



---

# **Le Sueur County, MN**

**Tuesday, August 15, 2017**

**Board Meeting**

## **Item 8**

**10:45 a.m. Ann Traxler and Darrell Pettis (15 min)**

***RE: TZD Joyride Recognition***

**Staff Contact:**

# MINNESOTA TOWARD ZERO DEATHS

## Media Advisory

August 15, 2017

Contact: **NAME HERE**

Le Sueur County Toward Zero Deaths coordinator

**CONTACT INFO # and email**

## JOYRIDE: ASSURES SAFE RIDE HOME EVERY TIME

*Minnesota law enforcement agencies and Toward Zero Deaths traffic safety stakeholders join forces to thank sponsors of the JOYRIDE program to decrease impaired driving in Le Sueur County.*

**WHAT:** To save lives on our roads, Le Sueur County Toward Zero Deaths Safe Roads Coalition, Le Sueur County Sheriff's Office, Minnesota State Patrol, regional traffic safety stakeholders, MnDOT and the Department of Public Safety are coming together to thank JOYRIDE program sponsors for helping the safe roads coalition decrease impaired driving and get people home safe.

**WHERE:** Le Sueur County Courthouse, 88 South Park Avenue, Le Center.

**WHEN:** 11 a.m., August 15, 2017

**WHO:** **Who would like to speak?**

**WHY:** Le Sueur County Toward Zero Deaths Coalition officially introduce JOYRIDE to the citizens of Le Sueur County in 2017. We will share the results of our efforts and thank our 2017 sponsors for their assistance with bringing this program to the county. Coalition members will also discuss plans to expand the program across the county for 2018.

- **Le Sueur County falls in the Top 25 Dangerous Drunk Driving Counties.**
- **Nearly one out of every four deaths on Minnesota roads is drunk driving-related.**
- **In the last five years (2010 – 2014), there were 479 drunk driving-related traffic deaths in Minnesota and 88 people were killed in drunk driving-related crashes in 2014 alone.**
- **Each year in Minnesota, approximately 28,000 drivers (2010 – 2014) are arrested for DWI.**

The South Central Minnesota Toward Zero Deaths program brings area law enforcement, public health educators, engineers and emergency medical and trauma services together to reduce the number of traffic fatalities and severe injuries to zero in south central Minnesota. The 13-county area encompasses: Blue Earth, Brown, Cottonwood, Faribault, Jackson, LeSueur, Martin, Nicollet, Nobles, Rock, Sibley, Waseca and Watonwan counties.

###



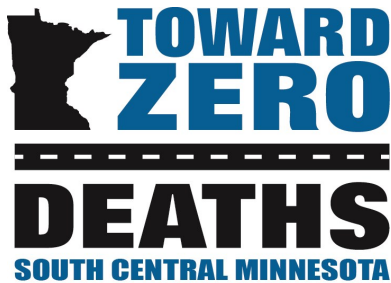
# Proud Supporter of JOYRIDE 2017

*Le Sueur County Toward Zero Deaths Coalition*

***CERTIFICATE OF EXCELLENCE***

*is hereby granted to:*

***House of Insurance Agency***



Presenter's Name and Title

*August 15, 2017*

## **A RESOLUTION**

Declaring Le Sueur County's support of the Toward Zero Deaths program and establishing traffic safety as a priority of the county.

**WHEREAS**, in 2003 the Minnesota Departments of Public Safety, Transportation, and Health launched the Toward Zero Deaths (TZD) program; and

**WHEREAS**, TZD is the state's cornerstone traffic safety program employing an interdisciplinary approach to reducing traffic crashes, serious injuries, and deaths on Minnesota roads; and

**WHEREAS**, TZD strives 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; and

**WHEREAS**, TZD is an effective program that helped reduce by 40 percent the number of people who died on Minnesota roads each year in its first thirteen years of operation; and

**WHEREAS**, despite the success of TZD, there were 74,772 traffic crashes reported in Minnesota resulting in 411 deaths and 29,981 injured individuals in 2015; and

**WHEREAS**, the TZD program depends on collaborative efforts with traffic safety stakeholders, including local governments, to achieve its goal of zero traffic-related deaths; and

**WHEREAS**, TZD provides county governments with opportunities to share best practices resulting in improved county safety plans and safer roads; now, therefore,

**BE IT RESOLVED**, Le Sueur County supports the Toward Zero Deaths program and establishes traffic safety as a priority of the county; and

**BE IT FURTHER RESOLVED**, Le Sueur County will explore opportunities to engage community partners in the promotion and implementation of effective traffic safety initiatives.