



MINNESOTA TOWARD **ZERO** DEATHS

South Central and Southwest Annual Report 2018-2019



Martin County move over photo taken summer of 2019

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SC/SW TZD Regional Coordinator
October 2019



Background Regional Death Rates

South Central Region

- 2018 traffic-related deaths for South Central was 18.
- 5-year average was 30. The South Central region had a decrease of 12 fatalities compared to the five-year average.
- 2018 serious injuries were 122.
- The five-year average was 98 serious injuries. The South Central region had 24 more severe injuries compared to the five-year average. (New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.)

Southwest Region

- 2018 traffic-related deaths for Southwest region was 25.
- 5-year average was 31. The Southwest region had a decrease of six fatalities compared to the five-year average.
- 2018 severe injuries for southwest were 86.
- The five-year average was 85 serious injuries The Southwest region had one more severe injury compared to the five-year average. (New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.)

Successes

- Media and community events:
 - Distraction, seat belt, and impaired news conferences in south central region.
 - “Saved by the Belt” in south central region.
 - Impaired media event.
 - Teen driver education at traffic safety days in both regions.
 - Local coalitions painting the buckle up messages in the parking lots.
 - Traffic safety education offered at local business.
 - JOYRIDE continues to be a huge success in both regions. Blue Earth, Le Sueur, Faribault, Kandiyohi, Meeker, Murray and Redwood Counties bring JOYRIDE to the community. 1,353 rides in 2019, which is **down** from 2018 numbers of **1,425 sober rides home this past year.**
Since JOYRIDE has started in the two regions over 4,576 people have had safe rides home!
- Building relationships with SWRATC and SMRTAC to have more EMS partners.
- Completed monthly reports for the regions and annual report.
- 4-E coalitions growing across the regions!

Coalitions in South Central Region:

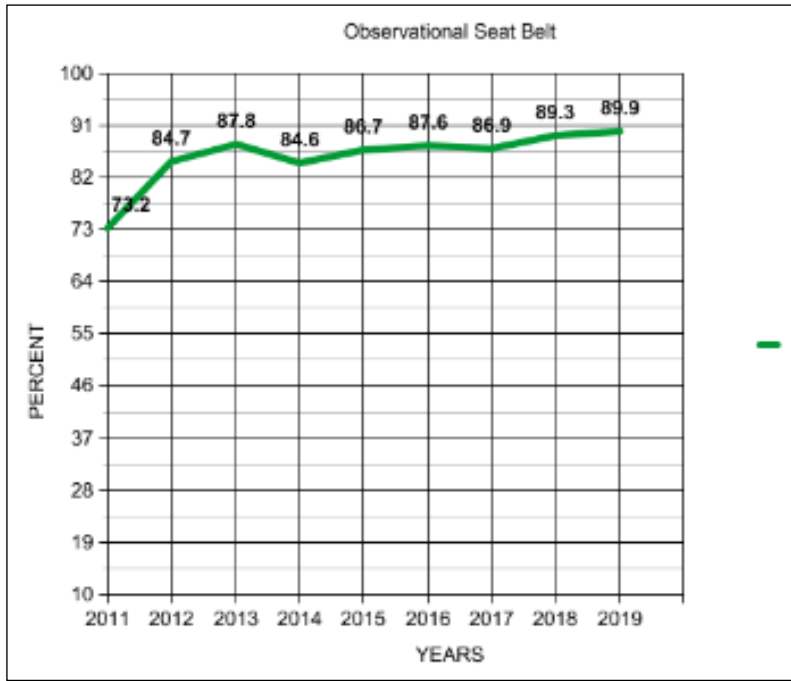
- Blue Earth/Nicollet
- Cottonwood/Jackson
- Faribault
- Le Sueur
- Nobles
- Watonwan
- Martin

Coalitions in Southwest Region

- Kandiyohi
- McLeod
- Meeker
- Murray
- Renville
- SW Central (five county)
- Lyon/Redwood
- Lincoln/Pipestone (**NEW**)

- Local government presentations completed in Meeker and McLeod County.
- Successful workshops held in both regions. (Evaluations for both regions included at the end of report.)

Observational Seat Belt Information:



2019 Regional seatbelt survey rates

South central region seat belt rate is 89.9 percent. The seat belt rate had a slight increase in the region.

South Central seat belt rates 2011-2019

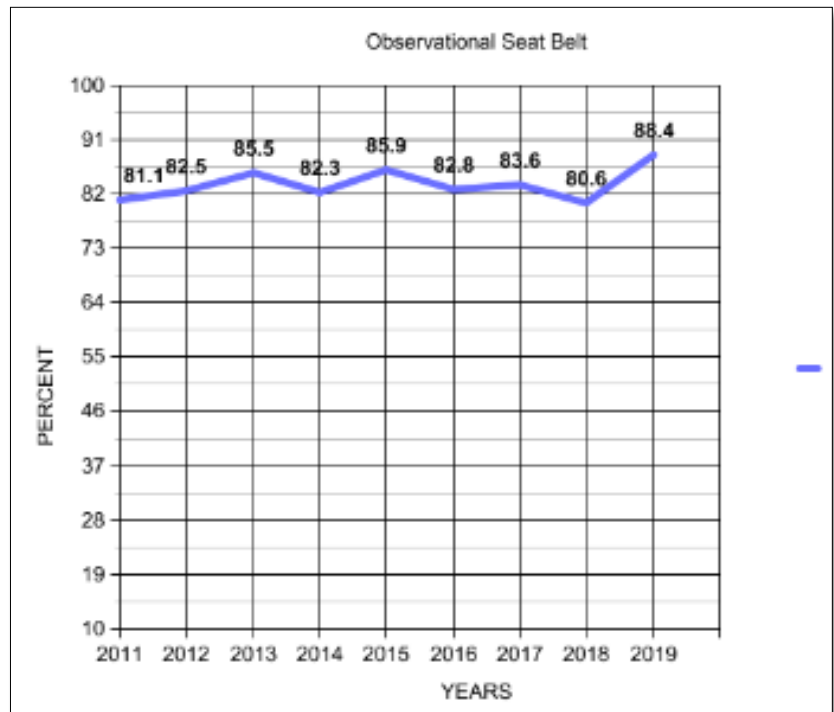
Year	Rate
2011	73.2 percent
2012	84.7 percent
2013	87.8 percent
2014	84.6 percent
2015	86.7 percent
2016	87.6 percent
2017	86.91 percent
2018	89.3 percent
2019	89.9 percent

2019 Regional seat belt survey rates

Southwest region seat belt rate is 88.4 percent. The seat belt rate had a significant increase in the region.

Southwest seatbelt rates 2011-2019

Year	Rate
2011	81.1 percent
2012	82.5 percent
2013	85.5 percent
2014	82.3 percent
2015	85.9 percent
2016	82.8 percent
2017	83.6 percent
2018	80.6 percent
2019	88.4 percent



Seat Belt Efforts

- **Blue Earth/Nicollet Coalition**
 - Buckle up stencil painted in Nicollet County.
 - Presented a “Saved by the Belt” award in May.
 - Buckle up for a buck event held at four locations, providing education to over 450 people.
 - T-shirt cannon at football games.
 - Prom cards/posters with traffic safety message.
 - Provided education outreach to the county employees in June. Held four educational sessions focused on seat belts and other traffic safety behaviors, reaching 160 employees.
- **Brown County**
 - Worked with Springfield EMS, Mayo health System, fire and enforcement to hold mock crash at the high school. Personal impact speaker shared he story with the students following the demonstration.
- **Cottonwood/Jackson Coalition**
 - Prom cards given out with a buckle up message at one high school.
 - Rollover sim and belt education provided at POET employee picnic.
- **Faribault Coalition**
 - Students from the coalition did community outreach and painted the stencil.
 - Both high schools participated in the seat belt selfie program.
 - “Jottings” distributed in the county.
 - Prom cards/posters with traffic safety message.
 - Mock crash at one high school.
- **Le Sueur Coalition**
 - T-shirt cannon at three football games.
 - Child passenger safety event at the Le Center elementary school.
 - “Jottings” and table tents made for education outreach.
 - Information posted on the Facebook page.
 - Popcorn bag sticker for TCU High school.
 - Prom cards/posters with traffic safety message.
 - Mock crash held at one high school.
 - Buckle up for a buck event held at four locations, providing education to over 300 people.
- **Martin Coalition**
 - T-shirt cannon at football game.
 - High school traffic safety education done at one high school in the county with the use of the rollover simulator and a safety speech, over 100 students reached.
 - Prom and graduation cards distributed as a reminder to buckle up.
 - Buckle up for a buck event held at two locations, providing education to over 200 people.
- **Watsonwan Coalition**
 - Seat belt selfie program with the high schools.
 - “Jottings” distributed across the county.
 - Information posted on the Facebook page.
 - Seat belt checks completed at both high schools in the county.
 - Worked with driver education instructor to provide traffic safety stations, educated 70 students. Also included the share the road program.
 - Prom cards/posters with traffic safety message.

- **Kandiyohi Coalition**

- EMS open house.
- Ridgewater College “Welcome Back Students Day”.
- Popcorn bags with seat belt message at Walt’s Convenience Store, Ridgewater College for use at sporting events, free popcorn Thursdays in the student center and at local high schools.
- Stinger baseball game provided seat belt education to the fans and players. Media covered this event. Rollover sim and the t-shirt cannon at the game.
- Coalition partners with Blue Cross/Blue Shield on the idea fund project to do some outreach with different ethnic groups in the county. Four videos have been developed to provide education. Videos completed in two different languages.
- Traffic safety stations completed at Willmar high schools along with the seat belt challenge.

These efforts completed by the local coalition. I assisted with “Welcome Back Students Day” and traffic safety stations.

- **Lincoln/Pipestone Coalition (NEW COALITION)**

- Prom cards/posters with a seat belt message done in the counties.
- “Jottings” placed in the county.

- **Lyon/Redwood Coalition**

- Rollover simulator seat belt education at both county fairs.
- Social media posts and radio interviews on seat belts.
- Prom cards/posters with a seat belt message done in the counties.
- Planning traffic safety station and education event for the fall of 2019.

These efforts completed by the local coalition. I assisted with prom cards/posters.

- **Meeker Coalition**

- Facebook posts on seat belts and child passenger safety during the year.
- Radio interviews done.

These efforts completed by the local coalition.

- **McLeod Coalition**

- “Jottings” on seat belts distributed in the county.
- Prom cards and posters with a seat belt message.
- Buckle up stencil painted.
- Facebook messages posted on seat belt use.
- News article on the seat belt wave.
- Ridgewater College “Welcome Back Students Day”.
- Participated in “we care about kid’s event” and the Hutchinson fire department open house focused on child passenger safety seat belt education.
- Attended 3M Company picnic with the rollover sim and other traffic safety education. Over 1600 people in attendance of event.
- Rollover sim at the county fair.

These efforts completed by the local coalition. I assisted with the prom card project. TZD Coordinator and CPS attended the 3 M picnic.

- **Murray Coalition**

- “Jottings” distributed across the county on seat belts.
- Ads placed in the Southern Minnesota Peach on seat belts.
- Child passenger safety at the county fair.
- Prom cards/posters with a seat belt message.
- Buckle up stickers on popcorn bags and posters at the high school.

- **Renville Coalition**

- Held traffic safety station day at two of the high schools, provided roll over simulator/video and educational talk. Over 200 students reached.
- Seat belt challenge completed at three high schools in the county.
- Worked with the “55 Alive” driving instructor to provide seat belt education at her classes.
- Education done at the county fair.
- Held two community events with the rollover simulator and child passenger safety check up events.
- Community board messages around the county.
- Facebook posts and newsletter for the county.
- Buckle for a buck event held in the county; 50 people reached.
- Prom cards/posters with a seat belt message.
- Attended Lower Sioux national night; had the rollover sim at the event.

These efforts completed by the local coalition. I assisted with traffic safety days, county fair, two community events and prom cards.

- **SW Central Coalition**

- Rollover simulator and belt education at the county fairs.
- “Jottings” developed and out in communities on seat belts.
- Prom cards with a seat belt message.
- Developed Snapchat filter with a safe driving message for proms.
- MinnWest college event held for high school students. Provided information on seat belt use and the rollover sim at the event, 50 high school students received the education.

These efforts completed by the local coalition. I assisted with the prom card project and the Minnwest event.

- **Other**

- Worked with South Central and Southwest EMS to get the rollover simulator for many community events in both regions.
- Worked with State Aid and county engineers to complete observational seat belt checks in April.
- Media attended the event completed in Mankato in May.
- TZD attended Farmfest. Used the seat belt convincer to talk with farmers about the importance of buckling up. 95 people rode the convincer and over 1000 people educated.
- Springfield High School completes mock crash and has a personal impact speaker following the crash.

Distraction efforts

- **Blue Earth/Nicollet Coalition**

- Presentation done at Rasmussen College on distracted driving. KEYC TV attended and covered the educational event.
- Eight radio shows completed in the county, providing the target audience education.
- Facebook live with the distracted driving sim with radio.
- Wheel of distraction at the Nicollet County Fair.
- Hands-free education provided at many events and the county fairs.

- Provided education outreach to the county employees in June. Held four educational session focused on distracted driving and other traffic safety behaviors, reaching 160 employees.
- Senior Expo in St Peter and Aluma craft education on distracted driving and hands-free.
- Prom cards/posters with a distracted driving message.
- Personal impact speaker at two high schools in the county.
- Provided distracted driving education at Lincoln Community Center to different ethnic backgrounds.
- **Brown County (New Ulm)**
 - **Distracted driving event**
 - Education done on Facebook and media
 - Held an extra enforcement event prior to hands-free law going into effect.
 - TZD coordinator developed media for them.
 - **Busted by the bus event.** New Ulm Police Department ride on the school bus and looked for violations of the hands-free law on walk to school day. Media coverage of the event.
- **Cottonwood/Jackson Coalition**
 - Prom cards/posters with a distracted driving message done at one high school.
 - Hands-free education done at both county fairs, community events and POET Picnic.
- **Faribault Coalition**
 - Prom cards with a distracted driving message.
 - Hands-free education provided during the county fair.
 - Working on development of “distraction free driving club” at two area high school.
- **Le Sueur Coalition**
 - T-shirt cannon at local football games with the message on distracted driving.
 - “Jottings” on distracted driving out in the communities.
 - Hands free education provided at many town events and county fair.
 - Prom cards/posters with a distracted driving message.
 - Mock crash held at one high school.
- **Martin Coalition**
 - Prom/graduation cards with a distracted driving message.
 - Distracted driving education provided during traffic safety days at one high school with use of wheel of distraction, “Distract-A-Match” game and simulator. Over 100 students reached.
 - Hands-free education done at the county fair and town events.
- **Nobles Coalition**
 - “Jottings” on distracted driving out in the communities.
 - Prom cards with a distracted driving message.
 - Hands-free education.
- **Watsonwan Coalition**
 - Prom cards/poster with a distracted driving message.
 - Hands-free education at community events.
 - Worked with driver education instructor to provide traffic safety stations. Educated 70 students. Also included the share the road program.
- **Kandiyohi Coalition**
 - Ridgewater College “Welcome Back Students Day”.
 - Media done to educate the community.
 - Hands-free education done.

- Coalition partners with Blue Cross/Blue Shield on the idea fund project to do some outreach with different ethnic groups in the county. Four videos have been developed to provide education. Videos completed in two different languages.
- Traffic safety stations completed at Willmar high schools along with the seat belt challenge.

These efforts completed by the local coalition. I assisted with Ridgewater and the traffic safety stations.

- **Lincoln/Pipestone Coalition (NEW COALITION)**

- Prom cards/posters with a distracted driving message done in the counties.
- “Jottings” placed in the county.

- **Lyon/Redwood Coalition**

- Mock crash held for Marshall high school. Over 700 students hear the message. Studio TV in Marshall put this together. You can feel all of the emotions that were happening during the mock crash in the stands. It is very moving and spreads the message of why distracted driving/drunk driving leaves such an impact not only on yourself, but for everyone else in the community as well. Below is the link
<https://www.youtube.com/watch?v=1bhIU7nXI78>
- Teen Driving Safety outreach with chiropractic clinic.
- Planning traffic safety station and education event for the fall of 2019.
- Facebook posts and media completed
- Hands-free education at events

These efforts completed by the local coalition. I assisted with traffic safety stations and mock crash planning.

- **Meeker Coalition**

- Personal impact speaker brought in for three events and over 350 people hear his message.
- Hands-free education at community events and the county fair.
- Facebook posts and media information done.
- Working on development of “distraction free driving club” at one area high school.

These efforts completed by the local coalition.

- **McLeod Coalition**

- Ridgewater College “Welcome Back Students Day”.
- Prom cards with a distracted driving message.
- Attended 3M Company picnic with the wheel of distraction and hands-free information. Over 1600 people in attendance of event

- **Murray Coalition**

- “Jottings” on distracted driving out in the communities.
- Ads getting placed in the local paper on distracted driving.
- Prom cards with a distracted driving message.
- TZD Regional coordinator provides information for Murray County Hospital blog on hands-free.
- Provided hands-free educational material for the hospital community picnic.

- **Renville Coalition**

- Traffic safety station day at two high schools in the county. Over 200 students reached.
- Personal impact speaker at two local high schools.
- TZD regional coordinator worked with drive education instructor to do education with students during the spring and fall classes.
- Education done with community members and teen clinic checks.

- Wheel of distraction and “Distract-A-Match” at many town events and county fair.
- Held two community events and distracted driving information at the event.
- Prom cards with a distracted driving message.
- *Hands-free education and outreach at many events in the county.*
- *Table tent and newsletter completed with information on distracted driving*
- *Survey complete with the students and this was share with the county.*

These efforts completed by the local coalition. I assisted with traffic safety days, county fair, two community events and prom cards.

- **SW Central Coalition**

- MinnWest college event held for high school students. Provided information on distracted driving with the use of the wheel of distraction and distract a match. 150 high school students received distracted driving education.
- “Jottings” provide in the communities on distracted driving.
- Hands-free education and outreach. Developed a newsletter for the high schools to send out to families on hands free.
- Developed Snapchat filter with a safe driving message for proms.

These efforts completed by the local coalition. TZD Regional coordinator assisted in the MinnWest college event.

Other:

- TZD attended Farmfest. Talk with farmers about hands free. 1000 people educated.
- Provided education at Nicollet county employee education, CFS and Bemis; over 365 people reached.

Impaired Efforts

- **Blue Earth/Nicollet Coalition**

- JOYRIDE was provided for community events in Eagle Lake and Madison Lake. Other events included Wednesday before Thanksgiving and New Year’s Eve (for Lake Crystal, Eagle Lake, Madison Lake, St Clair, Mapleton, Good Thunder, Mankato and North Mankato.) JOYRIDE provided **235** rides home in 2019 (down 55 riders from the previous year). Planning to offer again. A total of **711 riders** since program began.
- Held thank you event for JOYRIDE Sponsors.
- Radio interviews completed at four radio stations.
- Provided education outreach to the county employees in June, held four educational session focused on seat belts and other traffic safety behaviors. Reached 160 employees.
- Provided distracted driving education at Lincoln Community Center to different ethnic backgrounds.

- **Cottonwood/Jackson Coalition**

- Prom cards with an impaired message given out.
- “Jottings” and party checklist out in the community.
- JOYRIDE offered at one town event; unfortunately, no riders.

- **Faribault Coalition**

- Prom cards with an impaired message given out.
- TZD regional coordinator works with the fire department in Minnesota Lake to provide JOYRIDE at one town festival. **25** Rides given for the JOYRIDE program. A total of **57 rides** have been given since the program started.

- **Le Sueur Coalition**
 - JOYRIDE has provided a total of **1,024 rides** over the last three years.
 - This past year the county provided **365 rides** home in 2019! This is 25 more rides than last year's program.
 - The group has also held county wide responsible server training in 2019. A total of **30** people have received this training!
 - They used the office of traffic safety coasters, window clings and posters out to the area bars
 - The party checklist was provided to the liquor stores to encourage people to plan ahead.
 - "Jottings" and Facebook post assist with education out in the community.
 - Mock crash held at one high school.
- **Martin Coalition**
 - Prom cards with an impaired message given out.
 - "Jottings" and party checklist out in the community.
 - Provided education at two local high schools on impaired driving using the fatal vision glasses and pedal cart. Over 100 students reached.
 - Discussion around the possibility of doing JOYRIDE in 2020!
- **Nobles Coalition**
 - Prom cards with an impaired message given out.
 - "Jottings" and party checklist out in the community.
 - Employer education materials provided to employers in the county.
- **Watsonwan Coalition**
 - Prom cards with an impaired message given out.
 - "Jottings" and party checklist out in the community.
 - Worked with driver education instructor to provide traffic safety stations. Educated 70 students.
- **Kandiyohi Coalition**
 - Kandiyohi has been doing the JOYRIDE program for six years and plans to continue into 2020. They have provided over 1,660 rides since it started with **314** rides given in 2019.
 - Radio interviews given on impaired driving prevention with ignition interlock information. Pedal cart at Ridgewater welcome back students day.
 - Developed a new sticker shock for the Labor Day enforcement wave.
 - Traffic safety stations completed at Willmar high schools along with the seat belt challenge.

These efforts completed by the local coalition. I assisted with the Ridgewater College "Welcome Back Students Day" and the traffic safety stations.
- **Lincoln/Pipestone Coalition (NEW COALITION)**
 - Prom cards/posters with a seat belt message done in the counties.
 - "Jottings" placed in the county.
- **Lyon/Redwood Coalition**
 - Mock crash held for Marshall high school. Over 700 students hear the message. Studio TV in Marshall put this together. You can feel all of the emotions that were happening during the Mock Crash in the stands. It is very moving and spreads the message of why distracted driving/drunken driving leaves such an impact not only on yourself, but for everyone else in the community as well. Below is the link
<https://www.youtube.com/watch?v=1bhIU7nXI78>
 - JOYRIDE offered at the Redwood county fair and around **75** people ride the bus. They plan to offer again at next year's fair but are also planning on other events yet this year.
 - Facebook posts, radio and newspaper ads for JOYRIDE.

- Facebook posts and media done.
- Working to get information out at SMSU Homecoming event to get students thinking about planning ahead for a sober ride.
- Planning traffic safety station and education event for the fall of 2019.
- **McLeod Coalition**
 - Ridgewater College “Welcome Back Students Day”.
 - Prom cards with an impaired message given out.
 - Mock crash at one of the local high schools completed this past year.
- **Meeker Coalition**
 - This is the fourth year of offering the JOYRIDE program in Meeker County. This past year the county provided **259 rides** in four events. Since JOYRIDE started **802 people** have used the program.
 - Responsible server training was held this past spring in the county. The coalition used the party checklist to remind drivers to plan ahead.
 - *Facebook posts, media and radio interviews complete for impaired driving.*

These efforts completed by the local coalition.

- **Murray Coalition**
 - This is the second year the coalition provided the JOYRIDE program. This year 80 rides provided which is a slight increase from 2018. A total of **157** rides have been given. They are planning to move forward with JOYRIDE in 2020.
 - Thank you for JOYRIDE sponsors completed over the year. Recognized sponsors on the coalition Facebook page.
 - The coalition provided responsible server training in 2018 and over **30** people attended the training. They unfortunately did not complete a training 2019 but plans are under way for spring of 2020.
 - Prom cards with an impaired message given out.
 - The party checklist was used during the summer JOYRIDE program.
 - “Jottings” on impaired driving out in the communities.
 - Ads getting placed in the local paper on impaired driving.
- **Renville Coalition**
 - Held traffic safety station day at two high schools in the county. Over 200 students reached.
 - Coalition had a float in the holiday parade with an impaired message.
 - Impaired driving at the county fair using the pedal cart and fatal vision glasses.
 - The party checklist out to local establishments encouraging people to plan ahead.
 - Impaired table tents, county newsletter, Facebook posts and message boards in the county to assist in impaired education efforts.
 - Held two community events, impaired driving information distributed and pedal cart with fatal vision glasses at the event.
 - Prom cards with an impaired message given out.

These efforts completed by the local coalition. I assisted with traffic safety days, county fair, two community events, driver education classes and prom cards.

- **SW Coalition**
 - JOYRIDE was not offered this year. Over 90 riders have used this service in the past.
 - Party checklist out to local establishments encouraging people to plan ahead.
 - Working on responsible server training. A total of 130 servers trained.
 - Prom cards with an impaired message given out.
 - Did impaired driving at the county fairs with the use of the pedal cart and fatal vision glasses.

- Prom cards with an impaired message given out.
- “Jottings” on impaired driving out in the communities.
- MinnWest college event held for high school students. Provided information on impaired driving with the use of fatal vision glasses and the pedal karts. 50 high school students received impaired driving education.
- Developed Snapchat filter with a safe driving message for proms.

These efforts completed by the local coalition. Assisted with the MinnWest outreach/education day.

- Other counties are looking at the possibility of responsible server training and JOYRIDE due to fatal and serious injury reviews.

Speed Efforts

- **Blue Earth/Nicollet Coalition**
 - “Jottings” placed in the county.
 - Presentation completed for Nicollet County employees.
- **Nobles Coalition**
 - “Jottings” placed in the county.
- **Kandiyohi Coalition**
 - Coalition did the safety selfie project during the speed wave.
- **Corridor enforcement effort**
 - Highway 14 from South Dakota boarder to Wisconsin boarder July 3. See Snapshots from the Field Special Hwy 14 B2B Edition (end of report).

Other Efforts

- **Scott Coalition**
 - TZD Regional coordinator assisted with the coalition due to metro coordinator leaving.
 - “Jottings” on impaired, seat belt, distracted driving completed.
 - Party checklist and thank you notes for impaired driving.
 - Education on seatbelts and distracted driving done with driver education in the county. Over **180** students reached in four session. Have two additional sessions lined up for October 2019.
 - Community presentation done. City council meetings lined up for this coming fall in four cities and one tribal presentation starting in October of 2019.
- Working on older driver education effort.
- TZD Toolkit
 - Uploading documents to build the site.
- TZD regional coordinator partnered with Hot 96.7 radio station for football Fridays. Distracted driving education, announcements at games and seat belt poster at food stand.
- Attended the HSIP planning meetings in Redwood, Blue Earth and McLeod counties.
- Partnered with Project Gem to provide driving for life presentations.
- Southwest Central Coalition developed “I Spy the biker guy” handout.
- Stop the bleed training complete for MnDOT district seven and eight.

Pedestrian Efforts:

- Stop for me campaigns completed in Cottonwood, Jackson and New Ulm. TZD Coordinator pulled together media and Facebook posts for the counties prior to event.
 - **New Ulm** stopped a total of 31 vehicles in a two hour time frame giving out 15 citations.
 - **Cottonwood County stats:**
 - 70 crosswalk attempts (2 pedestrians on 4th Ave and 10th Street, both crossed separately).
 - 54 successful crossings.
 - 16 fail to yield to pedestrian.
 - 5 other violations (seatbelt, stop sign/fail to make complete stop, electronic device).
 - Of the 21 violations above, law enforcement was able to make 13 vehicle stops.
 - **Jackson County Stats:** Here are the preliminary stats from Jackson. There were a couple of times where we don't think a vehicle got stopped because everyone was still out on another stop.
 - There were 53 crossings made during the hour long campaign.
 - 38 of those crossings were successful.
 - 17 of the crossings had at least one vehicle that clearly violated the pedestrian law.
 - A total of 51 motorists stopped properly (some of these included the scenario where a northbound vehicle stopped but a southbound vehicle did not).
 - A total of 20 vehicles did not stop (we had a hat trick on one crossing where 3 vehicles should have stopped, but none did).

Challenges

- Working to get District 77 (Mankato schools) involved.
- "Growing pains" in both regions due to the expansion of coalitions.
- Time.

Below are previous challenges that have improved:

- Student from MSU has been participating in steering committee meetings. Planning to get a safe roads coalition going on campus in Fall/Winter of 2019.
- Coordinators/chairs for unfunded coalitions is improving. People are stepping up, but coalition chairs are at different levels. Only two counties are currently without a chair/coordinator.
- Brown County asking TZD to come to the table. Will be expanding to a coalition in the next year.

Where are the gaps?

- Still have communities without a Safe Roads coalition or 4-E coalition created/sustained. Are we doing enough in these areas?
 - Four counties in south central region with no coalition (Brown, Rock, Sibley and Waseca).
 - NOTE: Brown has started doing some TZD efforts and will plan to start a coalition in the upcoming year.
 - Still have some coalitions without a chair and no funding.
 - Working with my EMS directors for potential funding sources for 2019.

Building relationships both internally and externally

- Follow up with people that I meet.
- Email phone calls, face-to-face conversations.
- Quarterly coordinator meetings in Southwest.
- Attended the law enforcement grant meetings as able.
- Attend SWRTAC and SMRTAC meetings as able.
- Attend TZD program team meeting and TZD breakfasts.
- Attend the Minnesota older driver work group as able.

Additional documents: South central & southwest one pager, strategic plan, regional observational seat belt document, workshop evaluations and snapshots from the field.

Mission

To create a culture in which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement and emergency medical and trauma services. These efforts will be driven by data, best practices and research.

Values

- ❖ Continuous improvements
- ❖ Engage partners
- ❖ Evidence-based approaches



The South Central Minnesota Toward Zero Deaths (TZD) program began in 2011. The counties involved include: Blue Earth, Brown, Cottonwood, Faribault, Jackson, Le Sueur, Martin, Nicollet, Nobles, Rock, Sibley, Waseca and Watonwan.

The South Central Minnesota Toward Zero Deaths program is led by a Steering Committee comprised of the "4 Es:"

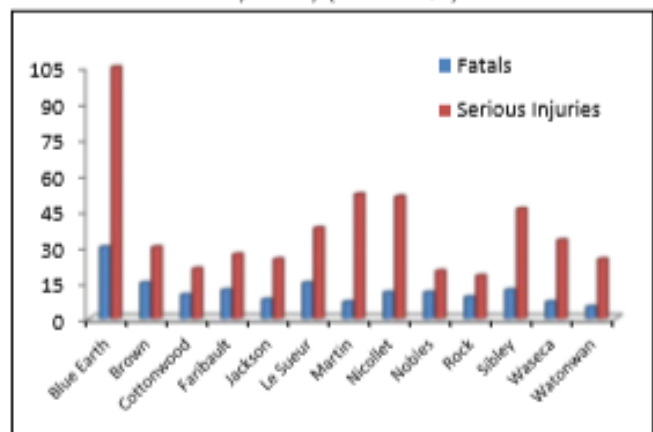
- ❖ Enforcement
- ❖ Engineering
- ❖ Education
- ❖ EMS/Emergency Medical & Trauma Services

South Central Traffic Information

The leading cause of deaths and severe injuries in south central Minnesota include:

- ❖ **Lack of Seatbelt Use**
2018 South Central Minnesota regional seat belt usage survey results: 89.3 percent—the 2017 seat belts rate was 86.9. This slight increase is not statistically significant.
- ❖ **Impaired Driving**
- ❖ **Speed and Aggressive Driving**
- ❖ **Inattentive Driving**

South Central Minnesota Fatalities and Serious Injuries
by County (2014-2018*)



The leading type of crash resulting in deaths and severe injuries include:

- ❖ **Run-off-Road**
- ❖ **Intersection-Related**

South Central Minnesota TZD Leadership Contacts

Engineering

Greg Ous
MnDOT District Engineer
507-304-6101
greg.ous@state.mn.us

Enforcement

Captain Jeremy Geiger
Minnesota State Patrol
507-344-2760
jeremy.geiger@state.mn.us

Education / EMS

Annette Larson
South Central MN TZD Coordinator
507-720-2101
annette.L.larson@state.mn.us

www.minnesotatzd.org

*2018 data are preliminary.



South Central Minnesota Toward Zero Deaths Regional Strategic Plan

Mission

To move south central Minnesota toward zero deaths on our roads, using education, enforcement, engineering and emergency medical and trauma services.

Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic related fatalities and serious injuries in south central Minnesota from the past 5-year average (2014-2018*) of 30 fatalities and 98 serious injuries. Note: New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.

Objectives

- A. To continuously increase regional seat belt use rates.
The statewide average was **92.4 percent in 2018.**
The regional seat belt rate was 89.3 percent in April 2018. The 2017 rate was 86.9 percent. This slight increase is not statistically significant.
- B. To examine the characteristics of the unbelted fatalities and serious injuries.
Calculation of seat belt use in fatal and serious crashes is possible with existing data.
- C. To continuously decrease the following:
5-year average (2014-2018*) in South Central TZD Region

Contributing Factors:

	Alcohol	Speed	Distraction	Total
Fatalities	7	8	5	30
Fatal Crashes	7	7	4	28
Severe Injuries	23	20	17	98
Severe Injury Crashes	19	16	14	81

Note: a crash may have more than one of the above listed or additional contributing factor

Total South Central Region – Baseline

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2018* Totals	18	19	122	103
2014-2018*	152	138	491	405

*2018 data are preliminary.



Region Goal 2 – TZD Partnership Goals

To continuously increase TZD awareness and partnerships across south central Minnesota for both the general public and traffic safety professionals

1. Establish the vision of TZD as a priority for all region, county, city (government agencies)
 - A. Engage local government involvement in TZD steering committee and workshops
 - B. Educate/promote traffic safety awareness of city/county officials
 - C. Promote city/county employee education/policies that facilitate the TZD vision

(Activities: Recruitment of city and county officials to attend TZD event, giving TZD presentations to boards/councils, mailings/connections to Network of Employers for Traffic Safety [NETS])

2. Create and strengthen partnerships in the region
 - A. Engage stakeholders
 - B. Develop networking relationships
 - C. Recruit membership of the TZD partnership

(Activities: EMS Conference booth/presentation, regional workshop, web, calendar, statistics, workshop, orientation)

3. Promote and implement effective traffic safety initiatives in the region
 - A. Develop and distribute resource materials
 - B. Provide enforcement wave support in community
 - C. Promote evidence based countermeasures
 - D. Collect data and statistics within region
 - E. Implement best practices within region

(Activities: web, brochure, one-pagers, presentations, news advisories, workshop, seatbelt observational survey and omnibus survey, media messaging and media events, news releases re: activities woven into existing messages, worksite education and policy development, parent component to drivers education, sober cab development, youth enforcement and education activities)

**2018 data are preliminary.*

REGION: **South Central**

YEAR: **2019**

FINAL OUTPUT

Seat Belt Use Rate	89.9%
Range	± 14.2%

If the seat belt use rate in 2018 is outside the calculated range (i.e. between 75.6% and 104.1%), the change in use rate is statistically significant ($\alpha = .05$).

DATA COLLECTION

Date Range	Apr 5 - Jun 6
Counties Sampled	13

WEIGHTED VALUES

Σ Belted	3,579.376
Σ Unbelted	403.486
Σ Total [ΣG_i]	3,982.861
Σ Rate [ΣR_i]	30.686

SIGNIFICANCE TESTING

$\Sigma [(G_i \div \Sigma G_i)^2 \times (R_i - \Sigma R_i)^2]$	51.258
Count [N]	36
N / (N-1)	1.029
Variance [s^2]	52.722
Standard Deviation [s]	7.261
Significance [α]	.050
C.I. Lower	75.638
C.I. Upper	104.101
Range	14.232

ANALYSIS: July 18, 2019

NOTE: This calculation sheet was updated in March 2019. Prior calculations did not consistently update the count of sites and therefore miscalculated the range for statistical significance.

**SOUTH CENTRAL TOWARD ZERO DEATHS REGIONAL WORKSHOP
EVALUATION SUMMARY**

Courtyard by Marriott, Mankato, MN

April 18, 2019

Number Registered: 106

Number Registered + Walk-ins: 110

Total number of attendees (includes pre-registered + walk-ins - no-shows): 86

Total number of evaluations: 42

Number of paper evaluations: 34

Number of electronic evaluations: 8

General Sessions	Average Rating (out of 4.00)
Welcome	3.34
Strategic Highway Safety Plan: Minnesota Needs YOU	3.38
Stop the Bleed-Save a Life	3.51
Lasting Impact: "Life Without Logan"	3.80
TZD and Commercial Motor Vehicles: Bridging the Gap	3.07
The Teenage Brain and Risk Reduction: Connecting the Dots	3.55
Older Drivers-How to address the Silver Tsunami	3.21
Wrap Up & Adjourn	3.39

Comments on the general sessions:

- Erin was fabulous
- Many of the sessions have been done previously and at other regional workshops. Come up with new content or conduct workshops on a less frequent basis
- Great information
- The teenage brain discussion was fantastic, not at all what was expecting. Would make a great presentation at the statewide TZD (maybe coupled with neuro-science of older drivers) for a plenary session (since would not anticipate being as useful, interesting, and engaging as actual will)
- Really like the variation, topics and speakers
- Mentimeter was super fun and engaging
- Some speakers were too long
- Great information and engaging speakers. Would have liked to see more information about bike/pedestrian safety and road design
- I enjoyed all the sessions presented; but I do feel a little offended with the father in the state patrol video, particularly because I felt he was placing the majority of the blame of the accident on the teen driver, when in reality the blame lies on all the people involved in the accident.
- No breakfast sessions!
- Online polls were nice
- Most of the presentations related to my work, some not entirely
- Stop the bleed hands on items were a good idea. Mentimeter integration was very cool.
- The breakout sessions were a great mixer!
- Like the tech interaction/participation vs. clicker buttons

Workshop Arrangements	Average Rating (out of 4.00)
Convenience of the registration process	3.79
Location of Courtyard Marriott	3.71
Facilities were comfortable and appropriate.	3.74
Food served for meals and breaks was satisfying.	3.24
Participant materials were helpful and useful.	3.45
How useful was the e-packet?	3.29

Comments on the arrangements:

- Lunch was not very good. Cole slaw was plain, beans were from a can, and pork wasn't that good. AV speakers were also problematic
- I liked the exhibitors. Continue to have them come to these events! May try to get them incorporated into the events with a couple extra breaks so we have time to visit with them.
- Room got cold in the afternoon. Food was okay, basic. Love the venue location, easy to get to and nice set up other than the AV.
- Error in the handout and did not match the presenter's slides (data was for another region).
- I liked the kid-made signs on the tables: "Don't smoke in the car"
- The arrangements were well setup and convenient
- Who closed US169? MN222 was a fantastic alternative
- PowerPoint presentations included in e-packet would have also been helpful

Do you have suggestions for topics you would like to see offered at future workshops

- [Bike Friendly Communities](#), [Walk Friendly Communities](#), [Complete Streets](#), [Stop For Me Campaigns](#)
- [Discussions on pedestrians and speed ideas](#).
- Continue pulling in each of the different E's
- Maybe share photos/ideas of what TZD is doing in different areas.
- I would like to see some more crash facts-the reality-of what we do and why. Show a case study of distracted driving, or a speed crash, go through the incident starting with the call law enforcement. EMS/ fire response, MnDOT's role, etc.
- Topics were adequate and appropriate
- Bike/Walk advocates; how to navigate and the share the need with the bicyclists
- Real life situations and how 4E's participated
- Additional focus on pedestrian and bicyclist information
- More bike and pedestrian safety
- Drug use/altered state while driving
- Car seat safety/Child passenger safety

[What are your suggestions for building and maintaining support for this region's Minnesota TZD program:](#)

- This was my first one. I would say, keep having them annually!
- Challenge everyone to bring a colleague next year!
- Have state employees to act as volunteers at high schools
- Higher partial inclusion-frequent conferences and options for partial day vs. full day
- More networking opportunities with fellow attendees
- Build local/county TZD groups-keep trying in areas that dot have it yet. I know some areas(like mine) still need to get up and running

- Need buy-in from every county, for this to happen, we need to get people involved in our TZD safe road coalitions.
- Keep on the current programs to outreach
- More info on all groups involved
- Outreach and education of the 5th E-Everyone else
- Gathering a counties agencies in a half day workshop to focus on the issues in these communities and coming up with solutions on a local level
- This was my first one. I would definitely come back again next year. Some of the presentations shared would be nice to have shared in schools or local governments
- Hold regular meeting and create small obtainable goals (little wins!) to keep attendees engaged. Have an ask. Support local policy development that improves safety etc. trails, comp plans, master plans.

Any other comments or suggestions are welcome.

- Good conference, see you next year!
- Enjoyed format of workshops and not having breakout sessions which sometimes limit the availability to attend
- I will be back next year or when offered again. My additional updates on senior drivers would be nice moving forward
- Thank you for putting the workshop together.
- Would be nice to have more engagement from local engineering and/or policy makes in the region; great mixing and discussion opportunities from SHSP initiatives

Mission

To create a culture in which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement and emergency medical and trauma services. These efforts will be driven by data, best practices and research.

Values

- ❖ Continuous improvements,
- ❖ Engage partners and
- ❖ Evidence-based approaches

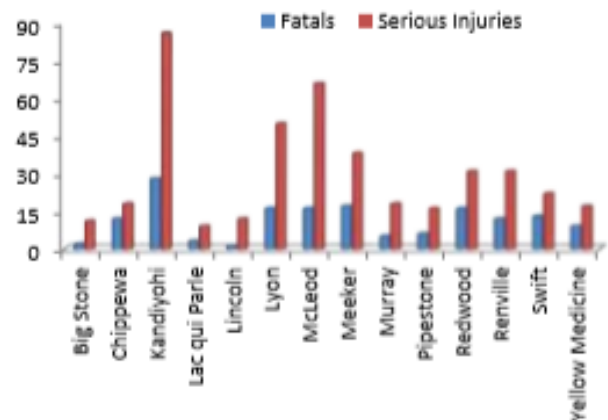


The Southwest Minnesota Toward Zero Deaths (TZD) program began in 2007. The counties involved include: Big Stone, Chippewa, Kandiyohi, Lac qui Parle, Lincoln, Lyon, McLeod, Meeker, Murray, Pipestone, Redwood, Renville, Swift and Yellow Medicine.

The leading cause of deaths and severe injuries in southwest Minnesota include:

- ❖ **Lack of Seatbelt Use**
- ❖ **Impaired Driving**
- ❖ **Speed and Aggressive Driving**
- ❖ **Inattentive Driving**

**Southwest Minnesota Fatafs and Serious Injuries
by County (2014-2018*)**



The leading type of crash resulting in deaths and severe injuries include:

- ❖ **Run-off-Road**
- ❖ **Intersection-Related**

The southwest Minnesota Toward Zero Deaths program is led by a Steering Committee comprised of the "4 Es:"

- ❖ Enforcement
- ❖ Engineering
- ❖ Education
- ❖ Emergency Medical and Trauma Services

Southwest Minnesota TZD Leadership Contacts

Engineering

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MnDOT District Engineer
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Education/EMS

Annette Larson
Southwest Minnesota TZD
Regional Coordinator
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*2018 data are preliminary.



Southwest Minnesota Toward Zero Deaths Regional Strategic Plan

Mission

To move southwest Minnesota toward zero deaths on our roads, using education, enforcement, engineering and emergency medical and trauma services.

Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic-related fatalities and serious injuries in southwest Minnesota from the past 5-year average (2014-2018*) of 31 fatalities and 85 serious injuries. Note: New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.

Objectives

A. To continuously increase regional seatbelt use rates

The statewide average was 92.4 percent in 2018. The preliminary regional seat belt rate is 80.8 percent in April 2018. This rate is down 2.8 percent from the 2017 rate of 83.6 percent. This was a significant change in seat belt rate usage.

B. To examine the characteristics of the unbelted fatalities and serious injuries

Calculation of seat belt use in fatal and serious crashes is possible with existing data.

C. To continuously decrease the following:

5-year average (2014-2018*) in Southwest Region

Contributing Factors:

	Alcohol	Speed	Distraction	Total
Fatalities	11	6	4	31
Fatal Crashes	9	5	4	27
Severe Injuries	22	18	15	85
Severe Injury Crashes	18	15	12	67

Note: a crash may have more than one of the above listed or additional contributing factors

*2018 data are preliminary.



Total Southwest Region (2018*)

Years	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2018* Total	25	21	86	68
2014-2018* Total	156	134	425	337

Region Goal 2 – TZD Partnership Goals

To continuously increase TZD awareness and partnerships across southwest Minnesota for both the general public and traffic safety professionals.

1. Establish the vision of TZD as a priority for all region, county and city (government agencies)
 - A. Engage local government involvement in TZD steering committee and workshops
 - B. Educate/promote traffic safety awareness of city/county officials
 - C. Promote city/county employee education/policies that facilitate the TZD vision

(Activities: Recruitment of city and county to attend TZD events, giving TZD presentations to boards/councils, mailings/connections to Network of Employers for Traffic Safety (NETS))

2. Create and strengthen partnerships in the region
 - A. Engage stakeholders
 - B. Develop networking relationships
 - C. Recruit membership of the TZD partnership

(Activities: EMS Conference booth/presentation, regional workshop, web, calendar, statistics, workshop, orientation)

3. Promote and implement effective traffic safety initiatives in the region
 - A. Develop and distribute resource materials
 - B. Provide enforcement wave support in community
 - C. Promote evidence based countermeasures
 - D. Collect data and statistics within region
 - E. Implement best practices within region

(Activities: web, brochure, one-pagers, presentations, news advisories, workshop, seatbelt observational survey and omnibus survey, media messaging and media events, news releases re: activities woven into existing messages, worksite education and policy development, parent component to drivers education, sober cab development, youth enforcement and education activities)

*2018 data are preliminary.

REGION: **SOUTHWEST**

YEAR: 2019

FINAL OUTPUT

Seat Belt Use Rate	88.4%
Range	± 15.4%

If the seat belt use rate in 2018 is outside the calculated range (i.e. between 73.0% and 103.9%), the change in use rate is statistically significant ($\alpha = .05$).

DATA COLLECTION

Date Range	Apr 12 - May 18
Counties Sampled	14

WEIGHTED VALUES

Σ Belted	4,041.665
Σ Unbelted	528.503
Σ Total [ΣG_i]	4,570.167
Σ Rate [ΣR_i]	34.399

SIGNIFICANCE TESTING

$\Sigma [(G_i \div \Sigma G_i)^2 \times (R_i - \Sigma R_i)^2]$	60.570
Count [N]	40
$N / (N-1)$	1.026
Variance [s^2]	62.123
Standard Deviation [s]	7.882
Significance [α]	.050
C.I. Lower	72.987
C.I. Upper	103.884
Range	15.448

ANALYSIS: May 28, 2019

NOTE: This calculation sheet was updated in March 2019. Prior calculations did not consistently update the count of sites and therefore miscalculated the range for statistical significance.

**SOUTHWEST TOWARD ZERO DEATHS REGIONAL WORKSHOP
EVALUATION FORM**

Prairie Edge's Casino, Granite Falls, MN
April 23, 2019

General Sessions	Average Rating (out of 4.00)
Welcome	3.45
Setting the Direction for the Strategic Highway Safety Plan: Minnesota Needs YOU	3.28
Stop the Bleed-Save a Life	3.63
Lasting Impact: "Life Without Logan"	3.74
TZD and Commercial Motor Vehicles: Bridging the Gap	3.40
The Teenage Brain and Risk Reduction: Connecting the Dots	3.43
Older Drivers Panel- How to address the Silver Tsunami	3.33
Wrap Up & Adjourn	3.47

Comments on the general sessions:

- Very good
- Good Conference
- Have hands on sessions in the end and cut the speakers to half the time, I felt it was drawn out and some didn't relate to driving specifically
- Thank you SW EMS for the Stop the Bleed Kits
- Good facts from OTS Hanson
- Sound system could be better
- The session was well organized and ran smoothly
- This was a great conference this year! So much good and useful information that we are able to take back to our services and share. Annette does a great job with this and she will be greatly missed
- Good variety of topics
- I thought this year was quite good compared to the other years, I liked the online voting for the SHSP update

Workshop Arrangements	Average Rating (out of 4.00)
Convenience of the registration process	3.87
Location of the venue	3.73
Facilities were comfortable and appropriate.	3.68
Food served for meals and breaks was satisfying.	3.68
Participant materials were helpful and useful.	3.65
How useful were the e-packets?	3.35

Comments on the arrangements:

- Perfect
- Rooms were cold

- Perfect location, great time
- Thought the arrangements worked very well
- Ok, could have improved audio and lighting
- It was gross having to walk through smoking area of the casino
- Easy to find location, thank for the pens and note paper. Comfortable and easy to hear speakers
- Very nice, best in years
- The arrangements were acceptable
-

Do you have suggestions for topics you would like to see offered at future workshops?

- [Impatience on Crash documentation/seatbelt use, distraction, etc.](#)
- More on teen driving and their brains
- Motorcyclists
- Cardiac Topic
- Loved the info on the teenage brain, some of the info presented at roadway safety plan workshops was very valuable
- Interested in inflatable seat belt technology interested in traffic safety in states where marijuana is legal
- Loved the teenage brain and stop the bleed talks. Really good information
- Crash reconstruction 101

[What are your suggestions for building and maintaining support for this region's Minnesota TZD program?](#)

- More individual discussion with specific counts on specific county issues
- We need to try to find a way to get more employers to allow employee after dance
- Get Schools involved
- More funding! Utilizing prevention strategies (evidence based) from other campaigns
- Was the MnDOT tribal liaison in attendance? Invited? I don't know?
- It seems there is a correlation between reduced funding and increased traffic deaths
- Offer local, EMS, Police, and fire the option to participate in TZD events; offer suggestions
- I am a co-chair member for a TZD coalition and at this point exposure for our coalition is needed. We are a newer group and getting the word out with community programs and support is priority to hopefully impact our area. Annette has been an amazing support and she deserves all the recognition for all her hard work
- Keep doing what you're doing
- Continue getting the information, including to the public
- Encourage attendance at next year's conference and at any other TZD events
- Make sure elected officials are in the loop

Any other comments or suggestions are welcome.

- I didn't receive the e-packet
- It would be nice to see a broader audience
- Good-seemed a little long, needed more upbeat topics/speakers after lunch
- Thank you for offering sparkling water, it was appreciated
- Thank you. Great workshop!
- Thank you-very good lunch

Snapshots from the Field

Special Hwy 14 B2B Edition

Hwy 14 Border-to-Board Saturation (Hwy 14 B2B)

July 3rd marked the 2nd Annual Hwy 14 B2B Saturation. The original saturation took place in July of 2017 as a SW Minnesota law enforcement initiative that spread across the entire state (S Dakota to Wisconsin) the following year. These corridor saturations are primarily an on-duty event though some agencies did include LE officers working overtime shifts. The concept is simple, law enforcement agencies along Hwy 14, all day on July 3rd, post cops and squad cars on Hwy 14 whenever they were not responding to calls for service. The idea is to get noticed and let it be known that all law enforcement agencies responsible for public safety on Hwy 14 are concerned about traffic safety and are working together to enforce traffic laws to that end. Our united presence made that fact very clear! The primary focus for this saturation was speed, to coincide with the on-going TZD Speed Campaign, but all violations concerning safety are enforced.



Each region of Southern MN had its designated Hwy 14 B2B Coordinator:

- SW MN Sgt. Adam Connor, Lyon Co SO
- SC MN Deputy Joe Roeker, Waseca Co SO
- SE MN Sgt. Josh Hanson, Kasson PD

As it turned out New Ulm PD, Brown Co SO, and Mankato MSP had previously planned a saturation for that same day with a focus on Distracted Driving. It was discussed with this group to determine if the Hwy 14 B2B took place that same day, would it enhance or distract the efforts of both. With unanimous concurrence it was agreed that each would complement the other and this coalition of LE agencies would concentrate efforts on Hwy 14 as well to enhance law enforcement visibility on Hwy 14 as a whole.

For those agencies that are not on the Hwy 14 corridor it is hoped that this motivates you to consider your own corridor saturation. It's quite simple to implement, it's effective, it motivates and it's downright fun for the cops that participate, giving everyone the opportunity to be a part of something bigger than yourself. If you ever wish to do so please contact me, I'd be more than happy to help in whatever way you wish.

As a group we accomplished the following:

- 503 Traffic Stops
- 119 Speed Citations

The following is an account of that day from reports submitted by the Hwy 14 B2B Regional Coordinators, comments shared by others, photos, and a travel log of my journey that day as I traveled the entire route from Wisconsin to the South Dakota border.

As an FYI this went out to agencies along Hwy 14 prior to July 3rd... "I will be traveling the entire route on Wednesday, starting in LA Crescent (the Wisconsin border) in the morning and following the sun all day to Lake Benton (the S Dakota border) by evening. I will be looking for cops on Hwy 14 along the way to visit and taking some photos. I hope to come across familiar faces as well as make new acquaintances, so be on the lookout for my white Kia Niro (my Niro will look like this minus the kayak and mountains)".



- 🚩 The day started at the MN/WIS border as I crossed the Mississippi River and entered the first MN city, LA Crescent, where I met Sgt. Luke Ahlschlager. I quickly discovered how symbolic this encounter with Luke would be, his law enforcement career started as a Lake Benton PD Officer, my destination for that day and the last MN city before the S Dakota border...Sgt. Ahlschlager is the original Hwy 14 B2B cop! I then had a wonderful visit with Chief Doug Stavenau and Sgt Ahlschlager at the PD before moving on. Finally concerning the young man on the bicycle, we just had to stop and complement him on his ingenuity for transporting his fishing rods. When asked if it was his own creation he smiled with pride and said, "My grandpa and I made it"!



I was barely outside of LeCrescent when I saw this MSP squad on a traffic stop. I know well enough not to pull behind a squad at any time and especially while it is making a stop, so I pulled ahead, pulled over and waited. To my surprise it was Sgt Kelly McGraw. What a reunion, I was Kelley's FTO and we have remained in close contact over the years. I'm guessing passing motorists may understand that at times those receiving a ticket will actually thank the officer, mainly for the manner in which they were treated respectfully, but seeing a fellow motorist giving a Trooper a bear hug on the roadside might be considered over the top. Who cares what they think, what a reunion it was! Kelley later sent me this text (he also sent another message to all the troopers working Hwy 14 in SE MN that I would learn about later, more on that to follow)...

In honor of my FTO... I worked 8.5 hrs in the same 2 miles of USTH 14 in Houston County stopping 40 cars / working 1 crash / and one motorist assist. Not bad for someone with 25 yrs on!!! Scott I stopped everything 7 over or more and shared the safety message about this historically being a deadly weekend. I met soooo many really nice appreciative people. High light of the day was seeing my FTO. Kelley



In Winona County, as I traveled west of the city of Winona, it warmed my heart to see these Winona SO squads making these stops in front of me. A quick visit with the deputies before moving westward again. In Lewiston I stopped alongside the Lewiston PD squad and received the 'thumbs up' just as he was returning from making a traffic stop. Between Lewiston and St. Charles I came upon a third Winona SO squad car monitoring traffic and we shared a quick greeting. In St Charles I observed the St Charles PD squad responding red lights and siren eastbound (no opportunity for a photo); not aware of what he was responding to. Before leaving Winona County I stopped for a quick cup of coffee and had a nice visit with a couple wanting to know what was going on. They turned out to be good friends of Trp. Greg Gerhartz from the St Cloud District. I asked them to send my greetings to Greg, I was his FTO Lt; I haven't seen him in almost two decades.



✚ The following is going to take some red-faced explanation. At this point I'm pumped, I'm just entering Olmsted County, I've seen a lot of cops and hope to see many more. I still have a long way to go, will I make it to South Dakota before the sun goes down, I don't want to short my time with the cops I do come across, did I bite off more than I can chew, lots going through my head, anxious, then...there's another squad, more excitement, yet another squad on Hwy 14, I'm elated and I wave...but I wasn't watching my speed and he's turning...RED LIGHTS COME ON...crap. License in hand as Trp. Tyler Struck walks up to my door. He says, "I know who you are, Sgt McGraw sent a message to all the District 2100 Troopers on Hwy 14 so we could be on the lookout for your car as he said you hope to say hello to everyone. He sent a detailed description of your car; white Kia with habitat plates and luggage rack. I guess I found you". Fortunately for me Tyler said that my speed was within the range that he gives warnings but I explained that we were friends when he walked up and if he had given me a ticket we'd still be friends when we parted. Needless to say, even though we had a great visit I think my face remained red in embarrassment the entire time. We parted and I remained excited and anxious as I headed west...but I watched my speed much more closely and set my cruise.



✚ As I continue through Olmsted County I see another MSP squad and an Olmsted SO squad both eastbound in the vicinity of Dover and Eyota but didn't get a chance to take a photo. As I travel through Rochester I saw this MnDOT message sign east of the Apache Mall...Thank you Jessica Schleck, SE MN TZD Coordinator! By the Olmsted / Dodge County line at about 1400 hrs I came upon Trp. Scott Barstad running Lidar. I had a very uplifting conversation with Scott who is getting very close to retirement. As I pulled out to leave Trp. Barstad stopped the first car that came up behind us.



I wish to interject something here about cops that have been working a long time. As I consider Troopers Kelley McGraw and Scott Barstad it reminds me that few things gets me more pumped than seeing senior (seasoned) cops that work hard and do so to the very end! Not only does it speak well of them but it also accomplishes so much more. It sets as example for others to follow, it motivates junior cops and keeps us all positive, it creates a positive and productive work culture that perpetuates itself, and more. As an Lt I often said the best think that can happen is to have senior troopers that work and work hard and for me it was important not to do anything that would screws that up. Kelley, who will retire just months from now, stops 40 cars in one shift and left a positive influence with those he stopped. Further, when I sent a message to Kelley asking for Trp. Barstad's email address he included the following unsolicited comment, "Scott will be retiring about 5 months before I do, he has always been a solid guy in the 50 beat; like you he worked overnights for the majority of his career then as the kids got older he transitioned to days. He is an EXCELLENT partner!" To the general public when one cop says of another, "he/she is a good partner", it may seem like a casual comment but to a cop, we know it means so much more...so much more! It means you have a partner that is dependable, brave and has guts, is hardworking and does their share and more, will not embarrass you, has character, integrity and brings honor to your department and our profession...if you have a 'good partner' you are truly blessed! I can't think of a better complement for a cop than to have your partners, your peers, refer to you as a 'good partner'. Obviously there are more good partners out there than Scott and Kelley, but today these two made me mindful of all those solid senior cops. To name a few I've had the honor to work with (there are more); McLeod SO Sgt. Don Heimerl (deceased), Fairmont PD Sgt. Lowell Spee (retired), LeSueur SO Sgt. Dave Struckman (retired) and Capt. Kevin Flynn, Worthington PD (active), Olmsted Sheriff Kevin Torgerson (active and my old dog watch partner from the 80s & 90s), Blue Earth Sheriff Brad Peterson (active), and I could go on. They all could/can say "I have fought the good fight, I have finished the race, I have kept the faith". To have survived and remain productive and positive for so many years in this job is not an accident and is/was not easy, not easy in the least...it's a choice! If you have or had such a senior partner (active or retired) make sure you thank them because most likely they are in the stage of life when they are wondering if their life made a difference, let them know it did!

- As I passed through Dodge County I saw these two MSP squads in the median by Kasson, one including Trp. Steve Willert who was in my platoon that served at the St Paul Natl Republican Convention. East of Dodge Center was this MSP squad on a traffic stop. Then I saw two stationary MSP squads at the start of the two lane section of Hwy 14 (not able to stop or get a photo as weather was moving in fast)...then the rain hit and hit hard, so much so that most traffic on Hwy 14 came to a stop to wait it out, including me. I was told later by Sgt Josh Hanson that Dodge County cops had been out in force earlier in the day and he added this comment, "We had a lot of success. At one point we had a county, city, and two troops working 14 at the same time. I was looking for your Niro. I also made a personal trip on 14 in the evening on my way to Dover and came across two squads in Olmsted".



- In Steele County rain remained heavy which I expect impacted their presence but I still observed a mobile MSP Squad eastbound at Hwy 218 (due to rain and my mobility I was unable to get a photo). I am fully aware that my schedule and presence did not coordinate with many of the agencies and squad cars that posted on Hwy 14 and I missed far more than I encountered. Such was also the case with Waseca County. Deputy Joe Roeker and Waseca County LE provided a presence but my timing did not allow me to meet or get photos of them. Joe provided this comment,

“When I travelled from Janesville to North Mankato on July 3, I was very impressed with the law enforcement presence, it was great to see them lined up, making stops!” Weather and time of day was also a factor as the day progressed.

- In Blue Earth County I stopped and spoke with a Deputy working with two other Deputies in the same stretch of Hwy 14 by Eagle Lake. I was not able to get a photo of the other two but I observed them both making traffic stops, Lt Tim Mohr was one of them. Tim is another one of those senior cops that has made traffic enforcement a priority in his career and he remains firm in that resolve to this very day, setting an example for others to follow. In Nicollet County there was a MSP squad on a traffic stop in North Mankato and another MSP squad eastbound by Nicollet (unable to get a photo of either). I stopped and had a short visit with Nicollet SO Deputy Nelson in Courtland (photo below) then saw two more Nicollet SO squads mobile west of Courtland (unable to get photo).



- In Brown County I stopped and had a productive visit with New Ulm PD Chief Dave Borchert and Officer Chris Davis and received an update on their saturation efforts. Officer Davis (pictured below) coordinated this saturation for New Ulm PD & Brown Co SO as they joined MSP in their previously planned Distracted Driving saturation for the New Ulm area. Sheriff Jason Seidl was one of the participating squad cars taking direct enforcement action. MSP coordinator in this efforts was Lt Gabe Cornish. Gabe received these positive comments that he shared with the rest of us, **“My neighbor – whose son was killed by a driver who pulled out in front of his MC – just called me and said, ‘Wow – you guys got something going on the slab today? Saw squads all the way from Rochester to Mankato – this is awesome!’”** and **“Another comment came in from a Courtland City worker. Told a Trooper the increased presence on HWY 14 was noted and appreciated.”** New Ulm PD’s press release & activity report and MSPs activity report are attached and the briefing photo is below. After I left New Ulm I spotted a MSP squad mobile in the Sleepy Eye area (unable to get photo).



- In Redwood County I saw an eastbound MSP squad by Lamberton (unable to get a photo). It is supper time, 1815 hrs, and traffic is starting to slow and I suspect cops are on their supper break. I call Lyon SO Sgt. Adam Connor and he advised that he is 10-7 but he and his partners had hit it hard earlier, he sends me this photo he took earlier with the

caption, “We got Lyon County covered”! In Tracy I come upon Chief Jason Lichty stationary on Hwy 14 and we have a good but short visit. Before I leave town I took a photo of ‘my train’ that is situated along side Hwy 14. I refer to Tracy’s train as ‘mine’ because, back in my Trooper days, working out of Rochester, I took an oversized load escort from the Wisconsin border to Tracy, escorting this very train to this very spot...hence ‘my train’.



Before I leave Lyon County I see that I have a message and photo from MSP District 2300 Capt. Casey Meagher, “Good day Sir, Just wanted to provide some proof the western border was covered. I don’t think the people at the fireworks stand appreciated the unmarked squad car parked at the state line, so I got outta dodge before they started shooting bottle rockets at me!” Then he sends a second message and photo with a little ribbing intended... “There was a suspicious vehicle in the parking lot of the Fireworks stand with MN plates - - the investigation has begun.....” Sgt Connor then adds, “Sneaking the good fireworks back!!!!”



As I enter Lincoln County I’m greeted by this wonderful sight and I’m thinking, smooth sailing to the S Dakota boarder, as I enter the last leg of the journey (looks can be deceiving)...



...and then there was the tornado at Tyler!



I took this photo of the emerging tornado while calling Lincoln County 911. I tried to drive north around it but it followed me in that direction and touched down briefly. On the other side of Tyler I came upon Sky Warn spotters from Tyler FD where I meet the Fire Chief. I watch the clouds with them for a time but cops were still on my mind so I eventually continued west hoping to meet any law enforcement in or around Lake Benton. I didn’t have to go far, I met the current acting chief for Lake Benton PD, Dallas Cornell, in the ditch watching the clouds. Obviously traffic enforcement had to take a back seat to the weather for the time being. This is the sight we saw as we looked back at Tyler getting clobbered by a cloud burst. I push on to the South Dakota border as the storm increases and follows me. I arrive shortly before 2100 hrs. As I turn and head back I see a MSP squad at MP5 making the last stop I will see on Hwy 14 today. I took the photo and waited to see if I could visit with the trooper and get their name but as the stop was cleared the storm caught up and the rain cut loose. I head home.



I started the day with a prayer, “God, let me be an encouragement to the cops I meet along the way today”. Little did I know He would confuse my prayer and have cops along the way be such an encouragement to me! In word, deed and action I was impressed, motivated and honored by all that everyone said to me and did...thank you!! Cops are wonderful, dedicated, brave and committed people; like none other I know. It was exciting to see cops so engaged and encouraged by participating. All along the way I could see your excitement to be part of such a united effort with many of you letting me know how much you valued being involved in such a large and visible operation. You were noticed and you made a difference!

A special thank you to our three Hwy 14 B2B Regional Saturation Coordinators: Adam, Joe & Josh...thank you for all your hard work and commitment in making all this happen. It’s an honor and pleasure to work with each of you my friends!!

Each of their Regional Activity Reports are included in the attachments.

I can’t think of a better way to end this issue of Snapshots than to share a message MSP Lt Dan Lewis sent to the troopers in District 2100 at the conclusion of the saturation. So you are aware, just a few days after posting this message Dan lost his 27 year old son; Erik died on Saturday, July 7th. Keep Dan and his family in your thoughts and prayers. Danny, you’re a good partner, one of the best!

Troops,

I want all that participated in the saturation to know that I greatly appreciate your work and the effort you put forth! As I type this, I was thinking that there was probably a moment when you may have thought “Good lord, really Louie”, and I get it, so I thank you.

We had a significant personal injury crash with a semi that tied our Rochester Troops up for several hours, however I think we made it known we were taking over USTH 14!

Rochester State Patrol had the following activity:

- *Stops made: 174*
- *Speed Citations: 46*

Unique “non-compliant driver” (y’all know what I mean) for the day:

Lt Buck stopped a EB vehicle in Steele for speed of 96/65. The driver stated they were headed to a Hospital somewhere in Southeast MN. A short time later, Lt Dienger stopped the vehicle for speed and then shortly after that trooper Roper stopped the vehicle for fail to obey a semaphore! The vehicle had been stopped the day before in our Mankato District. So, we keep fighting the daily battle and we do make a difference folks....but there will always be that one or two.....but we won’t quit!

I also had three 2170 troopers saturate USTH 52 in Goodhue County for the day and they had 81 stops and 20 speed citations...just some added info ☺

Scott McConkey



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RESULTS OF HWY 14 Event:

Minnesota State Patrol-Mankato District:
105 Traffic Stops
17 Citations

Blue Earth County Sheriff's Office:
23 Traffic Stops
4 Citations (Also one for DAR and No Insurance)

Nicollet County Sheriff's Office:
35 Traffic Stops
1 Citation

Waseca County Sheriff's Office:
3 Traffic Stops
0 Citations

New Ulm PD & Brown Co SO
21 Traffic Stops
4 Citations

Lyon County Sheriff's Office – 13 stops, 3 citations – highest speed was 93-MPH in a 60-MPH

State Patrol 2300 – 29 stops, 6 citations