



**Minnesota TZD Program
Leadership Team Meeting Notes
Friday, December 4, 2020
10:00 a.m. – 1:00 p.m.
Virtual via Zoom**

Participants: Paul Aasen, Chris Ballard, Dave Boxum, Linda Dolan, Craig Flynn, JP Gillach, Mike Hanson, Kristine Hernandez, Jeff Huettl, Kammy Huneke, Mark Kinde, Holly Kostrzewski, Ken Johnson, Derek Leuer, Stephanie Malinoff, Scott McConkey, Kristi Sebastian, Brian Sorenson, Will Stein, Jeff Tate, and Scott Wasserman

Guests: Katie Caskey (HDR), Sheila Denton, Scot Edgeworth, Bill Hammes, Tara Helm, Melissa Hjelle, Sue Johnson, Lisa Kons, Holly Kostrzewski, Katie Kressin, Annette Larson, Bill Lemons, Scott McConkey, Hugo McPhee, Tyler Milless, Tom Nixon, Becky Putzke, Jessica Schleck, Will Stein, Keiko Veasey (Pinnacle), Jasmine Wangen, and Rachelle Zhang (Pinnacle).

Action items are denoted in bold.

Welcome, introductions, and review agenda

Stephanie welcomed everyone and asked each individual to introduce themselves. Optional: say what you are grateful for in 2020.

Message from TZD Co-Chairs

Mark welcomed the group to the meeting and encouraged attendees to listen intently and empathetically and help develop strategies and contribute to the intentional conversation.

Traffic Safety in Minnesota's Regions during a Pandemic

Kristine heard frustration in the survey results and recommends we be more intentional on how we can work better in TZD.

Paul reminded the team that it will take a ton of effort to push these numbers down and he plead that we need to accelerate THE ROADWAY is the most dangerous thing we deal with.

Evaluation from the regions. The regions that have been around the longest in TZD have the greatest reduction in crashes. **Kristine will share the results with the team.**

Traffic Safety Culture baseline...We could consider conducting another survey with money not having the in-person regional workshops. **Kristine will find out how much it cost to do the first survey.** She thought around \$300,000 but second survey would be less possibly \$100,000. Would need to do an RFP to do it? Washington did it the first time. Paul thought it might be even cheaper.

Implementation of speed signs...Should we do an evaluation of these? Should we turn it into a best practice? Sweden used it as a rewarded in a raffle (from speeding tickets). Positive social norming vs. punitive.

How to do fatal reviews during the pandemic? Nice to have approval to go ahead and do over the phone.

Mark will send over death reviews guidance document that MDH has that helps ensure privacy of data (was vetted through MDH's general councils office).

There was concern about people not understanding roles and responsibilities. Hope to have TZD 2.0 help with this and setting up more team building might be helpful and reviewing/updating position descriptions.

Feedback and last years' comments should be reviewed by TZD Co-Chairs and consultant.

HDR and Pinnacle are our consultants for TZD 2.0 but the contract is not finalized yet. Pinnacle has experience reviewing organizational structure of profit and non-profit companies and experience in facilitating this change. HDR will be on literature review and data review as well as public and stakeholder engagement. Time will determine what this means to the structure and role responsibilities to TZD.

Brian mentioned that if there is something we should change NOW let us change it now and not have to wait until a formal recommendation.

TZD strategic Plan not being utilized and would like to consider a separate TZD Strategic Plan.

Paul a now list...what can we change NOW. For example, automated enforcement.

Mike recommended that we track what we do with the feedback.

2021 TZD Regional Workshop Format

Because of the "work from home order until at least June 30, 2021," the regional workshops will be virtual. Several of the coordinators are working with MDH and their time is limited to work on TZD.

OTS Allison Hawley and Kat Vue are going to MDH full time for at least 3 months.

TZD 2.0 will be a part of the regional workshops.

They are still determining the TZD Regional Workshop format. One idea is to have a general presentation then breakout by region. Maybe a 9:00 a.m. to noon format.

Regional Coordinators believe that their TZD Stakeholders feel the workshops are for learning with good presenters and SHSP give data and also a time to look at what strategies and tactics do they want to work on. They also feel the workshops are for relationship building.

Line 3 issues and trials will effect law enforcement and might affect their attendance.

A question was asked: "Would the steering committee meetings be a better platform for the workshop?"

They also asked: "Would a May/June statewide regional TZD session be a platform to consider?"

They felt that breakout rooms would be good to utilize or separate meetings for regional discussion.

Break for Lunch

TZD 2.0: The Next Generation of Minnesota's TZD Program

1. *Progress Update*
2. *Discussion: What are you excited about?*
3. *Discussion: What concerns do you have?*

What prompted the need for TZD 2.0? We have been doing this for 17 years. The first 12/13 years we had significant reduction in fatalities but since 2014/15 we have hit a plateau now and are looking for a change; a next generation.

Covid has affected budgets and personnel time, riots and civil unrest and social issues.

HDR is the consultant hired. Katie Casey talked about what they will be doing and introduced two Pinnacle representatives. They will want to know what is going well, are there new partners that should be invited at the table, challenges, and division of roles and responsibilities to set TZD up for success, training, funding, activities, position descriptions. They will create new opportunities for group or individual conversations.

What concerns do you have?

That we will not be bold enough and afraid to try new things. What would prevent us from being bold? Inertia, Commissioners, conservative nature, concern that the legislature may be reluctant to make big changes, politics, being bold means we have to be willing to embrace the risk of potential failure, be willing to throw things on the wall, NEED action not another meeting,

Other concerns mentioned included: Less public trust in data and studies. Some corridor changes that we know will reduce fatalities we've wanted to do have met with significant public resistance, develop more effective public engagement methods, one challenge, not having enough resources to do the work. Innovation and changes takes a lot of resources--do we have those resources? Can we get those resources? How do we prioritize this work? Recognize that we become stagnant. The next was embracing that if we do not move forward the world will pass us by.

What are you excited about?

What COULD come out of this.....organizational structure, define accountability more, expand partnership, maybe get around NHTSA funding issues, CHANGE!! Getting everybody on-board! Hope

family and friends see and know what TZD is; include Safe Systems to effectively include new ideas from others implementing Vision Zero (internationally)

Scope details are being developed by HDR and Pinnacle.

Overall depth, understanding of TZD and the issues, their business models of how TZD could be organized and quality of HDR of project understanding, work plan, deliverables, equity and inclusion.

Consultant will need to brutally honest feedback.

Implementation of SHSP

1. *Coordinated Approach*
2. *What are you challenged with?*

Brian shared the Strategic Highway Safety Plan Implementation Framework. Statewide action teams and then regional committees for focus areas in their regions. Focus on priority areas.

Each action team should discuss their charter or goals.

MN Model Ian and Erik DeVoe how to use core areas and show

1. Tie into partnership with state action group and regional groups
2. Help regional coordinators look at data in their
3. What we have done well and where the gaps are
4. At the end of the five years, evidence based best practices what worked
5. Create a baseline

Opportunistic approach but also strategic how do we effectively engage city and counties.

We should create a NOW LIST.

Wrap Up and Next Steps

Appreciate everyone's support eager for what is ahead

Growth chart--now what do we do? Be bold and willing to take risks....prevention isn't glamorous and it takes longer to evaluate.

Meeting was adjourned at 1:00 p.m.