



TOWARD ZERO DEATHS  
Because your life counts

# Toward Zero Deaths SCOTE Roundtable

*Peter Buchen*  
*June 2015*

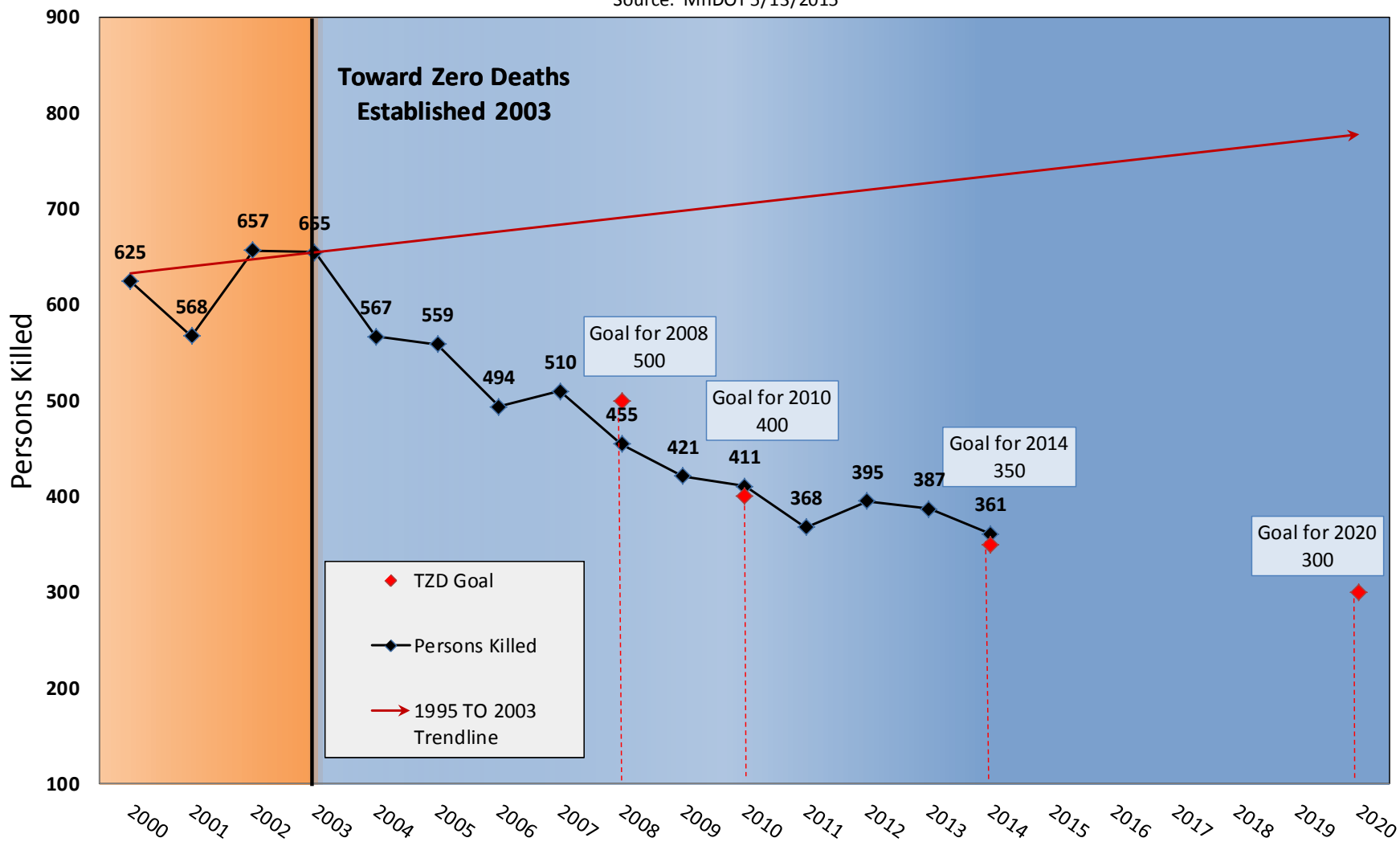


# Round Table Discussion:

- Greatest TZD challenges.
- Greatest TZD successes.

## Minnesota Roadway Fatalities

Source: MnDOT 5/13/2015



# Vision

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



# Minnesota TZD Strategic Goals

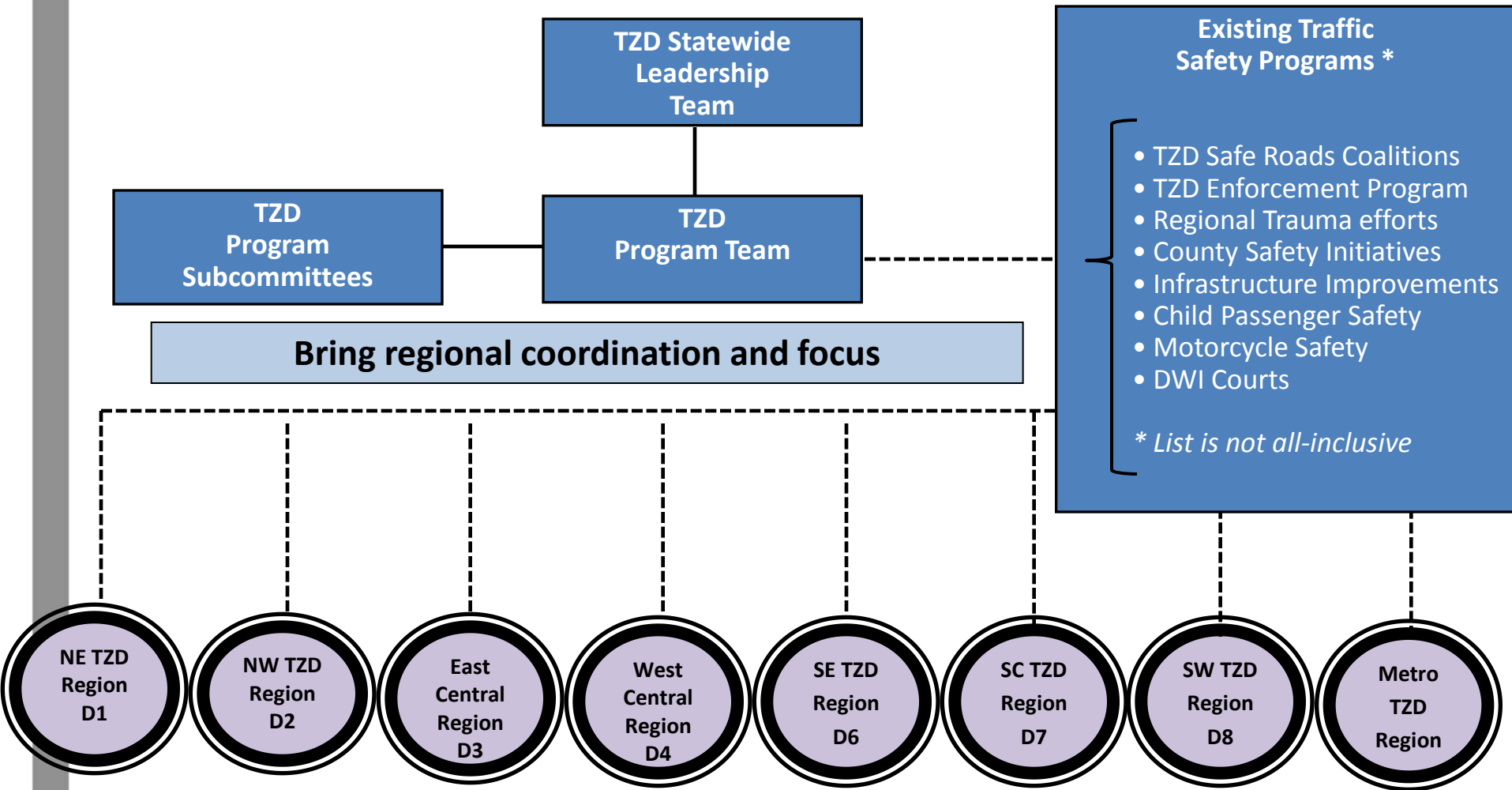
**Goal 1:** Establish the vision of TZD as a priority for all state and local agencies and units of government

**Goal 2:** Create and strengthen traffic safety partnerships

**Goal 3:** Promote and implement effective traffic safety initiatives

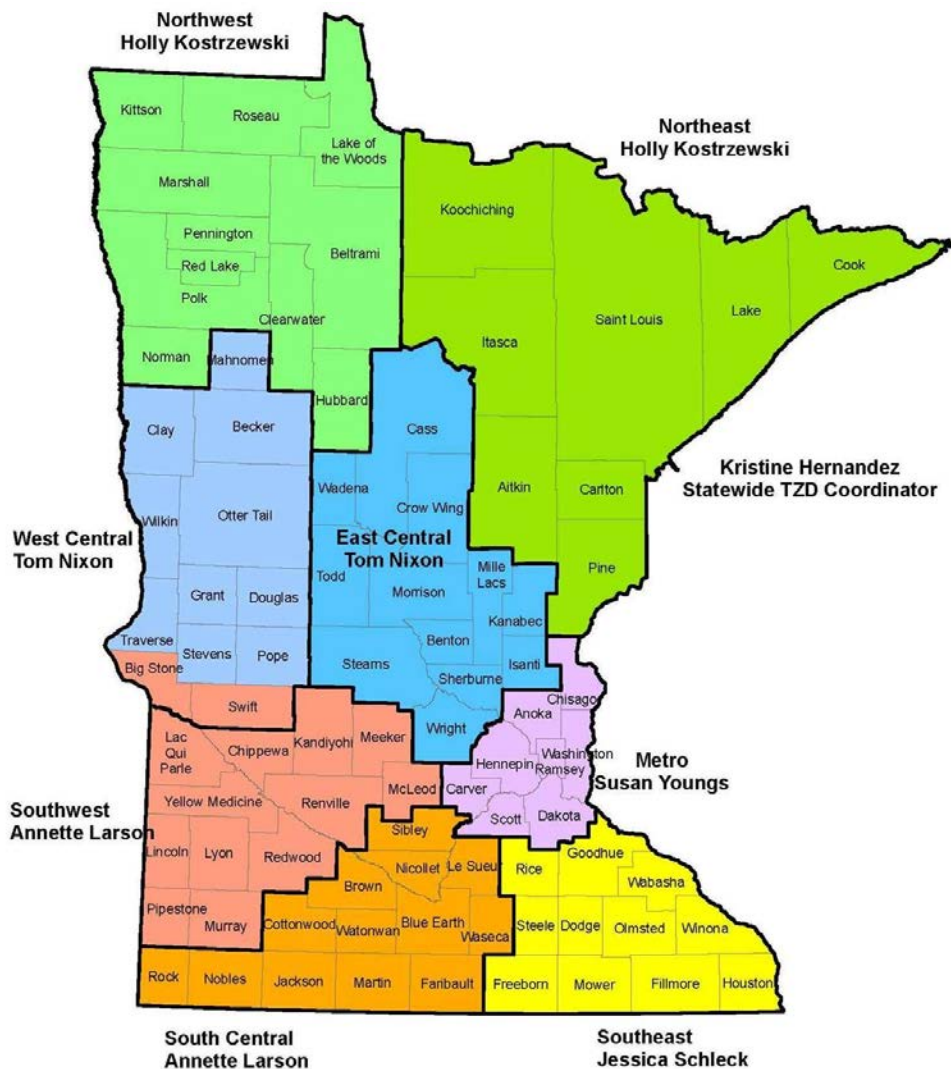


# Program Structure

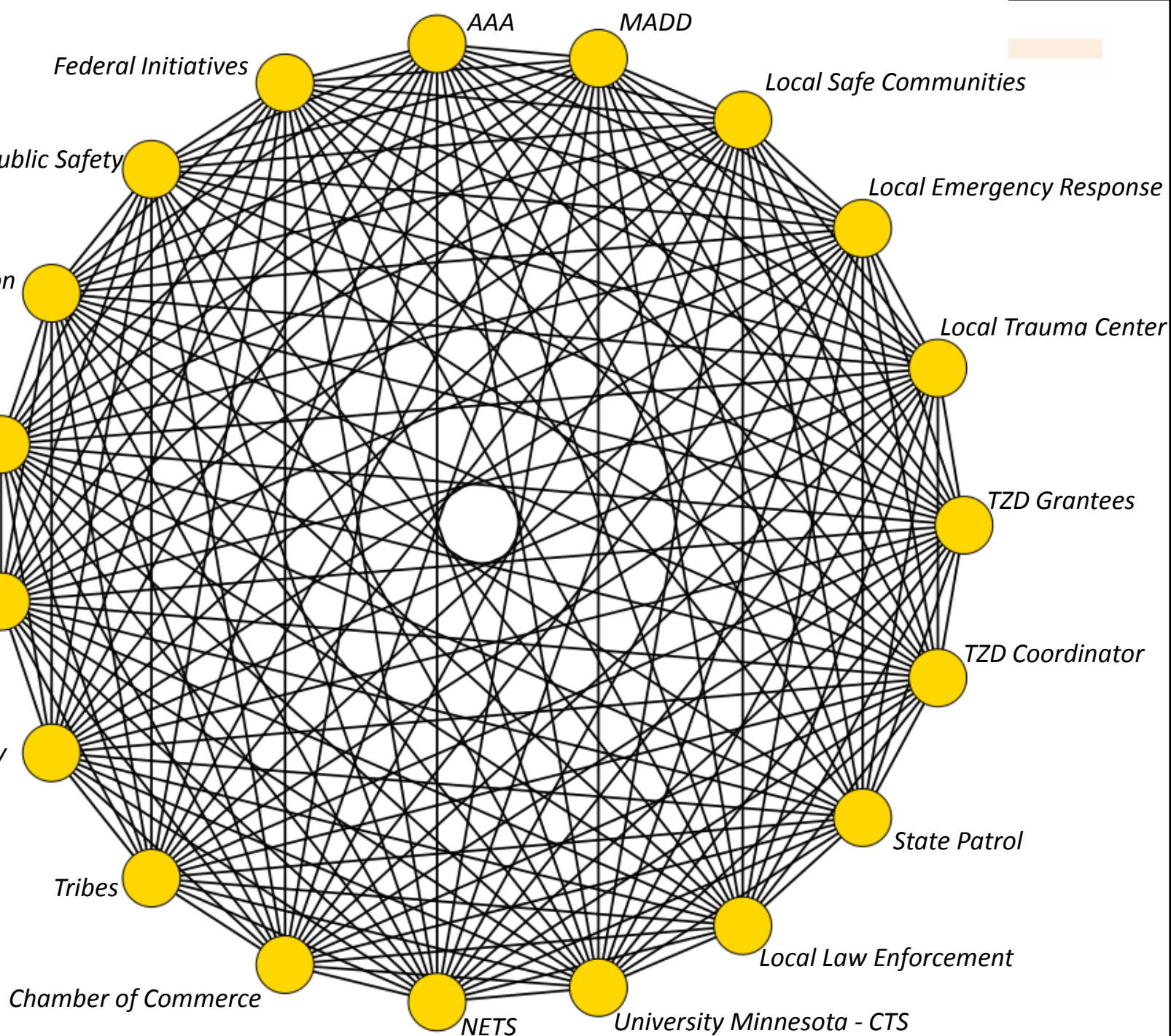


# Grassroots Engagement

## TZD Regions









# Focus Areas

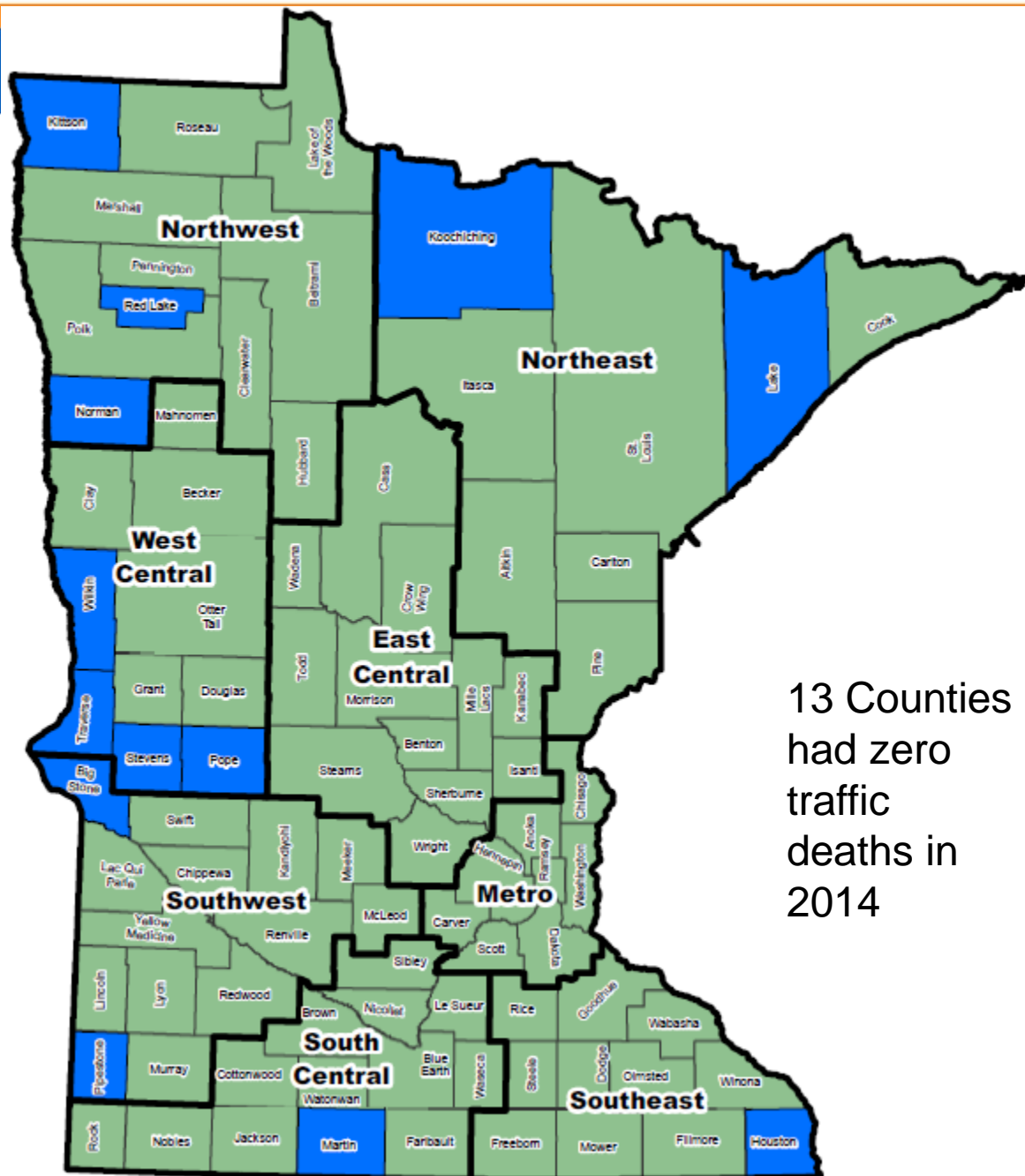
- Speed and Aggressive Driving
- Lack of Seat Belt Use
- Impaired Driving
- Inattentive Driving
- Run off Road
- Intersections



# Zero Fatality Counties TZD Region Map 2014

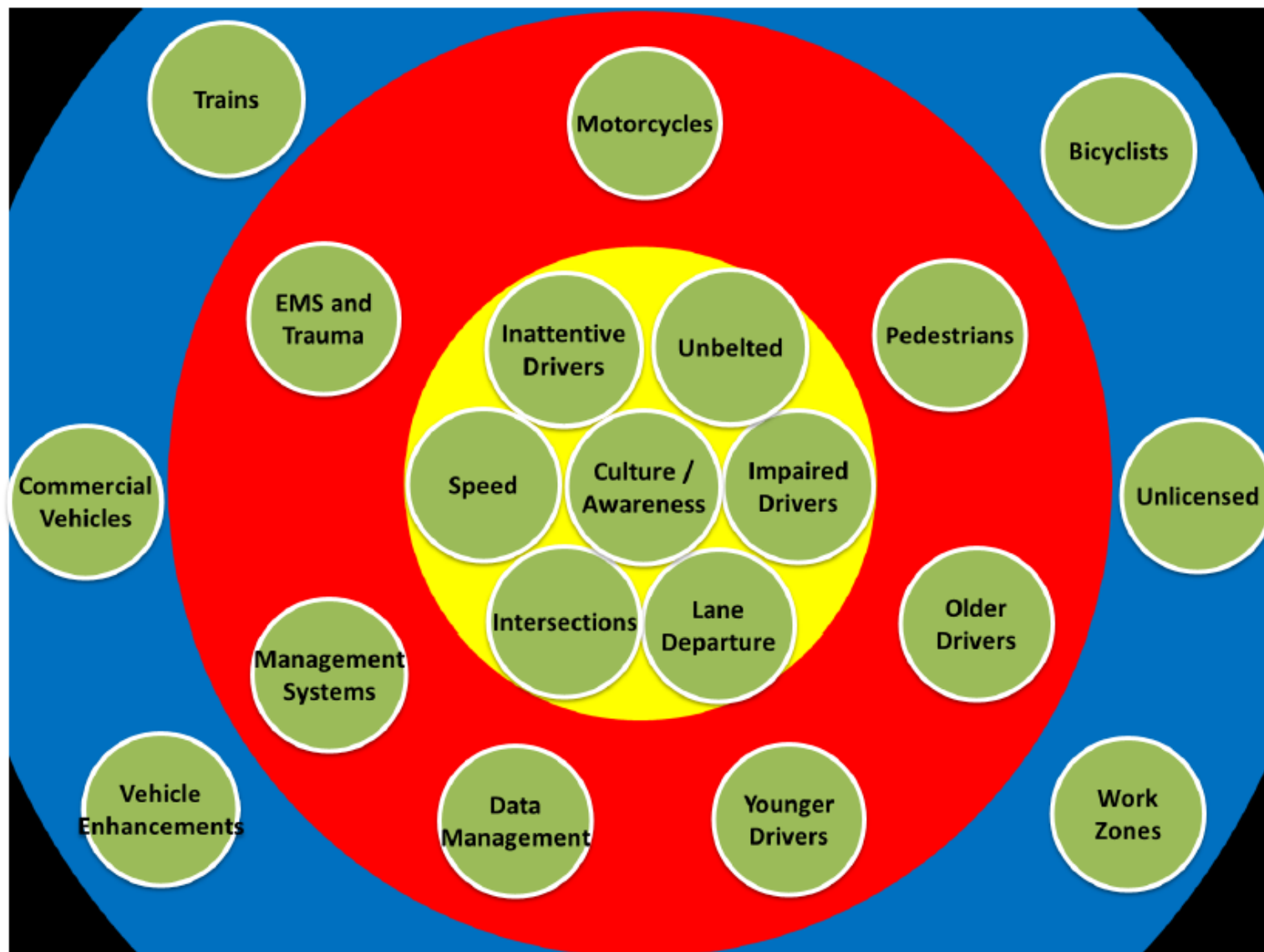
 Zero Fatality County

13 Counties  
had zero  
traffic  
deaths in  
2014



Source: Mn Dept. of  
Public Safety

# Emphasis Area Priorities



# TZD Program Growth

	2003	2014
Seatbelt Use	82%	95%
Cable Median Barrier	0 miles	450 miles
% Treated @ Designated Trauma Hospital	67%	99%
TZD Safe Road Coalitions (funded & unfunded)	< 10	52
TZD Enforcement Grant Agencies	104 (41 grants)	283 (55 grants)
County Safety Plans and District Safety Plans	0	95
Ignition Interlock Participants	0	8,633
TZD Regions with MnDOT & MPS Leadership	0	8
Participants in Annual TZD Conference	110	961
DWI Courts	0	16

# TZD Success Measures in Minnesota

## 2003/2013 Comparison

#	Traffic Safety Measure	2003	2013	% Change
1	Number of Fatal Crashes	583	357	-38.8%
2	Number of Traffic Fatalities	655	387	-40.9%
3	Fatality Rate per 100 million VMT	1.18	0.68	-42.4%
4	Number of Alcohol-Related Fatalities (evidence of any alc by drivers/peds/bicyclists)	255	117	-54.1%
8	Number of Motor Vehicle Occupant Fatalities Known to be Unbelted	261	94	-64.0%
9	Number of Speed-Related Fatalities	195	76	-61.0%
10	Number of Distracted Driving-Related Fatalities	113	68	-39.8%
11	Number of All Fatalities in Commercial Truck Crashes	78	67	-14.1%
12	Number of Motorcyclist Fatalities	62	60	-3.2%
13	Number of Pedestrian Fatalities	52	35	-32.7%
14	Number of Bicyclist Fatalities	6	6	0.0%
16	Number of Teenage (13-19) Fatalities	101	33	-67.3%
18	Number of Senior Citizen (65+) Fatalities	102	86	-15.7%
24	Number of Fatalities in Run-Off-Road Crashes	344	199	-42.2%
25	Number of Fatalities in Intersection-Related Crashes	221	132	-40.3%



# TZD Success Factors

- Commitment to change traffic safety culture
- Collaboration with other traffic-safety advocates
- Promote best practices & lessons learned
- Innovation!



# Legislative Gains

## 2005

- .08 Blood Alcohol Content (BAC)
- Statewide Trauma System

## 2006

- Cell Phone Ban for Provisional/Novice Drivers

## 2008

- Graduated Driver's License
- No Electronic Communications (text, e-mail, web access)



## 2009

- Booster Seat
- Primary Seat Belt

## 2010

- DWI Administrative Sanctions/Ignition Interlock

## 2014

- Parent Component for driver education

# Regional News Conferences & Photo Shoots



# Enforcement

- Highly Visible
- Targeted
- Coordinated state/local efforts





# TZD Work zone Safety Campaign





# Maintenance Efforts



- First responders to a crash – secure scene, advance warning signs
- Setting up clearly marked (or manned) detour routes
- Clearing debris from roadway
- Replace damaged cable median barriers and guardrail

# Traffic Safety Culture



Source: Rusty Clark, flickr

# *Looking Forward*

## **Toward Zero Deaths Goal**

### **2020 Targets**

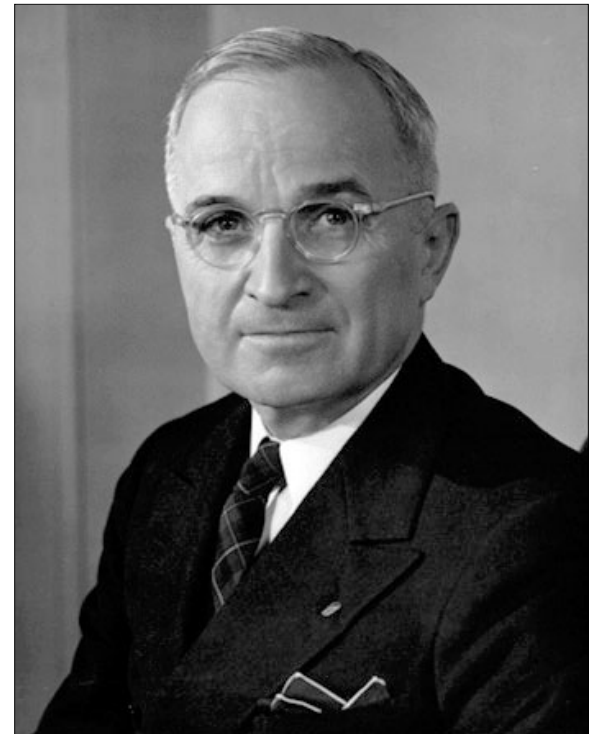
- Less than **300 fatalities**
- Less than **850 serious injuries**



# Minnesota TZD: *11 years of Progress*

*“Its amazing what you  
can accomplish when  
you don’t care who  
gets the credit.”*

**– Harry S. Truman**





# Round Table Discussion:

- Greatest TZD challenges.
- Greatest TZD successes.