



**SOUTH LAKE MINNETONKA
POLICE DEPARTMENT**

24150 SMITHTOWN ROAD
SHOREWOOD, MN 55331-8598

Justin Ballsrud
Chief of Police

Office (952) 474.3261
Fax (952) 474.4477

To: MN DPS Office of Traffic Safety
From: Sgt. Adam Moore
CC: Highway 7 Safety Coalition Partners
Date: July 8, 2025
Re: Final Report – Hwy 7 Safe Road Zone Grant

The South Lake Minnetonka Police Department and partner agencies are submitting the final report for the FY2025 Hwy 7 Safe Road Zone Grant, which officially concluded on June 30, 2025. Over the course of the grant period, the Highway 7 Safety Coalition led a collaborative effort that prioritized traffic enforcement, public outreach, and utilization of new technologies. We focused on speeding, distracted driving, impaired driving, and other dangerous driving behaviors along the Hwy 7 corridor.

Final Year-End Enforcement Totals

- **Total Hours Worked:** 1,949.25
- **Total Traffic Stops:** 3,702
- **People Taken Into Custody:** 45
- **DWI Arrests:** 12 (9 Alcohol, 3 Controlled Substance)
- **Vehicles Towed:** 24
- **Seat Belt Citations:** 61
- **Speed Citations:** 208 (1,546 total stops)
- **DAR/DAS/DAC Citations:** 78
- **Use of Wireless Device Citations:** 578 (839 total stops)

Program Highlights & Milestones by Quarter

Quarter 1 (June 15 – September 30, 2024)

- Program launch, creation of the Highway 7 Safety Coalition / Joint Powers Agreement

- Minnetonka High School's VANTAGE program was invited to develop youth-led traffic safety PSAs
- Social media presence established to promote awareness

Quarter 2 (October 1 – December 31, 2024)

- VANTAGE students finalized PSA content
- Planning for innovative enforcement tools and outreach strategy

Quarter 3 (January 1 – March 31, 2025)

- Launched Acusensus Heads-Up AI enforcement system on February 10
- The system flagged over 10,000 potential distracted driving violations in its first month
- Featured in local and national media coverage
- Student PSAs distributed via YouTube, social media, and Kwik Trip gas pump ads

Quarter 4 (April 1 – June 30, 2025)

- Continued Acusensus deployment and traditional enforcement
- New officer safety equipment purchased and deployed to support visibility and safety during road closures
- Sgt. Moore invited to present about the program to several organizations
- VANTAGE team invited to present at the TZD Conference
- SLMPD provided input for the Highway 7 Corridor Design Study, advocating safety improvements
 - As part of this input, the department supported the deployment of a second AI camera system (from ImageSensing Systems) to assess pedestrian safety conditions at Highway 7 / Co Rd 101 in Minnetonka

Public Outreach & Education Impact

- VANTAGE-produced videos received wide public engagement across social platforms
- Kwik Trip advertisements reinforced safe driving messaging at area locations
- Officers and leadership engaged in media interviews, school partnerships, and traffic safety forums

- Anecdotal feedback suggests real behavior change, with many noting they actively avoid distracted or impaired driving in our jurisdiction
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Summary & Legacy

The Hwy 7 Safe Road Zone initiative has yielded a lasting impact on driver behavior and public perception. The combination of innovative enforcement, student-led messaging, and strategic media exposure helped make this program a success. The Highway 7 Corridor is undoubtedly a safer location following this initiative. The coalition will review crash data before, during, and following the grant period to assess the effectiveness of the program.

We are proud of this work and grateful for the opportunity to lead this program. The lessons learned and partnerships established will serve as the foundation for future enforcement and education programs in our communities.

Committed to Traffic Safety,

Sergeant Adam Moore

South Lake Minnetonka Police Department