



MINNESOTA
TOWARD **ZERO** DEATHS

Look what's new!

TZD Regional Coordinators & TZD Statewide Coordinator

October 27, 2017



Office 365

TZD SharePoint site

- What is 365?
- Why?
- How it benefits
- Other

TZD Home Screen



Toward Zero Deaths Minnesota

Home

TZD Toolkit

Bills

Bills

Distraction

Emergency Services

Engineering

Enforcement

Innovative Ideas

Impaired

Motorcycle

Restrooms

Speed

TZD 101

TZD Regional Collaboration

Annual Reports

News Conferences

Newsletters

Presentations

Speakers Bureau

Workshop

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Announcements

[new announcement](#) or view this list

IMPORTANT INFORMATION ON TOOLKIT September 7

TZD Toolkit

[New](#) [Upload](#) [Sync](#) [Share](#) [More](#)

Name	Updated	Modified By
joyride bike hire 7.15.17	August 3	Larson, Annette L (DOT)
2015 MN FBRC GUIDE final	18 minutes ago	Larson, Annette L (DOT)
2016 South Central Local gov't June 2017	July 28	Larson, Annette L (DOT)
2017 SCMN TZD talk media advisory 5.19.17	July 26	Larson, Annette L (DOT)
2018 Enforcement Calendar	September 21	Larson, Annette L (DOT)
A Primer on Traffic Safety Culture - ITE Journal	July 28	Larson, Annette L (DOT)
Apache Mill DWI poster 2014	4 days ago	Schreck, Jessica (DOT)
Apache Mill proposal 2014 final	4 days ago	Schreck, Jessica (DOT)
Bicycles, safer journey	August 23	Zira, Wiparyskesh (MNIT)
Buckle up in your truck poster 8.03.15	October 2	Larson, Annette L (DOT)

Open Item Item W Toolkit

Site Owners

- [Hirundo, Kristin \(DOT\)](#)
- [Larson, Annette L \(DOT\)](#)
- [Young, Susan \(DOT\)](#)

Calendar

October 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
1	2	3	4	5
8	9	10	11	12 Add
15	16	17	18	19
22	23	24	25	26 TZD Statewide



Click on the TZD Toolkit

TZD Toolkit

Belts

Bikes

Distraction

Emergency S | ^ TZD Toolkit

Engineering

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Impaired

Motorcycle

Pedestrians

Speed

TZD 101

Belts

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Impaired

Motorcycle

Pedestrians

Speed

+ New ^ Upload Quick edit Sync ...

TZD Toolkit

Name	Modified	Modified By
joyride table tent 7.15.17.pub	August 3	Larson, Annette L (DC
joyride poster 7.15.2017 night of event.pub	August 3	Larson, Annette L (DC
License Plate for Gas Station Publisher.pub	July 27	Zena, Wederyelesh (M
Roadway color Gas Pump Image.pub	July 26	Larson, Annette L (DC
ticket for joyride 7.15.17.pub	August 3	Larson, Annette L (DC
2016 South Central Local gov't June 2017.ppt	July 28	Larson, Annette L (DC

TZD Toolkit

Belts

Bikes

Distraction

Emergency Services

Engineering

Enforcement

Innovative Ideas

Impaired

Motorcycle

Pedestrians

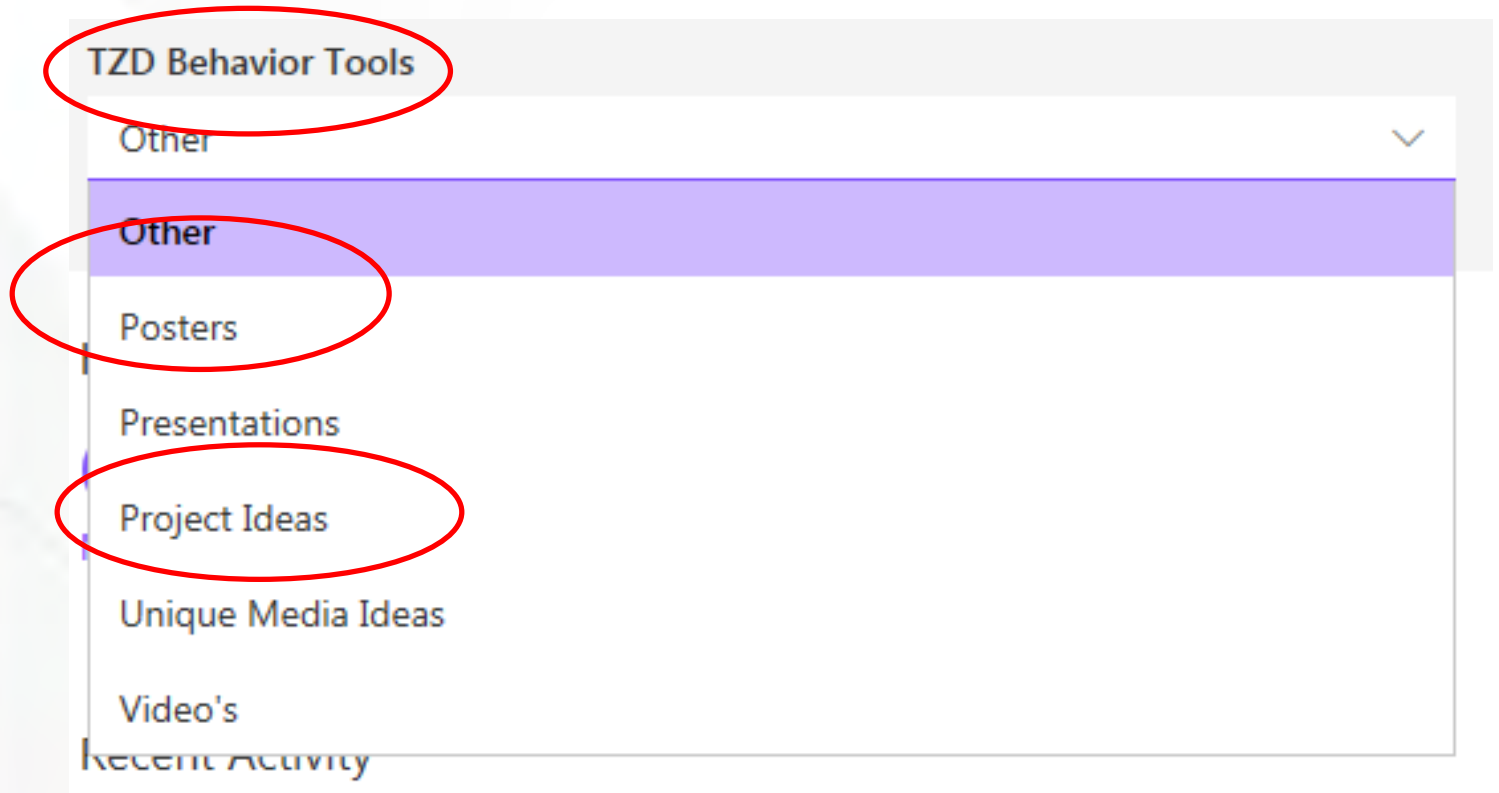
Speed

TZD 101

Toolkit is broken
down into:

- Content type
- Views

TZD Behavior Tools



TZD Resources

Available Resources

Coalition Building

Contacts

Drunk Goggles

Fatal Review

Intersections

Joyride

Lane Departure

Responsible Server Training

Worksite

Other

Select your view or content type you are looking for

Lets look at Impaired

TZD Toolkit

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TZD Toolkit



Name



TZD Behavior Tools: Other (4)



TZD Behavior Tools: Posters (10)



TZD Behavior Tools: Project Ideas (6)



TZD Behavior Tools: Unique Media Ideas (2)

+ New ▾ ↑ Upload ↻ Sync ⋮

▾ Name ▾

^ TZD Behavior Tools: Other (4)

▾ TZD Resources: Joyride (3)

^ TZD Resources: Responsible Server Training (1)

📄 Responsible Server Training Survey-4.docx



Toward Zero Deaths Minnesota

📄 Open ▾ ↻ Share ↻ Copy link ↓ Download

▾ Name ▾

^ TZD Behavior Tools: Other (4)

▾ TZD Resources: Joyride (3)

✓ ^ TZD Resources: Responsible Server Training (1)

✓ 📄 Responsible Server Training Survey-4.docx

Announcements

Announce... > IMPORTANT INFORMATION ON TOOLKIT!

Announcements

 [new announcement](#) or [edit this list](#)

✓ Title

IMPORTANT INFORMATION ON TOOLKIT!

✓ Title

✓ **IMPORTANT INFORMATION**

Title *

IMPORTANT INFORMATION ON TOOLKIT!

Body



Thank you for using the TZD 101 toolkit.
Please feel free to download and use the
documents you find on this site.

[See more](#)

Calendar

Calendar

← → October 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
Mandator				TZD Statewide Confer	Mandato	

Team Discussion Boards

Team Discussion Boards

[+ new discussion](#)

[Recent](#) [My discussions](#) [Unansv](#)

There are no items to show in th
discussion board.

Subject *

Body

Question

I am asking a question and want to get answers from other members.

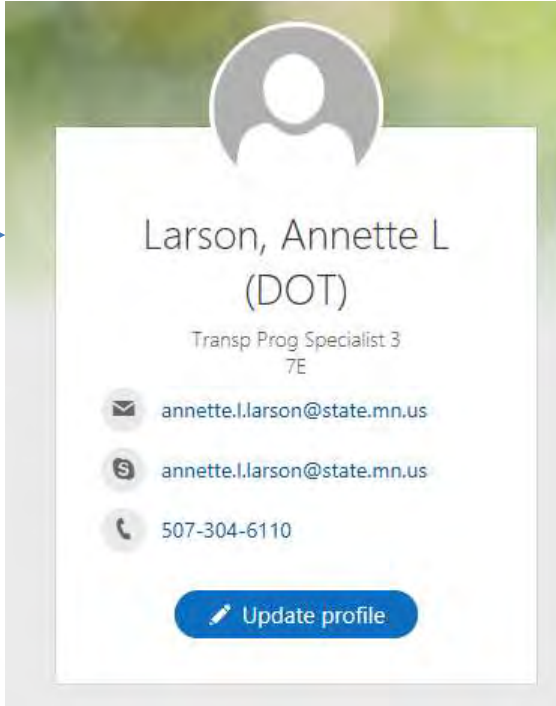
Save

Cancel

Site Owners

Site Owners

- Hernandez, Kristine J (DOT)
- **Larson, Annette L (DOT)**
- Youngs, Susan (DOT)



A user profile card for Annette L. Larson. At the top is a grey silhouette icon of a person's head and shoulders. Below the icon, the name "Larson, Annette L (DOT)" is displayed in a large, dark font. Underneath the name, the title "Transp Prog Specialist 3" and the number "7E" are shown in a smaller font. To the left of the contact information are three circular icons: an envelope for email, a speech bubble for text, and a telephone for phone. The email address "annette.l.larson@state.mn.us" is listed next to each icon. At the bottom of the card is a blue button with a white pencil icon and the text "Update profile".

Larson, Annette L
(DOT)
Transp Prog Specialist 3
7E

✉ annette.l.larson@state.mn.us
💬 annette.l.larson@state.mn.us
☎ 507-304-6110

[Update profile](#)

Next steps

- Take a look at the site
- Sign in on the sheet
- Feedback
- Changes and updates made
- Link will be sent
- Statewide call will be set up for those not here today.
- If you have items share with your regional coordinator - help us build the site!

TZD *Buckle Up* Stencils

- Holly Kostrzewski,
Northeast & Northwest
TZD Regional coordinator



TZD *Buckle Up* Stencil Installation Guide

TZD *Buckle Up* Stencil Installation Guide

Background

Wearing a seat belt is the best defense if someone is ever involved in a crash. Minnesota currently has a 94 percent seat belt rate for front seat occupants, but more people can be buckling up.

Lack of seat belt use is a contributing factor in approximately half of all Minnesota fatalities – with 91 unbelted motorists losing their lives in 2015.

Purpose

TZD has *Buckle Up* stencils that can be used free of charge to spread awareness and to encourage seat belt use in your communities. Users will need to supply the paint.

Next steps

Some additional things to keep in mind when you are applying the stencils:

Do's

- Use white paint only.
- Place on sidewalks or trails heading to parking areas.

Don'ts

- Do not place on public roads.
- If placed in parking lots, do not place at driver decision points such as approaching pedestrian crossings or stop signs.
- Do not place on highway entrance ramps such as from rest areas.

For more information

Contact your TZD Regional Coordinator, or Kristine Hernandez, Statewide TZD Program Coordinator kristine.hernandez@state.mn.us; 507.286.7601



TZD *Buckle Up* Stencil

Examples: Bemidji State University,
Pennington & Red Lake Counties



TZD *Buckle Up* Stencil

Example: Boy Scout Troops
(Blue Earth County)





MINNESOTA TOWARD **ZERO** DEATHS

South Central Minnesota Toward Zero Deaths

Media Advisory

May 19, 2017

2151 Bassett Drive
Mankato, MN 56001

Contact: Annette Larson
South Central Minnesota TZD Regional Coordinator
Office: 507.304.6110/ Cell: 507.720.2101
annette.l.larson@state.mn.us

Boy Scout Troop caught spray painting across Blue Earth County

Buckle up stencil campaign part of statewide seat belt education and enforcement effort with South Central Minnesota law enforcement and Toward Zero Deaths traffic safety partners

What: Minnesotans are making smart choices as a high rate of motorists continue buckling up (93 percent) in Minnesota, compared with 88.5 percent nationally.

Even so, failing to put a seat belt on even one time can mean the difference between life and death.

That is why south central Minnesota regional law enforcement officers, community members, Toward Zero Deaths partners and Boy Scout Troop 130 are coming together to kick off enhanced enforcement and education. The buckle up stencil effort is part of the statewide *Click or Ticket* campaign that runs May 22 – June 4. Troop members worked with local organizations such as schools, churches and businesses across the county to allow the boys to paint the message in parking lots.

A "Saved by the Belt" will be awarded to a snowplow driver after he was rear-ended by a semi on Interstate 90.

Media Advisory



<https://stores.inksoft.com/mndot/Towards Zero Deaths-Products/1000018>

\$33.00 



CornerStone Snag-Proof Two Way Colorblock Pocket Polo

SELECT COLOR

\$53.00 



Ladies Matrix Softshell Jacket

SELECT COLOR

TZD Special Project Report: Roving Dynamic Speed Signs



- Tom Nixon,
West Central &
East Central TZD
Regional coordinator

MnDOT Districts 3 & 4

Speed: Changing Behavior

Benefits:

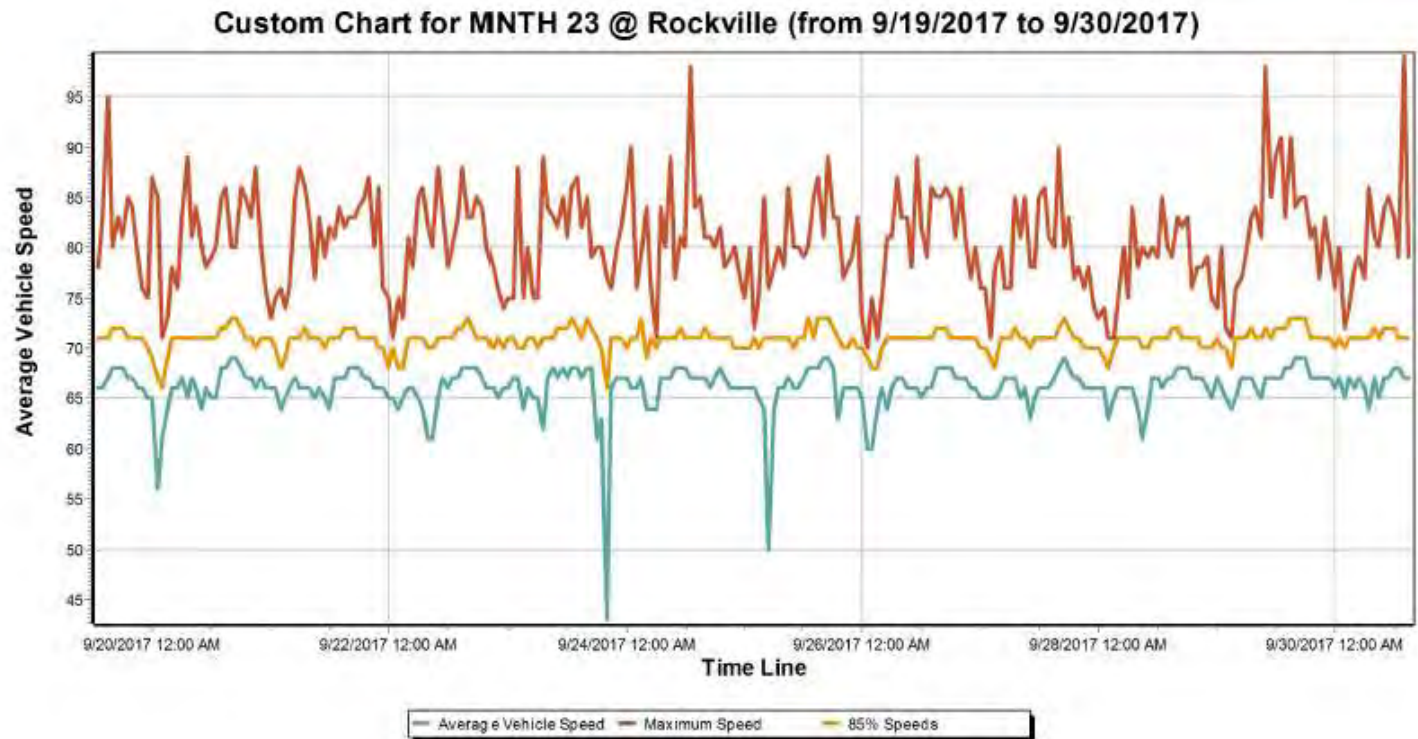
- Constant Education
- Continual Behavior Modification
- Unintended Response



“These signs are fact finding” MSP

“It puts the drivers on notice” MSP

Collecting Data



Collecting Data

Location: MNTH 23 @ Rockville

State/Province: MN

Address:

Postal Code/ZIP:

City: Rockville

Report Period: 9/19/2017 1:00:00 PM to 9/30/2017 4:00:00 PM

		<i>Total Vehicle Count</i>	<i>Average Vehicle Speed</i>	<i>Maximum Speed</i>	<i>85% Speeds</i>
9/19/2017	13:00:00	366	66	78	71
	14:00:00	463	66	83	71
	15:00:00	522	67	95	71
	16:00:00	645	68	80	72
	17:00:00	659	68	83	72
	18:00:00	421	68	81	72
	19:00:00	357	67	85	71
	20:00:00	346	67	84	71
	21:00:00	226	66	79	71
	22:00:00	206	66	76	71
	23:00:00	111	65	75	70

Safe & Sober Sign Replacement Project

- Kristine Hernandez,
Statewide TZD
Program coordinator



Safe & Sober Sign Replacement Project

Guideline for placement of TZD signs (replacing old Safe & Sober signs):

The new 2017 TZD signs will replace existing "Safe & Sober" signs that were placed across the state many years ago. These are not standard highway signs. They are designed for educational purposes and not to be placed on roads and highways. If placed on roads and highways, these signs would not be compliant with the standards in the Minnesota Manual on Uniform Traffic Control Devices (MUTCD).

According to the MN MUTCD, signs should be individually installed on separate posts or mountings, except as provided in the manual. For parking areas where signs have been placed under STOP signs, it is recommended to mount the TZD sign on a separate post next to the STOP sign or move the TZD sign to a new location within the parking area. Signs should be mounted so that they do not block the view of another traffic control device such as a sign or traffic signal.



Due to the initial limited amount of replacement signs, requestors will need to provide the specific location of the sign that is to be replaced and where the new sign will be located so they can be tracked.

You may send this information and any other questions to the contacts below.

Contacts:

Kristine Hernandez
Statewide TZD program coordinator
507.286.7601 office; 507.273.0677 mobile
Kristine.hernandez@state.mn.us

Jessica Schleck
Southeast Minnesota regional TZD coordinator
507.286.7602 office; 507.696.8435 mobile
jessica.schleck@state.mn.us



Apache Mall Pedal Kart Event

- Jessica Schleck
Southeast TZD
Regional coordinator

- Proposal
- Poster
- Media Advisory
- News Release



Community Members get an Eye-opening look at Impaired Driving

What: Community members get a hands-on experience to how alcohol impacts their driving abilities. Demonstrations include two obstacle courses with pedal cars and three levels of "drunk driving" goggles as well as an opportunity to go through a field sobriety test. The statewide DWI enforcement campaign begins November 25 and runs weekends through December 27.

The pedal car, used in conjunction with goggles, emphasizes the dangers of driving impaired. The obstacle course could be as simple as 20' x 30' space or larger as space allows.

Additionally, law enforcement officers would set up a mock sobriety field testing station. The station gives participants the opportunity to experience the process officers use to determine sobriety after a traffic stop. This event would also educate the community regarding the consequences of being cited for DWI.



When: Traffic safety community partners, including: Minnesota State Patrol, Olmsted and Dodge County law enforcement, Toward Zero Deaths (TZD) stakeholders, public health educators, county engineers and emergency medical personnel would like to show community members the dangers of driving impaired at a DWI event on Tuesday, Nov. 25, at Apache Mall.



Why: Olmsted County is the only southeast Minnesota county that remains on Minnesota's Top 25 Deadliest Impaired Driving counties. Olmsted County is currently ranked #8 of 87 counties.

Proposal

Get an Eye-Opening Look at Drunk Driving



Tuesday, November 25

1 - 4 p.m.

Try to navigate a pedal car through an obstacle course wearing different levels of “drunk driving” goggles and get an opportunity to go through a mock field sobriety test.

Poster

**TOWARD
ZERO
DEATHS**

**TOWARD
ZERO
DEATHS**
SOUTHEAST MINNESOTA

**DRIVE SOBER OR
GET PULLED OVER**



**MINNESOTA
MDH
DEPARTMENT OF HEALTH**

**m1
DEPARTMENT OF
TRANSPORTATION**

Media Advisory

November 21, 2014

Contact: Jessica Schleck

Southeast Minnesota ~~Toward~~ Zero Death coordinator

507.251.0797, jessica.schleck@state.mn.us

District 6, Rochester/Owatonna

2900 48th Street NW

Rochester, MN 55901-5848

Get an eye-opening look at drunk driving in time for Thanksgiving celebrations

What: Community members will get hands-on experience of how alcohol impacts their driving abilities at a DWI event on Tuesday, Nov. 25, at Apache Mall. Participants will be invited to drive a pedal car through an obstacle course wearing different levels of "drunk driving" goggles and go through a field sobriety test. The event will emphasize the dangers of drunk driving.

A news conference will be held at 1 p.m. on Tuesday, Nov. 25, 2014, at Apache Mall just prior to the event to note the kick-off of a stepped-up statewide DWI enforcement effort that begins November 26 and runs every weekend through December 27.

Why: A person is more likely to die in an alcohol-related crash during the holidays than at any other time of the year. Forty percent of traffic deaths during the holidays involve an impaired driver according to the National Institute on Alcohol Abuse and Alcoholism.

In southeast Minnesota during the last five years (2009–2013), there were 59 alcohol-related traffic deaths. In addition, there were 14,442 DWI arrests during that same time period.

Who: *As part the Toward Zero Deaths program, Southeast Minnesota law enforcement and their traffic safety partners join forces to show community members the dangers of driving impaired.*

When: 1-4 p.m., Tuesday, Nov. 25, 2014

Where: Apache Mall

1201 12th Street

Rochester, MN 55902

The Southeast 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 southeast Minnesota. The 11-county area encompasses: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha and Winona counties.

###

Advisory

FOR IMMEDIATE RELEASE

Nov. 25, 2014

Contact: Jessica Schleck
Southeast Minnesota Toward Zero Deaths coordinator
507.286.7602, jessica.schleck@state.mn.us

Community gets an eye-opening look at drunk driving before Thanksgiving holiday *Extra Patrols on Minnesota Roads to Combat Drunk Driving Nov. 25-Dec. 27*

Rochester, Minn. – Community members got a hands-on experience of how alcohol impacts their driving abilities at a DWI event on Tuesday, Nov. 25, at Apache Mall. Participants were invited to drive a pedal car through an obstacle course wearing different levels of “drunk driving” goggles as well as an opportunity to go through a field sobriety test.

The event emphasized the dangers of drunk driving.

The statewide DWI enforcement campaign beginning Wednesday, Nov. 26, will run weekends through Dec. 27 and is a component of the state’s Toward Zero Deaths (TZD) program. The TZD vision is to create a safe driving culture in Minnesota in which motorists support a goal of zero road fatalities by practicing and promoting safe and smart driving behavior.

“We hear it time and time again from offenders— if I could just go back and get a ride home my friend would be alive today,” said Sgt. Troy Christianson of the Minnesota State Patrol.

News Release



Wheel of Distraction



Questions



Thank you!

Annette L. Larson

South Central/Southwest Minnesota
TZD Regional Coordinator

annette.l.larson@state.mn.us

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TZD Regional Coordinator

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