

**Sherburne County Safe Roads Coalition Meeting**  
**December 11<sup>th</sup>, 2019 at 10AM**  
**Sherburne County EOC**

**Attendees:**

Chris Lindbloom, TZD Safe Roads Coordinator  
Roxanne Schreder, Sherburne County Sheriff's Office  
Carole Iten, Retired and Senior Volunteer Program  
Barbara Burandt, Sherburne County Commissioner  
Roger Fellows, Sherburne County Attorney's Office  
Karla Minetor, Sherburne County Community Corrections  
Dennie Bloch, Minnesota State Patrol  
Kara Zoller, Sherburne County HHS  
Dave Windels, Elk River Police Department  
David Roedel, Sherburne County Public Works Deputy Director  
Bob Stangler, Sherburne County Sheriff's Office  
Mark Lees, Sherburne County HHS  
Kelly Mager, Minnesota State Patrol  
Curt Van Oort, State Farm Insurance  
Andrew Witter, Sherburne County Public Works

**Meeting Began: 10:05**

**Grant Year Objectives**

- \* Discussed social media outreach and using grant funds to “boost” social media posts.
  - Ongoing TZD impairment wave
- \* 3 Pedestrian Safety Enforcements.
- \* 2 Distracted Driving Enforcements

**Social Media**

- \* Presenter – Dave Unze, Sherburne County PIO
  - Sherburne County Sheriff's Office page has 13,000 followers
  - Discussed message format – limited words, must include video or image
  - “Boosting” allows the specific post to show up on timelines
  - Can select multiple options for demographics of audience
  - Relatively inexpensive, recommends running for 7 days, can cancel at any time
  - Analytics allows user to determine reach and effectiveness
- \* Social media posts will be “Boosted” on the Sherburne County Sheriff's Office Page and then can be shared by pages that coalition members have access to.
- \* If an agency or coalition member wants to boost a post would need to submit an invoice to the Sheriff's Office for payment

## **Year to Date Information**

- \* 346 fatalities for 2019 compared to 353 at this time in 2018
- \* Recent Sherburne County Fatalities
  - 11/23/2019 – 2 vehicle crash at Co Rd. 3/Co Rd 20. 3 fatalities.

## **TZD Impairment Wave**

- \* Runs 11/15/2019 to 12/28/2019
- \* Pre Enforcement News Release – Was sent to local newspapers by Chris Lindbloom
- \* Discussed boosting social media posts regarding the impairment wave.

## **Action Items**

- \* Discussed the pedestrian safety initiative and the 3 enforcement events.
  - Roxanne stated that having the enforcement in two locations on the same date would qualify as 2 events, so we do not need 3 days of enforcement to meet grant requirements
  - Discussed the months we should pan for: May 2020 and August 202
  - Showed handout examples to members, no opinion on which to use
  - Chris will get stats updated for new handout and present at next meeting
- \* Discussed the 2 distracted driving enforcement campaigns.
  - Discussed months for enforcement: June 2020 and September 2020
  - Showed examples of handouts to give drivers, will update the old palm card that was used with current statistics and present at next meeting

## **Additional Comments**

- \* Carol from RSVP discussed having Safe Roads present at local winter/holiday shocases.

**Next Meeting 02/12/2020 10:00 AM in the EOC**

**Meeting Ended 10:35**