

codeReady Tour Report May 5th – June 30th, 2007

Total Contacts*: 17,135 **Total Days in the Field:** 40 **Total City/Counties Visited:** 114

**Each contact is approximately 3-5 minutes of time.*

Date	May 5
Cities	West St. Paul – Cinco de Mayo Festival New Ulm – Downtown Visitor Center, German Park
Contacts	1780 Window Clings, 420 Buttons, 100 Notepads = 2,300 Total Contacts
Information	Cinco de Mayo festival was incredibly successful. A lot of people recognized codeReady and were eager to learn more. Plans in New Ulm were shuffled around quite a bit due to weather, but still made quite a few good contacts there. Comments included: "Is there something going on that we don't know about?" "I can use this info, I have no ideas what I should do in case of emergency"
Date	May 6
Cities	Wabasha – St. Jude's Fishing Tournament, 100 Mile Garage Sale Zumbro Falls/Zumbrota – Downtown Zumbro Falls, local cafes and bars, Zumbrota Hardware Store Cannon Falls/Northfield – Lake Byllesby Regional Park, Local businesses
Contacts	120 Notepads, 25 Window Clings, 10 Buttons = 155 Total Contacts
Information	Zumbro and Cannon Falls were fairly quiet outdoors so the team headed into local establishments, with the permission of their proprietors. Patrons and business owners were very intrigued. Local business owners were eager to display and aid in distributing codeReady materials. Comments included: "This is great. I just had to be evacuated for an anhydrous spill last week." "What if I don't have a computer? How can I get more information?" "All our customers can use this"
Date	May 8
Cities	Richfield – Woodlake Nature Center, Richfield Lake Bloomington – Japanese garden, Lake Normandale area Edina – 50 th and France
Contacts	100 Notepads, 30 Clings, 25 Buttons = 155 Total Contacts
Information	People in all three cities were excited to see the codeReady team. Comments included: "I saw the billboard" "I will be sure to ear the button around the office" "This is prefect, we are doing an educational seminar for our residential folks. I'll be sure to check out the website for more information"

Date	May 9
Cities	Pine Island – Downtown, local stores and businesses Rochester – Downtown, parks surrounding Mayo Winona – Farmer's market, Main Street La Crescent – Downtown, local stores
Contacts	192 Clings, 155 Buttons, 115 Notepads = 462 Total Contacts
Information	Pine Island stores and businesses were excited about displaying the codeReady window clings and asked if they could keep a few buttons and clings to distribute to customers. Downtown Rochester was very busy and a source of a lot of interactions. Winona Farmer's market was very quiet so the team headed to main street where they found quite a few people.
Date	May 10
Cities	Austin – Downtown, Spam museum, Farm Areas Albert Lea – Downtown, local stores and businesses Fairmont – Prairie dog viewing center, Ward Park, Dairy Freeze line
Contacts	220 Clings, 190 Buttons, 200 Notepads = 610 Total Contacts
Information	Team came across a group of 40 first graders in Austin. Fairmont locals informed the team that Ward Park would be a good place to find people, this turned out to be a very effective tip.
Date	May 11
Cities	Fairmont – Downtown, Sheriff & Police Dept St. James – Downtown, Memorial Park, St. James Lake Butterfield – Downtown Windom – Courthouse Square, local stores and businesses
Contacts	75 Clings, 72 Buttons, 80 Notepads = 227 Total Contacts
Information	The Sheriff and Police officers in Fairmont were very interested in the campaign and happy about the attention the state is giving to such an important issue. In St. James the team gave a mini presentation to a children's group and their chaperones. Windom's business owners were also very enthusiastic about passing on the codeReady message.

Date	May 12
Cities	Sleepy Eye – Downtown, Sleepy Eye Lake Fairfax – Downtown, local stores and businesses Redwood Falls – Redwood Falls Campgrounds, Downtown
Contacts	90 Clings, 135 Buttons, 110 Notepads = 335 Total Contacts
Information	Sleepy Eye and Fairfax were both fairly quiet, though the team was able to make contact with some residents and store owners. The Redwood Falls Campgrounds were full of life and the team made quite a few mini presentations and peaked a lot of interest regarding codeReady.
Date	May 13
Cities	Mankato – Sibley Park, Caswell Park St. Peter – Downtown, local parks
Contacts	240 Clings, 190 Buttons, 210 Notepads = 640 Total Contacts
Information	The parks in Mankato were both bustling with Mother's day activity. The team spoke to many families about the campaign and distributed materials. St. Peter was not as active as Mankato, but residents were still very excited about the codeReady campaign.
Date	May 15
Cities	St. Louis Park – Aquila Park, Texa Tonka Plaza, Bass Lake Park Golden Valley – Local stores and businesses Robbinsdale – Local stores and businesses Crystal – Bassett Creek Park
Contacts	112 Clings, 126 Notepads, 75 Buttons = 313 Total Contacts
Information	Team targeted local parks and retail plazas where they came in contact with residents enjoying the parks, biking and shopping. Very successful reception and lots of positive feedback

Date	May 16
Cities	Big Lake – Chamber of Commerce, Library Sauk Rapids – Local stores and businesses St. Cloud – Local stores and businesses
Contacts	100 Clings, 75 Notepads, 50 Buttons = 225 Total Contacts
Information	The team stopped at local stores and gas stations as well as local businesses. All agreed to put the codeReady cling in the windows of their establishments. Generated a lot of interest, the team encouraged those interested to check out the website.
Date	May 17
Cities	Detroit Lakes – Downtown, local stores and businesses
Contacts	33 Clings, 116 Notepads, 14 Buttons = 163 Total Contacts
Information	People in Detroit Lakes were very interested in the codeReady campaign. The team made an effort to visit stores and businesses that sell supplies included in the codeReady checklists.
Date	May 22
Cities	Maplewood – Local businesses Stillwater – Main Street, Lowell Park, Local businesses Woodbury – Colby Lake Park, Shops at Woodbury Lakes, Local businesses
Contacts	43 Clings, 182 Notepads, 19 Buttons = 244 Total Contacts
Information	Maplewood was not nearly as busy as the other locations. Stillwater was very successful as downtown Stillwater had a lot of traffic. The team stopped P.D Pappy's where is was ½ price burger day and gave a mini presentation to the entire restaurant. Woodbury was also very busy and the team made contact with lots of shoppers.
Date	May 24
Cities	Chisholm – Downtown area, Local businesses, Public library Cloquet – WKLK radio, Local businesses Carlton – Public Health Offices, Newspaper
Contacts	58 Clings, 135 Notepads, 27 Buttons = 220 Total Contacts
Information	The librarians in Chisholm were very excited about the campaign and put a notepad next to each of the "Free Internet" computers. The team also met with the Pine Journal and took pictures and gave interviews.

Date	May 25
Cities	Hibbing – Dylan Days, Local businesses, American Red Cross, St. Louis County Offices Virginia – Thunderbird Mall, Main Street
Contacts	39 Clings, 152 Notepads, 21 Buttons = 212 Total Contacts
Information	The team met a lot of people at Dylan Days in downtown Hibbing and the local Red Cross was very happy to have them stop by. In Virginia the team found attentive residents at the mall and in restaurants along Main Street.
Date	May 26
Cities	Ely – Downtown, Local businesses, Piragis Northwoods Company Babbitt – Local businesses, Downtown Biwabik – Downtown, Local businesses
Contacts	36 Clings, 107 Notepads, 26 Buttons = 169 Total Contacts
Information	The weather was pretty iffy today but the team still managed to find lots of life in downtown Ely. Babbitt was a much smaller town but we made contact with a fair number of people near Arctic Cat's retail store and Tuck's bar. People in Biwabik were also very friendly and interested in the campaign.
Date	May 27
Cities	Hinckley – Tobie's, Local businesses Pine City – Downtown, Local businesses North Branch – Tanger Outlet Center
Contacts	29 Clings, 121 Notepads, 21 Buttons = 171 Total Contacts
Information	Tobies' was packed and before the team could get out the car people were approaching them with questions about the campaign. A local antique store owner was also very interested in the campaign and thrilled to see that the team was driving a hybrid vehicle. Downtown Pine City was fairly busy with people out enjoying the holiday weekend, the team made several mini-presentations there. The team also made contact with quite a few people walking around outside of the stores at the Tanger Outlet Center

Date	May 29
Cities	Little Falls – Main Street, Local businesses, Police Station Long Prairie – Central Ave, Local businesses Sauk Centre – Downtown, Local businesses
Contacts	105 Clings, 80 Notepads, 35 Buttons = 220 Total Contacts
Information	The weather was somewhat iffy in Little Falls so the team headed to local businesses to find people inside. They made contact with quite a few patrons in a local photography studio and along main street. They also stopped by the police station. In Long Prairie the team found most of the action to be in shops and restaurants along Central Avenue so they stopped in and spoke to residents and business owners. In Sauk Centre the codeReady team ran into a group of honors eighth graders on a field trip and gave them a mini-presentation. They also stopped by local businesses and convinced store owners to let them hang codeReady clings in their windows.
Date	May 31
Cities	Lakeville – Fire Inspector, Local cable channel, Police station, nearby southern suburbs
Contacts	75 Clings, 55 Notepads, 45 Buttons = 175 Total Contacts
Information	The southern suburbs proved to be a very successful excursion for the team as local law enforcement and cable television all took a major interest. They found lots of residents interested in the campaign and the cable network filmed a great deal of their interactions. The segment can be viewed online at www.ci.lakeville.mn.us .
Date	June 1
Cities	Willmar – Chamber of Commerce, Business district Olivia – City Hall, Sheriff's Office, Local businesses Granite Falls – Sheriff's Office, City Hall, Local newspaper, Local businesses
Contacts	53 Clings, 147 Notepads, 30 Buttons = 230 Total Contacts
Information	All of the stops in Willmar were very receptive to the campaign. All of the businesses agreed to put up clings and allowed the team to communicate with their patrons. The team got a similar response in Olivia, and the Sheriff asked to put a cling in each squad car. Local store owners in Granite falls were also excited about the campaign and the fact that many of the supplies could be purchased in their establishments.

Date	June 2
Cities	Canby – Downtown, Local businesses Marshall – Shopping districts, Runnings Car Show, Library Tracy – Downtown, Local businesses
Contacts	45 Clings, 193 Notepads, 25 Buttons = 263 Total Contacts
Information	Canby, Marshall and Tracy residents were all very interested in the codeReady campaign. Everyone agreed that this was a very important message and that the state is doing a good thing in trying to get people prepared. Nearly all of the businesses visited asked for clings for the windows and the libraries all agreed to put pads next to the internet access computers.
Date	June 3
Cities	St. Paul – Grand Old Days
Contacts	262 Clings, 373 Notepads, 249 Buttons = 884 Total Contacts
Information	The team parked a couple of blocks from Grand Avenue and stopped and talked to residents on their way to the event. Lots of people were outside of their homes having BBQ's with friends and were very excited to see the team. The team then spent the rest of the afternoon talking to people along Grand. Many told the team that they had seen the billboards and heard the radio ads and intended to check out the website.
Date	June 6
Cities	Osakis – Local businesses, Downtown area Alexandria – Strip malls, Local businesses Morris – Public health offices, Library, Local businesses
Contacts	60 Clings, 165 Pads, 45 Buttons = 270 Total Contacts
Information	In Osakis the team visited local businesses and spoke to residents that were out shopping and running errands. The team found lots of people at the strip malls in Alexandria that thought it was important to be prepared and planned to build plans and kits on the website. The team met with public health officials in Morris and stopped by the library to urge internet users to go to the site.

Date	June 7
Cities	Moorhead – Local businesses Surrounding area – Local businesses
Contacts	50 Clings, 100 Notepads, 60 Buttons = 210 Contacts
Information	It was a cloudy, overcast and stormy day, making it difficult for the codeReady team to find people out and about. The stopped in local businesses and restaurants and supplied owners and patrons with information regarding the campaign as well as codeReady incentives.
Date	June 8
Cities	East Grand Forks – Downtown area, local businesses, library Crookston – Local businesses and parks
Contacts	100 Clings, 200 Notepads, Buttons 105 = 405 Total Contacts
Information	The weather was much improved so the team was able to engage many people out on the streets. Local shop owners were excited to put clings in their windows. The team talked to a young mother that was eager to learn more about getting prepared. They also spoke to an elderly man that mentioned he doesn't have internet. The team encouraged him to go to the library where a librarian will help him navigate the site. The team talked to the staff at the library and showed them the site, they were happy to help people.
Date	June 9
Cities	Bemidji – Downtown, local businesses Cass Lake – Downtown, local businesses Bagley - Downtown, local businesses
Contacts	99 Clings, 198 Pads, 104 Buttons = 401 Total Contacts
Information	The team found a lot of Minnesotans out and about enjoying the beautiful weather. They spoke to a California transplant that understood the importance of being prepared because he had been through several earthquakes, he promised to go to codeReady.org . Local store owners were once again excited to put clings in their windows and were happy to let the team engage with their patrons.

Date	June 10
Cities	Breezy Point – City Hall, Police Station, Fire Station, Resorts East Gull Lake – Resort traffic, Local businesses Motley – Downtown area, local businesses
Contacts	95 Clings, 202 Notepads, 103 Buttons = 400 Total Contacts
Information	The team spent most of the day in and around Breezy Point but stopped in surrounding areas as well. The Breezy Point policemen were all appreciative of the codeReady efforts. The team spoke to quite a few boaters at Breezy Point resort, all of whom felt they needed to be more prepared then they currently are. Local businesses were happy to put up clings and encourage patron to be codeReady.
Date	June 13
Cities	Baudette – Downtown area, Local stores and businesses Littlefork – Downtown area, Local stores and businesses International Falls – Smokey Bear Park, Downtown area, Local stores and businesses
Contacts	45 Clings, 147 Notepads, 81 Buttons = 273 Total Contacts
Information	People in downtown Baudette were very receptive to the campaign. Many had heard of codeReady and were very interested to find out more. The team got a similar response in Littlefork where the local business owners were very excited about encouraging patrons to go to the website and get prepared. In International Falls the team started at a concert in Smokey Bear Park but there was a poor turnout due to weather, so the team headed into town to find more traffic.
Date	June 14
Cities	Orr – Visitor Center, Local parks Cook – Downtown area, Local stores and businesses Tower – Downtown area, Local stores and businesses Eveleth – US Hockey Hall of Fame
Contacts	52 Clings, 135 Pads, 49 Buttons = 236 Total Contacts
Information	The team was warmly received in Orr, Cook, Tower and Eveleth. Business owners and patrons were eager to learn more about codeReady and gladly took and passed on the incentives. At the Hockey Hall of Fame the women working the front desk were very interested in codeReady and commented on how important being prepared is.

Date	June 16
Cities	North Minneapolis – Juneteenth Duluth – Grandma’s Marathon
Contacts	Juneteenth – 775 Clings, 400 Notepads, 150 Buttons = 1,325 Total Contacts Grandma’s – 72 Clings, 267 Notepads, 97 Buttons = 436 Total Contacts
Information	<p>The team at Juneteenth didn’t have a branded vehicle as the car was in Northern MN at Grandma’s marathon but this didn’t stop them from drawing lots of attention. They parked several blocks from the event and stopped at a multitude of homes (where people were out celebrating on their lawns) to talk about codeReady and handout incentives. They were asked not to hand out materials at Juneteenth as they didn’t pay for a booth so they went back out to mingle with the people walking to the event.</p> <p>The team in Northern MN stopped in Virginia at the Land of the Loon Festival before heading to Grandma’s Marathon. The spoke to lots of residents and informed them of the initiative and encouraged them to go the website and build a plan and kit of their own.</p>

Date	June 17
Cities	Anoka – Downtown area, Local stores and businesses Blaine – Local stores and businesses, shopping areas Moundsview – Local stores and parks New Brighton – Long Lake, nearby parks
Contacts	27 Clings, 137 Notepads, 45 Buttons = 209 Total Contacts
Information	<p>The team had a successful day in the northern suburbs. In Anoka they spent time in the downtown strip talking to shoppers and businesses owners and operators. One of the women they spoke to had a son that works for the state. She was thrilled to see people out promoting the campaign as she was quite familiar with it. In Blaine the team spent most of their time outside at strip malls where shoppers were very receptive to the message and agreed that getting prepared was important. The experience in Moundsview was similar to those of Blaine and Anoka. At Long Lake the team talked to swimmers and fishers and many promised to visit the website when they got home.</p>

Date	June 19
Cities	Milaca – Downtown area, Local businesses and stores, Restaurant district Foley – Foley Days, City Hall, Police Station, Library
Contacts	32 Clings, 153 Pads, 45 Buttons = 230 Total Contacts
Information	The downtown area of Milaca was busy and the team spoke to quite a few Minnesotans, they then met up with a Public Health representative, Beverly, who lead them to the restaurant district where tons of people were having lunch. At Foley days they were welcomed excitedly as much of the town was familiar with the campaign and website through town meetings. They also stopped by City Hall and the Library and met up with Larry Nadeau.
Date	June 20
Cities	Princeton – Downtown area, Local stores Zimmerman – Local stores and businesses Elk River – Strip malls, Local shops
Contacts	32 Clings, 210 Notepads, 52 Buttons = 285 Total Contacts
Information	The codeReady team once again made most of their contacts with people out shopping and running errands. In Princeton the team spent a fair amount of time at Ace Hardware where they gave a mini presentation to the store owners and shoppers and encouraged them to pick up some codeReady supplies while they were there. In Zimmerman the team stopped by a day spa where they found several interested mothers that were concerned with getting their families prepared. In Elk River the team met a woman who was in charged of local town meetings and planned to share more info about the campaign
Date	June 21
Cities	Plymouth – Stores and businesses Wayzata – Stores and businesses Minnetonka – Local parks Eden Prairie – Local parks Hopkins – Downtown area
Contacts	95 Clings, 75 Notepads, 30 Buttons = 200 Total Contacts
Information	The team started in downtown Hopkins where the operator of the first store they entered told them she was having a mini-emergency right now as there was a pigeon stuck in the window across the street and she couldn't leave the store. The team freed the pigeon and then spoke to local businesses and shoppers about the campaign. In Minnetonka and Eden Prairie the team found a few people out at parks but the weather was beginning to look threatening. In Plymouth and Wayzata the team stuck to indoor locations as the rain had started.

Date	June 22
Cities	Northfield – Downtown, Local shopping area Elko – Downtown area, City Hall, Post Office Belle Plaine – Local parks, Downtown shops
Contacts	32 Clings, 125 Notepads, 44 Buttons = 201 Total Contacts
Information	In all three towns the team found lots of people out shopping and enjoying the parks. Many of the women the team met were beginning to understand how important it is to be prepared and were interested to know more about the website and how it could help. The local businesses were all happy to put clings in their windows.
Date	June 23
Cities	Glencoe – Downtown shopping area Arlington – Downtown shopping area Gaylord – Downtown shopping area Savage – Dan Patch Days
Contacts	167 Clings, 205 Notepads, 102 Buttons = 474 Total Contacts
Information	In Glencoe, Arlington and Gaylord the team made their usual rounds to the downtown shopping areas. Many of the patrons had seen the billboards and heard the radio ads and were curious to learn more. The store owners were almost all excited about putting clings up in their window once they'd learned more about the campaign. At Dan Patch Days the team walked around talking to people about codeReady and emergency preparedness. They stopped by the Police booth where the officers asked if they could incorporate some codeReady materials in their giveaway bags which featured some information about emergency preparedness.
Date	June 24
Cities	Minneapolis – Pride Festival
Contacts	1525 Clings, 400 Notepads, 350 Buttons = 2,275 Total Contacts
Information	The team made a few contacts and handed out some materials during the parade but it was a bit challenging as the music was loud and people were distracted by the parade. They found it best to wait until after the parade so people could hear what they were saying. They spent the entire day walking up and down Hennepin and around the other festivities talking to people and giving them incentives. Several told the team that they had heard of the campaign and already been to the website to create plans. Overall it was a very successful day as the team spoke to lots of people about the campaign and directed them all to the website to prepare themselves and their families.

Date	June 27
Cities	Cambridge – Downtown area, Local stores and businesses, Parks Isle – Downtown area, Local stores and businesses, Parks Mora – Downtown area, Local stores and businesses, Parks
Contacts	55 Clings, 103 Notepads, 45 Buttons = 203 Total Contacts
Information	In Cambridge the team stopped by local shops and businesses include the public library and Scotsman Newspaper. Many of the store owners and staff had heard of the campaign and were excited to support the program and hang clings in their windows. In Isle and Mora the team found lots of people out on the streets running errands and enjoying their days – the team gave mini-presentations and handed out materials. One of the people they met suggested that the team stop by the Publication's office and try and get a story in the local paper. The staff at the Publications office was enthusiastic and took down information regarding codeReady
Date	June 28
Cities	Laporte - Downtown area, Local stores and businesses, Parks Shevlin - Downtown area, Local stores and businesses, Parks Clearbrook - Summerfest
Contacts	42 Clings, 123 Notepads, 37 Buttons = 202 Total Contacts
Information	The team once again found people out and about in the downtown areas of these towns. They stopped by hardware stores, grocery stores and pharmacies spreading the word about codeReady and handing out incentives to those they talked to. The team also found lots of people out enjoying Summerfest in Clearbrook.
Date	June 29
Cities	Mahnomen - Downtown area, Local stores and businesses, Parks Bemidji – Water Carnival Pine River – Pine River Fest
Contacts	32 Clings, 157 Notepads, 57 Buttons = 246 Total Contacts
Information	The team received a typical response at local stores and businesses in Mahnomen, most everyone agreed that codeReady was a smart program. At the Bemidji Water Carnival celebrations the team spoke to many families. The team also stopped at the visitors' center and food stands to hand out materials. At Pine River Fest the team targeted the children's ride area where they talked to quite a few parents and grandparents who were waiting for their kids on the rides.

Date	June 30
Cities	Remer - Downtown area, Local stores and businesses, Parks Fifty Lakes - Downtown area, Local stores and businesses, Parks Cross Lake - Downtown area, Local stores and businesses, Parks Pequot Lakes - Downtown area, Local stores and businesses, Parks
Contacts	52 Clings, 176 Notepads, 53 Buttons = 281 Total Contacts
Information	The team received an especially enthusiastic response from the communities visited on the last day of the tour. They stopped in local stores and talked to operators and patrons about codeReady and encouraged them to visit the website. While in one store the team met a teacher that worked with at-risk youth. One of her assignments was to have the teens go to the website and build plans and kits, she was very excited about the buttons and notepads as she thought they would really motivate her students to act. The team also attended Fifty Lakes Days to interact with the patrons at the festival. The Outing Senior Society was extremely excited to see the codeReady team and felt emergency preparedness is too often overlooked.