

Analyzing traffic crash data and evaluating traffic safety initiatives helps the TZD program determine which strategies work and target areas for improvement. A study conducted in 2014 assessed Minnesota's safety culture—its beliefs and values. Key findings:

- 40 percent of Minnesotans do not regard traffic safety as the most important transportation issue—but most Minnesotans think zero traffic fatalities is an acceptable goal for family and friends. As a result, strategies that focus on concern for the safety of family and friends could be used to promote safer driving behaviors.
- Misperceptions of how often Minnesotans drink and drive or do not wear their seat belt negatively impact the choices drivers make. When individuals believe that most Minnesotans drink and drive or do not wear a seat belt, they are significantly more likely to engage in those same behaviors. Addressing these behaviors through positive social messaging is an area that will be developed in 2015 and 2016.



## 2014 Highlights in the “4 Es”

The TZD program team has identified **four major focus areas** for communities working to reduce traffic injuries and fatalities: **education, enforcement, engineering, and emergency medical and trauma services**. The program recognizes that a combination of strategies from different focus areas is often most effective for solving a particular problem.

**Education** efforts aim to give drivers the knowledge they need to avoid hazardous driving practices and choose responsible driving behavior. Recent accomplishments in this area include:

- A new State Patrol video, *Gone Too Soon*, was created and shown to high school students and community groups throughout Minnesota to illustrate the toll of teen-involved traffic crashes. Thousands of parents and students throughout the state have viewed the video and presentation.
- **Point of Impact**, DPS’s parental curriculum for driver education, involves parents and teen drivers in the training. Parents are key to teaching new drivers, and pre- and post-class surveys show a more than 100 percent increase in parental knowledge of teen driving laws.
- MnDOT, partnering with TZD, launched a **work-zone safety campaign** “Hang Up! Workers Lives at Stake. Orange Cones. No Phones” to help motorists remember this important message. The message was shared on 16 billboards and on pump toppers and window clings at more than 40 gas stations throughout the state.



High school students in Byron were among many statewide to view the *Gone Too Soon* presentation.



MnDOT’s work-zone safety campaign used billboards across Minnesota.

**Enforcement** efforts ensure that traffic controls, driver licensing requirements, drunk-driving laws, and other safety-related regulations—known to be effective countermeasures—are obeyed by all drivers. Enforcing compliance with traffic laws plays a significant role in changing driver behavior and reducing unsafe driving practices. Some highlights:

- In 2014, Minnesota agencies joined together for the **I-90/94 Challenge**, a 15-state initiative led by the Minnesota State Patrol. Their goal was to record no traffic deaths and to cut in half the number of crashes in what has been the most dangerous period of the summer. The I-90/94 Challenge was part of a national effort by the International Association of Chiefs of Police called “The Drive Challenge,” which aims to reduce traffic fatalities across the nation by 15 percent.
- Another notable achievement in TZD enforcement was the implementation of an electronic charging service—**eCharging**—developed by the BCA in conjunction with the Office of Traffic Safety. The result is more accurate and timely reporting to Driver and Vehicle Services and prosecutors. Currently, eCharging is reporting 90 percent of DWIs across the state.



A press conference for the I-90/94 Challenge was held at the state capitol.

**Engineering** efforts focus on evaluating road characteristics to ensure wise investments for modifying roadways and implementing engineering countermeasures. Efforts are ongoing as new technology, designs, and improved systems become available.

- Low-cost, high-benefit strategies for intersection and lane-departure crashes help maximize the number of locations receiving a safety treatment. Deploying **highly visible pavement markings** and **rumble strips** can help prevent lane-departure crashes. Installing **chevrons/signs** at high-risk curves contributes to reducing crashes where they are overrepresented. Pavement **markings and messages** assist drivers in their movements when they approach intersections.
- Safety is also improved for nonmotorized users by installing **pedestrian countdown timers**, deploying **signal timings** that allow pedestrians to begin their crossing while all traffic is stopped, and installing devices such as high-intensity activated or rectangular **rapid flashing beacons** to alert drivers that nonmotorized traffic is using the transportation facilities.



*Rumble strips can help prevent lane-departure crashes.*

Fast, efficient **emergency medical and trauma services** are critical to reducing fatalities and serious injuries whenever a crash does occur. This means having the appropriate equipment in place and staff members trained to be able to rapidly respond to trauma events, assessing severity and transporting patients to the appropriate facility for treatment.

Accomplishments in this area to date:

- The **trauma system** has grown from six designated hospitals in 2005 to 129 hospitals in 2014.
- **95 percent** of trauma admissions now occur at hospitals participating in the statewide trauma system.
- Physicians and nurses working in designated hospitals have completed **trauma-specific training**.
- Each trauma hospital has committed to evaluating and improving the care it provides through a structured **quality-improvement process**.
- Six **Regional Trauma Advisory Committees** have formed to evaluate and improve trauma system performance—from injury prevention to EMS response to resuscitation and interfacility transfer—in their respective regions. These efforts are already affecting positive change.



*Fast, efficient medical response to traffic crashes plays a critical role in reducing fatalities.*

## Legislation

TZD stakeholder efforts play a major role in the passage of traffic safety legislation in Minnesota, such as the primary seat belt law in 2009. In 2014, these efforts led to:

- Stronger state **Graduated Driver Licensing** (GDL) requirements. A parental curriculum component for driver education became law on January 1, 2015. This component is in addition to the current 30 hours of driver education classroom time and 6 hours of behind-the-wheel training required for drivers under 18. The provision will help parents understand the current GDL laws, how they can enforce these laws at home, and how they can best keep their teens safe while they gain driving experience.
- An increase in the **finest for speeding** through a work zone or violating a flagger's direction, to \$300. Speed limits were also reduced to 45 mph when a worker is present and a lane of traffic is closed.



*Fines for speeding through a work zone were increased in 2014.*

## Courts

Minnesota's judicial system and courts support TZD program efforts in numerous ways. One significant success is in the area of **DWI courts**. In 2014, the Office of Traffic Safety added four additional DWI courts and now provides NHTSA grant funds to a total of 16 DWI courts. An evaluation of nine DWI courts in Minnesota completed in 2014 showed DWI courts reduce repeat offenses and save taxpayers money. The evaluation also noted that Minnesota DWI courts have completion rates well above the national average. From their inception in 2008 to the end of 2014:

- 935 participants were admitted into the program
- 594 graduated, completing the entire program

In 2014:

- More than 20 participants graduated from the court
- Of the remaining 53, more than 30 have had valid driving privileges restored

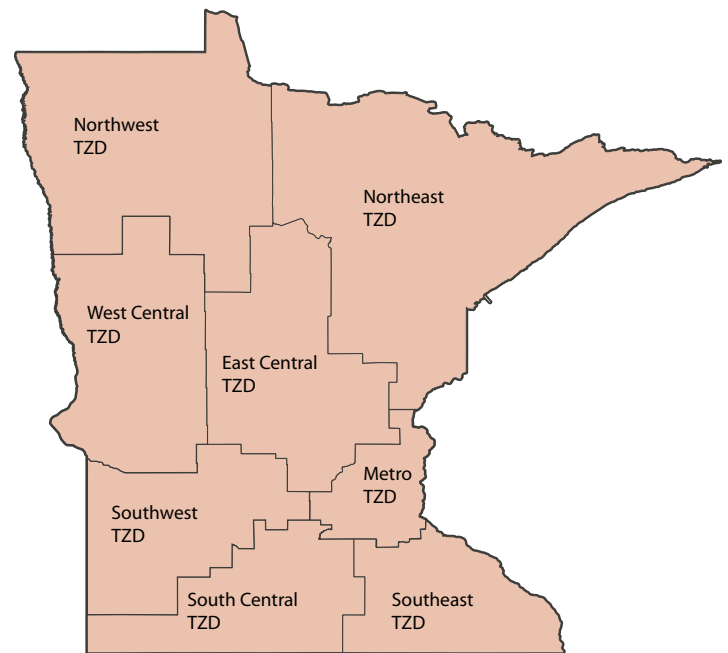


*The St. Louis County DWI team is made up of a judge, probation officers, court coordinator, treatment personnel, law enforcement, public defender, and prosecutor.*

## Regional Partnership 2014 Highlights

To complement statewide TZD efforts, partnerships in eight geographic areas of Minnesota coordinate regional efforts. Regions are encouraged to look at data specific to their areas to identify factors leading to fatal and serious injury crashes, then work with their traffic safety partners to implement proven countermeasures.

Each partnership has a local steering committee, led by the MnDOT district engineer and the State Patrol captain in that area and made up of local traffic safety stakeholders.



### Northwest Minnesota TZD

- Greater Northwest EMS received a \$25,000 grant from State Farm Insurance to purchase a distracted driving simulator for the northwest region. Thousands of people have learned about distracted driving through this simulator at local community events, boat and home shows, high schools, county fairs, churches, volunteer groups, and workplaces.
- In an unprecedented effort, enforcement agencies from both Minnesota and North Dakota worked together to provide extra enforcement during the Independence Day holiday weekend along the U.S. Highway 2 corridor, which serves as the gateway between Minnesota's Lake County and North Dakota's Grand Forks area. The cross-border enforcement wave and news conference included the Minnesota and North Dakota State Patrol, Grand Forks County Sheriff's Office, Polk County Sheriff's Office, Crookston Police chief, East Grand Forks Police chief, Grand Forks Police, Altru Hospital, Polk County commissioner, Polk County engineer, and Polk County TZD Safe Roads coalition. The wave resulted in 558 traffic stops, 368 citations, and most important, zero fatalities and serious injury crashes on the corridor.



*Employees attending the Digi-Key Health Fair in Thief River Falls tried the distracted driving simulator with the Minnesota State Patrol.*

### Northeast Minnesota TZD

- In Northeast Minnesota, several media ride-alongs were held featuring a pilot distracted driving enforcement project with State Patrol districts 2700, 2800, 3100, and 3200. The State Patrol and local agencies worked together in pairs (one driving, one observing) to find drivers who were texting.
- More than 13,000 fans saw impaired driving messages at University of Minnesota Duluth (UMD) hockey games in December. TZD partners that included UMD, Northeast Minnesota Toward Zero Deaths, and Driving 4 Safe Communities coalition collaborated to have these messages on the Jumbotron at the UMD Bulldog hockey games during the impaired driving waves. The relationship with UMD promotes safe driving during the holiday season.



*UMD hockey fans saw safety messages on the Jumbotron at home hockey games.*

## West Central Minnesota TZD

- During the West Central region's distracted driving campaign in April, a nontraditional approach to enforcing inattentive driving received significant media attention—more than any other event in the past. The event, held in Moorhead, convened local partners to bring awareness to distracted driving occurring near school buses.
- In Wheaton, an event held in May aimed at educating area young drivers gathered local attention and appreciation from the community. The event began with local EMS and law enforcement greeting cars as they entered the school parking lot. Drivers wearing their seat belt received a locally sponsored Subway gift card, and those who weren't received information and a Dum Dum sucker. Later, the State Patrol showed the *Gone Too Soon* video and answered questions. Following that, students watched a demonstration by the Wheaton Fire Department that used a rollover simulator to show why drivers should wear their seat belts.



*From the vantage point of school buses, law enforcement watched for texting and other distracted driving behavior during an enforcement wave in Moorhead.*

## East Central Minnesota TZD

- In the East Central region, a teen driver event was held in July at the Minnesota Highway Safety Research Center. State Farm Insurance sponsored the event, which communicated to teens and their parents the need for parental involvement in developing drivers and behind-the-wheel experience with instructors to perform challenging tasks such as crash avoidance, off-road recovery, and controlled skidding.
- To demonstrate the risks of driving impaired, the Stearns County Sheriff's Office offered an event in September where drivers of pedal carts, wearing impaired-vision goggles, tried to navigate a course created with cones. Then participants, ranging from county staff to passersby, took part in a field sobriety test and attempted to complete tasks while they were driving and distracted.



*An impaired-driving course in Stearns County*

## South Central Minnesota TZD

- In the South Central region, EMS representatives from child passenger safety, law enforcement, the TZD regional steering committee, and MnDOT came together to educate the community during a "Ride the Roundabout Fair." The idea was to help area drivers be prepared for the region's first roundabout. A replica of the Adams Street roundabout was set up in the parking lot of Gander Mountain, and city engineers helped community members navigate their way on golf carts through the roundabout. Nearly 500 people attended the event.
- A joint distracted driving enforcement effort forged a new way of partnering in the South Central region. State Patrol spotters rode in MnDOT trucks, while other law enforcement agencies rode in city and county trucks, in order to sit up higher to observe drivers who were texting or surfing the web.



*At South Central TZD's Roundabout Fair, participants drove golf carts through a staged roundabout.*

## Metro Minnesota TZD

- Metro Minnesota was the final TZD region to form a regional partnership. In April, law enforcement officers distributed driving education cards promoting driving awareness during traffic violation stops. In addition to the safety message and crash facts, the card relayed the story of Shreya Dixit, an Eden Prairie young adult who was killed in a distracted driving crash. The cards were also made available for education awareness events in schools and in the workplace.
- In August, Metro TZD also participated in Pedestrian Safety Week, a citywide, week-long enforcement and education campaign highlighting awareness for pedestrian safety in St. Paul. For this year's campaign, the TZD program collaborated with the St. Paul Neighborhood Associations, St. Paul Walks, and the St. Paul Police Department. Volunteers from various neighborhood associations distributed educational materials during the week and the St. Paul Police Department provided additional crosswalk enforcement at key city intersections.



*Volunteers participated in St. Paul's Pedestrian Safety Week in August.*

## Southwest Minnesota TZD

- In the Southwest region, the Kandiyohi County Safe Communities worked on bringing the JOYRIDE sober cab program to the community in 2014, providing 248 rides during the summer months of operation. JOYRIDE's tagline is "Good Times Delivered" because the goal is for people to go out and enjoy their community bars and restaurants, then get home safely.
- Three new "4 E" coalitions were created in the Southwest Region in 2014—in McLeod, Meeker, and Renville counties. The coalitions have a variety of focus areas including teen drivers, unbelted and impaired drivers, and rural roadways.



*The JOYRIDE sober cab*

## Southeast Minnesota TZD

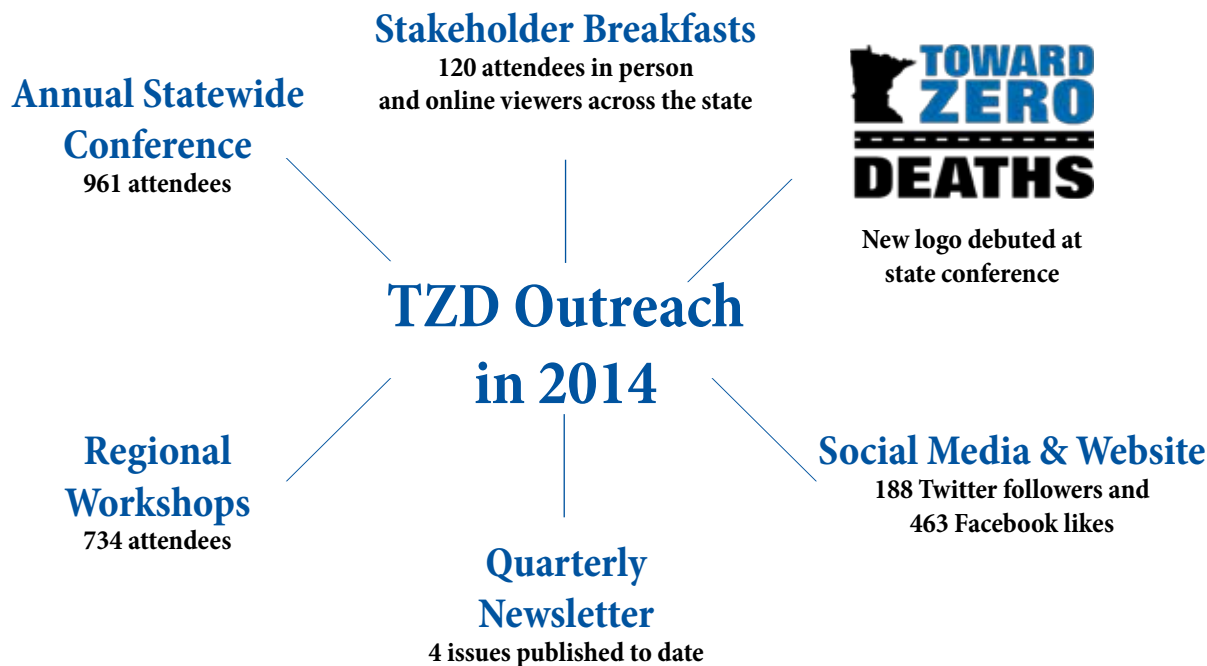
- Together with local law enforcement, the Southeast TZD region held a news conference in August to announce a one-day extra enforcement effort reminding motorists to adhere to the Ted Foss Move Over Law. The law was created to help keep emergency service workers safe on Minnesota roadways. The event was held at the eastbound I-90 Enterprise Rest Stop, which is near where Trooper Foss was struck and killed by a passing vehicle while conducting a traffic stop in August 2000.
- Southeast Minnesota TZD held a DWI news conference in November at Apache Mall in Rochester to provide awareness of the statewide DWI enforcement wave. Then, community members got a hands-on experience of how alcohol affects their driving abilities. Mallgoers were invited to drive a pedal car through an obstacle course wearing different levels of "drunk driving" goggles and to participate in a field sobriety test. Even Santa took time out of his busy day to attempt the course. Law enforcement, EMS, engineers, and educators from around the region participated.



*Participants, including Santa, wore "drunk driving" goggles while navigating an obstacle course in Apache Mall.*

## Outreach

The TZD program communicates with and engages its stakeholders in a number of ways:



## Awards

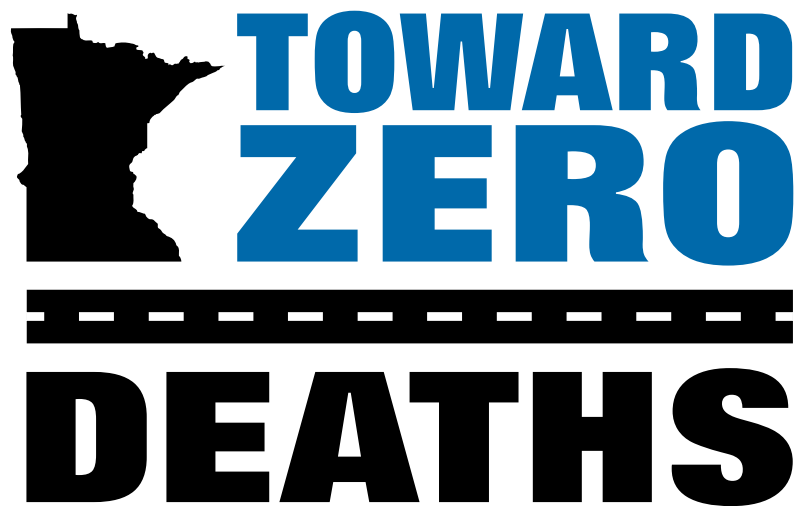
At its annual conference in November, the Minnesota TZD program recognized the contributions of individuals and organizations working toward zero deaths with several awards.

The **Kathy Swanson Outstanding Service Award** recognizes an individual who has shown exceptional leadership in efforts to improve traffic safety in Minnesota, build partnerships, and mentor others in the field. The Toward Zero Deaths **Star Awards** recognize excellence in enforcement, emergency medical and trauma services, education, engineering, child passenger safety, judicial/court systems, and the media. The Distinguished Public Leadership Award is given to public leaders who, through their vision, leadership, and knowledge, have influenced traffic safety policy directions that benefit society.

The TZD program also gave its first **Traffic Safety Innovation Award** to recognize non-governmental organizations for new and creative traffic safety solutions that help save lives on Minnesota roads. The award went to AT&T Minnesota for its work educating the public—especially teen drivers—about the dangers of texting and driving. AT&T Minnesota participated in the **It Can Wait** initiative, a national campaign aiming to reduce crashes caused by texting while driving. To enhance the national campaign, AT&T Minnesota joined forces with Minnesota TZD and numerous stakeholder organizations to spread the word and launch challenges for high school students that encouraged them to participate in competitive pledging campaigns, and hundreds of teens made the pledge not to text and drive.



*TZD 2014 award winners and presenters at the statewide annual conference*



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