



Southwest Minnesota Toward Zero Deaths Regional Strategic Plan 2024

Mission

To move southwest Minnesota toward zero deaths on our roads, using education, enforcement, engineering, and emergency medical and trauma services.

Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic related fatalities and serious injuries in southwest Minnesota from the past 5-year average (2019-2023*) of 30 fatalities and 101 serious injuries.

Objectives

- A. To continuously increase regional seatbelt use rates. The SW regional seat belt rate was 87.7 percent in 2022. The last survey finding of 87.1% was in 2023.
- 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:

Southwest TZD Region

2019 to 2023 (preliminary 03/25/24) fatal and serious injury crashes on all Minnesota public roads

Goal 1: Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic related fatalities and serious injuries in Southwest Minnesota from the past five year average of 30 fatalities and 101 serious injuries (2019-2023). (K=Fatal A=Suspected Serious Injury)

Five Year Averages: Southwest TZD Region

	Metric	Impaired	Speed	Distraction	Unbelted	Total
CRASHES	K Crashes	10	7	1	11	27
	A Crashes	25	21	6	16	82
	K+A Crashes	35	28	8	27	109
INJURIES	Fatalities	11	8	1	10	30
	A Injuries	32	26	8	19	101
	K+A Injuries	43	34	9	29	131

2023 Outcomes: Southwest TZD Region

	Metric	Impaired	Speed	Distraction	Unbelted	Total
CRASHES	K Crashes	10	4	0	11	30
	A Crashes	24	13	5	19	90
	K+A Crashes	34	17	5	30	120
INJURIES	Fatalities	12	4	0	10	37
	A Injuries	27	16	5	23	112
	K+A Injuries	39	20	5	33	149

Baseline Comparison

Metric	Total Count		Average	Avg. Annual Percent Change		
	2023	2019-2023	5-year Avg.	Region	Statewide	
CRASHES	K Crashes	30	136	27	+9.8%	+3.8%
	A Crashes	90	410	82	+11.8%	+8.2%
	K+A Crashes	120	546	109	+11.3%	+7.3%
INJURIES	Fatalities	37	151	30	+14.2%	+3.9%
	A Injuries	112	504	101	+11.3%	+7.8%
	K+A Injuries	149	655	131	+12.0%	+7.1%

Fatal and Serious Injury Crashes by Strategic Highway Safety Plan (SHSP) Focus Areas

NOTE: number of crashes not people killed or seriously injured

SHSP Focus Area	2019	2020	2021	2022	2023	5-Year Trend	
BEHAVIOR	Impairment	15	31	46	49	34	Increasing
	Speed	18	33	38	32	17	Decreasing
	Unbelted	11	29	30	33	30	Increasing*
	Inattention	8	7	10	9	5	Decreasing
MODE	Comm. Vehicle	14	14	16	19	19	Increasing*
	Motorcycle	13	17	20	17	8	Decreasing
	Pedestrian	0	6	5	4	2	Increasing
	Bicyclist	1	2	1	1	2	Increasing
DRIVER	Unlicensed	11	10	19	22	20	Increasing*
	Younger Driver	18	18	22	16	21	Increasing
	Older Driver	25	20	27	27	32	Increasing*
ROADWAY	Intersection	38	32	46	58	49	Increasing*
	Run-off-Road	24	43	52	50	53	Increasing*
	Head-on	9	12	16	13	16	Increasing*
	Train	0	1	0	0	0	Decreasing
	Work Zone	1	2	2	2	0	Decreasing

* A 5-Year Trend with an asterisk implies a significant change (alpha=0.10); trends without an asterisk do not have enough data to rule out zero change (i.e. no change).

Total Southwest Region (2019-2023: Data are Preliminary)

2019 to 2023 (preliminary 03/25/24) fatal and serious injury crashes on all Minnesota public roads

	Metric	2019	2020	2021	2022	2023	5-Year Trend
CRASHES	K Crashes	22	24	27	33	30	Increasing*
	A Crashes	58	74	94	94	90	Increasing*
	K+A Crashes	80	98	121	127	120	Increasing*
FATALITIES	Total	24	24	28	38	37	Increasing*
	Pedestrian	0	1	1	0	1	Increasing
	Bicyclist	0	0	0	0	0	N/A
	Motorcyclist	3	3	2	2	1	Decreasing*
	Unbelted	4	14	7	17	10	Increasing
A INJURIES	Total	75	86	118	113	112	Increasing*
	Pedestrian	0	5	4	4	1	Increasing
	Bicyclist	1	2	1	1	2	Increasing
	Motorcyclist	12	15	19	15	8	Decreasing
	Unbelted	8	18	25	20	23	Increasing*

Region Goal 2 – TZD Partnership Goals

To continuously increase TZD awareness and partnerships across southwest 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 and 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: social media, 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)