

MINNESOTA  
**TOWARD ZERO DEATHS**

# **Goodhue County Toward Zero Deaths (TZD) Safe Roads Grant**

Goodhue County HHS Board  
Tuesday, May 20, 2025

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Corporal Wallerich, Goodhue County TZD Enforcement Coordinator

# 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.

*A comprehensive traffic safety program serving all of Minnesota*

# Working Together

## Goals

- Pursue public support of traffic safety as a priority
- Strengthen TZD as a priority for all units of government and traffic safety partnerships
- Promote and implement effective traffic safety initiatives

## Values

- Continuous improvement
- Engaged partners
- Evidence-based approaches

# TZD Cornerstone

- Five*  
~~Four~~ “E” approach:
- Enforcement
  - Engineering
  - Education & Outreach
  - Emergency Medical & Trauma Services
  - **Everyone Else!**



# Why Traffic Safety Matters

Last year in Minnesota:

- **479** people never made it home
- Nearly **30,000** were injured

Every single day:

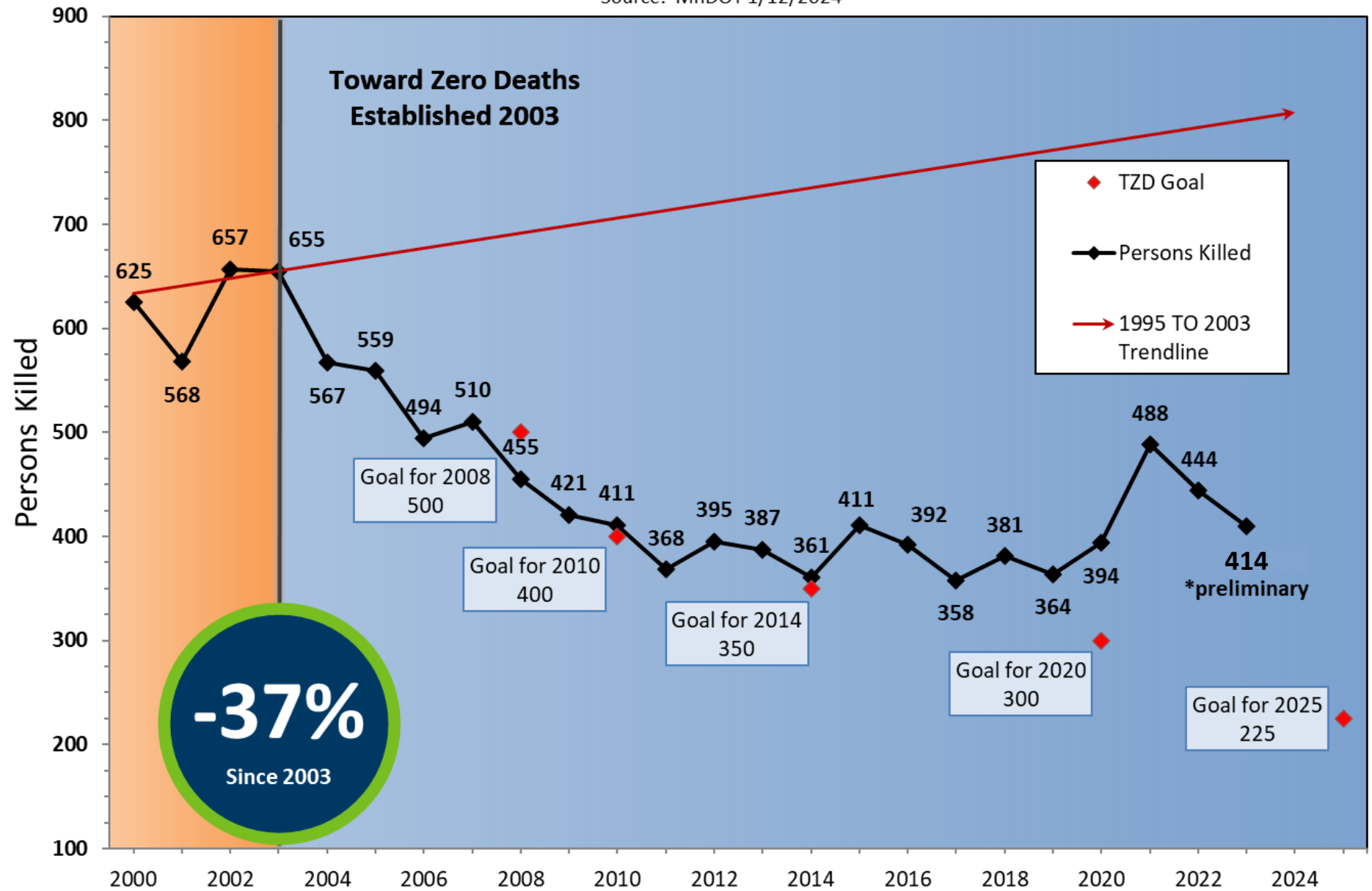
- **174** crashes
- **65** injuries
- **1** person dies – **every day**



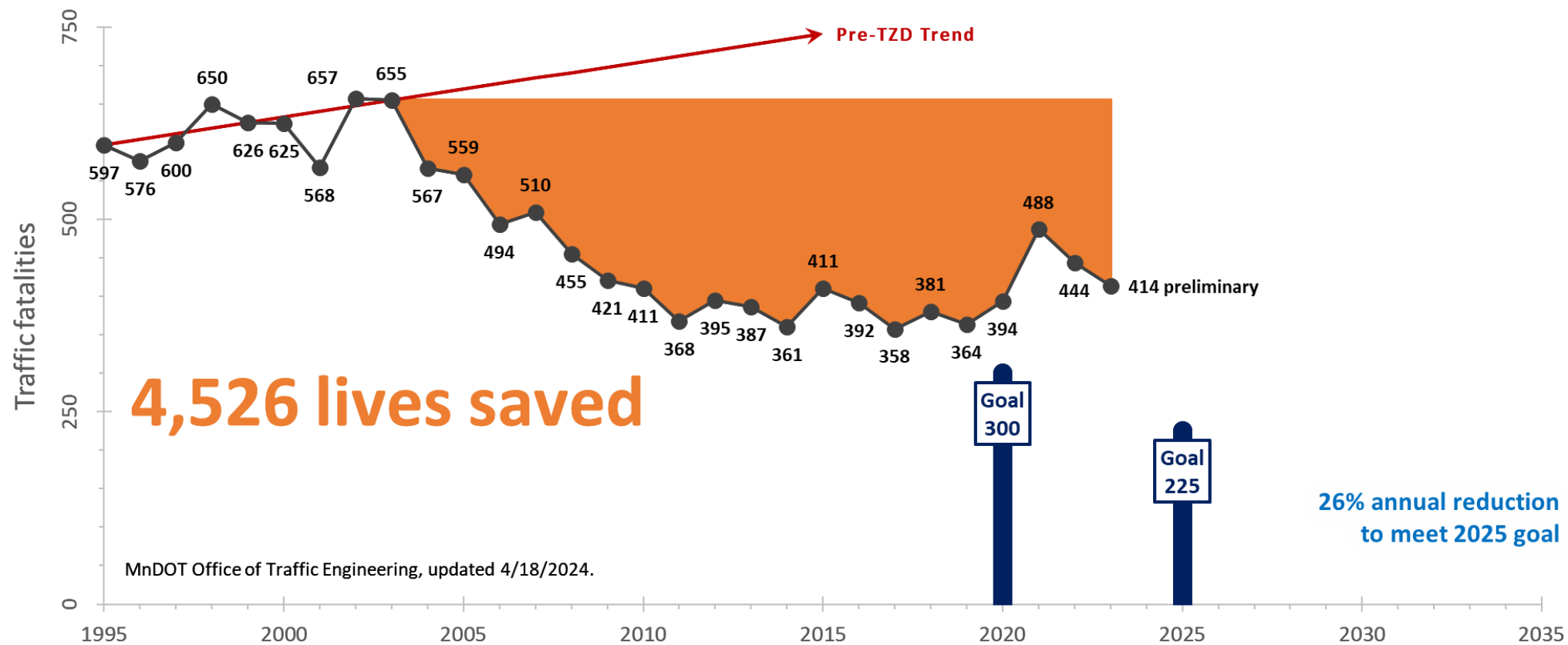
**Real people. Real lives. Real choices.**

# Minnesota Roadway Fatalities

Source: MnDOT 1/12/2024







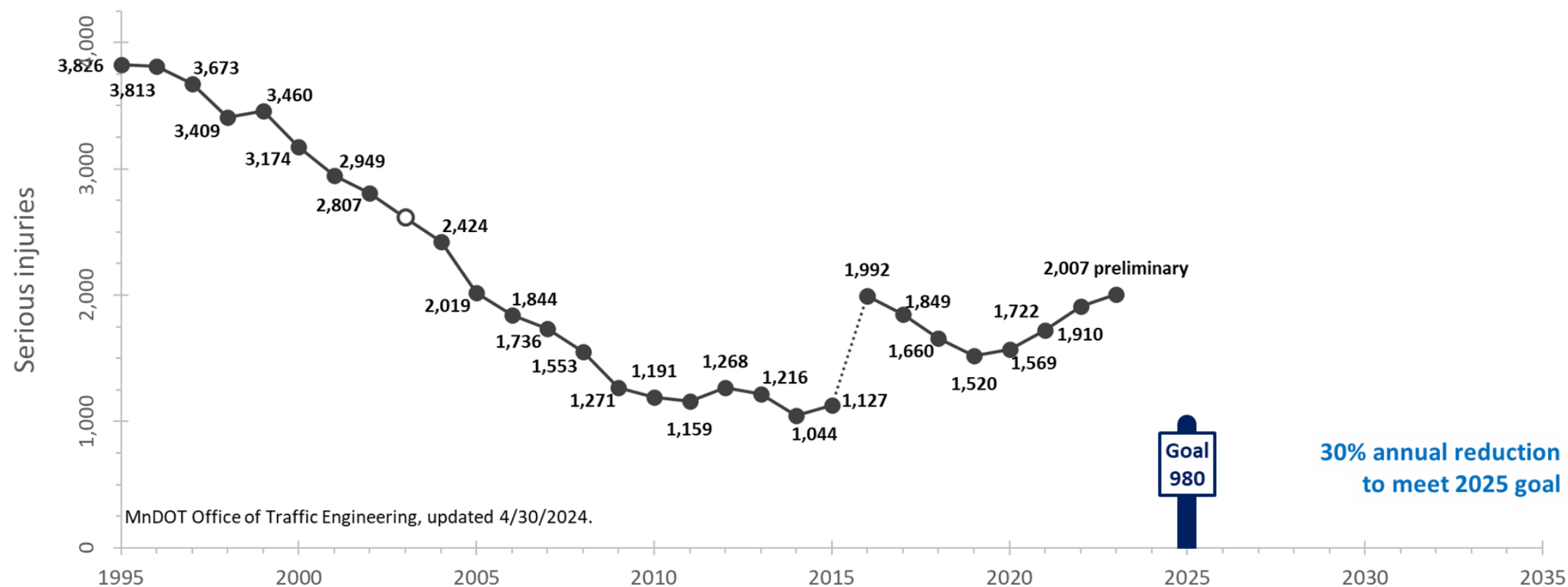
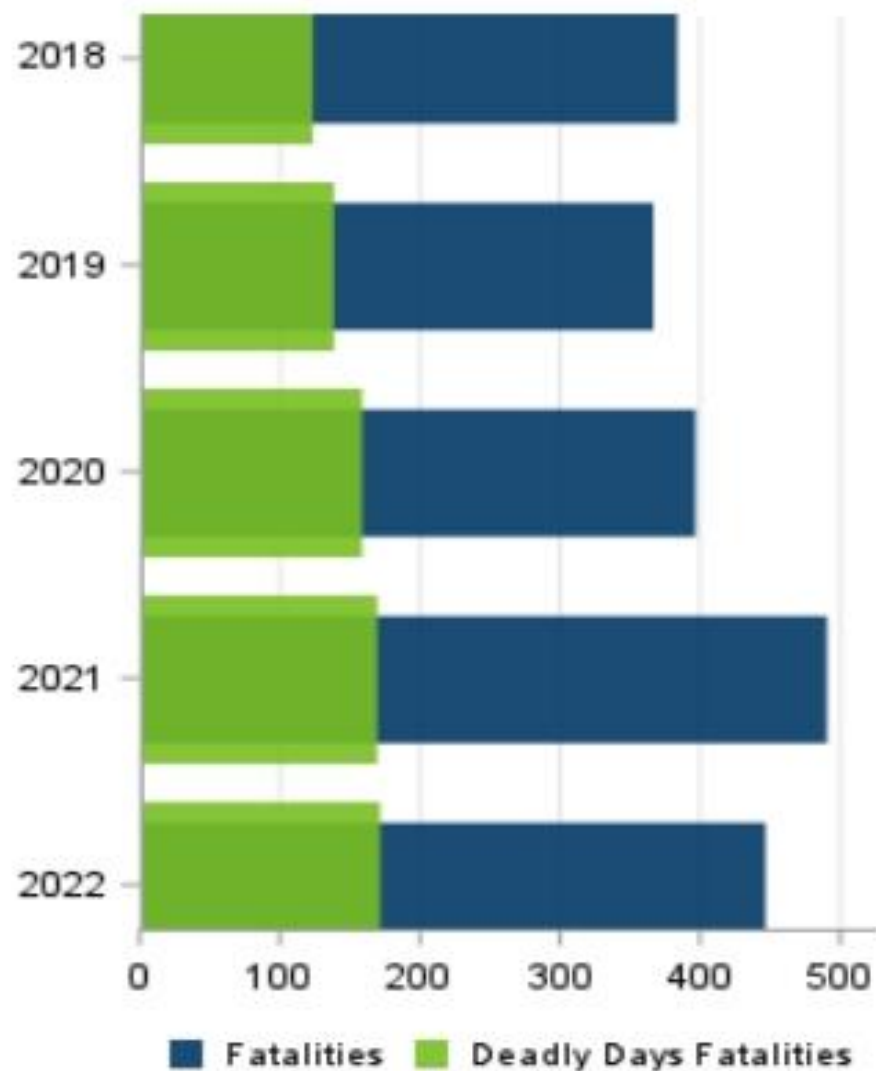




Figure 1.13: 100 Deadly Days of Summer



**38%**  
of fatalities  
occurred during  
the 100 deadly days

# Year-to-Date Traffic-Related Deaths

As of May 13, 2025,  
there have been **110**  
traffic-related deaths  
on Minnesota roads.





# Preventable Crashes, Not Accidents

- Every death is avoidable
- We all have a role to play



# Can We Get to Zero?

*Zero is attainable — but it will take all of us working together to get there!*





# Goodhue Public School Seatbelt Convincer

8<sup>th</sup> grade Science classes participated in the MnDOT Seatbelt Convincer curriculum and activity to encourage students to wear their seatbelts.



# Cannon Falls HS Mock Crash



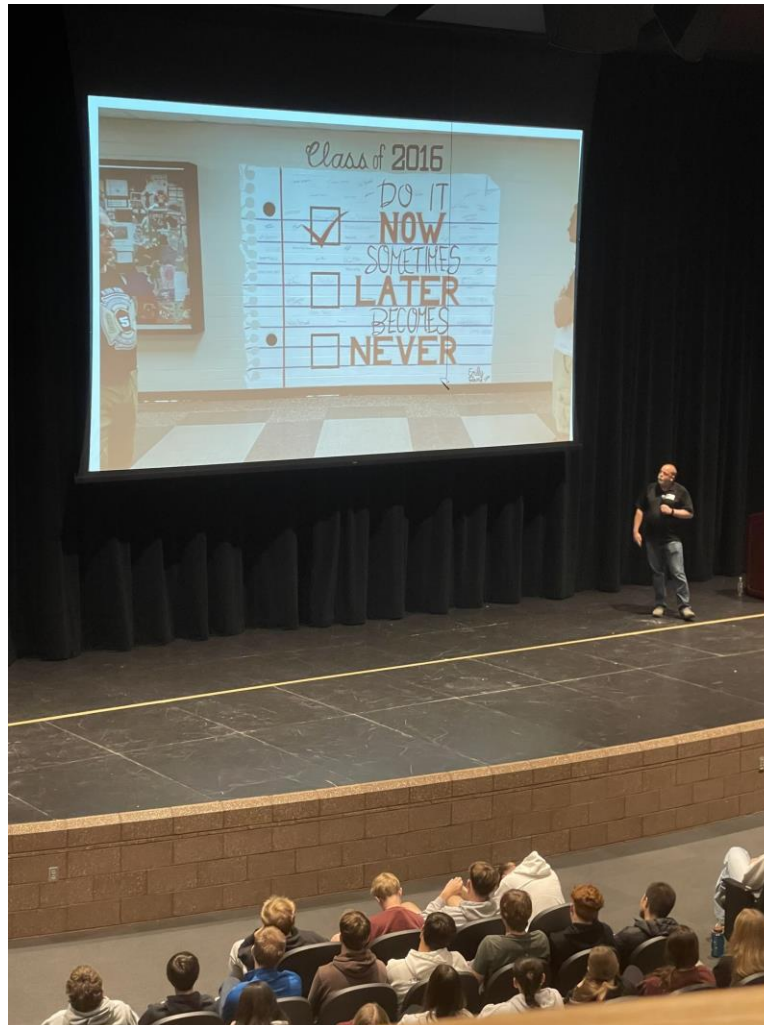


# ZM High School Mock Crash



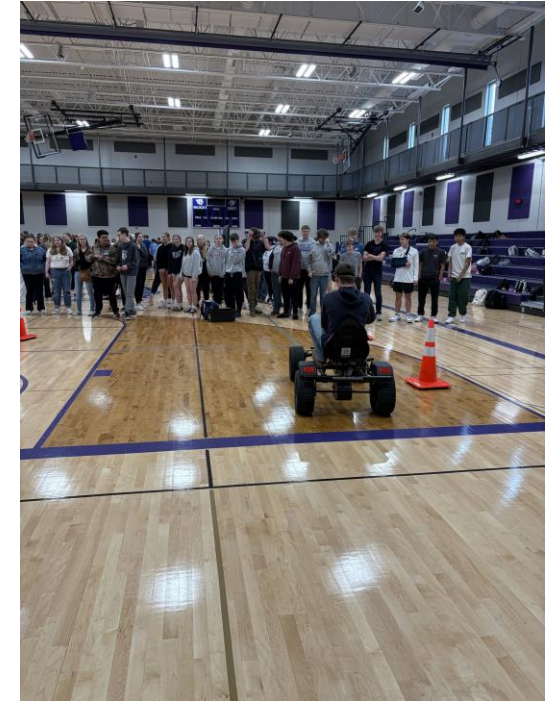
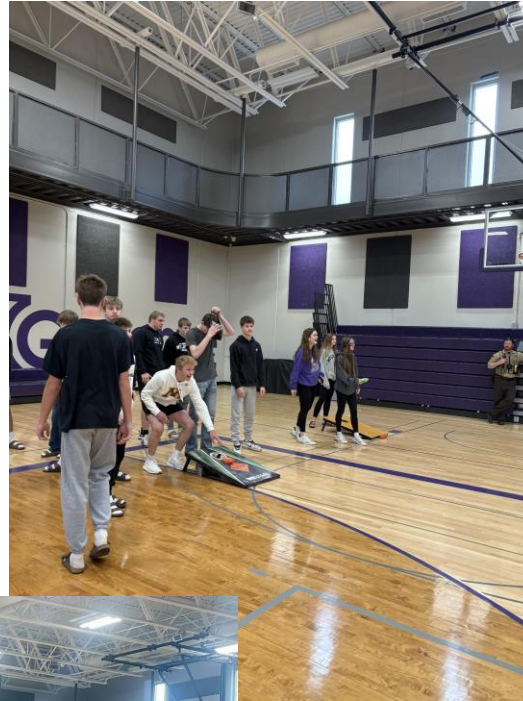


# Pine Island HS Impact Speaker



Matt Maas shared his story about losing his son, Logan, in a car crash with his “Lasting Impact” presentation.

# Goodhue HS Pre-Prom Traffic Safety Event



**TOWARD  
ZERO  
DEATHS**

**m**  
DEPARTMENT OF  
TRANSPORTATION



**m**  
DEPARTMENT  
OF HEALTH



# ADC Traffic Safety Presentation and Activities



## Drive Like It Matters — Because It Does

*Goodhue County Adult Detention Center Traffic Safety Presentation*



# Upcoming:

- PBT Event at the Guilty Goose in Zumbrota, MN
  - May 31<sup>st</sup>, 4-7pm
- Sheriff's Office Open House in Goodhue, MN
  - June 16<sup>th</sup>, 5:30 – 7 pm
- PIIC Public Safety Day in Red Wing, MN
  - June 26<sup>th</sup>, 11am-2pm

# How can YOU get involved?



**TOWARD  
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# How can YOU get involved?

- SE TZD Steering Committee
  - June 12<sup>th</sup> 10-11:30am
- TZD Safe Roads Coalitions
- Toward Zero Deaths Statewide Conference  
**Oct. 21-22, 2025 – Prior Lake, MN**





# Thank you!

