

The logo features a black silhouette of the state of Minnesota to the left of the text. The text is stacked in three lines: "TOWARD" in blue, "ZERO" in blue, and "DEATHS" in black. A horizontal line with a dashed center line, representing a road, runs through the middle of the text.

**TOWARD  
ZERO  
DEATHS**



# 2014 Toward Zero Deaths Conference

11th ANNUAL STATEWIDE CONFERENCE FOR TRAFFIC SAFETY STAKEHOLDERS

**November 13–14, 2014**

Duluth Entertainment Convention Center  
350 Harbor Drive, Duluth, MN 55802

**Offered by:**

Minnesota Toward Zero Deaths Program and  
Minnesota Departments of Public Safety,  
Transportation, and Health

**Hosted by:**

Center for Transportation Studies, University  
of Minnesota

**With funding from:**

National Highway Traffic Safety  
Administration

[www.MinnesotaTZD.org](http://www.MinnesotaTZD.org)

## THURSDAY, NOVEMBER 13, 2014

|                         |   |   |   |   |  |  |   |  |
|-------------------------|---|---|---|---|--|--|---|--|
| <b>7:00-8:30 a.m.</b>   | <b>Registration</b> (Registration Area)<br><b>Continental Breakfast, and Exhibits</b> (Edmund Fitzgerald Exhibit Hall)  |   |   |   |  |  |   |  |
| <b>8:30-9:45 a.m.</b>   | <b>Welcome and Opening Remarks</b> (Lake Superior Ballroom)<br><b>Personal Impact Statement</b><br><b>Opening Plenary: Three Things You Need To Know About Distracted Driving Science</b> |   |   |   |  |  |   |  |
| <b>10:00-11:15 a.m.</b> | <b>Session 1</b><br>How Does Minnesota's Traffic Safety Culture Impact Highway Safety?<br><br>(Split Rock Room)   | <b>Session 2</b><br>TZD: Success by the Numbers<br><br>(Room 301-302)                       | <b>Session 3</b><br>Commercial Vehicle Crashes in Minnesota<br><br>(French River Room)                | <b>Session 4</b><br>Reducing Fatal Crashes on Rural Two-Lane Highways<br><br>(Room 303) | <b>Session 5</b><br>DWI Legislative and Case Law Updates<br><br>(Room 304)                                     | <b>Session 6</b><br>Marijuana: High Time for Discussion<br><br>(Room 203-205)                              | <b>Session 7</b><br>Tips for Working with the Media as a Non-Communications Professional<br><br>(Room 305)    | <b>Session 8</b><br>Tips and Tricks for Using a Conventional Car Safety Seat for Children with Special Transportation Needs<br><br>(Gooseberry Falls Room) |
| <b>11:30-12:00 p.m.</b> | <b>Luncheon</b> (Lake Superior Ballroom)  |   |   |   |  |  |   |  |
| <b>12:00-1:00 p.m.</b>  | <b>Agency Commissioners' Comments and Awards Ceremony</b> (Lake Superior Ballroom)  |   |   |   |  |  |   |  |
| <b>1:00-1:30 p.m.</b>   | <b>Break and Exhibits</b> (Edmund Fitzgerald Exhibit Hall)  |   |   |   |  |  |   |  |
| <b>1:30-2:45 p.m.</b>   | <b>Session 9</b><br>Minnesota Takes Distracted Driving by Storm—Innovative Strategies and Collaboration<br><br>(Split Rock Room)  | <b>Session 10</b><br>Priorities: The Necessity of Triage for Everyone<br><br>(Room 301-302) | <b>Session 11</b><br>TZD Law Enforcement Grant Session<br><br>(French River Room)                     | <b>Session 12</b><br>Improving Intersection Safety<br><br>(Room 303)                    | <b>Session 13</b><br>DWI Court Evaluation and Screening and Brief Intervention Pilot Project<br><br>(Room 304) | <b>Session 14</b><br>SFST/DRE Instructor Update<br><br>(Room 203-205)                                      | <b>Session 15</b><br>The Importance of Feedback in Establishing Safe Teen Driving Behaviors<br><br>(Room 305) | <b>Session 16</b><br>CPS Product Updates<br><br>(Gooseberry Falls Room)  |
| <b>2:45-3:15 p.m.</b>   | <b>Break and Exhibits</b> (Edmund Fitzgerald Exhibit Hall)  |   |   |   |  |  |   |  |
| <b>3:15-4:30 p.m.</b>   | <b>Session 17</b><br>TZD Safe Roads: Tips and Tools for Successful Traffic Safety Programs<br><br>(Split Rock Room)   | <b>Session 18</b><br>Transporting Our Tots<br><br>(Room 301-302)                            | <b>Session 19</b><br>Data Analytics, eCharging, and Warrants for DWI Cases<br><br>(French River Room) | <b>Session 20</b><br>Pedestrian Crossing Safety<br><br>(Room 303)                       | <b>Session 21</b><br>DWI Mock Trial: Preparing for Defense Tactics<br><br>(Room 304)                           | <b>Session 22</b><br>Collaborative Enforcement Efforts: Tackling Texting and Driving<br><br>(Room 203-205) | <b>Session 23</b><br>Show Me the Data—Upgrading Minnesota's Statewide Crash Database<br><br>(Room 305)        | <b>Session 24</b><br>Lower Anchors and Tethers for Children (LATCH) 2014: A Review and a Look Ahead<br><br>(Gooseberry Falls Room)                         |
| <b>4:30-5:30 p.m.</b>   | <b>Reception</b> (Edmund Fitzgerald Exhibit Hall)   |   |   |   |  |  |   |  |

## FRIDAY, NOVEMBER 14, 2014

|                         |   |   |   |   |   |  |  |  |
|-------------------------|---|---|---|---|---|--|--|--|
| <b>7:00-8:00 a.m.</b>   | <b>Buffet Breakfast</b> (Lake Superior Ballroom)  |   |   |   |   |  |  |  |
| <b>8:00-9:00 a.m.</b>   | <b>Plenary Session: Emerging Trends in the Drug World—What Does the Traffic Safety Community Need to Know?</b> (Lake Superior Ballroom) |   |   |   |   |  |  |  |
| <b>9:15-10:30 a.m.</b>  | <b>Session 25</b><br>Point of Impact: Community-based Programs to Develop Safe Teen Drivers<br><br>(Split Rock Room)                    | <b>Session 26</b><br>Critical Decisions at Impairment Crashes: What's Important Now?<br><br>(Room 301-302)            | <b>Session 27</b><br>Identifying and Addressing Over Service of Alcohol: POLD and RAVE<br><br>(French River Room) | <b>Session 28</b><br>Engineering 101: Tools Engineers Use to Promote Safety<br><br>(Room 303) | <b>Session 29</b><br>How Are We Doing? A Critical Look at Various TZD-related Efforts<br><br>(Room 304) | <b>Session 30</b><br>More Drug Trends, Influences, and New Products<br><br>(Room 203-205)                | <b>Session 31</b><br>Ignition Interlock Vendor Oversight<br><br>(Room 305) | <b>Session 32</b><br>Advancements in Vehicle Safety<br><br>(Gooseberry Falls Room) |
| <b>10:45-12:00 p.m.</b> | <b>Session 33</b><br>Motorcycle Road Guarding and SEE and Be Seen<br><br>(Split Rock Room)  | <b>Session 34</b><br>Is the Scene Safe? Awareness of Potential Hazards in a Working Environment<br><br>(Room 301-302) | <b>Session 35</b><br>Synthetic Drugs: Recent Updates and the Impact on Today's Driver<br><br>(Room 203-205)       | <b>Session 36</b><br>Coordinating Federal, State, and Local Safety Plans<br><br>(Room 303)    | <b>Session 37</b><br>Innovative CPS Programs: Expanding Our Horizons<br><br>(Room 304)                  | <b>Session 38</b><br>Guerrilla Marketing Tactics: Putting a New Spin on Traffic Safety<br><br>(Room 305) | <b>Session 39</b><br>CPS Case Studies<br><br>(Gooseberry Falls Room)       |  |
| <b>12:00 p.m.</b>       | <b>Adjourn</b>  |   |   |   |   |  |  |  |

**7:00-8:30 a.m.**

**Registration** (Registration Area)

**Continental Breakfast, and Exhibits**

(Edmund Fitzgerald Exhibit Hall)

**8:30-9:45**

**Welcome and Opening Remarks** (Lake Superior Ballroom)

*Sue Groth*, TZD Program Co-Chair and Director, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation

**Personal Impact Statement** (Lake Superior Ballroom)

*Vijay Dixit*, Shreya R. Dixit Memorial Foundation

Mr. Dixit will share his family's story of losing their daughter in a distracted driving crash, as well as the efforts that have been underway in her honor.

**Opening Plenary: Three Things You Need To Know About Distracted Driving Science** (Lake Superior Ballroom)

Moderator: *Donna Berger*, TZD Program Co-Chair and Director, Office of Traffic Safety, Minnesota Department of Public Safety

*Paul Atchley*, Department of Psychology, University of Kansas

Many feel there is controversy surrounding the science of distracted driving. Although overwhelming evidence demonstrates manual, visual, and cognitive distractions pose serious safety risks to drivers, industry and government regulations have only focused on manual and visual issues. Further, some stakeholders have suggested that cognitive distraction does not exist or even that distracting technologies can reduce crash risk. To understand these claims and stunted efforts to reduce distracted driving in the U.S., Dr. Atchley will examine common misconceptions about the science of distracted driving and the social and financial context for the current debate.

**10:00-11:15**

## CONCURRENT SESSIONS

**1. How Does Minnesota's Traffic Safety Culture Impact Highway Safety?**

(Split Rock Room)

Moderator: *Katie Fleming*, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation

*Nicholas Ward*, Western Transportation Institute

Most people understand the risks of unsafe driving behaviors, but they refuse to apply what they know to themselves. Does Minnesota's safety culture—our beliefs and values—view traffic

safety as a priority? A new study will assess the state's traffic safety culture. Then, how do safety culture initiatives increase the effectiveness of the Strategic Highway Safety Plan and Toward Zero Deaths programs? These findings may impact your education and intervention campaigns as well as have the potential to increase their effectiveness.

**2. TZD: Success by the Numbers**

(Room 301-302)

Moderator: *Tom Nixon*, East Central and West Central TZD Regional Coordinator

*Jon Roesler*, *Mark Kinde*, and *Anna Gaichas*, Injury and Violence Prevention Unit, Minnesota Department of Health

Our progress toward zero deaths is not an all-or-nothing effort; we will make progress on many small fronts over the course of several years. And indeed Minnesota has made progress! Did you know there are counties in Minnesota that have had zero fatalities? This session will look at data collected by the Minnesota Department of Health to show where TZD has had success, how data on case fatality rates has improved traffic safety, and how public use data sets can further reduce traffic morbidity and mortality. This session will be of interest to all Es.

**3. Commercial Vehicle Crashes in Minnesota**

(French River Room)

Moderator: *Officer Steve Hiebert*, Maplewood Police Department

*Sgt. Jim Wellnitz* and *Lt. Mike Wayne*, Minnesota State Patrol, Minnesota Department of Public Safety

This session will cover the basics on how to identify a commercial motor vehicle, as well as post-crash requirements, procedures, and Minnesota State Patrol Commercial Vehicle Section response.

**4. Reducing Fatal Crashes on Rural Two-Lane Highways**

(Room 303)

Moderator: *Derek Leuer*, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation

*Capt. Jeremy Geiger*, Minnesota State Patrol, Minnesota Department of Public Safety; *Scott Thompson*, District 7, Minnesota Department of Transportation; *Zachary Tess*, District 7, Minnesota Department of Transportation

MnDOT implemented unique and controversial safety improvements on Highway 14 in concert with extraordinary enforcement by the State Patrol. These improvements have resulted in the elimination of fatal and serious injury crashes in the 18-plus months since implementation. Could these strategies

be a viable alternative to expanding a highway from two-to four-lanes for safety purposes?

**5. DWI Legislative and Case Law Updates**

(Room 304)

Moderator: *Bill Lemons*, Minnesota County Attorneys Association

*David Bernstein*, Minneapolis City Attorney's Office

It has been a busy year for the legislature and appellate courts. Discover how new laws and court decisions will impact DWI enforcement in Minnesota.

**6. Marijuana: High Time for Discussion**

(Room 203-205)

Moderator: *Lt. Don Marose*, Minnesota State Patrol, Minnesota Department of Public Safety

*Carol Falkowski*, Drug Abuse Dialogues

Marijuana, America's most beloved illegal drug, captures the headlines every day as more and more states and cities expand its use. Public opinion about marijuana has swayed dramatically in recent years. Come learn about marijuana today—the drug, the users, the science, the politics, and the impact on traffic safety—from Minnesota's foremost expert on drug abuse.

**7. Tips for Working with the Media as a Non-Communications Professional**

(Room 305)

Moderator: *Kristin Calliguri*, Office of Communications, Minnesota Department of Transportation

*Kevin Gutknecht*, Office of Communications, Minnesota Department of Transportation; *Bruce Gordon*, Office of Communications, Minnesota Department of Public Safety

As a traffic safety partner and likely someone without professional communications training, how do you reach your target audience and involve the media? What kinds of outreach and community-based activities can do this? What's a "hook"? Learn about setting up special events and news conferences as well as some other effective ways to reach your community.



**Join the Conversation**  
#mntzd2014

## 8. Tips and Tricks for Using a Conventional Car Safety Seat for Children with Special Transportation Needs

(Gooseberry Falls Room)

Moderator: *Esther DeLaCruz*, Child Passenger Safety Associates

*Tammy Franks*, Randall Children's Hospital at Legacy Emanuel;  
*Jim Savage*, American Family Children's Hospital

This session will provide basic information for determining whether or not a conventional car safety seat will work for children with special transportation needs either as a long-term or interim solution. An emphasis will be placed on options for the escape artist.

**11:30-12:00 p.m.**

**Luncheon** (Lake Superior Ballroom)

**12:00-1:00 p.m.**

## Agency Commissioners' Comments and Awards Ceremony

(Lake Superior Ballroom)

Moderator: *Mark Kinde*, TZD Leadership and Injury and Violence Prevention Unit, Minnesota Department of Health

Traffic safety partners will be honored for their outstanding work. The Kathy Swanson Outstanding Service Award, TZD Star Awards, Distinguished Public Leadership Award, and the Traffic Safety Innovation Award will be presented.

**1:00-1:30**

**Break and Exhibits** (Edmund Fitzgerald Exhibit Hall)

**1:30-2:45**

## CONCURRENT SESSIONS

### 9. Minnesota Takes Distracted Driving by Storm—Innovative Strategies and Collaboration

(Split Rock Room)

Moderator: *Kristine Hernandez*, Statewide TZD Regional Coordinator

*Officer Scott Melander*, Woodbury Policy Department; *Lt. Heath Dienger*, Minnesota State Patrol, Minnesota Department of Public Safety; *Lisa Kons*, Minnesota Safety Council

Tackling distracted driving is not easy. This session will focus on the importance of working collaboratively with the 4 Es to educate the public. Learn about the multifaceted approach in education efforts, including partnering with businesses, involving the community, distributing educational cards, sharing personal impact stories, and starting a little friendly competition between businesses and high schools. Review the unique ways law enforcement attacked this issue, including using MnDOT vehicles and the "Go Pro" initiative. Tactics and lessons learned will be shared.

### 10. Priorities: The Necessity of Triage for Everyone

(Room 301-302)

Moderator: *Jon Karger*, Otter Tail County Sheriff's Office

*Lt. Deric Swenson*, Moorhead Police Department

The crash happens, the call goes out, and you get to the scene; what do you do first? Many times the first arriving to a crash is not the ambulance, which is why everyone needs to know how to triage patients. This session will educate on START triage and how to train on it with your peers. Law enforcement, fire departments/first responders, and ambulance personnel will benefit from hearing how this simple step will save lives and allow all who are responding to become more effective.

### 11. TZD Law Enforcement Grantee Session

(French River Room)

Moderator: *Bruce Johnson*, Office of Traffic Safety, Minnesota Department of Public Safety

*Shannon Swanson* and *Lori Bounds*, Office of Traffic Safety, Minnesota Department of Public Safety; *Deputy Brent Curtis*, Stearns County Sheriff's Office

This session will focus on getting your enforcement message out to the community by using a variety of tools to work with the media. An important part of motivating officers is recognizing them for outstanding efforts; this session also will describe the Office of Traffic Safety's recognition program and how individual grants can recognize their officers. Finally, we will review E-Grants and ROAR basics for new grantees. This session is strongly recommended for new fiscal leads and new partner agencies.

### 12. Improving Intersection Safety

(Room 303)

Moderator: *Jim Miles*, District 1, Minnesota Department of Transportation

*Joe Gustafson*, Washington County; *Ken Hansen* and *Derek Leuer*, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation

How can we reduce fatal and serious injury crashes at intersections? Minnesota is using several treatments to improve intersection safety. This session will highlight recent work with Rural Intersection Conflict Warning Systems (RICWS), Reduced Conflict Intersections (RCI), and multi-lane roundabouts to help reduce fatal and serious crashes.

### 13. DWI Court Evaluation and Screening and Brief Intervention Pilot Project

(Room 304)

Moderator: *Hal Campbell*, Office of Traffic Safety, Minnesota Department of Public Safety

*Jody Oscarson* and *Jane Landwehr*, Office of Traffic Safety, Minnesota Department of Public Safety; *Hon. Shaun Floerke*, St. Louis County-Duluth Courthouse; *Jill Kemper*, Institute for Clinical Systems Improvement

Hear the results of the DWI Court Evaluation project, as well as updates on a new screening and brief intervention pilot project being done in St. Louis County with first-time DWI offenders.

### 14. SFST/DRE Instructor Update

(Room 203-205)

Moderator: *Lt. Don Marose*, Minnesota State Patrol, Minnesota Department of Public Safety

During this session, current SFST and DRE instructors will discuss recent NHTSA updates and changes to the SFST and DRE programs. We also will prepare for upcoming changes in the training curriculum. This session is for current SFST and DRE instructors only.

### 15. The Importance of Feedback in Establishing Safe Teen Driving Behaviors

(Room 305)

Moderator: *Gina Baas*, Center for Transportation Studies, University of Minnesota

*Janet Creaser*, University of Minnesota; *Sgt. Vince Scheckel*, Olmsted County Sheriff's Office

Motor vehicle crashes are the leading cause of teen fatalities. The Teen Driver Support System (TDSS), a smartphone-based application, provides teen drivers with critical safety information at the time that unsafe driving occurs—and also can report this feedback to parents. A field operations test of 300 drivers was recently completed; this session will showcase the results, including the role that feedback played in developing safe driving habits with teens.

### 16. CPS Product Updates

(Gooseberry Falls Room)

Moderator: *Jennifer Booge*, Mahube Community Council

*Vera Fullaway*, Safe Traffic Systems; *Tony Jerisha*, Recaro Child Safety Advocate; *Sarah Haverstick*, Evenflo

Check out the latest and greatest from car seat manufacturers. Representatives from Recaro and Safe Traffic System, Inc. will present changes and updates regarding their child safety seat lines as well as answer questions from the audience.

**2:45-3:15**

**Break and Exhibits** (Edmund Fitzgerald Exhibit Hall)

**3:15-4:30**

### CONCURRENT SESSIONS

#### **17. TZD Safe Roads: Tips and Tools for Successful Traffic Safety Programs**

(Split Rock Room)

Moderator: *Gordy Pehrson*, Office of Traffic Safety, Minnesota Department of Public Safety

*Gordy Pehrson* and *Kammy Huneke*, Office of Traffic Safety, Minnesota Department of Public Safety

This session will provide an overview of the TZD Safe Roads grant program. Clarification of the approved grant activities as well as tips, tools, and strategies to effectively engage community and coalition members in traffic safety initiatives will be discussed. This will be a valuable opportunity to meet other TZD Safe Roads grantees and coalition members working to promote traffic safety.

#### **18. Transporting Our Tots**

(Room 301-302)

Moderator: *Katy Kressin*, Sanford AirMed

*Kristi Engelstad*, F-M Ambulance Service; *Deb Hanson*, Sanford Children's Hospital

The session will discuss best practice recommendations for the safe transportation of children via emergency ground ambulances and best practice recommendations using the five situation scenarios. Planning in advance for the safe transportation of children will better prepare EMS personnel and their agencies. The session will also cover injury patterns related to lack of or improper belt/child seat use in pediatric patients.

#### **19. Data Analytics, eCharging, and Warrants for DWI Cases**

(French River Room)

Moderator: *Jody Oscarson*, Office of Traffic Safety, Minnesota Department of Public Safety

*Thomas Miller*, *Mike Asleson*, *Derek M. Lee*, and *Chris Park*, Bureau of Criminal Apprehension, Minnesota Department of Public Safety; *Sgt. Neil Dickenson*, Minnesota State Patrol, Minnesota Department of Public Safety

This session will discuss DWI analytics, a system that meets overlapping needs of various groups of stakeholders by providing a centralized and comprehensive service on all data related to DWI arrests and convictions. An impaired driving arrest is

time consuming and paper intensive for the arresting officer, prosecuting attorneys, and DPS's Division of Driver and Vehicle Services. More than 80 percent of Minnesota's DWI's are being done through eCharging. See how eCharging can help your agency be more efficient.

#### **20. Pedestrian Crossing Safety**

(Room 303)

Moderator: *Bonnie Buck*, City of Burnsville

*Janelle Borgen*, WSB and Associates; *Jerry Kotzenmacher*, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation; *Tom Sohrweide*, SEH, Inc.

In light of skyrocketing energy costs and more focus on personal health, modes of transportation outside of the motor vehicle are being provided and encouraged. As a result, pedestrian safety is becoming more critical and receiving much attention. While laws require motorists to yield to pedestrians, old habits are hard to break—which means drivers don't always yield. This session will focus on ways to increase the safety of pedestrians crossing roadways.

#### **21. DWI Mock Trial: Preparing for Defense Tactics**

(Room 304)

Moderator: *Bill Lemons*, Minnesota County Attorneys Association

*Hon. Shaun Floerke*, St. Louis County-Duluth Courthouse; *Lt. Don Marose*, Minnesota State Patrol, Minnesota Department of Public Safety; *David Bernstein*, Minneapolis City Attorney's Office; *Ryan Flynn*, Chisago County Attorney

DWI trials are complex, but not complicated. Observe some defense tactics to better prepare yourself for your next trial or hearing.

#### **22. Collaborative Enforcement Efforts: Tackling Texting and Driving**

(Room 203-205)

Moderator: *Officer Scott Melander*, Woodbury Policy Department

*Lt. Jason Engeldinger*, *Lt. Joe Dwyer*, *Lt. Jason Hanson*, and *Lt. Brad Norland*, Minnesota State Patrol, Minnesota Department of Public Safety

This session will share tactics and lessons learned in northern Minnesota that can be applied throughout the state to combat the disturbing upward trend of distracted driving. It will focus on the importance of working cooperatively between agencies using unmarked two-officer units to conduct this type of detail—with eye-opening results!

#### **23. Show Me the Data—Upgrading Minnesota's Statewide Crash Database**

(Room 305)

Moderator: *Kathleen Haney*, Office of Traffic Safety, Minnesota Department of Public Safety

*Matt Butts*, Appriss; *Nichole Morris*, HumanFIRST Laboratory, University of Minnesota

This session will examine efforts underway to redevelop the crash database, increase efficiencies in crash report delivery, and support crash analysis within the state of Minnesota.

#### **24. Lower Anchors and Tethers for Children (LATCH) 2014: A Review and a Look Ahead**

(Gooseberry Falls Room)

Moderator: *Todd Emanuel*, Trauma Center, Mayo Clinic

*Tony Jerisha*, Recaro Child Safety

What's new with LATCH? This session will provide a review of LATCH terminology, concepts, and history; review LATCH component issues; and provide information and discussion concerning the new amendment to Federal Motor Vehicle Safety Standard 213 as it applies to LATCH.

**4:30-5:30**

#### **Reception with Hearty Appetizers**

(Edmund Fitzgerald Exhibit Hall)



**Share Your Thoughts**

#mntzd2014

# Program

FRIDAY, NOVEMBER 14, 2014



**7:00-8:00 a.m.**

**Buffet Breakfast** (Lake Superior Ballroom)

**8:00-9:00**

**Plenary Session: Emerging Trends in the Drug World—What Does the Traffic Safety Community Need to Know?**

(Lake Superior Ballroom)

Moderator: *Lt. Col. Matt Langer*, TZD Leadership and Minnesota State Patrol, Minnesota Department of Public Safety

Presenter: *Officer Jermaine Galloway*, J. Chad Professional Training, LLC

If you missed Officer Galloway at last year's conference, don't miss him again this year! Trends in the drug world are always changing, and traffic safety professionals need to understand the impacts to their work. This session will discuss those emerging trends and help attendees better understand potential drug identifiers. This is a don't-miss session for all Es—you will learn both professionally and personally.

**9:15-10:30**

**CONCURRENT SESSIONS**

**25. Point of Impact: Community-based Programs to Develop Safe Teen Drivers**

(Split Rock Room)

Moderator: *Lisa Kons*, Minnesota Safety Council

*Gordy Pehrson*, Office of Traffic Safety, Minnesota Department of Public Safety; *Trooper Joseph Dellwo*, Minnesota State Patrol, Minnesota Department of Public Safety

Traffic crashes are the leading killer of Minnesota teens. Parents play a critical role in developing safer teen drivers and are the primary enforcers of Minnesota's Graduated Drivers Licensing laws. This interactive workshop will demonstrate how to effectively inform, engage, and empower parents of soon-to-be teen drivers. Experience how the Point of Impact parent awareness class works with audience participation as parents and teens.

**26. Critical Decisions at Impairment Crashes: What's Important Now?**

(Room 301-302)

Moderator: *Annette Larson*, South Central and Southwest Minnesota TZD Regional Coordinator

*Jeffrey Ho*, Hennepin County Medical Center/Meeker County Sheriff's Office

This session will involve the dissection and discussion of two separate DWI crashes to highlight numerous aspects of critical decision making from the perspective of the responder. The session will focus on aspects of care for injured persons and explain many of the complexities of the state trauma system. It will also provide some cutting-edge research for law enforcement officers who investigate these crashes related to field sobriety testing.

**27. Identifying and Addressing Over Service of Alcohol: POLD and RAVE**

(French River Room)

Moderator: *Sheila Nesbitt*, North Memorial Health Care

*James Long*, Community Relations, Plymouth Police Department; *Officer Shane Mikkelson*, Osseo Police Department; *Patrick Toohey*, Brooklyn Center Police Department; *Brian Kringen*, Alcohol and Gambling Enforcement, Minnesota Department of Public Safety

Place of Last Drink (POLD) and Retail Alcohol Vendor Education and Enforcement (RAVE) are two promising strategies to address over service of alcohol. POLD seeks to identify the location where a person last consumed alcohol when they are involved in an alcohol-related law enforcement call (DUI, assaults, and other offenses). Information collected by the investigating officer will be entered into a database and used to identify patterns and work to address problematic locations and serving practices. During RAVE, trained teams of officers make unannounced, undercover visits to liquor establishments to monitor and observe selling practices with particular attention to issues of over service.

**28. Engineering 101: Tools Engineers Use to Promote Safety**

(Room 303)

Moderator: *Tom Sahrweide*, SEH, Inc.

*Mark Vizecky*, State Aid for Local Transportation, Minnesota Department of Transportation; *Kristi Sebastian*, Dakota County Highway Department

This session will explain the basic tips, tools, and best practices for improving roadway safety from an engineer's perspective, including cable median barrier, left-turn designs, access control, medians, and islands. Non-engineers are encouraged to attend to better understand the tools in the engineering toolbox.

**29. How Are We Doing? A Critical Look at Various TZD-related Efforts**

(Room 304)

Moderator: *Frank Douma*, University of Minnesota

*Katie Fleming*, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation; *Hal Campbell*, Office of Traffic Safety, Minnesota Department of Public Safety; *Spencer Peck*, University of Minnesota

Do you see evaluation as an invaluable tool to improve your program? Or do you find it intimidating because you don't know much about it? This session will discuss the importance of taking a critical look at programs by featuring results of recent evaluations of the TZD regions, the primary seatbelt law, the Dimler legislation, and an unsafe driver study.

**30. More Drug Trends, Influences, and New Products**

(Room 203-205)

Moderator: *Lt. Don Marose*, Minnesota State Patrol, Minnesota Department of Public Safety

*Officer Jermaine Galloway*, J. Chad Professional Training, LLC

This session will expand on Officer Galloway's keynote presentation covering new and improved drug edibles, drug concentrate labs, herbal drugs, and drug-related clothing lines and identifiers. Learn how these identifiers can help detect an impaired driver.

**31. Ignition Interlock Vendor Oversight**

(Room 305)

Moderator: *Jane Landwehr*, Office of Traffic Safety, Minnesota Department of Public Safety

*Jim Beauregard*, Traffic Safety Contractor

Jim Beauregard, retired Morris chief of police, is creating a vendor oversight program for Minnesota. Learn what you need to look for when you stop someone with an ignition interlock restriction. Beauregard will also talk about what he's finding in the field.

### 32. Advancements in Vehicle Safety

(Gooseberry Falls Room)

Moderator: *Officer Kevin O'Neill*, Lakeville Police Department

*Audrey Eagle*, Chrysler Corporation; *Sarah Haverstick*, Evenflo

This workshop will present an overview of modern safety features in vehicles. The presentation will cover features that improve driver visibility, keep the vehicle in control, avoid collisions, and improve stopping distance. Modern occupant protection systems and advancements in active and passive restraints, including child restraints, will be shared. Finally, systems that help improve post-crash conditions will be described.

10:45-12:00 p.m.

#### CONCURRENT SESSIONS

### 33. Motorcycle Road Guarding and SEE and Be Seen

(Split Rock Room)

Moderator: *Susan Youngs*, Metro TZD Regional Coordinator

*Bill Shaffer*, Office of Traffic Safety, Minnesota Department of Public Safety; *Bob Swenson*, Minnesota Motorcycle Safety Center

A newer Minnesota State Statute has provided motorcyclists with a legal mechanism to conduct intersection traffic control for group rides. This session will review the Road Guard Field Guide, including road guard certification requirements, group ride route notification, recommended intersection control procedures, and a resource for law enforcement to confirm individual road guard certification status. In addition, attendees will learn the basics of rider safety as presented in the Basic Rider Course, including SEE (search, evaluate, execute).

### 34. Is the Scene Safe? Awareness of Potential Hazards in a Working Environment

(Room 301-302)

Moderator: *Tom Nixon*, East Central and West Central TZD Regional Coordinator

*Joan Somes*, Minnesota State Council Emergency Nurses Association

EMS personnel and first responders say "Scene Safe, Gloves On" without really thinking what this means. What could be potential hazards as you enter, work in, or leave the scene of a traffic crash? This session will challenge participants to be more aware of their work environment.

### 35. Synthetic Drugs: Recent Updates and the Impact on Today's Driver

(Room 203-205)

Moderator: *Trooper Gabe Cornish*, Minnesota State Patrol, Department of Public Safety

*Cody Wiberg*, Minnesota Board of Pharmacy

Cody Wiberg, executive director of the Minnesota Board of Pharmacy, will present information concerning synthetic drugs, including the impact that they might have on the ability of users to safely drive. He will explain changes that the Minnesota Legislature made during the 2014 session regarding synthetic drugs. He will also provide information on rule-making that the Board is engaged in that will add additional synthetic drugs to Schedule I.

### 36. Coordinating Federal, State, and Local Safety Plans

(Room 303)

Moderator: *Mark Vizecky*, State Aid for Local Transportation, Minnesota Department of Transportation

*Brad Estochen*, Office of Traffic, Safety, and Technology, Minnesota Department of Transportation; *Victor Lund*, St. Louis County

Under the current federal transportation bill, MAP-21, there is greater expectation of coordination between state and local safety plans. What does this mean to MnDOT and DPS? How do we apply this to our existing safety plans such as the updated SHSP, County Road Safety Plans, District Plans, and MPO Plans?

### 37. Innovative CPS Programs: Expanding Our Horizons

(Room 304)

Moderator: *Diana Van Wormer*, Regions Hospital

*Tony Jerisha*, Recaro Child Safety

This session will review unique programs developed by the Joliet Police CPS Team. These program ideas can be used by anyone and any organization. The workshop encourages technicians to "think outside of the box" and get motivated.

### 38. Guerrilla Marketing Tactics: Putting a New Spin on Traffic Safety

(Room 305)

Moderator: *Kristine Hernandez*, Statewide TZD Regional Coordinator

*Helen Knipe*, Utah Highway Safety Office; *Chief Lee Sjolander*, Kenyon Police Department

Keeping the public and media interested in traffic safety stories, especially crackdowns and seat belt mobilizations, is an ongoing challenge. Learn how to tap into resources as well as what other partners have to offer. Don't miss this opportunity to jump-start your creativity, whether you're a CPS technician, law enforcement officer, Safe Roads grantee, or a general traffic safety advocate.

### 39. CPS Case Studies

(Gooseberry Falls Room)

Moderator: *Jill Lundquist*, Sartell Police Department

*Jennifer Leask* and *Linda DeFoe*, Red Cliff Head Start; *Bethany Olson*

This session will discuss reaching out to the Native American population through preschool-based CPS programming. It will also discuss the tragic consequences of a crash involving four children who were not using restraints. Bethany Olson will discuss the importance of the car seat clinic she attended two weeks before a horrific car accident that left her 15-month-old daughter in critical condition.

12:00

Adjourn



Join the Conversation

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## Mark Your Calendars

2015 Minnesota Toward Zero Deaths Conference  
October 29-30, 2015  
St. Cloud River's Edge Convention Center

## 2015 TZD Stakeholder Breakfasts

### Dates:

Wednesday, January 7, 2015

Wednesday, April 8, 2015

Wednesday, July 8, 2015

### Time:

7:30 a.m. Registration

8:00 a.m. Presentation and Discussion

9:15 a.m. Adjourn

Join in-person at the MnDOT Training and Conference Center in Arden Hills. Events are also streamed live via the web. To learn more, participate via the web, or view past breakfast events, visit [www.minnesotatzd.org/events/breakfasts](http://www.minnesotatzd.org/events/breakfasts).

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