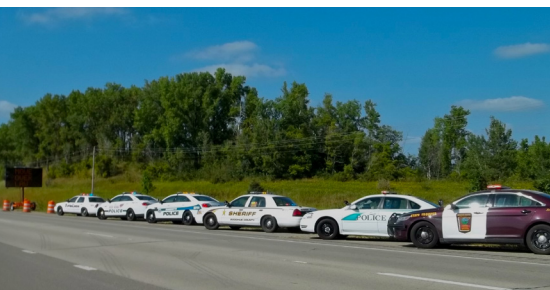




MINNESOTA TOWARD ZERO DEATHS

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



WHAT IS THE MINNESOTA TOWARD ZERO DEATHS (TZD) PROGRAM?

The Minnesota TZD program 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 others.

What does the program do?

- Works 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—known as the “4 Es.”
- Uses data to target areas for improvement and employ proven countermeasures.
- Implements best practices and advances innovations and new technologies.

What are the program's key accomplishments?

- The creation of eight regions statewide that continue to build local relationships to implement TZD; a total of 734 participants attended the 2015 regional workshops.
- A 45 percent reduction in the number of traffic fatalities since 2003, and the lowest number since 1944.
- A statewide seat belt use rate of 94%.
- Stronger traffic safety policies, including:
 - Passage of the lower blood alcohol content (0.08, from 0.10) level for DWI in 2004
 - Ban on texting, e-mailing, or accessing the web while driving in 2008
 - Primary seat belt and booster seat laws in 2009
 - Expanded use of ignition interlock for DWI in 2010
 - Stronger graduated driver's licensing requirements in 2014
 - Increased fines to \$300 for speeding in work zones in 2014
 - Increased fine for second and subsequent offenses for texting/accessing the web while driving in 2015
 - Decreased BAC level needed for aggravating factor in DWI cases, from 0.20 to 0.16, in 2015.
- Completion of the I-90/94 Challenge, a 15-state initiative led by the Minnesota State Patrol in 2015 to record no deaths and to cut in half the number of crashes during one of the most dangerous periods of summer driving.
- Implementation of E-charging, which currently reports 94% of DWIs across the state.
- Expansion of the statewide trauma system from 6 designated hospitals in 2005 to 129 hospitals in 2014. Currently 95% of trauma admissions are at system hospitals.

- Formation of six Regional Trauma Advisory Committees.
- Addition of 4 DWI courts in 2014, bringing the total to 16 grant-funded DWI courts.
- Updates to the Strategic Highway Safety Plan (SHSP) in 2014.
- Implementation of safety plans for each county and MnDOT district.
- Implementation of low-cost, high-benefit strategies for intersection and lane-departure crashes, such as highly visible pavement markings and messages, rumble strips, chevrons/signs, pedestrian countdown timers, cable median barriers, and reduced-conflict intersections.
- Creation of one TZD traffic enforcement grant that incorporates all overtime traffic safety enforcement projects and encourages development of a county-wide strategic enforcement plan.
- *Shattered Dreams, How to Save a Life, Young Forever, and Gone Too Soon* videos created by the Minnesota State Patrol and shown to more than 440,000 Minnesotans.
- 961 statewide conference participants in 2014.

What will TZD do next?

- Continue to implement the SHSP to achieve the new goal of fewer than 300 fatalities and 850 serious injuries by 2020. Focus areas include traffic safety culture and awareness, intersections, lane departure, unbelted occupants, impaired roadway users, inattentive drivers, and speed.
- Urge state agencies and local jurisdictions to make TZD a part of their culture and responsibility.
- Expand engagement with Minnesota traffic safety advocates.
- Develop the new state crash record system, MNCrash.
- Engage the court system as a traffic safety partner.
- Continue to build regional partnerships throughout the state.
- Implement a comprehensive TZD communication plan.
- Evaluate key programs and initiatives.

How can I participate in TZD?

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

How can I get more information?

- Contact Kaydee Kirk, Program Coordinator, 612-626-5854, kkirk@umn.edu
- Visit the TZD website: MinnesotaTZD.org

In 2003, 655 traffic fatalities 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 (VMT), there were 361 traffic fatalities in Minnesota in 2014—a 45 percent reduction from 2003.

