



MINNESOTA

TOWARD **ZERO** DEATHS

Welcome to the  
2025 Minnesota TZD  
Traffic Safety Hotdish

**Building Safer Roads Together:  
The Power of Regional Collaboration in Minnesota's  
Traffic Safety Efforts**

Wednesday, February 5, 2025  
[minnesotatzd.org](http://minnesotatzd.org)

# Today's Moderator

**Annette Larson**

*Minnesota's Statewide*

*TZD Program and Operations Director*



[www.nhtsa.gov](http://www.nhtsa.gov)

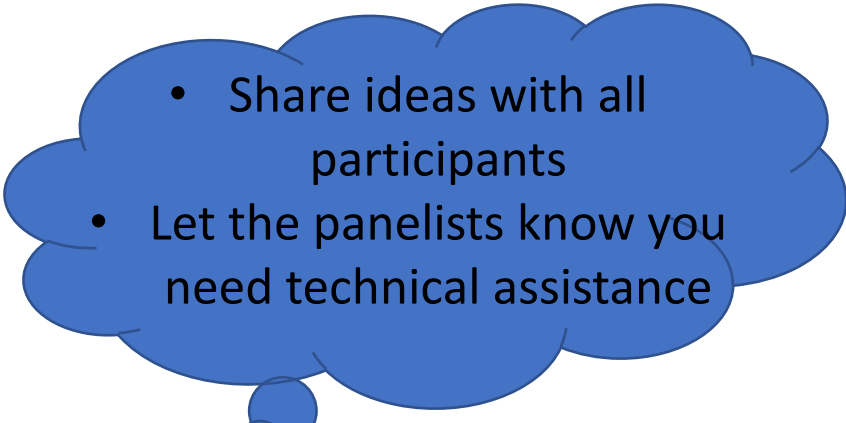
**TOWARD  
ZERO  
DEATHS**

# For Your Information...


- Webinar is being recorded and will be posted
- All attendees are muted
- PDH (Professional Development Hours) form

These forms can be found on the  
TZD Traffic Safety Hotdish webpage

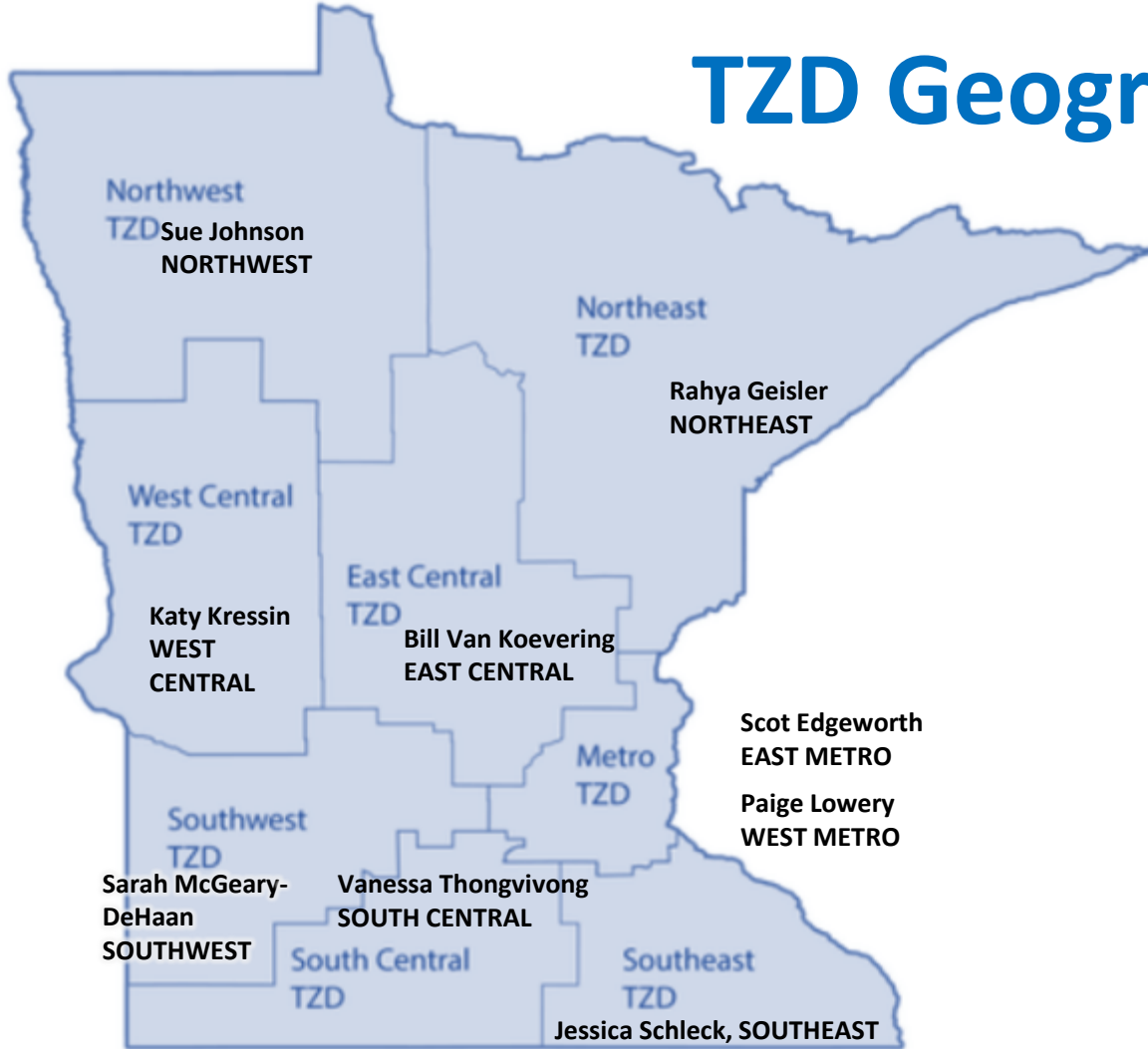
[Minnesotatzd.org/events/hotdish/2025/february](https://minnesotatzd.org/events/hotdish/2025/february)

- 
- Share ideas with all participants
  - Let the panelists know you need technical assistance



- 
- Ask the speakers a question

# TZD Geographic Regions



## State TZD Communications & Marketing Director

Kristine Hernandez

## State TZD Program & Operations Director

Annette Larson

## Law Enforcement Liaisons

Frank Scherf, Northeast

Becky Putzke, Northwest

Bill Hammes, Metro

Scott McConkey, South

## Child Passenger Safety Liaisons

Sheila Denton, Southern

Shonette Micco, Hospital Support

Jasmine Wangen, Northwest

Randi Smith, Northeast

# Work we do



Safe roads coalitions



Education



Outreach and so much more

# Focus area can include:

- ❖ Distracted Driving
- ❖ Impaired Driving
- ❖ Motorcycle Safety
- ❖ Occupant Protection & partner with Child Passenger Safety
- ❖ Speed
- ❖ Pedestrian
- ❖ Bike
- ❖ Traffic Safety Culture
- ❖ Older Driver/Younger Driver/Unlicensed Driver



# TZD Success

- Impact Teen Driver Program
- JOYRIDE
- Fatal & Serious injury reviews
- CARFIT
- Teen TZD
- Tribal outreach
- Carwash Outreach & Education



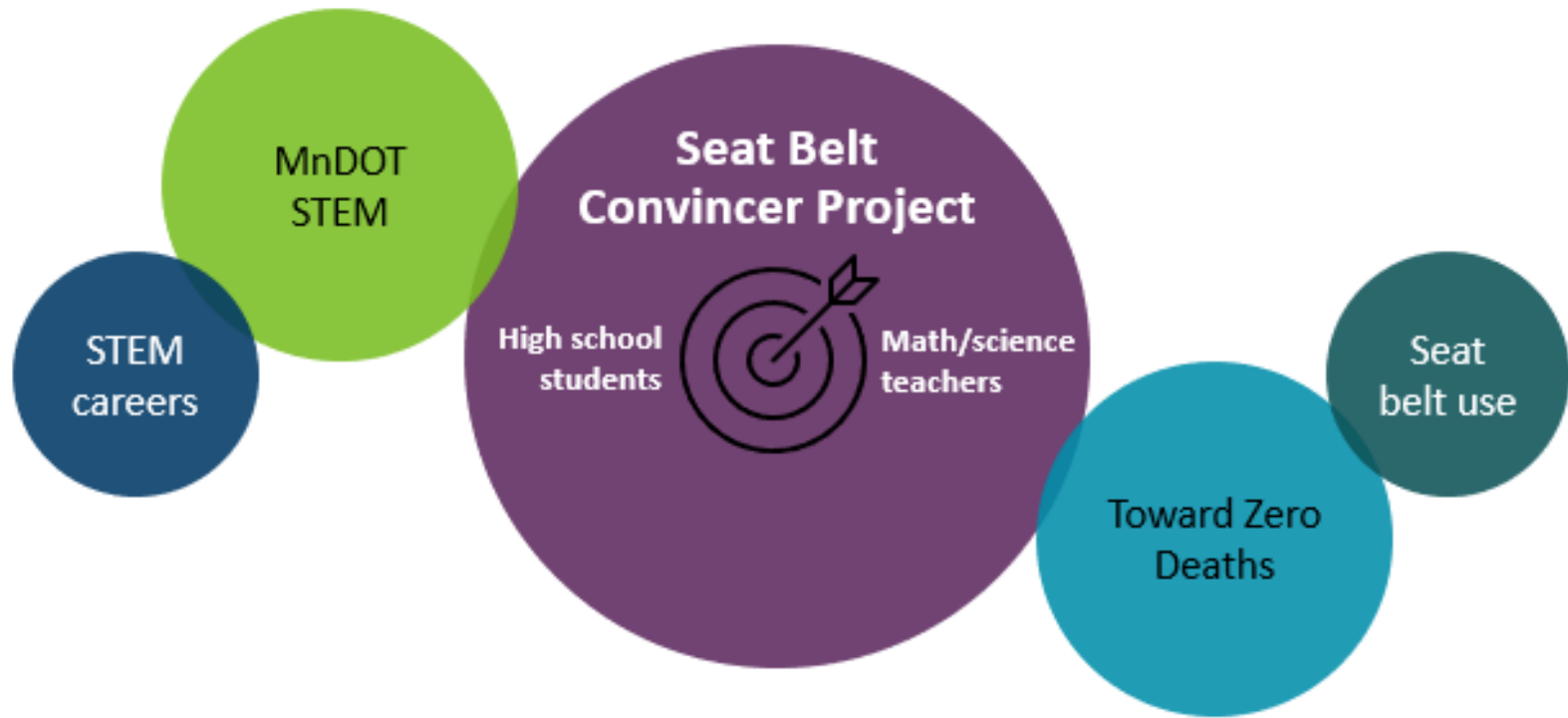
- Seat Belt Curriculum with STEM
- Predication Study

# Southeast TZD Region

Seat Belt Convincer Project:  
*Teaching Safety Through Physics*

Cindy Morgan, MnDOT Public Engagement Coordinator

Jessica Schleck, SE TZD Regional Coordinator



Introduce  
force,  
Newton's  
Laws

Experience  
force of  
crash

Calculate  
force,  
expand the  
calculations

Safety  
learning

Link to  
careers

# The program

Introduce  
force,  
Newton's  
Laws



## Newton's **2nd Law of Motion**

When a force acts on an object  
it will cause the object to accelerate



## Newton's **1st Law of Motion**

An object in motion tends to stay in  
motion unless an external force acts on it



# The program

Introduce  
force,  
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Experience  
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# The program

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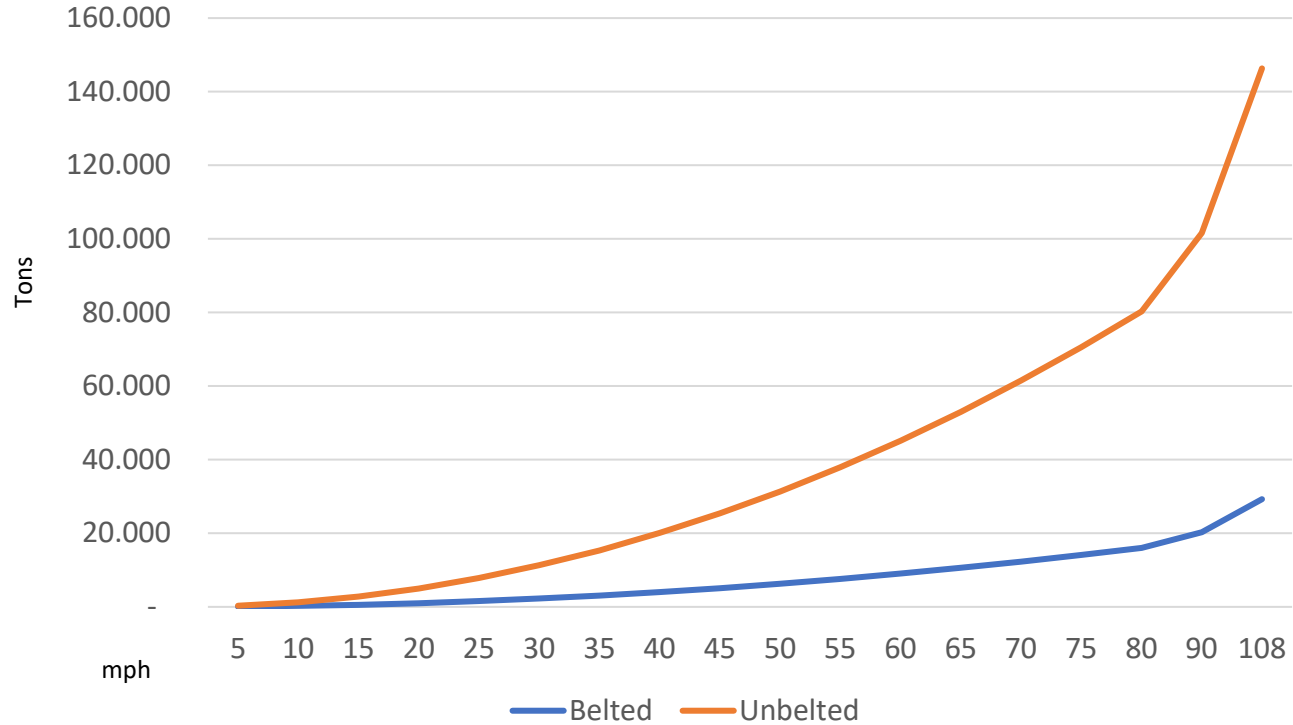
# The program



# The program



## Force felt by individual at time of the crash



# The program

# Careers



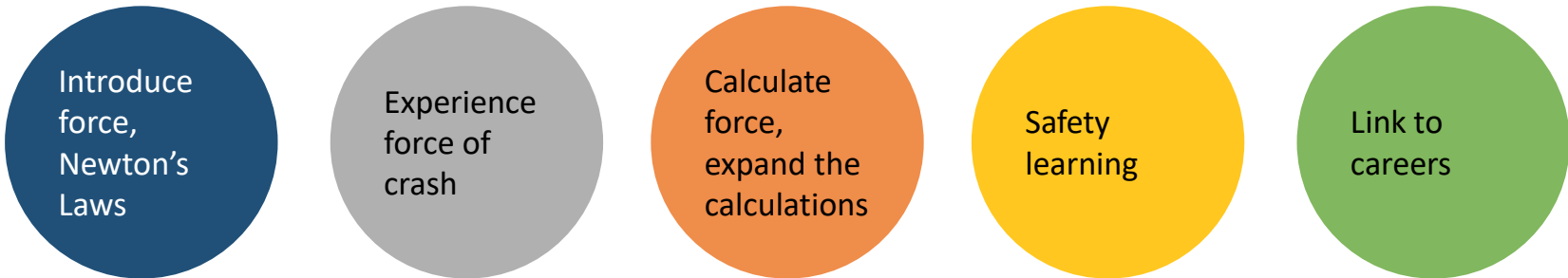
Introduc  
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# The program



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# The program

# South Central TZD Region

Vanessa Thongvivong, SC TZD Regional Coordinator

Tammy Stewig, LeSueur County Emergency  
Management, LeSueur County Safe Roads Coalition

# JOYRIDE



Friday, June 7, 2024  
Saturday, June 8, 2024  
Let JOYRIDE get you HOME SAFELY!

JOYRIDE  
is a sober  
ride home.  
It's easy & fun!



PLAN ON **JOYRIDE** FOR YOUR  
**FREE** SOBER RIDE HOME  
FROM BULLHEAD DAYS

Pick up at: Corner of Main & 3rd  
10:00pm to 2:00am (last ride at 1:30am)  
within 10 mile radius of Waterville

Thank you to our sponsor for supporting this program!

DT's 118 Saloon & Waterville Lions Club



Le Sueur County Safe Roads Coalition

**HAPPY  
TATOR DAYS!**  
**TAKE JOYRIDE HOME!**

**FREE  
UBER VOUCHER**

Scan the QR code for a \$15 voucher  
for rides within 15 miles of Eagle Lake.

Available Friday, July 19th  
and Saturday, July 20  
from 9:00 p.m. – 2 a.m.



\*Limited number of vouchers available.  
\*If ride exceeds \$15, rider will be  
responsible for remaining amount due.  
\*Bullhead Days' mean a car will  
be available in the area. Make sure to  
check the Uber app to see car availability.



Sponsored by: City of Eagle Lake, Tow Distributing,  
South Central MN EMS, Blue Earth County Health & Human Services



# Impact Teen Driver



- Presentations given at 30 schools in South Central Region
- 2,070 total students reached
- Program stresses the importance of being a safe driver and passenger
- Program captures all 10th grade students, not just Driver's Education

# Southwest TZD Region

Sarah McGeary-DeHaan, SW Regional TZD  
Coordinator

Laura Larson, Countryside Public Health,  
Southwest Central Safe Roads Coalition

# CARFIT



**TOWARD  
ZERO  
DEATHS**



# West Central TZD Region

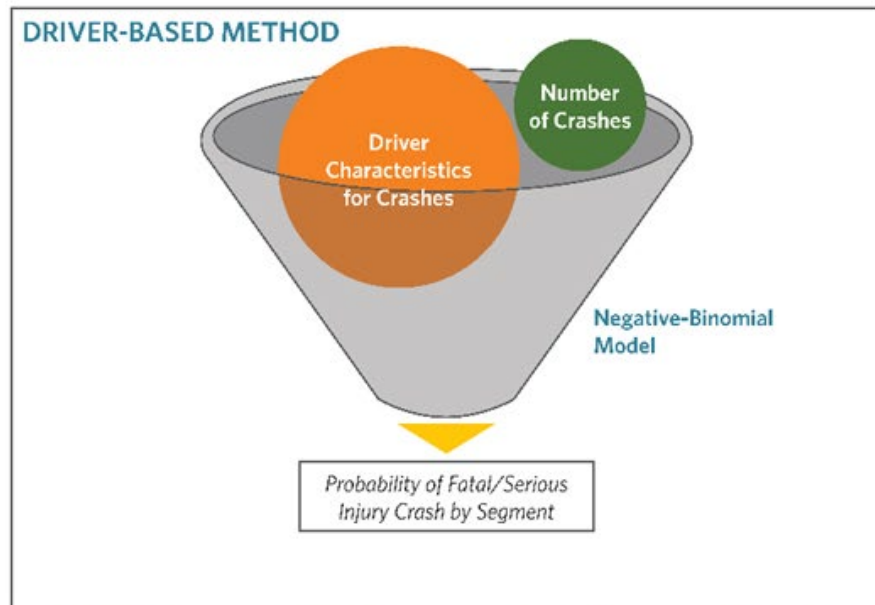
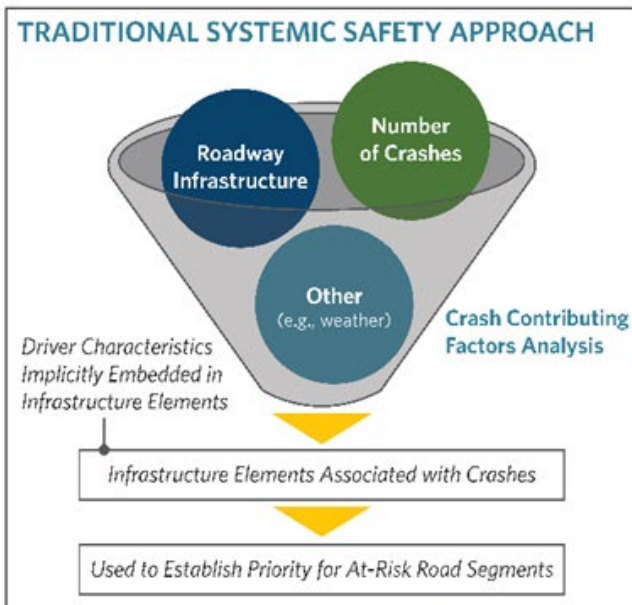
Katy Kressin, WC TZD Regional Coordinator

# MnDOT Traffic Safety Data Analysis Project: A Collaborative Project with HDR



The Power of Prediction; An Innovative Traffic  
Safety Tool to Help Prevent Traffic Crashes

# TSDA Project Model



 **POTENTIAL SOLUTIONS**

 Engineering

 Engineering

 Emergency Medical Services

 Enforcement

 Education

# Crash Foresight Tool



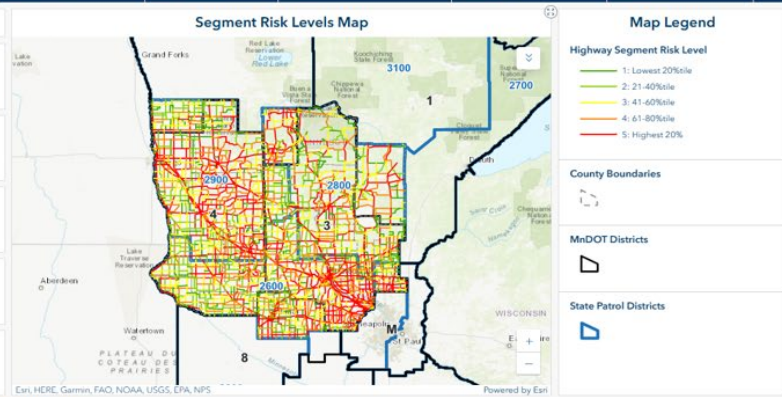
## Predictive Fatal/Severe Crash Risk Levels

- Roadways
- Crashes
- Citations
- Actions
- About

Predictive Fatal/Severe Crash Risk Levels MnDOT TSDA PH3	Select MnDOT Dist. All Districts	Select SHP Dist. All Districts	Select County All Counties	Select Hwy. Agency All Agencies	Select Risk Level All Risk Levels	Select MnDOT Dist. Rank All Ranks	Select SHP Dist. Rank All Ranks	Select County Rank All Ranks
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### Segment Summary Statistics

Segment Count Selection <b>2,236</b> out of 2,236 Total Segments	Segment Count Percentage <b>100%</b> of Total Segments
Segment Length Selection <b>14,266 Miles</b> out of 14,266 Miles Total	Segment Length Percentage <b>100%</b> of Miles Total
All Crashes Selection <b>56,096</b> out of 56,096 All Crashes Total	All Crashes Selection Percentage <b>100%</b> of All Crashes Total
Severe Crashes Selection <b>2,177</b> out of 2,177 Severe Crashes Total	Severe Crashes Selection <b>100%</b> of Severe Crashes Total
Predicted Risk Score Min <b>0</b>	Predicted Risk Score Max <b>19.2</b>



Segment Details Table

SEG. ID	ROUTE NAME	SEG. FROM	SEG. TO	SEG. LENGTH	THROUGH LANES	FUNC. CLASS	AREA TYPE	OWNERSHIP	PREDICTED RISK S...	COUNTY	MnDOT DISTRICT	SHP DISTRICT
1001	US 169	CSAH 18	Aitkin / Itasca CL	14.4	2	Principal Arterial - O...	Rural	State Highway Age...	2.46	Aitkin	1	2800
1002	CSAH 10	MN 200	Aitkin / Itasca CL	2.2	2	Major Collector	Rural	County Highway Ag...	0.21	Aitkin	1	2800
1003	CSAH 35	MN 65	Aitkin / Itasca CL	0.4	2	Minor Collector	Rural	County Highway Ag...	0.07	Aitkin	1	2800
1004	MN 65	CSAH 36	Aitkin / Itasca CL	14.0	2	Minor Arterial	Rural	State Highway Age...	0.92	Aitkin	1	2800
1005	US 2	Aitkin / St.Louis CL	Aitkin / Itasca CL	2.0	2	Principal Arterial - O...	Rural	State Highway Age...	0.30	Aitkin	1	2800
1006	MN 200	MN 65	US 2	9.4	2	Minor Arterial	Rural	State Highway Age...	0.09	Aitkin	1	2800
1007	MN 200	US 169	MN 65	16.4	2	Minor Arterial	Rural	State Highway Age...	1.80	Aitkin	1	2800

**TOWARD  
ZERO  
DEATHS**

3115 8th St S Moorhead and 3102 US-10 Moorhead

# CLEAN, SHINY AND SAFE

Buckle up and save



May 23rd from 11am to 2pm

## TOMMY'S EXPRESS CARWASH

Take 20% off any wash when you arrive wearing your seatbelt

FREE WILL DONATION    FREE LUNCH    GIFTCARD GIVEAWAYS



May 2024



# CLEAN, SHINY AND SAFE

*Buckle up and save*

Join Minnesota Toward Zero Deaths and Vision Zero ND for two special events hosted by Tommy's Express Car Wash during National Child Passenger Safety Week!

What should guests expect?

- Free Car Seat Checkup by SafeKids Fargo-Moorhead Technicians
- 20% off any wash ALL DAY LONG for those that arrive wearing their seatbelt. \*Limited to single wash purchases in cashier lane.
- Family friendly environment featuring bounce house, snacks, seat belt safety activities, and local first responders



Make a free will donation to SafeKids & enter into a drawing for 1 month of unlimited washing at no charge!

## September 2024



### Same Event, Two Locations

September 17th from 4pm to 7pm at 3102 US-10, Moorhead, MN

September 19th from 4pm to 7pm at 4682 32nd Ave S, Fargo, ND



# CLEAN, SHINY AND SAFE

September 26th & 27th  
from 10am-2pm

## BUCKLE UP AND SAVE

with Diamond Waves and Wags

RECEIVE 50% OFF ANY CAR WASH  
DURING THIS TIME IF YOU ARE BUCKLED UP



QUESTIONS ABOUT THE NEW  
CHILD PASSENGER LAW?

LAW ENFORCEMENT WILL BE  
THERE TO ANSWER.



Douglas County TZD Coalition

September 27, 2024

Thank You for Buckling Up!

A huge thank you to everyone who stopped by yesterday and today to participate in our joint event with Douglas County TZD Coalition and [Diamond Waves and Wags](#)! Drivers were rewarded with 50% off their car wash and a special thank you for wearing their seat belts.

This event wouldn't have been possible without the amazing efforts of Douglas County TZD, including [Horizon Public Health](#) and the [Minnesota State Patrol](#), and our fantastic hosts, Diamo... See more



# East Central TZD Region

Bill Van Koevering, East Central TZD  
Regional Coordinator.

Vicki Johnson, Senior Transportation Planner  
Stearns-Benton Toward Zero Deaths Business  
Manager



# Prom Challenge



**TOWARD  
ZERO  
DEATHS**

# Metro TZD Region

Scot Edgeworth, East Metro TZD Regional Coordinator

Paige Lowery, West Metro TZD Regional Coordinator

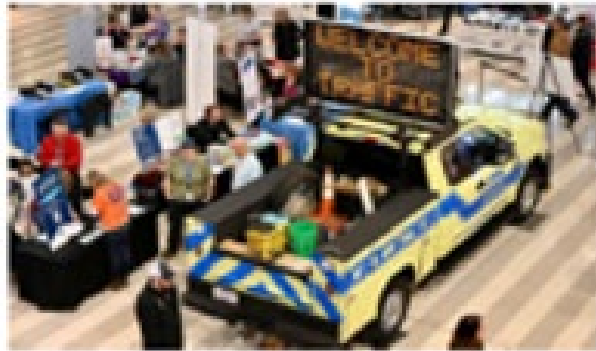
# 2024 Mall of America Traffic Safety Day



**TOWARD  
ZERO  
DEATHS**

# Major Exhibits

- FIRST truck
- Bloomington PD display
- A crashed vehicle on a trailer
- CARFIT vehicle (provided by Walser Auto) for CarFit demonstrations.
- Seat Belt convincer and seat belt persuader



# Additional Exhibitors

- AAA
- AARP
- Courage Kinney Driver Rehab
- DPS Alcohol & Gambling Enforcement
- Emergency Nurses Association

- Regions hospital Safe Kids
- MnDOT
- North Memorial Air Care
- State Highway Strategic planning
- TZD

# Speakers



Speakers: Left to Right:

Office of Traffic Safety Director-- Mike Hanson

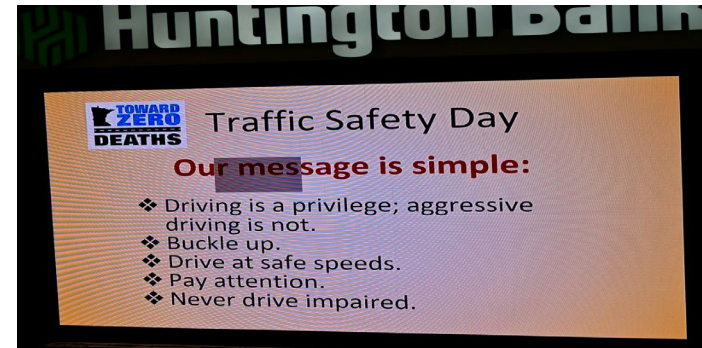
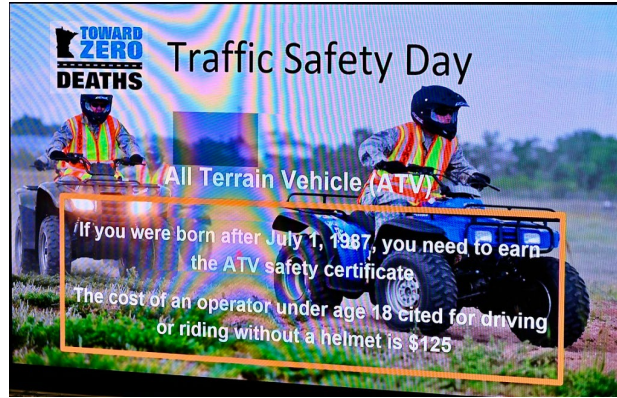
AARP State Director ----- Cathy McLeer

Mayor of Bloomington----- Tim Busse

KTSP TV Emcee ----- Eric Rasmussen

Bloomington Police Chief -----Booker Hodges

# Messaging on the Big Screen!



# Promotion

Join Minnesota Toward Zero Deaths, led by the Dakota County Coalition, and MnDOT for this event celebrating more than 20 years of work to improve road safety in Minnesota! Multiple exhibitors will cover many aspects of traffic safety, plus frequent stage presentations will highlight topics such as impaired driving, engineering safety features, first responders, school bus safety, and the effects of aging on older drivers. Key attractions will include the seat belt convincer and rollover persuader, a CarFit demonstration and other law enforcement vehicles and displays. Visit the exhibitors – lots of free information and giveaways. At 10:45 a.m., join us for a special presentation with Tim Busse, Mayor of Bloomington plus KSTP TV.



Thank you to our sponsors: AAA, AARP, Walser, KSTP TV.



# Funding

## Sponsors of the event

### Gold sponsor

- AARP Driver Safety

### Silver sponsors

- AAA
- Walser Auto

### Bronze sponsor

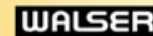
- KSTP-TV - emcee for the opening



Traffic Safety Day

Thank you to our Sponsors:

Silver



Gold



Bronze



# 2025 Mall of America Traffic Safety Day May 3, 2025

## Highlights for the 2<sup>nd</sup> Annual

Tentatively preparing a seatbelt challenge series with different Law Enforcement agencies throughout the Metro.

Top 10 finishers entered in a playoff series during Traffic Safety Day.

# Northeast TZD Region

Rahya Geisler, NE Regional TZD Coordinator

Shane Troumbly, Itasca County Public Health,  
Itasca County Safe Roads Coalition

# Hwy 169 Corridor Itasca County Taskforce

## Hwy 169 Safe Road Zone Campaign



Why we are conducting increased traffic enforcement:

- Deaths on Minnesota roadways are up this year. We want to change that.
- This stretch of highway has a higher rate of crashes and deaths than the state average.
- Unbelted occupants (over 90% of people wear seat belts in our region) are twice as likely to be killed in a crash. 3 out of 4 unbelted traffic deaths occur in Greater MN.
- Distracted drivers are much more likely to be involved in a crash. Minnesota has a hands-free law. Remember hands-free is not necessarily distraction-free.
- Impaired driving doesn't just happen at night.
- Almost 1/3 of roadway deaths involve high speeds.

**Help us make our roads safe for everyone!**

Sheriff Joe Dasovich



**TOWARD  
ZERO  
DEATHS**



# ROADWAY TO SAFETY

## STRONGER TOGETHER



**WEDNESDAY, APRIL 3, 2024**  
**GRAND CASINO | HINCKLEY, MN**

IN PARTNERSHIP WITH:





**2:25 PM | BREAKOUT SESSIONS (CONTINUED)**

**SESSION 6 – BALLROOM 3**

**Tribal Injury Prevention with Traffic Safety Partners**  
 KaRee Lämatainen, Injury Prevention Coordinator, Fond du Lac Band of Lake Superior Chippewa and Allison Nicolson, CTRS, CPSI, Essentia Health  
 The Fond du Lac Band of Lake Superior Chippewa has been championing an injury prevention program since 1999. In this presentation, we will provide a concise overview of the program's historical context, its sustainability strategies, and the collaborative efforts with external agencies. Moreover, we will explore the significant impact these initiatives have had on the broader community, highlighting the key benefits and achievements of the program.

**3:15 PM | ACKNOWLEDGEMENTS & CLOSING CEREMONY**  
**BALLROOM 4**

**Roadway to Safety and Next Steps: A Mentimeter Activity**  
 Rahya Geisler, MN Toward Zero Deaths Program Coordinator, NE Region, MnDOT District 1 and Lisa Kona, Minnesota Network of Employers for Traffic Safety, State Coordinator

**Wrap Up – Col. Matt Langer, Minnesota State Patrol**

**Retiring of the Colors – Mille Lacs Band of Ojibwe Veterans**

**Adjournment**

**THANK YOU TO TODAY'S MODERATOR LEVI BROWN!**



**THANK YOU TO OUR EXHIBITORS!**

Alliant Engineering, Inc. · Fond du Lac Human Services  
 CIL Broward, Center for Independent Living of Broward  
 Minnesota Indian Affairs Council (MIAC) · MDH · MnDOT  
 Minnesota Network of Employers for Traffic Safety  
 Minnesota State Patrol · Minnesota Toward Zero Deaths  
 National Safety Council · The Plum Catalyst



**TOWARD ZERO DEATHS**

# Tribal Outreach

# Northwest TZD Region

Sue Johnson, NW TZD Regional Coordinator

Rosaline Groven, Lincoln High School English  
Teacher

Stacey Leake, Lincoln High School Technology  
Teacher

# Impact Teen Driver

## What Does Impact Teen Drivers Do?

Engage

Interactive tools  
Wordplay  
Personal stories

Educate

Seat belts  
Speed  
Speaking up  
Graduated Driver License  
Four types of Distracted  
Driving

Empower

Evidence-based  
strategies and  
solutions to make  
safer choices.



---

**...and Evaluate, Evaluate, & Evaluate!**

# Impact Teen Driver Curriculum

## Curriculum focus on

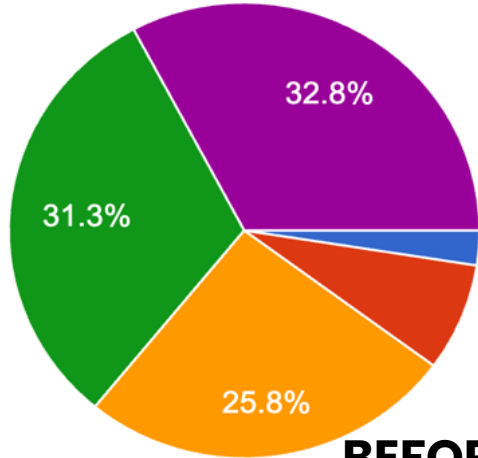
- Impaired driving
  - Speed/reckless
  - Seat belts
  - Distraction
  - Being a good passenger
- 
- 2023 15 presentations reaching 1,137 number of 10<sup>th</sup> graders
  - 2024 60 schools/presentations reaching over 3,400





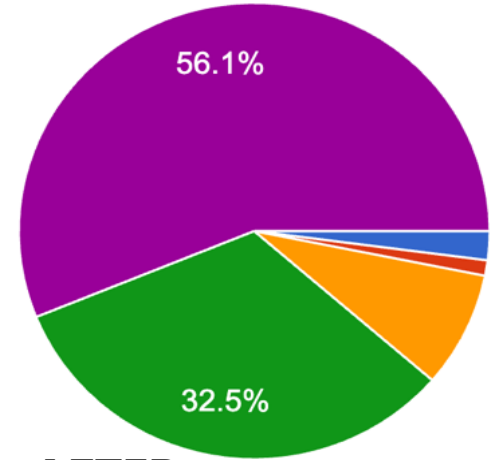
## EVERYDAY ACTIVITIES CAN BE LETHAL WHEN DONE WHILE DRIVING

Doing something simple like applying lip gloss while driving a vehicle can be lethal.



**BEFORE**

- 1- Strongly Disagree
- 2- Disagree
- 3- Neutral
- 4- Agree
- 5- Strongly Agree



**AFTER**

The surveys show more than a **23% increase** in students who strongly agree that applying lip gloss while driving can be lethal. When combining the strongly agree and agree responses we see an increase of 24.5% for those who strongly agree and agree.

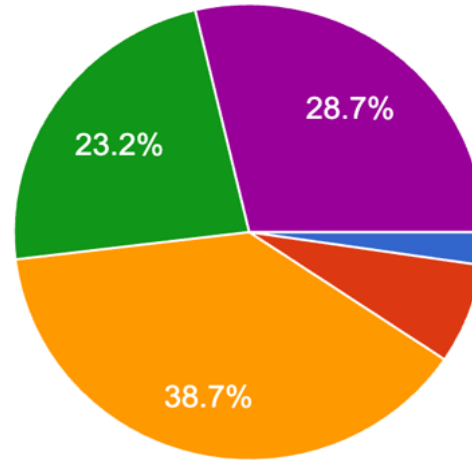
# PASSENGER BEHAVIOR:

I know which passenger behaviors can be lethal.

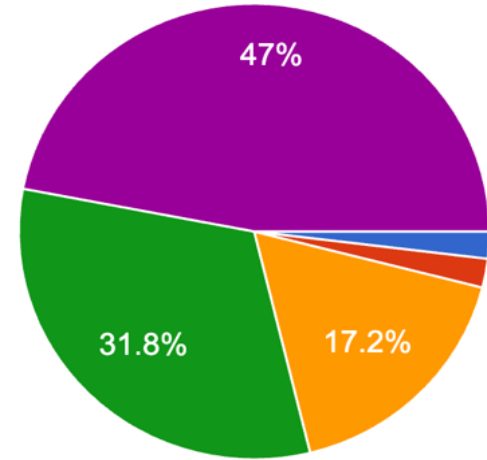
Increased understanding of passenger behavior that can be lethal

~ +27%

- 1- None
- 2- A little
- 3- Average Knowledge/skills
- 4- More than most
- 5- A lot



**BEFORE**



**AFTER**



# T-TZD



LINCOLN HIGH SCHOOL  
KEY CLUB



to include 8th Graders.

**DEATHS**



# FIRST ANNUAL FMS TTZD

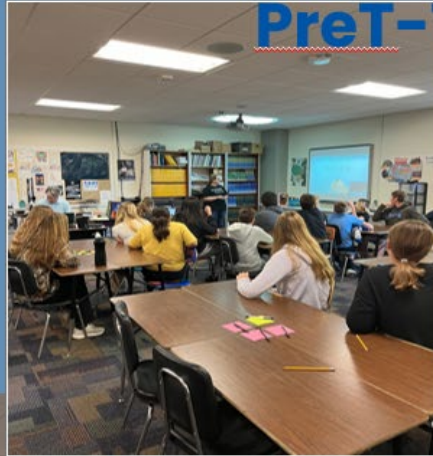
*Conference*



**TOWARD  
ZERO  
DEATHS**



# Pre-TTZD 2024



Challenger  
Elementary  
School



Franklin  
Middle  
School





## Topics at FMS & CES



**Bicycle and Pedestrian Safety**  
**Now that Marijuana is Legal (for Adults)**  
**Relationships and Uncomfortable Situations**  
**Social Media and Internet Safety: Human Trafficking**  
**Real Talk: Empathy, Acceptance & Social Media –**  
**Standing Up to Bullying Together**  
**ATV, Snowmobile and E-Bike Safety**



**TOWARD  
ZERO  
DEATHS**

**TEENS  
TOWARD  
ZERO  
DEATHS**

# Questions and Answers?



# TZD Regional Workshops & Roundtables *(they're free!)*

- Eight regional workshops or smaller regional roundtables across the state each spring
- Goal: Develop regional action plans to implement during the year
- Gather multi-disciplinary traffic safety stakeholder to establish relationships and common goals.



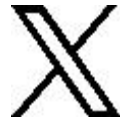
[Regional Events | Minnesota Toward Zero Deaths](#)





*Please* complete the evaluation survey.

*Thank you* for attending  
today's webinar.



Follow us on Twitter: @MNTZD



Like us on Facebook: MNTZD

[minnesotatzd.org](http://minnesotatzd.org)

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