

What is the Minnesota Advisory Council on Traffic Safety?

The Advisory Council on Traffic Safety is a legislatively mandated body established in 2023 to advise the governor and key state agencies on improving traffic safety across Minnesota.

What does the Advisory Council do?

The Advisory Council plays a crucial role in shaping Minnesota's traffic safety policies. It serves as an umbrella organization for the Toward Zero Deaths (TZD) program and is involved in various activities to improve road safety, including:

- Advising the governor and the commissioners of public safety, transportation, and health on traffic safety policies, programs, and services.
- Recommending actions related to the Toward Zero Deaths program.
- Encouraging state agencies to conduct research to improve traffic safety.
- Reviewing grants related to traffic safety and state and local traffic safety plans.
- Evaluating recommendations from its working groups.
- Providing guidance on safe road zone measures (as outlined in House File 2887).

Why was the Council established?

Despite years of progress, Minnesota continues to experience too many preventable fatal and serious-injury crashes. The Advisory Council will join efforts across various stakeholders, improving the coordination and effectiveness of traffic safety initiatives. By creating formal partnerships, the council aims to reverse recent spikes in road fatalities and achieve long-term reductions.

Who's on the Council?

The Advisory Council includes leaders from state agencies, nonprofits, traffic safety organizations, and the 4 E's—education, enforcement, engineering, and emergency medical and trauma services. Representatives from the Minnesota Departments of Public Safety, Transportation, and Health serve as chairs of the Council. The Council also includes members newer to the traffic safety community—

such as representatives from education, health, and vulnerable-user groups—ensuring a comprehensive approach to traffic safety.

How can you get involved?

- Join our mailing list at MNTrafficSafetyCouncil.org.
- Attend public meetings and provide feedback. Traffic safety is everyone's responsibility, and the Advisory Council offers an opportunity for all Minnesotans to contribute to safer roads.
- Get in touch! For more information about the council, contact Stephanie Malinoff at malinoff@umn.edu.

Vision

Minnesota envisions a future where all roadway users are safe from fatal and life-changing injuries.

Mission

The Advisory Council on Traffic Safety is committed to guiding Minnesota toward zero fatal and serious-injury crashes by fostering collaboration among stakeholders and promoting innovative safety solutions, best practices, and shared expertise. We offer expert advice to agency commissioners and support communities, practitioners, and policymakers in building an equitable and safe roadway system for all, while leading the state's Toward Zero Deaths program.

To learn more and subscribe to our updates, visit MNTrafficSafetyCouncil.org.