

**Sherburne County Safe Roads Coalition Meeting**  
**March 11<sup>th</sup>, 2020 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  
Heather Brooks, RSVP  
Karla Minetor, Sherburne County Community Corrections  
Dennie Bloch, Minnesota State Patrol  
David Roedel, Sherburne County Public Works Deputy Director  
Bob Stangler, Sherburne County Sheriff's Office  
Mark Lees, Sherburne County HHS  
Andrew Witter, Sherburne County Public Works  
Dave Unze, Sherburne County SO  
Kathleen Heaney, Sherburne County Attorneys Office

**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

**Distracted Driving PSA**

- \* Zach Knapp -Spectrum High School.
- \* Developing a PSA for his senior capstone project, he needs to partner with a non-profit group.
- \* Zach will handle the production of a short PSA (30sec to 2min) related to distracted driving.
- \* Requested assistance with statistics, ideas for how we would like the PSA to look.
- \* Zach will be targeting youth drivers.
- \* Several ideas were presented by the group including limiting the time to less than 2 minutes, obtaining statistics from OTS and crash facts, Having a 30 second “teaser” for the full video, inserting statistics throughout and having an “outside view”.
- \* Roxanne will be providing Zach with the 2018 crash facts printing and I will reach out to OTS for youth statistics related to distracted driving.
- \* I will be in touch with Zach as the project moves forward and will update the group.

**Year to Date Information**

- \* 44 fatalities for 2020 compared to 54 at this time in 2019
- \* Recent Sherburne County Fatalities
  - 1/17/2020 – Snowmobile v.s tree, not on a roadway. Alcohol a factor

### **TZD Impairment Saturation**

- \* March 14<sup>th</sup> or 17<sup>th</sup> (St. Patrick's Day)
- \* Not scheduled with Sherburne County

### **TZD Distracted Enforcement**

- \* Runs April 6<sup>th</sup> – 30<sup>th</sup>.
- \* Requested the use of our yard signs as available dependent on weather.
- \* Please forward me any ideas you have for social media related to distracted driving during the campaign.

### **Action Items**

- \* Discussed the 2 distracted driving enforcement campaigns.
  - The first event will take place during the week of June 8<sup>th</sup> -12<sup>th</sup>.
  - Chris will reach out to representatives from local agencies to try and solidify a date that works best for most.
  - Updated the group on the palm card handout, waiting for OTS to pull new statistics
- \* Discussed the pedestrian crosswalk saturation.
  - Originally looked at the week of April 11<sup>th</sup> -15<sup>th</sup> which was presented to the group, after additional discussion after the meeting I will be looking for input from local agencies on the week of April 27<sup>th</sup> for warmer weather and a timeframe closer to school ending.
    - Palm cards are being designed; a preliminary version was handed out for comment. I will be numbering them 1-4 and putting a statistic on the top and adding patches to the bottom of one side. Roxanne sent me several revision ideas after the meeting. An updated version will be sent out for review soon
      - Comments were made to post some sort of poster about the upcoming enforcement by the DVS office and utilize electronic message boards within the government center.
      - Requested assistance with creative social media messages, Roxanne and Heather mentioned Canva.com
      - Discussed the NHTSA guide on conducting pedestrian crosswalk saturations briefly. I will be reviewing the complete guide soon.

### **Additional Comments**

- \* Roxanne and Dave Unze requested some images for the setup of the crosswalk saturation.
- \* Public works advised that 14 cell phone signs had been distributed to 7 schools, will try to get photos of them at the schools.

\* Roxanne is on the Teen Driver Safety Commissioner's Advisory Task Force. She will be involved with it from January 1, 2020 to September 30, 2021. The focus will be three separate areas:

1. Novice driver education and parental awareness programs
2. Driver licensing, including graduated driver's license laws and testing
3. Other initiatives designed to reduce crashes, injuries, and deaths involving teen drivers

If you have input, please reach out to her

**Next Meeting TBA**

**Meeting Ended 11:10**