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**Minnesota TZD  
DWI Enforcement  
Wave**

**November 25-  
January 2, 2016**



## TZD Goes Public with Private Partnerships

*North Memorial Hospital and Safeway Driving School display logo*



*Safeway Driving School is one of the new TZD partners now displaying the TZD logo on their vehicles.*

Motorists will soon see the TZD logo displayed on various vehicles throughout the state with the help of two statewide community partners – North Memorial Health Care and Safeway Driving School. Both partners are demonstrating their commitment to the TZD program by adding the TZD logo to more than 170 company vehicles and nine helicopters.

It is all part of how TZD is working to create a culture for which traffic fatalities are no longer acceptable. “Changing a culture doesn’t happen overnight,” said Kristine Hernandez, statewide Toward Zero Deaths program coordinator. “By displaying the TZD logo, these businesses show their commitment to the TZD goal to reduce death and serious injuries on

our roadways. They have seen the pain from families who have lost a loved one in a motor vehicle crash. No one should have to experience that loss.” By spreading public awareness, partnerships are able to encourage culture change.

North Memorial Health Care, a Level 1 Trauma Center, provides resources to treat every possible injury including traffic crashes. They will display the TZD logo on their fleet, which includes nine helicopters and 140 vehicles. “We support the efforts of the Toward Zero Deaths campaign and commit to the fourth major focus area of emergency medical and trauma services,” said J. Kevin Croston, chief executive officer, MD, North Memorial Health Care. “Providing fast, efficient care is critical to reducing fatalities and serious injuries whenever a crash occurs.”

Safeway Driving School added the TZD decal to their 32 vehicles. The school provides classroom driving lessons and behind-the-wheel lessons for teens at locations throughout the Minneapolis and St. Paul metro area and has 52 instructors. “Everyone on the road needs to be included in this endeavor,” said Cindy Thienes, vice president, Safeway Driving School. “We have Safeway cars on the roads every day and we get a lot of eyes. We would like to show the public that we are taking part in the TZD vision and goals.”

In addition, the Minnesota Department of Transportation will add the TZD decal to approximately 2,000 fleet vehicles.

## TZD Regional Workshops Emphasize Community Partnerships

*Metro Region conducts first workshop*

Another series of annual Toward Zero Deaths regional workshops occurred throughout the state during May and June. This year, all eight DOT districts participated, including a first ever TZD workshop in the Metro.

Metro's workshop drew more than 100 traffic safety stakeholders in attendance. Topics included: "Managing Safety for Older Drivers," addressing Minnesota's growing population of senior drivers; "Engineering #101," new engineering technology explained for non-engineers; and "Pedestrian Safety," proven strategies to address the Metro's overrepresentation of pedestrian crashes. The workshop also included a county coalition building panel discussion, which recognized TZD efforts done by current Metro TZD coalitions and encouraged attendees to establish coalitions in their own counties.



*MnDOT Director of Operations and Maintenance, Greg Coughlin, introduces the "Engineering 101" presentation at the Metro TZD Workshop.*



*More than 100 traffic safety professionals including several driver educators, listen to the safety information presented at the Metro Regional Workshop.*

them, all work on traffic safety," said Youngs. "The community assessment was a good way to bring those safety partners together and start that dialogue—and hopefully start building those partnerships."

Each year, TZD workshops occur to help facilitate the implementation of TZD in local communities. Attendees include law enforcement, engineers, educators, emergency medical and trauma services (the 4-Es), local policy makers and other traffic safety advocates.

"I'm excited and glad to see the Metro Region conduct its own TZD workshop," said Susan Youngs, TZD Metro regional coordinator. "TZD efforts have been building in the Metro the past several years and the workshop is a great opportunity to continue the progress toward saving lives."

A highlight of the Metro workshop was a community assessment exercise where attendees assembled in small groups with others from their county and discussed current TZD efforts in their communities. Discussion topics were selected from recent Metro crash data and included teen drivers, speeding and impaired driving.

"Our '4-Es', as we call

**Save The Dates!!**

**2016 TZD Regional Workshops**

**Northwest Minnesota—May 25**

**Northeast Minnesota—June 16**

**West Central Minnesota—May 9**

**East Central Minnesota—May 16**

**Metro Minnesota—April 13**

**Southwest Minnesota—April 22**

**South Central Minnesota—April 26**

**Southeast Minnesota—May 5**

## May Seatbelt Wave Targets More Than Just Motorists

### *Teen drivers targeted for belts*

Minnesota law enforcement across the state saw a significant drop in seat belt violations during May's "Click It or Ticket" campaign. Law enforcement cited 32 percent fewer motorists for seat belt violations and 37 percent fewer child seat violations in 2015 compared to the previous year. More than 300 law enforcement agencies participated, and 7,393 motorists were cited for lack of seat belt use as compared to 10,874 seat belt citations during the 2014 campaign.

A rather notable exception occurred in Winona County where one motorist received two separate citations in two separate vehicles on the same day!

However many enforcement agencies also promoted seat belt use among teen drivers.

The St. Peter Police Department worked with local TZD stakeholders to promote seat belt use at several local high schools. TZD stakeholders brought traffic safety materials to be posted around the high schools while law enforcement distributed incentives, such as key chains, Buckle Up t-shirts, coupons for free fountain pop from Kwik Trip and crazy bread from Little Caesars to student drivers who were following the law and wearing seat belts.

The Albert Lea Police Department, along with the following agencies: Freeborn County Sheriff's Office, Freeborn County Public Health, Albert Lea Fire Department, Minnesota State Patrol, Gold Cross Ambulance and Allen's Tow-n-Travel handed out *Always Buckle Up!* wrist bands to kids leaving the Albert Lea High School and provided an extra visual incentive for students. Emergency vehicles were on hand with lights on and a crashed car greeted the young drivers leaving school for the day.

The Zumbrota Police Department, with the help of Zumbrota Mazeppa SADD group, conducted a seatbelt check at Zumbrota-Mazeppa High School and reported that only one person was spotted not wearing a seatbelt out of nearly 200. All those wearing belts received a coupon for a free DQ blizzard, Kwik Trip fountain drink or Little Caesars Cheesy bread, courtesy of AAA.



**Above:** *Students at Zumbrota-Mazeppa High School (Southeast TZD Region) received various incentives for wearing their seatbelts.*

**Below:** *A crashed vehicle greeted students at Albert Lea High School (Southeast TZD Region) to further stress the importance of safe behavior behind the wheel.*



## Fall DWI Enforcement Takes Creative Approach

Drunk drivers are increasingly in the minority on Minnesota roads, and the number of traffic deaths due to alcohol continues to drop. The most recent *Minnesota Impaired Driving Facts 2014* report shows a 25 percent decrease in impaired-related traffic fatalities since 2010 and continues a five year downward trend.

Certainly TZD efforts such as the Labor Day enforcement wave are helping drive down those numbers. More than 300 agencies participated in the fall wave and TZD regions organized news conferences to announce the additional enforcement. From hearses, to designated DWI officers (see pg. 5), to student athletes, the regions provided their own unique twist on the events.

South Central TZD included a chilling visual at their conference as Mankato Mortuary provided a hearse to encourage people to plan ahead for a safe ride home. "The plan was to show modes of transportation for you to get home after a night out. Cab companies representing a safe way to get home and Gold Cross Ambulance, law enforcement, or the hearse represented the alternative ways to end

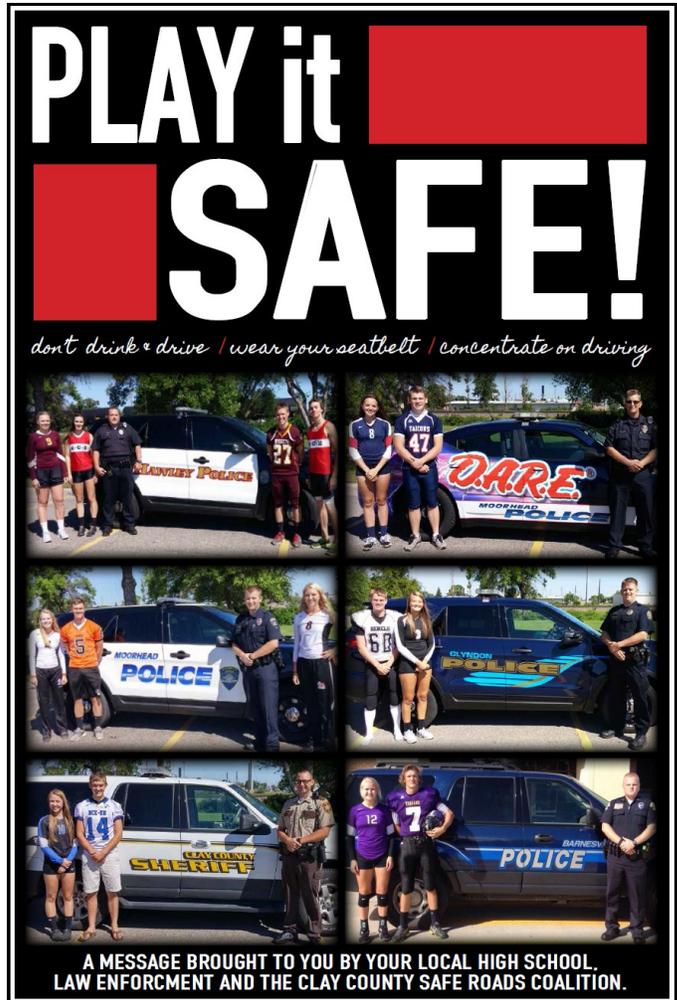
your night," says Annette Larson, South Central TZD regional coordinator.

West Central's TZD Region focused on protecting teens to reinforce the message of not drinking and driving. The Moorhead Police Department worked with area high schools and asked the sport team captains to participate in the news event announcing the DWI wave.

At the event, people were then encouraged to "Play it Safe" and not drink and drive to keep youth safe who are also on the roads heading out to various fall games and other activities.

"All involved felt it was a unique way to get people's attention and hopefully keep them from drinking and driving," said Tom Nixon, West Central's TZD regional coordinator. "People tend to focus on teens drinking and driving, but that's not always the case," continued Nixon. "Data shows that underage teen drinking and driving is not as large of a problem as adults drinking and driving. This was a way to illustrate how people can still protect teens by not drinking and driving.

*Story continued on pg. 9*



*Above: The poster created by the Clay County Safe Roads Coalition (West Central TZD Region) featuring local athletes.*

*Below: The South Central TZD Region provided two options for getting home from a night out on the town — a cab ride or a hearse.*



## TZD Working Even Harder to Crack Down on Drunk Driving

*Designated DWI officers hired at several departments*

Thanks to funding made available by the Department of Public Safety, a dozen law enforcement agencies in the state are joining forces with TZD efforts to have a police officer solely dedicated towards reducing the number of DWIs on their roadways. Crash data was reviewed to determine where there would be the most impact from the addition of a designated DWI officer. The new funding allows the officer to focus solely on getting drunk drivers off the road.

Olmsted County is one of the 12 law enforcement agencies across Minnesota to implement a program to fund a full-time DWI officer who will work the peak nights and times when drinking and driving occurs, in an effort to crack down even harder on drunk driving. "So, that's going to be their sole job," says Olmsted County Sheriff Kevin Torgerson. "They're not going to take other calls for thefts or burglaries or different things. The one sole goal is to work traffic and DWI enforcement."

The funding pays for not only a full-time position salary and benefits, but also for a new squad and corresponding equipment. Time the officer spends in court testifying on drunk arrests will also be covered under the grant.

Enforcement agencies currently with a designated DWI officer include:

Anoka County Sheriff's Office, Coon Rapids Police Department, Duluth Police Department, Edina Police Department, Hopkins Police Department, Lakeville Police Department, Lino Lakes Police Department, Minneapolis Police Department, New Brighton, Olmsted County Sheriff's Office, Richfield Police Department and the St. Cloud Police Department.

## East Grand Forks Recognized Its Own All-Star

*Schilke named to DWI All-Star team*

July 9 was a winning night all around at Target Field. Not only did the Twins beat the Seattle Mariners 8-1, but the Department of Public Safety also recognized its 2015 DWI All-Star Team during the pre-game activities. They were selected for their outstanding service in enforcement and prosecution of drunk drivers.

However, one All-Star was unable to make the ceremony—Officer Alex Schilke from the East Grand Forks Police Department. Schilke had just undergone a round of chemotherapy treatment and was unable to make the trip down to the stadium. The police department decided to hold their own ceremony.

Police Chief Mike Hedlund presented Schilke with an All-Star Team hat and engraved Louisville Slugger just like those his fellow All-Stars received. "Because I'm from a small town, I really didn't think East Grand Forks would be



*"Thank you so much for your efforts. You've done a great job for us and you've got a great future here," said East Grand Forks Police Chief Mike Hedlund as he presented Schilke with his hat and bat. Holly Kostrzewski, Northwest Minnesota TZD regional coordinator agrees.*

recognized when you have people in the Metro that have 150 arrests, Schilke commented.

During the special ceremony, Schilke's girlfriend took pictures

while fellow officers joked with him about getting a baseball game started later in the day.

## Future Drivers Assist Isanti County TZD in DWI Efforts

The Isanti County TZD Safe Roads Coalition, East Central TZD Region, along with local Rotary and Lions Clubs, hosted a competition among middle school students in support of the May DWI enforcement wave. Students were directed to create a slogan and design a table tent emphasizing the message "Don't Drink and Drive."

Nearly 80 students participated in the contest and the winners got to "shadow" a county judge for a day.

All of the table tents were placed in alcohol-serving establishments in the cities of Cambridge and Isanti for the first week in June. While only asked to display the tents for one week, the businesses received such favorable community feedback that the tents remained in place for much longer.

Isanti County TZD duplicated the top six winning entries and made them available for display at the Statewide TZD Conference in October. Conference attendees were encouraged to take this idea back to their respective communities and hold their own competitions. A toolkit has also been developed for communicating the rules of the contest to the participating schools.

If you are interested in bring this fun competition to your community, please contact Isanti County TZD coordinator Bob Bollenbeck, or Minnesota Safe Rides Chairperson, Loren Davis.



Above: East Central TZD Region winners of the table tent contest proudly display their winning designs.

Below: Winning table top entries.



## TZD Offers Triple Threat to Combat Drunk Driving

*Tri-State effort during fall enforcement wave*

TZD raised the bar on DWI enforcement by forming partnerships across state borders. For the recent Labor Day enforcement wave, Minnesota law enforcement teamed up with agencies from South Dakota and Iowa to present a triple threat toward drunk driving.

The wave was announced at a rest stop on the Minnesota/South Dakota border. "We're developing partnerships across our borders to work on the same commonality — the problem with people being impaired while they drive," said Minnesota State Patrol Captain Bruce Verdoes, Southwest TZD Region.

Attendees at the news conference not only heard the details of the upcoming enforcement wave, but also the story of Brad Bigler who sadly lost his 5-month-old son to a drunk driver. Bigler, his wife and son were leaving a family wedding when an impaired driver crossed into their lane and hit them head on. Brad's son was pronounced brain dead and later died at the hospital. Since then, Bigler, his father and his father-in-law, have shared their story with more than 10,000 people, including high school students, in hopes of preventing future tragedies.

Lt. Sorenson, Rock County Sheriff's Office, further stresses the human message behind the DWI enforcement. "Not only do we have to enforce DWI laws, we'd like to educate the public and keep people from driving impaired. Crashes caused by impaired driving affects the lives of crash victims and their families forever." Enforcement's tri-state efforts hope to make a dent in the current totals of more than 3,600 impaired drivers arrested each year in the three states.

## Saved by the Helmet

*Northwest TZD Region takes a positive approach to motorcycle safety*

2015 has been a deadly year for motorcycle riders in Minnesota. In 2014, there were 46 motorcycle fatalities total, and fatalities for 2015 have already surpassed that number. Minnesota's Northwest TZD Region provided a positive response to these stunning statistics.

On June 20, David Moulds was riding his motorcycle home when a deer jumped out onto the road directly in front of him. It can be hard to prepare for unexpected traffic incidents such as these, but not only was Moulds prepared, but his preparations most likely saved his life.

Two hours prior to the crash, Moulds purchased a new helmet and full leather riding gear. That shopping trip saved his life. Thanks to the new helmet and full leather riding gear, David Moulds is still here today. "If I didn't have my helmet on, I don't think I would be here right now," said Moulds. He added "Since the crash, I have gotten a couple people to buy helmets."

2015 Rider death statistics paint a telling picture:

- Helmet use: 38 riders killed were not wearing helmet; 16 were wearing a helmet.
- 33 of the crashes were single-vehicle, involving only the motorcycle. 24 of the crashes involved a motorcycle and another vehicle.
- 26 of the crashes happened while motorcyclists were negotiating a curve
- 41 of the crashes happened in a rural area.
- 16 happened in an urban area.



**MnDOT and Minnesota State Patrol Lt. Brad Norland recognized Moulds's safety-conscious behavior by presenting him with a "Saved by the Helmet" award at the Minnesota Department of Transportation office in Crookston.**

Many of these crashes happened while negotiating a curve. That is a skill motorcyclists can master by taking a rider training course. There are courses available for more advanced riders, not just beginners. Training is available from April through October and riders can register online at [www.motorcyclesafety.org](http://www.motorcyclesafety.org).

Public safety officials urge motorcyclists to wear protective gear: including a DOT-approved helmet and brightly-colored protective gear for visibility and protection. Other tips include: Riders should be prepared for inattentive drivers by staying focused on riding and keeping their speed in check. Riders should never drink and ride.

Riders should always ride within their skillset, use good judgement and maintain a 3-second following distance. In addition, motorists can help prevent motorcycle deaths by looking twice for motorcycles before entering a roadway or changing lanes. They should give riders room, check blind spots, pay attention and drive at safe speeds. Motorcycles are smaller, so their speed and distance is more difficult to judge.



## TZD Pedals Across the State

*New educational resource now available!*

There is a new resource in the Toward Zero Deaths educational tool box, and it is pedaling its way across Minnesota! All eight TZD regions now have a pedal kart for use at news conferences, high schools and other TZD events. The pedal kart allows the driver to safely navigate a simulated course "sober," then "impaired" while wearing fatal vision goggles. As in real life situations, the participant begins with complete control of the kart, but then becomes impaired while wearing the goggles and is not in 100 percent control.

### A Multi-Purpose Tool

Drunk driving awareness is not the kart's only educational feature. It is also an effective tool to teach about the dangers of distracted driving and in particular the important message of *not texting while driving*. Instead of wearing the impairment goggles, the driver tries to navigate the driving course while sending a text message.

TZD stakeholders have requested the pedal karts be used at various safety and community events. In Montgomery, Minn., the pedal kart was part of a larger safety event sponsored by the Tri-City United School District in conjunction with the Montgomery Police Department to remind students of their responsibilities behind the wheel.

"We're trying to get kids to wear their seat belts, as well as not speed, text or drink while driving," said South Central Minnesota TZD regional coordinator Annette Larson. "It's fun, but gets the kids to pay attention to safe driving habits."

The Orono Police Department also used the kart at a recent community open house where approximately 40-45 people drove the kart through the driving course. The kart was a popular attraction at Maple Plain Days in August. Attendees, both young and old, not only drove the kart, but were also put through field sobriety tests while wearing the impairment goggles.

"We target teen drivers with these tools, but the truth is, many teens have already tried fatal vision goggles through programs at school. A lot of their parents have not, and these safety experiences are just as valuable for them," says Susan Youngs, Metro TZD regional coordinator.



*Top and Middle: Maple Plain Days patrons in the Metro TZD Region learn about the effects of alcohol on driving ability through the pedal kart, fatal vision goggles, and field sobriety tests.*

*Bottom: The pedal kart makes an appearance at Orono PD community open house in the Metro TZD Region.*



## Mock Crashes – Educating More Than Teen Drivers

*South Central TZD Region provides unexpected EMS training*

A recent mock crash sponsored by Minnesota Valley Lutheran High School not only demonstrated the deadly effects of texting while driving, but also served as a test run for the participating first response agencies. “The practice does pay off,” says Vic Roepke, Courtland Fire Department. “We want to be on the ball for the real thing.”

Mock crashes have long been effective tools for teaching teen drivers the importance of safe driving and have been a common part of high school curriculums throughout the state. However, the mock crash is teaching more than just the students. “Any opportunity our first responders get to experience the sights and smells of a crash even a mock crash, provides long-term benefit for EMS users and providers,” says Mark Griffith, executive director of the South Central Minnesota EMS Regional System. “These scenarios allow responders to utilize equipment and personnel in a real-time environment, with minimal “verbal” simulation.

### **EMS - The 4<sup>th</sup> “E” of Traffic Safety**

Emergency Medical and Trauma Services is one of the “4-Es” of the TZD program and plays vital role in traffic safety. During the first hour after a serious accident, known as the “golden hour,” it is crucial that the victim receives the necessary medical treatment in order to have a chance of surviving.

### **Strengthening Partnerships**

Mock crashes often involve multiple agencies that do not work together on a regular basis - and events like this help the multiple agencies work together and communicate better. Griffith, continues, “Mock crashes allow a venue to test communication between responders, scene management practice and equipment familiarization. To successfully address these three areas leads to quick, accurate, and decisive patient care in the field.”

As with any effective training, participating agencies usually debrief after the exercise, identifying what went well, what did not, and how they might tweak a response going forward.



*Mock crashes, such as this one at Minnesota Valley Lutheran High School in the South Central TZD Region are proving their worth past their teen audiences as first responders use the exercise as a training tool for future crashes.*



## DWI Enforcement cont.

*Continued from pg. 1*

Lt. Deric Swenson, Moorhead PD, developed the idea and truly made the event come to fruition.”

In addition, the Clay County Safe Roads Coalition created a poster that was distributed in numerous locations to reinforce the *Play It Safe* message.

*Students participated East Central Region’s news conference announcing the upcoming DWI enforcement wave.*



## Repeat Texters Face Stronger Fines

According to Lt. Pete Goman from the Minnesota State Patrol, texting and driving has become an “epidemic” in the traffic safety world. Troopers see the entire demographic of the driving population using cell phones, not just young people. Goman adds, “People are aware. They just believe that they can do it safely, and they’re not going to be the ones that are involved in a crash.”

However drivers who feel the need to text while driving will now face greater fines, thanks to new stricter laws that went into effect August 1, 2015. First time offenders receive a \$50 fine, but that fine goes up dramatically for repeat offenders. Second violations will receive a \$225 fine in addition to the \$50.

“The higher penalty is designed to make motorists think twice about looking at email, texts and online activity on their phones and risk getting ticketed, or far worse, causing a crash,” says Commissioner Mona Dohman, Department of Public Safety.

In Minnesota, it is illegal for drivers to read, compose or send texts and emails as well as access the web while the vehicle is in motion or a part of traffic. That includes sitting at a stoplight or stop sign. It is also illegal for drivers with a permit or provisional driver’s license to use a cell phone while driving, except for emergencies to call 911.



*Matthew Riggs speaks about losing his brother to a distracted driver at a recent DPS news conference in the Metro TZD Region.*

## Local Enforcement Scores a DWI Hat Trick

At a recent Hennepin County Traffic Advisory Committee meeting, a special award was presented to Officer Tim Tourville from the Crystal Police Department. During a recent DWI enforcement effort, Officer Tourville arrested three separate offenders during one shift. In enforcement circles, this is known as a hat trick. Officer Tourville received a hockey stick engraved with his name, badge number, department name and date of DWI shift as a thank you for a job well done!

Officer Tourville is not alone in his hat trick status as officers from the St. Paul Police Department and Coon Rapids Police Department have also recently arrested three DWI offenders during a single shift. “Lots of excellent police work, says Bill Hammes, law enforcement liaison for the Metro TZD Region. “Nice to see.” Congratulations to Officer Tourville and all enforcement hat trick recipients.



*Right: Bill Hammes presents Officer Tourville with his engraved hockey stick. Above: Members of the Hennepin County Traffic Advisory Committee.*



## Teaming Up While Buckling Up

*South Dakota and Southwest Minnesota Troopers joined forces for Interstate 90 Safety Operation*



**Enforcement from both Minnesota and South Dakota participated in the news conference announcing the Interstate 90 effort.**



Last May, law enforcement took buckling up to a new level and teamed up for a multi-state enforcement safety operation. State Troopers and other local law enforcement agencies from Minnesota and South Dakota joined forces for a 21-hour joint operation to promote highway safety.

Interstate 90 was the focus of this safety campaign from the Wyoming border to the Wisconsin boarder and also included the Iowa State Patrol and other local law enforcement departments. In addition to I90 extra law enforcement was also working state and county roads in the area with a special emphasis on those roads that may be used to avoid state-line ports of entry.

Increased law enforcement presence on Interstate 90 was designed to stop criminal activities and reduce crashes, injuries and fatalities.

"This is a way to work together to deliver an even more effective message. In this cooperative effort, we can reach more motorists at one time," said Colonel Craig Price, South Dakota State Patrol.

Minnesota State Patrol District 2200 participated in the campaign and stated that at one point, there were 18 stops in 90 minutes for speeding more than 80 mph, with the highest speed logged at 95 mph. In total, MPS District 2200 alone reported 156 traffic stops with 94 citations given.

The campaign promotes safety through enforcement with an emphasis on speed, hazardous moving violations, seat belt use and impaired driving. Enforcement equipment used included patrol aircraft, service dogs, drug recognition experts and motor carrier personnel.

***Want to be part of the TZD Team - Contact your regional coordinator to find out how.***

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