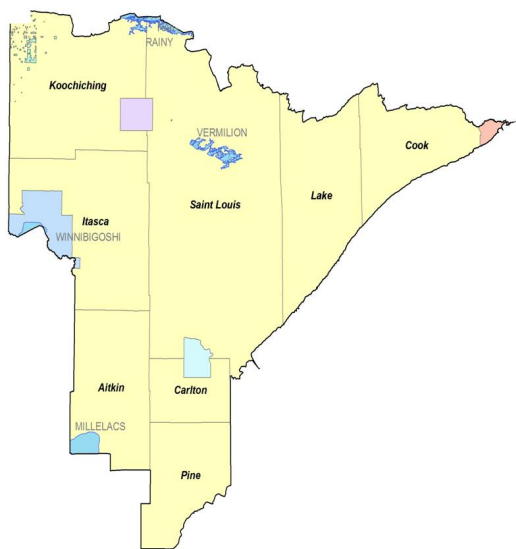


Mission:

To create a culture for which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement and emergency medical and trauma services. These efforts will be driven by data, best practices and research.

Values:

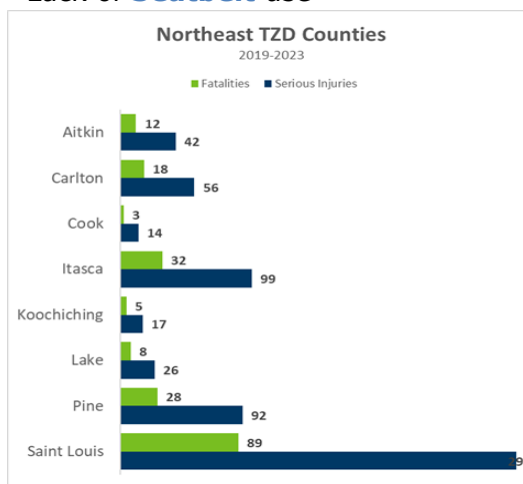
- ❖ Continuous improvements,
- ❖ Engage partners and
- ❖ Evidence-based approaches.



The Northeastern Minnesota Toward Zero Deaths (TZD) program began in 2010. The counties involved include: Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, Pine, St. Louis

The leading cause of deaths and severe injuries in Northeastern Minnesota include:

- ❖ **Alcohol**
- ❖ **Distraction**
- ❖ **Speed** and Aggressive Driving
- ❖ Lack of **Seatbelt** use



The leading type of crash resulting in deaths and severe injuries include:

- ❖ **Careless/negligent driving**
- ❖ **Failure to keep in proper lane**

The Northeastern Minnesota TZD program is led by a steering committee comprised of the "5 Es:"

- ❖ Enforcement
- ❖ Engineering
- ❖ Education
- ❖ Emergency Medical and Trauma Services
- ❖ Everyone - Community members

Northeast Minnesota TZD Leadership Contacts

Engineering

Duane Hill, PE
MnDOT District Engineer
218-725-2704
duane.hill@state.mn.us

Enforcement

Captain Chip Lemon
Minnesota State Patrol
218-302-6100
charles.lemon@state.mn.us

Enforcement

Captain Jason Engeldinger
Minnesota State Patrol
218-735-3721
jason.engeldinger@state.mn.us

Education / EMS

Rahya Geisler
Northeast MN TZD Coordinator
218-830-1477
rahya.geisler@state.mn.us