



**Minnesota TZD Program
Leadership Team Meeting Notes
Friday, February 7, 2020
9:00 a.m. – 10:00 a.m.
MDH Golden Rule Building, Conference Room 295**

Participants: Paul Aasen, Chris Ballard, Dave Boxum, Linda Dolan, Craig Flynn, JP Gillach, Mike Hanson, Kristine Hernandez, Kammy Huneke, Mark Kinde, Holly Kostrzewski, Stephanie Malinoff, Brian Sorenson, Dan Starry, Will Stein, Jeff Tate, and Scott Wasserman

Via Conference Call: Holly Kostrzewski and Scott McConkey

Guest: Linda Priesen (Athey Creek Consultants), Richard Storm (HDR), and Brad Utech (MnDOT)

Action items are denoted in bold.

Welcome, introductions, and review agenda

SHSP Steering Committee Work

1. SHSP Project Team Attendees: Brad Utecht (MnDOT); Richard Storm (HDR); Linda Preisen (Athey Creek Consultants)
2. Status of Public-Facing SHSP
 - MnDOT noted a change to the *Intersections T2.1*, changing it to “Update and maintain signalized corridor timing to maximize safety for all users, especially vulnerable users.”
 - MnDOT is making adjustments to a few other tactics, in coordination with DPS.
 - After the tactics are finalized, MnDOT will post the draft SHSP for a 30-day public commenting period. CTS will send a communication to the TZD Stakeholder group to invite comments during the 30-day public commenting period.
3. SHSP Technical Report, Year One Action Plans, and Strategy Matrix
 - The technical report includes details on crash data, stakeholder engagement (e.g. public survey, TZD workshops, and other outreach), guidance from the TZD Leadership Team, action plan template, and a matrix showing tactics mapped to relevant focus areas.
 - The draft year one action plans have been initially reviewed by MnDOT and DPS. The original tactics are in the draft action plan; and some tactics are being adjusted.
 - The tactic *Pedestrians T2.3* will address pedestrian crashes in both urban and rural areas. As written, the focus shifts to rural areas. Review this tactic/action plan steps to convey that the urban area component is not lost, especially because most pedestrian fatalities and serious injuries occur in urban areas.

- MDH will take a lead role for the tactics *Unbelted Occupants T1.2 and T2.2* (combined into one action plan), to conduct data-driving analysis and evaluate crash data for greater understanding of severity rates and greatest risks for unrestrained occupants.
 - The strategy matrix will be an appendix to the technical report. The matrix maps tactics to its primary focus area and other focus areas that can be addressed by the tactic.
 - The mapping of tactics to focus areas can be subjective. TZD Leadership Team members are encouraged to review the matrix and suggest edits, in particular to think outside the box on how a tactic could address various focus areas.
4. Next Steps:
- The draft SHSP will be posted for a 30-day public commenting period when tactics are finalized.
 - **Comments on the draft technical report, strategy matrix, and year one action plans are requested by Friday, February 14.**
5. Looking Ahead:
- A schedule of the remaining Steering Committee work and schedule is listed below.

Month	SHSP Steering Committee Work and Schedule
March 2020	Update on SHSP public commenting period Notable updates to technical report and action plans, as needed
April 2020	Final SHSP and Wrap Up

Pedestrian Safety Education Campaign

DPS has awarded numerous grants to various communities in Minnesota for pedestrian safety. All communities received the amount they requested with the exception of St. Paul.

Zan Associates were hired by MnDOT to develop a pedestrian safety education campaign. They hope to have a pedestrian education campaign starting summer 2020. They will be digital, radio, TV and print media material. They will develop a tool kit and host a launch event. The toolkit will have things like “a meeting in a box.” They are looking for local communities who have current events they could piggyback on.

They are in the process of creating the creative and will be testing the ads; then launch the campaign. The foundational themes

It is important that the pedestrian education campaign to communicate with DPS.

Meeting was adjourned at 10:04 a.m.