

**Sherburne County Safe Roads Coalition Meeting**  
**October 10, 2018 at 10 am**  
**Sherburne County Attorney's Office Conference Room**

**Attendees:**

Barb Burandt, Sherburne County Commissioner  
Linda Canton, Crime Prevention Specialist, Elk River Police Department  
Roger Fellows, Assistant Sherburne County Attorney  
Mark Lees, Health and Human Services, Public Health Division  
Chris Lindbloom, Investigator, Becker Police Department  
Karla Minetor, Community Corrections  
Troy Morrell, Sergeant, MN State Patrol  
David Roedel, Assistant Director, Sherburne County Assistant Public Works  
Roxanne Schreder, TZD Safe Roads Coordinator  
Bob Stangler, Captain, Sherburne County Sheriff's Office  
Dan Starkke, Paramedic, North Memorial  
Curt Van Oort, State Farm Insurance  
Andrew Witter, Director, Sherburne County Public Works

Meeting began at 10:01 am

Welcome and Introductions

Advised that Roxanne Schreder will be the Coalition Coordinator for the current grant in 2018/2019. Thanked prior coordinator Cody Vojacek for the various work he completed in an effort to promote safe roads in Sherburne County and beyond.

**Meetings and Fatal Review Committee Information**

Meetings will occur a minimum of six times during the grant year (which is a requirement of the grant). An email was sent earlier in the month indicating the dates and times for the meetings which included:

- ❖ October 10<sup>th</sup> from 10 – 11 am, Sherburne County Attorney's Office
- ❖ November 14<sup>th</sup> from 10 – 11 am, Emergency Operations Center (EOC)
- ❖ December 12<sup>th</sup> from 10 – 11 am, with a Fatal Review Committee Meeting beginning at 11 am if needed, EOC
- ❖ January – NO MEETING
- ❖ February 13<sup>th</sup> from 10 – 11 am, EOC
- ❖ March 13<sup>th</sup> from 10 – 11 am, with a Fatal Review Committee Meeting beginning at 11 am if needed, EOC
- ❖ April 10<sup>th</sup> from 10 – 11 am, EOC
- ❖ May – NO MEETING
- ❖ June 12<sup>th</sup> from 10 – 11 am, with a Fatal Review Committee Meeting beginning at 11 am if needed, EOC
- ❖ July – NO MEETING
- ❖ August 14<sup>th</sup> from 10 – 11 am, EOC
- ❖ September 11<sup>th</sup> from 10 – 11 am, with a Fatal Review Committee Meeting beginning at 11 am if needed, EOC

Advised Coalition Members to invite others to the meetings if able or to suggest requests to be on the list serve for the Coalition.

## **Enforcement Mobilizations and Optional Activities Discussed**

### *Distracted Driving Efforts (this fall/winter)*

- Outreach for High School Students to create sign design specific to electronic media distraction prevention
- Goal is to have application ready in October, with submission toward the end of November
- County Attorney's Office, along with any other coalition members to assist with selection from the schools participating, would occur early December. Notification for winning students (up to 7 if all schools participate) will occur with signage to be printed and posted in January.
- Enlist TIES Mentors to incorporate Traffic Safety messages that can be shared through the various schools for outreach during the year

### *November/December Impaired Driving*

- Volunteer to complete a "Letter to the Editor" to share
- Social media outreach – if you post something, please let Roxanne know for documentation purposes. Suggestion to have County Communication Specialist attend meetings for input and distribution.
- Promote Sober Cab initiatives in the County (Hannah Gerber is the contact at Community Corrections locally)
- Andrew Witter stated Public Works is ordering a changeable message sign that can be used for Coalition purposes. This may be available in December for this enforcement wave.

### *April Distracted Driving Efforts*

- Lawn signs posted if weather allows
- Various locations in the county
  - 10 large 4 x 8 signs
  - 10 medium 4 x 4 signs
  - 50 small yard signs (18" x 24")
- Large/Medium signs reversible with separate messages to decrease storage concerns
  - Andrew suggested working with Mike Sutton or another designee in Public Works to provide areas where signage can be placed throughout the year leaving potential posts permanently ready to receive the messages for ease of placement.
- Continued Social Media Outreach
- Work with High School Students via peer led prevention activities
  - Conjunction with Prom and Graduation outreach
- Prevention inserts for food bags, bill inserts, etc. Goal is to contact 5 businesses throughout the county to distribute 200 each. Receive feedback from them on the outreach for an evaluation activity.
  - Suggestions as to who to contact or what this should include for most impact included:
    - Property Tax mailing in envelope
    - Environmental Newsletter
    - Social Media posts
    - Article in the water bill insert for Becker
      - Chris Lindbloom completes a quarterly submission for the PD

- Linda Canton suggested
  - E-subscribe newsletter for Elk River City residents
  - Bank Outreach – provide info with car loans or via teller
  - Restaurants
- Power Company – Connexus Newsletter
- Curt Van Oort – Could send out information with a receipt from his business
- Insurance Companies
- Apartment Complex partnerships
- Letter to the Editor – Volunteer?

#### *May Seatbelts/ Child Restraints*

- Lawn Signs
- I Got Caught Coupons distributed to LE and Schools
- Social Media Outreach
- Letter to the Editor – Volunteer?
- School Competition during Lunch or Pep Fest
- Beat the clock competition between schools or grades in the county

#### *June and July Speed*

- Lawn Signs
- Letter to the Editor – Volunteer?
- Social Media Outreach
- Speeding consequences – business outreach (Question of the day)

#### *August Impaired Driving Enforcement*

- Lawn Signs
- Letter to the Editor – Volunteer?
- Social Media Outreach
- Bar Coasters to local establishments in need
- Sober Cab Promotion

#### *September Seat Belts and Child Restraints*

- Lawn Signs
- Letter to the Editor – Volunteer?
- Social Media Outreach
- Announcements at School Events to Buckle Up

#### **Other Optional Activities**

- Roxanne will be attending the TZD Conference in Mankato later this month. David Roedel will also be attending for Public Works.
- The East Central Regional Workshop will occur in March or April
  - All Coalition Members are welcome
- Steering Committee Meeting
  - Next meeting on November 1<sup>st</sup> in Staples

#### *Bus Safety Awareness – Summer/Fall Emphasis*

- Dakota County Example “See Me” campaign as an example
- Work with Bus Companies to promote attentive driving
- Distribute resources to parents and caregivers in the fall during open house or school outreach time

- Include educational information on distractions, stop arm violations, and consequences for failure to stop.
  - Opportunities to visit with bus drivers themselves at company meetings to discuss what is needed for violation reporting
  - Suggested adding this outreach in presentations to driver's education students (many of the departments have the opportunity to present at various times to students in this manner)
  - Providing information to be added to their materials they distribute to parents and caregivers
- Evaluation on success of outreach

#### *Council Update Outreach*

- Roxanne and Captain Sam Olson from the Big Lake Police Department will present to the Big Lake City Council on October 24<sup>th</sup> at 1800 hours following up with one of the goals for the 2017/2018 grant year.

#### *In-Kind Documentation*

- The State is appreciative of learning about the in-kind donations of cash or time provided toward traffic safety. Currently, the volunteer rate is listed as \$27.52 for Minnesota. It is this amount that will be used to document time spent on grant activities or promotion of traffic safety in regard to the coalition. Please email Roxanne to advise when opportunities to assist the effort have been worked on or completed.
- Monthly reports are due by the 15<sup>th</sup> of the following month which Roxanne will complete.

#### *Coalition Member Updates*

- Mark Lees promoted a free car seat checkup clinic on Thursday, October 18<sup>th</sup> and Thursday, November 29<sup>th</sup> from 3 – 5:30 pm. For appointments, contact SCHHS at 763-765-4112.
- Mark also stated he is aware of a VirtualDriver Interactive Driving Simulator available for community education through CentraCare Health – Monticello. Contact to reserve it is 763-271-2836 or via email at [pribylm@centracare.com](mailto:pribylm@centracare.com).
- Public Works indicated that the majority of their projects involve some safety aspect, so they are more than happy to partner with the coalition to promote traffic safety in and around our area.
- Public Works also stated that a Safe Routes to School Grant has been awarded to the Zimmerman area. Bob Stangler offered to be a contact member to assist with the grant as needed.

#### *Call to Action before November*

- Verify which schools will participate and promote the sign contest for distracted driving prevention (Roxanne will contact Cody for further details for his notes.)
- Application/flyer finalization for sign contest and its distribution
- Letter to the Editor for Impaired Driving Prevention in November – Need volunteer
- Promote Message Monday taglines locally – Roxanne will distribute when available
- Next meeting is November 14<sup>th</sup> in the Sheriff's Office EOC at 10 am

End of Meeting at approximately 10:53 am.