



MINNESOTA TOWARD **ZERO** DEATHS

21 years of T Z D : Then and Now

Michael Hanson

Director, Office of Traffic Safety

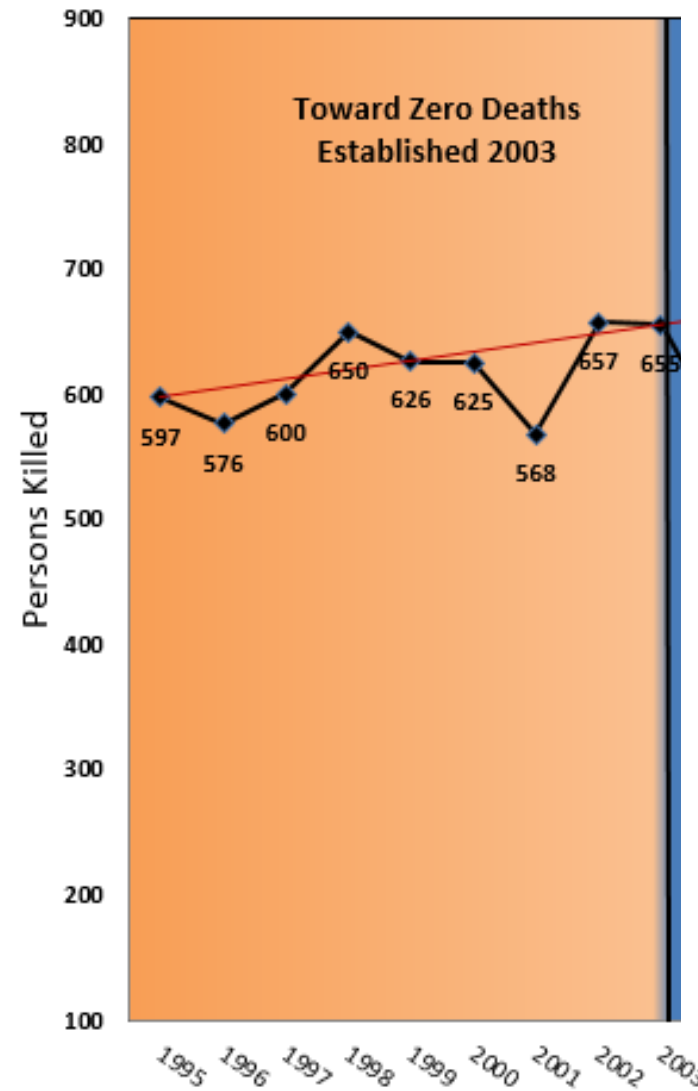
Dept. of Public Safety

Minnesotatzd.org

Oct. 30, 2024

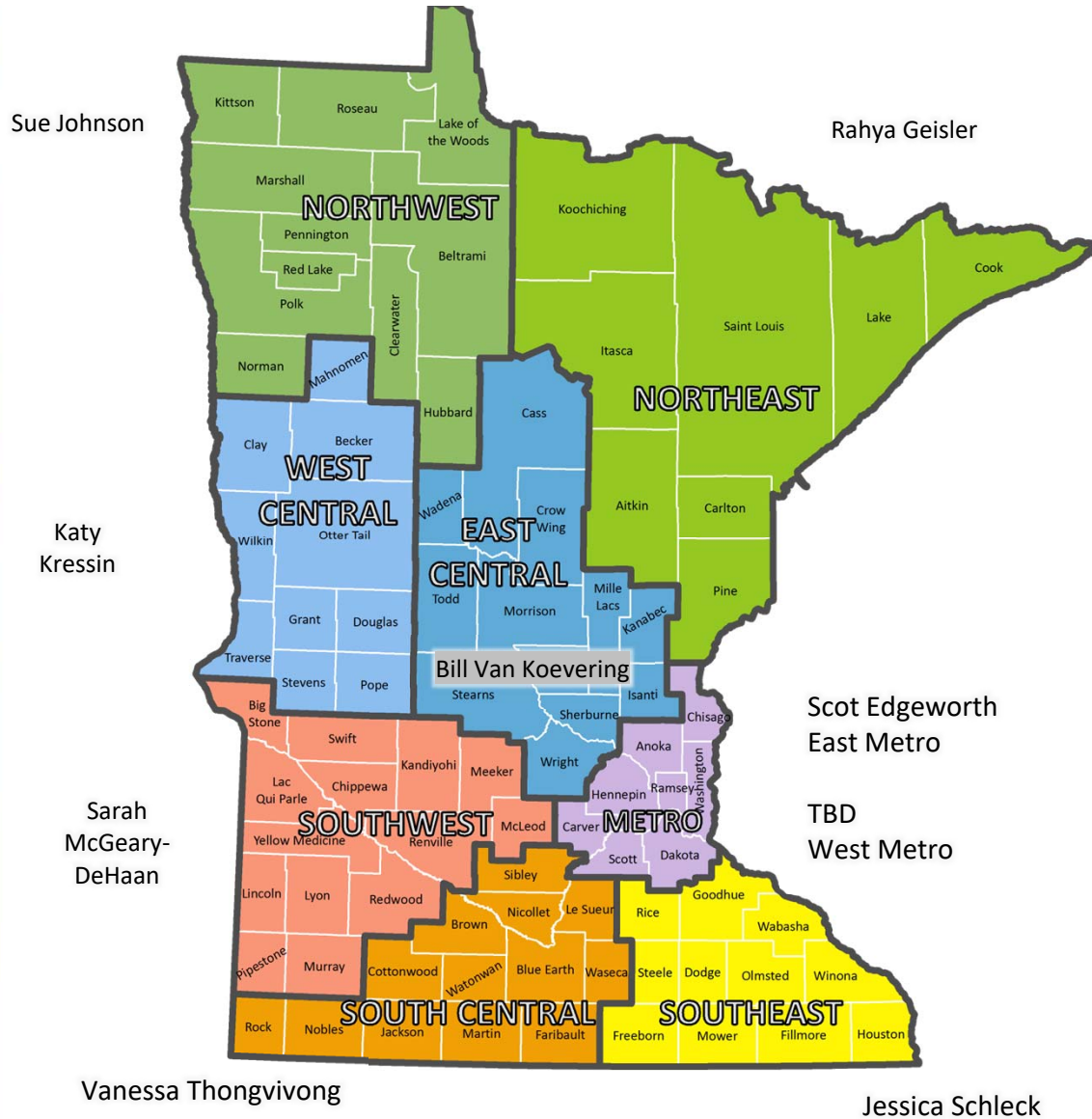
TZD History

- Program created in 2003 during a time of increasing traffic fatalities.
- Unique program that coordinated the traffic safety efforts of the Departments of Public Safety, Health and Transportation.
- Modeled after Sweden's Vision Zero Program, which began in 1997.





TZD Geographic Regions



**Statewide TZD
Communications &
Marketing Director**
Kristine Hernandez

**Statewide TZD
Program & Operations
Director**
Annette Larson

**Child Passenger Safety
Liaisons**

Sheila Denton, Southern
Shonette Micco, Hospital
Support
Jasmine Wangen, Northwest
Randi Smith, Northeast

Scot Edgeworth
East Metro

TBD
West Metro

Vision

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



Mission

To move 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!

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20 YEARS OF SAVING LIVES
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Minnesota TZD Strategic Goals

- Pursue public support of traffic safety as a priority
- Strengthen TZD as a priority for all units of government and traffic safety partnerships
- Promote and implement effective traffic safety initiatives



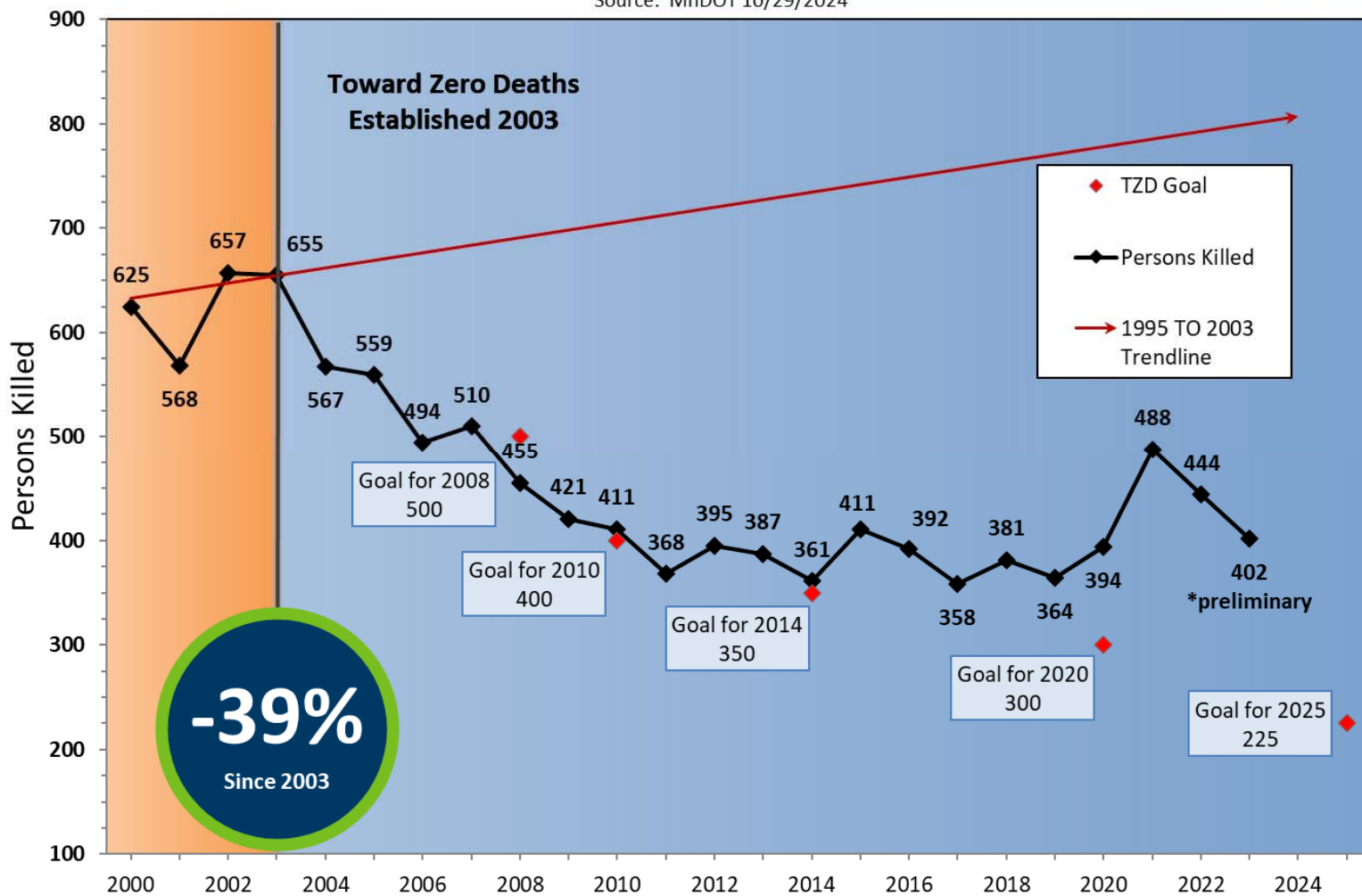
Year-to-Date Traffic-Related Deaths

As of Oct. 28, 2024, there were **386** traffic-related deaths on Minnesota roads, compared to **321** deaths at this time last year.

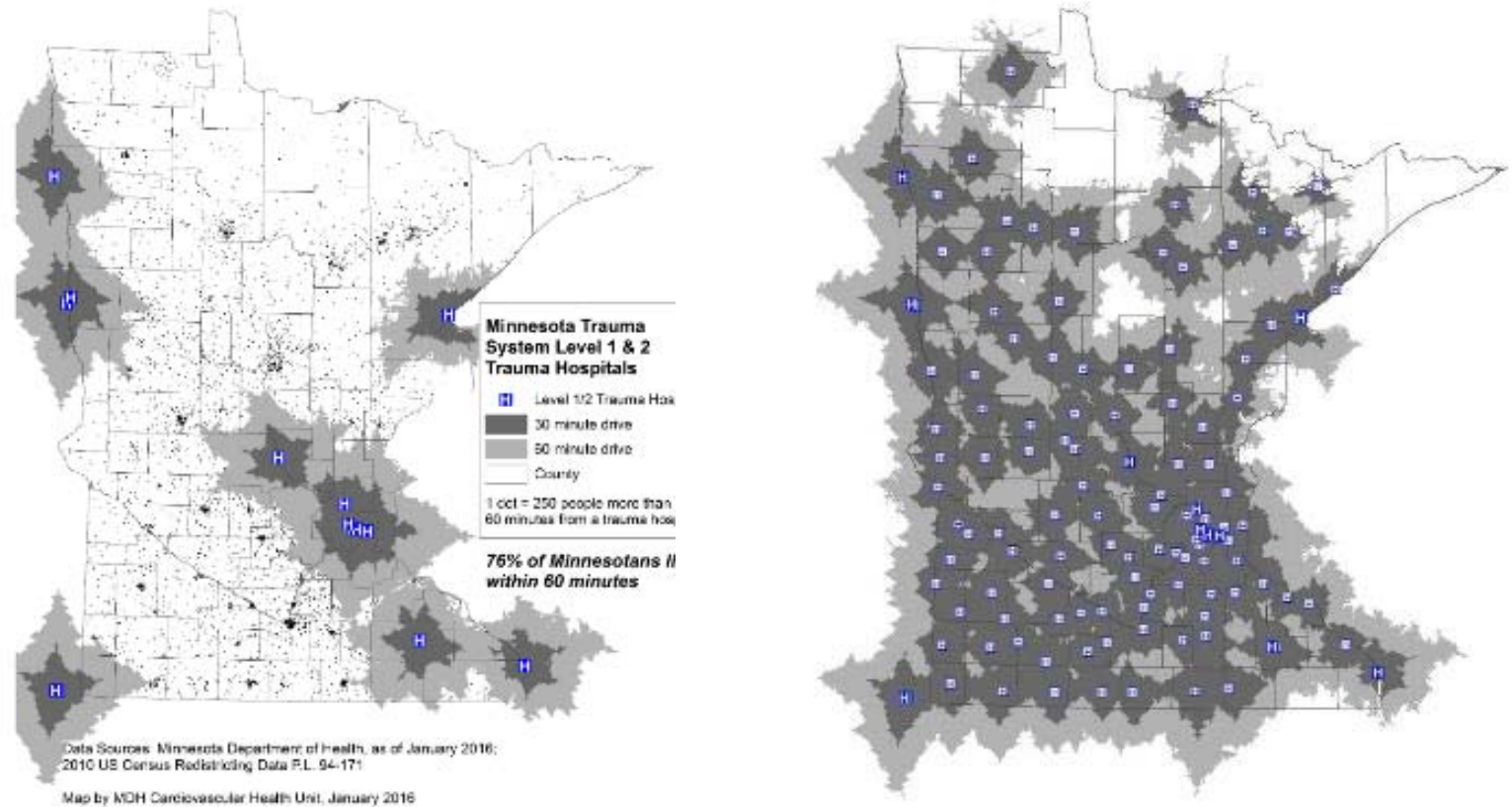


Minnesota Roadway Fatalities

Source: MnDOT 10/29/2024



Established Statewide Trauma System



Pre- and Post-TZD

Aeromedical Auto Launch

- Automatically launches helicopter when 911 call received
- Don't wait for responders to arrive on scene
- Reduces helicopter response time



Enforcement

- Highly Visible
- Targeted and Data-Driven
- Coordinated state and local efforts
- Multi-state, border-to-border efforts



Engineering Goals

- Provide a system to keep vehicles on the road.
- Make the system forgiving if vehicles leave the road.

Relatively Low Cost/High Benefit Safety Solutions

- Rural Intersection Conflict Warning System (RICWS)
- Rural Intersection Lighting
- Chevrons
- 6" Edge Lines
- Edge and Centerline Rumbles
- Flashing Yellow Arrows

- High-Tension Cable Median Barrier
- Roundabouts
- Reduced Conflict Intersections
- Diverging Diamond Intersections



J-Turns



- Have shown an 69% reduction in fatal & serious injury crashes.
- Now have 78 installed throughout Minnesota!

Roundabouts



- Removed Right Angle Crash potential (T-bone crashes)
- Reduced severe crashes by 86% in Minnesota
- Reduced pedestrian by 60% when compared to other intersections

TZD 2.0: The Next Generation of Minnesota's Toward Zero Deaths Program

- TZD program evaluation
- Organizational structure recommendations
- Recommendations for program areas that would benefit from formal policy development
- Implementation plan



Moving to a New State of Thinking

Structure and operations help TZD focus on what matters



Advisory Council on Traffic Safety: Recent Successes and How You Can Get Involved

Wednesday, October 23, 2024



At-a-Glance: Council Overview

- Established during the 2023 legislative session
- Goal: to improve traffic safety for all users on all Minnesota roads
- Roles
 - Advise governor and commissioners on all policies, programs, and services affecting traffic safety
 - Advise appropriate state departments on TZD
 - Encourage research
 - Review traffic safety grants
 - Make recommendations on safe road zone measures

At-a-Glance: Council Membership

- Office of Traffic Safety, DPS*
- Office of Traffic Engineering, DOT*
- Injury and Violence Prevention Section, MDH*
- TZD communications director
- TZD program and operations director
- TZD regional coordinator
- State Patrol Chief
- State traffic safety engineer
- Law enforcement liaison
- Dept. Human Services
- Dept. of Education
- Council on Disability
- Tribal governments
- Center for Transportation Studies
- Chiefs of Police Assoc.
- Sheriffs' Assoc.
- Safety Council
- AAA
- Trucking Assoc.
- Insurance Federation
- Assoc. of MN Counties
- Judicial outreach liaison
- City Engineers Assoc.
- County Engineers Assoc.
- Bicycle Alliance
- Vulnerable road user reps (2)
- Operation Lifesaver
- Driver and Traffic Safety Education Assoc.
- Assoc. for Pupil Transportation
- State Trauma Advisory Council
- MPO
- Contractors
- EMS Regulatory Board
- Victim advocate

* Serve in role on 3-year terms as Chair and Vice Chairs

At-a-Glance: Council Meetings

- Meet 6/year on UMN campus
- All meetings hybrid
- All interested stakeholders welcome to attend
- Upcoming meetings
 - December 11, 2024
 - February 12, 2025
- Full list of meeting dates: www.MNTrafficSafetyCouncil.org

In Action: Road Safety Information Center

- Office of Traffic Safety has launched a PUBLIC and FREE data analytics platform called the Road Safety Information Center
- [Roadsafetyinfocenter.mn.gov](https://roadsafetyinfocenter.mn.gov)

The screenshot displays the Road Safety Information Center website. On the left, there is a 'Crash Data' section with a sub-header 'Data Last Updated: Tue, Apr 2, 2024'. Below this, there are several paragraphs of text explaining the center's mission and the data provided. The main content area features a 'Welcome' message with a disclaimer: 'This website is provided for informational purposes only. The data is updated regularly and is subject to change as additional information is received. No representations or warranties of any kind are made as to the accuracy, completeness, reliability or availability of the information and no responsibility is assumed for damages, liabilities or other loss arising out of the use of the data contained herein.' Below the disclaimer are 'Confirm' and 'Let's Get Started!' buttons. To the right of the text is a photograph of a 'Minnesota Welcomes You' sign. On the far right, a sidebar displays key statistics: Total Crashes (14,154), Total Occupants (57,354), Total Vehicles (26,994), Fatalities (81), and Serious Injuries (340). The top of the page includes the Minnesota Department of Public Safety logo and a search bar. The bottom of the page features social media icons and a 'City/Township' dropdown menu.

In Action: Road Safety Information Center

The Road Safety Information Center (RSIC) is the cornerstone of the Data Analytics Information Center. Features and benefits include:

- Data initiative + visualization
- Integration of multiple data sources
- Better data and expanded analytic capabilities
- Improved preventative safety measures
- More readily available data with public and mobile platforms
- Identification of ore and better ways to serve over-represented communities in crash data

GOAL: Equitable levels of service to all communities in Minnesota

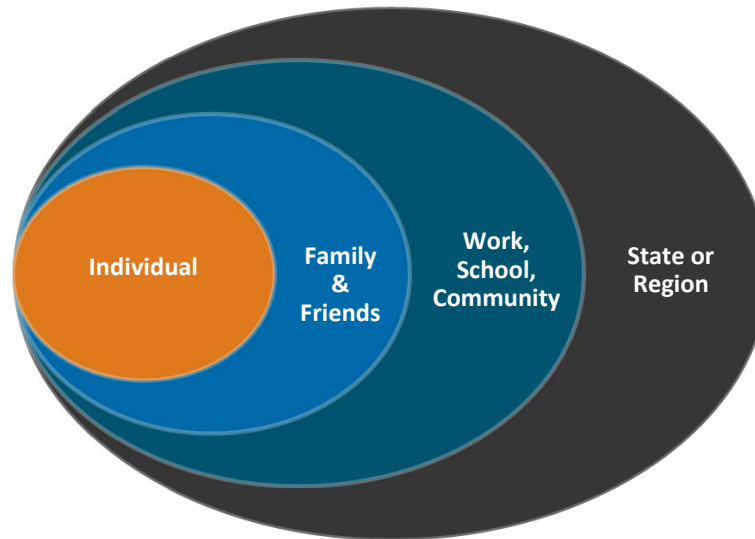
In Action: Road Safety Information Center

- Data included
 - MNCrash
 - Waze (traffic flow)
 - Moove.ai (hard braking)
 - MNDRIVE (DVS)
 - ROAR (OTS)



The Future of Minnesota TZD

Traffic Safety Culture



Using the environment to create lasting changes to beliefs and behavior

Safe System



“Safety Net” to protect people when mistakes are made

What is *Traffic Safety Culture*?

Shared:

- Values
- Beliefs
- Norms
- Attitudes



Long-term (TZD 2.0)

Designing and Operating a Safe Transportation System

“Safety net” to protect people when mistakes/poor choices are made

Safe System Approach

Designs and operates traffic systems and structures to protect against human mistakes and injury tolerances and avoid death and serious injuries



TZD State Conference

Tuesday-Wednesday, Nov. 14-15, 2023

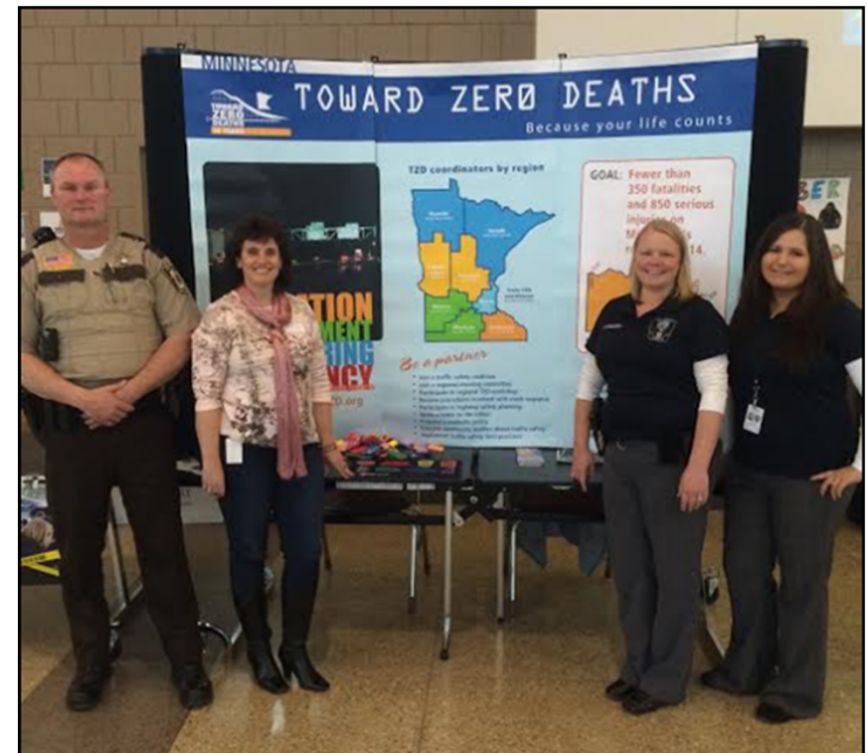


Mayo Civic Center, Rochester

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How can you be involved in TZD?

- Stakeholder breakfasts in person or online
- Annual statewide conference and/or regional workshops
- Regional TZD Steering Committee meetings, news conferences & special events
- TZD mailing list(s)
- Be a TZD Ambassador!



Goal: **Zero Deaths**



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

Thank you!



Mike Hanson

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Dept. of Public Safety
Michael.Hanson@state.mn.us

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2022 Crash Statistics by Behavior

Preliminary numbers show that of the 444 deaths in 2022:*

117 were speed-related, compared with **171** in 2021.

84 were not wearing seat belts, compared with **110** in 2021.

82 were motorcyclists, compared with **67** in 2021.



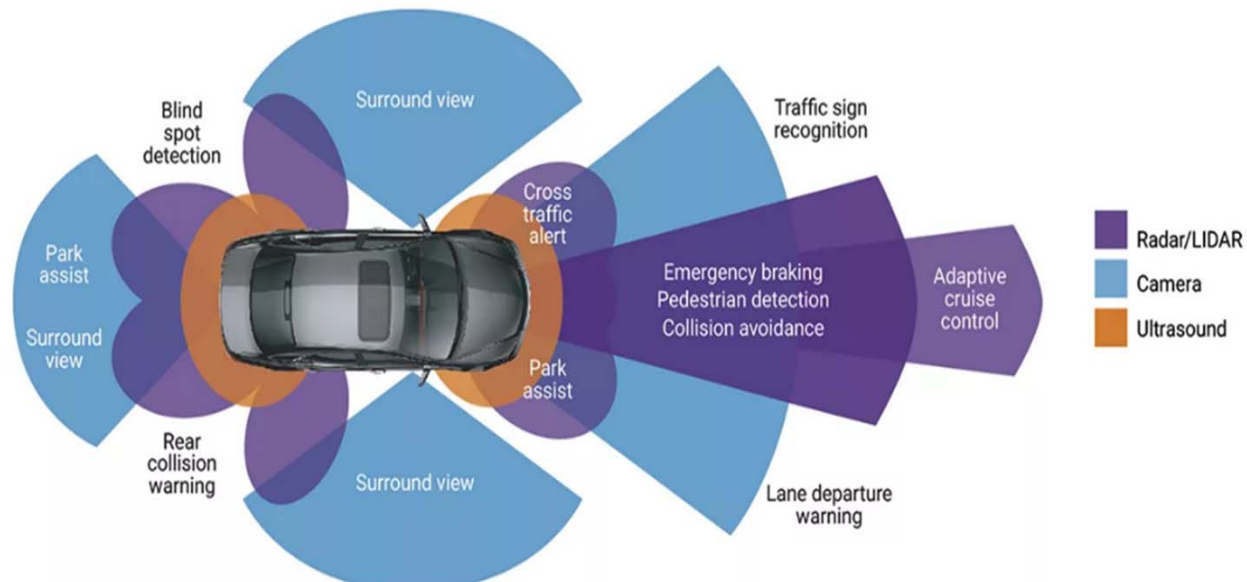
**2022 data is preliminary.*



2021-2023 Speed Driving Safety & Enforcement Project

- **Goal:** *Prevent Fatal and Serious Injury Crashes*
- Beginning Jan. 1, 2021, Minnesota State Patrol and DPS Office of Traffic Safety (OTS) dedicated additional resources for speed enforcement
- OTS developed a statewide grant program with federal funds for local law enforcement to participate
- Education/media engagement integral to the project

Advanced Driver Assistance Systems (ADAS)



What is ADAS and how does it work?

Role: To prevent death and injuries by reducing the number of vehicle collisions and the serious impact of those that cannot be avoided