



Le Sueur County, MN

Tuesday, August 28, 2018

Board Meeting

Item 4

**10:15 a.m. Ann Traxler and Tammy Stewig, Emergency Management
(15 min)**

RE: TZD Joyride Presentation

Staff Contact:

Media Advisory

August 17, 2018

Contact: Ann Traxler
Le Sueur County Emergency Management Director &
Le Sueur County Toward Zero Deaths coordinator
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JOYRIDE: ASSURES SAFE RIDE HOME EVERY TIME

*Toward Zero Deaths traffic safety stakeholders seek to expand JOYRIDE program
to decrease impaired driving in Le Sueur County*

WHAT: The Le Sueur County JOYRIDE program is making a difference to save lives. Le Sueur County JOYRIDE program delivers over 340 impaired people home safely.

To save lives on our roads, Le Sueur County Toward Zero Deaths Safe Roads Coalition, Le Sueur County Sheriff's Office, Minnesota State Patrol, regional traffic safety stakeholders, MnDOT and the Department of Public Safety are coming together recognize the JOYRIDE program success, plans to expand the program in the county and to acknowledge community-led sponsors who recognized the need to decrease impaired driving and get people home safely.

WHERE: Le Sueur County Courthouse, 88 South Park Ave., Le Center.

WHEN: 10:15 a.m., Aug. 28

WHO: Ann Traxler, Le Sueur County Emergency Management Director & Le Sueur County Toward Zero Deaths Coalition Coordinator

WHY:

- Nearly one out of every four deaths on Minnesota roads is drunk driving-related.
- Preliminary numbers show **72** people lost their lives in drunk driving-related crashes in 2017.
- The number of DWI arrests dropped from nearly 36,000 in 2008 to around 25,000 in 2017, a 31 percent decrease.

The South Central Minnesota Regional Toward Zero Deaths program brings area law enforcement, public health educators, engineers and emergency medical and trauma services together to reduce the number of traffic fatalities and severe injuries to zero in south central Minnesota. The 13-county area encompasses: Blue Earth, Brown, Cottonwood, Faribault, Jackson, Le Sueur, Martin, Nicollet, Nobles, Rock, Sibley, Waseca and Watonwan counties.

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