

MINNESOTA  
TOWARD ZERO DEATHS  
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## 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 promote 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.

→ **GOAL 1:** Promote and implement effective traffic safety initiatives

#### Strategies

- *Improve the traffic safety records system across all disciplines*
- *Advance and evaluate new technologies and innovations*
- Adopt and implement best practices
- Develop the updated Strategic Highway Safety Plan
- Identify projects and actions resulting from the district and county safety plans
- Leverage Minnesota's trauma system to ensure timely treatment
- Increase collaboration among law enforcement agencies on all state and local roads
- Develop visioning process for the future of TZD

→ **GOAL 2:** Pursue public support of traffic safety as a priority

#### Strategies

- *Foster traffic safety culture initiatives*
- *Facilitate effective policy and legislation*
- Increase public awareness
- Engage the media in traffic safety messaging

→ **GOAL 3:** Strengthen TZD as a priority for all units of government and traffic safety partnerships

#### Strategies

- *Engage the court system as a traffic safety partner*
- *Promote agency-to-agency collaboration*
- *Increase and diversify participation in TZD programs and events*
- Urge state agencies and local jurisdictions to make TZD a part of their culture and responsibility
- Implement TZD communications to engage partners and stakeholders

*Italics signify priority strategies for 2019*

### VALUES

- Continuous improvement
- Engaged partners
- Evidence-based approaches