

Sherburne County Safe Roads Coalition Meeting

February 23, 2022

Sherburne County EOC

Attendees:

Geoff Dowty – Sherburne County TZD Safe Roads Coordinator
Becky Putzke – Minnesota OTS
Bill Hammes – Minnesota OTS
David Windels – Elk River Police Department
Curt Van Oort – State Farm
Roger Fellows – Sherburne County Attorney's Office
Dennie Bloch – Minnesota State Patrol
Chris Hoard – Big Lake Police Department
Barbara Burandt – County Commissioner
Mia Higgins – Community Corrections
Dave Unze – Sherburne County
David Roedel – Sherburne County Public Works
Bob Stangler – Sherburne County Sheriff's Office
Roxanne Schreder – Sherburne County Sheriff's Office
Bill Van Koeving – TZD (virtually)

Meeting Start: 10:04 am

Traffic Fatalities:

-2022 fatalities as of 2/22/22: 29.
-2021 fatalities as of 2/22/21: 35.
-Goal of 225 by 2025.

Grant Year Objectives:

-Impaired Driving Tagline Participation Survey.
-22 responses were received from 10 organizations.
-13 yes, 8 no.
-Wouldn't be effective or policy violation were the main reasons for "no."
-One suggestion for additional taglines.
-No response from Becker American Family, Big Lake Insurance Specialists Team, Elk River State Farm, and Zimmerman American Family.
-North Central Insurance met goal of 30% (they had 50%) within their organization.
-Additional contacts for next mobilization: School districts and court administration.
-Upcoming Distracted Driving Mobilization.

- Possibly have distracted driving probability wheel in the break room.
- Paper wheels have not been effective in the past.
- New taglines (still need more ideas or images).
 - “Don’t Drive inTEXTicated.”
 - “If You Want to Save Lives, Don’t Text and Drive.”
 - “Stop the Text and Stop the Wrecks.”
 - “Make Your Car a No Phone Zone.”

Video Contest for High School Students:

- Coalition wished to move forward with the video contest.
- Emails have been sent to principal and media from Elk River, Zimmerman, Big Lake, and Becker. Responses received from Elk River and Zimmerman. Recommendation to include Spectrum as well.
- Contest details.
 - Videos from 30-60 seconds.
 - Groups of 1-4 students.
 - Focus on distracted driving, speed, or seat belts.
 - County Attorney’s Office will work on a waiver for participants.
 - Contest will end at the end of March.
 - Recommended to send out examples (Zach Knapp PSA).
 - Solicit prizes and allow the option to use prizes for another purpose if needed.

Efforts to Make Roads Safer in Sherburne County:

- Mumble strips – there are also 6” edge line strips with new road projects.
- Lighting – lighting at intersections in the county, especially at “T” intersections.
- School Bus Stop Arm Cameras – Vision of Big Lake (\$16,744 for 23 camera systems/buses), Palmer Bus (25 school districts in MN) (\$902,491 for 396 camera systems/buses), and Becker Public Schools (\$16,500 for 34 camera systems/buses) all received funding. If possible, these should be entered in a CAD as a stop arm violation to help in providing statistics to bus companies. County Attorney’s Office wants to make sure they are able to view the video.

Facebook Page:

- Discussion on whether the Sherburne County Safe Roads Coalition should have their own Facebook page. It was decided to post on other department’s Facebook pages to see the response to the content posted.

Coalition Goals:

- Discussion on if the coalition should have goals. Decided on more of a mission statement similar to, “Traffic safety through education, emergency medical services, enforcement, and engineering.”

Action Item:

- New taglines/images for the upcoming Distracted Driving Mobilization (April 2022).
- Contact driving schools, Plaisted's, Knife River, school districts, and court administration to add taglines to their email signatures.
- Create a flyer for the high school video contest and distribute to schools (also Spectrum).
- County Attorney's Office to create a waiver for the video contest.
- Solicit businesses for contest prizes.
- Occasionally have other departments share Safe Roads content and monitor response.
- Finalize Safe Roads Coalition's goal.

Next Meeting: Tentatively April 20, 2022.

Fatal Review Meeting: Tentatively March 23, 2022.

Meeting Ended: 11:10