

Metro Minnesota Toward Zero Deaths Regional Strategic Plan – 2018

Mission

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

Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic related fatalities and serious injuries in metro Minnesota from the past **5-year average** (2013-2017*) of 118 fatalities and 671 serious injuries. Note: New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.

Objectives

- A. To continuously increase regional seat belt use rates.
The statewide average **was 92% in 2017.**
- B. To examine the characteristics of the unbelted fatalities and serious injuries.
Calculation of seat belt use in fatal and serious crashes is possible with existing data.
- C. To continuously decrease the following:
5-year average 2013-2017* in Metro Region - Baseline Data

Contributing Factors:

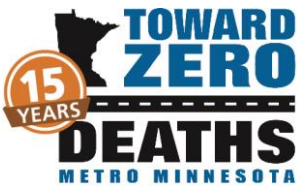
	Alcohol	Speed	Distraction	Total
Average Annual Number of:	39	28	17	118
Fatalities				
Fatal Crashes	32	26	15	110
Severe Injuries	122	120	94	671
Severe Injury Crashes	103	97	81	586

Note: a crash may have more than one of the above listed or additional contributing factors

Total Metro Region-Baseline

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2017* Total	131	125	897	776
2013-2017* Total	591	550	3,357	2,929

**2017 data are preliminary.*



Region Goal 2 – TZD Partnership Goals

To continuously increase TZD awareness and partnerships across the metro area of Minnesota for both the general public and traffic safety professionals.

1. Establish the vision of TZD as a priority for all region, county, city (government agencies)

- A. Engage local government involvement in TZD steering committee and workshops
- B. Educate/promote traffic safety awareness of city/county officials
- C. Promote city/county employee education/policies that facilitate the TZD vision

(Activities: Recruitment of city and county to attend TZD events, giving TZD presentations to boards/councils, mailings/connections to Network of Employers for Traffic Safety (NETS))

2. Create and strengthen partnerships in the region

- A. Engage stakeholders
- B. Develop networking relationships
- C. Recruit membership of the TZD partnership

(Activities: EMS Conference booth/presentation, regional workshop, web, calendar, statistics, workshop, orientation)

3. Promote and implement effective traffic safety initiatives in the region

- A. Develop and distribute resource materials
- B. Provide enforcement wave support in community
- C. Promote evidence based countermeasures
- D. Collect data and statistics within region
- E. Implement best practices within region

(Activities: web, brochure, one-pagers, presentations, news advisories, workshop, seatbelt observational survey and omnibus survey, media messaging and media events, news releases re: activities woven into existing messages, worksite education and policy development, parent component to driver's education, sober cab development, youth enforcement and education activities)