

**TZD'S STATEWIDE GOAL:** Fewer than 300 fatalities and 850 serious injuries on Minnesota's roads by 2020

## Key accomplishments

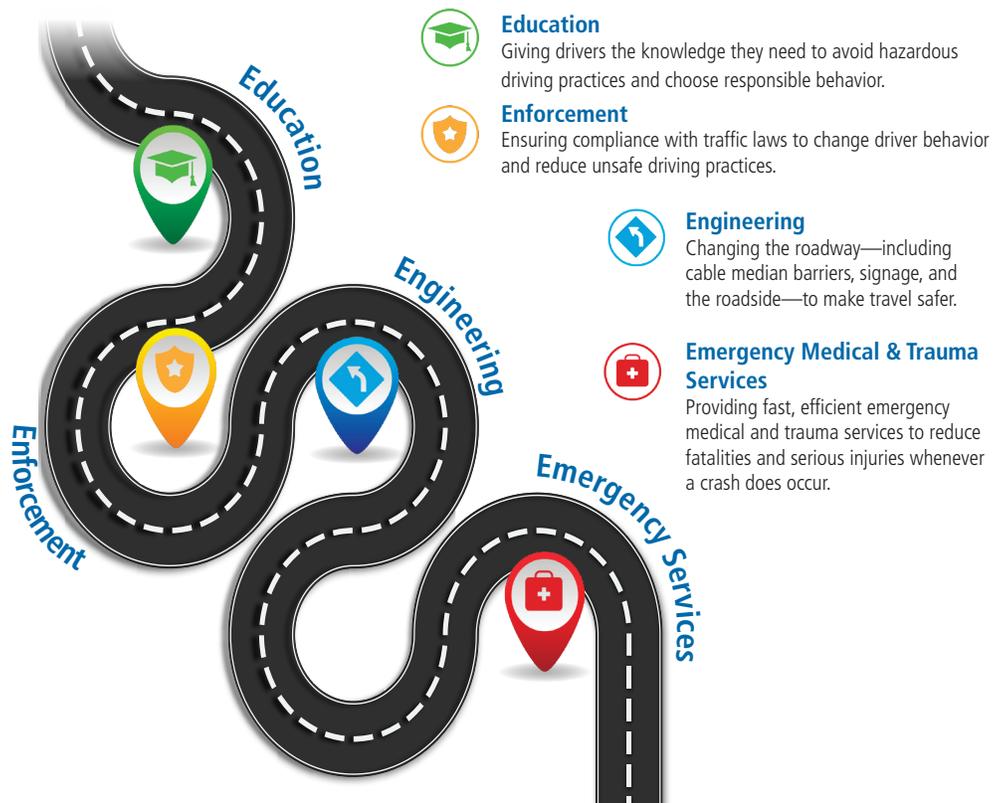
- A 37 percent reduction in the number of traffic deaths since TZD was launched in 2003.
- An updated Strategic Highway Safety Plan in 2014 and implementation of safety plans for each county and MnDOT district.
- A statewide seat belt use rate of 93 percent.
- A new electronic crash report interface for law enforcement, which has logged more than 20,000 crashes since its launch in early 2016.
- Passage of stronger traffic safety policies related to seat belt use, texting while driving, ignition interlock, graduated driving licensing, impaired driving, and speeding in work zones.
- Eight regional partnerships statewide that collaborate and build local relationships to implement TZD.
- Expansion of the statewide trauma system—now at 129 hospitals.
- Implementation of low-cost, high-benefit strategies for intersection and lane-departure crashes on state and local roads.
- More than 900 statewide conference participants annually.

## WHAT IS THE MINNESOTA TOWARD ZERO DEATHS PROGRAM?

Minnesota TZD is the state's cornerstone traffic safety program that employs an interdisciplinary approach to reducing traffic crashes, injuries, and deaths on Minnesota roads. The program's vision is to reduce fatalities and serious injuries to zero.

The program is a partnership between the Minnesota Departments of Public Safety, Transportation, and Health; the University of Minnesota; and other stakeholders.

Minnesota TZD works to create a culture in which traffic deaths and serious injuries are no longer acceptable through the integrated application of the "4Es": Education, Enforcement, Engineering, and Emergency Medical and Trauma Services. The program also uses data to target areas for improvement, employ proven countermeasures, implement best practices, and advance innovations and new technologies.



### Education

Giving drivers the knowledge they need to avoid hazardous driving practices and choose responsible behavior.



### Enforcement

Ensuring compliance with traffic laws to change driver behavior and reduce unsafe driving practices.



### Engineering

Changing the roadway—including cable median barriers, signage, and the roadside—to make travel safer.



### Emergency Medical & Trauma Services

Providing fast, efficient emergency medical and trauma services to reduce fatalities and serious injuries whenever a crash does occur.

## Program goals

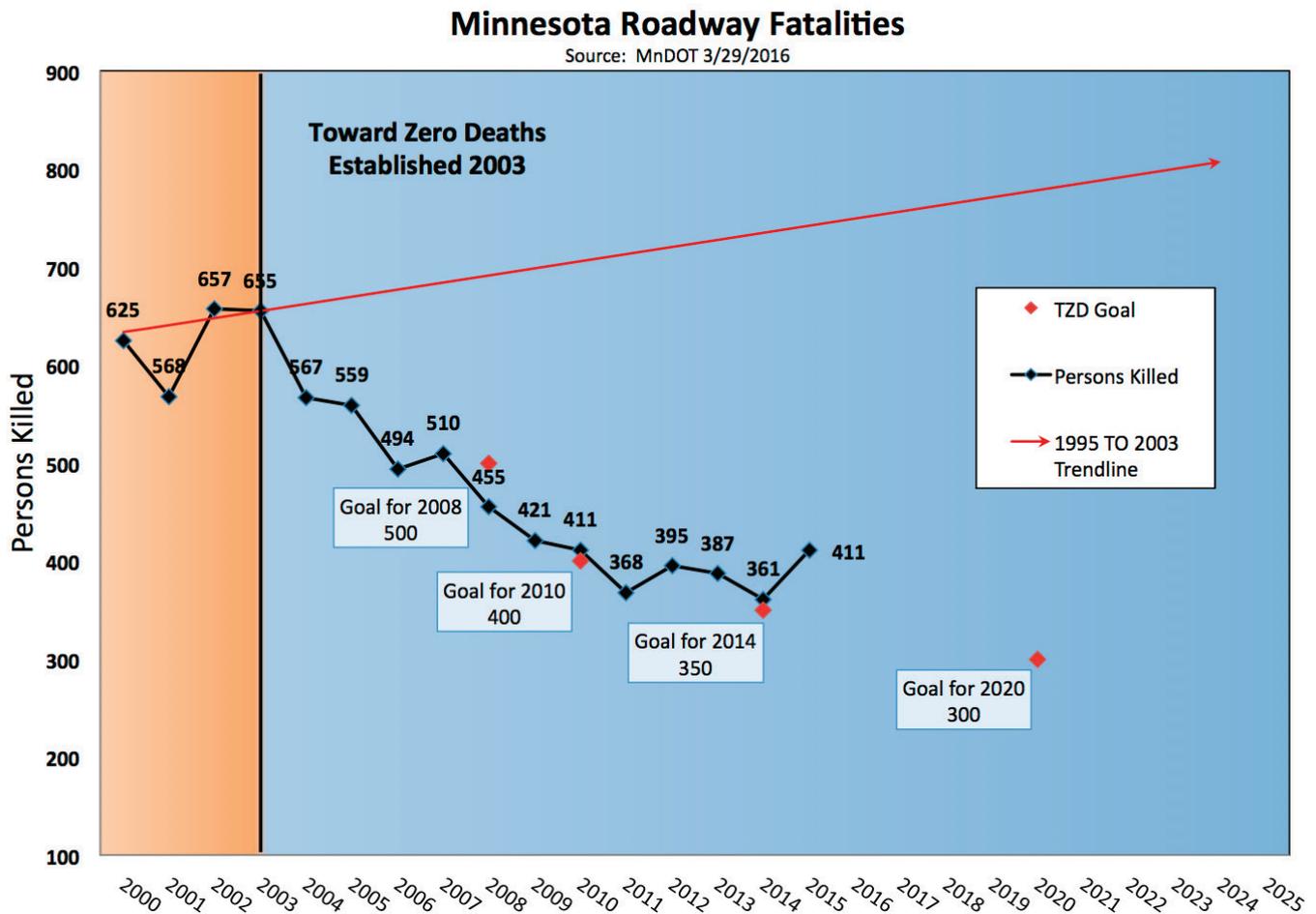
- Pursue widespread public support of traffic safety
- Strengthen TZD as a priority for all units of government and traffic safety partnerships
- Promote and implement effective traffic safety initiatives

## Traffic safety is everyone's responsibility: Get involved!

- Contact your regional TZD coordinator and/or participate in a local TZD safety coalition ([minnesotatzd.org/initiatives/regions](http://minnesotatzd.org/initiatives/regions)).
- Attend the annual statewide TZD conference and/or regional workshops ([minnesotatzd.org/events](http://minnesotatzd.org/events)).
- Attend the TZD stakeholder breakfasts in person or participate online ([minnesotatzd.org/events/breakfasts](http://minnesotatzd.org/events/breakfasts)).
- Request to be added to the TZD mailing list: [kkirk@umn.edu](mailto:kkirk@umn.edu).

## For more information

- Contact Kaydee Kirk, Program Coordinator, 612-626-5854, [kkirk@umn.edu](mailto:kkirk@umn.edu)
- Contact Kristine Hernandez, Statewide TZD Program Coordinator, 507-286-7601, [kristine.hernandez@state.mn.us](mailto:kristine.hernandez@state.mn.us)
- Visit the TZD website: [MinnesotaTZD.org](http://MinnesotaTZD.org)



In 2003, 655 traffic deaths occurred on Minnesota's roads. That same year, the statewide TZD program was launched as a deliberate, interdisciplinary approach to traffic safety. Despite increases in the number of licensed drivers, registered motor vehicles, and vehicle miles traveled, there were 411 traffic deaths in Minnesota in 2015—a 37 percent reduction from 2003.