

East Central and West Central TZD Annual Report



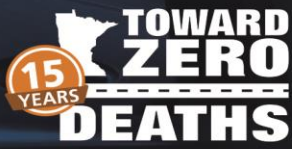
2017-2018

Prepared By:

Tom Nixon, MSPM

East and West TZD Regional Coordinator

October 2018



MINNESOTA TOWARD ZERO DEATHS

East and West Central Annual Report

Background Regional Death Rates

East Central Region

- 2017 traffic-related deaths for East Central was 71.
- 5-year average was 269. The East Central region had an increase of 8 fatalities as compared to the five year average.
- 2016 serious injuries was 269.
- 5-year average was 212. The East Central region had 57 more severe injuries as compared to the five year average. New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.

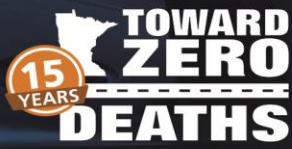
West Central Region

- 2017 traffic-related deaths for West Central region was 31.
- 5-year average was 23. The West Central region had 8 more fatalities as compared to the five year average.
- 2017 severe injuries for West Central was 85.
- The West Central region had 7 more severe injuries as compared to the five year average. New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.

Successes

- Two regional workshops: East Central and West Central Regions
- Media and Community Events:
 - Seatbelt and Impaired driving television, radio and print outreach interviews in West Central region
 - Seatbelt event with North Dakota Highway Patrol and the Minnesota State Patrol
 - High School seat belt challenge at Moorhead high school.
 - Border-to-Border speed event in July along highway 210.
 - Wrote, presented and was awarded a \$100K grant from Sourcewell for PR equipment.
 - Providing in-depth interviews with many radio stations and newspapers in East Central.
- Building relationships with Central Region Trauma Advisory Committee (CENTRAC) and West Regional Trauma Advisory Committee (WESTAC) to have more EMS partners, currently MDH appointed injury prevention board member for CENTRAC.
- Presented at many events and conferences as a keynote, breakout, subject matter expert presenter reaching more than a thousand listeners.
- Developed, planned, and led projects with state agency partners and engaged stakeholders; dynamic speed signs, corridor projects and Amish outreach.
- Responded to public inquiry to MnDOT District 3 staff on various roadway concerns on behalf of MnDOT and TZD.
- Participated on a TAP for pedestrian enforcement, providing TZD and greater Minnesota perspective.





MINNESOTA TOWARD ZERO DEATHS

- Contributing member to the newly established safety culture initiative within MnDOT to provide perspective, as TZD was seen as the successful model to pattern after.
- Led the planning and development of the EMS track at the annual TZD conference for the 5th year in a row.
- Participated in East and West Central TZD regions' scoping meetings on upcoming projects providing external partner feedback.
- Served as a resource for county engineers, county sheriffs, and other agency leaders on education and public address approaches on traffic safety.
- Completed monthly reports for the regions and two annual regional reports.

Coalitions in East Central Region:

- Crow Wing
- Isanti
- Kanabec/Pine
- Mille Lacs
- Morrison
- Sherburne
- Stearns/Benton
- Todd
- Wright

Coalitions in West Central Region

- Clay
- Douglas
- Ottertail
- Grant
- Traverse (limited activity)

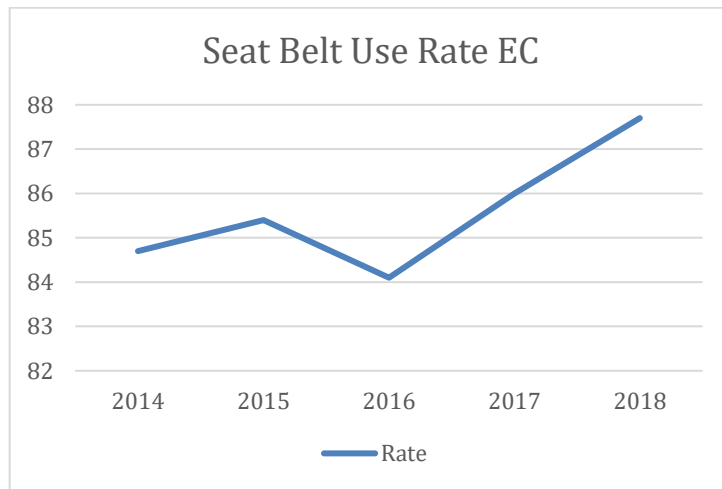
Observational Seat Belt Information:

2017 Regional seatbelt survey rates

East Central Region = 87.7 percent
 Seatbelt rates maintaining in the EC region.

East Central seatbelt rates 2014-2018

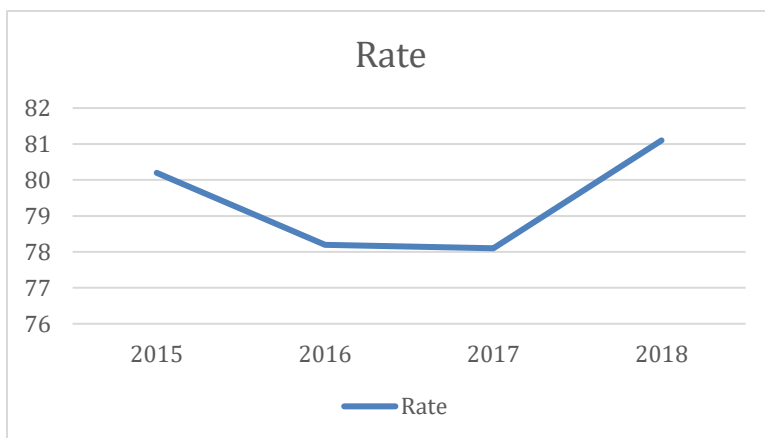
Year	Rate
2014	84.7 percent
2015	85.4 percent
2016	84.1 percent
2017	86.0 percent
2018	87.7 percent



West Central Region = 81.1% percent
 Seatbelt rates went up in the WC region.

West Central seatbelt rates 2014-2018

Year	Rate
2014	73.1 percent
2015	80.2 percent
2016	78.1 percent
2017	78.1 percent
2018	81.1 percent



Seat belt use has been a persistent issue in the West Central Region, and thanks to the data gathered in these surveys have generated a Minnesota State Patrol 3-year project to address the low use of seat belts.

Regional Workshops

The East Central workshop took place on April 5th in St. Cloud. The attendance was 78 and the topics covered were all tied to data-indicated issues. Bleeding and shock management, safety town, and crash investigation as it pertains to the legal system were well received topics.

The West Central workshop took place on April 12th in Moorhead. The attendance was 76 and the topics covered were all tied to data-indicated issues. Bleeding and shock management, insurance company knowledge, and how to get the media's attention were all well received topics. Media coverage:

<https://www.wday.com/news/4431201-driving-down-rate-traffic-related-deaths>

With the steering committee, I helped plan topics, coordinate the venue details and develop presentations. Both workshops had a facilitated engagement session we had developed that encouraged participants to analyze data, and provide mitigation strategies for their identified problem areas. This was developed into a document for people to utilize for their own.

Media Events

The media has grown to work well with the regional TZD program. Several events have aligned with specific waves. Other media has been on radio shows and in local newspapers.

- WJYY Radio with Sgt. Neil Dickenson. Talking about seat belts and winter driving.



• Winter Driving with County Maintenance



<https://lptv.org/crow-wing-county-discusses-safe-winter-driving/>

- Was on KASM radio to talk traffic safety on air for 1 hour. Winter driving, distraction, holiday planning and basic road engineering changes were discussed.
- Spoke on 1100 AM the Flag about what TZD is and what drivers can do to drive more aware.
- Developed talking points on the Hwy 210 project for MnDOT internally so they are aware of the project and can articulate the priorities.

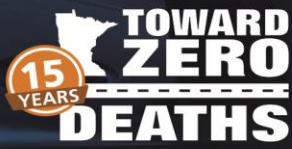
Good Evening,

I appreciate the opportunity to contribute to this narrative. I believe in reflecting on the premise that preceded the first corridor project, this type of effort is a result of the nature to which the cause of the crashes is not easily engineered for. In less words, it isn't the road that is at fault; or at least not to the ability to which we can afford the project or control the traffic. Therefore, I offer the following:

The crash reduction project is focused on changing driver behaviors with targeted education and enhanced enforcement.

The crash reduction project is a quick way to respond to behavioral contributors to crashes. When a crash happens, someone made a mistake.

This crash reduction project is an example of how engineering is a strong partner in TZD. Typically engineering fixes take funds and time to develop, even though all roads are constantly being assessed for risk and crash data is reviewed. In this project, engineering can be quickly supportive by providing signing and education.



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Before any engineering approach would be successful, the people using the road need to own their behaviors and drive in a manner that can be predictable and in accordance with the road design. Without these efforts to drive right, any further efforts would be limited in success at best.

The crash reduction project will span two years, with the first year being targeted education from TZD and local partners closely coupled with enhanced enforcement. At the end of the 4th quarter, a review of crash data and efforts will be presented in a hand-off event to local audiences for them to continue the message of safer driving to those that live along and use the corridor. The signs will come down by then end of the 8th quarter.

Let me know your thoughts.

-Tom

From: Hallgren, James (DOT)
Sent: Thursday, April 12, 2018 5:49 PM
To: Nixon, Thomas (DOT) <thomas.nixon@state.mn.us>
Cc: Anderson, Daniel D (DOT) <daniel.d.anderson@state.mn.us>; Dumont, Thomas (DOT) <tom.dumont@state.mn.us>
Subject: TH 210 West of Baxter

Tom – Tony Hughes has brought to my attention that several individuals along the TH 210 corridor will be extremely disappointed **when** this section of TH 210 is not selected for Corridors of Commerce funding. We may get some flack. Can we get together to put together some talking points.

Jim Hallgren
Assistant District Engineer
MnDOT District 3
7694 Industrial Park Road
Baxter, MN 56425
Phone: 218-828-5797
Cell: 218-821-7167



<https://lptv.org/brainerd-police-participate-in-statewide-distracted-driving-campaign/>

Brainerd Police Participate In Statewide Distracted Driving Campaign



Sarah Winkelmann — Apr. 12 2018

1 Comment



You might see additional police cars on the road the next few weeks as extra distracted driving enforcement is now underway.

The Brainerd Police Department is just one of over 300 agencies across the state of Minnesota participating in the 2018 Distracted Driving Campaign.

"Whether it is your phone, reaching over to grab something, changing the radio station or maybe yelling at a kid in the back seat," said Brainerd Police Officer Tony Runde.

According to the Minnesota Department of Public Safety, distracted driving contributes to one in every five crashes in Minnesota.

"It's everybody that is doing it," Officer Runde said. "Male, female, old and young, so it is a huge epidemic right now."

It is illegal to use your phone for texting or other internet purposes even while driving and includes while sitting at a traffic light.

"It's a habit, it's almost an addiction," Officer Runde said.

"People think, 'I have a few seconds,' they hear the ding, and the brain has been studied so we know we will be drawn to learn what that is," said Tom Nixon, Central Minnesota Toward Zero Deaths Regional Coordinator.

- National Click it or Ticket

<http://www.wday.com/news/accidents/4449342-local-trauma-surgeon-shares-consequences-not-buckling>

Local trauma surgeon shares consequences of not buckling up

By Carissa Wigginton on May 21, 2018 at 6:47 p.m.



1 / 2 A group of area law enforcement officials and emergency respondents at Veterans Bridge on Main Ave in Moorhead, kicked off the annual Click It or Ticket campaign. Carissa Wigginton / The Forum

MOORHEAD, MINN.- Dr. Sheryl Sahr sees firsthand how much heartache can be prevented by taking two seconds to buckle up.

The Sanford Health trauma surgeon spoke about the tragic repercussions on Monday, May 21, to kick off the annual Click It or Ticket initiative.

Sahr can almost immediately tell which emergency room patients were wearing a seatbelt and which weren't by the severity of their injuries, she says.

Patients who weren't wearing their seatbelt often suffer extremely severe head, facial and scalp injuries, as well as fatalities.

In some situations, the unbuckled victims try to leave the vehicle after the crash and end up either hitting the ground or having the car roll over them, she added.

Sahr also knows that many of the people not wearing seatbelts don't even come to the

<http://www.wday.com/news/4449401-100-deadliest-days-law-enforcement-remind-people-wear-seatbelts>

100 deadliest days: Law enforcement remind people to wear seatbelts

By Kevin Wallevand on May 21, 2018 at 6:43 p.m.



1 / 3

FARGO N.D.—Some sobering numbers are reminders that we are approaching the 100 deadliest days on area highways.

Law Enforcement from across the region gathered on the Veterans Memorial Bridge to kick off the summer campaign, urging seat belt use.

Half of the fatalities in North Dakota last year involved people not belted, 75-deaths in Minnesota.

Moorhead High School Seniors are proving the amount of time needed to click a seat belt is just seconds.

The four won a competition recently.

All of them changing seats and clicking their belts repeatedly in record time.

<http://www.kvrr.com/2018/05/21/64071/>

Both Sides of the River Aiming for Zero Deaths from Traffic Crashes

THOSE WITH "TOWARD ZERO DEATHS" LIKE TO COMPARE IT TO A ROLLER COASTER.

May 21, 2018 by Jessie Cohen



FARGO-MOORHEAD – West Central Minnesota Toward Zero Deaths stakeholders and North Dakota Vision Zero join forces to launch the national seat belt enforcement campaign.

Local officials and medical professionals are warning people in the community.

Authorities from both North Dakota and Minnesota are partnering up to remind you that before you stick those keys in the ignition to reach out and take those two extra seconds to buckle up your belt.

"In 2017 we had 108 fatality crashes in North Dakota 50 of those crashes we know that seat belts were not in use," Sgt. Luke Hendrickson, with the North Dakota Highway Patrol.

Both the Minnesota State Patrol and the North Dakota Highway Patrol say those deaths could have been prevented.

"Every person, every seat, every time, again riding along without a seat belt is gambling with your life it's just not worth it," said Sgt. Jesse Grabow, with the Minnesota State Patrol.

Those with Toward Zero Deaths like to compare it to a roller coaster.

Would you dare get on a ride without any protection?

"If you wouldn't ride a roller coaster without a seat belt, why would you ride in a car without one?" said Tom Nixon, the Toward Zero Deaths Regional Coordinator.

Many people don't think about the possible consequences.



<https://www.kvrr.com/2018/08/16/minnesota-law-enforcement-agencies-are-providing-extra-dwi-patrol/>

Minnesota Law Enforcement Agencies are Doing Extra DWI Patrol

THERE ARE MORE ALCOHOL-RELATED CRASHES AT THIS TIME OF YEAR

August 16, 2018 by Angela Shen



WDAY



KFGO



WDAY Radio



- WJJY talking about impaired driving and bus safety



- Grant County Herald after PR event

TOWARDS ZERO DEATHS COALITION

Their goal is zero vehicle crash deaths

BY C. A. RAY
Editor

Tom Nixon, from the Department of Public Safety, Minnesota Department of Transportation, and Crystal Hoepner, from Horizon Public Health, hosted a breakfast, last Friday, at the Grant County Highway Department to recruit members to the Grant County Towards Zero Deaths Coalition. In the audience were city and county officials, as well as members of the public.

Nixon said that while there are less deaths in Minnesota from vehicle crashes, the deaths are "more personal."

So far this year, there have been 245 vehicle crash deaths in Minnesota. In Texas, that number is over 800. Since TZD started in 2003, there has been 45 percent fewer vehicle crash deaths in Minnesota, partially because of safer roads, safer vehicles, and more seat belt use, but also because in Minnesota 99 percent of people live within 60 minutes of a certified trauma center hospital.

Also, the state has invested in lane barriers on our freeways. There are now 578 miles of Minnesota freeways, including 194, with cable lane barriers. Where these lane barriers have been installed, there have been no vehicle crash fatalities.

Lighting at intersections has also been a safety initiative, and they have proven to be beneficial in that drivers see there is an interactions coming up and slow down.

Nixon cited Grant County Highway Engineer Tracey Von Bargen with being a state-wide leader in traffic safety, but said the state is limited in what it can do because of economics, engineering and education.

Nixon said Minnesota is second in the nation in seat belt use, at around 92 percent, but rural Minnesotans are less likely to buckle up, and use seat belts only 81.1 percent of the time, and western Minnesota is the region with the lowest percentage of seat belt usage.

"We must learn to talk to our people and ask them, 'are you buckled up?' every time they drive or ride in a vehicle."

Hoepner said the state-wide goal of TZD is fewer than 300 vehicle crash deaths and fewer than 805 injuries by 2020.

She said in Grant County, last year, 17 people were killed or injured in vehicle crashes. Most were because of lane departures, but the second biggest reason was unbelted drivers or passengers.

"We are asking local agencies and individuals to join the Grant County Towards Zero Deaths Coalition," Hoepner concluded.

For more information contact Hoepner at crystalh@horizonph.org.



Tom Nixon




Lots of room

There was an open house for the new Grant County Highway Department garage last Thursday, showing the huge interior workspace and wash bay that can fit a truck and trailer.

- WJYY September talking about winter driving and belts.



- Mille Lacs Messenger

Safety striving and highway driving

Mille Lacs Messenger

Previous Next



Tom Nixon - Hwy. 169

Reading the signs along Highway 169

Tom Nixon, regional coordinator with Minnesota's Towards Zero Deaths traffic safety program, works to promote community education and awareness of practices to stay safe on major roadways like U.S. Hwy. 169.

Posted: Friday, September 21, 2018 6:00 am

http://www.messagemedia.co/millelacs/community/features/safety-striving-and-highway-driving/article_eaa920c0-bb49-11e8-89e9-13c02596fd53.html

Safety striving and highway driving by Evan Orbeck eorbeck@millelacsmessage.com MessAge Media | 0 comments

Local traffic safety coordinator provides insight for safely traveling along major roadways like Mille Lacs Lake's U.S. Highway 169



MINNESOTA TOWARD ZERO DEATHS

Snaking its way along the west shore of Mille Lacs, U.S. Hwy. 169 is an indispensable component of the area community. Its four lanes carry traffic through the heart of the Twin Cities to and from the lake and areas north. But traveling any high volume, fast-paced highway is bound to have its share of risks. Tom Nixon, a regional coordinator with the Toward Zero Deaths traffic safety program, explained what work TZD was doing to make travel along roads like Hwy. 169 safer.

Toward Zero Deaths

Minnesota Towards Zero Deaths is a traffic safety program that was launched collaboratively between the state's Departments of Public Safety, Transportation and Health in 2003, according to the program's official website. Minnesotatzd.org explains that the project was a culmination of efforts in the decades prior, which included work from the Departments of Public Safety and Transportation throughout the 90s and a North Star Workshop in 2001, which brought together Minnesota research organizations, state agencies and leaders from Washington, Australia and Sweden (the first adopters of the "zero deaths" initiative) to discuss roadway safety.

According to Nixon, the program's work is based around the Four E's: engineering, education, emergency trauma services and enforcement. These four areas represent "the majority of the folks who have a primary role that works around the road," he said. Delving into these aspects of the program, Nixon explained the engineering component looked toward planning future projects for roadway maintenance and preservation as well as opportunities to make those roads safer. However, Nixon's emphasis was on the aspects of the program that focus on roadway behaviors and how to better educate for public awareness about safe behavior.

Roadway Behavior

"Before we talk about anything on the road or how enforcement can change," Nixon said, "people's behaviors are the biggest influence on the safety of the road." Whether a person is distracted, impaired or just in a hurry, these actions contribute to the problem of roadway safety.

Giving an example of the thought process that the program wants to promote, Nixon explained that drivers should be willing to pass their turn, turn around and take it from the other lane, if it meant not waiting stationary in traffic. "You may not think you have to do that," he said, "but if it's going to promote you being in safer situation... you are prepared for the worst, expecting the worst, but hoping for the best." Other good practices included wearing a seatbelt, keeping attention on the road and not having items lying loose in the vehicle.





MINNESOTA TOWARD ZERO DEATHS

“We have a lot vehicles that travel on our roads everyday that don’t have a collision,” Nixon said. “So if we want to focus on what we can try to change first, it’s usually ourselves.”

Hwy. 169 data

Looking at the state of traffic on the Mille Lacs portion of Hwy. 169 specifically, the Minnesota Department of Transportation was able to provide crash data from January 1, 2016 through March 30, 2018. The data presented covers the stretch of road between 169’s intersections with Hwy. 27 in the south and Hwy. 18 to the north.

In this time frame, the Hwy. 169 corridor has seen 62 total crashes, with an average of 27.55 per year. There were zero fatal crashes recorded in this period as well as zero struck pedestrians. Crashes were evenly split with 31 occurring in wet and snow conditions and 31 in dry. In the city limits of Garrison, 11 crashes had occurred during this three year period, averaging 4.88 per year. Wet and snow conditions accounted for two of these crashes; conditions for the other nine were dry.

“The trouble with crash data,” Nixon noted, “is it takes time for it to be certified or correct.” He pointed to a number of factors that were considered during this process, such as a crime or medical condition being involved. He added that certain situations, a suicide, for example, wouldn’t be represented in the data. He knew of at least one fatal crash that occurred last June near St. Albans Bay that wasn’t counted as the data had yet to be finalized.

Giving an overview of the Hwy. 169 data, Nixon said, “Is this the worst stretch of road in Minnesota? Is this terrible? No, but it’s still not good.” He emphasized that the goal was zero deaths, and community awareness was an important step towards working to that goal.

“We’d like to see 169 improve,” Nixon said, noting that there wasn’t any one specific issue he could cite. “Inattention is nothing new. We’ve had a lot of rear end crashes, a lot of leaving the road. If someone falls asleep, someone’s impaired. Those things happen.”

In addition to raising community awareness, Nixon also knew of a couple of engineering changes that would be coming to Hwy. 169. At the County Road 11 intersection, just north of Milaca, a reduced conflict intersection would be introduced in the near future. A reduced conflict intersection, or J-turn, Nixon explained, removes a left turn through multiple lanes of traffic, instead placing an opportunity for a U-turn a short distance past the intersection. Though this set-up added some time to a commute, it also





MINNESOTA TOWARD ZERO DEATHS

reduced conflict points where crashes are likely to occur and changes the vehicles' angle of motion so that potential crashes were less likely to be fatal.

Nixon added that while Hwy. 169 had room to improve, the solution wasn't likely to be entirely engineering based. In that regard, working to raise community awareness for traffic safety was also important.

Community awareness

"The majority of the crashes that occur along any road are representative of a local population," Nixon said. When Hwy. 169 was considered, those involved were predominantly local residents. One of Minnesota Towards Zero Deaths' goals was to work with the community around a roadway to increase their awareness of safety efforts.

Corridor safety projects were another area of focus where Nixon had been involved, working on Hwys. 65, 10, 23 and 210. These local initiatives approached a community around specific roadways, "the people most invested in that roadway," as Nixon described them. These groups were then able to rally around what they saw as their safety issues. He acknowledged that solving these issues usually involved some engineering, but they also presented an opportunity for the community to promote safety culture. Focusing on improving behavior allowed any engineering and infrastructure work to be all the more effective.

Through their work over the past 15 years, the Minnesota Towards Zero Deaths program had seen 45 percent reduction on the number of fatalities. That meant more Minnesotans and visitors to the state were staying safe each year, Nixon observed. At the time of interview, he knew the state had seen 224 traffic fatalities for 2018 to date. Last year, the number at this point had been 233.

For those interested in contributing to local efforts to raise awareness, Nixon suggested reaching out the area's Toward Zero Deaths programs. For Mille Lacs County, he suggested reaching out to the Mille Lacs TZD Safe Roads Coalition, giving Penny Simonsen as a contact (penny.simonsen@ecrdc.org). In Crow Wing, the program could be reached through the sheriff's department.

"We're beating the odds," Nixon said, saying that roadways around the state were achieving the zero death rate on weekly and yearly bases. Though Hwy. 169 had its share of crashes and one death in the past year, it was also statistically contributing to those winning odds.



Outreach/Education Events



Participated in DPS event at CrossRoads Mall St. Cloud. Impairment goggles were used with bean bag toss game to catch people passing by to talk about the risk of impaired driving.



Benton County community education and health fair.

*Left to Right: Matt Cardinal, Tom Nixon, and Lt. Kellan Hemmesch
These two guys are very motivated in preventing crashes, it really is impressive.*





Menahga Schools TZD presentation on Distracted Driving

- Was requested to present in Otter Tail county on dispatching priorities, and how to improve resource allocation. The session went well, and policy change has been under way.
- Was requested to assist with introducing TZD to a new community gathering around traffic safety in Anoka county.

- **CENTRAC Conference**

Was a member of the planning committee and presented to this pre-hospital audience of about 80 people on traffic safety, and how they can become involved.

CENTRAC Conference Presentation feedback:

I just wanted to take a moment to thank you again for participating on the 17th, we really appreciate you taking the time to come and present!

I have included the information we received on the evaluations we got back on your session (numbers below are averages from the evals that were returned with ratings for your session).

Subject Knowledge	Effectiveness of Presenter	How well this session fulfilled its learning objectives	Overall rating
4.67	4.39	4.39	4.67

MnDOT Open House



Assisted with open house for MnDOT D3 to show what areas MnDOT provides the public with service in. More than 200 attendees stopped at the TZD station to learn about traffic safety. Several participants took info to contact TZD for future education.

- Presenting at the Greater Northwest EMS Conference on TZD and safer roadway operations.



TZD Conference EMS sessions

I lead the planning and organization of the EMS track at the TZD conference. We meet separately as a group, reviewing past topics, current proposals and personal experience. We develop seven sessions to submit to leadership. I submit that proposal, and make connection with speakers to confirm topic and scope of subject coverage. Subsequent tasks are coordinated with CTS and managed by me to get speakers information to CTS for inclusion in the conference materials. Additionally, I speak, moderate and assist with sessions at the conference.



Corridor Projects

Highway 23

The Highway 23 corridor project was developed in 2016 following 2 fatal crashes that took the life of a young mother. Local voices called for action, and I was contacted for an approach to address the public. I worked closely with the Minnesota State Patrol and MnDOT District 3 traffic engineering to develop a strategy that would address the public request and within our limits of our resources. This corridor project was the 3rd of its kind I have been involved in, with this being the most involved I had been over previous. I helped by addressing the public in public meetings, finding funding for palm cards, developing project signing, and answering public complaints and questions. February 2018 marked the first year completed and time for a transition to engage the locals to take ownership of this project.

I developed a plan and led the public address in an evening event that demonstrated past years statistics and successes. I then explained how the local government entities and citizens need to take ownership and gave direction on how to be successful.

Email I received:

Hello my name is Tom Longfield I'm the secretary of Foreston Fire and Rescue, today is the end of our year so I've been doing end of the year paperwork and I realized that we didn't have one single car accident in our coverage area of highway 23. In my 19 years on the department I've seen way too many fatalities and so this is

something too be excited about. The highway 23 initiative is doing good just wanted to pass this along. A member of our Matt Cardinal lost his wife on highway 23 in January so this hits home keep up the good work.

Tom Longfield

Foreston Fire and Rescue



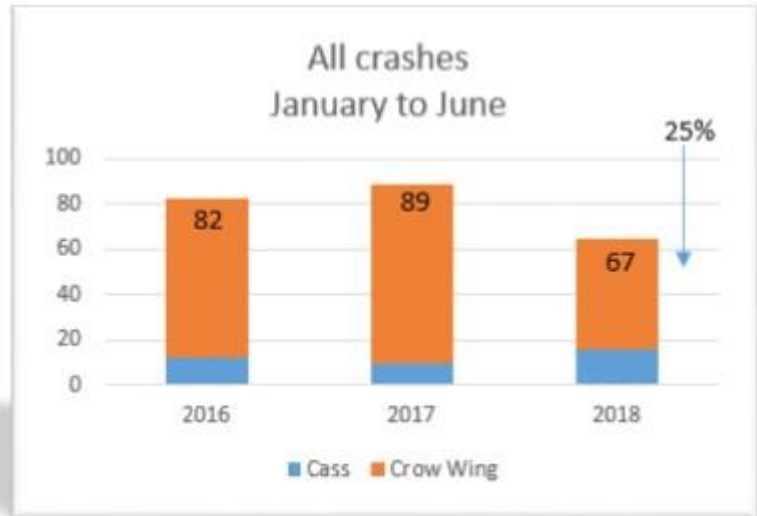
Highway 23 Phase II event in Foley

Highway 210

After reviewing the regional data, it was determined that Highway 210 in Cass and Crow Wing Counties was the next candidate roadway for a 4E focused approach. The partners of the Brainerd Lakes TZD coalition asked for guidance, and again I partnered with past partners to develop a plan. I presented past projects, priorities, and strategies. Since I have been involved in public outreach events, media outreach and partner motivation. Minnesota State Patrol District 2800 command staff have been leaders for the law enforcement group as well as been the record keeper of time invested on-duty for extra enforcement.



210 being the fourth of its kind, have all had similar or better results. This is not uncommon to find; when you focus your efforts, results are positive. With enhanced on-duty enforcement (an extra 750+ hours in the zone), education and other outreach activities, this project that began in early March has experienced a 25% reduction in crashes.



Amish

Developed the initial response materials to a crash that involved the Amish. Other states were contacted for how they approach this population, materials were gathered. Worked with internal contacts to better understand MnDOT and MSP policy and statutes related. Worked with Todd County Sheriff to gain contacts with the Amish.

1/15/2018

To Mr.
Address

Hello,

The loss of any life on any road is too many; that is the belief behind the Minnesota Toward Zero Deaths program. I am writing to let you know about this traffic safety program and to invite you to join me in the local effort.

Toward Zero Deaths looks at how crashes happen, and how to prevent them from happening again. The effort is driven by engineering, education, enforcement and emergency medical and trauma services; and truly everyone. Our goal is ZERO deaths.

It is my understanding that Todd County Sheriff Don Asmus has been in contact with you, or has received your name to contact. This initial contact is to establish a line of communication with people interested in becoming involved or interested in giving input around traffic safety initiatives.



MINNESOTA TOWARD ZERO DEATHS

We are interested in looking at the specific needs and questions you might have. Most often, a common understanding that can be used to educate all road users has the greatest return on investment. Engineering changes to the road are a possibility, but it is best to understand the problem before arriving at potential solutions.

There are several Toward Zero Deaths (TZD) partners that are interested in meeting with you to start developing a local coalition in Todd County. There is no cost or requirement to attend, but your time and insight would be appreciated. I am willing to meet before or after another meeting you might be attending, or at a location of your choosing.

TZD has seen a 45 percent reduction in fatalities on our roads since it began the journey to zero in 2003. It takes the commitment of every person on the road to do what they can to arrive safely.

Please complete the included questionnaire and return by XX/XX/2018 in the envelope provided.

I look forward to hearing from you.

Tom Nixon, MSPM

Central MN TZD Regional Coordinator
East Central
7694 Industrial Park Road
Baxter, MN 56425
218/828.5830 – Office



Questionnaire

Please circle or complete your response.

Is the U.S. mail the best way to reach you?

YES NO, please use: _____

Are you willing to meet to discuss traffic safety in your area?

YES NO

When is best to meet?

9-11 a.m. 1-3 p.m. 4-6 p.m. Other _____

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Where is best to meet?

Township Hall County Building

Other _____

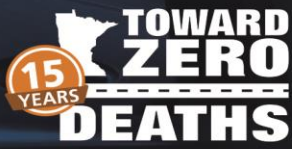
Address _____

How many times a week do you travel on a public road?

1-3 times 4-7 times 7-11 times more than 12 times

How often do you feel unsafe when travelling?





MINNESOTA TOWARD ZERO DEATHS

Never Rarely Sometimes Often Always

Are there things you believe can be done to change your response to the last question?

Anything else you would like to add:

Amish Findings:

Nearly a month ago, I had sent a brief letter and questionnaire to about 10 Amish residences of Todd county per the direction of the Sheriff’s meetings. I received just one response, but I will return to what that might mean later. The one response came from a community that lives near Staples along 210. The response stated that all future questions and correspondence was to go through one person. The questionnaire was mostly completed, with the exception of travel times and perception of safety. I was provided a date and time to meet at an address, and no time to respond via mail to confirm or clarify.

In an effort to establish a relationship, I started out with trusting the location and time would work despite the lack of easy communication. I arrived at the location shortly before the time to meet, 5 pm. I was met in the yard by David Yoder; he invited me into the workshop. There I met Andy Miller and William Swartzentruber; two other members of the community. I wanted to get the four of us on the same topic quickly, so I referenced the Sheriff’s interaction and what TZD was. They were quickly interested, and agreed they had a shared interest in traffic safety. I elaborated on the importance to me, and the agencies I represent, to first reach a common understanding of the goal for meeting; begin building a relationship. The Amish are characterized by their “sect” of which this group refers to as their community. Their community had selected these three gentlemen as representation of their community. They will listen and pass along the information to their Bishop, who resides in Wisconsin. The feedback from the Bishop will guide the community as to what, if any, changes they will make.

Although the first meeting was basically for them to listen, I did receive some feedback for my following questions:

- Do you have concerns about traffic safety? – Yes
- Did you have anything in particular you want to discuss? – No
- How many crashes are you aware of involving your community? - 3 or 4 in the last 5 years, only the one recently that was a death.



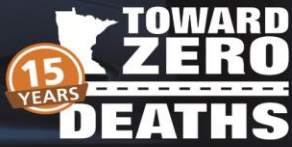
- How many close calls do you think happen? - More, but they added some are the buggy operator not being as careful.
- How often do you travel on a state highway? – Depends, those that live along may be couple times a day, but some live off from the highway that it may be once a week.
- Do you travel one road type over another? Prefer township roads as long as they are maintained well, any with paved shoulder are beneficial.
- How often do you feel unsafe when traveling? Half the time.
- Do you select times to travel based on risk? If we have to go, we do. We avoid inclement weather and darkness when possible.
- Do you have rules to how you operate your buggy? No
- Are you familiar with other states have done? David mentioned he was from Holmes/Wayne Counties area of Ohio.(This is where I was exchanging information from) He mentioned we have a good road system.
- What changes can you make to your buggy to be more visible? They showed what reflective material they use now, but there are limitations to what they can do based on their community. I explained the findings of what Ohio arrived at (can be found on an attached draft flyer I had developed). They are now hanging 2 lanterns at different heights to differentiate buggies from cars. Anything further will have to be a later response.
- Have you seen black reflective material? No
- How wide are your buggies? They are less than 72" wheel to wheel outside. They built them in the shop I was in.
- Where do you normally operate, near the center line or near the fog line? Near the fog line or on a paved shoulder.
- How do you think other drivers know what you will do next, i.e. turn left? Typically use hand signals and look around the side of the buggy.
- How far before a turn would you leave the fog line for a left turn? 100-200 feet before the turn.
- Would you use a shoulder if there was one? Yes, but more likely if it is paved. The unpaved is more work for the horse and can be dangerous if not well kept.
- Anything you would think motor vehicle drivers should know? Will be a later response.
- How do you feel about meeting again? We should meet in 2 weeks.
- Does the meeting time work or earlier? 5pm is good, allows for finishing work.

The second visit occurred on 3/1/2018 at the same location. The same 3 community members joined in the shop to discuss anything to follow up on. The following questions responses:

- Did you get any feedback from your community? No, they support this conversation. We haven't talked to our Bishop yet. Maybe we take a longer time to meet again to get feedback from them.
- Has anything come up since the last time we talked? No
- How would you feel about looking at black reflective fabric? We would have to show it to our Bishop, but yes. Dan Anderson had some shipped from 3M to D3. It will be delivered to this community.

- What is the range of travel for you typically? Staples once a week. Long Prairie once a month, but major shopping to Long Prairie, Brainerd, or Alexandria would be with a driver.
- Would the community from Clarissa come through here? Not usually.
- What would be the best way to reach your community about construction projects, Dairy Queen in Staples? That would be a place we commonly go, but to one of the three mailing addresses would work too or even better.
- Would a detour onto county roads or township roads be a problem, say an extra 2-3 miles? No problem, but might make alternate plans as that may add an hour if over 3 miles.
- Would a six foot shoulder be adequate for your travel to be off the travel lane? Yes, but would be tight. Most shoulders in New York and Ohio were six foot.
- How long have you been here? This community was established about 15 years ago. Some of us are from southern Minnesota, some from other states.
- Would you be willing to review the Ohio horse and buggy manual? Yes, we can provide input from what they did.
- If a Amish community day was held, would you be interested in attending(like Ohio did)? Yes, it could be of value. A compliment document to educate the motor vehicle users would come from this.
- Do you think if shoulders were installed/improved, would that improve your travel and access? Yes, without question.
- There might be unintended consequences with improvements, i.e. wider road, people may travel faster, any concern with that? At least we would be off the lane they are in, now they go too fast and we have nowhere to go.
- Do Amish use bicycles or other modes of transportation? Some children ride bicycles, but not many. Some younger men ride a saddled horse.
- Any suggestion on how to reach the other communities? They'll respond if they feel they need to. Andy Miller will be delivering buggies to several communities in the coming weeks and will encourage them to respond.
- Any reason why another community would be put off by this attempt? No, they just might be waiting for something.
- When should we meet again? After the fabric is here and we can send it to our Bishop to respond to.
- Have these meetings been productive? Yes
- Is there anything else I can be of help with or address? Not at this time.

The meetings were about an hour plus each. They seem to be appreciative of the effort and are very welcoming. I am greeted with coffee and cookies each time, tough assignment I know. It would appear they are open minded, but underscore that any changes will be at the decision of the Bishop. They haven't made any requests, but agree amongst themselves that if a wider shoulder was available, they would use it. They also feel they could help and be helped by a manual or some sort of guidance to reference for operation to be more predictable to drivers and for drivers to better predict their movements. A better understanding of the Amish will help shape future interaction, and will lend to better relationships.



MINNESOTA TOWARD ZERO DEATHS

The plan from here is to deliver the 3M fabric, work on development of a draft version for horse and buggy operation, and replicate this approach with other communities. I followed up with Katie Caskey on what I had learned, and what suggestions she has I can incorporate into the current and future efforts.

In September we met to discuss the development of a horse and buggy manual and how the summer construction season had went. I had been providing construction with suggestions on how to best communicate with this community. A very successful effort thus far, having other regions and counties asking for how to replicate this outreach.

Committee/Board Work

I serve on a Pedestrian TAP looking at enforcement techniques, and ways that positive norming can change the culture around this issue. I provide greater Minnesota perspective and TZD related approach experience.

I am an MDH appointed Injury Prevention Board member on the CENTRAC, regional trauma committee. I attend these meetings quarterly, and have been involved with traffic safety as a priority to reduce the number of those affected by trauma in Minnesota. I am looked upon for direction often and regularly lead conversations and initiatives.

Safety Culture committee was born in late 2017, and has been developing its approach to change the culture of MnDOT around prioritizing work with making sure it has addressed risk vs. benefit.

Grant Writing and Award

In 2017, I had completed an application and was unsuccessful in being funded. I reviewed the technical disqualification, and adjusted for 2018. In the spring of 2018, again completed the application and was selected to present the application to the screening committee. The project was subsequently funded. The partnership with City of Brainerd has been fostered by communicating common goals and investment in projects. Due to this relationship, they agreed to be the fiscal host as a pass through. Arrangements have been made to work cooperatively and legally to acquire this equipment, as MnDOT could not receive the grant. Since July, I have been working with our fiscal host to encumber the funds, purchase items, track costs, arrange delivery and subsequent use procedures. \$100,000 was awarded, and will be spent through then end of 2018.

~~NJPA~~ SourceWell Innovation Funding Application **FUNDED**

Objective: To seek funding for equipment and resources that will aid in the prevention of serious and fatal crashes.

Problem Statement: Crow Wing County and the surrounding counties have experienced a reduction in life changing crashes. Despite this progress there is still a need for more change, and engineering is not capable of fixing this alone due to time and cost. Innovative education activities are not currently available.

Plan: Submit application to NJPA for Innovation Funding for the purchase of equipment with City of Brainerd as fiscal host and project sponsor. Once awarded, order equipment and take delivery in August 2018. There



will be funds available to reimburse fiscal host costs. MnDOT has agreed to house, maintain and coordinate the distribution of the equipment.



Seatbelt Convincer:

The seatbelt convincer has riders decelerate down a sled on a vehicle seat, belted in at 5mph to a sudden stop. This is on trailer. \$21,000



Driving Simulators:

These simulators allow operators to learn about behaviors behind the wheel, such as distraction, and operation in different scenarios. They are to be housed in small enclosed trailers and capable of being used by all ages of drivers. \$36,200



Safety Town

Safety Town is a scaled town of streets, buildings, and signals so children can learn how to navigate the world on foot and wheel. This equipment would be housed in a trailer. \$25,000

The other two items are an app for designated drivers to find establishments willing to provide

discounts for being a DD and challenge coins to motivate/reward those involved in TZD.
\$17,500



Seat Belt Efforts

Buckle up stencils, seat belt challenges, and educating on seat belts/CPS in media and print opportunities in addition to any presentation. The Moorhead PD took the seat belt challenge shown to them from south east Minnesota. We adapted slightly to their needs and had great participation for their first time. The winning team completed the challenge in 33.12 seconds. Pizza and pop was arranged for them as reward. The resources applied for in the Sourcewell grant application are directly related to this topic and others, the seat belt convincer will be a tool to help in this effort.

Distraction efforts:

Moorhead PD conducted their “Busted on the Bus” project again in the WC media market. Brainerd Lakes TZD enforcement conducted grant funded and on-duty distraction enforcement, along with most of the agencies active in TZD enforcement. I supported them in local news and outreach whenever possible. This topic has been increasingly in demand to speak to, so several events specifically requested having this focus. Additionally, I provided presentations and materials for others to present on.

Impaired Efforts:

Roving Dynamic Speed Signs

A project that began in 2016, it has now grown to cover 2 TZD regions and 3 State Patrol Districts. The research that has been done on speed signs was reviewed. The key findings for capitalizing on effectiveness were employed with the use of the signs. It was found that maintaining the novelty effect, that’s when the sign is not habituated by passersby, people adhere to the signs warning. These signs are a proven traffic calming device. Additionally, they have garnered great enthusiasm from law enforcement to use them for finding actual speed deviation and timing. This information has been used to pattern enforcement, educate and reinforce. The data that is being collected is being refined to best serve future needs to revisit these locations and address any changes to compliance. I manage the purchasing, data warehousing and compliance of use of these signs.

The idea for this project came from a request from patrol, and the ability to move tis forward is thanks to the cooperation of district leaders, traffic office and maintenance.

These signs have been welcomed by many and an example of their ability is shown in the article referenced below. The data has early indication that sustained use of the signs and intermittent use show drivers adhere to the limit more often when the signs are present. When tied to extra enforcement, the effect lasts longer. It will take more time to collect data around this to make any real substantive statements.

Good Morning,

Recently, the central Minnesota TZD roving speed signs have been deployed following a crash in Cokato. The article found here: <http://www.herald-journal.com/archives/2018/stories/Pedestrian-safety-Hwy12.html> is another example of how the partnerships create an opportunity to grow these educational opportunities. The signs were able to offer the Wright County Sheriff's office something to show how they know what the problems are, and that they can develop a plan to mitigate that. I'd ask that if we partner with external agencies, we can explain the signs are a TZD partnership with MnDOT and MSP, along with any external partners. An extra thanks to Lt. Quart for working with this area and providing the education and resource!



Toward Zero Deaths Special Project Report: Roving Dynamic Speed Display Signs

Speed is a persistent issue on Minnesota roads contributing to more than 80 deaths each year. It is one of the deadly driving behaviors continually showing up in TZD crash data.

Roving Dynamic Speed Display (DSD) signs are an innovative approach to tackling speed in Minnesota.

Roving DSD signs are changeable message signs activated by radar, or other speed sensing device, that display to approaching drivers the speed at which they are traveling. They are a research driven traffic calming device used to encourage drivers to be aware of their speed.

The signs are currently being piloted in TZD's East and West Central Regions. Lieutenants of Minnesota State Patrol Districts 2800, 2900 and 2600 have coordinated with TZD stakeholders and have found the signs a welcome addition to speed enforcement strategies that can change behavior. *"It is an education tool and an enforcement enhancer, it puts the driver on notice"* - Captain Joe Dwyer, MSP District 2800.

Signs are easy to use:

- Collects and provides data for up to four weeks on one charge.
- Records peak travel times, when a speed violation occurs, and counts vehicles.
- Helps determine when to target education and enforcement efforts.
- Downloads data via Bluetooth.
- Signs deploy in minutes and have an internal battery.

Early Findings:

- The learning curve is quick allowing for rapid response to findings.
- Enables fast, data driven, responses to public inquiries.
- Drivers adjust to desired behaviors when signs are used coupled with extra enforcement.




www.minnesotatzd.org


Roving Dynamic Speed Display (DSD) Sign Usage Options

As part of a Towards Zero Deaths program to reduce speeds on Minnesota highways, the Minnesota State Patrol has approached MnDOT for options on employing Roving Dynamic Speed Display signs at specific targeted locations in each District. Below are the options that are viable based on the MN MUTCD, MnDOT Policy, and crashworthy requirements. It is anticipated that MnDOT Maintenance forces or the Local Road Authority will be needed to install each option. Each option is anticipated to require approximately 15 minutes to perform the installation.

DSD Sign



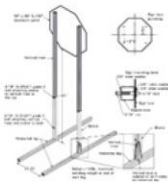
- LED text height must be at least 10" (≤ 40 MPH) or 14" (≥ 45 MPH) and amber in color
- "YOUR SPEED" must be FHWA Series D or E font and 4" (≤ 40 MPH) or 6" (≥ 45 MPH) in size
- DSD sign color must match the sign it is meant to complement (black on white for regulatory signs)
- Sign Sheeting must be Type XI (3M DG3, Avery Dennison Omniscube or equivalent from MnDOT's Approved/Qualified Products list: <http://www.dot.state.mn.us/products/signing/sheeting.html>)
- When the posted speed is exceeded by one MPH, the LED display flash rate must be 50 to 60 cycles per minute. The DSD sign shall not have any strobes activated.
- Threshold speed settings should be set at 10 MPH (≤ 40 MPH) or 20 MPH (≥ 45 MPH) over the posted speed limit, anything over the threshold the LED shall go blank.

Option 1 – Perforated Steel Square Tube Post Mount



- This option requires the installation of a square tube sleeve, into which the riser post with the DSD sign is inserted when the DSD sign is placed
- When the DSD sign is not installed, a delineator post is placed to allow the square tube sleeve to be easily found when needed at a later date

Option 2 – MnDOT NCHRP 350 Compliant Tall Portable Sign Stand



- Mount on shoulder with sand bags on stand legs
- Stand is 6' long x 3' wide x 108" tall, requiring MnDOT assistance
- Structure will need surveillance and maintenance
- Detail website: <http://www.dot.state.mn.us/trafficeng/products/350signs/350MNAppearedsignstructures.pdf>

Option 3 – Trailer



- Requires MnDOT Maintenance to haul the trailer out and set up type B channelizers (drums, vertical panels, or barricades) per Layout 7 of the Minnesota Temporary Traffic Control Field Manual (as the trailer is not crashworthy)
- Channelizers will need surveillance and maintenance

Number of Devices	Taper Length (feet)	Speed Limit (mph)
3	50	≤ 40
5	100	≥ 45

Pedestrians and Bikes

Worked with Michelle Pooler to develop a youth education program designed to educate vulnerable and young infrastructure users. She was provided an example of what to purchase, and how to market this program. Subsequent purchase was made, and now the equipment has become East Central TZD's equipment. It has been planned to be at several events in FY19. It was used at other events in FY18 that were coordinated by other partners that I helped to guide the set up and lessons.



Speed Efforts:

Speed is a persistent issue and due to that, the speed signs were purchased as another tool in the tool box. Extra enforcement has been met with extra education and media outreach whenever possible. The speed sign data is being used to better evaluate our regional problems, and appropriate management to follow.

Border-to-Border 7/19

- **MNTH 210 Border-to-Border Results**

On Thursday, July 19, District 2800 troopers collaborated with troopers from District 2700 and District 2900, along with members from our allied agencies, on a border-to-border saturation on Highway 210. Troopers worked in the Highway 210 zone from 7am-6pm. A total of 16 citations and 61 warnings were issued on the corridor during the saturation. Given our district’s commitment to enforcement efforts on Highway 210 this year, it did not come as a surprise that District 2800 troopers led the way in the enforcement categories related to our four pillars. A breakdown of the overall activity is as follows:

Time in Zone	Traffic Stops	Speed Citations	Speed Warnings	Seat Belt Citations	Seat Belt Warnings	Distracted Driving Violations
40.5 hours	58	6	30	5	5	2

Challenges

- Funding for projects
- Many of the unfunded or no coalition areas lack someone that can take the time to be a coalition leader as they are already over committed to other efforts.

Where are the gaps?

- I focus on where the greatest need and risk intersect. If there is an established coalition, my time is there when it is needed. This means that my time in WC or the north end of EC is more limited due to the fewer fatalities and resources.
- Still have communities without a TZD Safe Roads coalition or 4-E coalition created/sustained.
 - Two Counties in EC region with no coalition (Cass and Wadena) and 5 in WC Region (Becker, Mahnomon, Pope, Stevens, Wilkin). Two of those had funding and a coalition previously, but were unable to maintain the grant.

Building relationships both internally and externally

Continually building and nurturing relationships, this means face time and checking in by email or phone.

Regular updates to the distribution list and the internal network.

Check-ins with TZS safe roads coordinators and an in-person meeting two times a year.

Attended the Law Enforcement grant meetings as able

Attend CENRTAC and WESTAC meetings