



MINNESOTA
TOWARD ZERO DEATHS

Goodhue County Toward Zero Deaths (TZD) Safe Roads Grant

Goodhue County HHS Board
Tuesday, August 18, 2026

Anna Kelly, Goodhue County TZD Safe Roads Grant Coordinator

Anna Kelly

- Community Health Specialist and Goodhue County TZD Coordinator
- Bachelor's Degree in Public Health and Community Health Education, University of Wisconsin – La Crosse
- Master's Degree in Public Health, University of Minnesota
- Nearly 2 years with Goodhue County

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

TZD Cornerstone

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



Why Traffic Safety Matters

Last year in Minnesota:

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

Every single day in Minnesota:

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



Real people. Real lives. Real choices.

Year-to-Date Traffic-Related Deaths

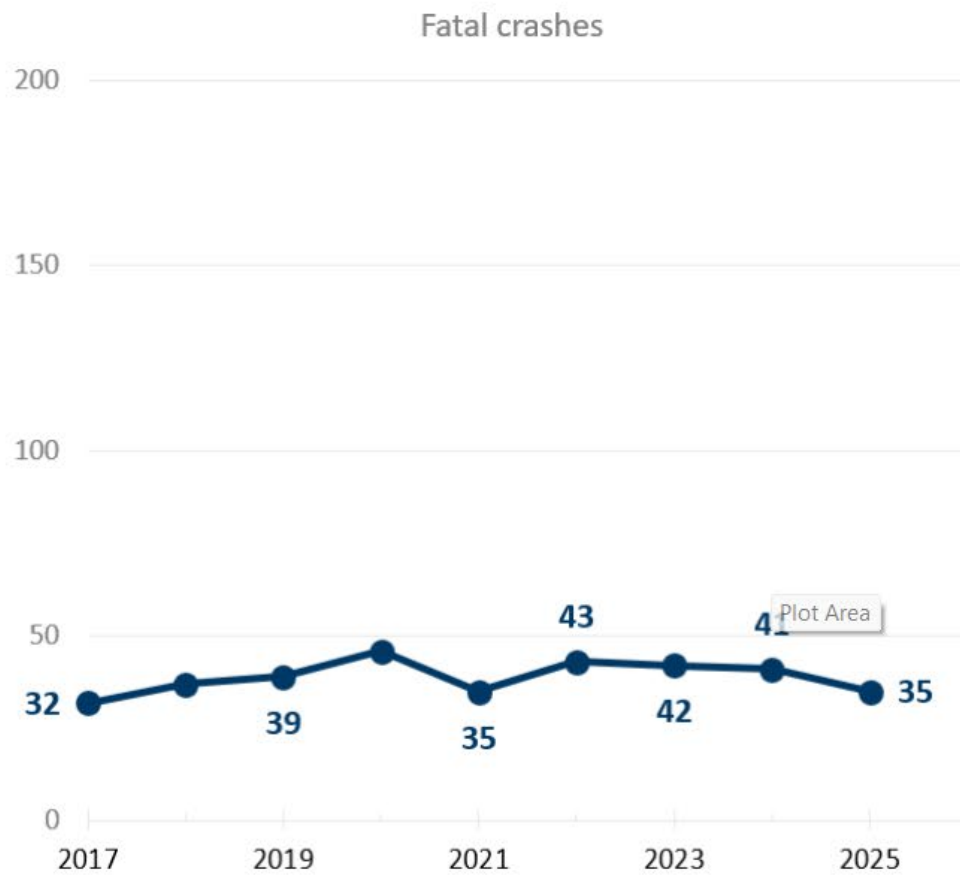
As of August 12,
2026,
there have been **225**
traffic-related deaths
on Minnesota roads.





Category	2025 Deaths	Change from 2024	Notable Milestone
Total Fatalities	370	↓ 22%	Lowest since 2019
Speed-Related	98	↓ 29%	43% lower than 2021
Unbelted	70	↓ 31%	Lowest in 7 years
Distracted Driving	21	↓ 30%	Lowest in 7 years
Motorcycle	57	↓ 25%	Lowest since 2019
Bicycle	14	↑ 100%	Highest since 2020

*Preliminary as of 1/13/2026



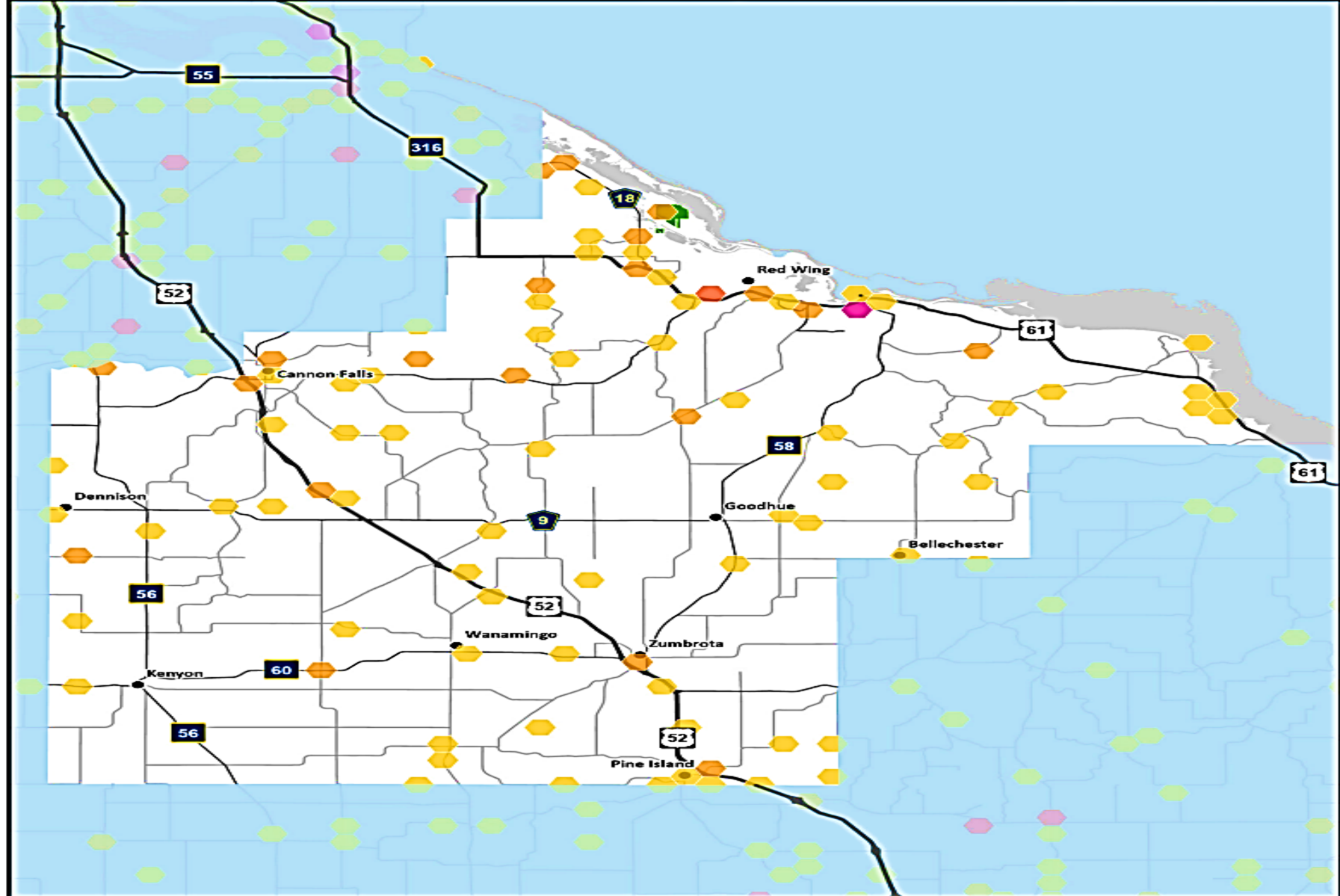
Goodhue County

Fatal and serious injury crashes, 2021-2025



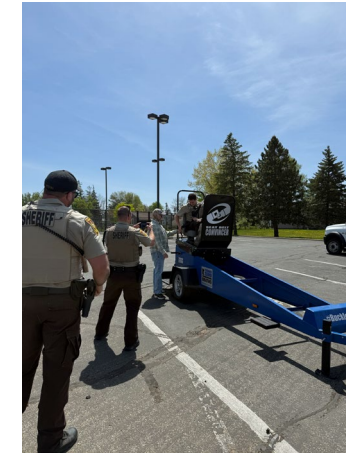
2025 data preliminary: March 3, 2026.

Each hexagon is 1.0 mile across, encompassing approximately 416 acres.



TZD Events in Goodhue County:

- Seatbelt Convincer Curriculum at Goodhue Public School with 10th Graders
 - May 14th
- Seatbelt Challenge at Red Wing High School
 - May 15th
- “Grow Your Health” Health Fair at Treasure Island
 - June 2nd
- Summer Kick-Off Event in Cannon Falls, MN
 - June 11th
- PIIC Public Safety Day in Red Wing, MN
 - June 11th
- PBT Event at the Guilty Goose in Zumbrota, MN
 - July 24th
- PBT Event at the Haycreek Campground in Red Wing, MN
 - July 31st
- Adult Detention Center Presentations
 - August 3rd



**TOWARD
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DEPARTMENT OF
TRANSPORTATION



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DEPARTMENT OF
HEALTH

How can YOU get involved?

- SE TZD Steering Committee
- TZD Safe Roads Coalitions



Thank you!

