



**Minnesota TZD Program
Leadership Team Meeting Notes
Friday, January 8, 2021
9:00 a.m. – 10:00 a.m.
Virtual via Zoom**

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

Guest: Christine Dufour Iverson

Action items are denoted in bold.

Welcome, introductions, and review agenda

Stephanie welcomed the group and introduced some new members including:

- Fire Chief Curtis Mackey
- Fire Captain Ross Hoernemann
- Christine Dufour Iverson, MnDOT. Christine is working with Kristine Hernandez on the next 6 months from Metro Communications.

There was a round robin of introductions.

Speed Campaign

Mike Hanson spoke about DPS' is initiating a speed campaign that will go throughout the 2021 summer.

They identified four components of the campaign:

1. Enforcement
2. Education and Outreach (working with all three agencies communication offices)
3. Regional Coordinators and Safe Road Coalitions to help identify strategies to engage communities
4. Schedule

They are hoping for a news conference next Tuesday, January 12th and are continuing to work on developing a strategy. It will be statewide and reach "all corners of our state". Community engagement and outreach will be critical and wants to ask communities what we can do together. The core focus is safety!! Speed is the one thing that makes everything else worse. We are the first state to do this comprehensively in NHTSA Region 5.

Crashes involving speed as a contributing factor are up 40% and motorcycle crashes are up 20%.

Jessica Schleck is heading up the Speed Action Team. Tom Nixon is working on Dynamic Feedback Speed Signs in District 3.

NOW list from December TZD Leadership Team meeting

Brian Sorenson talked about the NOW list that was created from the December 4th TZD Leadership Team meeting.

1. Speed Enforcement/Education Campaign
2. SHSP Action Teams
3. Comprehensive Speed Plan
4. Wet Reflective and 6" Edgeline Pavement Markings
5. District & County Safety Plans
6. TZD 2.0
7. Regional Plans for Addressing Top Focus Areas
8. Ped Safety Campaign
9. Safe Roads Coalition Improvements
10. Traffic Safety Culture survey

Several points mentioned include:

- We should look at speed limits that are sustainable and look at how people decide how to drive. Are there current systems in place we can use that we can make better use of?
- We should review the statewide standards for wet reflective and 6" edgeline pavement markings and review the data from run off the road crashes.
- How can we improve the coalitions and engage more counties (Safe Roads Coalition Improvement)?
- Is there anything we can do on seatbelt use? Will the Statewide Action Team discuss seatbelts and the traffic safety culture?
- Will there be a match funding requirement?
- Highway 14 saturation had a large media profile. **Linda will look into sending the Hwy 14 B2B (Border-to-Border) summaries with photos.**
- AAA Mini-grants are helping coalitions with small funding grants.
- Enforcement Zone/Safety Corridor are looking into extra fines in these areas. Derek has further information.
- The DOT/FHWA will be targeting speed. Will Stein has further information including what Florida is working on.
- They listed other partners who TZD could work with including:
 - The Network of Employers for Traffic Safety/MN Safety Council
 - Re-engaging the statewide trauma system - the EMS and surgeons can speak with passion and power on the impact of speed
 - Engaging the Governor's Office to speak regarding speed and incentivize good behavior (not speeding)

The questions were raised: “How do we do this and how do we report back to this group? And who are the champions across the state?” We might have difficulty due to being short staffed. We should share this information at the regional workshop.

Upcoming Event Review

TZD Legislative Subcommittee January 8th

The TZD Legislative Subcommittee is meeting later today to discuss the Legislative meeting with the Commissioners and Legislators on January 29th. Currently the commissioners and TZD Co-Chairs will be speaking.

TZD 2.0 Working Group January 26th

The first meeting of the TZD 2.0 Working Group will be later this month. The consultants will review the project overview, lit review, organization structure, timeline, and next steps and with the working group.

TZD Stakeholder Breakfast February 3rd

The upcoming breakfast features four speakers including two of our regional coordinators, Jessica Schleck and Annette Larson, as well as a speaker from the Utah DOT and Oregon’s Clackamas County. The title of the virtual Zoom breakfast is *“Creative Ways to Bridge the Pandemic Gap and Energize Your Traffic Safety Audience”*. Registration is free but you need to register to attend.

Meeting was adjourned at 10:00 a.m.