



Le Sueur County, MN

Tuesday, March 22, 2016

Board Meeting

Item 2

**9:05 a.m. Annette Larson, SC/SW Towards Zero Deaths Coordinator
(30 min)**

RE: TZD Presentation

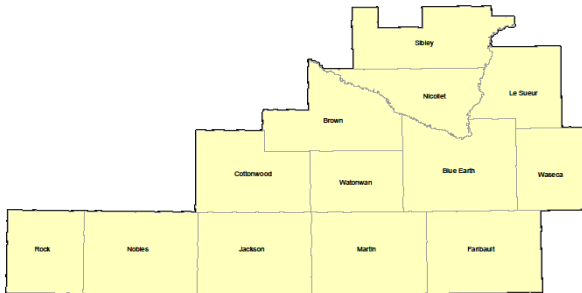
Staff Contact:

Mission

To create 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. These efforts will be driven by data, best practices and research.

Values

- ❖ Continuous improvements
- ❖ Engage partners
- ❖ Evidence-based approaches



The South Central Minnesota Toward Zero Deaths (TZD) program began in 2011. The counties involved include: Blue Earth, Brown, Cottonwood, Faribault, Jackson, Le Sueur, Martin, Nicollet, Nobles, Rock, Sibley, Waseca and Watonwan.

The South Central Minnesota Toward Zero Deaths program is led by a Steering Committee comprised of the "4 Es:"

- ❖ Enforcement
- ❖ Engineering
- ❖ Education

- ❖ EMS / Emergency and Trauma Services

South Central Traffic Information

The leading cause of deaths and severe injuries in south central Minnesota include:

- ❖ **Lack of Seatbelt Use**
2015 South Central Minnesota regional seat belt usage survey results: **86.7** percent (up 2.1percent from the 2014 rate)
- ❖ **Impaired Driving**
- ❖ **Speed and Aggressive Driving**
- ❖ **Inattentive Driving**

South Central Minnesota Fatals and Serious Injuries by County (2010-2014)

The leading type of crash resulting in deaths and severe injuries include:

- ❖ **Run-off-Road**
- ❖ **Intersection-Related**

South Central Minnesota TZD Leadership Contacts

Engineering

Greg Ous
MnDOT District Engineer
507-304-6101
Greg.Ous@state.mn.us

Enforcement

Captain Jeremy Geiger
Minnesota State Patrol
507-344-2760
Jeremy.Geiger@state.mn.us

Education / EMS

Annette Larson
South Central MN TZD
Coordinator
507-304-6110
Annette.L.Larson@state.mn.us

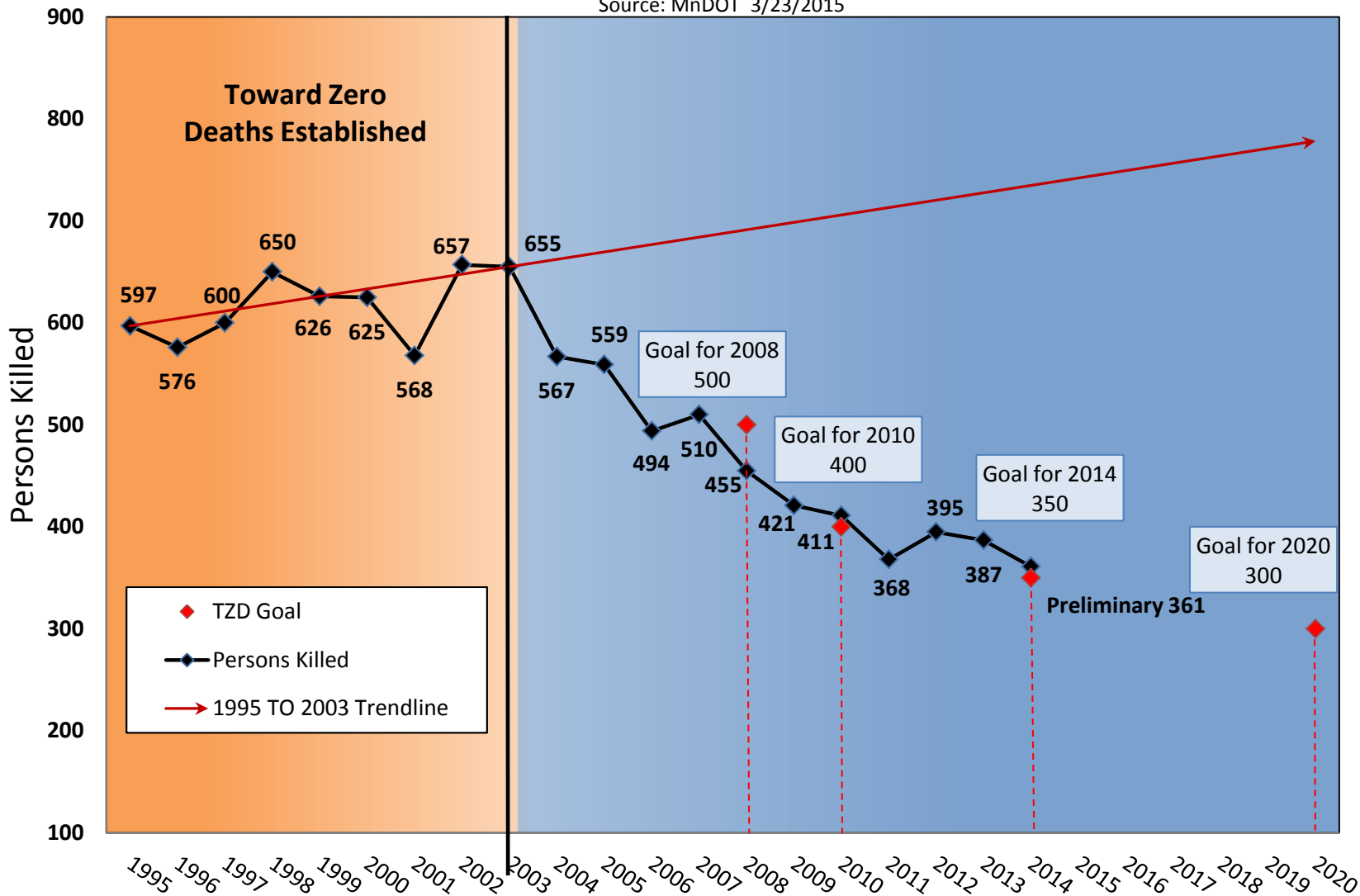
www.minnesotatzd.org

South Central Minnesota Toward Zero Deaths Local Government Presentation

March 22, 2016

Minnesota Roadway Fatalities

Source: MnDOT 3/23/2015



Mission

To move Minnesota toward zero deaths on our roads using education, enforcement, engineering and emergency medical & trauma services.



Vision

To reduce fatalities and serious injuries
on Minnesota's roads to zero

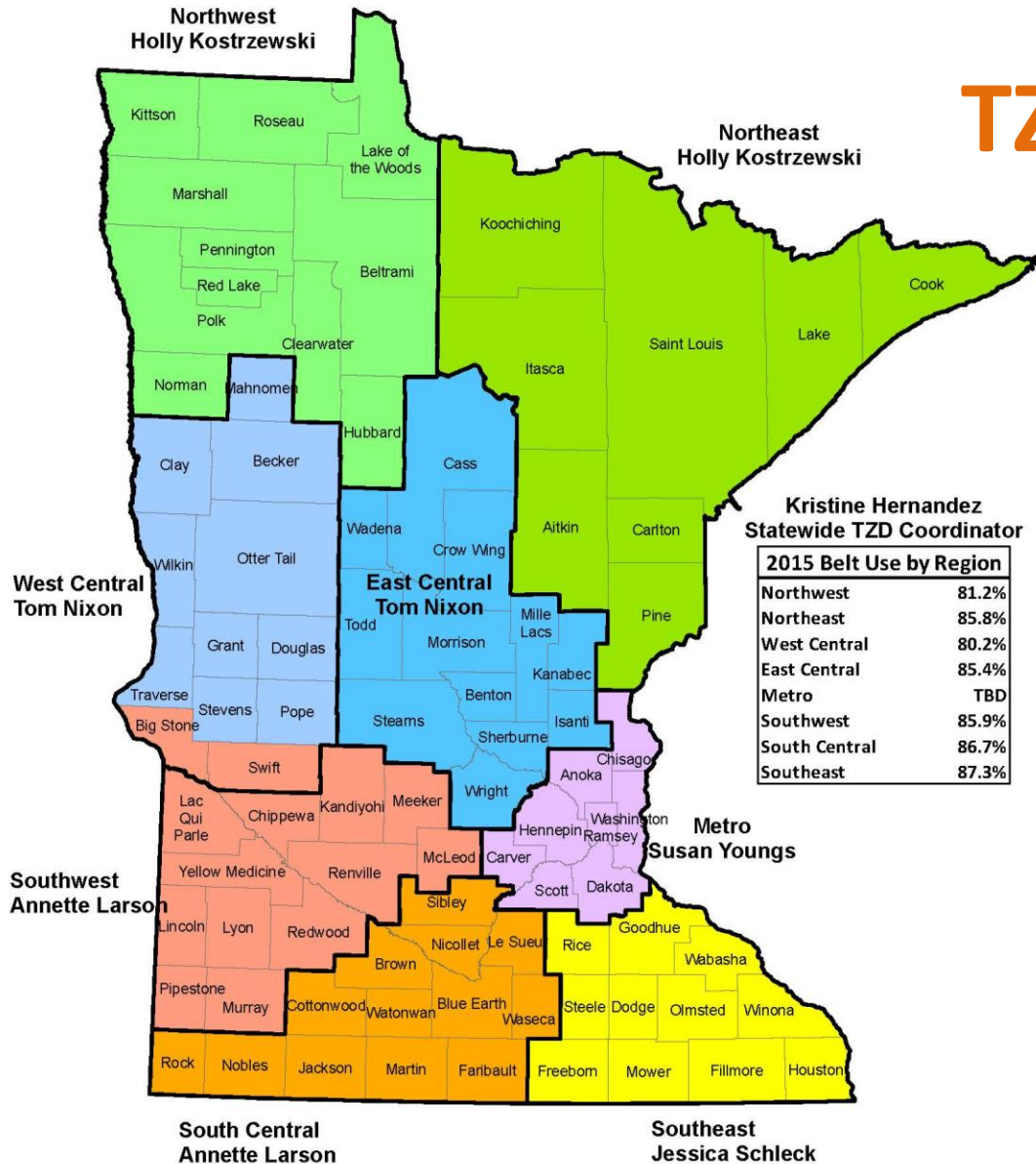


TZD Cornerstone

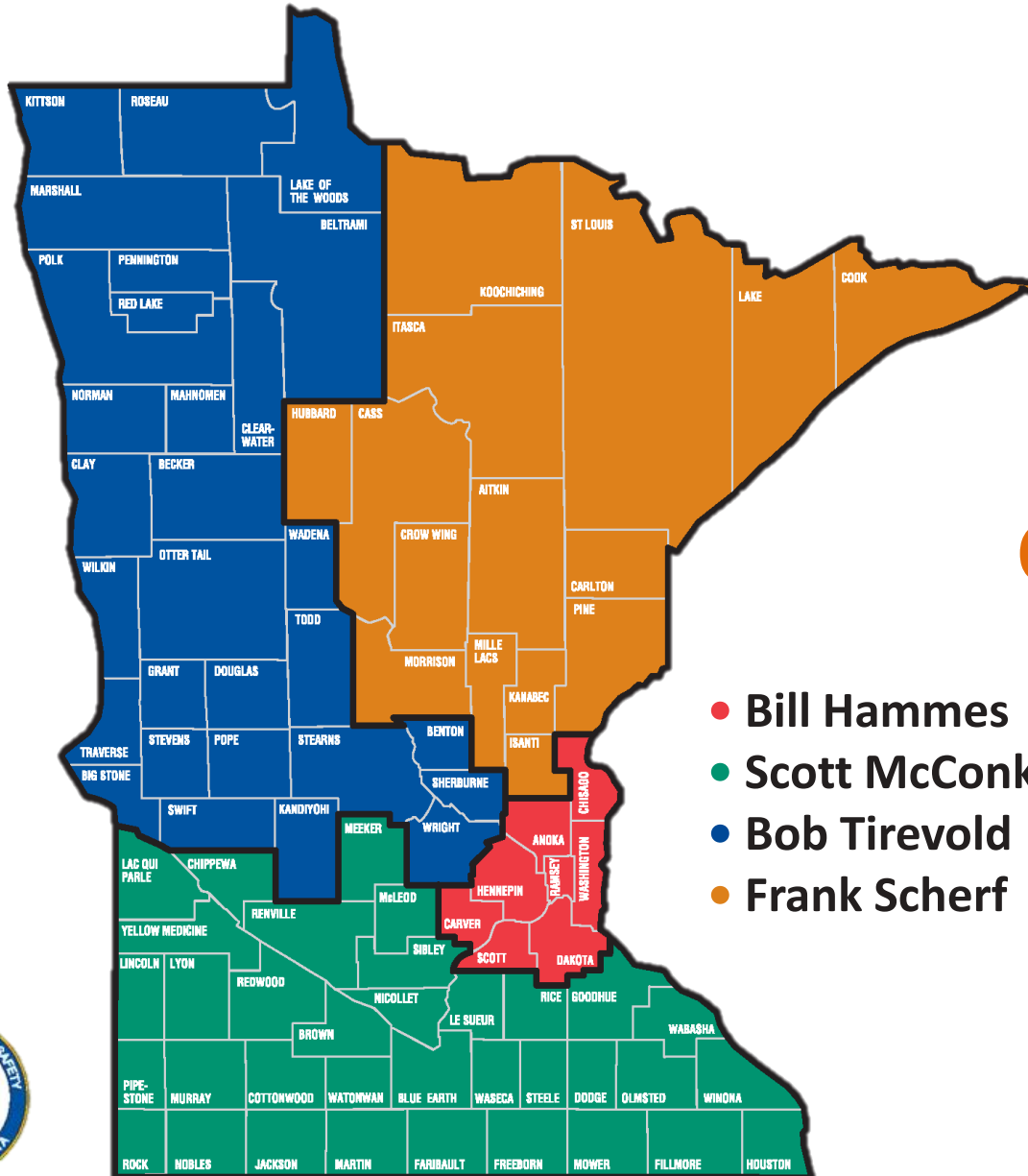


- ~~Four~~ ^{Five} “E” approach:
 - Enforcement
 - Engineering
 - Education & Outreach
 - Emergency Medical & Trauma Services
 - **Everyone Else!**

TZD Regions



Minnesota Law Enforcement Liaisons County Territory



- Bill Hammes
- Scott McConkey
- Bob Tirevold
- Frank Scherf

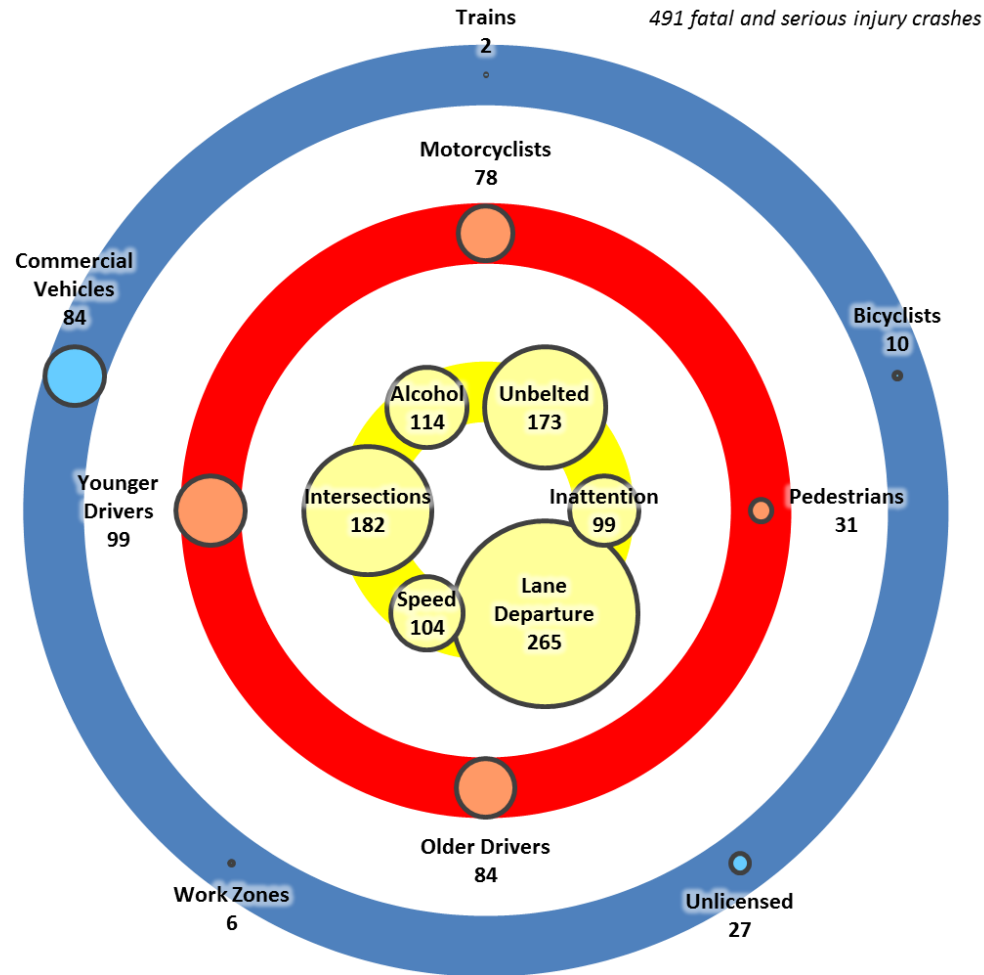


ots.dps.mn.gov

South Central

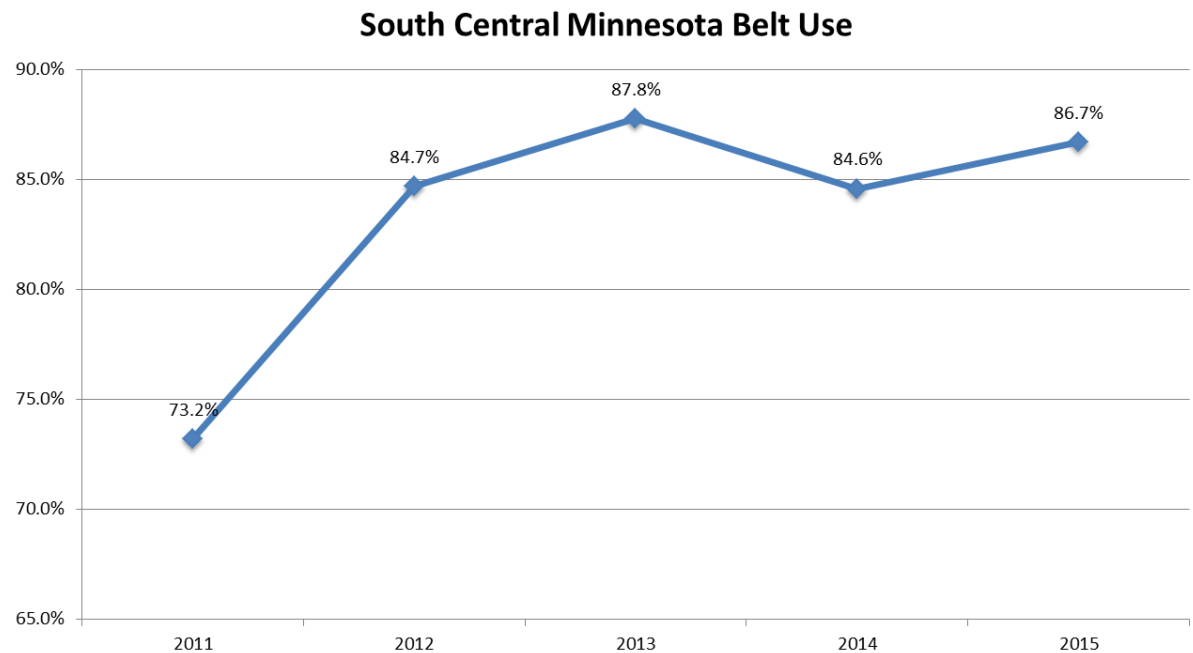
South Central Region Focus Areas

2010-2014



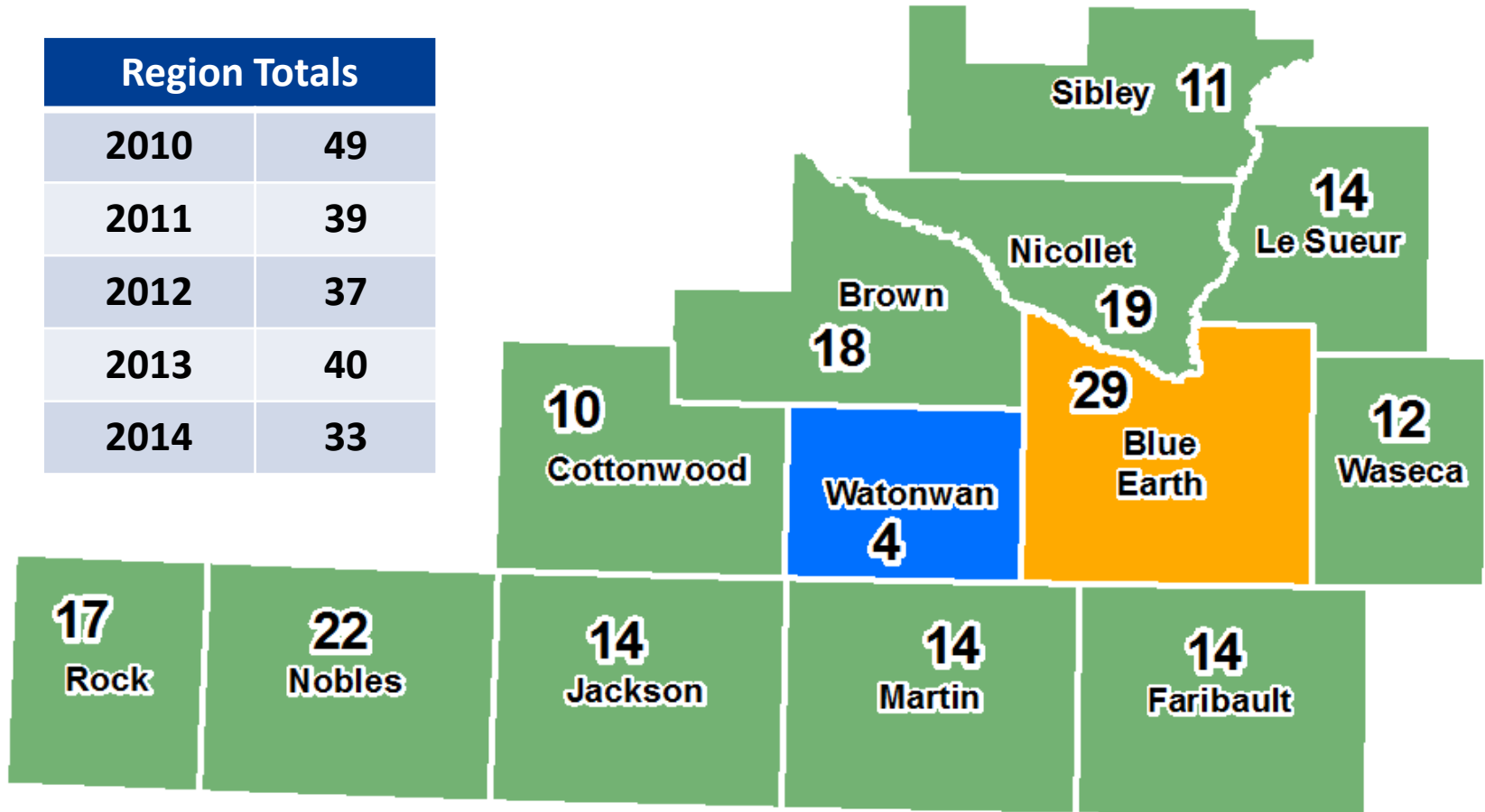
South Central Regional Seat Belt Use (2011-2015)

**In 2015,
the regional
seat belt
compliance rate
increased
slightly from
84.6% in 2014
to 86.7%.**



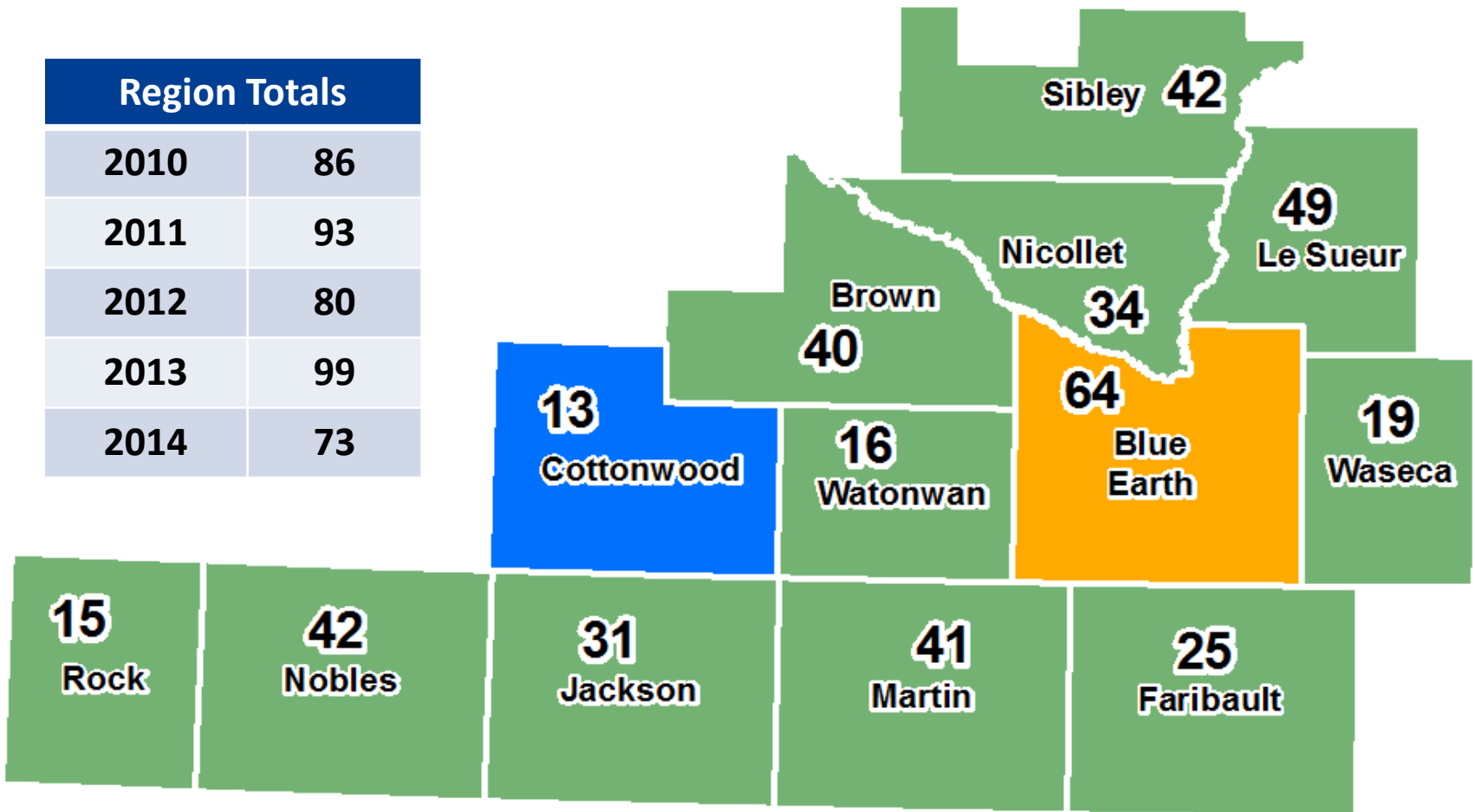
2010-2014 Fatalities

Region Totals	
2010	49
2011	39
2012	37
2013	40
2014	33

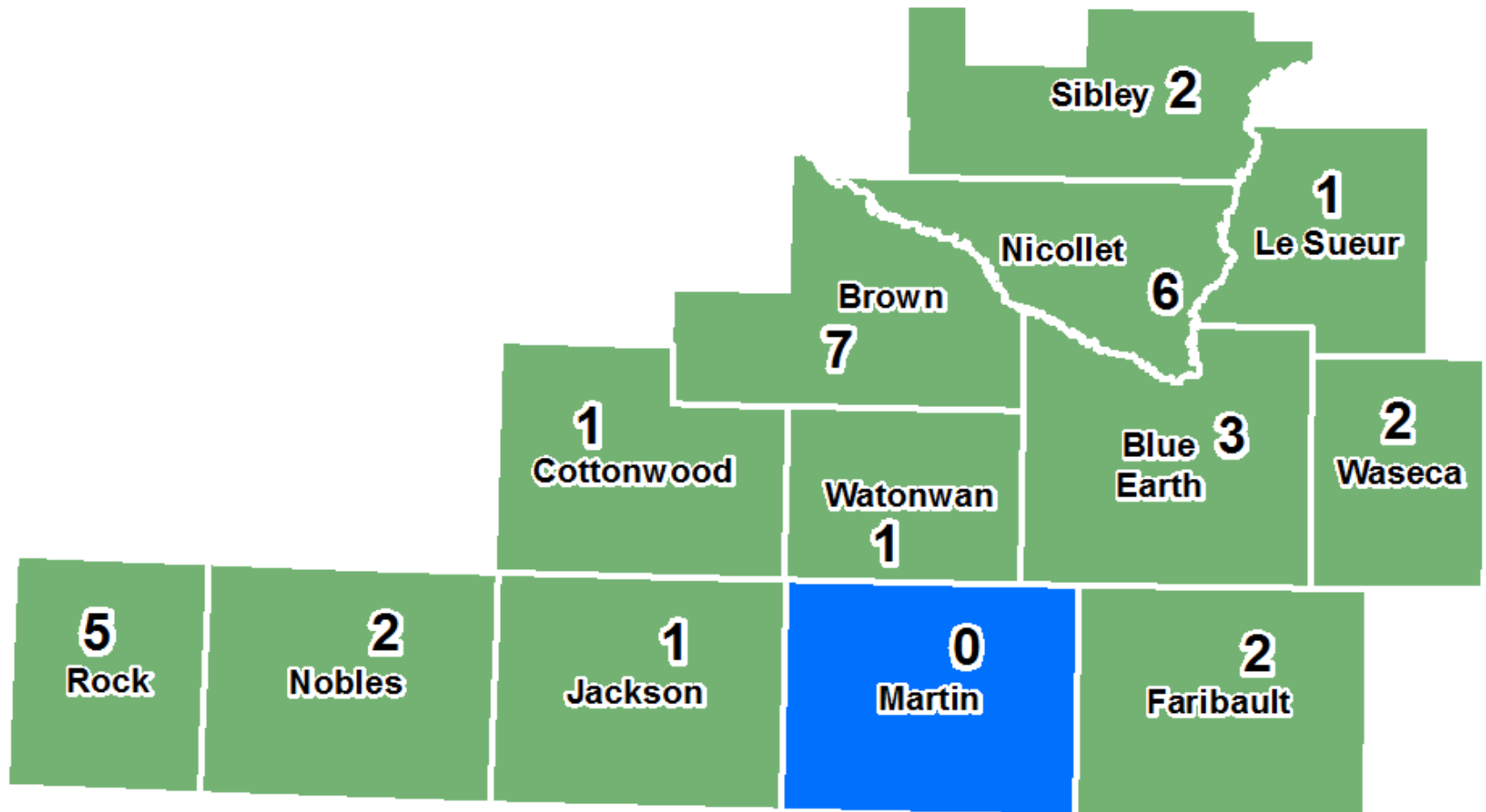


2010-2014 Serious Injuries

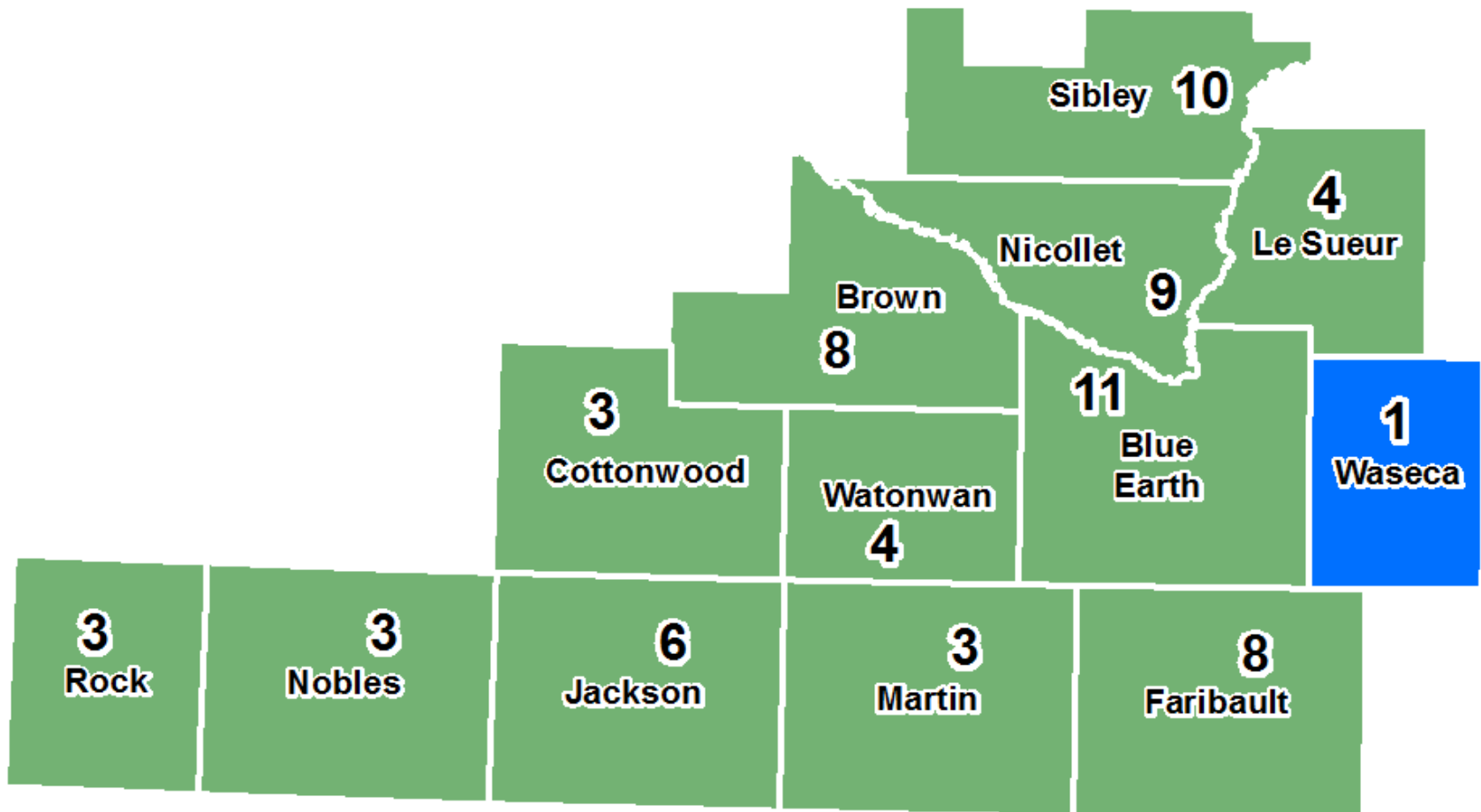
Region Totals	
2010	86
2011	93
2012	80
2013	99
2014	73



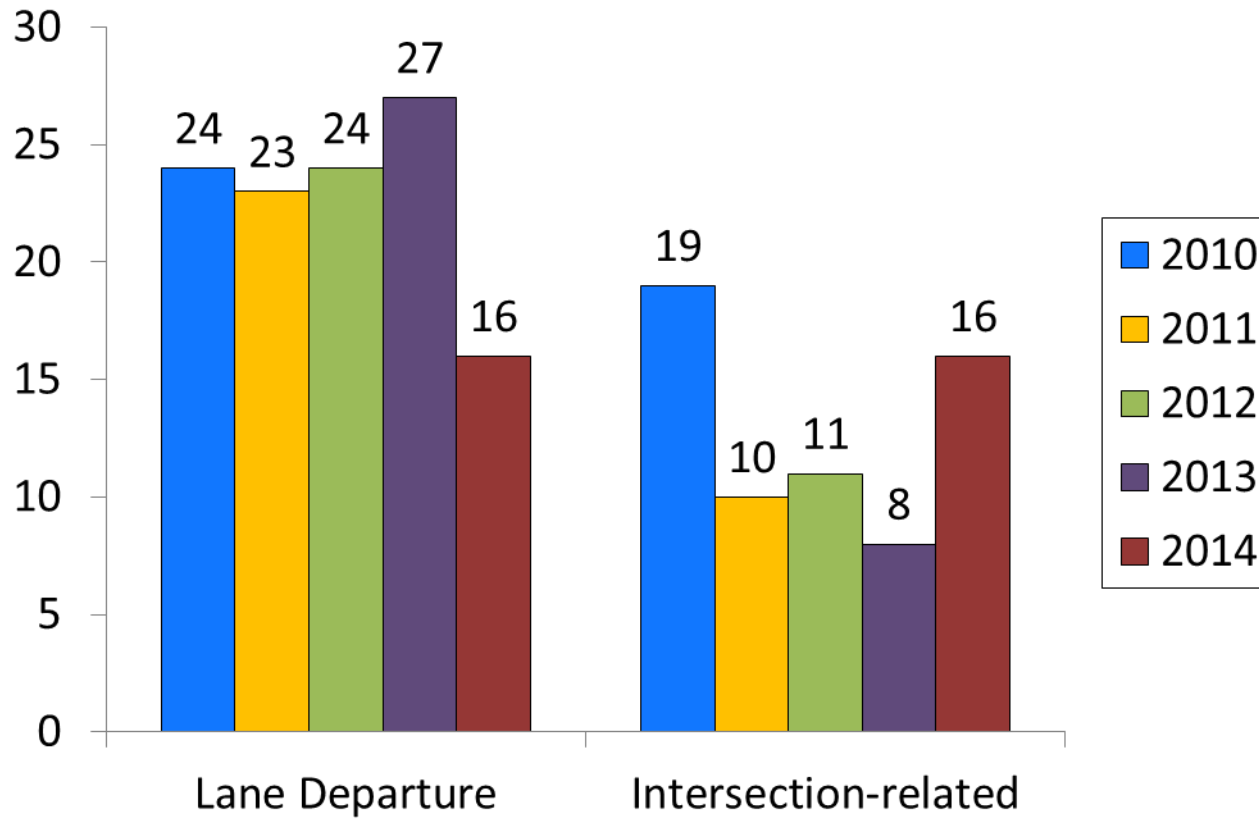
2014 Fatalities



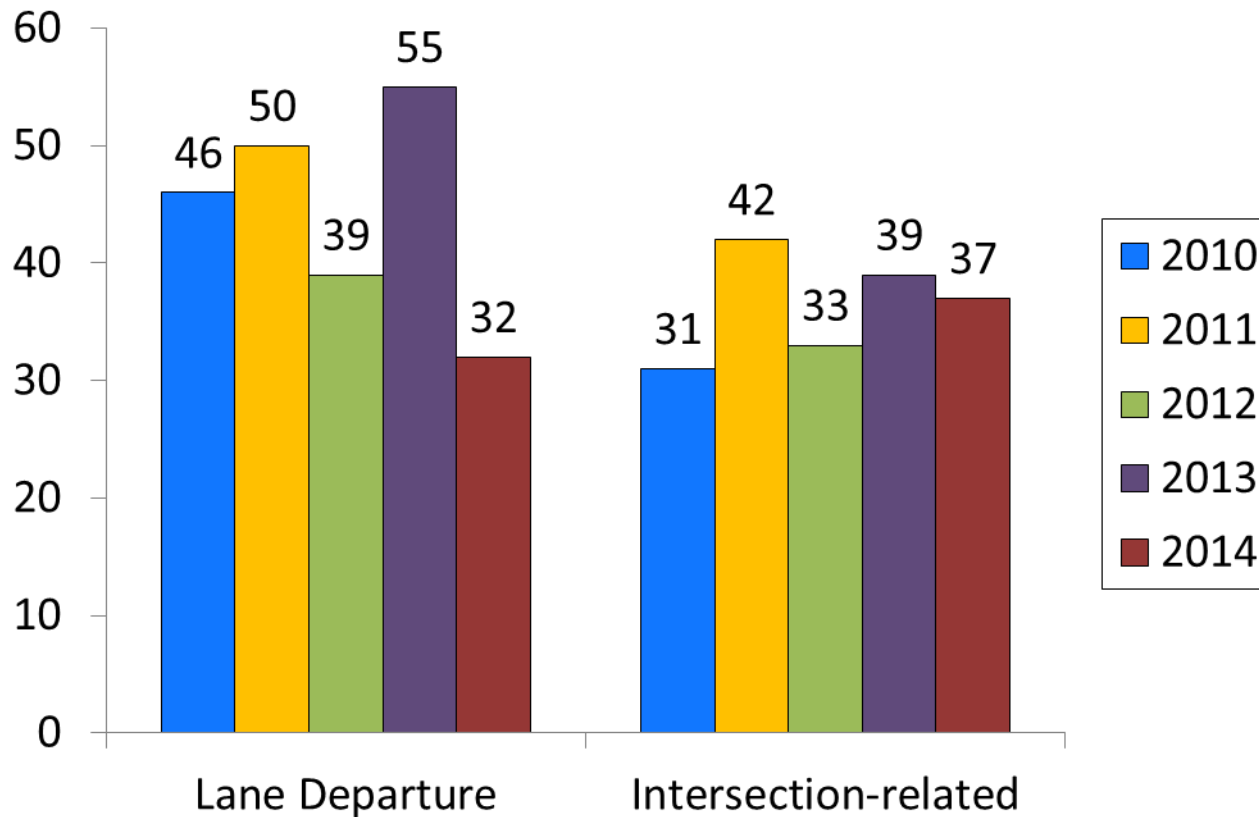
2014 Serious Injuries



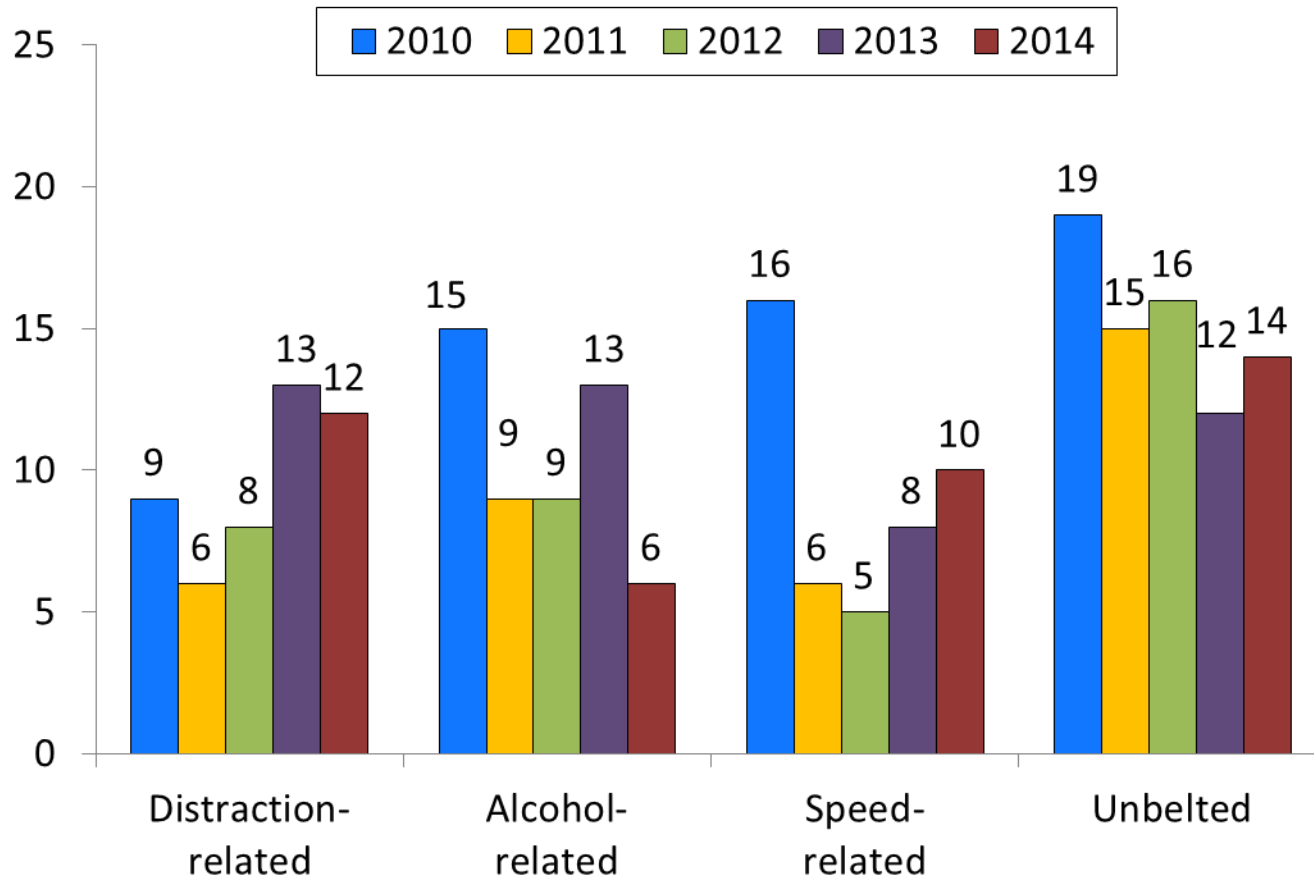
5-year Progress in Fatalities



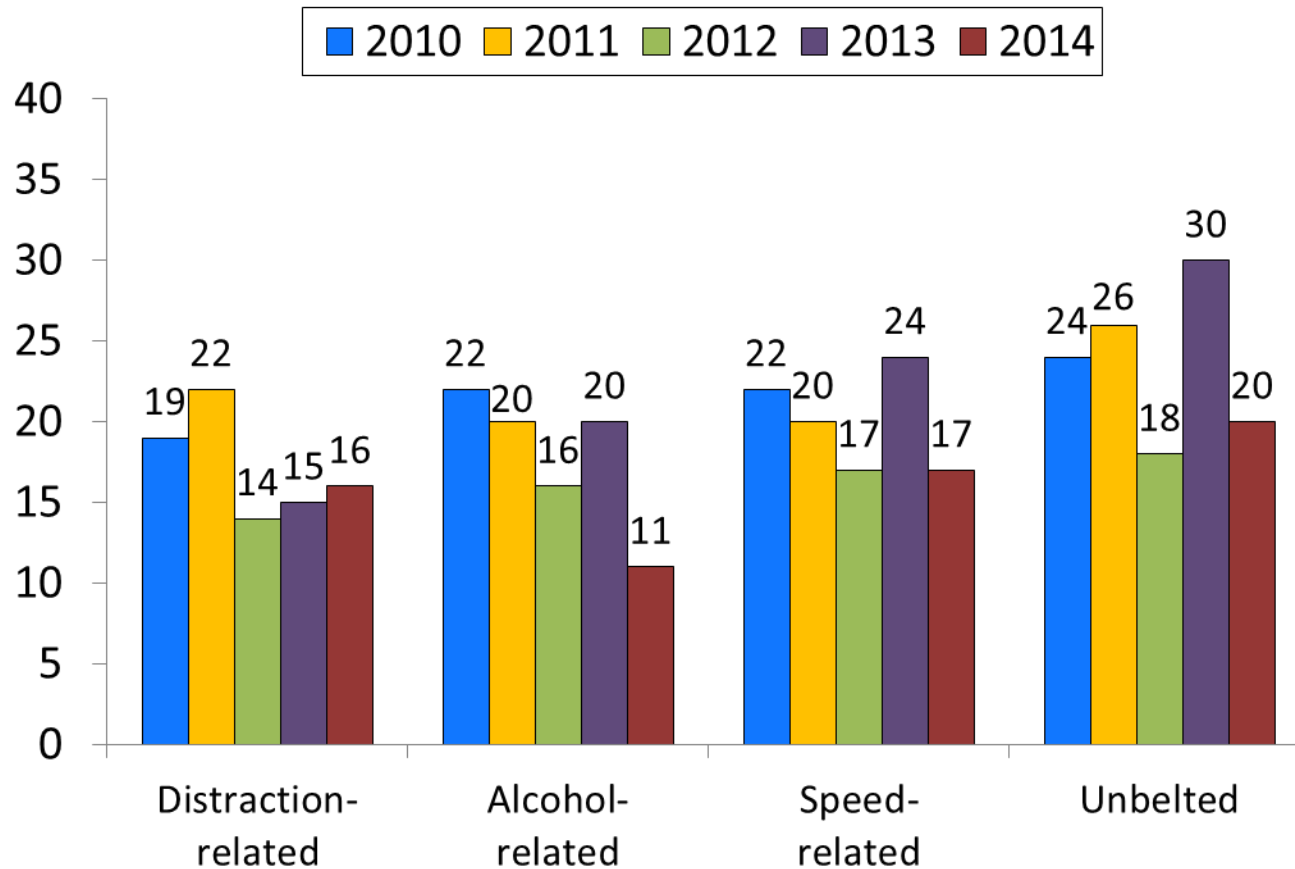
5-year Progress in Serious Injuries



5-year Progress in Fatalities



5-year Progress in Serious Injuries



Key Findings for 2014

South Central Region

- Males ages 15-24 are overrepresented in serious injury and fatal crashes.
- 2.8 fatalities per month
- 6.1 serious injuries per month
- Alcohol-, speed- and unbelted-related crashes are decreasing.

Key Findings for 2014

Successes!

- 1 County with ZERO fatalities
- 1 County with ONE serious injury

Challenges

- Distraction remains a challenge

Year-to-Date Traffic-Related Deaths



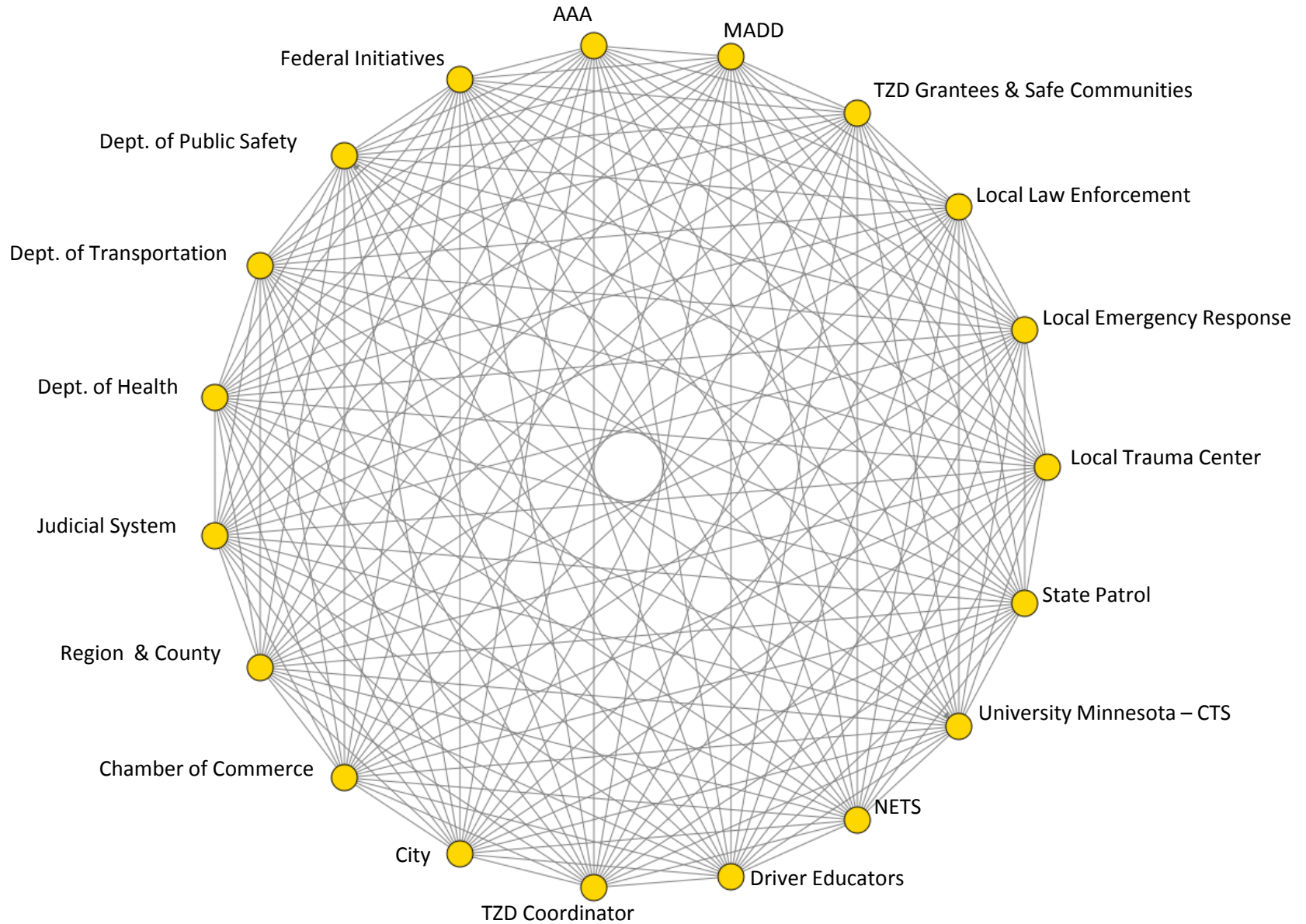
As of March 21, 2016, there were **XX** traffic-related deaths on Minnesota roads, compared to **XX** deaths at this time last year.

What is *Traffic Safety Culture*?

Shared:

- Values
- Beliefs
- Norms
- Attitudes

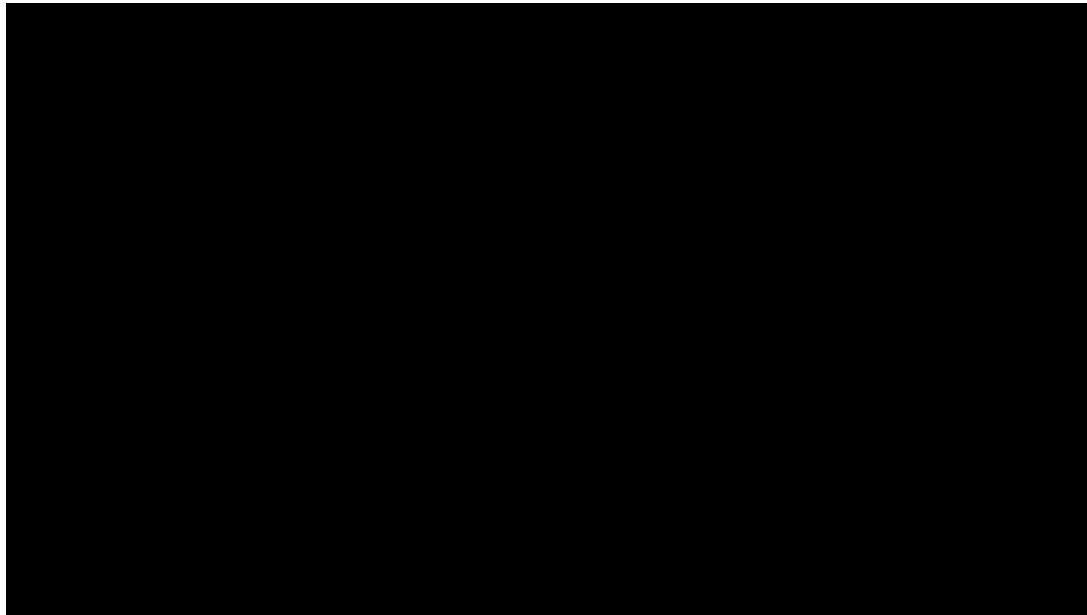




TZD Program Growth

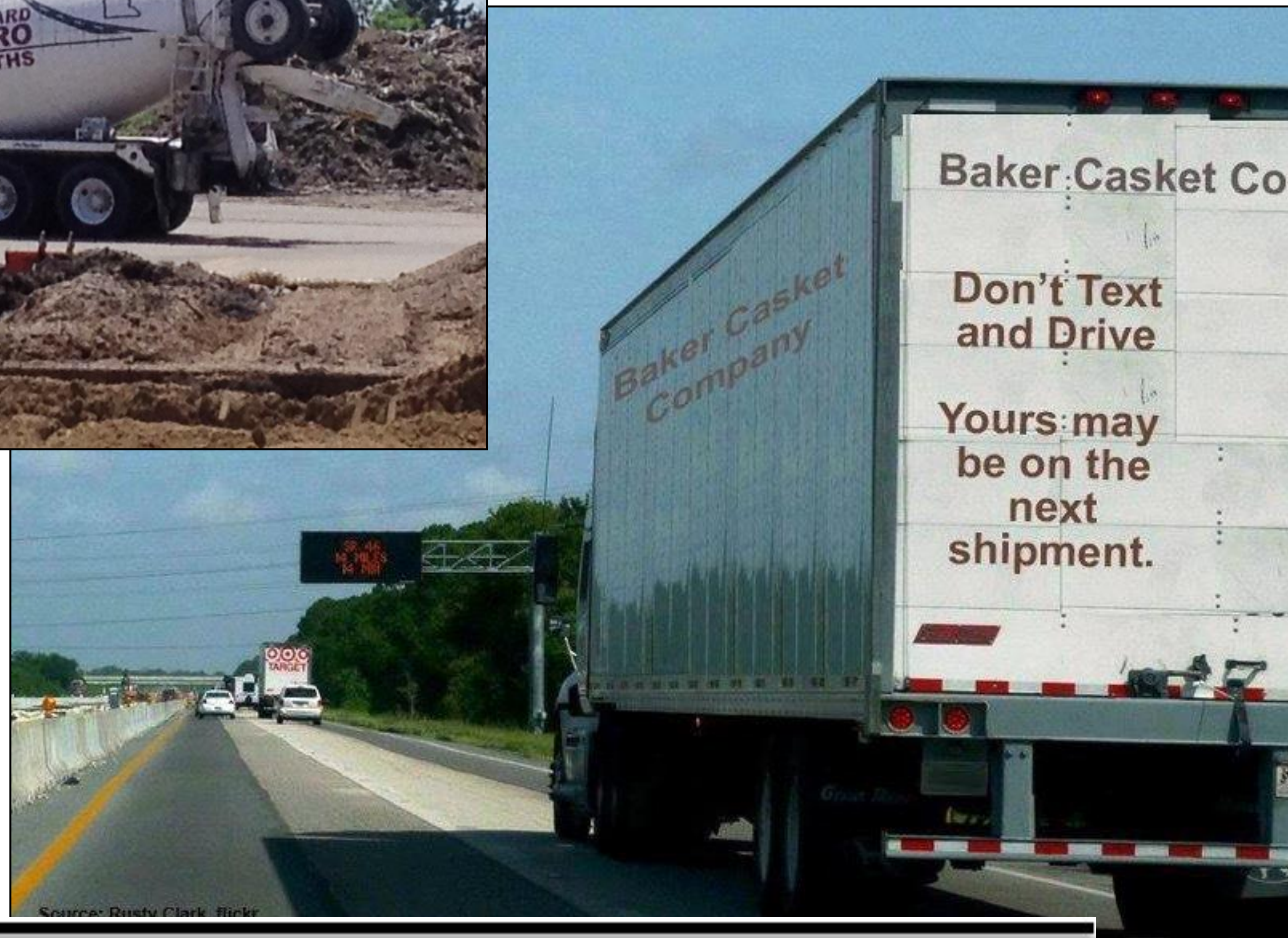
	2003	2014
Seatbelt Use	82%	95%
Cable Median Barrier	0 miles	450 miles
% Treated @ Designated Trauma Hospital	67%	99%
TZD Safe Road Coalitions (funded & unfunded)	< 10	52
TZD Enforcement Grant Agencies	104 (41 grants)	283 (55 grants)
County Safety Plans and District Safety Plans	0	95
Ignition Interlock Participants	0	8,633
TZD Regions with MnDOT & MPS Leadership	0	8
Participants in Annual TZD Conference	110	961
DWI Courts	0	16

Speak Up: Speed PSA



<https://www.youtube.com/watch?v=n8Vs5afxlqw>

Traffic Safety Culture

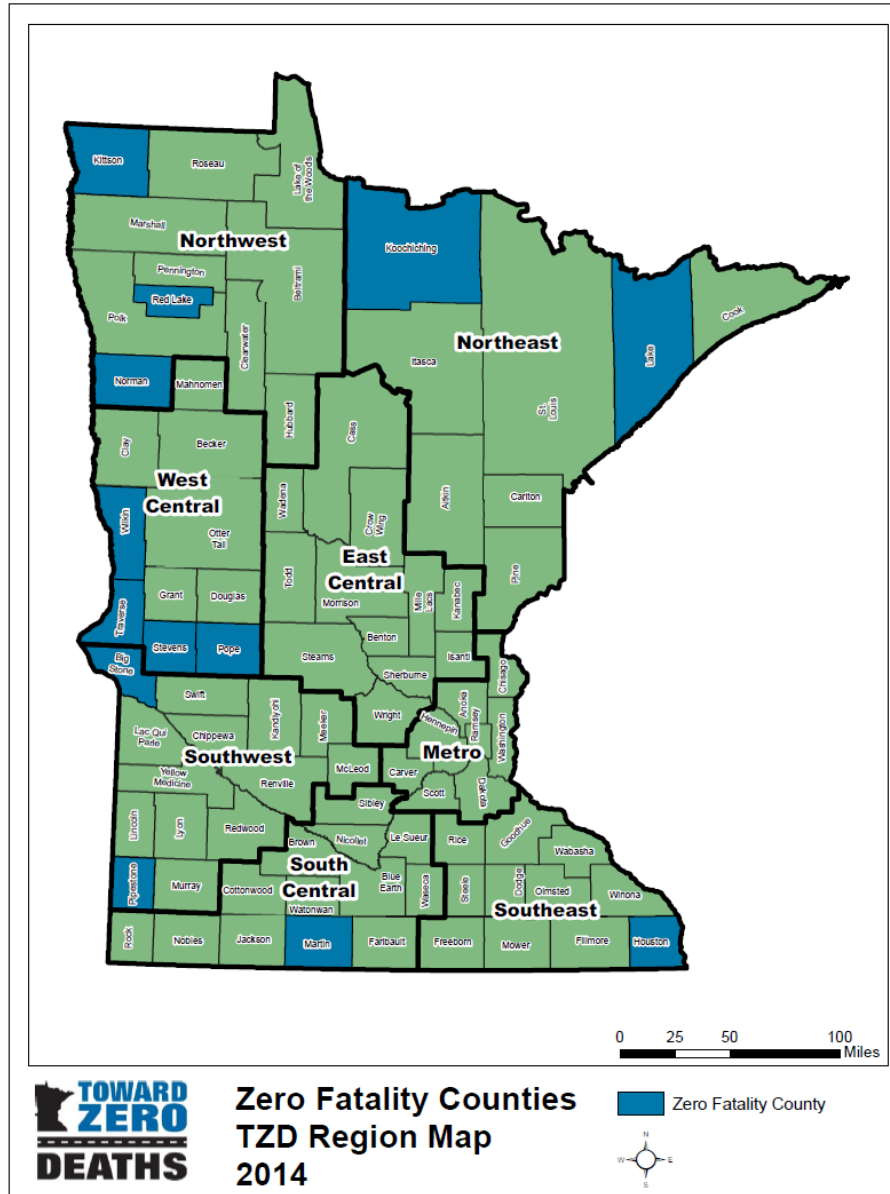


Source: Rusty Clark, Biker

TZD Success Factors



- Commitment to change Minnesota culture regarding traffic safety
- Collaboration with other traffic-safety advocates
- Promote best practices and lessons learned

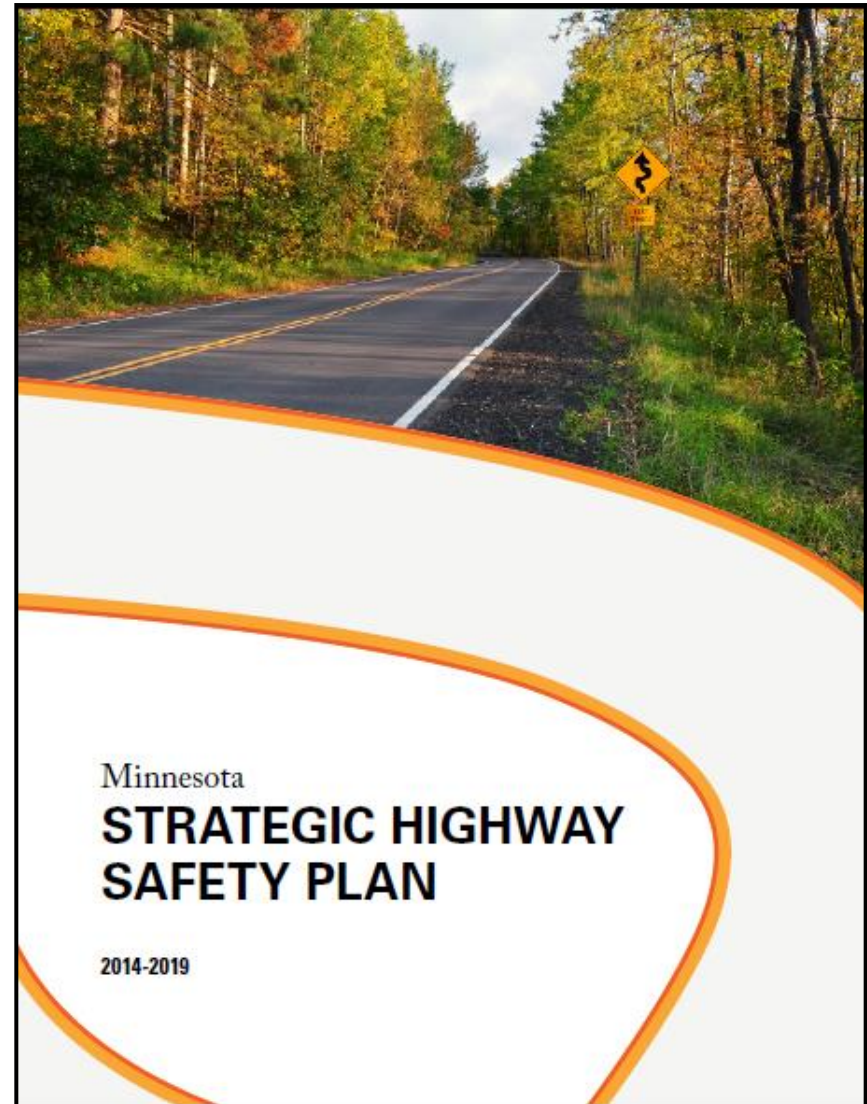


Data Sources: MN Department of Public Safety, MN Department of Transportation, MN Department of Natural Resources

Looking Forward Toward Zero Deaths Goal

2020 Targets

- Less than **300 fatalities**
- Less than **850 serious injuries**



Goal: Zero Deaths





MINNESOTA

TOWARD ZERO DEATHS

Le Sueur County Safe Roads Coalition:

Mission: Decrease traffic fatalities and injuries in our communities through education, engineering, enforcement and emergency medical and trauma services

Safe Roads

Coordinator: Ann Traxler

Members: EMS: Ann Traxler, Mark Griffith, Pam Williams, Stanley Stocker, Marty Sullivan
Education: local high schools
Enforcement: Nick Greenig, Brett Mason, Dave Tietz, Scott McConkey
Essential Traffic Partners: Scott Reiten Region 9
Engineer: Darrell Pettis

Goals for 2017

Goal #1: To reduce the incidence of impaired driving by May 2017.

- A. Impaired Driving Enforcement waves March 17, May 13, July 2, August 19-September 5 and Holiday wave
- B. Impaired personal impact speaker 2016
- C. Graduation day video at local high schools

Goal # 2: To reduce the Le Sueur Counties unbelted fatalities and serious injuries from 48% to less than ___% by May 2017.

- A. Increase the use of occupant protection devices (seatbelts) by:
Conduct yearly Observational seatbelt checks in April
Hold spot check at school parking lot's May 2016
- B. Click it and Ticket Enforcement wave May and October

Goal 3: To reduce the Le Sueur Counties distraction-related fatalities and serious injuries from 20% to less than ___% by May 2017.

- A. Reduce the incidence of distracted driving by
 - Pledge banners at schools
 - Engage Schools to participate in the AT&T *It Can Wait* challenge
 - Drivers Education classes work on POI
- B. Distracted Driving Enforcement Effort : April

Goal 4: Establish a fatal review committee in 2016

Target audience: Youth

Looking to add additional members to the coalition

Meeting Dates for 2016: January 29, April 29, July 29, October 28

Meeting Time: 10 a.m.

Location: EOC, 136 S. Cordova Avenue, Le Center MN

For more information or to get involved

Contact: Annette Larson TZD Regional Coordinator annette.l.larson@state.mn.us or phone 507.304.6110

