

**Sherburne County Safe Roads Coalition Meeting**  
**September 11, 2019 at 10 am**  
**Sherburne County Emergency Operations Center**

**Attendees:**

Dennie Bloch, Sgt, MN State Patrol  
Roger Fellows, Assistant Sherburne County Attorney  
Kathleen Heaney, Sherburne County Attorney  
Carol Iten, Retired and Senior Volunteer Program  
Mark Lees, Sherburne County Health and Human Services  
Karla Minetor, Community Corrections  
Sam Olson, Sgt, Big Lake Police Department  
David Roedel, Sherburne County Public Works Deputy Director  
Roxanne Schreder, TZD Safe Roads Coordinator  
Bob Stangler, Captain, Sherburne County Sheriff's Office  
Dave Windels, Sgt., Elk River Police Department

**Meeting began at 10:09 am**

**Welcome and Introductions**

**Year to Date Information**

- Focused on Year to Date Deaths, of which we have had 246 versus 229 last year at this time in Minnesota
- 46 people lost their lives on our roadways in August – 37 of which involved contributing factors such as: speed, impaired driving, distracted driving, or no seat belt use.
- 2018 Crash Facts has been finalized and released. Final count for fatalities in MN was 381 (which is a 6% increase from year before, but a 4% decrease when reviewing the five year look back).
  - 322 individuals succumbed to a traffic related death due to the four main contributing factors listed prior.

**TZD Year in Review**

- School Sign Project (Poster Distribution)
  - David brought a sign that Public Works (PW) completed for parking lot areas. Two are ready if schools are interested in placing them with the help of PW. Roxanne will check with the schools to verify interest.
  - Two smaller signs will be provided to the winners of the contest for memorabilia.
  - Poster at the DMV at Railroad Drive and at Gov't Center would be a good outreach area as well
- Bus Outreach
  - Other ways of using funding in the future was discussed, including a sandwich board that has the ability to change messaging. Reserves or officers working events could place to promote awareness of messaging that the schools approve of or for businesses to promote.
    - Areas discussed included: at FB or sporting events, Youth Centers, Boys and Girls Clubs, Senior Centers
    - Board could hold information on bus safety, TZD Enforcement, distracted driving, headlights on campaign, etc.

- The picture that has been on social media advising when and when not to stop for a bus was beneficial. Something like that would be helpful to publicize. Prefer to post via social media in our area as well, once found.
- Business Outreach
  - Materials will be ordered now that color of car was changed with suggestion by a coalition member
  - Update: County Attorney Heaney indicated she would be willing to contact the Chamber of Commerce as a way of distributing the printed materials to various businesses for the distracted driving outreach.
- Signs Promoting Traffic Safety Enforcement Waves
  - Good feedback from coalition members that use the signs. The small yard signs are the easiest to work with. The larger signs need to be moved by Public Works and the best way to secure the signs to the post is still being determined by PW.
- Engagement and Outreach
  - Website focused on Sherburne County TZD Safe Roads Coalition on Sheriff's website (includes updated meeting notes, etc.)
  - Various posts for social media by agencies and individuals
  - Outreach was made using various meetings, promotions, neighborhood watch efforts, Night to Unite gatherings, etc.

## **2019/2020 Safe Roads Grant Overview**

- Required Coalition Activities
  - Post/submission/letter/outreach for the 52 weeks of the grant
    - Help from coalition members to provide to coordinator interesting articles, posts, etc. that can be shared with others to promote traffic safety
    - During weeks there is an enforcement campaign, majority of posts would be focused on that topic of interest
    - There will be funding available for "Facebook Boosts" for agencies to apply for to promote a traffic safety focus through the grant
  - Law Enforcement partners typically have a presence specifically focused on distracted driving on occasion throughout the year. Our coalition would assist with promotion of such an event(s) and provide outreach materials to be given to motorists stopped for violations during those time periods.
  - Regular promotion of enforcement campaigns throughout the year using the enforcement calendar provided by the Office of Traffic Safety.
- Optional Activities
  - Pedestrian Safety – Crosswalk events (3 during the year in different areas of the county) to provide education to motorists and pedestrians alike. Potentially could be done in one day, but may be a fall and spring outreach as needed.
  - State Patrol is interested in participating in this activity as well when able
  - Completed this activity unfunded on August 30<sup>th</sup> in Becker, Big Lake, and Zimmerman. Overall, successful in educating the community and will be done in the future with grant funds for materials that are handed out and promotion before and after the event, etc.

## **Updates**

- TZD Law Enforcement Grant will provide \$77,600 in funds for enforcement activities in the coming year – Thanks to Elk River PD for writing the grant!
- Twin Lakes roundabout construction will be concluded the end of this month
- Princeton roundabout is completed near CR 45

**Next Meeting is tentatively October 9<sup>th</sup> at 10:00 am in the Sherburne County Sheriff's Emergency Operations Center.**

**End of Meeting at 11:00 am**

**(Fatal Review Committee Meeting to follow)**