

MINNESOTA TOWARD ZERO DEATHS WEST METRO REGION

Annual Report

2022-2023

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Contents

Executive Summary	2
Regional Leadership Team	2
Mission	2
Goal 1 – Reduce Fatal and Serious Injury Crashes	3
Metro Regional Summary	4 - 7
Metro Region Toward Zero Deaths County Coalitions	8
Metro Toward Zero Deaths Steering Committee	8
Goal 2 –Partnership Goals	9
Regional Workshop	10 - 16
Observational Seatbelt Survey	17
Community Outreach and Public Engagement Opportunities	18-21

Toward Zero Deaths Metro Region

2022-2023

Executive Summary

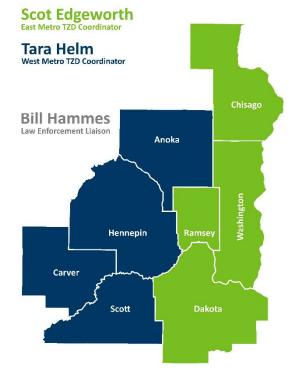
The Metro Minnesota Toward Zero Deaths (TZD) program was established in 2012. This district includes Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott and Washington Counties. The two largest cities in the state are located in this district, Minneapolis and St. Paul, which represent slightly less than half of the state's total population. A systematic approach is used to coordinate a collaborative effort focused on roadway safety issues through the 4 E's (Education, Emergency Services, Enforcement, and Engineering). Strengthening relationships between traffic safety stakeholders in this region is an ongoing effort.

Regional Leadership Team

The East Metro includes Chisago, Dakota, Ramsey and Washington Counties, which is led by Scot Edgeworth. The West Metro includes Anoka, Carver, Hennepin and Scott Counties, which is led by Tara Helm. Bill Hammes, the Law Enforcement Liaison for the Metro Region, serves as a resource to local agencies regarding traffic enforcement programs and information through the Department of Public Safety (DPS), Office of Traffic Safety (OTS).

The Metro Minnesota TZD Leadership Team includes:

- Captain Travis Schaap, Minnesota State Patrol District 2500
- Captain Gordon Shank, Minnesota State Patrol District 2400
- Scot Edgeworth, East Metro TZD Program Coordinator
- Tara Helm, West Metro TZD Program Coordinator
- Steve Misgen, MnDOT, Director of Metro Maintenance Operators



Mission

To move metro Minnesota toward zero deaths on our roads, using education, enforcement, engineering and emergency services.

Goal 1 – Reduce Fatal and Serious Injury Crashes

To continuously decrease traffic related fatalities and serious injuries in metro Minnesota from the past 5-year average (2018-2022).

Note: New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.

Objectives:

- A. To continuously increase regional seat belt use rates.
- B. The overall statewide seat belt use rate was 93.7% in 2023. The regional seat belt rate was 93.2 in 2022, compared to 94.4% in 2021.
- C. To examine the characteristics of the unbelted fatalities and serious injuries. Calculation of seat belt use in fatal and serious crashes is possible with existing data.
- D. To continuously decrease the following:

Five Year Averages: Metro TZD Region

	Metric	Impaired	Speed	Distraction	Unbelted	Total
CRASHES	K Crashes	52	50	9	25	146
	A Crashes	158	141	57	56	681
0	K+A Crashes	210	191	66	81	827
	Fatalities	57	55	9	25	156
INJURIES	A Injuries	198	180	69	68	792
	K+A Injuries	255	235	78	93	948

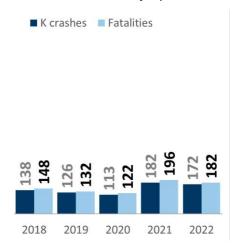
2022 Outcomes: Metro TZD Region

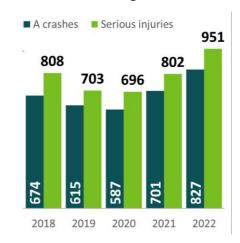
	Metric	Impaired	Speed	Distraction	Unbelted	Total
S	K Crashes	75	56	7	25	172
CRASHES	A Crashes	177	150	53	60	827
	K+A Crashes	252	206	60	85	999
	Fatalities	81	59	7	22	182
INJURIES	A Injuries	226	200	58	74	951
	K+A Injuries	307	259	65	96	1,133

Metro Regional Summary, 2018-2022

Regional Crash Trends

731 fatal and 3,404 serious injury crashes occurred in the Metro Region, 2018 to 2022.

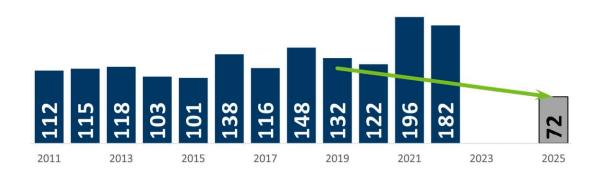




Looking Forward

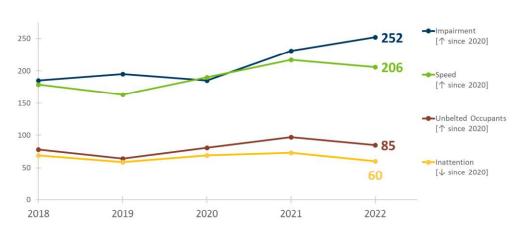
To achieve our 2025 statewide goals of no more than 225 fatalities and 980 serious injuries, the necessary progress that needs to occur each year in the metro region is seen below.

Metro Regional Progression to 225 in 2025

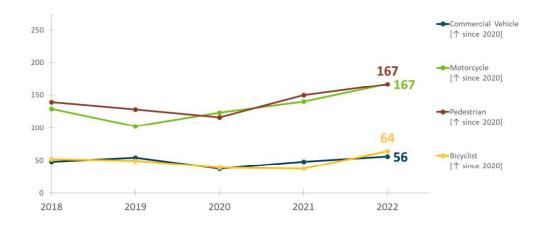


Metro Regional Summary

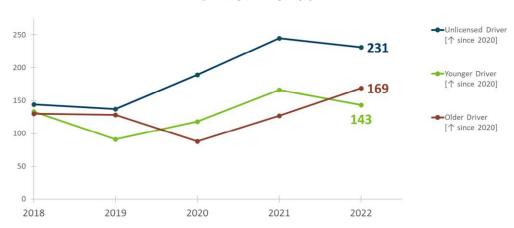
Behavior Trends



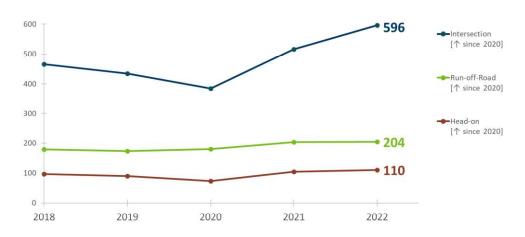
Mode Trends



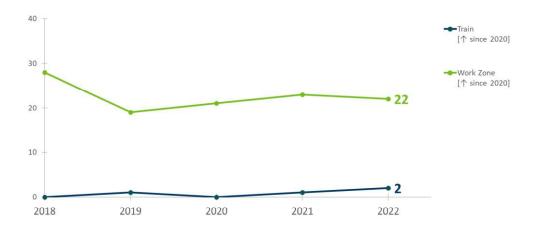
Driver Trends



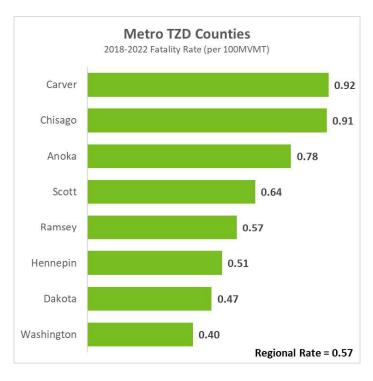
Engineering Trends

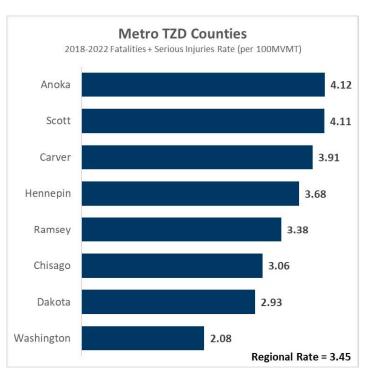


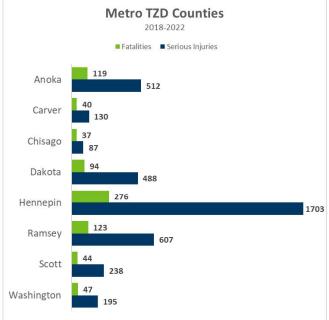
Complex Environments



Metro Regional Summary







Metro Region Toward Zero Deaths County Coalitions

The Metro Toward Zero Deaths Region has active, unfunded, county coalitions in the East Metro District including Chisago, Dakota, Ramsey, and Washington Counties. Each county coalition has a volunteer coalition coordinator(s).

Building capacity with key stakeholders to form coalitions in the West Metro is ongoing.

West Metro Toward Zero Deaths County Coalitions

Anoka County

We had the opportunity to engage with community members multiple events this year, including the Anoka County Sheriff's Office Open House. We participated by bringing the seat belt convincer to these events, had many traffic safety materials available for distribution to the public, and also discussed car seats with families.

Carver County

Conversations about beginning a traffic safety coalition in the future are ongoing.

Hennepin County

The Hennepin County Toward Zero Deaths Program Coordinator created an action plan, and they are currently working on forming an internal county-wide coalition. Some outreach in high schools has begun to engage youth.

Efforts with the Highway 12 Coalition in the western part of the county are ongoing with bimonthly meetings with a new coalition coordinator this year.

Scott County

Efforts to support the Scott County Prevention Coalition (SCPC), through the Scott County Public Health Department, as a Drug Free Community (DFC) Coalition continue. This group works to prevent substance abuse and shares messaging about TZD-related activities with their distribution list. Meetings are on a bi-monthly basis virtually.

Metro Toward Zero Deaths Steering Committee

The Metro Toward Zero Deaths Steering Committee brings together regional traffic safety experts and leaders from each county in the metro to work together at a regional level to guide our metro regional traffic safety efforts. This group changed structure this year, and began meeting back in-person with a call-in option.

Goal 2 – Toward Zero Deaths Partnership Goals

To continuously increase TZD awareness and partnerships across the metro area of Minnesota for both the general public and traffic safety professionals.

1. Establish the vision of TZD as a priority for all region, county, city (government agencies)

- A. Engage local government involvement in TZD steering committee and workshops
- B. Educate/promote traffic safety awareness of city/county officials
- C. Promote city/county employee education/policies that facilitate the TZD vision

(Activities: Recruitment of city and county to attend TZD events, giving TZD presentations to boards/councils, mailings/connections to Network of Employers for Traffic Safety (NETS))

2. Create and strengthen partnerships in the region

- A. Engage stakeholders
- B. Develop networking relationships
- C. Recruit membership of the TZD partnership

(Activities: EMS Conference booth/presentation, regional workshop, web, calendar, statistics, workshop, orientation)

3. Promote and implement effective traffic safety initiatives in the region

- A. Develop and distribute resource materials
- B. Provide enforcement wave support in community
- C. Promote evidence based countermeasures
- D. Collect data and statistics within region
- E. Implement best practices within region

(Activities: web, brochure, one-pagers, presentations, news advisories, workshop, seatbelt observational survey and omnibus survey, media messaging and media events, news releases re: activities woven into existing messages, worksite education and policy development, parent component to driver's education, sober cab development, youth enforcement and education activities)

Regional Workshop

The 9th Annual Metro Toward Zero Deaths Regional Workshop was held in-person at the Earle Brown Heritage Center on Tuesday, May 9, which focused on reflecting back over the last 20 years and looking forward to continue to prevent traffic crashes.



Metro Minnesota Toward Zero Deaths Regional Workshop Heritage Center 6155 Earle Brown Dr., Brooklyn Center Tuesday, May 9, 2023 8:30 a.m. – 3:30 p.m.

Agenda

8:30 a.m.	Registration and Continental Breakfast
9 a.m.	Wolkcome to 20th Anniversary of TZDI: Scot Edgeworth, East Metro TZD regional coordinator, MnDOT Metro District; and Tara Helm, MPH, CPST, West Metro TZD regional coordinator, DPS Office of Traffic Safety; and Michael Barnes, district engineer, MnDOT Metro District and Metro TZD regional co-chair
9:15 a.m.	The Way We Were and Where We Are Headed Bernard Arsenegu, PE, PTOE, director, HOR's Highways and Roads Recognizing the progress of where we were when the Toward Zero Deaths Program began and where we are now.
9:30 a.m.	Crash Data Presentation: What's the data tellingus? Maxwell Mareland, PE, PTOE, traffic safety crash data engineer, MnDOT Office of Traffic Engineering. Recent trends in traffic fatalities and serious injuries statewide are concerning. Are there certain crash types that have contributed to this rise? Were the past years a brief spike or are we seeing a new trajectory? Review regional crash trends with an eye towards the Strategic Highway Safety Plan and potential opportunities for future strategies.
10 a.m.	Brook
10:15 a.m.	Roadway Safety Community Conversations Conversations facilitated by Lisa Kons, traffic safety programs manager, Minnesota Safety Council and Tom Musick, transportation safety program coordinator, Hennepin County Public Works This interactive discussion will look at high-crash corridors (both, urban and rural) in the 8-county metro area. All roadway users' ideas will be explored and incorporated into potential improvements that can be made to prevent future crashes.
12 p.m.	Lunch & Exhibits

1 p.m. Focusing on What Matters

Amber Peterson, managing portner, Peterson & Perme Associates

Quite often, people feel overly impacted by their environment and helplass to change what's going on in their own mind. Yet, our mindset jattitude and beliefs is greatly impacted by what we choose to focus on. Who do we surround ourselves with? What is important that we should focus our energy? What boundaries should we hold around our values? This session will guide participants to examine what they are focusing on in their lives, decide if it's what they truly want, and empower them to make the changes they see they need to live a more fulfilled and satisfied life.

2 p.m. Break

2:15 p.m. Puffing Weeds in the Legislative Garden

Invited speakers: Craig Flynn, deputy director, Department of Public Safety Office of Traffic Safety; Brian Sarenson, state traffic engineer, Department of Transportation Office of Traffic Engineering. An update on state legislative changes that impact readway safety will be highlighted. This session will provide an overview of important bills that have been passed and what can be

expected moving forward.

3:15 p.m. Wrap up

Capt. Jason Bartell, Minnesota State Patrol, District 2500 and metro TZD regional ca-choir

3:30 p.m. Adjourn

Please take time throughout the day to visit the traffic-safety exhibit tables for reference materials and ideas to implement in your communities.

TZD Regional Workshop Evaluation QR Code



Heritage Center WiFi Network: Earle Brown Client Access Possword: Thirty30Years



Minnesota Toward Zero Deaths

2023 Metro Regional Workshop

Evaluation Summary

Heritage Center, Brooklyn Center Tuesday, May 9, 2023

Number of participants registered: 119

Number of participants registered plus walk-ins: 126

Total number of attendees (includes pre-registered plus walk-ins minus no-shows): 107

Number of Qualtrics evaluations complete: 26

Number of Exhibitors: 9

General Sessions	Average Rating (out of 4.00)
Welcome to 20th Anniversary of TZD!	3.15
The Way We Were and Where We Are Headed	3.42
Crash Data Presentation: What's the data telling us?	2.85
Roadway Safety Community Conversations	3.04
Focusing on What Matters	2.87
Pulling Weeds in the Legislative Garden	3.14
Wrap Up	3.38

Arrangements	Average Rating (out of 4.00)	
Convenience of the Registration Process	3.88	
Location of the venue	3.50	
Facilities were comfortable and appropriate	3.85	
Food served for meals and breaks was satisfying	3.85	
Electronic participant materials were helpful and useful	3.50	
Exhibitors were informative	3.13	

Page 1 of 5

Comments about the general sessions.

- The Roadway Safety Community Conversation could include all E's. Too focused on engineering.
- Consider including ethics session at future workshops
- This was my first time attending a TZD workshop. I am a "traffic safety advocate," I guess. I am simply fed up with seeing my fellow Minnesotans killed by cars when it could have been prevented.
- I left with a very pessimistic outlook on TZD. The impression I got is that all of the low hanging
 fruit had been picked in the early days (cable barriers, rumble strips, etc.) and that we are waiting
 around for the 'next big thing.' It was very clear that no one there knows what the next big thing
 is.
- The numbers of theoretically saved lives did not sit well with me either. The trend of annual
 fatalities in MN from 2000 to today seemed to follow the national trend. I am not saying that TZD
 has not had any positive effect, but the presenter took credit for all of the difference between a
 horizontal line around the 2000 numbers and the actual line. There didn't seem to be any attempt
 to adjust for the national trend, that's not right.
- All of the discussion was focused on drivers and their safety. There was virtually no mention of
 pedestrians or cyclists, and how jurisdictions can protect vulnerable road users. I believe it is
 MNDOT's stated goal to reduce VMTs and there is growing interest in the state to promote multimodal and active transportation but MNDOT seems completely unprepared to provide safe travel
 for those transportation users.
- It is clear to me, after today, that traffic engineers in MN still prioritize vehicle speed and convenience over safety. And the best they have got today is roundabouts and a Sisyphean desire to change the culture of driving.
- On a positive note, I liked the suggestion that we should make everyone retest for their driver's
 license every couple years, I was glad to hear that from someone sitting at the reserved table.
 Speed governors good. And the younger person that pointed out that the intersection on
 University Ave had no pedestrian access even though it was in between a shopping mall and a
 Target, she seemed to be one of the only people there with the right mindset to get us to zero.
- . I enjoyed the "way we were" very much, but didn't get a lot of info on "where we are headed?!"
- · Crash data presentation was so fast that I couldn't even get a grasp of the slide before it vanished.
- Roadway Safety conversations seemed very engineering-focused. It was interesting, but I wished
 more of the E's were brought into this discussion.
- · Legislative updates are always fascinating to me, so thanks for the updates.
- Loved Capt. Bartell's wrap up. Break down those silos, who cares to gets the credit, strengthen
 the partnerships and find new partners!!"
- Thank you for putting on the regional training session. It was good to get together and talk about the next big idea to improve safety! Looking forward to action.
- I thought the day could have been condensed considerably. Every session was done 15 min early and the breaks were really long.
- I've valued previous TZD workshops, but honestly I didn't get much out of this one. I ended up leaving early because I'm very busy and I couldn't justify sitting through another 30 minute break.
- You seem to be struggling with making this a "workshop" so just call it a conference. Most of us
 are looking for information that can help us. The Community conversations was particularly a
 waste of time. What was I supposed to learn/take away??? Seemed like an exercise just to fill
 time. Focus on what TZD is DOING and what we can DO to support it.
- At times it was difficult to hear presenters/participants

- More direction would have been helpful for the community conversations- perhaps have folks focus on two or three counties of their choice first before moving on to others
- I really enjoyed this workshop and thought that everyone did a fantastic job!
- Some of these could have taken more time than they did. I wish we would've taken more time to
 discuss the Roadway Safety Community Conversations. I also would like to hear more from the
 MnDOT Traffic Safety Engineer(s) that was a really valuable presentation. Bernie did an
 outstanding job of setting the table and setting the course for the entire program. Overall, very
 well done.
- Appreciated the table work and interaction with others. Mixing it up. Great variety but back to data
- I think the information presented was good. I think some of the information could have been
 presented better.
- Perhaps a seating arrangement could be used next time, to force people to interact with people from other divisions.
- I really appreciated the Roadway Safety Community Conversations great way to better
 understand how the various roles in safety view the situations and work towards improvement.

Please write any comments on the arrangements (registration, location, food, materials, and exhibitors)

- It would have been nice if all of the slide decks had been provided before the event. Some
 presenters had detailed slides but they went through them too quickly to be useful.
- Any thoughts on rotating the workshop between Mpls. and St. Paul/Ramsey County? Get new people potentially, or opportunities? Just a thought.
- Loved the new room this year, much less congested! Staff were professional and caring I saw one server ask to help a gentleman carry his lunch plate as he had a cane.
- Exhibitors were very informative and knowledgeable about their materials. I enjoyed talking with several of them.
- Food was fantastic, hello!!!
- It would be nice to hear from all the E's about what they are doing to reduce crashes."
- The food and beverage service was really great. Overall wonderful event and venue.
- The location was not accessible (or very difficult to access) by transit or bike
- Amazing job on the catering. I normally have a difficult time with lunch as a vegetarian, but I had
 lots of delicious options.
- It's a nice routine to have the same location.
- Love meeting with the exhibitors. Seemed there were less but still a good variety in resources.

Do you have suggestions for topics you would like to see offered at future workshops?

- Ethics
- "The one workshop session (I'm not counting the wheel thing) was fine. But the presenters did
 not seem very prepared. Maybe you should consider hiring a professional facilitator next year. Or
 at least make more of the sessions workshop, quantity over quality.
- Showcase innovative projects and provide some information about the outcome. Include both successful projects and 'failures.' What went right and what went wrong
- Pedestrian and bicycle safety fundamentals. These were not brought up at all so virtually anything would be an improvement.
- The intersection of TZD and other topics such as equity, active transportation, climate, etc.
- Safe Systems apparently it is one of MNDOT's pillars, but they also need a consultant to do it for them, so it sounds like everyone could use a refresher.

Page 3 of 5

- Maybe this was covered last year but other than the data session there was no discussion of the
 huge spike in the last 2 years. I understand everyone is hoping it was a one-off and that numbers
 will go back down. But TZD should works in good years and bad years. Just because there was a
 pandemic doesn't mean that the spike is not a huge failure. You need to talk about the spike, why
 it happened, and what you are going to do to prevent it from happening again."
- What are other states doing to reduce crashes? What are we missing or can steal?
- Need to really work on marijuana messaging to reach those audiences that think they are "ok to drive!" What else can we do??
- What are we doing for Safe Systems integration and Traffic Safety Culture?
- Marijuana related topics will be important going forward.
- What proactive steps are being taken to learn from other states managing driving issues associated with impairment driving i.e.: alcohol, cannabis, aging drivers, etc.
- A topic on fixing the issues at certain locations through our own area where we see trouble and coming to a solution.
- Review of TZD modernization plans.
- No equity focus or mention in the presentations this year
- Encouragement or how-to's for collaborating with other departments/fields of work! For
 example, pedestrian/bicyclist safety and complete/green street design; minimizing crashes by
 simply minimizing the number of cars on the road (transit. We need all hands on deck to achieve
 this goal
- Community based initiatives, what partnerships have worked (including those with communities and other municipalities)
- Sustainability session- how safety and sustainability are linked and can be complementary
- Examples of funding uses and applications of new initiatives (case studies from other locations and lessons we can learn from their successes and challenges)
- Safety on transit and options (i.e. issues of violent crimes on transit)
- Acknowledgement of history, legacy, and current issues of transportation planning and enforcement, alternatives to enforcement,
- Prepare/educate participants in having difficult conversations to advocate for justice/antiracism in their work
- Acknowledge disparities in traffic stops- community safety is inherently tied to the public health crisis of racism
- A presentation on a relevant new research project that relates to this would be helpful.
- Data. Trends. Youth/new drivers. Immigrant or ESL drivers. Campaigns I can take back to my community
- More information on what education is being imparted by Education folks.

What are your suggestions for building and maintaining support for this region's Minnesota TZD program?

- Start a Hennepin county coalition
- Shift some of the education effort to educating the public about the purpose and benefits of
 traffic safety improvements, and how they can improve the experience of both drivers and
 pedestrians. A lot of people push back against these things because they don't understand traffic
 engineers have been pushing for wider lanes, wider of turns, bypass lanes, and level of service for
 decades. People genuinely think that faster is safer, because that is what they were taught.
- I got the impression that there is still an attitude of blame within the professional community.
 And doubt about the righteousness of the goal, especially on the engineering side. The police see

the carnage and maybe they blame the victim but they are still committed to preventing the same thing from happening again. Engineers still seems to prioritize speed and convenience over safety because they are safe in their big SUV, never leaving urban highways on their way to the office, or they work from home. I'm sure the people in a TZD department or team believe in the goal but you need to convince everyone within the engineering, maintenance, education, enforcement, etc. departments before you can hope to convince the wider community.

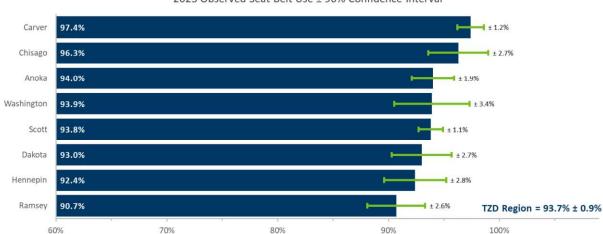
- Who is missing at the table? It didn't look like a lot of law enforcement were present today. That
 was disappointing. We want to support them, but they are too stretched!
- What partners can we bring in? Do a brainstorm on "who is missing" and how do we get them there? What can we give them to get participation??
- Continue to strengthen the relationships and work collaboratively.
- We discussed this and I think working together like Highway 12 Safety Coalition will improve this
 metro region for TZD.
- Shift from enabling and telling to providing helpful services.
- Obtain public participation (e.g. TZD Day, evangelize and support youth groups).
- Communicate and report progress following a TZD modernization plan, share learned lessons, and create an agile culture that is willing to adjust without bureaucracy.
- Continued education (communities/residents and public officials)
- Encourage collaboration across fields of work and how to approach difficult conversations
- Maybe involve more politicians? Mayors, state reps, etc.
- Continued collaboration and members to think out of their silo. Share the great ideas. Gain partners.
- I think these types of workshops are good to have on a regular basis so people can see faces and get to know one another.

Any other comments or suggestions are welcome

- I went to this event hoping to be encouraged by the state's efforts but left discouraged. I will
 continue to advocate for the lives of my fellow Minnesotans but I probably won't attend this
 event next year.
- These workshops (and they should be workshops) are super valuable. I like getting information
 and then thoughts on how I can bring those ideas back to my community.
- Thank you!
- I liked the breakout to discuss the intersections some crash data would be helpful.
- I would love to see more how-to's, case studies of other initiatives, information on collaborating across different fields of work
- Great job. Thank you for all of your work on this.
- Thanks to the planning team for their work on arranging the speakers, information, and process.
 Your time is appreciated.

Observational Seatbelt Survey

The 2023 observed seat belt usage in the Metro Region was slightly higher than in 2022. The survey was conducted during the week of April 24-28, in which 25,973 occupants were observed at 164 intersections.



2023 Observed Seat Belt Use ± 90% Confidence Interval

Regional Results

Seat belt use in the Metro TZD Region is relatively stable since the first survey in 2020 (93.8% in 2020, 94.4% in 2021, 93.2% in 2022, and 93.7 in 2023).

Results by County

Table 2: 2023 Observed Seat Belt Use by County

County Name	Seat Belt Use Rate, %	Relative Error, %	Weighted Occupants
Anoka	94.0 ± 1.9	1.2	4,749
Carver	97.4 ± 1.2	0.7	2,325
Chisago	96.3 ± 2.7	1.7	1,482
Dakota	93.0 ± 2.7	1.8	3,188
Hennepin	92.4 ± 2.8	1.8	4,727
Ramsey	90.7 ± 2.6	1.7	2,540
Scott	93.8 ± 1.1	0.7	3,291
Washington	93.9 ± 3.4	2.2	3,672
TZD Regional Total	93.7 ± 0.9	0.6	25,973

NOTE: Seat belt use reported with a 90% confidence band.

Community Outreach and Public Engagement Opportunities

The activities listed below provide a snapshot of the ongoing work in the region, offering a glimpse into the range of efforts and initiatives in progress. However, it's essential to note that this list is not exhaustive, as there are many more projects and endeavors contributing to the region's growth and development that may not be included here, as we strive toward zero deaths.

Minnesota Safety & Health Conference

Tuesday, May 2- Wednesday, May 3, 2023

TZD was invited to exhibit with traffic safety information for health and safety
employees. In the exhibit hall, demonstrations of the seat belt convincer were
performed to discuss how a seat belt is necessary safety equipment that should be worn
during work and personal times.



Blaine Safety Days

Saturday, June 24, 2023; 4-7pm

A crashed car, pedal cart with cones as an obstacle course and impairment goggles, and
the seatbelt convincer were all available for safety day attendees to try out during this
event to show the importance of driving sober, driving safe speeds, paying attention
behind the wheel and buckling up on every ride.











Minnesota State Fair

Thursday, August 24-Monday, September 4, 2023

 Fair goers had the opportunity to learn about impaired driving with a focus on cannabis legislation information and how to stay safe when driving. A spin-the-wheel was available to engage with attendees. The questions focused on cannabis possession in vehicles, cannabis effects on driving, penalties when driving impaired, and prevention efforts in the state.



Anoka County Sheriff's Office Open House

Thursday, September 21, 2023; 4-7pm

This year, the seat belt convincer was brought to the open house as a way to engage
with the public. Community members learned about the importance of wearing their
seat belt each and every time they get into a vehicle. Many attendees had questions
about booster seats for their children, regarding how to know when they can sit safely
on the vehicle seat without a boost.

