



**Metro Minnesota Toward Zero Deaths  
Regional Workshop  
Inwood Oaks Event Center  
484 Inwood Avenue North, Oakdale  
Wednesday, May 28, 2025  
8:30 a.m. – 3 p.m.**

## Agenda

- 8:30 a.m.      **Registration and Continental Breakfast**
- 9 a.m.      **Welcome!**  
*Khani Sahebjam, District Engineer, MnDOT Metro District; Paige Lowery, West Metro TZD Regional coordinator; and Scot Edgeworth, East Metro TZD Regional coordinator*
- 9:15 a.m.      **My Traffic Safety Story**  
*Sheriff Brandon Thyen, Chisago County* On July 4th, 2012, Sheriff Thyen was struck by a motorist while triathlon training on his bicycle. Traffic safety was always important to him. Here is his story.  
Table Activity: “Why is traffic safety important to you?”
- 9:45 a.m.      **Building the Road Ahead: Shaping Our Future with Stakeholder Input and Strategic Action**  
*Derek Leuer, State Traffic Safety engineer, MnDOT Office of Traffic Engineering*  
In this session, we’ll explore the journey of developing our new Strategic Highway Safety Plan, from gathering feedback to finalizing the vision for the future. We’ll highlight how stakeholder input shaped the plan and discuss the key steps for its rollout, including communication, implementation, and monitoring. Attendees will leave with a clear understanding of the plan’s impact and how we’ll work together to achieve our goals.
- 10:15 a.m.      **Crash Data Presentation: What’s the Data Telling Us?**  
*Eric Devoe, Research Analyst Senior, 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.
- 10:30 a.m.      **Break**
- 10:45 a.m.      **Driving Change: How Data is Shaping Safer Roads for All**  
*Erica Beckman, supervisor of Research and Analytics, DPS Office of Traffic Safety*  
This presentation will highlight the Road Safety Information Center (RSIC), which uses data-driven insights and advanced analytics to enhance safety, improve accessibility and identifying better strategies to serve underrepresented communities for a more informed, equitable decision-making.
- 11 a.m.      **Making an Impact with New American Drivers**  
*Eric Mayne, Dr. Beth Borgen-Lindberg, and former student, Change Drivers (Invited)*  
Introduction to a newer organization called *Change Drivers*, a non-profit dedicated to fostering self-sufficiency and economic mobility within underserved communities. Focus is with the New American community and their mission is to empower individuals through personalized driver training and workforce integration, ensuring they gain a crucial foundation for personal and economic stability. Then, share experiences at your table.

- 12 p.m.                   **Lunch & Exhibits**
- 12:45 p.m.               **Driving Change: What Works (and What Doesn't) in Motivating Safer Driving Behaviors**  
*Clay Cook, Character Strong*  
Reducing crashes, especially those with severe outcomes, requires more than policy—it demands a deep understanding of human behavior and targets approaches that include behavior change techniques to influence safe driving outcomes. We will explore the science of behavior change, focusing on what works and what doesn't when it comes to motivating and supporting behavior change. Participants will learn how behavior is shaped by the environment and context in which it occurs, and using real-world examples, highlight behavior change strategies that can be used to promote safe driving. Key principles of motivation, behavior reinforcement, and context-sensitive messaging will be discussed, offering practical insights into reducing risky driving behaviors.
- 1:15 p.m.               **What is the Judicial Role in the Safe Systems Approach?**  
*Judge Kerry Meyer, American Bar Association, Minnesota Judicial Outreach Liaison*  
The Minnesota Judicial Outreach Liaison (JOL) will present the judicial role in the Safe System Approach, especially related to impaired driving. There will be a brief overview of the role of the JOL, applicable state laws, and an introduction to the expanding screening process for DWI cases - SBIRT. There will be an opportunity to ask the judge questions about the judicial role in traffic safety.
- 1:45 p.m.               **Distracted Driving Conversations**  
*Edina High School representatives (invited)*
- 2 p.m.                   **Tech Makeover: Upgrading from Old School to Cool School**  
*Brandon Walters, MnCrash administrator, DPS Office of Traffic Safety*  
In this session, we'll explore the MnCrash reporting system modernization, focusing on its user-friendly updates, enhanced data collection through technology and seamless integration into your workflow – making it more efficient and intuitive.
- 2:15 p.m.               **Charting Our Course for Success: Regional Action Planning**  
*Moderators: Paige Lowery, West Metro TZD Regional Coordinator and Scot Edgeworth, East Metro TZD Regional Coordinator*  
This session is designed to empower participants with the tools and insights needed to create clear, measurable actions that support our broader organizational goals. Time will allow us to collaborate and develop actionable steps aligned with our statewide strategic plan. Through interactive discussions and hands-on activities, we will break down key regional objectives and brainstorm practical solutions to drive success in our local efforts. Come ready to contribute ideas, plan strategically, and leave with a clear roadmap for the future!
- 2:50 p.m.               **Wrap up**  
*Capt. Jill Frankfurt, Minnesota State Patrol, District 2500, and Metro TZD Regional Co-chair*
- 3 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.***