



NEWS RELEASE

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COMMISSIONER CAMPION APPOINTS CHERI MARTI DIRECTOR OF THE OFFICE OF TRAFFIC SAFETY *Center for Transportation Studies' Veteran Tapped*

ST. PAUL — Commissioner of Public Safety Michael Campion announced today the appointment of Cheri Marti (*pronounced sha-REE MAR-tee*) to director of the Office of Traffic Safety (OTS). As director, Marti will continue to develop partnerships with local, state and federal agencies and industry to improve traffic safety for Minnesotans.

Marti's career experience includes 15 years at the Center for Transportation Studies, University of Minnesota, serving most recently as associate director, leading research implementation and change management initiatives, facilitating partnerships, and directing education and training. In addition, she supported strategic change and management development at the Minnesota Department of Transportation. She holds a master's degree in adult education and organization development.

Marti, of Bloomington, replaces Kathryn Swanson who served as OTS director since 1998 before her recent retirement.

"We're very fortunate that Cheri Marti is applying her knowledge and abilities to increasing the safety of Minnesotans on our roadways, which remains one of our department's highest priorities" says Commissioner Campion. "I'm confident she will continue to further our progress in reducing the state's traffic fatalities."

The mission of the OTS is to prevent traffic fatalities, injuries and crashes by changing driver behavior by collaborating with other government agencies as well as private and non-profit organizations. OTS and MnDOT lead the state's *Toward Zero Deaths* program, which is designed to identify and implement local solutions to traffic deaths through enforcement, engineering, education and emergency trauma care. Traffic fatalities in Minnesota have been reduced consecutively the last three years, from 655 in 2003 to 494 last year — a nearly 25 percent reduction — the fewest number of traffic deaths since 1945.

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State Patrol

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State Fire Marshal
and
Pipeline Safety