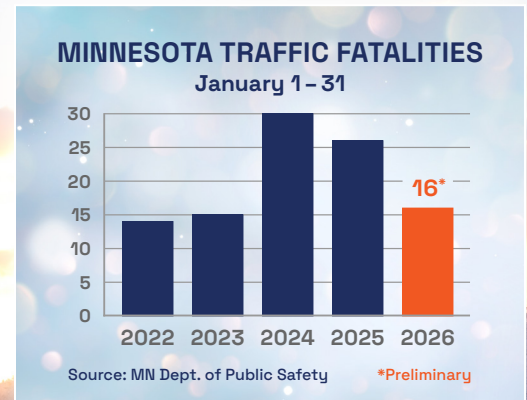


## Huddle Up: Plan for a Safe Super Bowl!

The countdown to kickoff is on! As Minnesotans gather together on February 8 to watch the Super Bowl, Lisa Kons reminds us in her [blog](#) that this popular national event is also linked to increased crashes and deaths on our nation's roads.

Drunk driving often occurs on Super Bowl Sunday, resulting in a 30% or more increase in alcohol-related crashes compared to normal weekends. Kons offers tips for how to safely celebrate and plan a sober ride home, and highlights resources for traffic safety advocates like [Fans Don't Let Fans Drive Drunk](#). Featured in this issue you'll find an overview of Minnesota's 2025 traffic safety achievements that align with the state's Toward Zero Deaths goal, a game plan for March traffic safety events such as Vehicle Safety Recalls Week and St. Patrick's Day, winter safety tips, and more.



## Teamwork Drives Progress in 2025

Just like football, traffic safety is a team sport, and our Minnesota teams scored big last year. Preliminary data for 2025 shows state crash fatalities dropped dramatically from the previous year. The Minnesota Toward Zero Deaths (TZD) organization has a goal of no more than 225 state traffic fatalities by 2030. Highlighted below are just a few of the achievements that align with the state's Toward Zero Deaths goal.



- **Statewide Strategy:** [Minnesota's Strategic Highway Safety Plan](#) is guiding the state's traffic safety efforts for 2025–2029, including new focus areas like equity and vulnerable road users.
- **Traffic Safety Camera Pilots:** Cities like Minneapolis and Mendota Heights launched traffic safety camera pilots to curb speeding and red-light violations.
- **Work Zone Speed Cameras:** The Minnesota Department of Transportation (MnDOT) is launching a pilot program in the spring to test speed safety cameras in up to four yet to be determined, trunk highway work zones.
- **Local Enforcement:** City police departments, such as Mankato, released monthly public safety reports detailing their 2025 traffic enforcement activities.

## On the Calendar

**February 11 | 1–4 p.m.**

[Minnesota TZD Advisory Council on Traffic Safety Meeting](#)

Attendees can join the meeting online via Zoom or in person at the Humphrey School of Public Affairs. We will discuss connected and automated vehicles, 2025 preliminary crash data, preparations for the 2026 legislative session, and more.

**February 20–24**

[American Traffic Safety Services Association \(ATSSA\) 2026 Convention & Traffic Expo](#)

George R. Brown Convention Center, Houston, Texas

**April 11 | 10 a.m. – 3 p.m.**

[Minnesota TZD 2026 Traffic Safety Day at Mall of America](#)

The third annual Traffic Safety Day at MOA, featuring multiple exhibitors and demonstrations, will present road safety topics to the 85,000 people projected to visit the mall that day.



## Make Your Game Plan for Safe Roads

February is a short month and a perfect time to start planning ahead for March traffic safety. From Vehicle Safety Recalls Week to Daylight Saving Time to St. Patrick's Day — check out these reminders and resources from Drive Safe MN and NHTSA:

- ✓ **Winter isn't over yet!** February and March can be snowy months and still bring severe conditions. Keep these Drive Safe MN Fact Sheets handy to remind drivers about [Winter Driving Challenges](#) and outdoor enthusiasts about [Snowmobile Safety](#).
- ✓ **Vehicle Safety Recalls Week is March 2–8.** NHTSA is ready to spring forward with [Vehicle Safety Recalls Week](#), coinciding with Daylight Saving Time. The campaign features educational materials to help vehicle owners check for safety recalls and get free repairs. Remind your employees and teams to check if their vehicle is safe.
- ✓ **Prepare to Spring Forward on March 8.** Daylight Saving Time (DST) impedes road safety by altering light conditions during morning and evening commutes, and disrupting sleep schedules leading to [Drowsy Driving](#). To stay safe, gradually adjust your sleep schedule before DST, clean your car's windshield, turn on headlights early when driving, increase following distance, avoid distractions, and stay alert for pedestrians and wildlife.
- ✓ **St. Patrick's Day is March 17.** NHTSA reminds partygoers to rely on a sober ride, not luck during its [Buzzed Driving is Drunk Driving](#) campaign that will run March 9–17. The St. Patrick's Day campaign includes messages and graphics, and encourages people to plan for a safe and sober ride home before drinking at celebrations.

## Fans Don't Let Fans Drive Drunk

The refreshments are out. The television is on and ready. The guests are coming. You have all the ingredients for a great Super Bowl party — just don't forget about your guests' trip home!

Super Bowl Sunday, one of the most attended annual gatherings among friends and family, is now associated with a spike in crash deaths — an estimated 100 more than a typical weekend. NHTSA's annual campaign reminds us that [Fans Don't Let Fans Drive Drunk](#).

The campaign runs February 3 through Super Bowl Sunday on February 8. You will find themed materials that encourage people to plan ahead and designate a sober driver before the game begins, and reminds party hosts to make sure guests have a safe and sober ride home. Materials include talking points, social media resources and graphics available in English and Spanish.



NETWORK OF  
EMPLOYERS FOR  
TRAFFIC SAFETY  
MINNESOTA

Lisa Kons, NETS Coordinator  
651-228-7330/800-444-9150  
lisa.kons@mnsco.org  
474 Concordia Ave, St. Paul, MN 55103

Connect With Us!  
[drivesafemn.org](https://drivesafemn.org)



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