Minnesota Toward Zero Deaths
Regional Evaluation
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The Game Plan

what are we going to cover?

- History of Minnesota’s TZD Regions
- Organization: Centrally Funded to Grass Roots
- How TZD Regions improve traffic safety in Minnesota

Traffic Safety Impacts Everyone!

Can traffic safety be impacted by centrally managed resources and grass roots efforts?
Background of Minnesota’s TZD Program

1994-2002
Traffic Safety Advocates worked unrelentingly to reduce fatal and serious injury crashes

Prior to TZD

2003
TZD Begins! Collaborative effort

Everyone Lives
TZD Strategic Partners

The TZD Mission
Minnesota’s Department of Transportation (MDOT) collaborated with the Minnesota Department of Public Safety and the Minnesota Association of Chiefs of Police to establish a collaborative, multi-disciplinary team to develop strategies to reduce traffic fatalities and serious injuries. The TZD initiative has been successful in reducing traffic deaths and injuries in the Minnesota region.

2005-2012

TZD Regions are Established

First Regional Workshop, Southeastern Minnesota, 2005
1994-2002
Had the trend continued...
Prior to TZD
Traffic Safety Advocates worked unremittingly to reduce fatal and serious injury crashes!
TZD Begins!
Collaborative effort
Everyone Else
The TZD Mission

Our mission is to create a culture for which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement, and emergency medical and trauma services. These efforts will be driven by data, best practices, and research.
TZD Regions are Established

First Regional Workshop: Southeastern Minnesota, 2005!
Establishment of Regions & Hiring of Regional Coordinators
& Hiring of Regional Coordinators

Eight Regions established to support local partners

- Coordinators in each region
  - Support local efforts
  - Recruit and sustain traffic safety partners
  - Promote the TEO Mission

Coordinator Hired
Regional Workshop
Eight Regions established to support local partners

Coordinators in each region
  • Support local efforts
  • Recruit and sustain traffic safety partners
  • Promote the TZD Mission
Outcomes Evaluation

First of its kind in Minnesota!

This evaluation begins the process of improving connections with data stakeholders.

How does regional growth and maturity effect roadway safety?

How does local participation effect roadway safety?
The Logistics

Summative Evaluation

Comparison of baseline period 2006-2010 to our evaluation period of 2011
Regional Objectives

- Reduce fatalities and fatal crashes
  - Overall
  - Involving improperly belted occupants
  - Involving impaired driver
  - Involving inappropriate speeds
  - Involving distracted driver
- Reduce serious injuries and serious injury crashes
  - Overall
  - Involving improperly belted occupants
  - Involving impaired driver
  - Involving inappropriate speeds
  - Involving distracted driver
- Continuously increase TZD awareness
Outcomes
TZD Regional Maturity

As each TZD Region grows and matures, traffic fatalities and serious injuries decrease

Age of Region and Change in Traffic fatalities and serious injuries
Change in Traffic Fatalities
By TZD Region Age

Pearson’s Correlation
\( r = -0.885, p = 0.049 \)

Percent Change in Traffic-related Fatalities From Baseline to 2011
← Increased Fatalities — Decreased Fatalities →
Change in Traffic Serious Injuries
By TZD Region Age

Pearson’s Correlation
\( r = -0.864, \ p = 0.059 \)

Northwestern Minnesota
South Central and Northeastern Minnesota
Southeastern Minnesota

Percent Change in Traffic-related Serious Injuries From Baseline to 2011
\<Increased Serious Injuries—Decreased Serious Injuries\>
TZD Regional Participation

Proportion of counties within a Region with:
  • Safe Roads Grant
  • TZD Enforcement Grant
  • County Road Safety Plan completed

Regional Participation and Change in Traffic fatalities and serious injuries
Change in Traffic Fatalities

By Regional Participation

Pearson’s Correlation
$r=-0.748$, $p=0.146$

South Central Minnesota
Southwestern Minnesota
Northeastern Minnesota
Northwestern Minnesota

Percent Change in Traffic-related Fatalities from Baseline to 2011

$\leftarrow$ Increased Fatalities $\rightarrow$ Decreased Fatalities

$r=-0.748$, $n=5$, $p<0.146$
Change in Traffic Serious Injuries
By Regional Participation

Pearson’s Correlation
r = -0.879, p = 0.050

Percent Change in Traffic-related Serious Injuries from Baseline to 2011
r = -0.879, n = 5, p < 0.050
← Increased Serious Injuries → Decreased Serious Injuries →
Outreach to local partners and counties that do not currently have active TZD efforts

Provide awards or recognition to incentivize local participation in TZD

Provide local and regional support with vigilant patience
Encourage counties, cities, and local advocates to use strategic plans and local safety plans

Provide County Road Safety Plan to all counties

Targeted Programming

Identify emerging and changing trends

Identify the obstacles and unmet needs for each region to address impaired and distracted driving

- Recruit strategic partners who may provide insight or access to target audiences
- Develop a plan by which unmet needs may be matched with state and local resources
- State-level support for local programs to address impaired and distracted driving
Future Evaluations

Foundations for Rigorous Analysis

Access to clean and accurate data
  • Aggregated by County
  • Retrospective data

Network analysis
  • Identify key partnership connections
  • Identify partners not at the table
Partnerships

- State Resources
- Local Advocates
- Local Providers
- Local Government

Resilience Through...
ReSilience Through Connectivity

- AAA
- MADD
- Federal Initiatives
- Dept. Public Safety
- Dept. Transportation
- Dept. Health
- Judicial System
- Region / County
- Chamber of Commerce
- City
- TZD Coordinator
- NETS
- TZD Grantees
- Local Safe Communities
- Local Law Enforcement
- Local Emergency Response
- Local Trauma Center
- State Patrol
- University Minnesota – CTS
Through Connectivity

AAA  MADD
Federal Initiatives  Local Safe Communities
Dept. Public Safety  Local Law Enforcement
Dept. Transportation  Local Emergency Response
Dept. Health  Local Trauma Center
Judicial System  State Patrol
Region / County  University Minnesota – CTS
Chamber of Commerce  NETS
City  TZD Grantees
TZD Coordinator
Thank You

Questions?