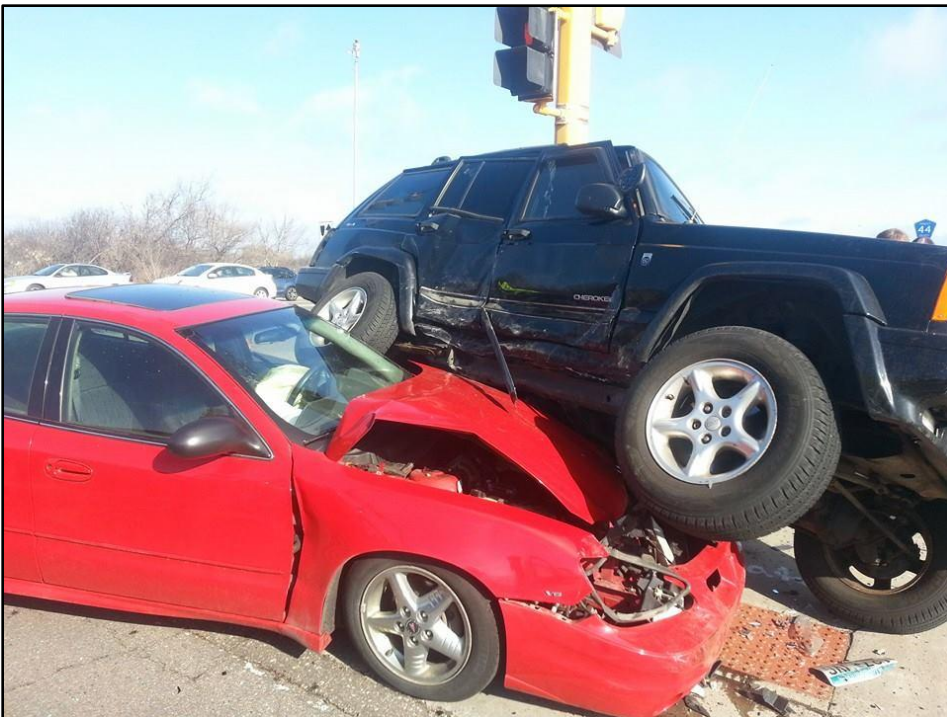


TOWARD ZERO DEATHS- METRO REGION

Annual Report

2013-2014



*Submitted by Susan Youngs
October 2014*

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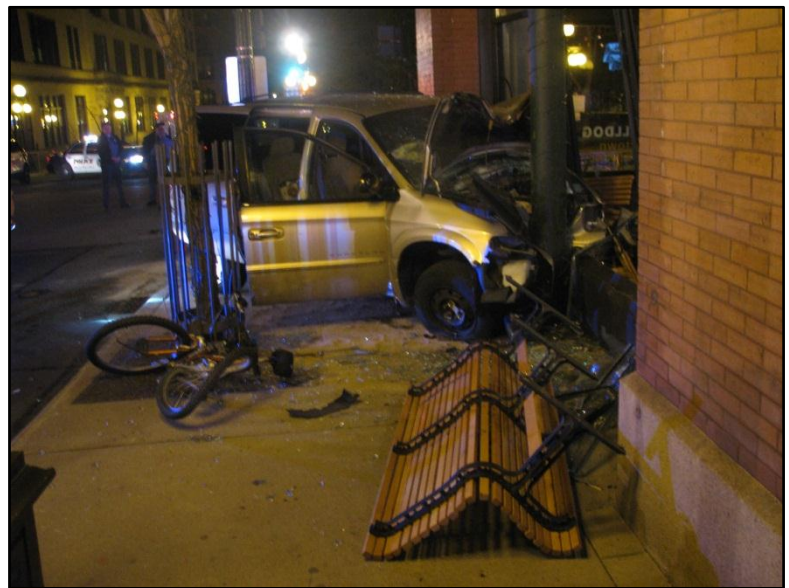
Toward Zero Deaths-Metro Region

2013 - 2014

EXECUTIVE SUMMARY

The Metro Minnesota Toward Zero Deaths (TZD) program began in 2012 with the hiring of a regional TZD coordinator. Since 2012, the region has undergone multiple staffing changes with three separate individuals holding the position of regional coordinator. The current Regional Coordinator, Susan Youngs, began in the position on October 16, 2013.

Additionally the region presents a unique set of challenges for TZD. While containing only eight counties, the state's two largest cities, Minneapolis and St. Paul, represent slightly less than half of the State's total population. Crash data also indicates some divergences in types of crashes as compared to the other regions. Both rear end crashes and bike and pedestrian crashes are overrepresented in the Metro Region.



Leadership Team

Metro Minnesota TZD Co-chairs are Greg Coughlin, director of metro maintenance operations, MnDOT Metro District, Captain Bruce Brynell, Minnesota State Patrol District 2500 and Captain Tim Rogotske, Minnesota State Patrol District 2400. Susan Youngs also serves on the Leadership Team.

Metro Visioning Group

As part of leadership for the Metro Region, a Metro Visioning Group provides direction and assistance in establishing a structured TZD effort throughout the region. Due to the high population of the Metro Region and the unique type of crash over-representation, a different approach for TZD implementation in the

region was selected. Instead of bringing the 4Es together region-wide, individual, county-specific TZD coalitions, with representation by the 4Es within each individual county are being established. To date two county coalitions, Ramsey and Dakota Counties, have been established (see Appendix A for Metro Visioning Group agenda).

Regional Partnerships

TZD partnership efforts have continued throughout the region with a new county coalition being established in Dakota County and initial outreach efforts made to Anoka County. The Ramsey County TZD Coalition continued to meet regularly throughout the year with a focus on pedestrian crashes.

Region-wide TZD Efforts

Several region-wide TZD efforts also occurred throughout the year. Metro-specific educational materials were developed and distributed to support the April distracted driving law enforcement wave. A TZD quarterly newsletter was also created to share TZD efforts with stakeholders at a statewide level. To date, three issues of the newsletter have been distributed. The region also participated in AT&T's *It Can Wait* challenge both times the event was offered. Finally, the regional coordinator hosted numerous TZD informational tables with interested stakeholders as well as the general public to continue to share the TZD message region-wide.

PROBLEM STATEMENT

In 2013, there were 387 of deaths on Minnesota roadways and 119 of these deaths occurred in the Metro Region – an unacceptable number. A regional strategic plan was developed to identify goals and strategies to accomplish the mission.

Mission

To move the Metro Region toward zero deaths on our roads, using education, enforcement, engineering, emergency medical and trauma 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 (2009-2013) of 117 fatalities and 498 serious injuries.

Objectives

- A. To continuously increase regional seat belt use rates.
The statewide average was 94.8% in 2013.
- 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 2009-2013 in Metro Region - Baseline Data

	Alcohol	Speed	Distraction	Total
Fatalities	36	27	20	117
Fatal Crashes	33	25	17	107
Severe Injuries	103	79	96	498
Severe Injury Crashes	87	64	82	434

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
2013 Total	119	111	528	449
2009-13 Total	585	533	2,490	2,169

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 event, 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 & 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 drivers education, sober cab development, youth enforcement and education activities)

GOAL 1 – REDUCE TZD FATALITY AND SERIOUS INJURIES

The Toward Zero Deaths program focuses on the application of four strategic areas to reduce crashes – education, enforcement, engineering and emergency trauma response. Working together, these efforts will make a difference on Minnesota’s roadways.

County TZD Coalitions

Due to the large population of the Metro Region, individual county TZD coalitions are being established. Currently two Metro counties have established coalitions – Ramsey County and Dakota County (see Appendix B for sample coalition agendas).

Ramsey County

The Ramsey County TZD Coalition met monthly in 2014 and continued their TZD efforts. Group members were able to connect and share traffic safety issues that were of particular individual interest and the group supported those interests through various activities. Signal light enhancements (“blue light specials”), pedestrian crashes and fatal reviews provided a primary focus for TZD activities.

“BLUE LIGHT SPECIALS” SIGNAL ENHANCEMENTS
Ramsey County is installing signal light enhancements at several intersections throughout the county. The Ramsey County Public Works Department received information that county prosecutors wanted more details on how the lights functioned. The TZD Coalition coordinated a “Blue Light Special #101” event to present information on the new lights to law enforcement, county attorneys and prosecutors and other interested stakeholders. Erin Laberee, Ramsey County Public Works, and Jerry Kotzenmacher, MnDOT, provided presentations regarding the signal light enhancements along with the TZD regional coordinator who presented information on the TZD program.



Through discussion and a subsequent question and answer session, the coalition learned that working directly with law enforcement on the location of the lights is of the utmost importance. Law enforcement needs to watch for red light runners from a safe location and be able to clearly and comfortably view the intersection. If the placement of the enhancement light does not permit for this, law enforcement may not effectively be able to enforce red light running and the enhancement system may be under-utilized. An active public involvement campaign is also essential to the success of the system as the general public

needs to clearly understand why these lights are being installed and that red light running will be enforced. To assist Ramsey County in developing a successful campaign, the coalition brainstormed ideas and offered suggestions in a subsequent coalition meeting.

PEDESTRIAN SAFETY

Pedestrian crashes are over represented in the region with 20 of the 35 pedestrian fatalities in 2013 occurring in the metro area. Specifically in Ramsey County, 50% of all traffic crashes in 2013 involved pedestrians.

Coalition members shared their concerns regarding these crashes with MnDOT who in turn is conducting a study to better understand the causation of the crashes. Additional efforts were also made at the grassroots level to further mitigate the issue of the over-representation of pedestrian crashes.

ST. PAUL PEDESTRIAN SAFETY WEEK

A citywide, weeklong enforcement and education campaign to highlight awareness for pedestrian safety in St. Paul was held in early August. For this year's campaign, the TZD program collaborated with the St. Paul Neighborhood Associations, St. Paul Walks and the St. Paul Police Department. The regional coordinator organized a news conference to announce the safety week event. Volunteers from the various neighborhood associations distributed educational materials during the week and St. Paul Police Department provided additional crosswalk enforcement at key city intersections.



FATAL REVIEWS

The coalition conducted fatal reviews on a regular basis to examine and identify trends in the crash data. Two fatal reviews were conducted and included both pedestrian and auto crashes.

JUDICIAL OUTREACH

Through discussions at coalition meetings, law enforcement raised a concern that information provided with citation/ticket reports was not adequate enough for the ticket to uphold in court. The regional coordinator and a representative from the Ramsey County Sherriff's Office scheduled a meeting to discuss this issue. The judges provided feedback on information currently being provided in the reports and offered suggestions on additional information to include. Information requested included mentioning that an officer is participating in a high-visibility campaign, so that a judge is not wondering why/how an officer is working outside of their jurisdiction.

Dakota County

Dakota County traffic partners conducted their initial coalition meeting in March 2014 with all 4Es represented. The group received information on greater Minnesota TZD program and current Metro TZD efforts. Dakota County TZD continues to meet monthly and has decided to focus their safety efforts on teen drivers by promoting parental involvement with teen driver education.

POINT OF IMPACT

Dakota County TZD has established a goal of conducting Point of Impact (POI) parental involvement classes in each of the area high schools and driver education programs. To date, the group has conducted one POI class which reached out to three area high schools. The group continues to strategize their efforts for implementing POI to all schools in the county.

CONTROLLED DRINK

A controlled drink event was conducted in Dakota County to promote the upcoming St. Patrick's Day enforcement wave. The event was structured to simulate a night out, and drinkers were able to choose the strength of their drinks. Alcohol amounts were served and closely regulated by enforcement officers. Additional resources at the event included fatal vision goggles/bean bag toss, and an informational table provided by Interceptor Ignition Interlock. Law enforcement present mentioned that they had pulled over motorists with the interlock device installed in their cars, but admitted they were not sure how the machine worked. They were glad to have this opportunity to learning more about the device. Minnesotans for Safe Driving, the MN Safety Council and DPS provided resources for the event (see Appendix C for media coverage of the event).



GOAL 2 – TZD PARTNERSHIP GOALS

Regional Partnerships:

Metro Area Safe Communities Coalition

The Metro Area Safe Communities Coalition (MASC) is comprised of TZD stakeholders that represent Ramsey, Dakota, and Washington Counties. Each year the group has conducted a teen driving summit reaching out to area driving educators, school resource officers, and school advisors. The regional TZD coordinator supported their efforts by hosting an informational table at the event (see Appendix F for Teen Summit Agenda).

In 2014, MASC underwent an organizational re-structuring to better align itself with TZD efforts. The coalition has decided to serve as the steering committee for the metro region and will assist the regional coordinator with forming county coalitions and planning the regional workshop. The group will meet again in December to discuss future strategies.

Engineering

Low cost, high benefit engineering safety improvements continue on both state and local roadways. Although many factors affect traffic-related fatalities – including the economy, driver behavior and weather – many traffic safety professionals continue to look at proactive and systematic ways to reduce fatalities and serious injuries due to crashes.

The county engineers continue to implement safety projects that were identified in the county highway safety plans. The direction was to identify low cost, high benefit safety initiatives, e.g. rumble strips/rumble stripes, curve delineation, improved edge lines, intersection lighting and intersection signing improvements on the county system.

County Safety Projects	Amount \$\$\$
Signal Interconnect and Software System – various locations in Anoka County	\$446,146.00
Traffic Signal Rebuild; Lengthen Turn Lanes – Coon Rapids Boulevard at Springbrook Drive	\$468,000.00
Traffic Signal; Construct Left and Right Turn Lanes – Nowthen Boulevard at Alpine Drive	\$1,040,000.00
Construct Traffic Signal; Turn Lanes at all Approach Legs – Hanson Boulevard in Andover	\$842,400.00
Install Chevrons, Edgeline Stripes, Street Lights, Signing and Striping – various locations in Chisago County	\$241,045.00
Re-align to remove skew; Install Street Lights, Signing and Striping	\$110,558.00

Improvements – Crosstown Boulevard at 93rd Avenue North	
Construct ¾ Intersection with Median U-Turns and Left Turn Lane – Highway 52 at 200th Street in Vermillion Township	\$1,074,627.46
Construct Westbound Turn Lane and Channelization – Cliff Road at Nicollet Avenue in Burnsville	\$783,552.00
Installation of Overhead Signal Indications – Minneapolis citywide	\$1,206,355.00
Ground-in Edge Line Striping – Wayzata Boulevard & Bass Lake Road in Hennepin County	\$84,500.00
Rebuild Traffic Signal; Develop Dedicated Left Turn Lanes – Maryland Avenue at Payne Avenue in St. Paul	\$1,654,045.00
Red Light Confirmation Lights and Pedestrian Countdown Timers – Various locations in Ramsey County	\$469,000.00
Conversion of Four Lane to Three Lane – Larpenteur Avenue (McMenemy Street to Parkway Drive)	\$340,053.00
Traffic Signal Rebuild; Signal Interconnect, Red Light Running Systems, Turn Lanes - Vierling Drive to Highway 169 Mill and Overlay – 17th Avenue to 10th Avenue	\$1,101,600.00
Install Rural Intersection Lighting - Metrowide	\$176,788.00
Total	\$10,038,669.46

Additional Regional Activities

TZD Quarterly Newsletter

A quarterly newsletter was created in 2014 to share TZD efforts with stakeholders across the state. The Metro



TZD regional coordinator and statewide TZD coordinator served as editors while regional coordinators, TZD co-chairs, and other TZD stakeholders submitted articles. Three editions of the newsletter were distributed electronically and addressed the following traffic-related topics – distracted driving, current legislative developments regarding traffic-safety, and DWI awareness and enforcement. The newsletter also served as a tool to keep stakeholders who were unable to attend a regional workshop or annual conference connected and abreast of TZD activities. (see Appendix D for July 2014 issue of newsletter.)

Educational Cards

In conjunction with the Southeast Region’s pilot program, a metro-specific area educational card was developed to promote April as Distracted Driving Awareness month. Using the best practices equation of “Education + Enforcement = Changing Driving Behavior,” law enforcement officers throughout the region were asked to distribute the cards on traffic violation stops during April. In addition to the safety message and crash facts relating to distracted driving, the card relayed the story of Shreya Dixit, a young adult from the metro region who was killed while riding home from college when the driver became distracted looking for an object in the back seat of the car. The cards were also made available for education awareness events in schools and in the workplace (see Appendix D for full educational card).

All it took was one look

Shreya Dixit, 19, a University of Wisconsin sophomore, planned to hop a Greyhound bus home for a weekend visit to her parents in the fall of 2007. But at the last minute, she was offered a ride from Madison to the Minneapolis area by an acquaintance.

She called to tell her parents of the change in plans. That was the last time her mother heard her voice.

About 45 minutes later, the driver turned around to look in the back seat for a napkin, lost control of the car and smashed the front end into a concrete pillar of an underpass.

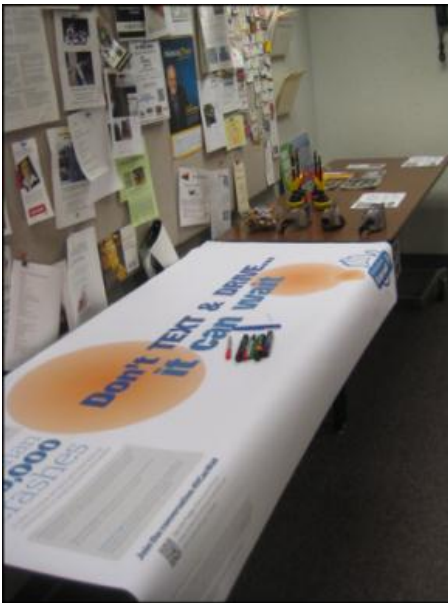
Shreya, who was in the front passenger seat, died on the spot.

"She was the most warm, wonderful, happy, generous young woman – full of humor, full of life." Vijay Dixit says of his daughter.

To help prevent similar tragedies and to raise awareness about distracted driving, Vijay and Rekha Dixit and daughter Nayha created "Distraction-free Driver" – an e-trainer to combat irresponsible behaviors that cause driver distractions. This tool works on major tablets smartphones and computers.

The tool is FREE. To access please visit www.shreyadixit.org

AT&T It Can Wait Challenge – No Texting While Driving



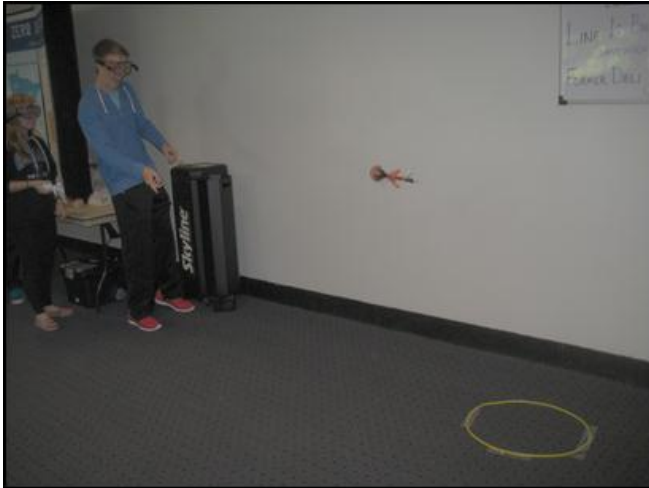
Several high schools and TZD stakeholders in the Metro Region participated in the AT&T *It Can Wait* Challenge. The challenge is a week-long event to encourage motorists to never text while driving and creates a friendly competition between participants by seeing who can collect the most *No Texting While Driving* pledges.

In addition to local high schools, battle lines were drawn between several TZD stakeholders in the Metro Region as the Office of Traffic Safety and Technology and the Metro Traffic Division competed against one another.

Metro Area MnDOT employees also

were given an opportunity to sign a *No Texting While Driving* banner to further show their support for this important message. Metro Region TZD coalitions joined in the battle as Ramsey County competed against Dakota County.





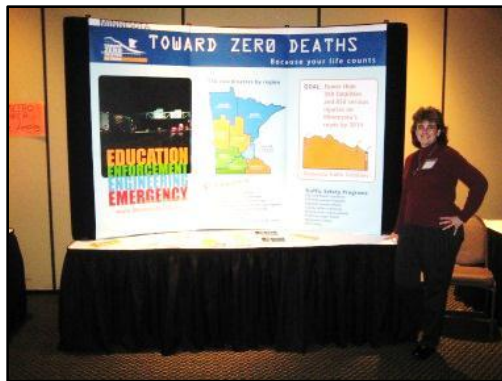
Additionally, the regional TZD coordinator hosted information tables at participating high schools where the students learned more about distracted and impaired driving by playing the *Distract a Match* game and experiencing fatal vision goggles. By the end of the challenge, over 2,000 pledges were collected in the Metro Region alone.

Information Tables & Presentations

Throughout FY 2014, the regional TZD coordinator staffed several information tables to support TZD efforts. This opportunity was also used to spread local TZD messages, general traffic safety messages, and to

support and strengthen partnerships with local traffic safety efforts. Information tables included, but not limited to area high schools, MADD 5K Walk, Shreya Dixit Walk, Minnesota Driver and Traffic Safety Education conference, Minneapolis Community and Technical College's Operation Recovery event, and the TZD Annual Conference.

TZD presentations were also provided at the Metro Area Pre-Screening meeting and to other traffic safety stakeholders in efforts to develop TZD efforts in the Metro Region. Presentations and TZD efforts are expected to continue in the Metro Region into FY 2015.



Appendices

A – Metro Visioning Group

B – Examples of TZD County Coalition Agenda

C – News Release and Media Coverage of Controlled Drink Event

D – TZD Quarterly Newsletter July 2014

E – Distracted Driving Educational Card

F – Teen Summit Agenda

G – Metro Minnesota TZD One-Pager

Appendix A

Metro Area Visioning Group

- Agenda -

August 27, 2014

1. Introductions
2. Review of TZD activities to date
3. Update on County TZD Coalitions
4. Strategize next steps and possible direction
 - *Metro data review*
 - *Metro Area Safe Communities Coalition*
5. 2015 Metro TZD Workshop
6. Other

*MnDOT-Water's Edge-Room #323
11:30 a.m. to 1 p.m.
Lunch to be provided.*



Appendix B

Ramsey TZD Coalition

AGENDA

June 11, 2014

12:30 to 1:30 pm

**Ramsey County
Public Works—**

*1425 Paul Kirkwold Drive,
Arden Hills, Room #576*

- Meeting Minutes
- Review of 2013 Crash Data (preliminary)
- 2014 Project/4E Updates
 - ⇒ New projects for remainder of 2014
 - ⇒ Public involvement campaign—blue lights
 - ⇒ St. Paul citywide pedestrian safety event
 - ⇒ Other
- Other
- Next Meeting Date





**Dakota County TZD Coalition
Thursday, October 16, 2014**

1:00 PM to 2:00 PM

Rosemount Police Department/City Hall – Council Chambers
2875 145th Street West, Rosemount

1. Minutes of August 21 Meeting – attached
2. It Can Wait Challenge – Victory!
 - a. Dakota County TZD winner over Ramsey County TZD
3. Point of Impact – Next Steps/Next Schools
 - a. September 17th POI class – update
 - b. List of Dakota Schools by School district – attached
 - c. Train the trainer classes
4. TZD Updates
 - a. Annual Conference – November 13 & 14
 - b. Steering Committee for Region
 - c. 2015 Regional Workshop
 - d. Safe Communities Grants
5. Other

Appendix C

 sunthisweek.com

<http://sunthisweek.com/2014/03/13/police-say-to-party-smart-on-st-patricks-day/>

Police officers say to party smart on St. Patrick's Day

By Tad
Johnson

Controlled drinking event in Rosemount illustrates the effect of alcohol on the body

St. Patrick's Day is viewed by many as a time to be merry and quaff down pints of green beer.

Before revelers head out the door this weekend to parties related to the Irish-infused holiday, they should think about how they are going to get back home safe and not end up in jail, the hospital or the morgue.

Seven volunteers in Rosemount discovered how quickly they can go over the state's 0.08 blood alcohol limit after having a few drinks during a "controlled drinking" event at Fire Station No. 2.

With Farmington Police Officer Pete Zajac serving as

"bartender" for the night and games such as dice and bean-bag tossing on tap, the session felt like happy hour, but officials said it was aimed to educate the participants and the public about the serious dangers of drinking and driving.

The effort was part of the Minnesota Department of Public Safety's Toward Zero Deaths, a grant program that funds 12 additional officers' patrol time in one Dakota County city every weekend with an emphasis on DWI enforcement.

Last year, Minnesota law enforcement officials made approximately 400 DWI arrests on St. Patrick's Day (Sunday, March 17) and the day before. This year the holiday is on Monday.

It's unknown how many crashes the arrests may have prevented, but Dakota County Sheriff Dave Bellows said National Highway Traffic Safety Administration statistics indicate that on St. Patrick's Day in 2011, 34 percent of the fatalities from motor vehicle crashes were connected to drunk driving.

If the fear of dying isn't enough to deter one from getting behind the wheel after a few drinks, consider this: Those arrested for DWI can serve jail time, lose their driver's license, their jobs, their quality of life and spend about \$10,000 in court costs.

It's estimated that the average alcohol-related fatality in Minnesota costs \$5.5 million in medical, property damage, insurance and court costs, according to a University of West Virginia study. Alcohol-related crashes cost the people of Minnesota more than \$1 billion each year, the study reported.

The Minnesota Department of Public Safety encourages those who celebrate with alcohol and need transportation to



Minnesota State Patrol Trooper Dan Marose administers a breathalyzer test to one of the participants in a controlled drinking exercise at Fire Station No. 2 in Rosemount on Monday, March 10. (Photo by Tad Johnson)

plan for a safe ride. Those who are on the roads this weekend should wear a seat belt, which the department says is their best defense against a drunken driver, and call 911 if they see a motorist driving while impaired.

The study

The seven people who participated in Rosemount's controlled drinking event had a wide range of reactions as they drank and were tested using a breathalyzer periodically.

When one 21-year-old man who had a couple of drinks was asked before he was tested if he would drive, he said, "No way, not a chance."



Farmington Police Officer Pete Zajac shows an example of a field sobriety test to one of the participants in a controlled drinking exercise at Fire Station No. 2 in Rosemount on Monday, March 10. (Photo by Tad Johnson)

He tested at 0.04, half the legal limit.

A man who was about 80 pounds heavier than a similarly aged woman registered the same BAC even though the man had consumed twice as much alcohol.

Zajac said alcohol affects every person in different ways. While it takes a short time for alcohol to impair one's senses, it takes a longer time for its effect to wear off, he said.

Another man tested at a higher BAC a few minutes after a previous test even though he hadn't had another drink.

Minnesota State Patrol Trooper Dan Marose said that's why people who feel they are too drunk to drive shouldn't "wait it out" because they may actually be becoming more intoxicated without having another drink.

Marose points out that studies have shown that the "buzz" from alcohol impairs one's decision-making as it "tricks" people into thinking they are OK to drive when they are really over the legal limit – and have been for some time.

While law enforcement officials say publicity in advance of holidays like St. Patrick's Day is important, they also used the event to demonstrate their skill at detecting if someone has been drinking by noticing changes in their speech or appearance, such as having glassy or red eyes.

They say that those who have been drinking and think they can "fake out" an officer will find it nearly impossible, since many officers have years of experience dealing with drunken drivers.

Zero deaths

From 2008-2012, approximately 130 people died annually in drunken-driving crashes. That statistic dropped to 93 in 2013.

"That's too many spouses, parents or siblings that won't ever be home to celebrate St. Patrick's Day or any other holiday," Dakota County Attorney James Backstrom said.

Toward Zero Deaths' enforcement effort aims to reduce that number to zero through the rotating targeted enforcement every weekend in Dakota County.

On any given weekend, 12 more officers will be in Apple Valley, Burnsville, Eagan, Farmington, Lakeville, Rosemount or one of five other cities specifically looking for drunken drivers.

In 2013, the officers involved in the effort handed out 15,528 violations, including 125 DWI arrests.

"That shows the success of the program," Rosemount Police Chief Eric Werner said. "It works because of all of the agencies working together."

A grant of \$307,375 paid for 6,487 hours of the officers' time in 2013, and a grant of \$354,976 is expected to fund a similar amount of hours in 2014.

It cost about \$20 of officers' time for each DWI, seat belt, child restraint, speeding, warrant arrest, texting and other violations logged.



JAMES C. BACKSTROM
COUNTY ATTORNEY

DAKOTA COUNTY



DAVE BELLOWS
COUNTY SHERIFF

March 10, 2014

NEWS RELEASE

How Much Alcohol Does it Take?

**Come see for yourself at a controlled drinking event TONIGHT (Monday, March 10th)
4:00 to 7:00 p.m. (short program at 4:45 p.m.)
Rosemount Fire Station #2 at 2047 Connemara Trail West**

What does it take for the average person to be considered intoxicated? Obviously there's not an easy answer to the question, but authorities in Dakota County want to research the question more. Dakota County Sheriff Dave Bellows said statistics reported by the National Highway Traffic Safety Administration (NHTSA) indicate that on St. Patrick's Day in 2011, more than a third of the fatalities from motor vehicle crashes – 34 percent – were connected to drunk driving. In 2012, there were 28,418 arrested for driving while impaired in Minnesota. NHTSA analyses show alcohol-impaired crashes claimed a life every 53 minutes in 2011. Whether plans include attending a local parade or festival, hosting a party or gathering with friends at the local bar or pub, NHTSA urges everyone to designate a sober driver before alcohol is consumed.

Please join us tonight, in Rosemount to see for yourself just how quickly a couple of drinks can change a person's blood alcohol to over the legal limit and be potentially deadly when behind the wheel. Dakota County law enforcement will hold a "controlled drinking" event from 4:00 to 7:00 p.m. at Rosemount Fire Station #2. This event will consist of seven volunteers in a controlled exercise to determine the amounts of alcohol and time it takes for them to become legally impaired. The Minnesota State Patrol will measure and track the amount of alcohol and PBT the volunteers on a regular basis.

A short program will take place at 4:45 p.m. with messages from the Dakota County Sheriff's Office, Rosemount Police Department, Minnesota State Patrol, and the Coordinator of the "Towards Zero Deaths" Metro Regions Project. According to Dakota County Attorney James Backstrom, over 379 died on Minnesota roads with an estimated 25% due to impaired driving. A total of 93 deaths occurred as occupants who were impaired and another 15 were on motorcycles. That's too many spouses, parents or siblings that won't ever be home to celebrate St. Patrick's Day or any other holiday.

Resources from a variety of organizations will be available to highlight the various driving behaviors seen on Minnesota roads including distractions, impairment, and inattention that attributed to the deaths last year. (Resources from: AAA-Minnesota/Iowa; Ignition Interlock; Minnesota Safety Council; Minnesotans for Safe Driving; Sidne Car; TZD and the Traffic Enforcement Group).

Please note that the volunteer drinkers are all over age 21. They will be given their choice of alcoholic beverages during the exercise. Police personnel will transport the volunteers to their homes at the conclusion of the evening, where they will be left in the care of a responsible individual.

Questions can be referred to Monica Jensen at the Dakota County Attorney's Office (651-438-4440) or the Dakota County Sheriff's Office (651-438-4710).

Appendix D



July 2014

Volume 1, Issue 2

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Minnesota TZD Speed Enforcement Waves
June 16-July 27



Drugged Driving – Minnesota’s Next Big Thing?

Minnesota approves medical marijuana use

Minnesota has become the 22nd state to legalize medical marijuana use. Under the restrictions listed in the bill, the drug will be available in pill, oil and vapor form only and cannot be smoked legally or accessed in leaf form. Eligible medical conditions for receiving medical marijuana include cancer, glaucoma and AIDS. Patients will also need certification from a physician or advanced practice registered nurse.

State legislators believe that these restrictions satisfied concerns of law enforcement and medical groups, without whose support Governor Dayton would not sign the legislation. However, even with Minnesota having one of the nation’s most restrictive legalization policies containing tight controls over qualifying conditions and administration, some remain concerned with the adverse effects the new legislation may still have on the Minnesota’s driving public.

Marijuana is known to affect

reaction time, short-term memory, hand/eye coordination, concentration and perceptions of time and distance – all important factors when operating a motor vehicle.

Early data collected on drugged driving have produced mixed results. According to data from the Colorado State Patrol, 374 out of the 2,314 DUIs statewide already this year (12 percent) have been due to marijuana. Since 2004, California statistics have shown a “marked increase in driver fatalities testing positive for marijuana,” according to Dr. Gouhua Li, director of the Center for Injury Epidemiology and Prevention at Columbia University Medical Center. Dr. Li further predicts that non-alcohol drugs, such as marijuana, will surpass alcohol in traffic fatalities around 2020.

Yet, in other states where marijuana has been legalized,

Story continued on pg. 4

From the TZD Leadership Team Co-Chairs

Donna Berger, Department of Public Safety Office of Traffic Safety and Sue Groth, MnDOT Office of Traffic, Safety & Technology

For years, the Toward Zero Deaths program has emphasized “the 4-Es” – engineering, enforcement, education and emergency medical and trauma services – and how those Es working together get us closer to zero deaths rather than working alone in silos. Then 10 years later, another “E” was added to the list of traffic partners: Everyone – because reaching zero deaths will take everyone’s involvement!

With the 2014 Minnesota legislative session behind us, we want to take a moment to acknowledge and highlight some traffic safety-related outcomes. The Minnesota legislature has been influential in the past by passing traffic safety legislation such as .08 BAC and the primary seat belt law. This recent session continues that trend.

Story continued on pg. 5

Minnesotans Click It or Ticket

Seat belt enforcement wave encouraged motorists to buckle up



TZD's southeast region is ready for enhanced seat belt enforcement.

In May, Minnesotans were encouraged to always wear seat belts. Law enforcement began its annual statewide "Click It or Ticket" seat belt and car seat enforcement campaign.

Toward Zero Deaths (TZD) regions across the state held news conferences to promote and support the enforcement wave and to acknowledge those who were "Saved by the Belt."

The northeast TZD region held its event on May 19th in

Hermantown with more than 20 traffic safety partners in attendance from across the region. Chris Wahwassuck, a teen driver who was ejected and injured from not wearing a seatbelt, spoke at the event. "It's important to buckle up no matter how far you're going, no matter if it's just 10 feet or more," said Wahwassuck. "I'm thankful to those who were there to save my life. So always remember if you don't click it, you risk it.

It's just not worth it, take the time to buckle up."

Minnesota State Patrol also honored two "Saved by the Belt" recipients given to lifelong best friends who were involved in a crash during a blizzard in Carlton County.

The campaign ran through June 1 and nearly 400 agencies across Minnesota increased patrols to encourage motorists to use their seat belts. "There are people not walking this earth today because last year they didn't get the message," said Scott McConkey, southern Minnesota law enforcement liaison.

"Even though most Minnesotans buckle up (nearly 95 percent), 587 people died and 9,739 were injured in the last five years on Minnesota roads as a result of not being belted," says Donna Berger, DPS Office of Traffic Safety director/TZD co-chair.

McConkey said his colleagues are passionate about keeping people safe, which is one of the reasons this program is so important to them.

"When they stop and



Chris Wahwassuck stresses the importance of always wearing a seat belt at the northeast TZD news conference.

write someone a seat belt ticket, it's one of the most compassionate things they can do," he said.

To promote the child passenger safety aspect of the enforcement wave, TZD south central region invited Tracy Brown, southern Minnesota child safety passenger liaison, to attend the Eagle Lake Safety Fair and provide the community with information about child passenger safety including the 5-step seat belt test to determine if a child is ready to ride in a seat belt or if a booster seat is still needed.

The enforcement wave resulted in 10,874 seat belt citations, according to the Minnesota Department of Public Safety Office of



South central TZD region's "littlest trooper" reporting for duty at the Eagle Lake Safety Fair.

Traffic Safety (DPS/OTS) with results reported by 329 agencies and included 279 child seat citations. "The *Click It or Ticket*" enforcement and education campaign reminds motorists that buckling up not only is the law, it's your best defense in case of a crash," said Berger. "The key to stopping these preventable deaths begins with every motorist buckling up."

Minnesota's seat belt law is a primary offense, meaning drivers and passengers in all seating positions must be buckled up or in the correct child restraint.



Above: Best friends since childhood were "Saved by the Belt" during a blizzard in Carlton County.

Left: Tracy Brown, Southeast Minnesota Child Safety Passenger Liaison, measures children to determine proper child safety restraint.



I Can't Drive 55?

Legislature approves higher speeds on Minnesota roadways

As part of their 2014 budget bill, Minnesota lawmakers have passed a bill requiring MnDOT to study 2-lane state highways to determine if speed limits can be "reasonably & safely" increased from 55 mph to 60 mph. By 2019, state engineers must examine 6,771 miles of Minnesota roads with a current speed of 55 mph and see if the limit can be increased.

Traffic engineers will analyze crash history, road design, lane width, sight lines and ditch slope to see if the road is a candidate for a higher speed limit. "It's quite a bit of work," says Sue Groth, MnDOT state traffic engineer/TZD Co-chair. "We actually do have to pull crash data, go out and drive the roads, take a look at the geometry and the lane width."

Groth points out that just because a road is studied, does not mean that it will automatically receive an increased speed limit. Prime candidates are roadways with straight, wide-open stretches and clear sight lines.

"Speed limits will be identified that we believe are safe and reasonable; therefore, within their confines," said Peter Buchen, MnDOT assistant state engineer. "As long as drivers comply with posted speed limits, it shouldn't have any impact on Minnesotans, but if they choose to exceed the speed limit as they do today, the consequences can be very dire."

Engineers also say that there is a benefit to fostering more consistent speeds. Newer roads often contain built-in safety features such as broader shoulders and extra room for recovery.

It can take up to one year from the time the study begins to having a new speed limit sign installed alongside the road. The cost to cover those miles requiring study is approximately \$700,000. This price tag has some people asking is it worth it? "Well it's worth it if lives are involved. We want to make sure we make good decisions," says Groth.

Drugged Driving

Continued from pg. 1

overall traffic fatalities decreased as much as 11 percent in the first year after legalization. One theory for this deduction is that once legal, marijuana became a substitute for alcohol and caused a 13 percent reduction in drunk driving fatalities.

When asked his opinion on the new medical marijuana laws, State Patrol Lt. Don Marose stressed, "Drivers need to remember that, while there is no per se level for marijuana when it comes to DWI, any impairment detected by law enforcement could result in an arrest."

"Marijuana presents in very specific signs," continues Marose and "is detectable in both blood and urine."

All law enforcement officers in Minnesota are trained in the recognition and detection of drug impaired drivers. Further, there are 200 drug recognition evaluators from 92 agencies throughout the State who have received specialized training in drug impaired driving.

It still may take years to know marijuana's effect on the number of fatal crashes in Minnesota and nationwide. Even Colorado State Trooper Nate Reid is hesitant to claim the rising DUI percentages as an increase without data from years past to use as a comparison. Trooper Reid states in an article from The Daily Beast, an online news source, "It's too soon."

Point of Impact Makes an Impact at Minnesota Legislature

Thanks to efforts by State Representative Kim Norton and State Senator Susan Kent, a parental curriculum component for driver education is now a law in Minnesota, effective January 1, 2015. This parental

they need to help their children become safer drivers."

Under the new legislation, the parent component must contain the following requirements:

- Be at least 90 minutes in



Gordy Pehrson, presents information on Point of Impact: Parent Component to Teen Driving at the southwest regional workshop.

component is in addition to the current 30 hours of driver education classroom time and six hours of behind the wheel training required for drivers under 18.

While not required to use the Department of Public Safety's parental curriculum, Point of Impact, the amended legislation does mirror its structure. Gordy Pehrson, Teen & TZD Safe Roads Coordinator, DPS/OTS, stated that this legislation, "provides driver educators the opportunity to reach the parents of every soon-to-be teen driver and gives them the information

length;

- Be provided by or in presence of a driving instructor; and
- Provide information on graduated driver licensing laws, safety risks for new drivers, influence of adults on driving behaviors for novice drivers and additional driving resources.

Requirements for a receiving a provisional license have also been amended. Applicants must now submit a supervised driving log that states that the applicant has driven a motor vehicle

Story continued on pg. 5

Note From Co-chairs....

Continued from pg. 1

Parental Component for Driver Education Now Mandatory

Teen and novice drivers remain at high risk for crashes in Minnesota and statistics indicate that the number of crashes involving new drivers skyrocket during the first year after obtaining full licensure. Why? No experienced drivers in the car supervising and helping the new driver gain valuable experience. While the Graduated Driver License program has helped mitigate this issue, more work is needed. With this new legislation, driver education instructors are now required to include a parental component to their curriculum, which will help parents understand the current GDL laws, how they can enforce these laws at home and how they can best keep their teens safe while they gain driving experience. (See **Point of**

Impact Makes an Impact at Minnesota Legislature, pg 4)

Decreased Work Zone Speed Limits and Increase Fines

Beginning August 1, the fines for speeding through a work zone or violating a flagger's direction will increase to \$300. Speed limits are also reduced to 45 mph when a worker is present and a lane of traffic is closed. The original work zone bill also called for a ban on cell phones when driving through a work zone. While the work zone cell phone ban did not get passed, MnDOT and the TZD program are implementing a new work zone safety education campaign. (See **Orange Cones: No Phones, pg 8)**

Higher Speed Limits

Speed is a common contributing factor that is overrepresented in Minnesota

crash data. In addition, two-lane rural highways continue to be the primary roadways for serious injury crashes. The legislature has approved a bill requiring MnDOT to study two-lane state highways to determine if speed limits can be "reasonably and safely" increased from 55 mph to 60 mph. By 2019, MnDOT must study Minnesota roadways to determine which ones are able to safely meet this new speed limit legislation. MnDOT traffic engineers will be considering many factors when determining if a roadway's speed limit can be safely increased. Some factors include shoulder width, clear zone, current speeds, pedestrians and bicycle activity as well as crash history. (See **I Can't Drive 55, pg 3)**

Medical Marijuana

Minnesota is now the 22nd state to approve marijuana use for medical purposes. Even with many heavy duty restrictions on usage and distribution, Minnesota is poised to enter into what could be the "next big issue" in traffic safety. DPS will continue its effort to educate the public on the dangers of driving under the influence and promote the message of designating a sober driver. (See **Drugged Driving, pg 1)**

While the new legislation does raise some concerns for TZD and traffic safety partners, the 2014 session is considered largely successful.

Point of Impact

Continued from pg. 4

accompanied by and under the supervision of a licensed driver at least 21 years of age, for no less than 40 total hours, at least 15 of which were nighttime hours. In addition, it identifies dates and lengths of driving time for each supervised driving trip and is signed by the primary driving supervisor. Previously, only 30 hours of driving time was required with 10 of those hours being at night.

While these are the new minimum requirements, Pehrson stresses that, "parents

need to spend many, many more hours practicing with their teens in varied driving conditions including bad weather to develop their driving skills and reduce crashes."

If parents are unable to complete the parent awareness class, the teen driver must log a minimum of 50 supervised behind the wheel hours, with 15 being at night.

For more information on amendments to the graduated driver licensing governing requirements, see Minnesota Statutes, Section 171.05 (Instruction Permit) and Minnesota Statutes, Section 171.055, Subdivision 1 (Provisional License).

**Toward Zero Deaths
Statewide Conference**

**November 13-14, 2014
Duluth, MN**

TZD Regional Workshops Bring Traffic Safety Partners Together



Regional Coordinator Tom Nixon welcomes attendees to the east central regional workshop.

TZD partners across the state recently conducted their annual regional workshops to help support and facilitate the TZD activities in their local communities. Seven regions held workshops this past spring. Each workshop included the latest crash data for the region, contained a personal impact speaker, and afternoon breakout sessions where attendees learned about traffic safety topics that can be implemented regionally.

Crash Data Update

A data driven program, TZD keeps current trends in crash data in the forefront of its efforts. Each workshop provided the latest regional crash data including the preliminary number of fatalities and severely injured for 2013. The data was further broken down by individual counties and by common driving behaviors such as speed, distraction, impairment and seat belt usage. Stakeholders could then use the data to generate ideas for future TZD initiatives.

Beyond the Numbers – Personal Impact Presentations

Ultimately, TZD is about people and how best to keep them safe on our roadways. The personal impact portion of the workshops reminded all attendees that traffic safety is not just about numbers. It has a very human aspect and sadly, can have tragic results. The Jech family spoke at the southeast regional TZD



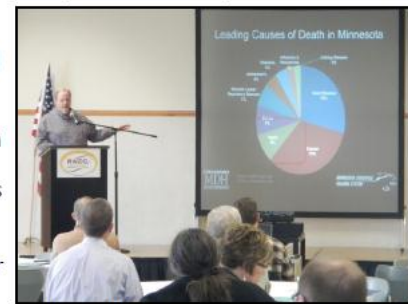
The Jech Family sharing their story at the southeast regional workshop.

workshop and remembered Marvin Jech who was killed on Highway 14 on his 45th wedding anniversary. The remaining workshops featured Matt Logan, who shared the story of his 17-year-old daughter DJ who died while texting and driving the first day of her senior year.



Matt Logan speaking at one of the regional workshops.

Minnesota State Patrol also showed the *Gone Too Soon* video, which featured three stories of teens whose lives were forever changed by driving decisions.



Chris Ballard presents at the south central regional workshop.

Statewide Trauma System Updates & Engineering 101

Chris Ballard, Trauma Systems Coordinator, Minnesota Department of Health, provided information on the statewide trauma system. Since its 2005 implementation, the statewide trauma system has made a positive impact on



West central workshop attendees listen intently.



State Engineer, Mark Viscecky, provides Engineering 101 to workshop attendees.

the fatality rates for motor vehicle crash victims. Stakeholders were also taken through a case study, illustrating the effectiveness of the system.

At the request of law enforcement,

address teen driver issues. Attendees could then take ideas discussed in the breakout sessions back to their own communities for implementation.

The east central TZD region took a creative approach to their breakout session by dividing up attendees into their particular traffic "E" and sharing ideas of success stories or challenges in the region. The "Es" then rotated to different stations to learn more about specific challenges from other groups and how best they can work together. At the root of this exercise was generation of new ideas, information sharing, as well as networking opportunities.

MnDOT and county engineers provided an entertaining and enlightening look at recent engineering safety features being installed on Minnesota roadways. Attendees learned about mumbles, rumbles and roundabouts along with many other roadway improvements. While these features can be confusing, the designs make roadways safer and a working knowledge of them has proven helpful to law enforcement in responding to public questions and comments.

Breakout Sessions

Afternoon breakout sessions provided attendees with an opportunity to learn more about a particular topic. Sessions included topics on collaborative law enforcement efforts and innovative strategies to



Workshop attendees tested their driving skills on a distracted driving simulator at the northeast regional workshop.

TZD Says Thank you Captain Herrboldt

State Patrol Officer Captain Murray Herrboldt retires after 35 years of service



Kostrzewski presenting Captain Herrboldt with a commemorative sign at the northeast regional workshop.

At the northeast TZD workshop, State Patrol Captain Murray Herrboldt was honored for his 35 years of service and his dedication to the TZD program. "How do you say thank you to someone who has dedicated his life to protecting ours?" said Holly Kostrzewski, northeast region TZD coordinator, during opening remarks for the workshop. "The number of lives he has saved and the people he has helped cannot be measured."

In addition to his service for the State Patrol, Herrboldt was also a founding co-chair of the northeast TZD regional steering committee and was influential in establishing and promoting the TZD program throughout the region. Herrboldt was honored with a commemorative sign thanking him for his service and support and a special personal thank you by Kostrzewski, "Herrboldt is a legend within the State Patrol and will be missed."

In addition to Captain Herrboldt, State Patrol Captains Al Kutz, John Ebner and Bruce Hentges also recently retired. We thank everyone for their dedication and service in bringing Minnesota closer to zero deaths.

Orange Cones: No Phones

MnDOT unveils unique work zone safety campaign

Summertime means one thing for Minnesota’s traveling public – construction season! With more than 300 construction projects scheduled for this season alone, it is now more important than ever for motorists to pay close attention and watch out for workers on roads, highways and bridges.

“There’s a lot of roadwork out here because the infrastructure needs work and that means there are a lot of work zones,” says Kevin Gutknecht, MnDOT communications director.

In June, MnDOT, partnering with the TZD program launched its work zone safety campaign **“Hang Up! Workers Lives at Stake. Orange Cones: No Phones”** to help motorists remember this important message. The campaign will run from



A close call on I-694 & Silver Lake Road highlights the importance of paying attention in work zones. It is believed the driver was distracted when this crash occurred. Luckily no one was hurt in this work zone crash.



A preview of the message that soon motorists will see on billboards, window clings, and pump toppers at gas stations throughout the state.

June through October, utilizing a variety of communication.

“The campaign emphasized no phone use while traveling through a work zone — where lanes can change suddenly, become narrower and workers are present. This is not the time to be attempting to multi-task,” said Kristine Hernandez, Statewide TZD Program Coordinator.

Sixteen billboards around the state will share this message and will run through late October. Locations were chosen based upon current construction projects.

In addition to the billboards, the message will be displayed on pump toppers and window clings at

more than 40 gas stations. Radio spots will air on Minnesota News Network covering 77 radio stations around the state. Total Traffic Network will also run public service announcements on six Metro radio stations. The campaign is made possible through a grant from the Highway Safety Improvement Program.



Above: Cottage Grove Police Officer Torning is presented with a thank you “citation” of his own. (L to R: Sgt. Mike Coffey, TZD Law Enforcement Liaison Bill Hammes, DPS Enforcement Coordinator Bruce Johnson, Officer Torning and Chief Craig Woolery.

Below: Vehicle driven by motorist issued seat belt citation by Officer Torning and claimed he was “saved by the ticket.”



Cross-Border Saturation Results in Zero Fatalities

Holly Kostrzewski, Northeast/Northwest TZD regional coordinator

Working together is the foundation of the TZD Program. Now that foundation has extended across the state border. In an unprecedented effort, enforcement agencies from both Minnesota and North Dakota worked together to provide extra enforcement during the July 4th holiday weekend along the U.S. Highway 2 corridor, which serves as the gateway between Minnesota's Lake County and North Dakota's Grand Forks area.

"These dedicated law enforcement officers will be focusing on the three driving behaviors that cause the majority of the crashes on our regions roadways: speeding, alcohol and drug impairment and distracted driving," stated Captain Mike Hanson of the Minnesota State Patrol. "Seat belt and occupant restraint violations will also be right at the top of the enforcement list because this is the one thing that everyone can do to protect themselves and their loved ones in the event that a crash does happen."

Involved in the cross-border enforcement

planning and wave were Minnesota and North Dakota State Patrol, Grand Forks County Sheriff's Office, Polk County Sheriff's Office, Crookston Police chief, East Grand Forks Police chief, Grand Forks Police, Altru Hospital, Polk County commissioner, Polk County engineer and the Polk County TZD Safe Roads coalition. Officers from both states were dedicated to making sure that this Independence Day did not become someone's "Memorial Day." The enforcement wave resulted in 558 traffic stops, 368 citations, and most importantly ZERO fatalities and serious injury crashes on US Hwy 2 corridor.



Northwest TZD partners show support at the May seat belt news conference.

Saved by the Ticket

Seat belt citation saves life

Police officers believe their traffic enforcements save lives, but when issuing a traffic citation to an angry motorist, that faith may be hard to find. This is not the case with Cottage Grove Police Officer Nils Torning.

On May 29th, Officer Torning issued a citation to a passenger for not wearing a seatbelt. The passenger was not happy receiving a ticket but obligingly put on his belt. Less than 24 hours later, that same passenger, now driving his own vehicle, was involved in a three-vehicle crash. Miraculously, the driver received only a broken arm and other non-life threatening injuries. He was wearing his seat belt at the time of the accident; most likely because he had received a citation from Officer Torning.

Members from the Office of Traffic Safety, including TZD Law Enforcement Liaison Bill Hammes, made a special visit to the Cottage Grove Police Department to surprise Officer Torning with a special award and thank him for a job well done.

"This is one of those events in which it is clear that the ticket saved a life. Officer Torning's actions on May 29th resulted in one less fatality here in Minnesota," said Hammes. "When you look at the damage to the pickup, it is evident the driver most likely would have suffered life ending injuries if not for the belt. This is a great example of how and why traffic enforcement can save lives. Congratulations to Officer Torning and the entire Cottage Grove Police Department for their commitment to traffic safety. You have made a difference!"



Officer Nils Torning with his "citation."

Coming in August – The I-90/94 Challenge



Enforcing more than 4,400 miles of roadway across the United States, the I-90/94 Challenge enforcement project will be the largest, single event, data-driven initiative to date on an interstate that runs across the nation. The goal of the Challenge is to have zero fatalities during the enforcement period from August 1-4. Agencies from coast-to-coast will be participating in this event including hundreds of local, county and federal partners. A news conference will kick off the effort on July 30 at the capitol in St. Paul.

Any agency with I-90 or I-94 in their jurisdiction is welcome to participate in the Challenge. Contact the State Patrol district captain in your region for more details. Agencies will also be supporting the effort on adjacent roadways.

Want to be part of the TZD Team?

Contact your regional coordinator to find out how.

Statewide Coordinator

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Northeast & Northwest Regions

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Visit our website at www.minnesotatzd.org for more information.

Appendix E

All it took was one look

Shreya Dixit, 19, a University of Wisconsin sophomore, planned to hop a Greyhound bus home for a weekend visit to her parents in the fall of 2007. But at the last minute, she was offered a ride from Madison to the Minneapolis area by an acquaintance.



She called to tell her parents of the change in plans. That was the last time her mother heard her voice. About 45 minutes later, the driver turned around to look in the back seat for a napkin, lost control of the car and smashed the front end into a concrete pillar of an underpass. Shreya, who was in the front passenger seat, died on the spot.

"She was the most warm, wonderful, happy, generous young woman – full of humor, full of life," Vijay Dixit says of his daughter.

To help prevent similar tragedies and to raise awareness about distracted driving, Vijay and Rekha Dixit and daughter Nayha created "**Distraction-free Driver**" – an e-trainer to combat irresponsible behaviors that cause driver distractions. This tool works on major tablets smartphones and computers.



The tool is FREE. To access please visit www.shreyadixit.org



- It's illegal for drivers under age 18 to use a cell phone while driving. Turn ringers off and put phones out of reach to avoid the urge to answer or dial. Have passengers handle calls.
- Set mirrors and music (not too loud) before driving.
- Don't eat or drink while driving.
- Know trip directions in advance. Park at a safe location to look at a map.
- Drive well rested. If you feel tired, find a safe place to rest. An open window or loud music won't help.

Distractions Endanger Everyone's Safety

Each year in Minnesota, distracted or inattentive driving is a factor in one in four crashes, resulting in at least 65 deaths and 250 serious injuries.

Minnesota's "No Texting While Driving" Law

It is illegal for ALL drivers to read/compose/send text messages and emails, or access the Internet using a wireless device while the vehicle is in motion or a part of traffic — including when stopped in traffic or at a traffic light.

Violations are up to \$300



Appendix F

Statements to live by!

Baseball is like driving, it's the one who gets home safely that counts.
Tommy Lasorda

The one thing that unites all human beings, regardless of age, gender, religion, economic status or ethnic background, is that deep down inside, we ALL believe that we are above average drivers.
Dave Barry, "Things That It Took Me 50 Years to Learn"

Safety doesn't happen by accident.

Author Unknown



A Common Tragedy — Traffic Crashes = the leading cause of death among 16 and 17 year olds every year in Minnesota!

Intoxicated: distracted by the act of texting to such a degree that one seems intoxicated.
~Author Unknown

Special THANKS to...

Thanks to the MASC Collaborative for their time and talents with this year's Summit!

Planning Committee Members:

- Angie Boyd, Scott County Public Health
- Linda Dolan, Apple Valley Traffic Safety Advisory Com.
- Pat Galligher, Washington Co. Public Health & Environment
- Dennis Gehardstein, Ramsey County Attorney's Office
- Lee Glamm, AAA Minnesota/Iowa
- Monica Jensen, Dakota County Attorney's Office
- Lisa Kons, Minnesota Safety Council
- Gordy Pehrson, Minnesota Office of Traffic Safety
- Julie Philbrook, HCMC Injury Prevention
- Lt. Eric Roeske, Minnesota State Patrol
- Amanda Vickstrom, Anoka County Attorney's Office

**Metro Area Safe Communities (MASC) Collaborative
6th Annual**

**End Distractions:
FOCUS on Driving**

Teen Safe Driving Summit



**February 5, 2014
8:30 a.m. to 1:00 p.m.**

Rosemount Community Center

Agenda

"Drive" the Message

Teen Safe Driving Summit

8:30 a.m. –1:00 p.m.

- 8:30 a.m. **Welcome by Sheriff William Hutton
Washington County**
- 8:45 a.m. **Emcee Lisa Kons, Minnesota Safety Council
Lt. Eric Roeske, Minnesota State Patrol**
*Unveiling the new State Patrol video
"Gone Too Soon"*

Featuring *Matt Logan, father of "D.J." Logan
who died September 2012. She paid with the
highest price ever...her life.*
- 10:00 a.m. **Learning Sessions**
- 10:45 a.m. **Break and Resources**
- 11:00 a.m. **Gordy Pehrson, MN Office of Traffic Safety**
- 11:45 a.m. **Lunch**
- 12:10 p.m. **Traffic Safety Trivia**
*With Ken Johnson, MnDOT and
Eric Devoe, MnDOT Traffic Safety Unit*
So you think you know traffic safety roadway
features? Are you brushed up on your traffic facts?
Test your knowledge about roundabouts, distracted
driving and much more in a fun and interactive
trivia format.
- 12:55 p.m. **Call for Action, Evaluation, Door Prizes**
Must be present to win door prizes

Thanks to AAA Minnesota/Iowa for the continental breakfast!

The best substitute for experience is being 16! Raymond Duncan



Friend us on Facebook by 5:00 p.m. on Friday,
February 7, 2014 and your name will be
entered into a drawing for a Target gift card.

Learning Sessions

**Enhancing Parental Awareness of
Teen Driving Issues** **Banquet Room**

Gordy Pehrson, MN Office of Traffic Safety
Parents are the primary enforcers of GDL laws. To enforce them, parents
must know the law and understand the correlation with high-risk teen
driving behaviors. Many parents are not informed. To address this need,
the DPS developed the "Point of Impact" Parent Awareness program.
Review the Program and free resources so you can conduct this class in
your own community.

**Tragedy & Advocacy: What One Group is
Doing to Make Change** **Room 210**

**Sharon Driscoll, Brittany Mertz and Nancy Johnson with
Minnesotans for Safe Driving**
Hear from a convicted distracted driver, learn about legislation, education
and advocacy to bring this valuable information to your community!

Help Teens Reach Teens with Safe Driving **Room 212**
Messages & Campaigns with Julie Philbrook, HCMC Trauma

Services and Garrison McMurtrey, AAA Minneapolis
Explore free and low cost resources that are available to schools to plan
and implement safe driving campaigns. Learn from a Trauma Prevention
Specialist and Community Outreach Coordinator how this information can
be incorporated to reach young people.

End Distractions—Focus on Driving **Room 215**
**Lisa Kons, Network of Employers for Traffic Safety and
Lee Glamm, AAA MN/IA**

People who use a cell phone while driving are FOUR to FIVE times more
likely to be in injury-causing traffic crashes. Driver distraction is involved in
80% of crashes and when drivers text and go down the road they are 23
times more likely to crash. Participants will learn about three types of
distracted driving and leave with tools you can implement today!

Thanks to our Resources!

AAA (MN/Iowa & Minneapolis)

Drive Safe Ride Safe

Fairview Behavioral Services

Minnesotans for Safe Driving

Minnesota Network of Employers for Traffic Safety

Minnesota Office of Traffic Safety

Minnesota State Patrol

Toward Zero Death—Metro Region

Learning Sessions

Appendix G



**Metro Region Minnesota
Toward Zero Deaths**

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

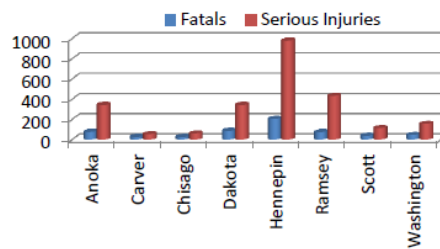
- ❖ Continuous improvements,
- ❖ Engage partners and
- ❖ Evidence-based approaches

The Metro Region Minnesota Toward Zero Deaths (TZD) program began in 2012. The counties involved include: Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott and Washington.

The leading cause of deaths and severe injuries in the metro region of Minnesota include:

- ❖ Impaired Driving
- ❖ Speed and Aggressive Driving
- ❖ Inattentive Driving
- ❖ Lack of Seatbelt Use

Metro Region Minnesota Fatal and Serious Injuries by County (2009-2013)



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

- ❖ Intersection-Related
- ❖ Lane Departure

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

- ❖ Enforcement
- ❖ Engineering
- ❖ Education
- ❖ EMS / Emergency and Trauma Services

Metro Region Minnesota TZD Leadership Contacts

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www.minnesotatzd.org