

Traffic Topics Webinar

15 Years of Minnesota Toward Zero Deaths: Successes and Challenges! What does the future hold?

Tuesday, August 21, 2018, 2:00 p.m. - 3:00 p.m.

Water's Edge, conference rooms A&C

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Presentation overview

The Minnesota Toward Zero Deaths program has brought together statewide and local partnerships, which have proven to be effective during the past 15 years. From 2003 to 2017, there has been a 45 percent reduction in overall traffic-related deaths. Early in the program, all four “Es” found the low hanging fruit to make significant reductions in traffic-related deaths. As we enter the next 15 years, those partnerships as well as following data driven approaches are an important key in traffic safety efforts – and adding the fifth “E” – Everyone. What can we do to push us even closer to zero?





Presenters

Kristine Hernandez, Statewide Toward Zero Deaths program coordinator



Kristine Hernandez has worked for the Minnesota Dept. of Transportation for more than 13 years. In 2005, She joined MnDOT in the Public Affairs section. Then, in 2007, she assumed duties as the first-ever regional Toward Zero Deaths coordinator as part of a 3-year regional pilot program in southeastern Minnesota to develop the initiative. In 2010, she became the statewide Toward Zero Deaths program coordinator and serves as Team Leader for five regional TZD coordinators, who are located throughout the state. She continues to educate the public and other traffic safety professionals about traffic safety and the TZD program.

Prior to coming to MnDOT, Kristine worked for the past 20-plus years in several communications and business development roles, including at the American Cancer Society and KSMQ-TV. She holds a Bachelor’s degree in Mass Communications from St. Cloud State University and a Master’s degree in Business Administration from Winona State University.

Captain Jason Bartell, Minnesota State Patrol



Captain Jason Bartell has been in law enforcement since 1994 and a member of the Minnesota State Patrol since 1998. He is currently the District Commander for the West Metropolitan District of the Minnesota State Patrol, which consists of approximately 100 personnel and spans six counties. In addition to the duties listed above, he has a strong background in law enforcement training & implementation and he is currently an Adjunct Professor with Concordia University where he works with returning students and teaches Constitutional Law. Captain Bartell has a Bachelor of Arts and a Master’s degree in Criminal Justice Leadership from Concordia University – St. Paul.