



MINNESOTA TOWARD ZERO DEATHS

South Central Minnesota Toward Zero Deaths

Media Advisory

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Contact: Doris Degenstein
MnDOT Public Information
507.381.1557; doris.degenstein@state.mn.us

For Immediate Release

South Central Minnesota's Toward Zero Deaths workshop convenes in St. James

Toward Zero Deaths focuses on zero fatalities and reducing serious injuries on our roads

What: Even one traffic death is too many. South Central Minnesota Toward Zero Deaths workshop partners discuss crash facts, complete streets and innovated strategies. How can they work together to reduce traffic deaths and serious injuries on South Central Minnesota roadways?

When: Thursday, May 7, 2026, 8:30 a.m.-3:30 p.m.

Where: The 225 Event Center, 225 Armstrong Blvd S., St. James, Minn.

Why: Since TZD started in 2003, traffic-related deaths have declined by 43 percent through 2025. Working together on traffic safety efforts is crucial to drive road fatalities to zero. Changing our traffic safety culture and dangerous driving behaviors is key to keeping everyone safe on our roads.

Who: Nearly 60 regional traffic safety stakeholders will attend the South Central Minnesota Regional TZD workshop, representing law enforcement, engineering, education, emergency medical and trauma services as well as local leaders. Hosted by Minnesota Departments of Public Safety, Health and Transportation.

Highlights:

- 9:15 a.m. Crash Course: The Data Edition** – A concise, data-driven look at crash trends that tells the story behind the numbers and highlights the key insights that matter most for smarter, safer decisions.
- 9:30 a.m. Don't Cut the Cable!** – Cable median barriers are an excellent safety feature to reduce crossover head on crashes on Interstates. But when rescuing traffic crash victims, they can cause additional harm if not treated properly.
- 12:30 p.m. Oral Fluid and Cannabis** – Updates on where Minnesota is at with oral fluid roadside testing and cannabis information.
- 1:30 p.m. AI with Connected & Automated Vehicles** – How automated vehicle technology can be harnessed to advance the state's goal of zero fatal traffic deaths. Explore how future policies can best support safe, equitable implementation of automated vehicles.

Full agenda at: <https://www.minnesotatzd.org/events/workshop/southcentral/2026>

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