

# Sherburne County Safe Roads Coalition Meeting

## December 15, 2021

### Sherburne County EOC

#### **Attendees:**

Geoff Dowty – Sherburne County TZD Safe Roads Coordinator  
Becky Putzke – Minnesota OTS  
Mia Higgins – Community Corrections  
Bob Stangler – Sherburne County Sheriff's Office  
David Windels – Elk River Police Department  
David Roedel – Sherburne County Public Works  
Roger Fellows – Sherburne County Attorney's Office

**Meeting Start:** 10:40 am

#### **TZD Webinars:**

- Place of Last Drink.
  - No feedback received as of yet from Sheriff's Office or Police Departments.
- DOSCI.
  - Cards distributed to the Sheriff's Office.
  - Elk River Police Department already has them.
  - CA Office prefers to have a note in the report (citations).
  - Check to see if Big Lake and Becker PD's want the training.
  - Email training information to the County Attorney's Office.
- Masking.
  - CA Office is aware of this.
- Data, Diversity, and Carefully Crafted Messages.
  - Seven strategies to influence behavior: Social proof, reciprocity, liking, authority, scarcity, unity, and commitment/consistency.

#### **Grant Year Objectives:**

- Impaired driving taglines emailed to coalition members for distribution to their agencies, departments, and organizations.
  - Goal is 5 organizations with 30% using taglines.
  - Survey will be done to evaluate.
  - Contacted American Family Insurance (Becker), Big Lake Insurance Specialists (Big Lake), State Farm Insurance (Elk River), North Central Insurance (Elk River), and American Family Insurance (Zimmerman).
  - Will be following up with them soon.

-Other possible organizations discussed were driving schools, Plaisted's, and Knife River.

**Ideas for Distracted Driving Mobilization (April 2022):**

- Start thinking of possible taglines to use.
- Have a contest with the schools in the county.
  - Becker, Big Lake, Elk River, and Zimmerman schools.
  - Have a 30 second video on distracted driving.
  - Coalition would vote on the best video.
  - Prizes from local businesses would go to the winner.
  - Winning video could be played on Facebook page and other places (movie theater?).
  - Contact SRO's for school contacts (health teacher?).
  - Possibility of receiving extra credit or school credit.
  - Make sure everybody wants to be in the video that is in it (release?).

**Additional Mobilizations:**

- Yard signs.
  - SCSO in Zimmerman and Becker PD.
- Sign boards.
  - Other possible places include Cornerstone, digital sign s/b Highway 169 and e/b Highway 10.

**Action Item:**

- Contact BLPD and BPD to see if they would be interested in DOSCI training.
- Send DOSCI training information to the County Attorney's Office.
- Send out tagline information again.
- Follow up with insurance companies on taglines.
- Contact driving schools, Plaisted's and Knife River as possible additional organizations.
- Start working on distracted driving mobilization.

**Next Meeting:** TBD

**Fatal Review Meeting:** TBD

**Meeting Ended:** 11:23