



MINNESOTA
TOWARD **ZERO** DEATHS

Toward Zero Deaths

August 21, 2018

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Kathy Cooper, Rice County TZD Safe Roads coordinator



**TOWARD
ZERO**

DEATHS



Vision

To reduce fatalities and
serious injuries on
Minnesota's roads to zero



Mission

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



TZD Cornerstone

~~Five~~
Four “E” approach:

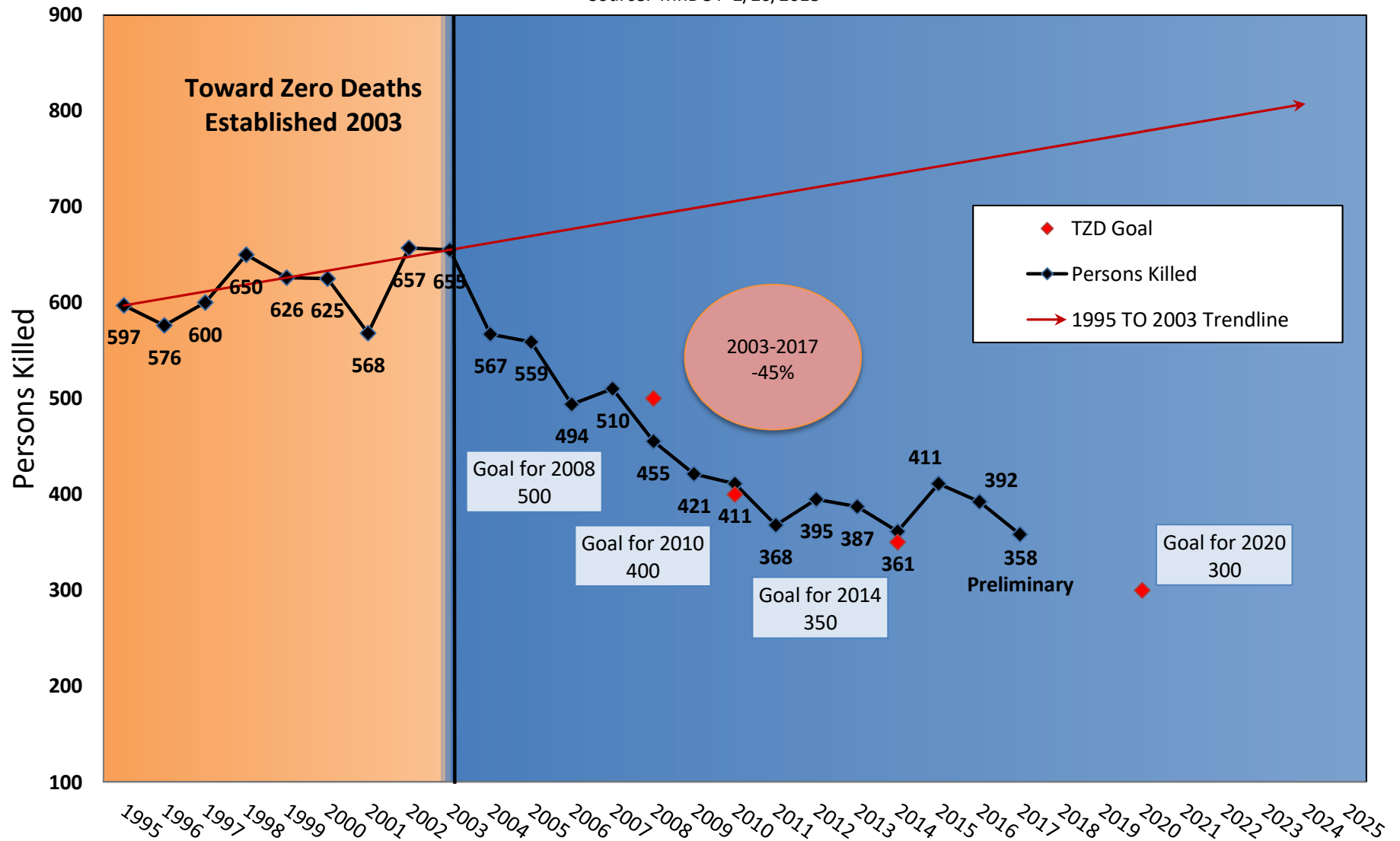
- Enforcement
- Engineering
- Education & Outreach
- Emergency Medical & Trauma Services
- **Everyone Else!**

(Legislators, Judicial, Media)



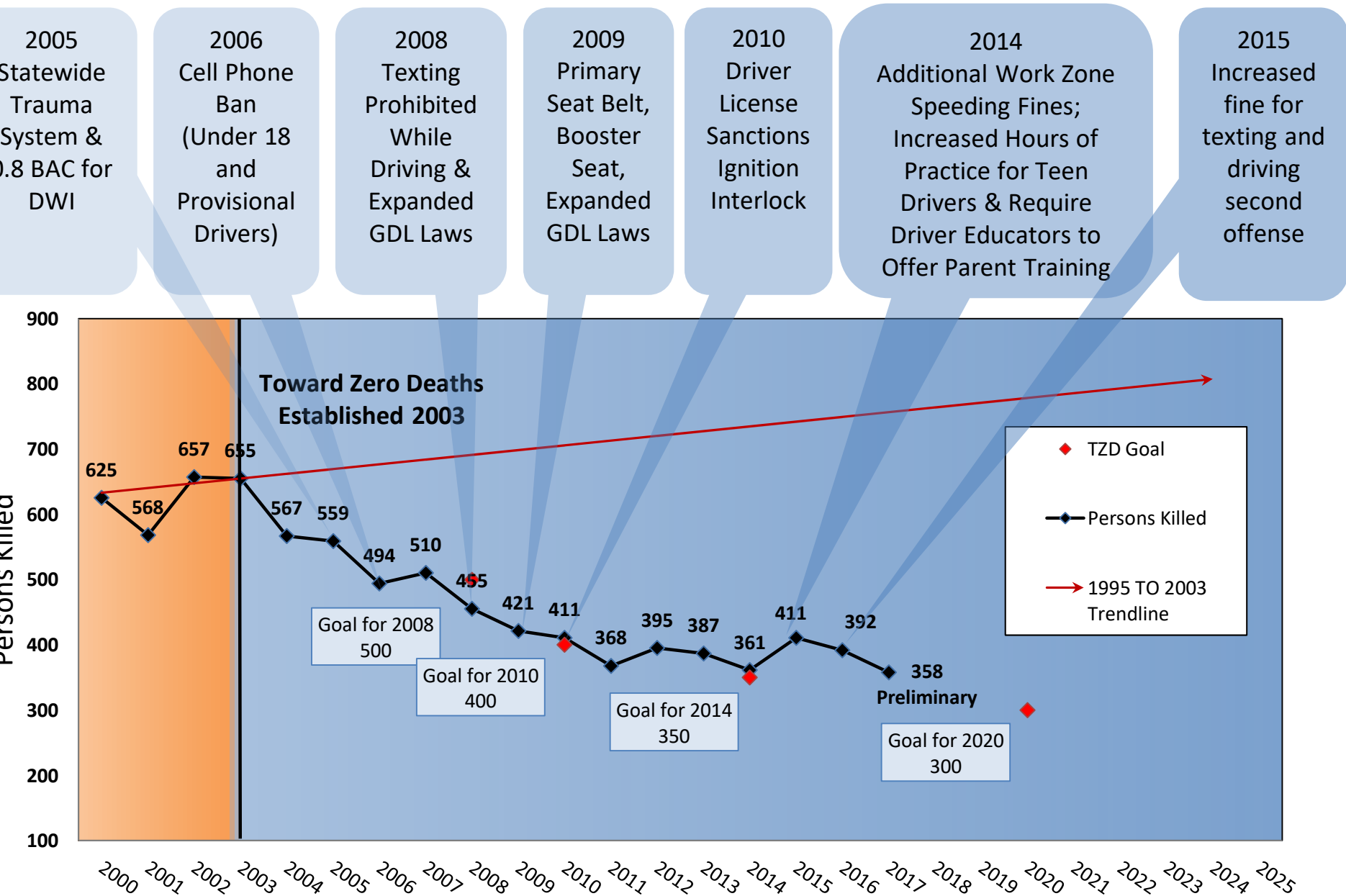
Minnesota Roadway Fatalities

Source: MnDOT 2/20/2018



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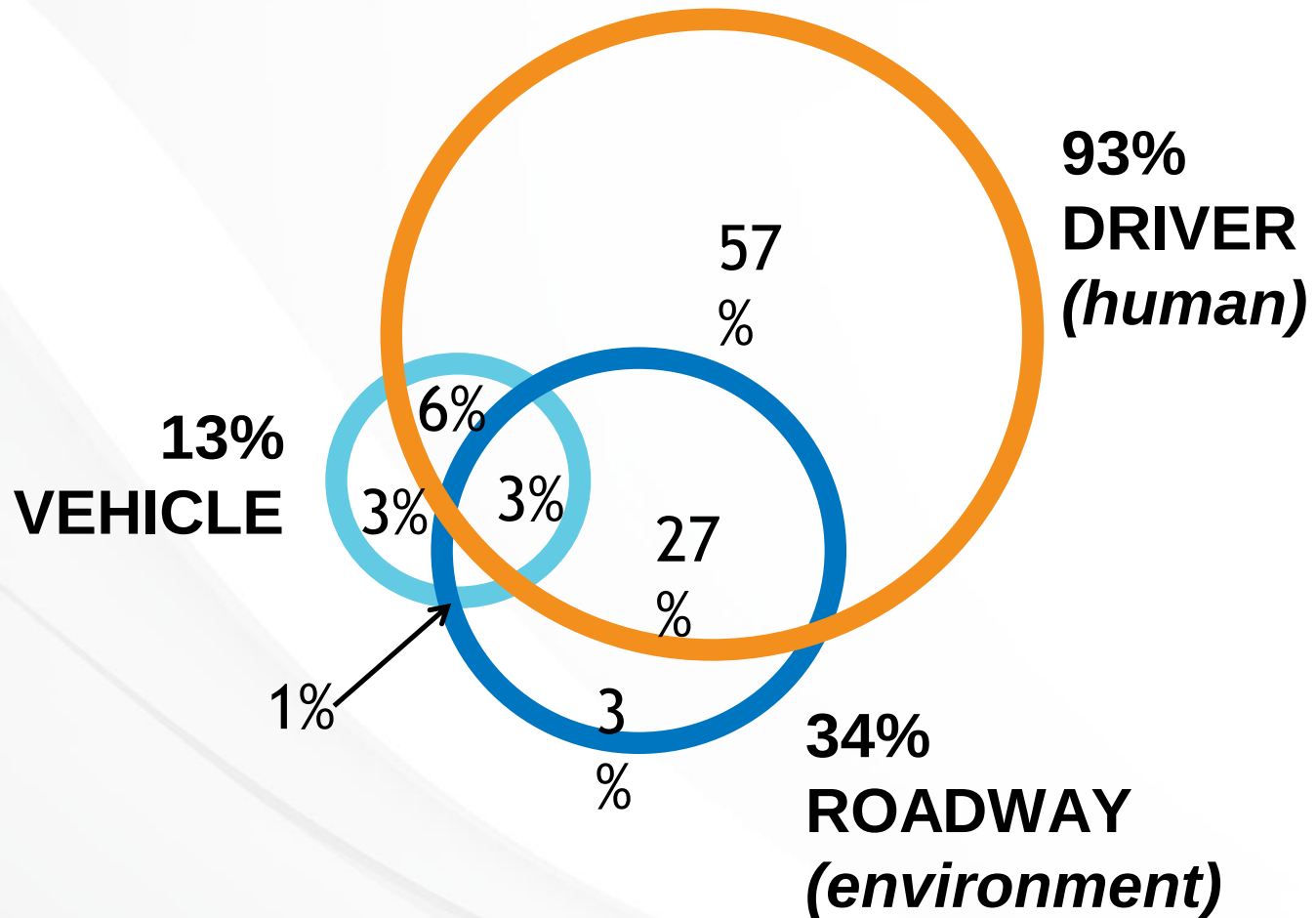
Year-to-Date Traffic-Related Deaths

As of
August 14,
2018,
there were
206 traffic-
related
deaths on

Minnesota roads, compared to **206** deaths
at this time last year.



Factors Contributing to Crashes



Source: Treat, 1979 as cited in Highway Safety Manual

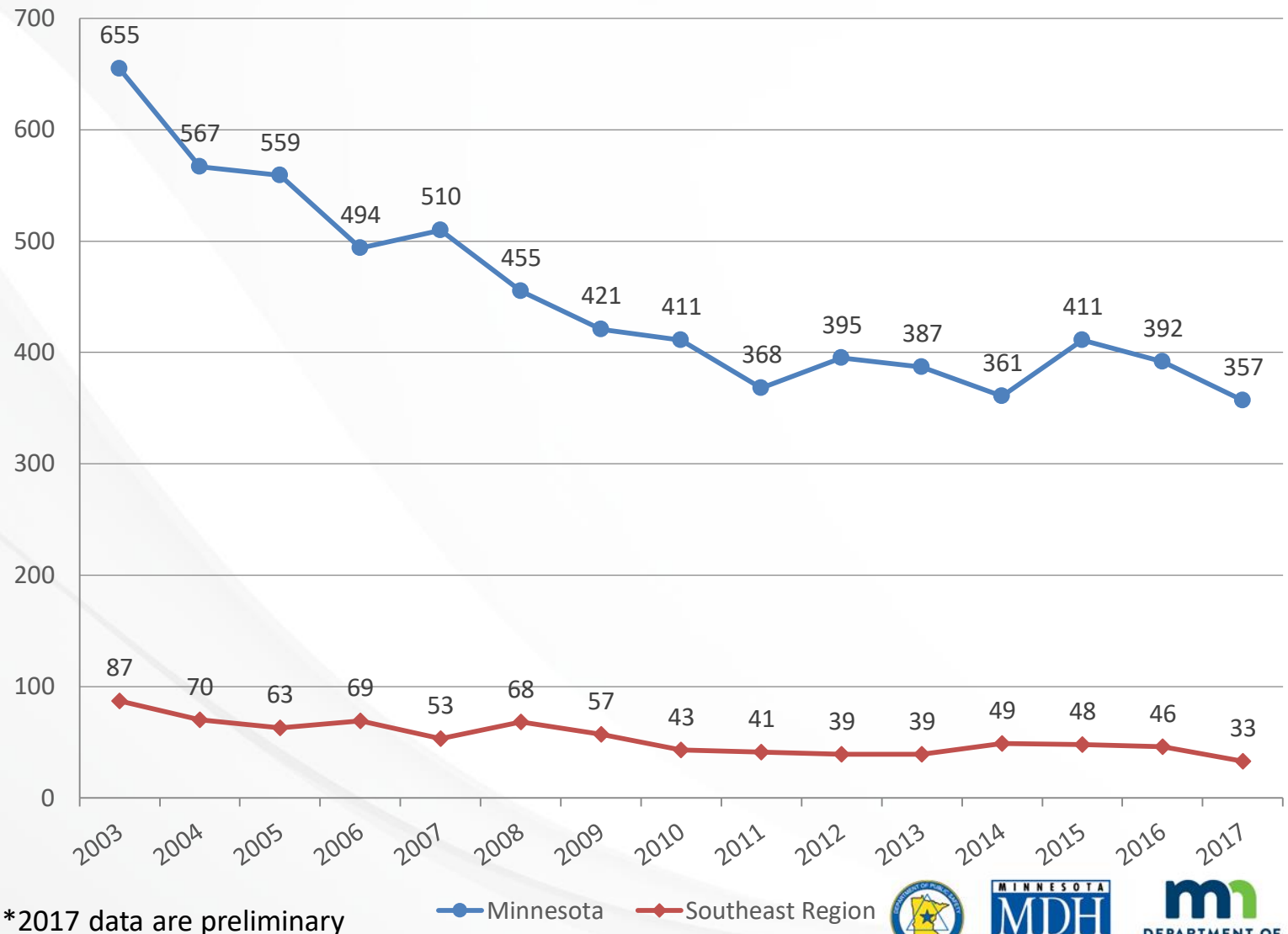
How to Change a Culture

“Progress occurs when courageous, skilled leaders seize the opportunity to change things for the better.”

– Harry S. Truman



Southeast Fatalities, 2003-2017



Goal: Zero Deaths



Zero is attainable — but it will take all of us working together to get there!

TZD Goal for 2020:

- 300 or fewer traffic-related deaths
- 850 or fewer traffic-related serious injuries





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Rice County TZD Safe Roads

Kathy Cooper



Rice County Joyride



Contracted with HiawathaLand Bus

Defeat of Jesse James Days



Free rides home in Northfield
10 p.m. -2 a.m.

Thanksgiving Holiday DWI enforcement



Holiday DWI Video PSA

Season's Greetings & Safe Travels

NOW SHOWING!

The Predicament of
Peppermint Stix the Elf

<https://vimeo.com/149720838>

Starring

"Santy"	"Rudy"	"Peppermint Stix"
Sheriff Troy Dunn	Chief Andy Bohlen	Chief Monte Nelson

Thinking of you and your loved ones
this holiday season. Remember to always
plan ahead for a **safe ride home.**



St. Patrick's Day Media for Impaired Driving

Designate O'Driver
st. patrick's day



Sheriff O'Dunn
Chief O'Nelson
Chief O'Bohlen

Get a DWI and swallow this:

- potential jail time
- loss of license up to a year
- thousands of dollars in costs

plan for a SOBER RIDE:

- call a cab
- designate a sober driver
- spend the night at the location of the celebration



Distracted Driving Simulator

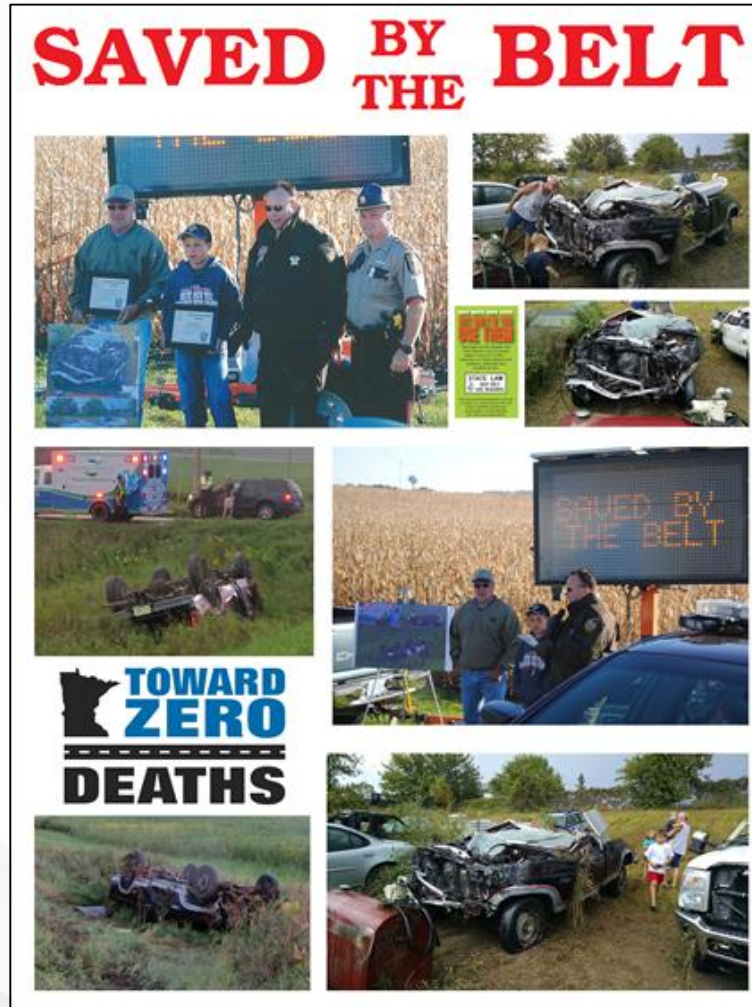


Mock Crash



Northfield High School

Fatal Review Committee



Presented Award for survivors of crash at Co. 1 & 246

Distracted Driving flyer



Sent to all Northfield residents in water bill

Prom Card



Sent to all parents of 11th & 12th grade students

Northfield Supports TZD

