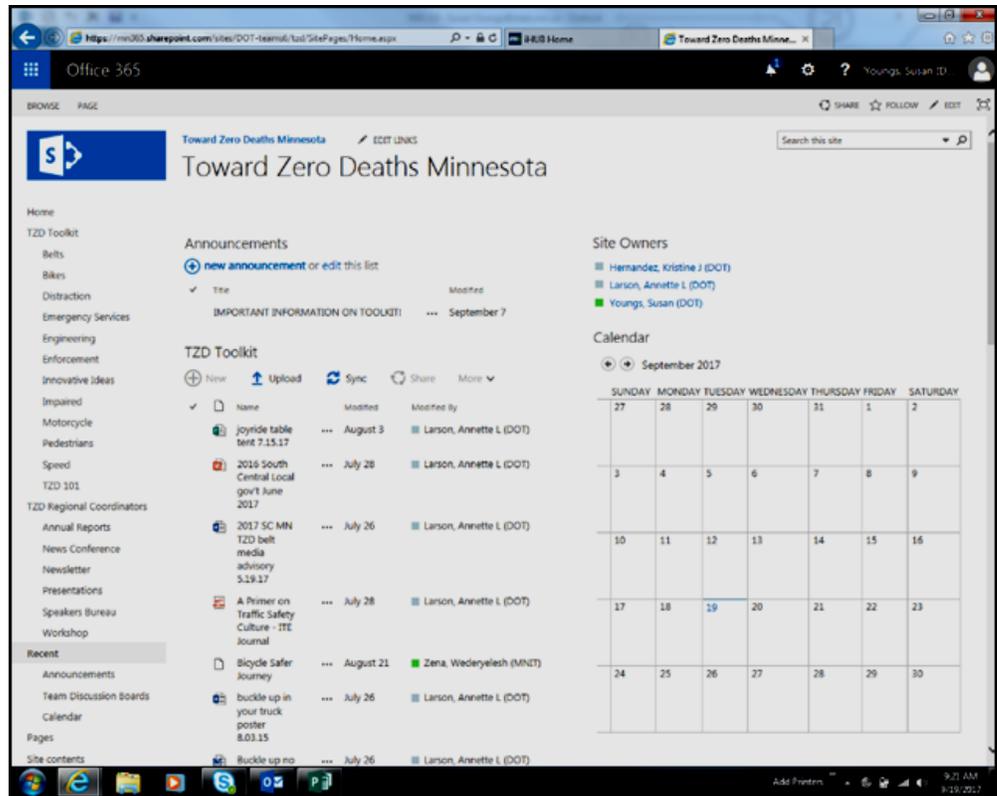


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## TZD 101 and Beyond – A TZD Toolkit

*An online Sharepoint site to store resources and share ideas*



*The TZD Toolkit contains resources and materials for a variety of TZD activities.*

Since TZD’s beginning in 2003, stakeholders have created many useful materials and resources to assist in their traffic safety efforts. However, as Minnesota’s TZD program continued to grow throughout the state, those materials and resources became spread out throughout all eight TZD regions. Recognizing the need to have a central place to store and share resources, and a desire to avoid “reinventing the wheel,” TZD is making a new Sharepoint site available to TZD stakeholders in early 2018.

An online toolkit has been developed to provide a central place to store and share those materials. The new toolkit is accessible through a SharePoint

website and was designed as a resource for TZD stakeholders to use in their traffic safety education, awareness and outreach efforts.

Stakeholders will have easy access to numerous safety materials and also an opportunity to share ideas and information.

The site contains presentations, materials to distribute and other related materials from across the state and beyond to address traffic safety from your “E’s perspective” (Engineering, Education, Enforcement, and Emergency Medical and Trauma Services).

*Toolkit continued on pg. 3*

# Keeping the Holidays Happy

## Holiday DWI Efforts

The holiday season brings the prospect of parties and good times, but unfortunately bad decisions to drive drunk contributed to 27 deaths on Minnesota roads from the day before Thanksgiving through December 30 in the last five years (2012-2016 preliminary numbers).

That is why each year, law enforcement conducts extra impaired driving enforcement efforts throughout the season. "There's so much excitement around the holidays," said Bob Hawkins, assistant commissioner, Minnesota Department of Public Safety. "The scary part is when drinking and driving are part of the festivities. For too many Minnesota families, there's going to be an empty seat at the table because of one poor choice."

TZD regions throughout Minnesota also conducted their own impaired driving efforts in support of the enforcement wave. TZD's Southeast Region utilized crashed cars to stress the deadly consequences of not planning a sober ride. Two separate families, who have been impacted by drunk driving, donated their



*"You can gauge the impact of the story based on the expressions on people's faces when they see the car...and realize how tragic the whole incident was and the impact that it made on the community," said Sheriff Scott Rose with the Dodge County Sheriff's Office.*

crashed cars to Dodge County as a reminder that drunk driving changes lives forever. Counties in southeastern Minnesota will display the cars at community events, festivals and high schools throughout the region to show the effects of drunk driving on communities.

Several counties in the TZD Metro Region created holiday-themed posters encouraging people to find a sober ride. The posters stressed that as Minnesotans head out to celebrate the holidays, enforcement will also be "going out" for the holidays. Posters were distributed throughout their respective counties at liquor establishments and on community billboards.

Minnesota Department of Public Safety staff kicked off the 2017 holiday enforcement wave by hosting a news conference the week of Thanksgiving, but also scheduled several traveling DWI events throughout the state to keep driving sober in the forefront of everyone's mind.



Plan a sober ride this holiday season. Sponsored by the Chisago County TZD Coalition.

*The Chisago County TZD Coalition received help from Santa for its holiday DWI poster.*

Outreach events took place in Duluth, Rochester, St. Cloud and Minnetonka. A festive display was set up with drunk goggles, bean bag toss game and other impaired driving information. Passersby could even try their hand at a game of beanbags — with and without the fatal vision goggles — to learn firsthand how their motor skills and basic functions become hindered while under the influence.

But the event also focused on the ultimate consequence of driving under the influence: fatal vehicle collisions. Scott Wasserman, public information officer for DPS, said the

*DWI continued on pg. 9*

## TZD Toolkit continued from pg. 1

The toolkit has been sorted into various driving behaviors and TZD categories such as impairment, distraction and seat belts. Users click on the category to access available resources pertaining to that category. Stakeholders can also download materials from the toolkit, and once downloaded, many resources can be modified (dates, locations, etc.) to match events in their own communities.

One specific set of resources found in the toolkit is materials designed to provide an overview of Minnesota's TZD program to new stakeholders. "The toolkit really grew out of this idea of a 'TZD 101' course," said Susan Youngs, Metro TZD regional coordinator. "Whenever a new stakeholder began working with TZD, we found that we were using the same information over and over to explain the program to them. We wanted to make this information available to everyone instead of each person having to repeatedly create their own materials."

*Additional features built in to the toolkit include:*

### Announcement Section

Announcements and other information regarding the toolkit are listed on the home page. The current announcement instructs users who are part of a funded coalition to consult with their grant manager for approval prior to using materials downloaded from the toolkit.

### Calendar

The toolkit calendar lists upcoming TZD and traffic-safety-related events, such as workshops, the state conference and enforcement waves. In order to keep the calendar from being overpopulated and hard to read, stakeholders are asked to keep their postings to unique events they are coordinating.

### Search Filters

The toolkit contains two search filter options to make finding resources even easier. The first option allows users to set filters that will search through the entire toolkit, while the second option programs the filter to search only a specific behavior category selected by the user.

### Team Discussion Boards (Interactive)

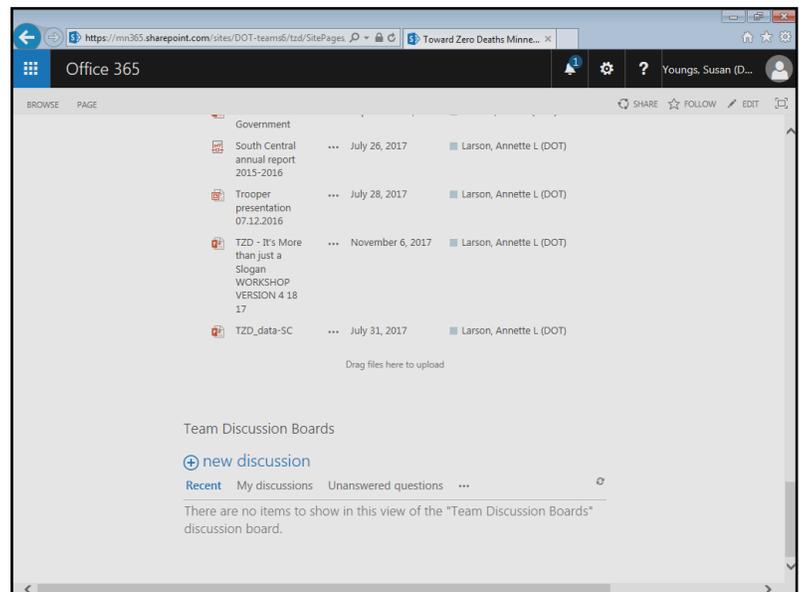
Discussion boards provide an area where stakeholders can informally share ideas, ask questions of each other, share challenges and request advice and assistance from other stakeholders. Note: Conversations and comments posted on the discussion board will be public.

### Call for Content

Toolkit owners are continually looking for materials to store on the toolkit. "The goal is to have a wide range of materials from all eight TZD regions," said Annette Larson, Southwest/South Central TZD Regional Coordinator. "We want the toolkit to be an effective and helpful resource for all of our stakeholders, and that is only accomplished when everyone shares their materials." TZD stakeholders are encouraged to contact their regional coordinator if they have materials they would like to see posted in the toolkit.

### Next Steps

TZD statewide and regional coordinators showcased the toolkit at the TZD State Conference in October with an additional soft rollout occurring throughout December via several Skype meetings where stakeholders were invited to learn how to navigate and utilize the toolkit and offer feedback. Comments and suggestions are currently being incorporated into the toolkit, with an official rollout scheduled for January 2018. Those interested in getting access to the TZD toolkit should contact their regional coordinators.



## Safe & Sober Signs Get a TZD Facelift

*New TZD signage appears across the state*



*New signs, new look.*

The Safe and Sober signs that were placed across Minnesota years ago are being replaced with a new TZD design. The new TZD signs are not standard highway signs. Instead, like their older counterparts, they are designed for educational purposes.

“The Safe & Sober DWI National campaign has been dissolved for many years. These signs were useful as part of the ongoing education campaign, but now as the TZD program in Minnesota has grown and the signs have aged and faded, it is time to give them a fresh, new look,” states Kristine Hernandez, Statewide TZD program coordinator.

The signs should not be installed on roads and highways, but instead should be individually installed on separate posts or mountings according to the standards provided in the Minnesota Manual on Uniform Traffic Control Devices (MUTCD). For parking areas where signs have been placed under STOP signs, it is also recommended to mount the new TZD sign on a separate post next to the STOP sign or move the TZD sign to a new location within the parking area. Signs should be mounted so that they do not block the driver’s view of approaching traffic or another traffic control device such as a sign or traffic signal.

Due to the initial limited number of replacement signs, requestors will need to provide the specific location of the sign that is to be replaced and where the new sign will be located, so they can be tracked. To request new signs, please contact Kristine Hernandez at [Kristine.hernandez@state.mn.us](mailto:Kristine.hernandez@state.mn.us) or call 507-286-7601.

## Increased Fines for School Bus Stop-Arm Violations

*Keeping students safe to and from school*

In Minnesota, school buses make at least 10,000 school bus trips daily. According to the National Highway Traffic Safety Administration, school buses are the safest mode of transportation for children; however, motorists who don’t stop for school buses risk children’s lives.

From August 1 through November 30, 2017, 458 drivers have been cited for violating the school bus stop-arm law. As of August 1, 2017, those drivers faced a \$500 fine compared to a \$300 fine in previous years.

State law requires all vehicles to stop for school buses when the bus driver activates the flashing red lights and has the crossing arm fully extended.

“Too often motorists ignore the school bus laws or are too distracted to see the bus picking up or dropping off children until it’s too late,” said Col. Matt Langer, chief of the Minnesota State Patrol. “When motorists violate the law, it puts the lives of children at risk.”



*First responders on the scene of a 2017 crash in Otsego where three high schools students were critically injured after being hit by a vehicle that failed to stop for a school bus with its stop-arm extended.*

## TZD State Conference

By Dana Hernandez



*Jody Martinson, Operations Division assistant commissioner, thanks the Toward Zero Deaths coordinators for bringing the four "E's" together to help shape Minnesota's traffic safety culture. Photo by David Gonzalez*

The 14th annual statewide Toward Zero Deaths conference was held Oct. 26-27 at St. Paul's RiverCentre. Stakeholders from across the four "Es" (education, emergency medical and trauma services, enforcement and engineering) were present in abundance during the conference's keynote speakers and concurrent sessions.

During the opening session, Jim Hedlund, Highway Safety North, spoke on the promises and challenges of autonomous vehicles in relation to traffic safety. Hedlund reported that 94 percent of crashes are due to driver error. He posed the question: *Will autonomous vehicles fix this problem?*

The answer is a bit more complicated than a simple "yes" or "no."

There are different levels to autonomous vehicles, ranging from zero to five. In 2017, level two is currently available. Level two is *occasional self-driving*, meaning drivers may disengage from the steering wheel and the pedals, but still must be present and monitor the vehicle. According to Hedlund, levels three to five (five being fully self-driving) are coming soon.

So what should stakeholders do to work toward zero deaths on Minnesota roads with the introduction of AVs on our roads? Hedlund's suggestions:

- Encourage AV testing while protecting public safety
- Develop AV laws and regulations
- Document safety issues of AVs
- Involve law enforcement

Hedlund's presentation transitioned to a panel discussion moderated by Jay Hietpas, MnDOT's Office of Traffic Safety and Technology director and Minnesota TZD program co-chair.

Panelists included Hedlund; Tom Henderson, Driver and Vehicle Services, Minnesota Department of Public Safety; Colonel Matt Langer, TZD Leadership and Minnesota State Patrol; and Bernie Arseneau, HDR Consulting and former MnDOT deputy commissioner/ chief engineer.

Panelists discussed the new paradigm autonomous vehicles create and the need for more collaboration between the usual stakeholders and those entering the discussion.

"It's time to be engaged and get excited about autonomous vehicles because they're coming and they might save lives," said Langer.

The conference also featured a number of concurrent sessions, including one talking about what's going on behind the scenes as Minnesota prepares to host Super Bowl LII in February 2018.

"It was standing room only in this session," said Kristine Hernandez, statewide TZD program coordinator. "Minnesota hasn't hosted a Super Bowl since 1992, so it's

exciting to see all the details that go into planning for safety."

Session presenters included— Brian Kary, MnDOT Regional Traffic Management Center; Nadia Anderson, Uber Minnesota; Col. Matt Langer, Minnesota State Patrol; and Commander Scott Gerlicher and Steve Mosing, both with the City of Minneapolis.

Presenters touched on subjects like increasing law enforcement in Minneapolis, especially for bars having the option to stay open until 4 a.m. statewide, and how the city of Minneapolis will adjust for the influx of pedestrians and other visitors.

"This is not just about the game," said Gerlicher. "There are 10 days of events leading up to the game, with an influx of about 1 million visitors in attendance." Gerlicher reminded the audience that the Super Bowl will be like an expanded version of Vikings games, with similar street closures and heavy reliance on transit.

Kary discussed the Regional Transportation Management Center's role during the Super Bowl. RTMC will be able to use cameras and changeable message signs to ensure safety and traffic flow. Deploying snowplows is a main priority to ensure roads are clear of snow and FIRST trucks will be supporting State Patrol.

Kary noted that MnDOT plans to have a driverless bus to pilot in downtown Minneapolis as well.

The second day of the conference began with *Safeguarding Our "High"ways: Combatting Drugged Driving*, presented by Chuck Hayes, Drug Evaluation and Classification Program, project

*Continued on pg. 6*

## TZD conference continued from pg. 5

manager, International Association of Chiefs of Police.

"Drug-related crashes are on the up and up," said Hayes. The presentation focused on how drugged driving is more complicated than drunk driving. The differences are apparent in the data, where it's limited for drugged driving and abundant for drunk driving. Hayes explained the culture differences between the two impaired driving situations, pointing out that it's no longer socially acceptable to drive drunk.

"We've got a lot of work left to do," said Hayes, who stressed the importance of increasing public education and training for enforcement surrounding drugged driving.

The session concluded with a video, *Life without Lindsay: Sober Driving Matters*. It was a story focused on Lindsay Cardinal, who lost her life on Jan. 31, 2017, in Foley, Minn., due to a drunk driver. Her husband, Matt, was left to raise three children and described how an impaired driver changed his life forever. The video served as a reminder to stakeholders why they strive towards zero deaths in their work.

## Individuals, Organizations Receive Recognition for Safety Efforts



Photo by David Gonzalez

The 2017 Toward Zero Deaths award winners were announced during the annual statewide TZD conference Oct. 26. These awards are given to individuals or organizations in Minnesota who show excellence in TZD's emphasis areas of enforcement, emergency medical and trauma services, education, engineering, child passenger safety and judicial/court systems. They have shown their leadership and creative capacities in efforts to improve traffic safety throughout the state and to build partnerships with others in the field.

Twin Cities-area award winners:

- Child Passenger Safety Star Award – Julie Philbrook, Hennepin County Medical Center
- Distinguished Public Leadership Award – David Bernstein, DWI Task Force and Minneapolis attorney
- Education Star Award – Vijay Dixit, Shreya R. Dixit Foundation
- Media Star Award – Tim Harlow, Star Tribune
- Traffic Safety Innovation Award – KARE 11 and Federated Insurance "#EyesUp Campaign"

Greater Minnesota award winners:

- Emergency and Trauma Services Star Award – James Kroona, Willmar Ambulance
- Enforcement Star Award – Lieutenant Brad Norland, Minnesota State Patrol
- Engineering Star Award – Rick West, Otter Tail County
- Judicial and Court System Star Award – Detective Matt Grochow, St. Peter Police Department
- Kathy Swanson Outstanding Service Award – James Dehn, Tenth Judicial District Court

## Roving Dynamic Speed Signs

*An innovative approach to tackling speed in Minnesota*



*The new speed signs have rejuvenated speed enforcement efforts in TZD's West Central Region.*

drivers about their speeds. Currently, in the absence of law enforcement, there is not a way for drivers to be told their current speed beyond their own speedometer. "It is an education tool and an enforcement enhancer. It puts the driver on notice," says Captain Joe Dwyer, Minnesota State Patrol, District 2800.

Speed trailers have been used for speed enforcement in the past, but they can be cumbersome to deploy and are an extra item in the right of way. The dynamic sign design was sought out due to the information that can be collected 24/7 in addition to being a traffic calming effort. The signs are currently placed at the edge of communities and seem to have a lasting effect with some drivers.

*Benefits of the new signs include:*

- Provides data for nearly four weeks on one charge
- Records peak travel times, when speed violation occurs as well as vehicle counts during that timeframe
- Determines when to target education and enforcement efforts
- Captures data via Bluetooth download when passing vehicles
- Signs deploy in minutes, require no wiring and post placement and are of a temporary nature

This new effect also has had unintended consequences of officer enthusiasm for speed enforcement. This is a large and clear depiction of the current speed of the driver, offering enforcement another reason to cite the driver being they have had "fair warning."

"Initial results demonstrate this is a new tool for engineering to partner with education and enforcement to drive deaths to ZERO," stated West Central Regional Coordinator Tom Nixon.

Speed is a persistent issue on Minnesota roads and Minnesotans cannot seem to slow down. This July, law enforcement officers issued more than 16,500 speed citations during the summer speed wave. (See pg. 3 for additional results of the 2017 summer speed enforcement).

Speed contributes to an average of 83 deaths each year (preliminary 2016 data) and a driver can lose their license for six months for going 100 mph or more. It is also one of the deadly driving behaviors that shows up in TZD crash data over and over.

But now, a new dynamic speed sign is here to help. Speed signs are currently being piloted in TZD's West Central Region and will soon be expanded to the East Central TZD regions.

The lieutenants of the Minnesota State Patrol District 2800 have coordinated with Toward Zero Deaths stakeholders in the West Central TZD Region and have found the signs a welcome addition to the speed enforcement strategies to change behavior.

The sign is also a result of a request from Minnesota State Patrol to provide live feedback to



*Motorists no longer have an excuse for not following the speed limit in TZD's West Central Region, as "real time" speed information is now provided.*

## TZD Hard Hat Stickers

*Statewide distribution begins*

Minnesota's Toward Zero Deaths program is known for outside-the-box thinking. A focus on construction workers during the fall months is definitely outside of the box, and that is exactly what happened during the last few months of 2017 as TZD stakeholders began distributing new construction helmet stickers.

The stickers have been designed for workers to wear as they work to maintain and build Minnesota roadways. They can be worn to illustrate a commitment to the TZD goal of reducing deaths and serious injuries on all roadways and to reiterate the TZD commitment to keeping road workers safe.

"This is another way to keep the dialogue going about traffic safety, said Kristine Hernandez, statewide TZD program coordinator. "It's been 15 years since the TZD program began. Even though traffic-related deaths have been dramatically reduced by 47 percent, we still see an unnecessary death nearly every day in Minnesota. They are more than just numbers, they are friends, family and co-workers."

Each year in Minnesota, an average of seven people die in work zone crashes and 753 fatal or serious injury crashes occur.

No stranger to work zone safety, TZD and MnDOT Communications developed the work zone safety campaign "**Hang Up! Workers Lives at Stake. Orange Cones: No Phones**" in 2014 to help the traveling public remember this important message.



*Decals are not explicitly prohibited by OSHA, but statements made by OSHA indicate a realm of common sense. The National Safety Council states, "the area covered should be kept to a practical minimum to permit regular inspection."*

*As part of the Minnesota Toward Zero Deaths program, changing traffic safety culture is critical to reducing fatal and serious injuries on Minnesota roadways. TZD wants to create a culture that is engrained throughout Minnesota communities, by instilling positive values and beliefs about traffic safety.*



*Road construction workers, both inside and outside of MnDOT, are being encouraged to wear the TZD hard hat sticker to illustrate a commitment to TZD's goal of zero.*

"I love talking about this marketing campaign to our traffic safety stakeholders," said Hernandez. "I show the billboard and point out that even though this was paid through MnDOT, you don't see a MnDOT logo, just the TZD logo – because we care about all workers working on or alongside roadways, not just MnDOT workers."

The message was shared on 16 billboards around the state, announced through radio spots on approximately 80 stations and more than 40 gas stations displayed the messages on pump toppers and window clings.

This message reached out to TZD external partners, and now efforts are refocusing on internal partners within MnDOT Construction. With the 2017 construction season over, this is only the beginning of a process where all MnDOT construction workers will be wearing the TZD helmet sticker. MnDOT construction and other field personnel statewide will receive these free stickers through the districts' resident engineers and the TZD regional coordinators.

Contractors and other workers will also be encouraged to wear the helmet stickers, and other avenues will be used to reach out to these stakeholders in the near future. For more information, contact Kristine Hernandez, Statewide TZD Program Coordinator, [Kristine.Hernandez@state.mn.us](mailto:Kristine.Hernandez@state.mn.us).

## DWI—continued from pg. 2

average number of DWI arrests per weekend in Minnesota is 285. "But that number absolutely spikes during the holidays," he said.

"It's a great opportunity to make that connection," said Jessie Grabow, Minnesota State Patrol. "People come over and they share their stories, their experiences with alcohol and impaired driving. We share that conversation, and then hopefully, they go on and share what they've learned from us with their friends, and that's what raises awareness."

*Seventy-four gift boxes were part of the display, which represented the 74 persons who lost their lives in an alcohol-related crash in 2016. Despite the festive exteriors, the boxes served as a sobering reminder. "These are gifts that will never be opened, never be given out," Grabow said. "Each box represents a person who won't be home for the holidays."*



## TZD Regional Workshops — Mark Your Calendars

Mark your calendar for the 2018 Toward Zero Deaths Regional Workshops, scheduled for April, May and October in seven Minnesota TZD regions. Workshop goals include encouraging traffic safety as a priority for policymakers, providing a method to bring traffic safety programs into local communities and offering a networking opportunity for traffic safety advocates.

*The following regional workshops have been scheduled:*

- April 5**—[East Central Minnesota TZD Regional Workshop](#), CentraCare South Point, St. Cloud
- April 12**—[West Central Minnesota TZD Regional Workshop](#), Concordia College, Moorhead
- April 18**—[Metro Minnesota TZD Regional Workshop](#), Doubletree by Hilton, Bloomington
- May 2**—[Southeast Minnesota TZD Regional Workshop](#), International Event Center, Rochester
- May 23**—[Northwest Minnesota TZD Regional Workshop](#), Ralph Engelstad Arena, Thief River Falls
- May 30**—[Northeast Minnesota TZD Regional Workshop](#), Timberlake Lodge, Grand Rapids
- October 22**—[Southwest Minnesota TZD Regional Workshop](#), Verizon Wireless Center, Mankato

Registration details for the April and May workshops are available on the [TZD website](#).

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

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