

State of Minnesota

East Metro Region Annual Report

2024



Scot Edgeworth
MnDOT
10-25-2024

Contents

Mission	2
Background	2
Metro Region Data.....	2
Regional Leadership Team	3
Steering Committee	3
TZD Safe Road	3
Regional Workshop.....	3,4
Local Road Traffic Safety Workshops.....	4
Impact Teen Driver.....	5
Anoka County Comprehensive Safety Action plan.....	5
Regional and Metro Crash Data	5,6,7,8
Metro Strategic Plan and Regional Goals	9,10
General Traffic Safety Trends.....	11
Observational Seatbelt Survey.....	12
Regional Impaired Driving Efforts	13
Regional Distracted Driving Efforts.....	13
Regional Seatbelts and Child Passenger Safety Efforts.....	14
Community Outreach and Public Engagement Opportunities	,15,16
Accomplishments.....	16
MnDOT Meetings and other efforts.....	17
Summary	18

Mission

The Mission of the East Metro Toward Zero Deaths roads is to provide an integral system of safety that will engage our entire society, promote zero traffic fatalities, and stop serious injuries. This system is data driven and implemented by education, engineering, enforcement, emergency medical and trauma services. Through our partnership and collaborated efforts we can reach zero deaths on our roads.

Background

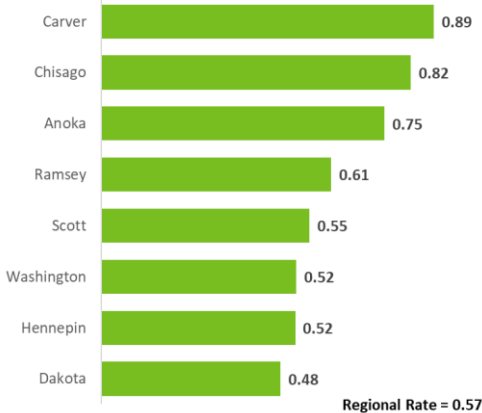
The 4'Es in traffic safety began in 2012 in the eight (8) county Metro. I will continue to grow and foster these relationships in Minnesota's Toward Zero Deaths Metro Region. The Metro has two of the largest cities, St. Paul and Minneapolis which is home to about half of the state's population. Comparing Crash data to other regions in the state may differ.

Metro Regional Death Rates

Metric	Total Count		Average	Avg. Annual Percent Change		
	2023	2019-2023	5-year Avg.	Region	Statewide	
CRASHES	K Crashes	135	728	146	+5.7%	+3.8%
	A Crashes	807	3,537	707	+9.3%	+8.2%
	K+A Crashes	942	4,265	853	+8.7%	+7.3%
INJURIES	Fatalities	146	778	156	+6.2%	+3.9%
	A Injuires	931	4,083	817	+9.1%	+7.8%
	K+A Injuries	1,077	4,861	972	+8.7%	+7.1%

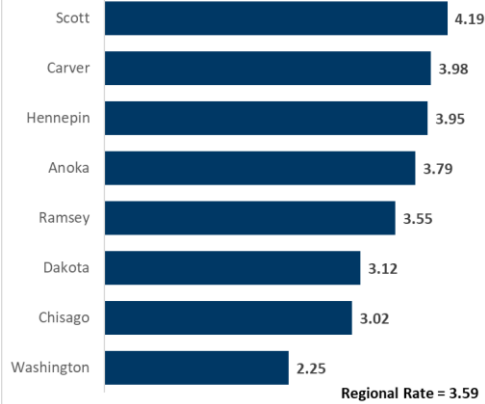
Metro TZD Counties

2019-2023 Fatality Rate (per 100MVT)



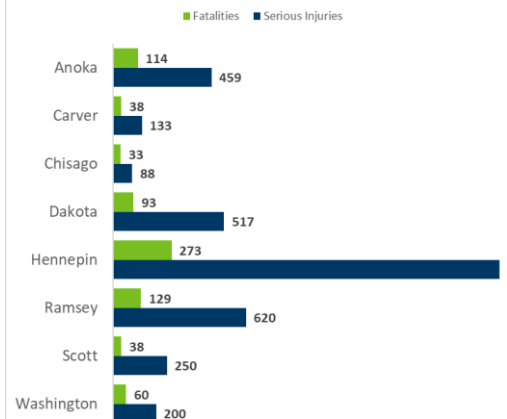
Metro TZD Counties

2019-2023 Fatalities + Serious Injuries Rate (per 100MVT)



Metro TZD Counties

2019-2023



Regional Leadership Team

The leadership team consist of two (2) new Minnesota State Patrol Captain's Gordon Shank, and Captain Jill Frankfurth, MnDOT Director of Metro Maintenance Operations Steve Misgen along with Metro TZD Coordinators, West Metro (Vacant) and East Metro, Scot Edgeworth.

Steering Committee

Moving through some similar challenges seen in 2023 we are noticing an increase in fatalities for 2024, however still higher than pre-pandemic levels. The risky driving behaviors such as speed, impairment, distractions, and seatbelts still are concerns. Since the MN Legislature has passed/allowed the sale of recreational cannabis: MN Office of Traffic Safety is conducting research pilot program collecting oral swabs samples. The samples are voluntary and cannot be used as evidence at this time. The Metro Steering Committee has kept our traffic safety efforts moving forward and continued to meet virtually and in person as needed. The Steering Committee is well represented by most of the county coalition chairs. They take an active role in championing our efforts locally.

TZD Safe Road

Safe Roads Grant Coordinators Nick White and Duane Siedschlag DPS/Office of Traffic Safety continues to offer opportunities to network and discuss traffic safety efforts with other Safe Road Grant Coordinators. They continue to supply information to TZD Coordinators on updates.

Regional Workshop

The 2024 TZD Regional workshop was held in person on Thursday, May 23, 2024, at the Heritage Center in Brooklyn Center, MN.

Agenda Topics for the workshop: *

- *** Complete Streets**
 - *Sonja Piper, Active Transportation Safety engineer, MnDOT Office of Traffic Engineering*
Learn how to apply a Complete Streets approach to design roadways that serve all users safely. This session will provide foundational information about what it means to apply a Complete Streets approach and how Complete Streets connects to the safe system approach. Attendees will also learn about MnDOT's updated Complete Streets Policy and what they can expect, along with best practices and lessons learned from project case studies in Minnesota.

- *** Traffic Safety Camera Pilot Project**
 - *Ethan Fawley, Vision Zero coordinator, city of Minneapolis*
Camera enforcement is proven to be effective at preventing crashes. The city of Minneapolis is working to develop a pilot program for traffic safety cameras and will provide an overview of the current efforts. This pilot for speed and red-light cameras requires legislative changes.

- *** Strategic Highway Safety Plan: Minnesota Needs YOU!**
 - *MnDOT Staff and Alliant Engineering*

Every five years, the Minnesota Strategic Highway Safety Plan (SHSP) is updated. It is time to update the plan – and we want your ideas! Through interactive activities and discussion, help prioritize emphasis areas, identify, and rank strategies and suggest local champions to assist with developing a plan that works for Minnesota.

- *** Impact Teen Driver**
 - *Annette Larson, State TZD Program and Operations coordinator*

This NEW statewide program, geared toward 10th grade students is high-energy and interactive! The 60-minute presentation includes real stories and statistics that connect with teens – empowering them to make good choices not only when they are behind the wheel, but also as a passenger. Learn how you can help teen drivers and their passengers stay safe.

- *** How to build a Coordinated Community Outreach Event**
 - Moderator: *Scot Edgeworth, East Metro TZD regional coordinator*

See how other agencies coordinate and develop these events. Opportunities like these can open communication, provide information, obtain feedback, and include those we so proudly serve. The following presenters will provide an overview of ways to create an engaging and productive event.

 - **Hopkins Police Department**
Anne Marie Buck, Police Service Liaison; Julie Ross, JCPP Community Liaison
 - **Safe Summer Nights**
Commander Daniel Mack, St. Paul Police Department
 - **Know Your Limits**
Sgt. Kyle Puelston, Chisago County Sheriff's Office

- **Local Road Traffic Safety Workshops:**
 - *MnDOT Staff and HDR Engineering*

The MnDOT State Aid Unit with MnDOT Office of Traffic Engineering have been working on developing traffic safety workshop content to be delivered in-person at 24 locations across MN. The goal of this project is to provide cities, counties, and other local road agencies in Minnesota with updated tools to focus on reducing fatal and serious injury crashes on their roadway system. TZD Coordinators have been supporting this by providing attending the workshops and providing an overview of the program and how we support MnDOT's efforts in reducing our eliminating serious injuries and fatalities on our roadways. Presented at workshop District 2 -6-20-24.

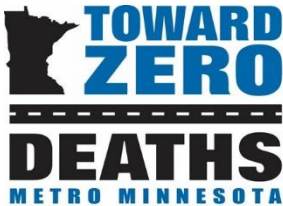
- **Impact Teen Driver**

- We were able to kick off the Impact Teen Driver Program though out the state in 2024. I was able to get new instructors trained and prepared for the Fall of 2024. Ruch City High School will be our Kickoff this year. Last year Trooper Joshua Lohman was able to deliver the program to the students at Randolph Highschool.



- **Anoka County Comprehensive Safety Action Plan for SS4A Project.**

- Attended the Anoka County Highway Department workshop on **Tuesday, September 17, 2024**, for their **Comprehensive Safety Action Plan**. The workshop was to prepare an updated roadway safety plan and position the County to receive Federal highway safety funding. It also provides a great networking opportunity for roadway safety professionals and partners! I was able to provide feedback on traffic safety topics that were discussed during the workshop.

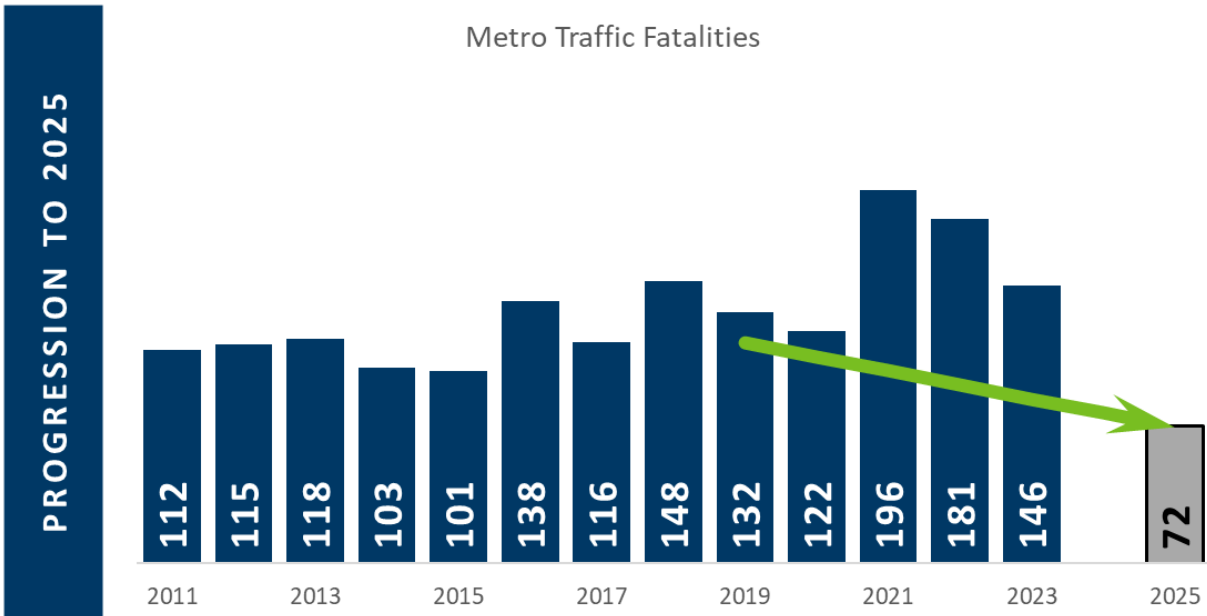


Metro Regional Summary

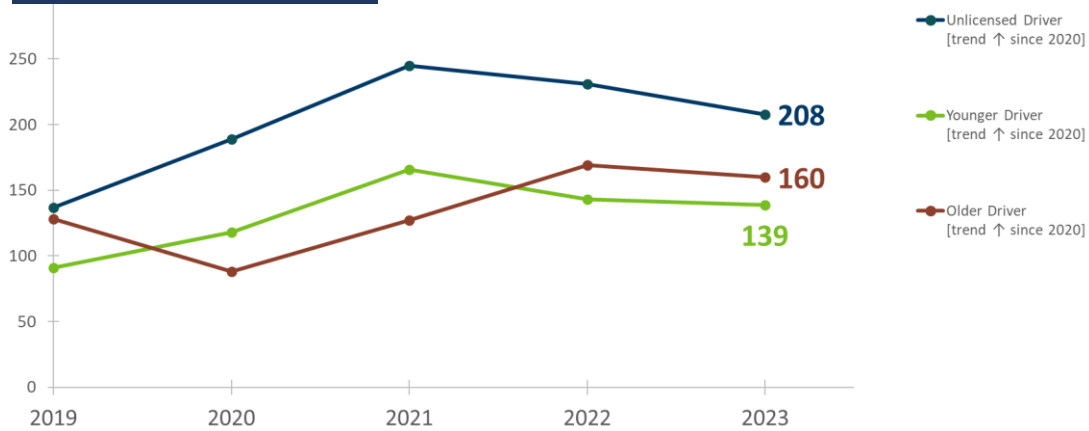
Fatal and Serious Injury Crashes, 2019-2023

Regional Focus Areas

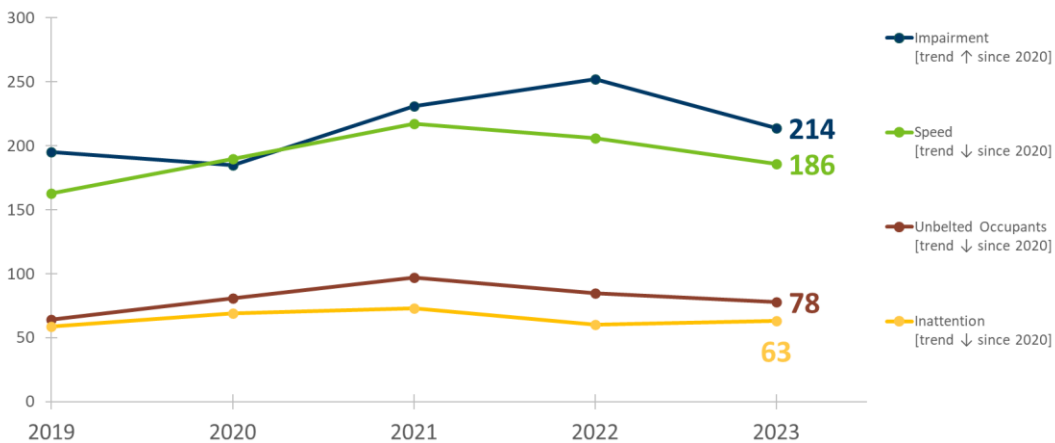




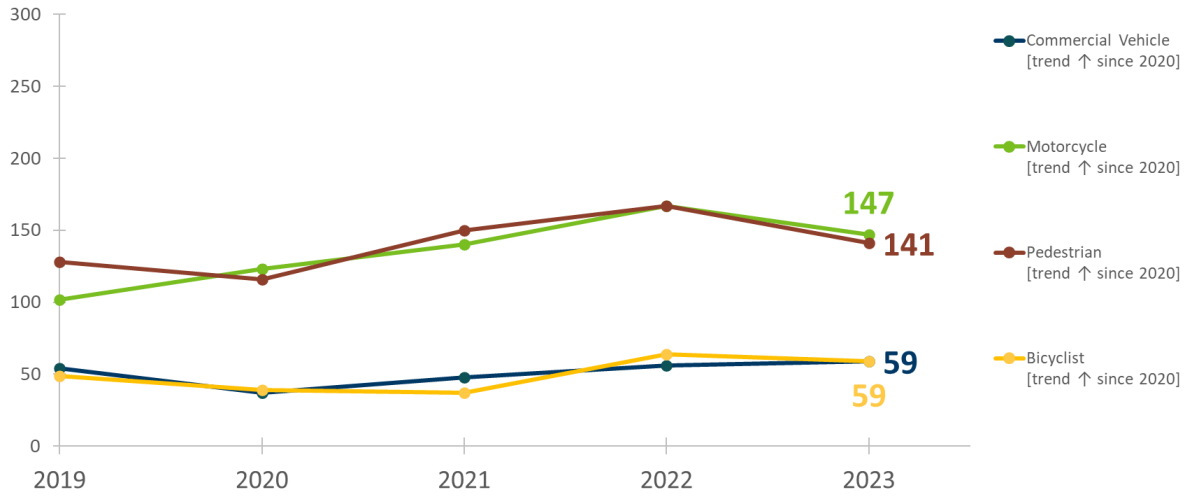
Driver



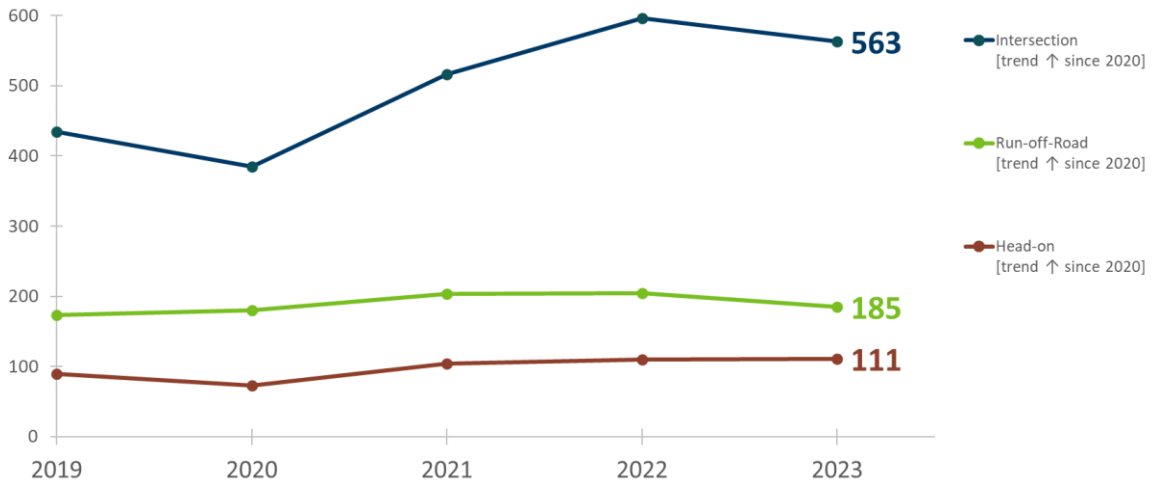
Behavior



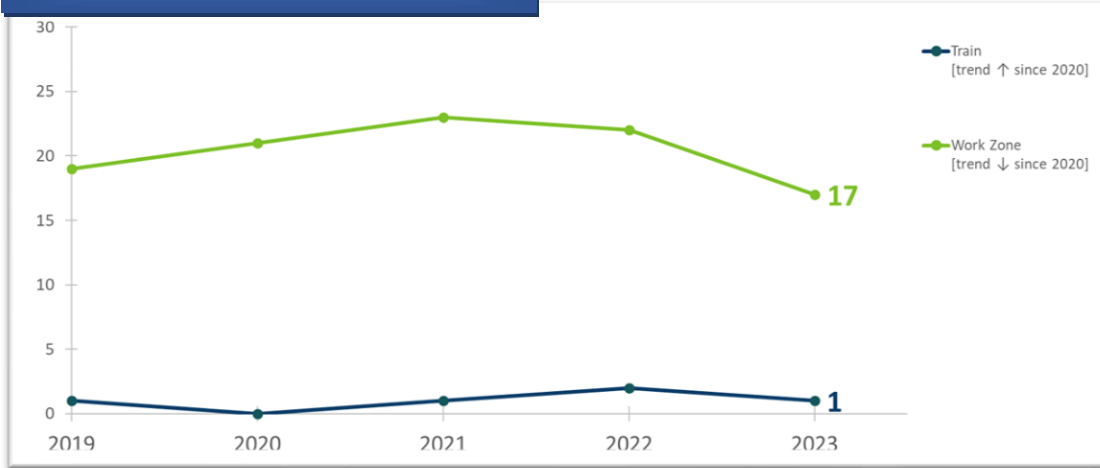
Modes



Engineering

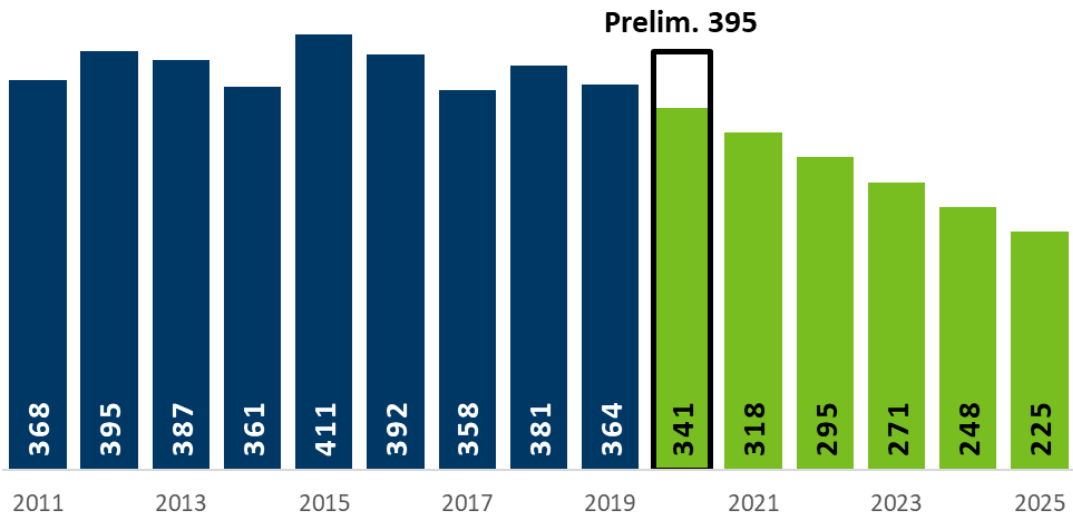


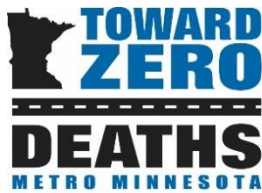
Complex Environments



PROGRESSION TO 2025

Minnesota Traffic Fatalities





Metro Minnesota Toward Zero Deaths Regional Strategic Plan – 2024

Mission

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

Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic related fatalities and serious injuries in metro Minnesota from the past **5-year average** (2019-2023) of 146 fatalities and 707 serious injuries. 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 statewide average 2024 rate of 94.7 percent is the highest rate recorded since 2013 (94.8 percent) and the fourth year in a row we've seen the compliance rate increase.
- 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:

5-year average 2019-2023 in Metro Region - Baseline Data

<i>Contributing Factors:</i>						
	Alcohol	Speed	Distraction	Unbelted	Total	
Average Annual Number of:	Fatalities	61.8	54.2	8.6	23	155.6
	Fatal Crashes	57.2	49.0	8.0	23	145.6
	Severe Injuries	198.8	183.8	66.6	71	816.6
	Severe Injury Crashes	158.2	143.4	56.8	58	707.4

Note: a crash may have more than one of the above listed or additional contributing factors

Metro Minnesota Toward Zero Deaths Regional Strategic Plan – 2024

Total Metro Region-Baseline

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2023Total	146	135	931	807
2019-2023 Total	778	728	4083	3404

Region Goal 2 – TZD Partnership Goals

To continuously increase TZD awareness and partnerships across the metro area of Minnesota for both the 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)

General Traffic Safety Trends

	Metric	2019	2020	2021	2022	2023	5-Year Trend
CRASHES	K Crashes	126	113	182	172	135	Increasing
	A Crashes	615	587	701	827	807	Increasing*
	K+A Crashes	741	700	883	999	942	Increasing*
FATALITIES	Total	132	122	196	182	146	Increasing
	Pedestrian	31	20	38	32	29	Increasing
	Bicyclist	7	5	3	3	4	Decreasing*
	Motorcyclist	17	22	34	37	25	Increasing
	Unbelted	18	26	29	22	20	Increasing
A INJURIES	Total	703	696	802	951	931	Increasing*
	Pedestrian	101	98	116	137	114	Increasing
	Bicyclist	42	35	35	62	55	Increasing*
	Motorcyclist	92	104	112	138	134	Increasing*
	Unbelted	60	77	72	74	71	Increasing

Fatal and Serious Injury Crashes by Strategic Highway Safety Plan (SHSP) Focus Areas

NOTE: number of crashes not people killed or seriously injured

Fatal and Serious Injury Crashes by Strategic Highway Safety Plan (SHSP) Focus Areas							
<i>NOTE: number of crashes not people killed or seriously injured</i>							
	SHSP Focus Area	2019	2020	2021	2022	2023	5-Year Trend
BEHAVIOR	Impairment	195	185	231	252	214	Increasing
	Speed	163	190	217	206	186	Increasing
	Unbelted	64	81	97	85	78	Increasing
	Inattention	59	69	73	60	63	Decreasing
MODE	Comm. Vehicle	54	37	48	56	59	Increasing
	Motorcycle	102	123	140	167	147	Increasing*
	Pedestrian	128	116	150	167	141	Increasing
	Bicyclist	49	39	37	64	59	Increasing
DRIVER	Unlicensed	137	189	245	231	208	Increasing*
	Younger Driver	91	118	166	143	139	Increasing
	Older Driver	128	88	127	169	160	Increasing*
ROADWAY	Intersection	434	385	516	596	563	Increasing*
	Run-off-Road	173	180	203	204	185	Increasing
	Head-on	89	73	104	110	111	Increasing*
	Train	1	0	1	2	1	Increasing
	Work Zone	19	21	23	22	17	Decreasing

* A 5-Year Trend with an asterisk implies a significant change ($\alpha=0.10$); trends without an asterisk do not have enough data to rule out zero change (i.e. no change).

Regional Seatbelt Survey Rates

Beginning in 2020, the Metro TZD Region sought to understand which communities may require additional seat belt action. The observational seat belt survey uses the same methodology as the other seven TZD regions. It should be viewed as a regional complement to the statewide survey but is not directly comparable. The Metro Seatbelt Survey was completed from April 25-29, 2022.

The annual, regional observational seat belt survey was not conducted in 2024. Currently, we are taking are reviewing look how the regional observational seat belt checks are completed and are looking to incorporate the regional sites into the statewide survey. However, in Minnesota, we are seeing the statewide annual seat belt compliance steadily increase.

According to the recent annual seat belt survey conducted/funded by the Office of Traffic Safety (OTS) division, more people are buckling up on Minnesota roads. Looking at available survey data dating back to 2010, the 2024 rate of **94.7 percent is the highest rate recorded since 2013 (94.8 percent) and the fourth year in a row we've seen the compliance rate increase.** Increased compliance is demonstrated in populations that have been an ongoing concern, including young adults who are 16-to 29-year-olds and pickup drivers. In addition, the percentage of young adults choosing to wear a seat belt rose to a 10-year high of 93.6 percent. Pickup drivers hit an all-time high of 91.9 percent. We have been working hard to educate Minnesotans on the importance of seat belt safety – and these numbers reflect these efforts.

This is last years seatbelt rate for the Metro Seatbelt rate.

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.

Regional Impaired Driving Efforts

The Metro Toward Zero Deaths Region was able to use the new driving simulator, pedal cart with Impairment Goggles at different community events and local county fairs. This allowed drivers of all ages the opportunity to experience different challenges behind the wheel but in a controlled environment. These events were successful in reinforcing safe driving habits that save lives.



*2024 Twin Cities Auto Show
Driving Simulator -impairment program*



*2024 Chisago County Fair Driving Simulator
Impairment Program*

Regional Distracted Driving Efforts

Drowsy and distracted goggles can be utilized in educating drivers of the potential dangers of drowsy or distracted driving. Once in person meeting or events are allowed this equipment can be utilized in our communities.



*2024 Chisago County Fair
Driving Distracted Program*



*2024 Ukrainian American Community Center
Back to School Program*

Regional Seatbelts and Child Passenger Safety Efforts

We continue to support and coordinate our efforts in our child passenger safety and seatbelt efforts. We strive in finding ways to educate with our different traffic safety efforts though all our communities in the east metro.



2024 Twin Cities Auto Show



2024 Traffic Safety Day at Mall of America



Traffic Safety Day at (MOA) Mall of America- The Dakota County TZD Coalition kicked off its first Traffic Safety Day at Mall of America. There were 10 exhibitors and 4 sponsors that covered the cost of the event. (AARP, AAA, Walser Auto, and KSTP-TV) The event times were from 10am-5pm in the Huntington Bank Rotunda. The number of direct conversations total 2280 and estimated foot traffic figures from MOA that walked through the event was 30,000 people. All in all, a successful day to deliver traffic safety information and outreach to the community. Look forward to next year!

2024 Twin Cities Auto Show- We able to attend and provide traffic safety literature and giveaways with at the 2024 Twin Cities Auto Show. This is a great reach out event that helps educate and provide traffic safety literature.



2024 Twin Cities Auto Show

Community Outreach and Public Engagement Opportunities

Ramsey County

- **St. Paul Police Department Safe Summer Nights:** We continue our efforts in Ramsey County TZD. We participate in Safe Summer Nights series with the St. Paul PD. Events are scheduled throughout the summer in different recreation centers in St. Paul. The Police Department displays safety equipment used by the department. The TZD safety equipment was able to complement those efforts by bringing the Seatbelt Convincer, Pedal Cart with Impairment Goggles, and Bean Bag Toss. Traffic safety demonstrations were offered to those attending the event. This equipment was vital in educating and showing the importance to develop safe

driving habits. We work with our DPS/OTS LEL Coordinator Bill Hammes and our Regions Hospital Injury Prevention/Safe Kids Coordinator Shonette Micco.

Chisago County:

- Chisago County Sheriff’s Office Sgt. Kyle Puelston is the TZD County Chair who is responsible for the coalition and DPS Grants organizer. Sgt. Puelston and I communicate on different events.
- At the 2024 Chisago County Fair, the Driving Simulator was used and allowed those attending the opportunity to participate in driving simulator demonstration. Driving simulations were offered covering impairment, distracted driving, inclement weather, and speeding.
- “Know your Limits” Is an alcohol outreach program at through the Chisago County Sheriff’s Office and works with local establishments. This has been a successful way to provide firsthand knowledge to promote awareness and dangers of driving while impaired.



2024 Accomplishments:

Dakota County TZD Coalitions

1. The Dakota County TZD coalition planned and created this event as a high-profile educational program to reach out to a high number of the public with road safety messaging. The event was held in the Rotunda exhibition area of the Mall of America in Bloomington. It featured a wide range of exhibitors and attractions together with safety messaging through presentations, workshops, and use of the 25-foot video wall. The results for this inaugural event were considered very positive with over 2,000 direct contacts with the public and potentially touching many more of the estimated 30,000 visitors that passed through the area during the day.



Speakers-Left to right - Mike Hanson-Director of Office of Traffic Safety Director, AARP-Cathy Corkill McLeer, Bloomington Mayor Tim Busse, Emcee-Eric Rasmussen-KSTP-TV, Bloomington Police Chief Booker Hodges



Seat belt Persuader Demonstration



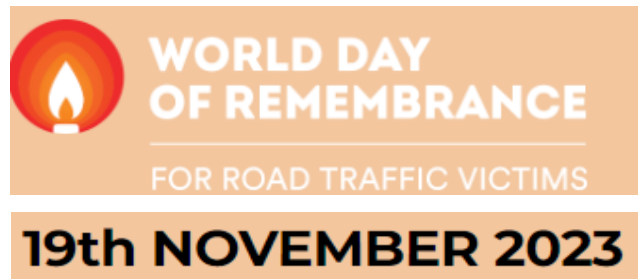
Event Photo



Left to right- Booker Hodges-Bloomington Police Chief, Deputy Ramsey County, Bill Hammes- LEL- Office of Traffic Safety

Family, Community, and Career Leader of America (FCCLA) Conference- TZD was asked again to attend this conference and demonstrated the TZD Driving Simulator, Impairment Goggles, and Cornhole game. This allowed students attending the conference to participate in demonstrations of the effects of impairment in a controlled and safe environment. This was well attended and allowed us to interact with students and promote traffic safety.

1. **Ramsey County-** Supported The 2023 [World Day of Remembrance for Road Traffic Victims](#) held on Minnesota State Capitol Steps Sunday, November 19, 2023 This is a global event which brings awareness to the victims of fatal and serious traffic crashes. This day also pays tribute to our unwavering emergency personnel, police, and medical professional who deal with the tragedy and aftermath from these deadly incidents.



2. **Regions Hospital St. Paul MN-** Shonette Micco, Regions Hospital Injury Prevention Coordinator, chairs our TZD Ramsey County Coalition. We continue to partner with Shonette in the Safe Summer Night Series in St. Paul at the different community centers this summer. The information provided on child passenger safety is extremely valuable to residence.
3. **Washington County-** Tim Parkos from Washington County Public Works chairs our TZD County Coalition. Tim works with all our 4Es. He's displayed out TZD safety equipment at local events. (County Fairs, Fire and Police open Houses)
4. **Ukrainian-American Community Center (Back to School event)** I was able to make a connection to our Family Coach, Victoria Solntseva at the Ukrainian America Community Center. A plan was made to have a back-to-school event at the community center. Arrangements were made for an interpreter for the event and have the TZD equipment there to offer demonstration on seatbelts, distracted driving and traffic safety material distributed to those attending. This was a

huge success and well attended with parents and student from the Ukrainian Community. Plans are to continue to support this event every year.

Other TZD Efforts

Meetings with MnDOT:

1. Operation and Maintenance Meeting
 - Steve Misgen MnDOT Director of Metro Maintenance Operation
 - Project Review Meeting with Office of Traffic Engineering. (OTE)
 - Office of Traffic Safety -Safety Team- Slips, Trip and Falls instructor- Supporting efforts to provide training to employees on navigating these types of surfaces.
2. Messaging
 - TZD Tuesday is a weekly email distribution sent to supporters, TZD County Chair Coordinators and MnDOT Management.
 - In 2024 I connected with our Regional Transportation Management Center (TRMC) and spoke to our local radio station that provides traffic update KBEM/Jazz 88.5 to support our TZD Tuesdays. So, each week they receive the email and use the information as needed to listeners.
3. Attended required training for MnDOT.
4. Hwy 47 and 65 PEL Study
5. Impact Teen Driver Training.

Summary:

As a TZD Coordinator, we continue to collaborate and work with stakeholders and advocates in our traffic safety efforts. As we see change in transportation, we need to look for solutions that positively impacts everyone. We need to challenge ourselves to work outside of our silos by communicating and collaborating to come up with those solutions and ideas together.

Through these past several months/years I worked with a group of people to collaborate on some project(s) Two that come to mind is the Dakota and Ramsey County TZD Coalitions. The Stop Arm Research committee and our Traffic Safety Day at Mall of America Committee. All groups have successfully continued to succeed by keeping these projects moving forward.

We successfully executed the first Traffic Safety Day at the Mall of America reaching out to our communities on important traffic safety information. We look at making this an annual event for years to come.

The School Bus Stop Arm Research continue to move forward in hopes of developing a data driven approach to eliminating these violations from occurring. This will look at the opportunities form all aspect. (Education, Enforcement, Engineering, Courts) Our efforts are to collect and research date to streamline the process from this type of incident.

Looking forward to 2025 and keeping the same challenges that I gave myself in 2024.

1. Continue to ask who is missing at the TZD table.
2. Look for funding to promote traffic safety projects.
3. Focus on the risk and needs of coalitions.
4. Develop new partnerships.
5. Diversity and equity.
6. New ideas.