

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 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.

→ **GOAL 1:** Pursue public support of traffic safety as a priority

Strategies

- *Establish a traffic safety culture action team*
- Increase public awareness
- Coordinate effective policy and legislation
- Engage the media in traffic safety messaging

→ **GOAL 2:** Strengthen TZD as a priority for all units of government and traffic safety partnerships

Strategies

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

→ **GOAL 3:** Promote and implement effective traffic safety initiatives

Strategies

- *Implement the 2014 Strategic Highway Safety Plan*
- Improve the traffic safety records system across all disciplines
- Update district and county safety plans and monitor implementation
- Leverage Minnesota's trauma system to ensure timely treatment
- Increase collaboration among law enforcement agencies on all state and local roads
- Advance new technologies and innovations
- Adopt and implement best practices

Italics signify priority strategies for 2016

VALUES

- Continuous improvement
- Engaged partners
- Evidence-based approaches

MINNESOTA
TOWARD ZERO DEATHS
TOWARD ZERO DEATHS