



MINNESOTA TOWARD **ZERO** DEATHS

Welcome

**West Central Minnesota
Toward Zero Deaths
Workshop**

April 12, 2018

Vision

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





15
YEARS
**TOWARD
ZERO
DEATHS**

Mission

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



TZD Cornerstone

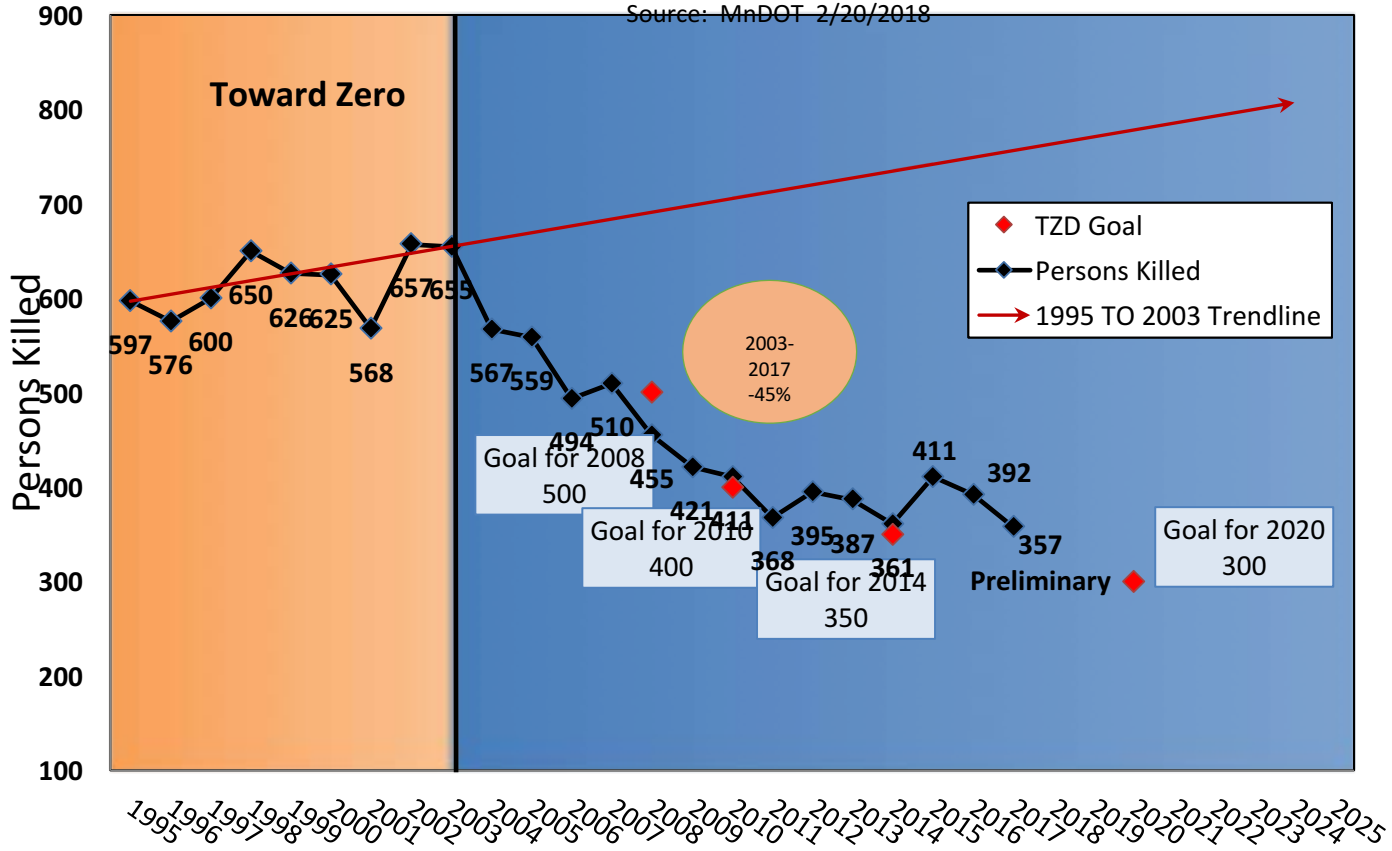
~~Four~~ ^{Five} “E” approach:



- Enforcement
- Engineering
- Education & Outreach
- Emergency Medical & Trauma Services
- **Everyone Else!**
(Legislators, Judicial, Media)

Minnesota Roadway Fatalities

Source: MnDOT 2/20/2018



Year-to-Date Traffic-Related

As of
April 12,
2018,
there were
64 traffic-
related
deaths on



Minnesota roads, compared to **73** deaths
at this time last year.

Minnesota TZD Strategic Goals

- Goal 1:** Pursue public support of traffic safety as a priority
- Goal 2:** Strengthen TZD as a priority for all units of government and traffic safety partnerships
- Goal 3:** Promote and implement effective traffic safety initiatives



Focus Areas

- Speed and Aggressive Driving
- Lack of Seat Belt Use
- Impaired Driving
- Inattentive Driving
- Run off Road
- Intersections



How to Change a Culture

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

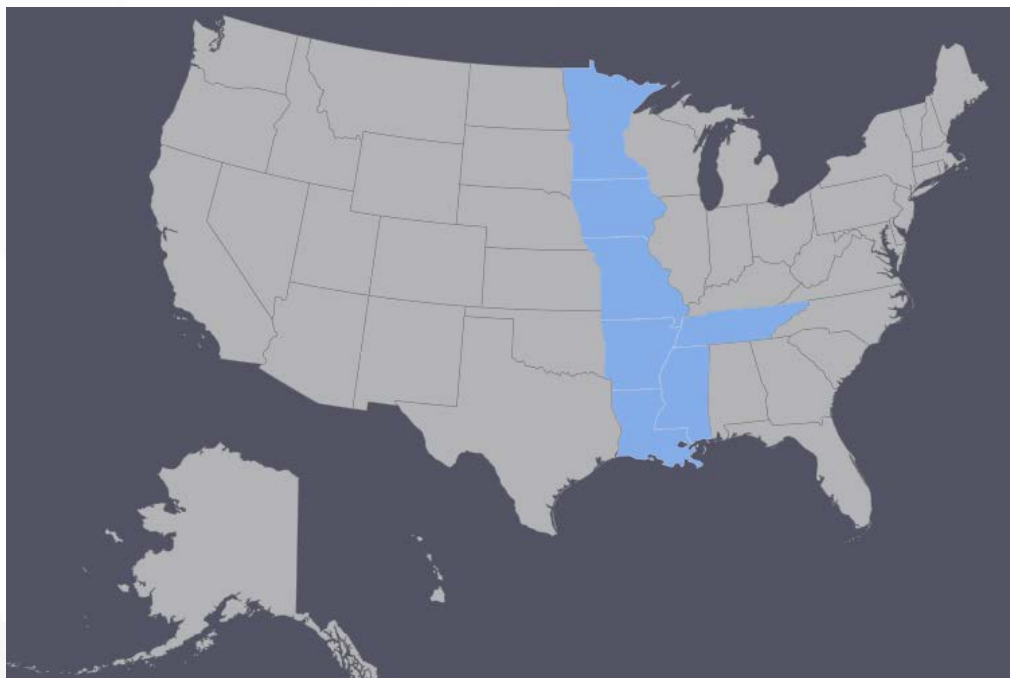
– Harry S. Truman



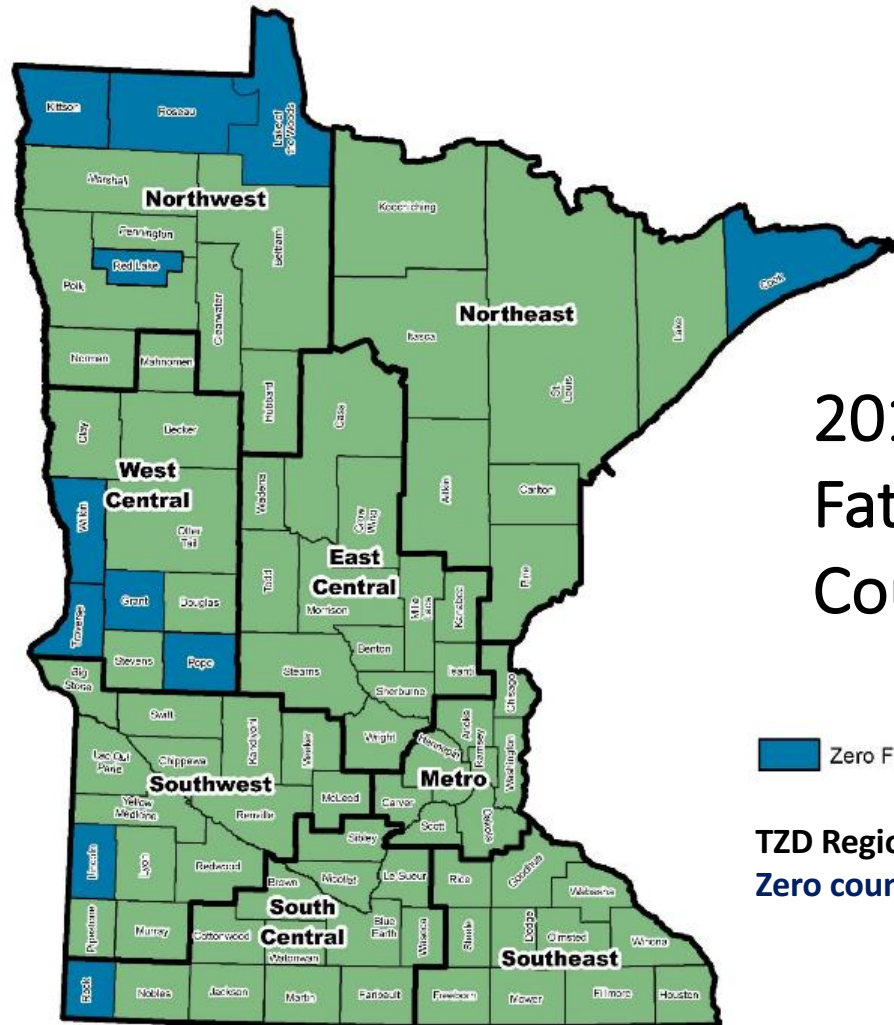
Can We Get to Zero?



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



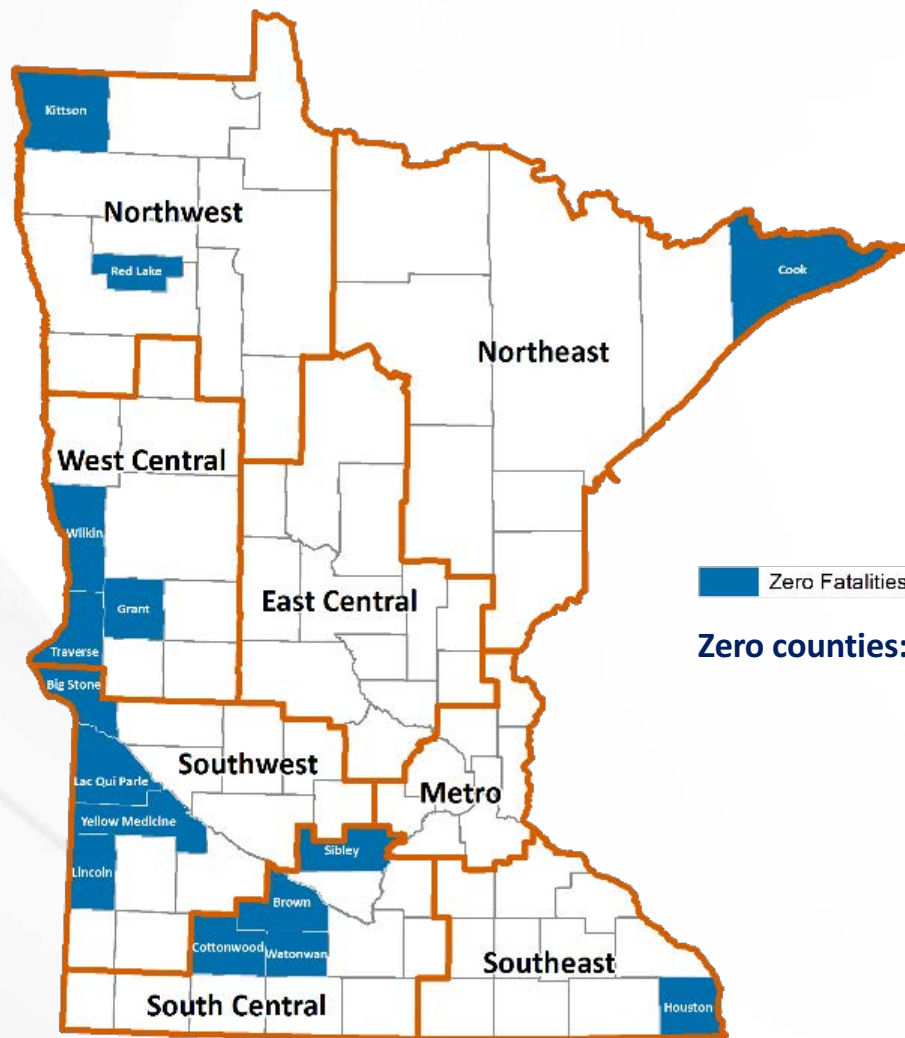
Minnesota is a safe place to be!



2015 Zero Fatality Counties

 Zero Fatality County

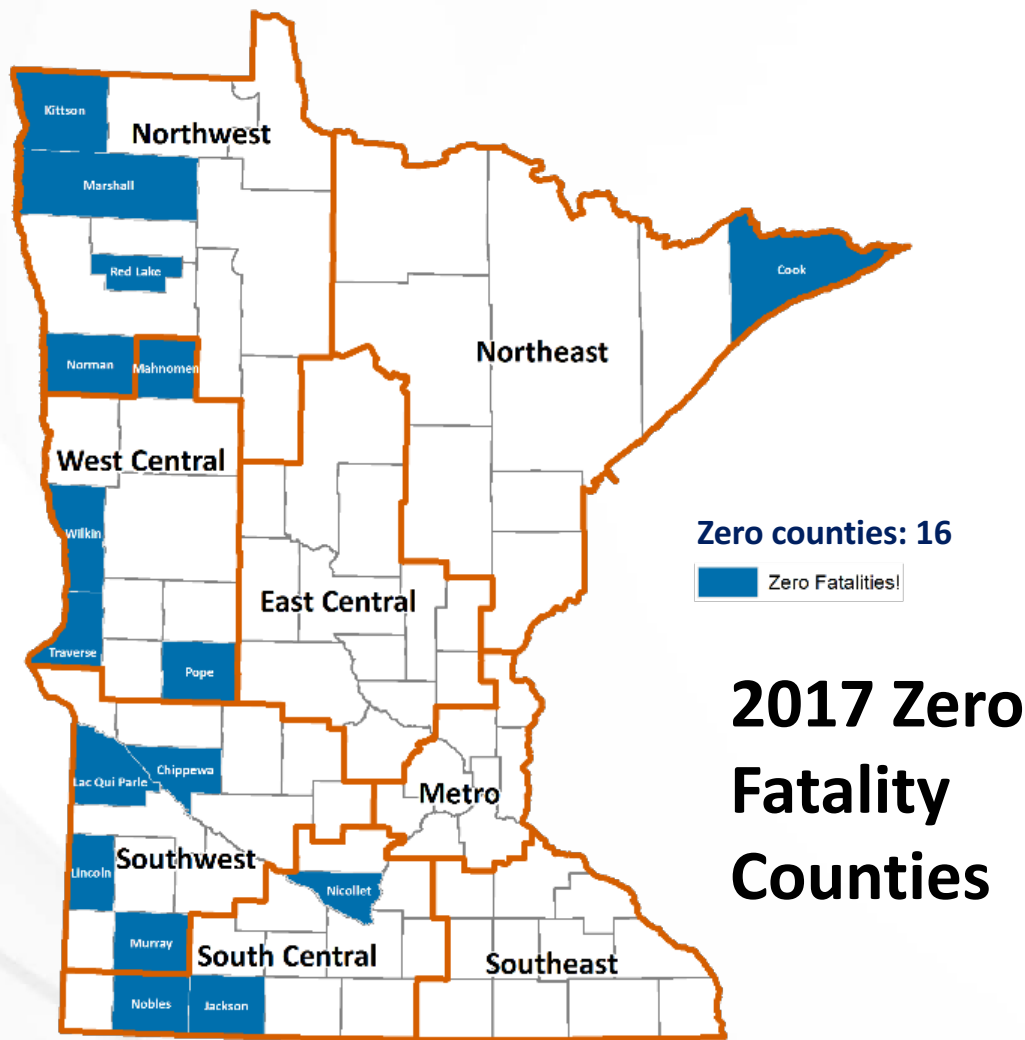
**TZD Regions Map
Zero counties: 11**



2016 Zero Fatality Counties

Zero Fatalities!

Zero counties: 15



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www.MinnesotaTZD.org

The Breakdown: TZD Regional Data



TZD Toolkit

S Toward Zero Deaths Minnesota

Home

TZD Toolkit

- Balls
- Bikes
- Distraction
- Emergency Services
- Engineering
- Enforcement
- Innovative Ideas
- Impaired
- Motorcycle
- Pedestrians
- Speed
- TZD 101
- TZD Regional Coordinators
- Annual Reports
- News Conference
- Newsletter
- Presentations
- Speakers Bureau
- Workshop
- Recent

Announcements

[+ new announcement](#) or edit this list

✓	Title	Modified
	IMPORTANT INFORMATION ON TOOLKIT	September 7

TZD Toolkit

[+](#) New [↑](#) Upload [↻](#) Sync [↻](#) Share [More](#) ▾

✓	Name	Modified	Modified by
	joyride table tent 7.15.17	August 3	Larson, Annette L. (DOT)
	2015 MN FSRC GUIDE Final	13 minutes ago	Larson, Annette L. (DOT)
	2016 South Central Local gov't June 2017	July 28	Larson, Annette L. (DOT)
	2017 SC MN TZD built media advisory 5.19.17	July 26	Larson, Annette L. (DOT)
	2018 Enforcement Calendar	September 21	Larson, Annette L. (DOT)
	A Primer on Traffic Safety Culture JTE Journal	July 28	Larson, Annette L. (DOT)
	Apache Mall DME poster 2014	4 days ago	Schleck, Jessica (DOT)
	Apache Mall proposal 2014 final	4 days ago	Schleck, Jessica (DOT)
	Bicycle Safer Journey	August 21	Zoria, Wioderykesh (MNNT)
	buckle up in your truck poster 8.03.15	October 2	Larson, Annette L. (DOT)

Down this here to refresh

Site Owners

- Hernandez, Kristine J. (DOT)
- Larson, Annette L. (DOT)
- Young, Susan (DOT)

Calendar

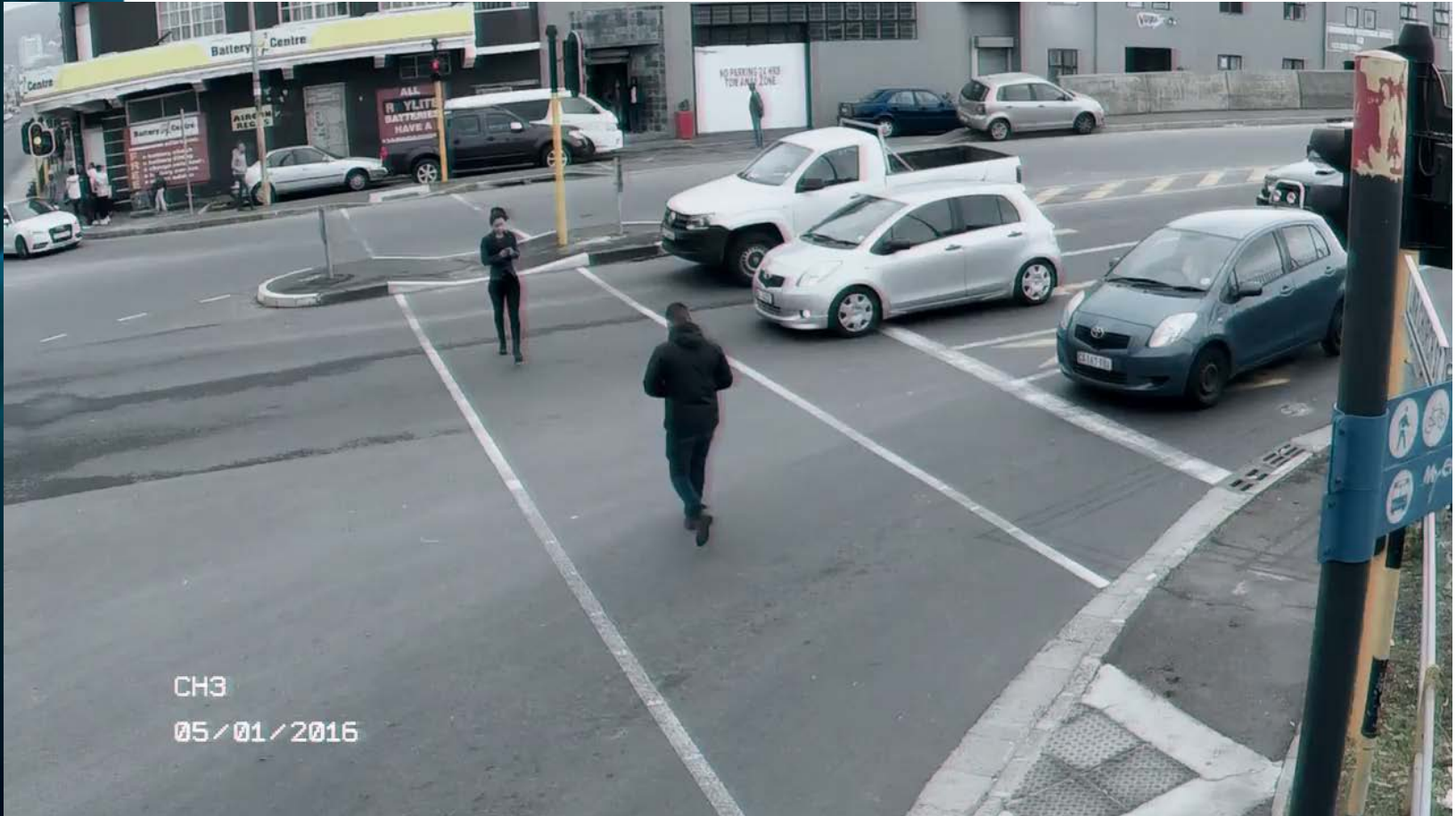
October 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
1	2	3	4	5
				6 Add
8	9	10	11	12
15	16	17	18	19



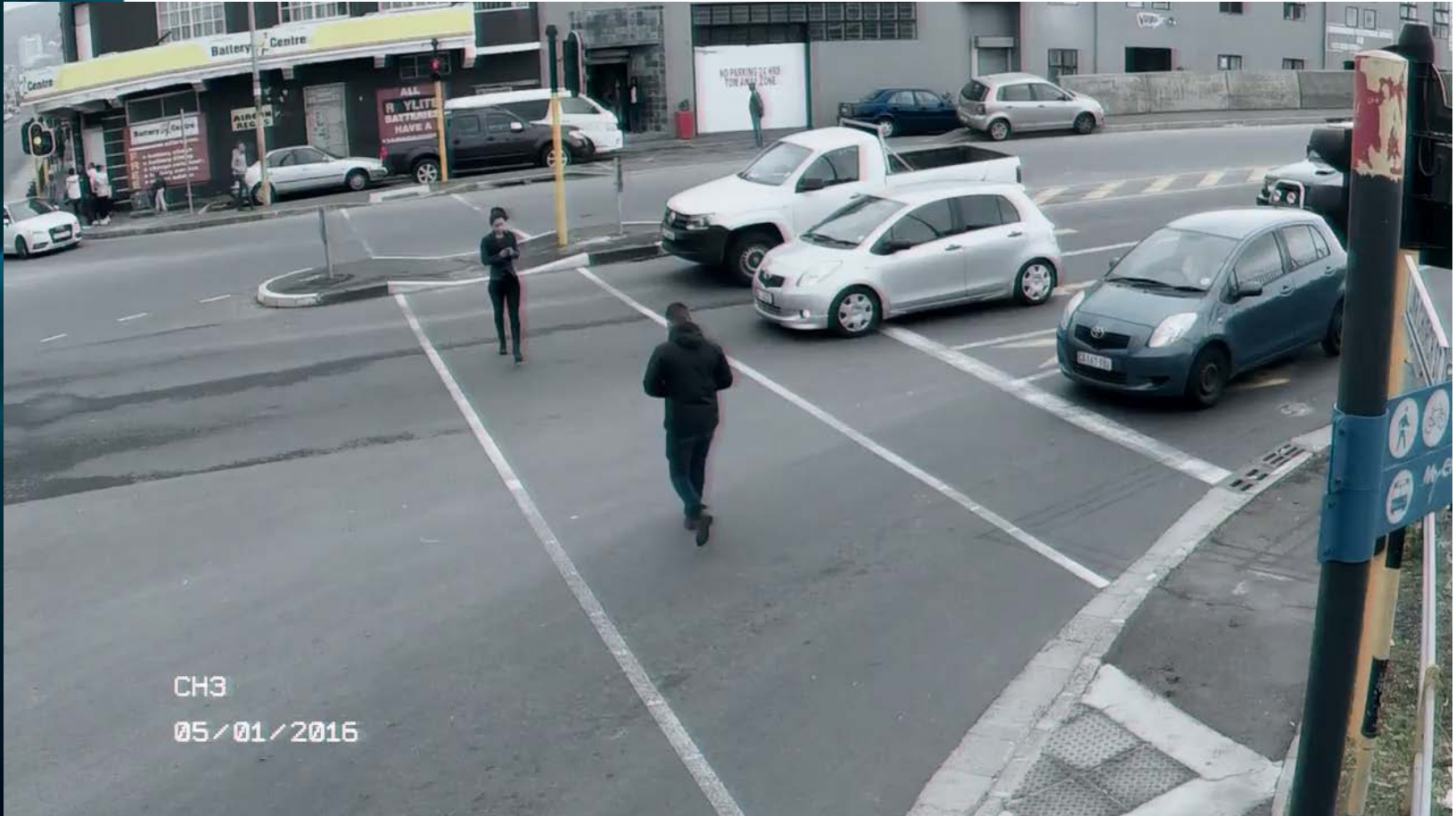
TZD #101 and BEYOND

Distraction



CH3
05/01/2016

Distraction



CH3
05/01/2016

You
**DESERVE A
BREAK**



The Teenage Brain and Risk Reduction: Connecting the Dots

Erin Walsh, Mind Positive Parenting



DWI Changed My Life





**KEEP
CALM
AND
EAT
LUNCH**

© 2012 KeepCalmStudio.com

SAFETY ALERT

5:26 91°



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15 YEARS

SAFETY ALERT

5:26 91°



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Bad Bad Highway – Or is it?



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



Kristine Hernandez

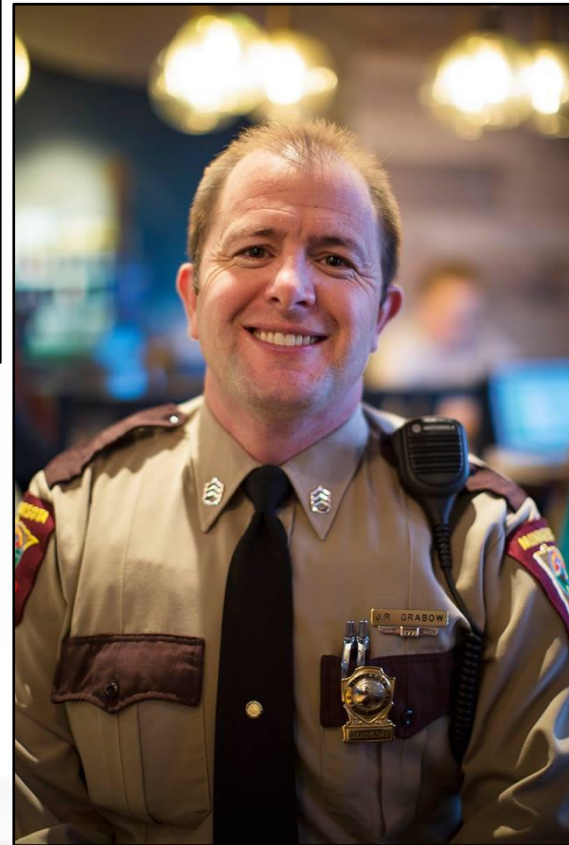
Minnesota TZD program coordinator

What Did You Do?



quickmeme.com

Targeting Effective Media Outreach





the
**WRAP
UP**

2018 TZD Regional Workshops

April 5:

East Central – St. Cloud

April 12:

West Central – Moorhead

April 18:

Metro – Bloomington

May 2:

Southeast – Rochester

May 23:

Northwest – Thief River Falls

May 30:

Northeast – Grand Rapids



Toward Zero Deaths Statewide Conference



October 23-24, 2018 – Mankato

www.minnesotatzd.org

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www.MinnesotaTZD.org

TZD Goal for 2020:

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



Goal: Zero Deaths

