

Feeling Lucky?

Whether you believe it or not, your luck is often contingent on the choices that you make. St. Patrick's Day is one of the biggest days of the year for alcohol consumption and unsafe behaviors such as drinking and driving.

According to NHTSA, there were 290 people killed in alcohol-impaired-driving crashes during the St. Patrick's Day holidays (6 p.m. March 16 – 5:59 a.m. March 18) between 2018-2022. During the 2022 St. Patrick's Day holiday, 74 people died in alcohol-impaired-driving crashes. Drunk male drivers were involved in fatal crashes at a higher rate (29%) during the 2022 St. Patrick's Day holiday compared to female drivers (14%).

Young drivers ages 21-34 accounted for the highest percentage (34%) of alcohol-impaired drivers involved in fatal traffic crashes during the 2022 St. Patrick's Day holiday.

Nighttime driving during the 2022 St. Patrick's Day holiday was significantly more dangerous than daytime driving, with 38% of drivers involved in fatal traffic crashes between the hours of 6 p.m. and 5:59 a.m. being drunk. Almost half (47%) of drivers involved in fatal crashes between the hours of midnight and 2:59 a.m. were drunk.

Make your own good luck and plan a sober ride.



It's Never Too Cold For A Walk

Bundling up and playing in the snow is a cherished activity for students, so kids in Thief River Falls celebrated Minnesota Winter Walk to School Day once again on February 4, 2025! St. Bernard's Catholic School students were dropped off at a local restaurant where they warmed up with some hot chocolate and breakfast treats and then headed off walking to school. An outdoor temperature of -9 degrees Fahrenheit didn't stop the kids from participating. Warm clothing and safety were emphasized by city and county enforcement, Toward Zero Deaths, Lincoln High School Key Club/Teen TZD, and the principal of the school. These kids are Minnesota tough!



Enforcement Update:

- DWI (optional): March 14-17, 2025—St. Patrick’s Day
- Distracted: April 1-30, 2025
- Speed: May 1-Sept 1, 2025 (covers 100 deadliest days)

In 2025 through February 16, there were 33 traffic-related deaths on Minnesota roadways. This is less than 2019 and 2024, but more than 2020 and 2023. TZD goal is bring fatalities down to 225 by 2025.

Who or What Is TIM?

Traffic incidents are unplanned roadway events that affect or impede the normal flow of traffic. Traffic incidents increase the likelihood of secondary crashes and pose a threat to the safety of incident responders as well as the traveling public. Incidents affect travel reliability, commerce, and transportation system performance. One of the essential responsibilities of transportation and public safety agencies is to ensure the safe and quick clearance of traffic incidents.

Traffic Incident Management (TIM) consists of a planned and coordinated multi-disciplinary process to detect, respond to, and clear traffic incidents so that traffic flow may be restored as safely and quickly as possible. Effective TIM reduces the duration and impacts of traffic incidents; improves the safety of motorists, crash victims, and emergency responders; and reduces the frequency of secondary crashes. TIM is integral to the United States Department of Transportation (USDOT) National Roadway Safety Strategy (NRSS), and is specifically called out as a key element for the post-crash care objective.

The goal for the Federal Highway Administration (FHWA) TIM Program is to continuously improve the safety of responders and road users, the reliability of travel, and the efficiency of incident and emergency response through institutionalization of TIM programs.

To learn more, be sure to attend the TZD NW Regional Workshop scheduled for May 1, 2025.

Bemidji Digital Board Messaging



Mark your 2025 Calendars

- Apr 30, 2025—Teen TZD Conference—Evangelical Free Church in TRF
- May 1, 2025—NW Regional Workshop—Thief River Falls Legacy Center
- October 21 & 22, 2025 (T-W) - TZD State Conference -Mystic Lake Center, Prior Lake, MN

Toward Zero Deaths Northwest Regional Newsletter

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