



State of Minnesota Department of Public Safety

Office of Traffic Safety

Annual Report FY21

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Message from the Governor's Representative

The Minnesota Department of Public Safety / Office of Traffic Safety (DPS/OTS) has prepared this report of our activities and accomplishments for the 2021 federal fiscal year Annual Report. While Minnesota continues to work tirelessly to prevent serious and fatal motor vehicle crashes on its roadways, 2021 has again brought significant challenges. The ongoing COVID-19 pandemic has affected virtually every aspect of our operations. From delayed and cancelled enforcement and media events to having our entire staff working remotely, nothing has been easy or simple during FY21. Additionally, Minnesota has experienced continued significant and widespread civil unrest. The challenges faced by our law enforcement partners is unprecedented and has only exacerbated the difficulties we have experienced with our traffic safety programs.

This report details our staff and program accomplishments and demonstrates continued implementation of proven countermeasures and innovative approaches that will achieve our ultimate goal of Zero Deaths. Despite the critical challenges we continue to face, we remain focused on our mission of preventing fatal and serious injury crashes across our state. The following six pillars form the foundation for our strategy to our preventative approach:

1. Demonstration of Consistent High Performance

While 2021 proved to be a challenging year from a traffic safety perspective, Minnesota DPS-OTS staff worked tirelessly to try and stem the tide of increasing fatal and serious injury crashes. We continue to be recognized as a low incidence state for impaired driving in fatal crashes, and as a high compliance seatbelt use state. Utilizing and implementing innovative and forward thinking strategies and strong data driven principles, we are continuing to change driver behavior in positive ways.

2. Innovation and Creativity

In 2021 OTS continued to engage our partners at the local, regional, and national level continually seeking and sharing new and emerging best practices. DPS-OTS received additional grant funding through the Governors Highway Safety Association (GHSA) to support our State's Drug Recognition Evaluator (DRE) program. As COVID-19 and other societal events impacted our ability to deliver programs and services, OTS staff worked with both the National Highway Traffic Safety Administration (NHTSA) and our multiple grantees to allow for the maximum amount of flexibility for each individual program. This was particularly heightened in our response to the exploding issue of speed attributed fatal and serious injury crashes. While speed reduction efforts have very little in the way of dedicated resources, we used every opportunity to maximize our speed enforcement efforts while also focusing on impaired driving, distracted driving, high risk driving, and occupant restraint compliance. While some enforcement efforts have been curtailed, we continue to partner with law enforcement (LE) agencies across the state to create and maintain a safe transportation system.

3. Strategic Support of Traffic Safety Partners

OTS awarded grants to 21 Safe Roads coalitions across the state. In addition, nine Toward Zero Deaths (TZD) Regional Directors provided leadership and support to approximately 30 additional unfunded local coalitions. Support was maintained for 16 DWI courts and eight judicial interlock programs. In addition, DPS-OTS provides grants to 21 agencies for full time DWI Officers, supporting 5 traffic safety support positions at the Bureau of Criminal Apprehension (BCA), funds the ignition interlock program with Driver and Vehicle Services (DVS), and supports a Responsible Beverage Server Training Coordinator with the Alcohol and Gambling Enforcement Division (AGED). In addition, 58 multi-agency enforcement grants assisted 71 sheriffs' offices, 235 police departments, two tribal enforcement agencies, three university police departments, and all districts of the State Patrol. Through a different grant with OTS, the State Patrol has also helped maintain the number of DREs active in the State at 238 officers representing 112 agencies. Also, 671 officers were trained in Advanced Roadside Impaired Driving Enforcement (ARIDE), 619 officers were trained in Standardized Field Sobriety Test (SFST), and 410 officers received DWI update training. A total of nine program coordinators/subject matter experts on staff, as well as four law enforcement liaisons, and two child passenger safety liaisons outside of the office are available to provide best practices and guidance to project directors. Working in concert with our staff are nine Regional TZD program directors who provide real time and on the ground support to a vast array of traffic safety advocates and professionals from all five sectors of the TZD team: Engineering, Education, Enforcement, Emergency Medical Service providers, and everyone with a vested interest in traffic safety issues at the local level.

4. Employment of Data-Driven Programming, Research, and Evaluation

Minnesota utilizes a robust problem identification process through the analysis of crash data by the three and one half researchers and the one and one-half Fatality Analysis Reporting System (FARS) analysts on staff. An additional Coordinator serves as the lead for the Traffic Records Coordinating Committee. We continue to use data as our foundation and are increasingly using more effective evaluation tools to ensure that projects and programs are doing their intended work. Whenever possible, our projects provide references to chapters and sections in Countermeasures That Work and the State's Strategic Highway Safety Plan (SHSP) focus area in the annual OTS Highway Safety Plan (HSP). In 2021, we initiated and are currently working with our MnDOT partners on a state of the art data management and integration tool that will include both analytic and predictive functions.

5. Proactive Recognition

In spite of the challenges that law enforcement continue to face across all of Minnesota, multiple agencies as well as individual officers from across the State were recognized for outstanding efforts during the year at county board meetings, city council meetings, or agency roll call briefings. In addition, we were able to once again recognize Minnesota's top 61 impaired driving enforcement officers, troopers, and deputies at the annual DWI all-star event during a Minnesota Twins game at Huntington Bank Stadium.

6. Increased Traffic Safety Education Efforts

Minnesota DPS-OTS and Office of Communications (OOC) together provided updated supplemental materials for traffic safety advocates, as well as media, education, and law enforcement professionals. The materials convey important traffic safety messages, resources for parents and guardians of teen drivers and of children traveling in child seats. The materials use new creative messaging for a variety of media platforms to reach targeted audiences through an increased and improved emphasis on social media. Multiple nontraditional platforms are utilized to ensure significant outreach with difficult to reach communities and demographic groups.

FY22 has already started off with significant and continuing challenges. COVID-19 is once again resurging and, as a result, many of our stakeholders and partners have been forced to restrict activities and participation in some traffic safety programs. At the same time, our fatality rate is continuing to climb and is well above both last year's level and the 5-year averages. As we move onward with our mission in 2022, we acknowledge that improvements in a number of our program areas will need to be made. The DPS-OTS is committed to a thorough evaluation of each of our projects and programs in order to ensure that we are doing everything possible to improve overall traffic safety across all of Minnesota. Specifically, we will be evaluating and making adjustments in the following performance target areas:

- In the area of traffic fatalities, we will leverage current, new, and emerging data sets to more specifically identify root causal factors and then apply appropriate strategies to prevent them. We will work closely with our partners at MnDOT to identify specific corridor segments that are over represented in crash statistics and will implement appropriate countermeasures. We will also utilize enforcement and court data to ensure poor driving conduct is held to account. We know that speeding is by far the leading cause of the increases in fatalities and we will allow for maximum grant flexibility to address this issue.
- While our occupant restraint compliance rate appears to be stable, unrestrained vehicle occupants still account for nearly one third of all traffic fatalities. In 2022, we will work to identify additional outreach and education opportunities while also increasing outreach to our law enforcement partners. We are building out new and innovative media and outreach efforts specifically targeting the demographics that are over represented and will be incorporating the "Phone Down-Buckle-Up" campaign into our efforts.
- Impaired drivers are responsible for almost one third of all traffic fatalities. Changes to the Ignition Interlock laws during the 2021 Legislative Session that will go into effect in 2022 will strengthen our ability to reduce recidivism and ensure positive outcomes for many offenders. Our highly successful DWI Officer program will continue with up to 25 agencies being funded. We will provide support for the DWI Courts across the state and will explore a new option through Project Access.
- Drug Impaired driving continues to be a larger and larger issue and we will engage with our DRE and other officer training programs to ensure all officers have the skills to recognize and process drivers impaired by substances other than alcohol.
- As it was in 2020, in 2021 speed related fatalities continue to plague our entire state. In 2022, DPS-OTS will improve our outreach and educational efforts while also looking for additional ways to support enforcement efforts. We will use our limited enforcement funds to target the roadway segments that are most prone to speeding and speed related crashes. We will also embark on a comprehensive driver attitudinal survey to discover the "why" and "why nots" of the behaviors that lead to speed and extreme speeding behavior.
- In the area of Motorcycle (MC) Safety, we will continue to work closely with rider advocacy groups and industry to educate all riders of the importance of helmets and high visibility gear. This will be a transition year as our long time MC Safety Training Coordinator retired and new hire is stepping in. We look forward to finding some new opportunities and continuing our already strong program.

- Similar to the MC Safety Training Coordinator, a new Teen Driver Safety Program Coordinator will take the helm at a time of great change. In 2022 OTS will work closely with our newly formed Teen Driver Safety Task Force and with our partner agency DVS to study and improve teen driver education and testing for all new drivers.
- Minnesota is following the national upward trend in the number pedestrian and bicycle fatalities. In 2022 we will work with MnDOT to expand both education and outreach projects as well as enforcement efforts.
- To address the drugged driving issue, we will continue to analyze our DWI court program. Although that program is alcohol-focused in nature, it has become evident that drug usage is frequently seen among DWI offenders. That program focuses on restoring offenders to law abiding citizens by reinstating driving privileges, helping obtain housing, finding gainful employment, and providing access to mental health resources. Drugged driving offenders have those same needs. Funding to tackle the drugged driving problem will be adjusted as data suggests. We will also continue to support and expand the State's DRE program and related law enforcement phlebotomy training programs.

Regardless of the grim statistics from 2021 and the unknowns of 2022, the staff and leadership of DPS-OTS are proud of our work and the accomplishments we have made with our traffic safety partners working toward a common goal: Zero Deaths. We look forward to continuing this work in the upcoming years. A comprehensive review of the individual projects conducted through the 2021 HSP follows the performance measure discussion in the body of this report.

Sincerely,

Michael J. Hanson

Michael Hanson, Director
Office of Traffic Safety, Minnesota Department of Public Safety

P.S. CARES Waivers

Several Waivers under the CARES Act were issued and advantage was taken of the following Local benefit/share to local and maintenance of effort.

In addition, DPS-OTS took the following steps in 2021 to address emerging traffic safety challenges:

- Speed amendment and project—spring and summer
- Expanded media project with regular, large audience, opportunities
- Expanded community outreach efforts
- Staffing—challenges and opportunities
- Street racing project
- HSP Amendment #3: Added an additional \$100,000 to the DWI Officer Grant program
- HSP Amendment #6: An additional \$60,000 to Ignition Interlock to support increase in enrollment
- HSP Amendment #8: Additional funding to both Occupant Protection and Impaired Driving programs to support NHTSA Program Assessments
- HSP Amendment #9: Additional \$220,000 to Enforcement Support programs to address speed and distracted driving behaviors
- HSP Amendment #10: An additional \$30,000 to Enforcement Support for local agencies and \$10,000 to the State Patrol Enforcement grants to be used to target speed violations.

The Office of Traffic Safety Mission

To prevent traffic deaths and serious injuries by changing human behavior in Minnesota through policy development and support, stakeholder engagement, program delivery, leadership, innovation, and research and evaluation.

Our signature traffic safety campaign is a multi-agency, holistic program titled Toward Zero Deaths. In addition to the Office of Traffic Safety, the Bureau of Criminal Apprehension, Driver and Vehicle Services, and the Minnesota State Patrol's all work together to support the efforts within the Department of Public Safety to improve roadway behavior.

Toward Zero Death encompasses:

- City, county, state, and tribal law enforcement personnel
- Courts and prosecutors
- Department of Transportation, roadway engineering related prevention strategies
- Driver and Vehicle Services
- Emergency Medical Services and First Responders
- Hospital and trauma oversight by the Minnesota Department of Health
- Judiciary affiliates
- Media relationships
- Stakeholders with direct and indirect interests in trafficsafety

***The overarching goal of Minnesota Toward Zero Deaths
To reduce fatalities and serious injuries on Minnesota's roads to zero.***

TZD Mission

To create a culture for 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.

TZD Vision

All programs initiated and supported are designed to reduce the number of people killed in traffic crashes to zero. Related, is the desire to minimize the number of severe injuries occurring in traffic crashes. We recognize that fatal and serious injury crashes are not inevitable, and in fact, each is a preventable event.



COMMUNITY INVOLVEMENT

“It was once said that the moral test of government is how that government treats those who are in the dawn of life, the children; those who are in the twilight of life, the elderly; and those who are in the shadows of life, the sick, the needy and the handicapped.”

—Hubert H. Humphrey

OTS staff and colleagues attended traffic safety events, participated in training and provided education and outreach to the public and other state government offices. These events were shared with the DPS Commissioner's office.

The purpose was to bring together Minnesota's traffic safety stakeholders to provide the latest information on traffic safety initiatives and to provide training on traffic safety topics, giving attendees the ability to engage with the public throughout the state and network with other event participants.

Some of the events that were participated are listed below:

- Child and Restraint Systems (CARS) class in Eagle Lake to train daycare/foster care providers on child transportation safety
- MNCrash system presentation to Hennepin County Traffic Advisory Committee
- St. Paul Police Department Safe Summer Nights to provide outreach and make connections between law enforcement officers, the public, and other state agency staff
- Car Seat Check event in Crystal, hosted by North Memorial Hospital, with child passenger technicians and instructors from North Memorial Hospital and Wright Public Health
- Point of Impact, a driver safety course for parents of new teen drivers, in cooperation with the Shakopee Police Sergeant/driver education instructor, 131 participants were in attendance
- 2021 National Night Out in St. Paul to share the message of public safety with the public through engagement and giveaways
- Annual DWI All Star Twins baseball game, where 61 troopers, officers, deputies, and prosecutors were recognized for their efforts to combat impaired driving on Minnesota roads
- TZD Coalition meeting via Zoom to strategize ways to get the public involved in traffic safety efforts
- State Fair, educating the public on traffic safety issues through games, giveaways, and conversation

Performance Measures

Using core performance measures in key traffic safety areas helps OTS determine program strategies and planned activities. To set performance measure targets, OTS and MnDOT calculate an average of the previous five years of data. When yearly data becomes finalized these targets are then adjusted for the next year's projected target. Overly aggressive targets have been re-evaluated as needed and strategy modifications have resulted in amendments to our HSP.

Several sources of data are used in determining performance measure targets:

- FARS annual file (all fatality measures)
- Vehicle miles traveled (MnDOT data)
- State observational survey of seatbelt use (seat belt use rate)
- State crash data file (serious injuries, 2017-2020 and 2021 YTD counts featuring over 11 months of preliminary data for the FY21 estimated in-progress performance)
- Annual attitude and behavioral survey of Minnesota residents
- DWI incident data from DVS
- Due to differing national and state definitions, some core outcome measures (i.e., alcohol impaired driving fatalities) may differ from literature produced by the State (i.e., *Minnesota Motor Vehicle Crash Facts, Impaired Driving Facts*).

Minnesota made tremendous progress in traffic safety over the past few decades. Our yearly traffic fatality counts had been declining and the state had one of the lowest fatality rates in the nation. After years of success, all that progress came to a halt when the COVID-19 pandemic hit. Most of the 2020 yearly results were within five year rolling averages, but that has not proven true for YTD 2021 data.

Minnesota met or exceeded the 2020 target in 5 of the 11 measures:

- Serious injuries – 1,702 (Target – 1,714)
- Fatalities per 100 million VMT: 0.625 (Target - 0.626)
- Motorcyclist fatalities: 56 (Target – 56)
- Unhelmeted motorcyclist fatalities: 38 (Target – 38)
- Drivers under age 21 involved in fatal crashes: 48 (Target – 48)

Targets were not met in these areas:

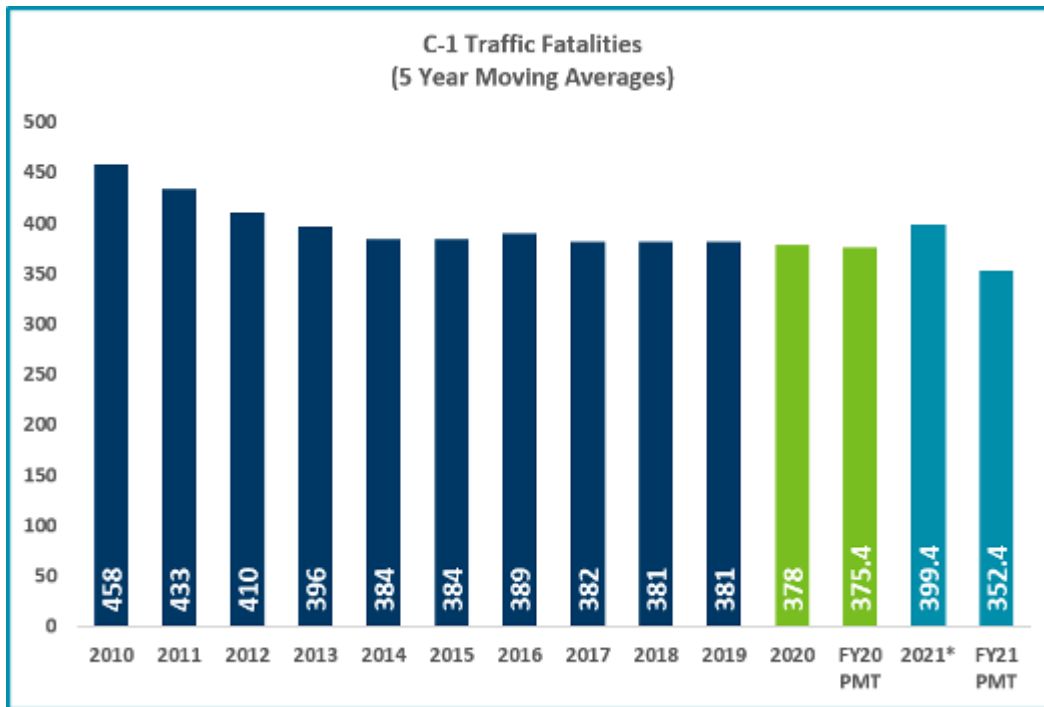
- Traffic Fatalities: 378 (Target – 375)
- Unrestrained MVO fatalities: 81 (Target – 65)
- Alcohol-Impaired driving fatalities: 95 (Target – 93)
- Speeding-Related fatalities: 99 (Target – 93)
- Pedestrian fatalities: 46 (Target – 45)
- Bicyclist fatalities: 8 (Target – 7)

A chart featuring Minnesota's performance measure targets and results for FY20 and FY21 is included on the next page. Following the performance measure chart are graphs for each of the performance measures. The last columns in these charts provide reference to the 2020 and 2021 performance measure targets (displayed as "PMT") established in the FY20 and FY21 HSP.

MN Performance Measure Targets and Results						
	FY 2021 (Target Years 2017-2021)			FY 2020 (Target Years 2016-2020)		
Performance Measures	Target Value FY21 (Based on 5yr Avg 2017-2021)	Result (Estimated, in-progress)*	On Track to Meet FY21 Target Y/N (in-progress)	Target Value FY20 (Based on 5yr Avg 2016-2020)	Result (Final, 2016-2020)**	Met FY20 Target Y/N
(C-1) Total Traffic Fatalities	352.4	399.4	No	375.4	378	No
(C-2) Serious Injuries in Traffic Crashes (State crash data)	1,579.8	1,607.0	No	1,714.2	1,702	Yes
(C-3) Fatalities/VMT	0.582	0.656	No	0.626	0.623	Yes
(C-4) Unrestrained MVO Fatalities	75	92	No	65	81	No
(C-5) Alcohol-Impaired Driving Fatalities	90	104	No	93	95	No
(C-6) Speeding-Related Fatalities	87	111	No	93	99	No
(C-7) Motorcyclist Fatalities	52	58	No	56	56	Yes
(C-8) Unhelmeted Motorcyclist Fatalities	36	35	Yes	38	38	Yes
(C-9) Drivers Under Age 21 Involved in Fatal Crashes	47	51	No	48	48	Yes
(C-10) Pedestrian Fatalities	43	47	No	45	46	No
(C-11) Bicyclist Fatalities	7	9	No	7	8	No
	FY 2021 (Target Years 2017-2021)			FY 2020 (Target Years 2016-2020)		
Behavioral Measures	Target Value FY21 (Based on 5yr Avg 2017-2021)	Result (Estimated, in-progress)*	On Track to Meet FY21 Target Y/N (in-progress)	Target Value FY20 (Based on 5yr Avg 2016-2020)	Result (Final, 2016-2020)**	Met FY20 Target Y/N
(B-1) Observed seat belt use (Survey) Note: study not conducted in 2020.	92.8%	92.4%	No	92.0%	N/A	N/A
Distracted Driving: % of drivers in crashes that officers noted were "Not Distracted" (State crash data)	65.0%	68.5%	Yes	65.0%	65.7%	Yes
Older Driver: % of drivers in fatal crashes who were 85 or more years old (State crash data)	3.0%	1.5%	Yes	3.0%	2.5%	Yes
	FY 2021 (Annual Targets)			FY 2020 (Annual Targets)		
Behavioral Measures	Target Value FY21	Result (Estimated, 2021 in-progress)	On Track to Meet FY21 Target Y/N (in-progress)	Target Value FY20	Result (Final, 2020)	Met FY20 Target Y/N
Drugged Driving: % of DWI incidents that involved drugs (State DWI data)	3.0%	15.6%	No	3.0%	16.5%	No
CPS: Observed booster seat use for children 4-7 years of age (Survey) Note: study not conducted in 2020 or 2021.	78%	In progress	In progress	78%	In progress	In progress

* FY21 Result (Estimated, in progress)* utilized State data for 2017-2020 and 2021 YTD number/trend estimations to create a 5yr average.

** FY20 Result (Final, 2016-2020) used FARS data for C-1, C-3, and C4 through C-11. State data used for C-2.



* 2021 progress assessed with a five year average of state crash data for 2017-2020 and YTD 2021.

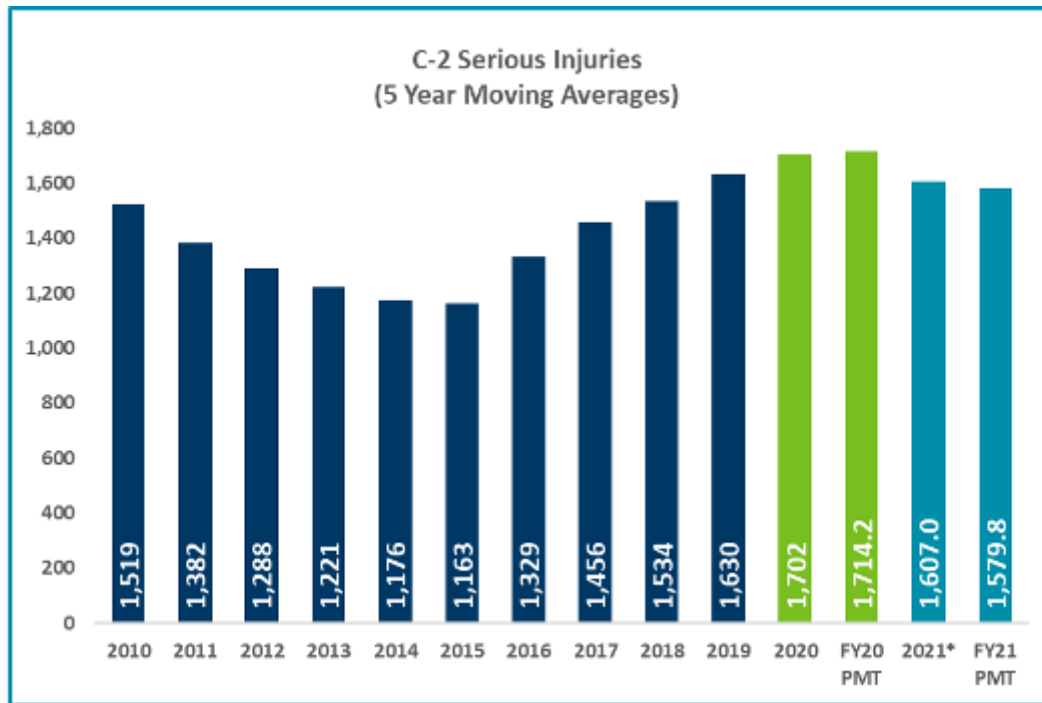
Target: 375 in 2020 and 352 in 2021

Status: Target not met in 2020 and will not be met in 2021.

This performance measure target is based on a moving 5 year average of FARS data and is determined in conjunction with MnDOT. Minnesota was slightly over this target in 2020 and will not hit this target again in 2021. As a result, the performance measure target for FY22 has been revised.

As of November, 2021 the state is on-target to hit 500 traffic fatalities for 2021. This is a number the state has not seen since 2007 when 510 deaths occurred. As alarming as this number is, Minnesota is filled with many creative, proactive, and professional traffic safety advocates who are passionate about and committed to saving lives on Minnesota roads. **Below is a listing of some of our strategies:**

- We will work with all of our enforcement partners to allow as much flexibility as we can to address local and emerging traffic safety challenges.
- We will use the speed issue as our foundational traffic safety message. Speed makes every other mistake or poor choice worse and we will tie the speed message to our other behavioral messages.
- We will better engage with the Courts through our Judicial Outreach Liaison to ensure consistent and effective adjudications and processes for traffic violations.
- We will engage our TRSP to provide information and training to city and county prosecutors to ensure that errant behavior is held accountable.
- We will continue to monitor progress and make amendments as necessary to help combat speeding with funding for enforcement as well as additional education and outreach efforts.
- Emphasize the strategy to build strong and better relationships with our law enforcement partners. Better and more effective use of our resources targeting high risk corridors.
- Along with enforcement, we will build new and creative messaging strategies to educate our citizens of the importance of safe driving. At the core of this is the concept of traffic safety being a key component of the larger public safety efforts.



* 2021 progress assessed with a five year average of state crash data for 2017-2020 and YTD 2021.

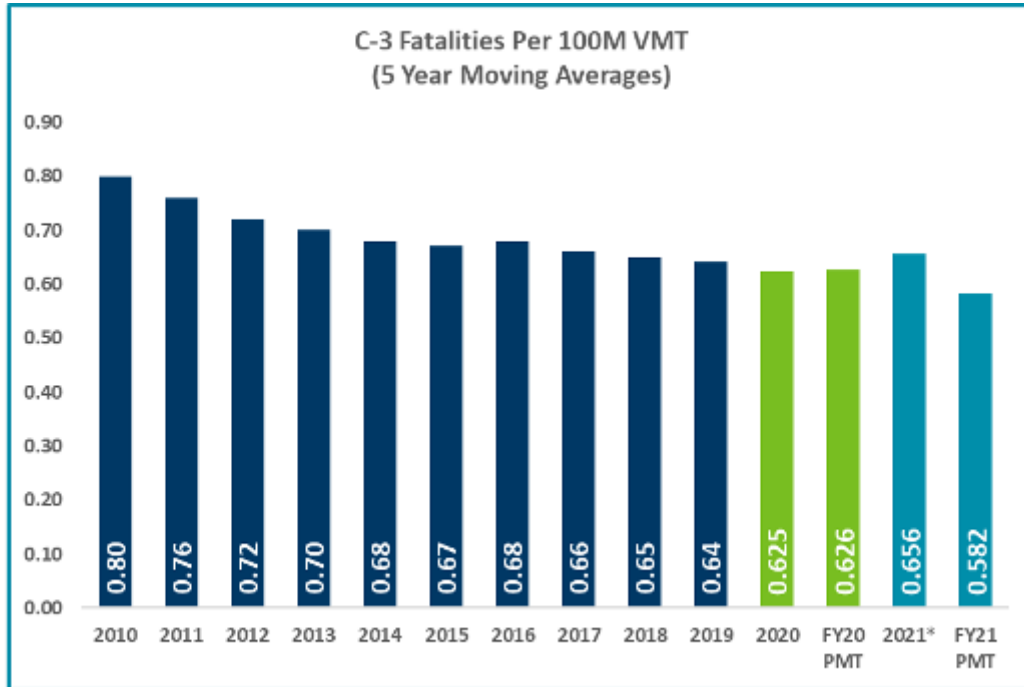
Target: 1,714.2 in 2020 and 1,579.8 in 2021

Status: Target met in 2020 but will not be met in 2021.

This performance measure target is based on a moving 5 year average of state crash data and is determined in conjunction with MnDOT.

During 2020 and 2021, speeding, speed-related crashes, and unbelted numbers jumped. Increases, particularly in those areas, can fuel serious injuries. **Below is a listing of some of our strategies:**

- In early 2020 it was readily apparent that speed was the significant leading contributor to the increase in serious injury crashes. As a result, an HSP amendment was submitted and approved enabling DPS-OTS to provide additional resources to our law enforcement partners to address the trend. This effort also included an expanded media and messaging campaign.
- Exacerbating the speed problem, was the increased number of unbelted occupants involved in crashes leading to serious and fatal injuries. We will continue with aggressive enforcement efforts backed up by outreach and education efforts through our local Safe Roads Coalitions.
- Similar to what we are experiencing with fatalities, high risk driving behavior is driving the uptick in serious injuries. We will continue to work with law enforcement and prosecutors to combat street racing and watch for other emerging dangerous driving conduct.
- Using some of the potential additional resources from IIJA we will use data driven research to identify high risk corridors for extra enforcement.
- We will work with our law enforcement partners and TZD Safe Roads Coalitions to develop and deliver regionally topical and appropriate traffic safety messaging for rural areas.
- Through a partnership with MDH, both CODES and TBI projects that are described in the TRSP, are measuring and analyzing injuries at a faster and more complete rate. This data is being used to determine causes and appropriate responses to serious injury crashes. Analysis of this data will allow us to find ways to better address causes of serious injury.



* 2021 progress assessed with a five year average of state VMT data for 2017-2020 and YTD 2021.

Target: 0.626 in 2020 and 0.582 in 2021

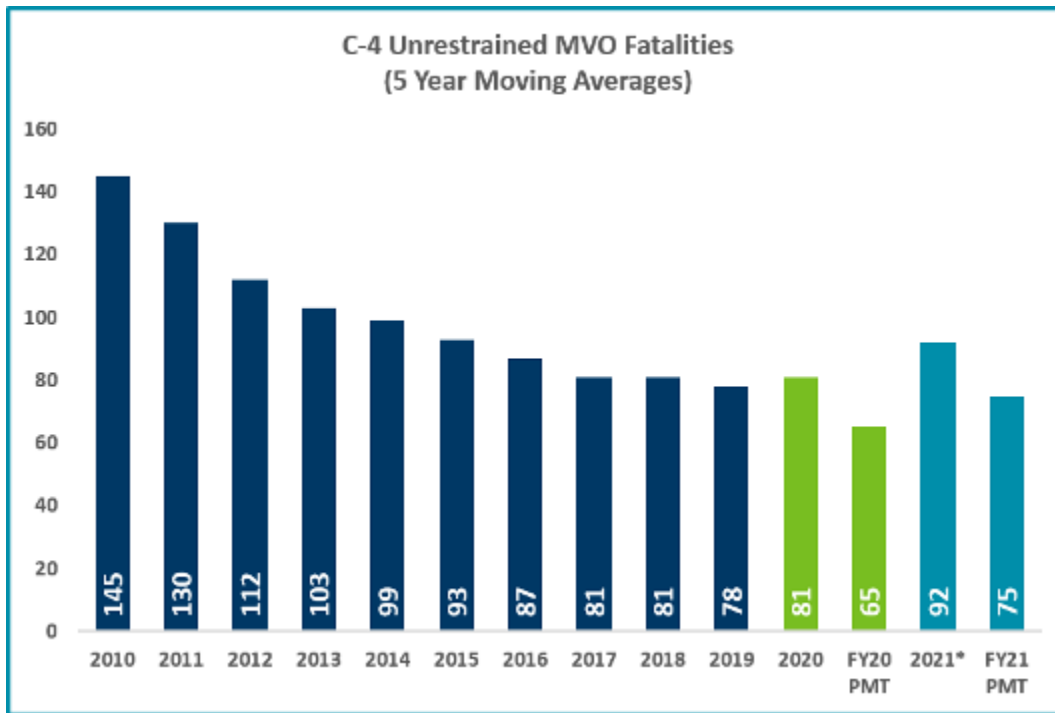
Status: Target met in 2020 but will not be met in 2021.

This performance measure target is based on a moving 5 year average of VMT data and is determined in conjunction with MnDOT. Minnesota was slightly under this target in 2020 and will not hit this target in 2021. As a result, the performance measure target for FY22 has been revised.

Vehicle miles traveled during 2020 was well below normal levels due to COVID-19 government shut downs, school distance learning models, and telecommuting workers. For the most part, travel on our Minnesota roads in 2021 has returned to normal, or more expected, levels.

Below is a listing of some of our strategies:

- Although we are only slightly above normal levels, leadership at both MnDOT and TZD we are establishing strategies to combat the rise in fatalities per 100M VMT. DPS-OTS, MDH, and MnDOT are currently engaged in large scale analysis of and restructuring of the nationally recognized TZD program. The reorganization and changes will lead to much greater collaboration and shared solutions.
- As with C-1 and C-2, the main drivers of increase in fatalities per 100M miles is high risk driving behavior. Future projects and programs will focus on changing those behaviors and bringing some level of sanity back to Minnesota’s roads.



* 2021 progress assessed with a five year average of state crash data for 2017-2020 and YTD 2021.

Target: 65 in 2020 and 75 in 2021

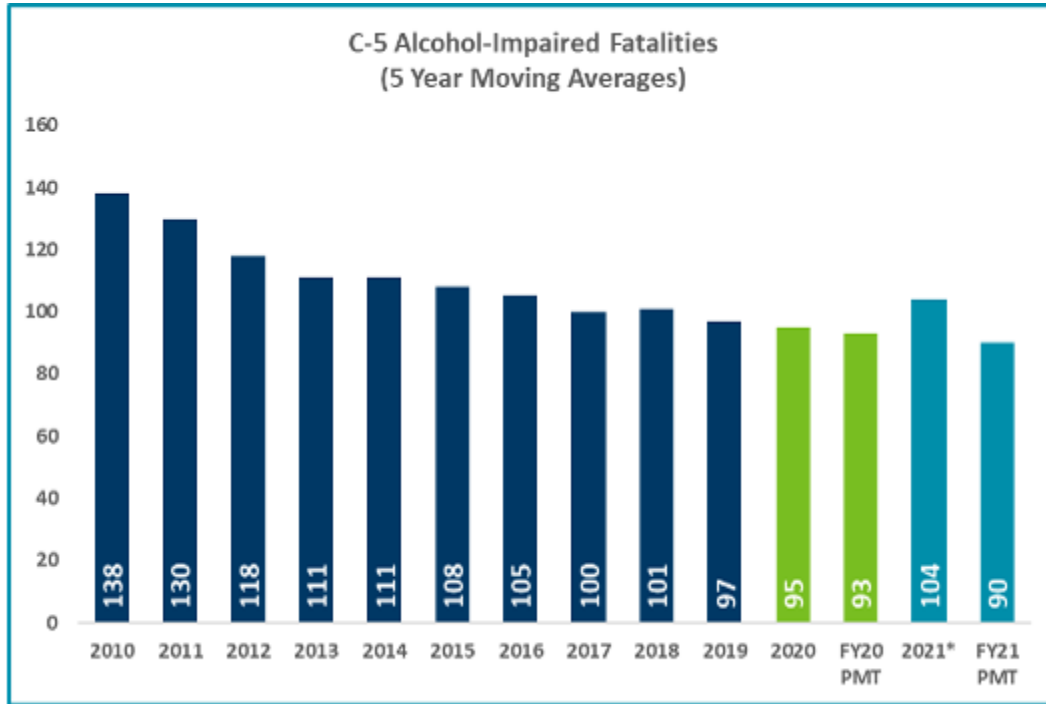
Status: Target not met in 2020 and will not be met in 2021.

This performance measure target is based on a moving 5 year average of FARS data.

In observational seat belt studies and self-reported surveys, Minnesotans use their seat belts. Certain areas of the state, particularly the Northwest Region, do have lower seat belt usage compared to the rest of the state, but in general, there is over 90% compliance. Considering this, it is odd that unbelted fatalities increased greatly in 2020 and 2021. However, these increases prove the point that seat belts are the first defense against injury prevention. Individuals not wearing seat belts are more likely to become fatalities or serious injuries than belted individuals. Seat belts save lives and DPS-OTS is committed to enforcing the primary seat belt law, educating the public and decreasing unbelted motor vehicle occupant fatalities.

Below is a listing of some of our strategies:

- For 2022 Minnesota remains a high use state for seat belts with our most recent Seatbelt Survey indicating a 92.4% compliance rate.
- Currently, OTS and its partners in MDH, MnDOT and TZD are creating a project that will provide data on speeding, seatbelt use, impaired driving, and careless driving across this state. A component of this project will examine how current marketing strategies may not be as effective towards speeding, unbelted or careless drivers. The development of relevant and effective messaging will be based on what we learn from this study.
- In 2022 we will also be undergoing an Occupant Restraint Program Assessment. We very much look forward to that process and to incorporating the recommended changes in near and distant future.



* 2021 progress assessed with a five year average of state crash data for 2017-2020 and YTD 2021.

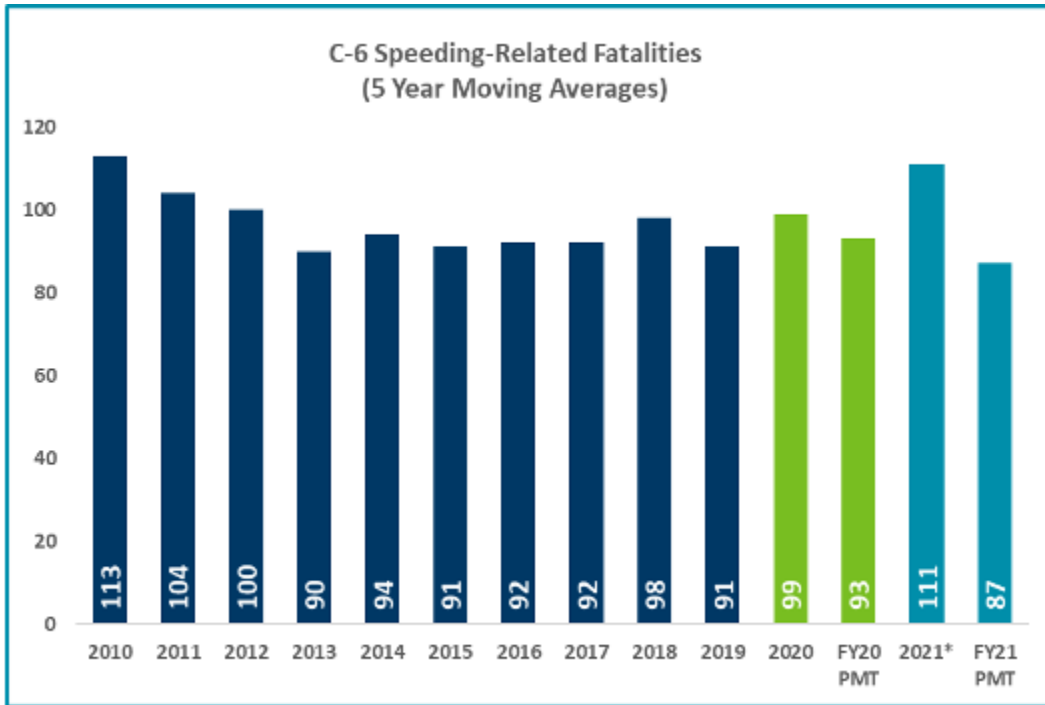
Target: 93 in 2020 and 87 in 2021

Status: Target not met in 2020 and will not be met in 2021.

This performance measure target is based on a moving 5 year average of FARS data.

It is no secret that Minnesota is currently experiencing a speed-fest on our roads. In 2020, there were 122 speeding-related fatalities, and in 2021 (as of November) there have been 145. Speeding citations have increased and extreme speeding citations (over 100+ mph) have increased as well. Speeding on roadways has become a behavioral byproduct of the COVID-19 pandemic, but **Minnesota is committed to preventing speeding-related traffic fatalities with these initiatives:**

- Extra enforcement across the state will be funded as need arises to combat the speeding problem.
- Working with our JOL we will continue to educate the Judiciary about the critical importance of holding drivers who engage in these extreme behaviors accountable. We are in the very early stages of developing a working agreement with the Minnesota Court System that will allow us to much accurately track actual enforcement activity, crash rates, and judicial outcomes in order to identify hot spots or problem areas.
- In conjunction with the communications office at DPS, leadership at MnDOT, and our partners at TZD, we are in the early stages of writing an RFP to conduct a study that will find ways to combat speeding. This initiative will include a robust survey that will establish who is speeding and if those individuals are not being properly targeted through current marketing techniques.



* 2021 progress assessed with a five year average of state crash data for 2017-2020 and YTD 2021.

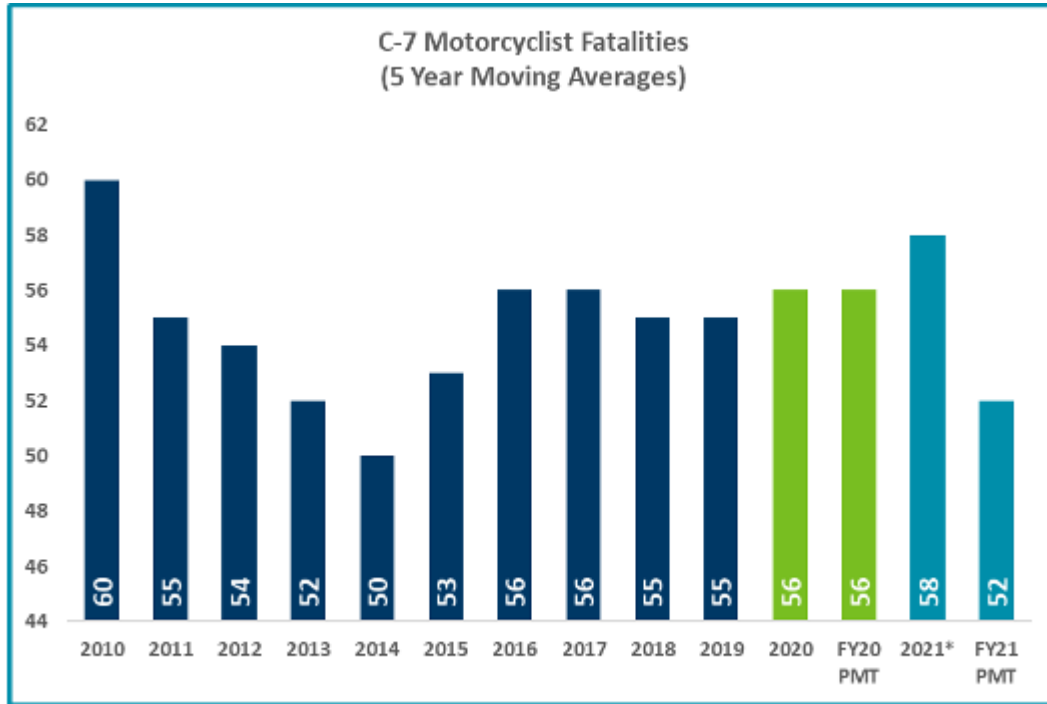
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- In conjunction with the communications office at DPS, leadership at MnDOT, and our partners at TZD, we are in the early stages of writing an RFP to conduct a study that will find ways to combat speeding. This initiative will include a robust survey that will establish who is speeding and if those individuals are not being properly targeted through current marketing techniques.



* 2021 progress assessed with a five year average of state crash data for 2017-2020 and YTD 2021.

Target: 56 in 2020 and 52 in 2021

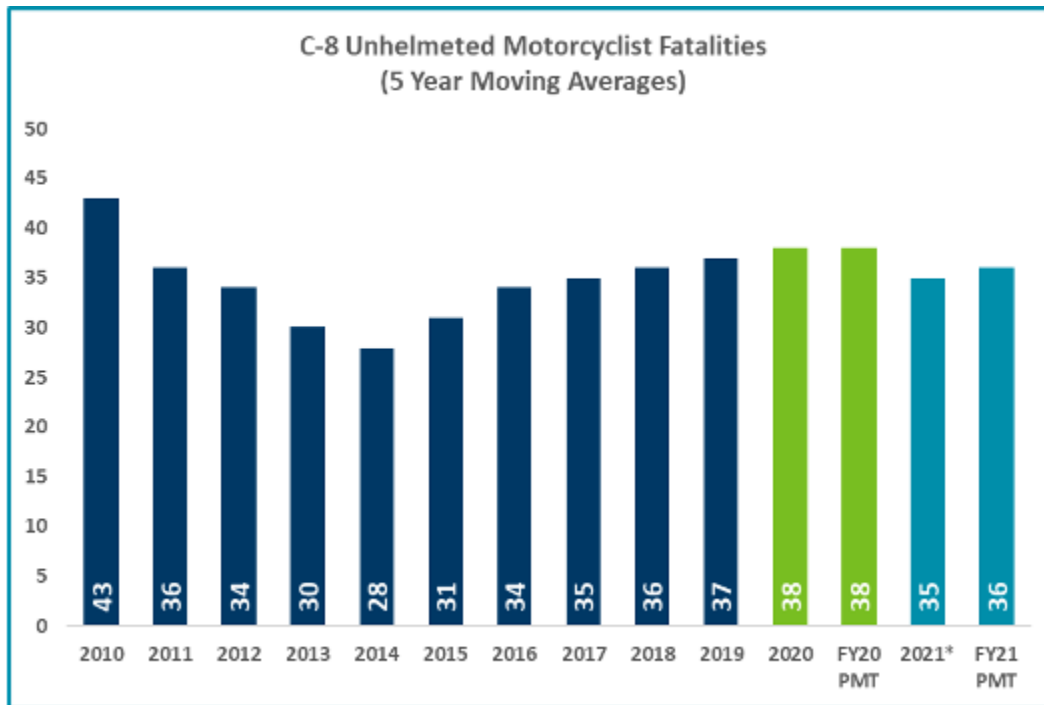
Status: Target met in 2020 but will not be met in 2021.

This performance measure target is based on a moving 5 year average of FARS data.

Historically, the state has been successful in hitting this performance measure target. However, since the COVID-19 pandemic began, the state has seen higher than anticipated motorcyclist fatalities.

In the area of motorcycle safety, these are some recent strategies:

- New Motorcycle Safety coordinator to be hired soon. Position has been vacant since August.
- Conducting an in-house motorcyclists survey.
- Adjustments to the plan moving forward will be made based on survey results and new coordinator perspective.



* 2021 progress assessed with a five year average of state crash data for 2017-2020 and YTD 2021.

Target: 38 in 2020 and 36 in 2021

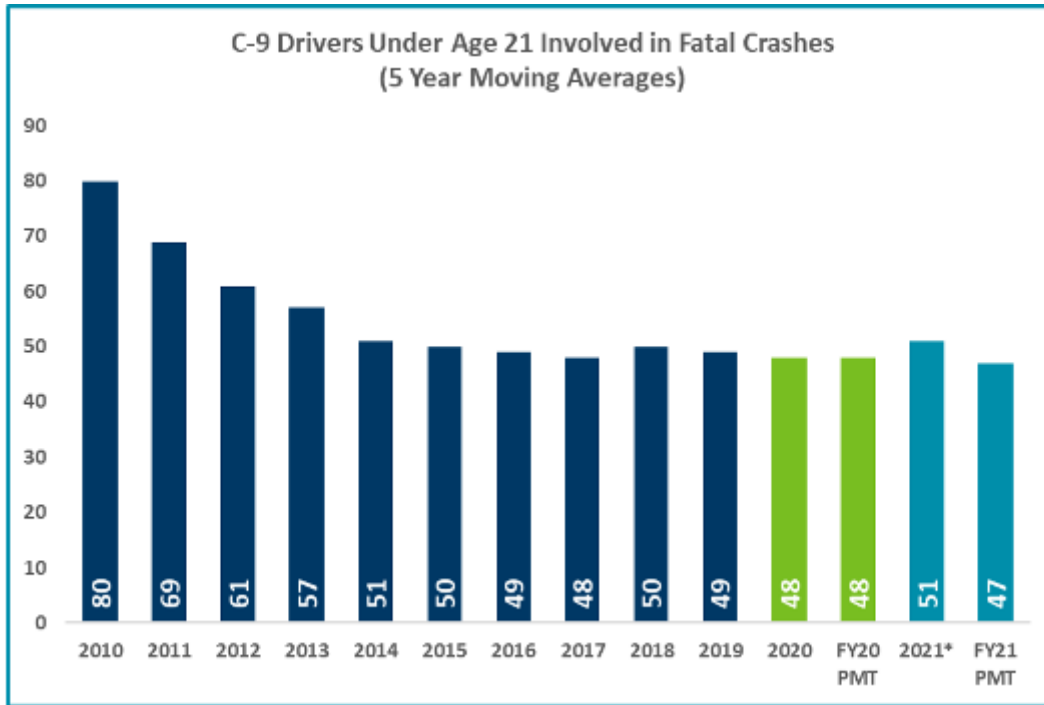
Status: Target met in 2020 and on-track to be met in 2021.

This performance measure target is based on a moving 5 year average of FARS data.

Minnesota consistently meets this performance measure target. Currently, the state does not mandate helmet usage for riders over age 18, but many of our educational efforts encourage helmet and safety equipment usage.

In the area of motorcycle safety, these are some recent strategies:

- New Motorcycle Safety coordinator to be hired soon. Position has been vacant since August.
- Conducting an in-house motorcyclists survey.
- Adjustments to the plan moving forward will be made based on survey results and new coordinator perspective.



* 2021 progress assessed with a five year average of state crash data for 2017-2020 and YTD 2021.

Target: 48 in 2020 and 47 in 2021

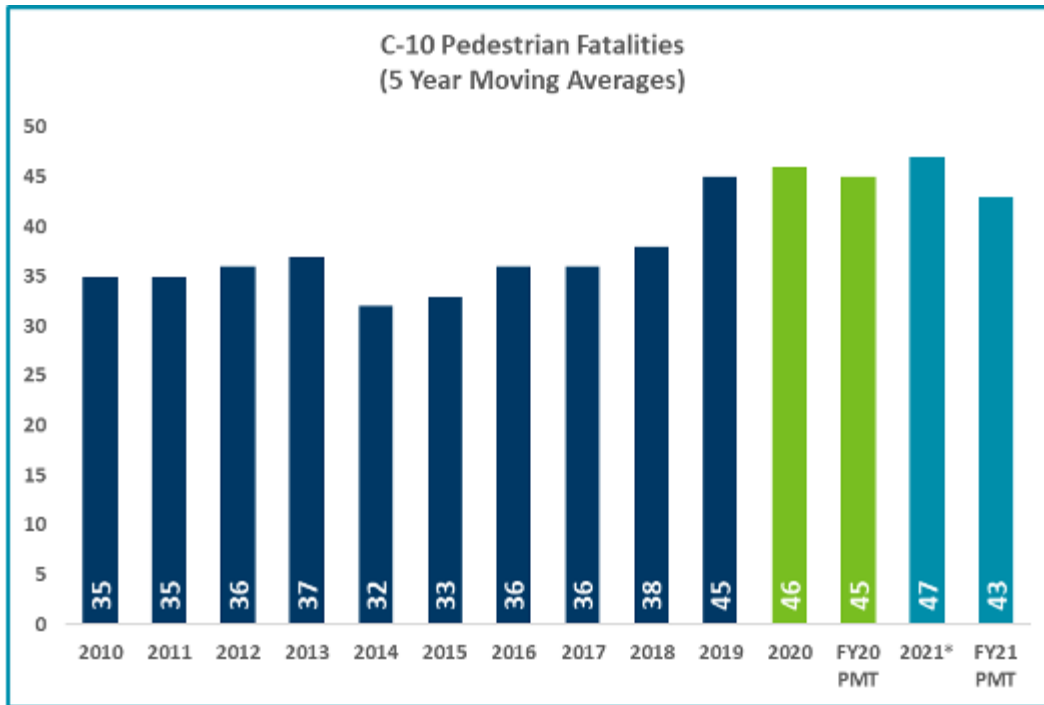
Status: Target met in 2020 but will not be met in 2021.

This performance measure target is based on a moving 5 year average of FARS data.

For the past decade, this is a metric that has seen a lot of yearly ups and downs. As of November 2021, there have been 57 drivers under the age of 21 involved in fatal crashes during 2021. The year 2020 had 68. The year 2019 had 47. These bouncing counts do level out with a rolling five year average, but make strategizing and determining expectations difficult.

Below is a listing of some of our strategies:

- In 2022 a new Teen Driver Safety program coordinator will be hired. Among the first steps for this new coordinator will be to develop new and innovative strategies to engage with this target audience. We have a great model in place with the Teen TZD program that we will work to expand from a regional effort to a statewide effort.
- A revamped and renewed Safe Roads project that will kick off in 2022 will also be strongly involved in developing local, community based messaging strategies.
- FY22 marks the beginning of new things, plans will be adjusted as necessary based on lessons learned and innovative strategies.



* 2021 progress assessed with a five year average of state crash data for 2017-2020 and YTD 2021.

Target: 45 in 2020 and 43 in 2021

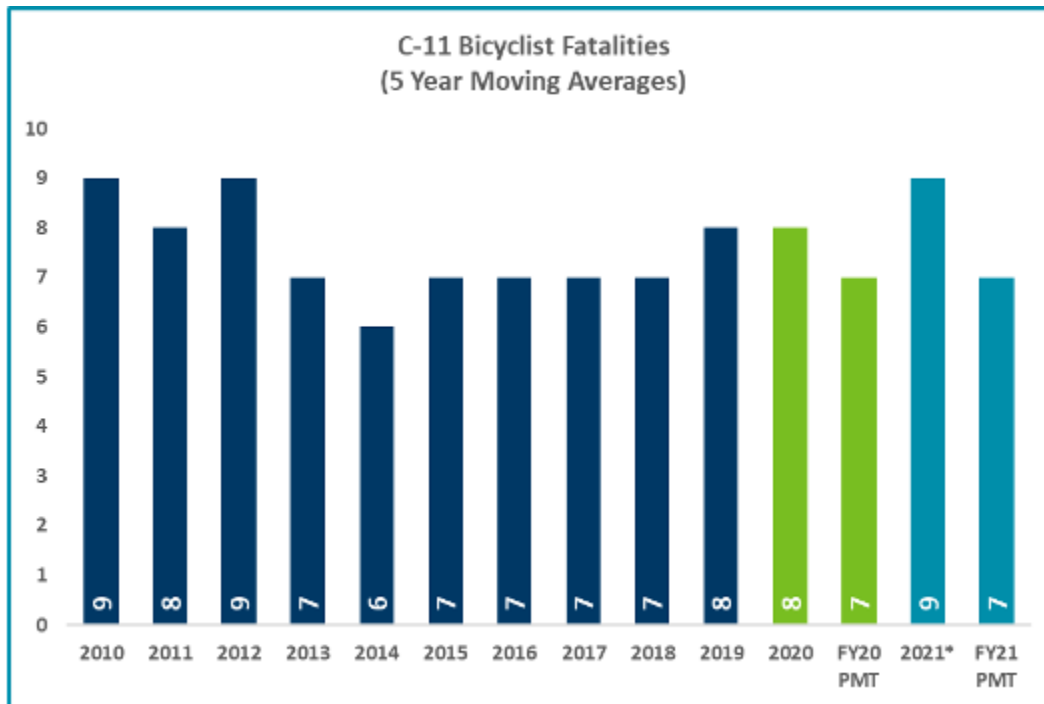
Status: Target not met in 2020 and will not be met in 2021.

This performance measure target is based on a moving 5 year average of FARS data.

Annual pedestrian fatalities have trending upwards in recent years and the state struggles to achieve this target. Most of the pedestrian initiatives focus on educational strategies to inform both pedestrians and drivers about pedestrian safety and traffic laws.

Initiatives to improve our pedestrian safety and decrease pedestrian fatalities:

- Working through the TZD program to build a stronger vulnerable road user safety plan. MnDOT typically has the lead with this and we provide support for enforcement with available 402 funds as we rarely qualify for 405e.
- Through a partnership with the Cycling Savvy Organization we are beginning to distribute high quality bicycle education materials. As in person events again become possible we will again be distributing these through the Safe Roads coalitions.
- There is significant funding in the IJA legislation for Pedestrian and Bike safety. Exactly what that will look like is unclear at this time but we will absolutely take advantage of that when we can.



* 2021 progress assessed with a five year average of state crash data for 2017-2020 and YTD 2021.

Target: 7 in 2020 and 7 in 2021

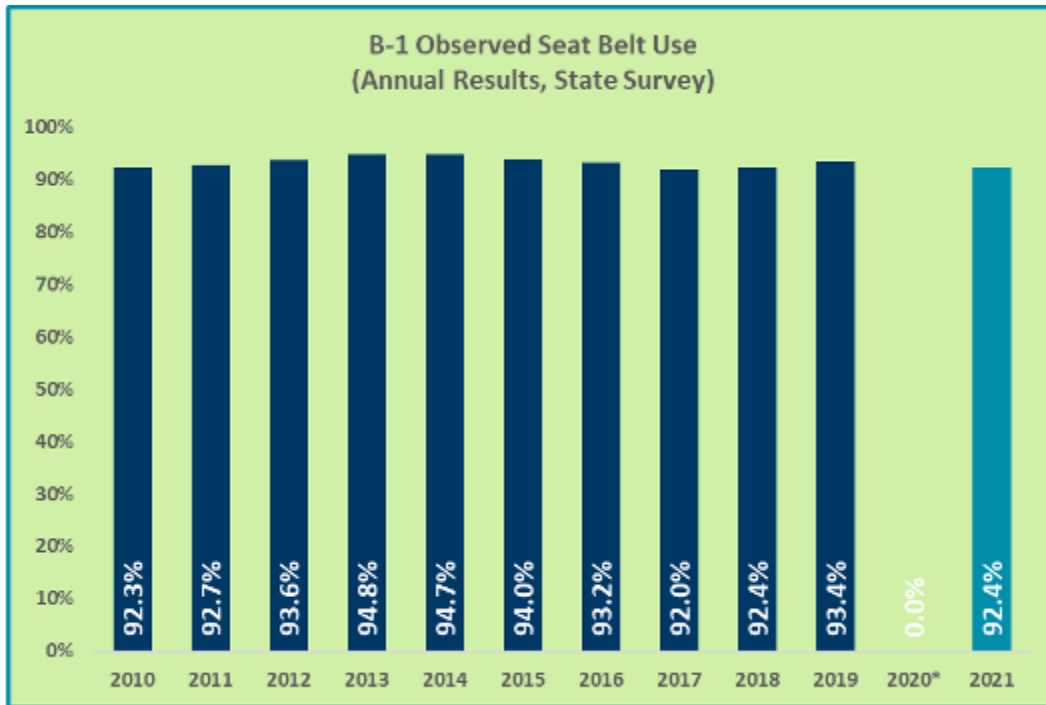
Status: Target not met in 2020 and will not be met in 2021.

This performance measure target is based on a moving 5 year average of FARS data. Minnesota was slightly over this target in 2020 and will not hit this target again in 2021.

Due to the seasonality of our weather, bicycle crashes and bicycle fatalities are relatively infrequent occurrences in Minnesota. The state usually sees fewer than ten bicycle fatalities per year. Regardless of low numbers, bicycle crashes deserve scrutiny due to the vulnerability of the bicyclist. Over 90% of motor vehicle vs bicycle crashes involve injuries to the bicyclist.

Below is a listing of some of our strategies:

- There is significant funding in the IJA legislation for Pedestrian and Bike safety, exactly what that will look like is unclear at the time of writing.
- We will continued work with MnDOT on the initiatives that have been underway and explore new programs.



*Survey not conducted in 2020 due to COVID-19.

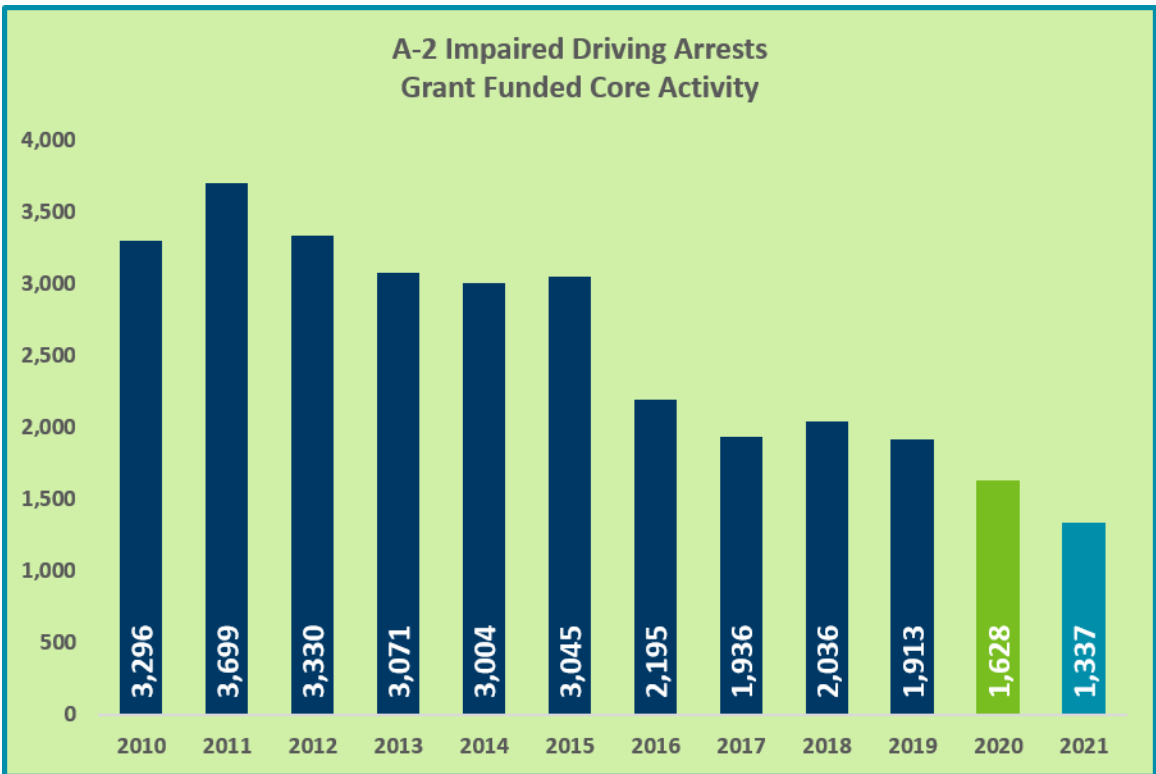
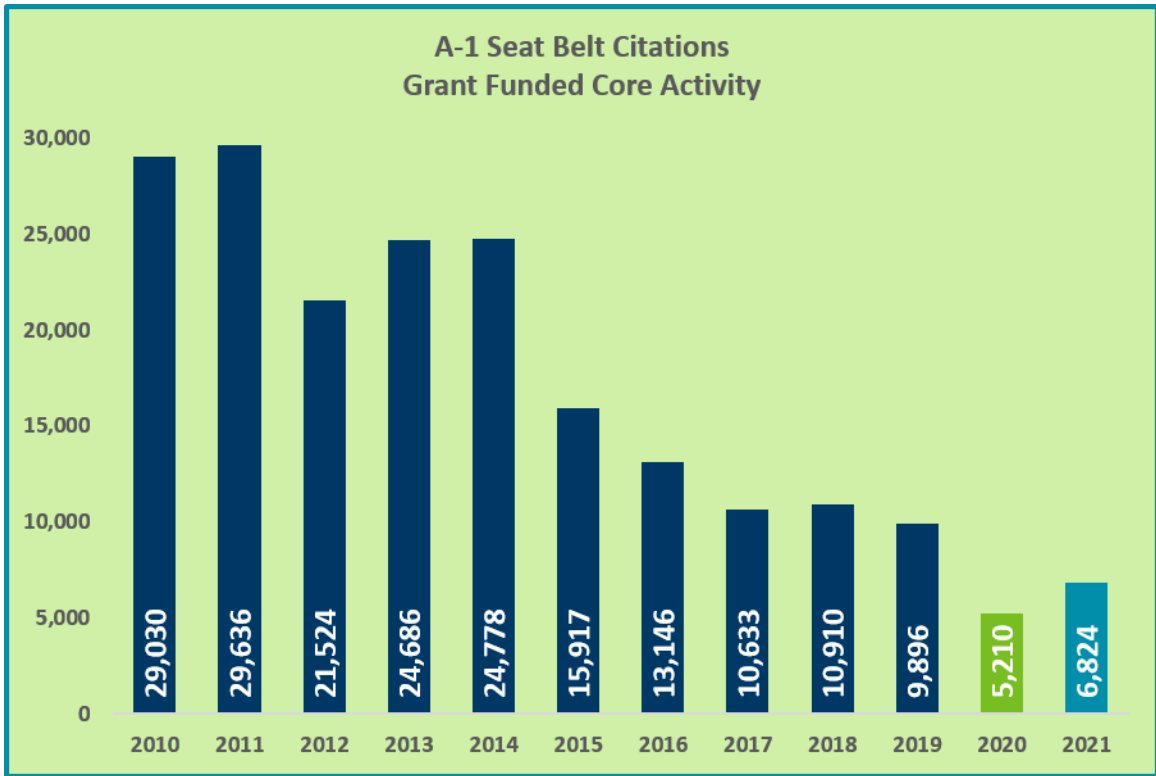
Target: 92.8% in 2021

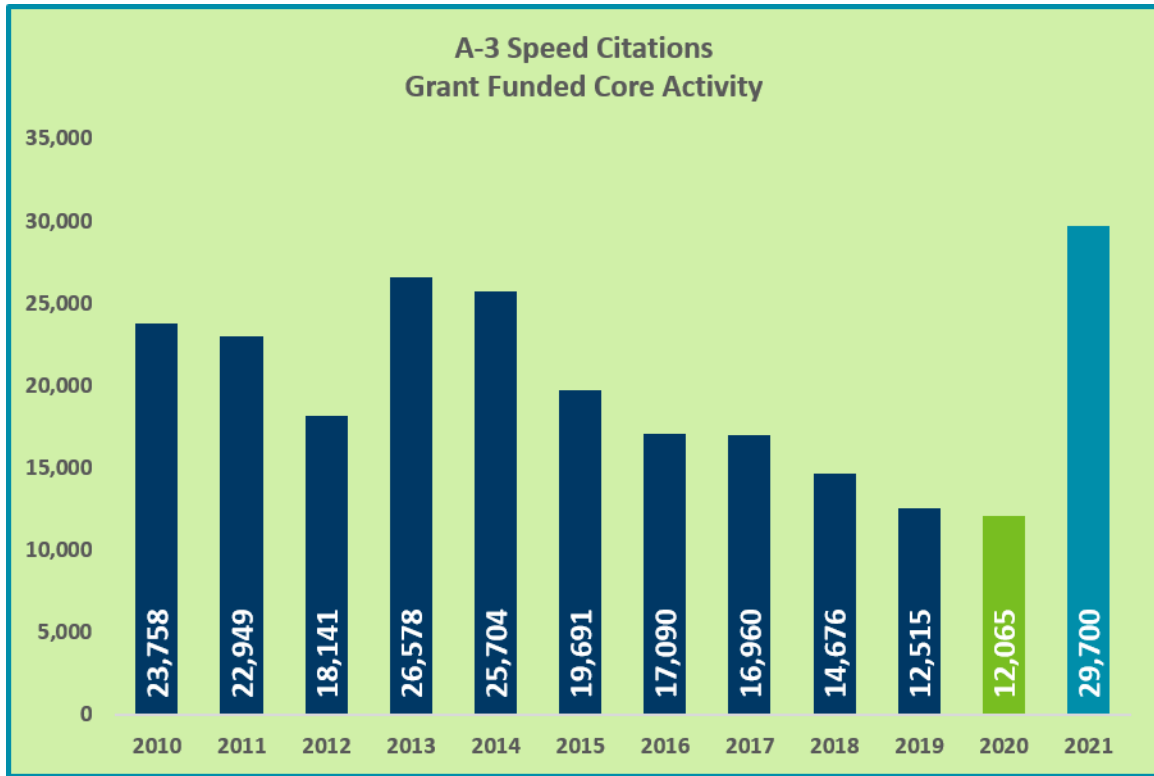
Status: Target not met in 2021

This performance measure target is based on a moving 5 year average of statewide observational survey results. Minnesota did not conduct this study in 2020, but has consistently observed over 90% seat belt usage yearly.

Regardless of the results of this behavioral performance measure, the state did not meet the target for the C-4 Unrestrained MVO fatalities performance measure. Seat belts save lives and seat belt usage is imperative for traffic safety to prevent fatalities and serious injuries.

In 2022 we will also be undergoing an Occupant Restraint Program Assessment. We very much look forward to that process and to incorporating the recommended changes in near and distant future.





During the 2020 calendar year, it became evident that speeding and speed-related crashes were increasing on Minnesota roads. In an effort to halt the emerging speeding trend, our HSP was amended with an additional speed-related grant and planned activities for FY21. Due to this amendment and additional speed enforcement focus, we saw a large increase in speed citations compared to previous years.

Minnesota Attitude & Behavior Survey Results

Minnesota has conducted an attitude and behavior survey every year since 2003. Historically, this study was conducted as a telephone survey, but it had become difficult to reach enough willing respondents, specifically in the target group of the young unmarried male (YUM) demographic.

Understanding perceptions of the YUM demographic is of key importance for strategies. In order to increase the validity of the results, an online survey panel methodology was implemented this year.

The study was open for responses from August 12 through September 24, 2021. The chart below details the demographic breakdown of respondents.

Segment	Statewide	Target Group		Area		Gender		Age	
		YUM	Others	Urban	Rural	Male	Female	<35	35+
Sample Size	1,081	161	920	286	795	581	500	381	681

Impaired driving

A-1: In the past 6 months, how many times have you driven a motor vehicle within 2 hours after drinking one or more alcoholic beverages?

2021 Results	Statewide	Target Group		Area		Gender		Age	
		YUM	Others	Urban	Rural	Male	Female	<35	35+
None	82.4%	70.8%	84.5%	81.5%	82.8%	77.6%	88.0%	76.9%	85.6%
1	6.1%	8.7%	5.7%	8.4%	5.3%	6.5%	5.6%	7.1%	5.6%
2	4.3%	6.8%	3.9%	3.8%	4.5%	5.5%	3.0%	6.0%	3.4%
3	1.9%	3.7%	1.5%	1.7%	1.9%	2.4%	1.2%	2.4%	1.6%
4	1.4%	1.9%	1.3%	0.7%	1.6%	2.2%	0.4%	1.8%	1.2%
5 or more	1.0%	0.6%	1.1%	0.7%	1.1%	1.0%	1.0%	1.0%	1.0%

Indicates a response significantly higher than total respondents.

According to the statewide results, the percentage of those who had never driven after drinking went down 4.5% from the previous year. The YUM respondents reported a decrease of 10.2% as well. Females historically have been the group most likely to report never driving after alcohol consumption, but this group saw a 6.0% reduction. In a metric where “None” is the most favorable response, and a larger percentage is desirable, these results do match expectations for 2021. It is known that retail sales of alcoholic beverages and alcohol consumption increased during the pandemic.

A-2: In the past 6 months, have you read, seen, or heard anything about police enforcement of drunk driving?

2021 Results	Statewide	Target Group		Area		Gender		Age	
		YUM	Others	Urban	Rural	Male	Female	<35	35+
Yes	55.7%	69.6%	53.3%	51.7%	57.1%	60.9%	49.6%	66.9%	50.2%
No	39.1%	28.6%	41.3%	41.3%	38.4%	36.0%	42.8%	27.8%	45.5%
Don't know	5.2%	1.9%	7.0%	7.0%	4.5%	3.1%	7.6%	5.2%	4.3%

Indicates a response significantly higher than total respondents.

Overall, 55.7% of all respondents reported that they had read, seen, or heard about police enforcement of drunk driving. Interestingly, overall acknowledgement was down 1.5%, but acknowledgement was up 8.6% for the target group of YUM. In 2020, the YUM had a 9% increase. Our target demographic is recalling messages about drunk driving enforcement.

A-3: How likely do you think it is that someone will get arrested if they drive after drinking? Among all respondents, 51.5% believed it was “very likely” that they would be arrested for driving after drinking. This is up from 2020 when just 40% of respondents expressed that belief. Among subpopulations, rural respondents who responded “very likely” increased 12.7% over the study last year.

2021 Results	Statewide	Target Group		Area		Gender		Age	
		YUM	Others	Urban	Rural	Male	Female	<35	35+
Very likely	51.5%	56.5%	50.1%	43.7%	53.7%	50.4%	51.8%	61.4%	45.8%
Somewhat likely	37.4%	31.7%	38.4%	42.7%	35.5%	37.9%	36.8%	30.4%	41.7%
Not likely	9.8%	11.2%	9.6%	11.9%	9.1%	10.7%	8.8%	7.6%	11.0%
Don't know	1.8%	0.6%	2.0%	1.7%	1.8%	1.0%	2.6%	0.5%	1.5%

Indicates a response significantly higher than total respondents.

Seatbelt use

B-1: In the past 6 months, have you read, seen, or heard anything about seatbelt enforcement by police?

2021 Results	Statewide	Target Group		Area		Gender		Age	
		YUM	Others	Urban	Rural	Male	Female	<35	35+
Yes	41.4%	63.4%	37.6%	35.3%	43.6%	47.2%	34.8%	60.4%	31.7%
No	53.0%	32.9%	56.5%	61.5%	49.9%	47.8%	59.0%	34.1%	63.6%
Don't Know	5.6%	3.7%	5.9%	3.1%	6.4%	5.0%	6.2%	5.5%	4.7%

Indicates a response significantly higher than total respondents.

Statewide, 41.4% of respondents were aware of seatbelt enforcement efforts by police in 2021. Awareness among YUM was 63.4%. Interestingly, historical results for the young unmarried males on this question fluctuate wildly – 49% in 2020, 31% in 2019, 65% in 2018, and 70% in 2017.

B-2: How often do you use seatbelts when you drive or ride in a car, van, sport utility vehicle, or pick up?

2021 Results	Statewide	Target Group		Area		Gender		Age	
		YUM	Others	Urban	Rural	Male	Female	<35	35+
All of the time	85.6%	78.3%	86.8%	89.2%	84.3%	83.3%	88.2%	81.6%	88.4%
Most of the time	11.9%	15.5%	8.2%	7.7%	9.4%	11.5%	6.6%	12.9%	7.5%
Some of the time	2.7%	3.1%	1%	1.7%	3.0%	2.4%	3.0%	3.9%	1.6%
Rarely	1.4%	1.9%	1.3%	1.4%	1.4%	1.5%	1.2%	1.0%	1.6%
Never	1.1%	1.2%	1.1%	0%	1.5%	1.2%	1.0%	0.5%	0.9%

Indicates a response significantly higher than total respondents.

With 85.6% of respondents reporting wearing seatbelts “all of the time”, this result is lower than what the state usually sees in observational seat belt studies. In 2020 telephone survey, 92% responded “all of the time”. This year’s lower result could stem from larger proportion of rural respondents in the online panel as the rural parts of the state generally have lower belt usage rates. An observational seat belt study was conducted in 2021, but the results are not yet available.

B-3: How likely do you think you are to get a ticket if you don’t wear your seatbelt?

2021 Results	Statewide	Target Group		Area		Gender		Age	
		YUM	Others	Urban	Rural	Male	Female	<35	35+
Very likely	31.3%	37.9%	30.1%	26.6%	33.0%	32.0%	30.4%	35.2%	29.5%
Somewhat likely	40.2%	34.8%	41.2%	40.9%	40.0%	40.6%	39.8%	36.2%	42.3%
Somewhat unlikely	17.8%	15.5%	18.2%	22.4%	16.1%	17.9%	17.6%	17.8%	17.9%
Very unlikely	10.7%	11.8%	10.5%	10.1%	10.9%	9.5%	12.2%	10.8%	10.3%

Indicates a response significantly higher than total respondents.

Over 31% believed it was “very likely” they would be ticketed for not wearing a seatbelt. Of all demographic groups examined, the rural YUM group of respondents had the highest percentage who believed it was “very likely” to get a seat belt citation (80.4%), but typically have the lowest seat belt usage rates as seen in crash data, citation data, and observational studies.

Speeding

S-1: On a road with a speed limit of 55 mph, how often do you drive faster than 60 mph?

2021 Results	Statewide	Target Group		Area		Gender		Age	
		YUM	Others	Urban	Rural	Male	Female	<35	35+
Most of the time	19.1%	25.5%	18.0%	21.3%	18.4%	20.3%	17.8%	24.1%	16.7%
Half the time	25.0%	28.6%	24.3%	22.7%	25.8%	28.1%	21.4%	28.9%	23.3%
Rarely	41.0%	27.3%	43.4%	40.2%	41.3%	38.2%	44.2%	31.5%	46.4%
Never	12.3%	15.5%	11.7%	12.9%	12.0%	11.4%	13.4%	12.9%	12.0%
Don't know	1.5%	1.9%	1.4%	1.0%	1.6%	1.2%	1.8%	2.1%	1.0%
Refused	1.1%	1.2%	1.1%	0.7%	0.9%	0.9%	1.4%	0.5%	0.4%

Indicates a response significantly higher than total respondents.

Speeding continues to be a traffic safety problem and this survey found the YUM demographic sped more than any other demographic group. Young unmarried men indicated they speed “most of the time” (25.5%) or “half of the time” (28.6%). This percentage is up from the 46% in 2020 and jives with increases in speed-related crashes seen in 2021. In this study, the YUM respondents believed they could drive 10 miles over the speed limit before getting ticketed.

S-2: In the past 6 months, have you read, seen or heard anything about speed enforcement by police?

2021 Results	Statewide	Target Group		Area		Gender		Age	
		YUM	Others	Urban	Rural	Male	Female	<35	35+
Yes	56.1%	68.9%	53.8%	54.5%	56.6%	59.7%	51.8%	66.7%	50.7%
No	39.3%	27.3%	41.4%	41.3%	38.6%	36.5%	42.6%	28.9%	45.4%
Don't know	4.6%	3.7%	4.8%	4.2%	4.8%	3.8%	5.6%	4.5%	4.0%

Indicates a response significantly higher than total respondents.

Over half (56.1%) of respondents reported having heard, read or seen something about speed enforcement efforts by police in the past six months. This is an increase (up from 47% in 2020) for a metric which had been declining in recent years (51% in 2019, 59% in 2018, and 64% in 2017). During the pandemic, speeding concerns are top of mind for many so it is not odd to see this increase in speed enforcement awareness. TV (47%) and Radio (32%) were the most cited source of media for this acknowledgement.

S-3: How likely do you think you are to get a ticket if you drive over the speed limit?

2021 Results	Statewide	Target Group		Area		Gender		Age	
		YUM	Others	Urban	Rural	Male	Female	<35	35+
Very likely	33.0%	40.4%	31.7%	29.0%	34.5%	33.9%	32.0%	42.3%	28.2%
Somewhat likely	45.7%	36.6%	47.3%	43.7%	46.4%	44.9%	46.6%	38.8%	49.9%
Somewhat unlikely	12.9%	11.8%	13.0%	15.7%	11.8%	12.7%	13.0%	11.3%	13.7%
Very unlikely	6.7%	10.6%	6.0%	9.8%	5.5%	7.2%	6.0%	6.0%	7.0%
Don't know	1.8%	0.6%	2.0%	1.7%	1.8%	1.2%	2.4%	1.6%	1.2%

Indicates a response significantly higher than total respondents.

Over three-fourths of respondents (78.7%) perceived they were likely to get a ticket for driving over the speed limit. This finding is up from 69% in 2020. Responses for both the YUM and <35 Age demographic groups represent results significantly higher than the total population of respondents.

Expenditure Summary —F21

Funding/Program Area	Expenditures
164AL	\$6,778,335.71
402	\$5,820,294.54
Planning & Administration	\$382,125.67
Occupant Protection	\$443,644.75
Police Traffic Services	\$1,869,460.96
Traffic Records	\$544,866.35
Community Programs	\$2,470,735.81
Motorcycle	\$109,461.00
405b	\$820,622.20
405c	\$777,486.70
405d	\$2,128,468.38
405e	\$1,233.44
405h	\$109,420.59
405f	\$90,000.00
Total Expenditures:	\$16,525,861.56

Program Area and Projects, by Performance Measures														
Program Area and Projects	C-1 Traffic Fatalities	C-2 Serious Injuries	C-3 Fatalities/VMT	C-4 Unrestrained Fatalities	C-5 Impaired Driving Fatalities	C-6 Speeding-Related Fatalities	C-7 Motorcyclist Fatalities	C-8 Unhelmeted Motorcyclist Fatalities	C-9 Drivers Under 21 in Fatal Crashes	C-10 Pedestrian Fatalities	C-11 Bicyclist Fatalities	Distracted Driver Measure	Older Driver Measure	B-1 Observed Seat Belt Use Rate
Occupant Protection														
Child Passenger Hospital Support	●	●	●	●										
Liaison Occupant Protection	●	●	●						●					
Support OP/Professional Development	●	●	●	●										
Car Seats for Needy Families	●	●	●	●										
Children and Restraint Systems (CARS)	●	●	●	●										
Seat Belt Use Survey Project														●
Impaired Driving														
Courts Impaired	●	●	●		●									
Enforcement Impaired Officers	●	●	●		●									
Ignition Interlock (Vendor Oversight)	●	●	●		●									
DRE Traffic Law Enforcement Training	●	●	●		●									
Ignition Interlock (Judicial)	●	●	●		●									
Liaison Judicial	●	●	●		●									
Responsible Server Training Impaired	●	●	●		●									
Traffic Safety Resource Prosecutor	●	●	●		●									
Police Traffic Services														
Enforcement Cities & Counties TZD	●	●	●	●	●	●				●		●		
State Patrol Professional Development	●	●	●			●								
State Patrol TZD Enforcement	●	●	●	●	●	●						●		
Community Programs														
Multi Cultural Driver Education	●	●	●						●					
Novice Drivers Education and Outreach	●	●	●											
Senior Driver Working Group	●	●	●										●	
Motorcycle Safety														
Motorcycle Rider Training	●	●	●				●	●						
MCY Safety Public Information/Media	●	●	●				●	●						
Media														
Creative Contract	●	●	●	●	●	●	●	●	●			●		
Media Relations	●	●	●	●	●	●	●	●		●		●		
Paid Media	●	●	●	●	●	●						●		



PLANNING AND ADMINISTRATION

Purpose Statement: Providing for the overall management, support, training, and operation of the Office of Traffic Safety is critical because supporting traffic safety professionals enables the planning and implementation of effective traffic safety programs.

21-01-01 Planning & Administration (402, State) Shannon Ryder

Amount obligated	\$494,000.00	402	Amount expended	\$382,125.67
		State	Amount expended	\$382,125.67

People are the biggest assets and providing resources to people is essential. This project funds a portion of leadership and support salary and provides physical resources for the individuals coordinating NHTSA funded traffic safety programs.

“The only real difference one organization and another is the performance of its people.”
Peter F. Drucker

Staff coordinators serve as points of contact for the various areas to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure projects are well documented and follow all applicable and relevant state and federal rules, requirements, and procedures.

This has been a challenging year for OTS to maintain effective staffing levels. The year began with a hiring freeze in place, which made it difficult to fill vacancies. Even after the hiring freeze was lifted, recruitment and hiring remained problematic. The DPS HR Division faced its own staffing challenges, and the positions posted did not receive the expected number of applicants. We ended the year with four program coordinator vacancies. This has led to increased workloads for the other coordinators. We were, however, able to fill the MNCrash Coordinator position as well as two research analyst positions.

21-02-22 Staff of OTS/Occupant Protection (402) Craig Flynn

Amount obligated	\$120,000.00	402OP	Amount expended	\$93,281.70
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21-03-22 Staff of OTS/Alcohol (405d, 164AL) Craig Flynn

Amount obligated	\$220,000.00	164AL	Amount expended	\$137,212.72
Amount obligated	\$220,000.00	405d	Amount expended	\$76,220.98

21-04-22 Staff of OTS/Police Traffic Services (402) Craig Flynn

Amount obligated	\$220,000.00	402PT	Amount expended	\$192,120.45
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21-05-22 Staff of OTS/Traffic Records (402, 405c) Craig Flynn

Amount obligated	\$180,000.00	402TR	Amount expended	\$177,494.18
Amount obligated	\$135,000.00	405c	Amount expended	\$133,169.64

21-06-22 Staff of OTS/Community Programs (402) Craig Flynn

Amount obligated	\$320,000.00	402CP	Amount expended	\$146,236.28
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21-07-22 Staff of OTS/Motorcycle (402) Craig Flynn

Amount obligated	\$130,000.00	402MC	Amount expended	\$119,119.30
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OCCUPANT PROTECTION

Purpose Statement: Correctly using an appropriate child restraint or seatbelt is the single most effective way to save lives and reduce injuries in crashes.

21-02-01 Child passenger Hospital Support (402) Irene Jones

Amount obligated \$120,000.00 402 Amount expended \$119,565.62

This grant allowed The Family Birth Center at Regions Hospital in St. Paul to continue their new and innovative car seat consultation service. Begun with OTS support in FY20, this service offers education on the proper installation and usage of infant car seats to the parents of newborn babies prior to their baby’s discharge from the nursery or neonatal intensive care unit. The goal is to implement car seat educational services into the hospital for all expecting parents, much like how hospitals have board certified lactation consultants. Regions Hospital can serve as a model for other labor and delivery hospitals throughout the state.

Despite the challenges brought on by the COVID-19 pandemic, Regions Hospital was able to expand the reach of their car seat consultation program. A total of 1,286 families received car seat education prior to the discharge of their newborns from the hospital. This is a 50% increase over the previous year, and well exceeds the performance goal of 1,000 families set prior to the start of the year. There is still room for improvement, however, as the percentage of families who received the education was down slightly from the previous year. Regions has included steps to improve this percentage, as exemplified by the 179 car seat education sessions that provided interpreters for language support. A total of 132 car seats were distributed by Regions Hospital to families in need. This is an over 40% increase over the previous year. These car seats were distributed to families who either did not own and were not able to purchase one, had an outdated or damaged model, or possessed one which was not the correct size for the child (e.g. premature babies or smaller twins).

Regions Hospital Car Seat Consultation Service	FY20	FY21	Percent Change
Families Offered a Car Seat Consultation	1,122	1,757	+56.6%
Families Accepting Car Seat Education	858	1,286	+49.9%
Percent of Families Accepting Car Seat Education	76.5%	73.2%	-4.3%
Number of Car Seats Offered to Families in Need	93	132	+41.2%

21-02-04 Liaison Occupant Protection (402) Irene Jones

Amount obligated \$140,000.00 402 Amount expended \$132,905.18

In an attempt to lessen the disparity in child passenger safety educational opportunities outside of the Twin Cities metropolitan area, two liaisons were funded to meet these needs. One (provided by Safe Kids Grand Forks) covered the northern part of the state, and the other (provided by South Central EMS) covered the southern.

These liaisons are experienced child passenger safety instructors that are here to better serve the needs of Minnesota Child Passenger Safety Technicians/Proxies and Instructors across the state. The liaisons serve as a link between the DPS-OTS to promote participation in child passenger safety programs, trainings, recertification, activities, car seat check-up events and fitting stations.

The COVID-19 pandemic created obstacles and barriers for the Child Passenger Safety Liaisons. As a result, the number of National Child Passenger Safety Technicians (CPST) declined from almost 800 to 613. The number of training sessions that could be offered also declined, such that only 124 new CPSTs could be added in federal fiscal year 2021. The number of permanent child car seat fitting stations in the state sits at 64. While these problems are parts of nationwide trends (Safe Kids Worldwide claims that the number of CPSTs throughout the United States is down by more than 12,000 due to the COVID-19 pandemic), this is no consolation for the committed individuals that desperately want to continue this work.

Nonetheless, the Liaisons, found creative ways to maintain community outreach during the pandemic. For example, the Northern Child Passenger Safety Liaison turned to both social media and mass media to fill in the gaps created by the inability to make routine in-person appearances. Examples include the creation of educational child passenger videos and appearing on northern Minnesota radio stations (KROX in Crookston and Wild 102 in Roseau). One of the videos emphasized that children under four-feet, nine inches tall should still be using booster seats regardless of age (“Under the Bar, Booster in the Car”).



21-02-07 Support Occupant Protection/Professional Development (402) Irene Jones

Amount obligated \$40,000.00 402 Amount expended \$35,777.25

It is important to support the continuing education and professional development of Child Passenger Safety Technicians (CPST) and others involved in efforts to promote child passenger safety. In FY21, these funds helped pay for four members of the Minnesota Child Passenger Safety Taskforce to attend the LifeSavers and Kidz In Motion national traffic safety conferences. It covered the conference registration, travel, hotel, and meals. After attending these conferences, the members brought back what they learned and shared that knowledge with other taskforce members during the TZD planning meetings. This information helped the all-volunteer taskforce ensure that high-quality CPS workshops are offered at the TZD statewide conference and that those workshops are continuing education units worthy for Safe Kids Worldwide certification.

Funds were also used to purchase educational materials necessary to conduct CPST training sessions across the state, including WAYB Pico Travel Car Seats, 2021 LATCH Manuals, and *I’m Safe* CPS Educational booklets, and to support Minnesota Child Passenger Safety Technician–Instructors for Safe Kids Worldwide National Trainings.

These education related materials were provided to child safety advocates, certified technicians, community health educators, law enforcement officers, firefighters, emergency medical responders, teachers, nurses, and tribal communities.

21-02-08 Survey Seat Belt Use (402) Allison Hawley

Amount obligated \$75,000.00 402 Amount expended \$62,115.00

The annual seat belt observational survey, compliant with NHTSA guidelines, determines Minnesota’s seat belt use rate based on proven methodology. Demographic data collected as part of this survey allows OTS to identify potential targets for future occupant passenger protection programs. We believe in data driven solutions, and crash data analyses have been proven effective at helping to direct traffic safety efforts, thereby helping Minnesota’s seat belt enforcement and outreach efforts. Due to delays in the RFP and contract execution, work on this project did not begin until July 2021, and observations were completed during the months of August and September.

Child Safety Seats for Needy Children (State)

State Amount expended \$66,115.00

The Child Safety Seat Grant is primarily funded with citation fines for illegal or unsafe transportation of a child in a motor vehicle (Minnesota Statute 169.685). Law mandates that child seats be distributed to low-income families and be distributed with approved educational content.

In addition, the Minnesota Child Passenger Safety Program requires that any person involved in the distribution of safety seats through a grant obtained from OTS must maintain child passenger safety certification.

Between 2016 and 2020, an average of 2,195 citations per year were issued for violating the child passenger safety laws. In FY21, these citations generated \$66,115. An application process for local agencies with trained child passenger safety technicians (police and fire departments, first responders, public health agencies, clinics and others) allows the agencies to request car seats for low-income families. In FY21, this program allowed 101 agencies across 62 counties to distribute 1,126 new car seats. Each seat came with 90 minutes of education for recipient families on proper installation and use.



MinnPost photo by Bill Lindeke

Children and Restraint Systems (CARS) (State)

CARS is a 3-hour course primarily intended for those seeking credentials to become foster parents, but is also of interest to Peace Officers, who can obtain continuing education credit for developing this expertise. Between July 2020 and June 2021, 25 different CARS trainings were held throughout the state and 239 participants were trained. These numbers are down from previous years due to the COVID-19 pandemic, but it is hoped these trainings will return to previous levels (173 training sessions for 1,773 participants in state fiscal year 2020) post pandemic.

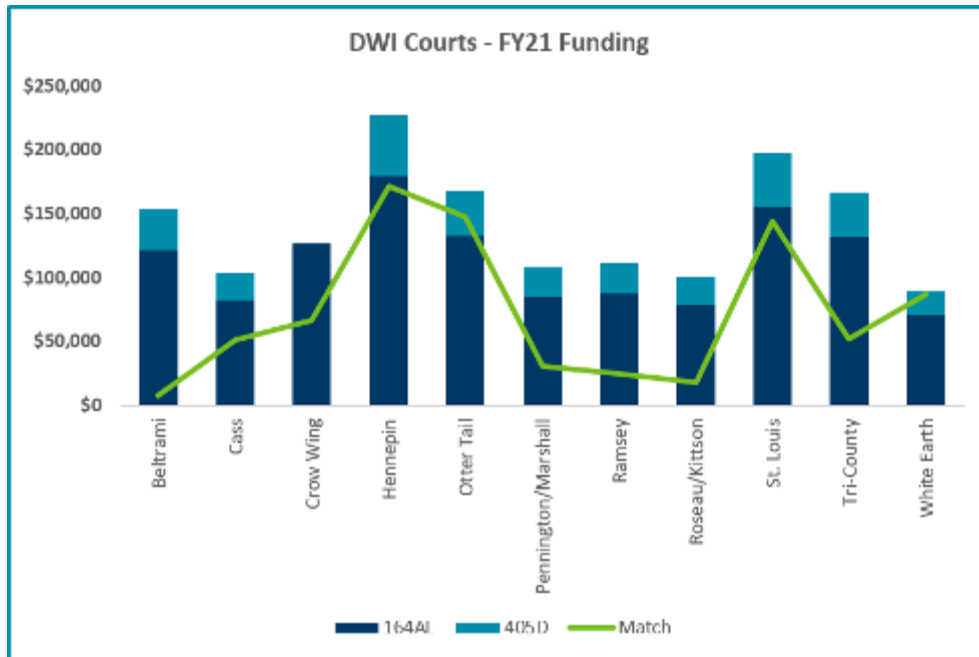


IMPAIRED DRIVING

Purpose Statement: The work of reducing alcohol-impaired driving fatalities through education, enforcement, outreach, and recognition must be continued because fatalities in crashes involving an alcohol-impaired driver represent more than one-fifth (21%) of the motor vehicle fatalities in Minnesota (2016-2020).

21-03-01 Courts Impaired Duane Siedschlag

Amount obligated	\$405,000.00	405d	Amount expended	\$298,771.02
Amount obligated	\$1,580,000.00	164AL	Amount expended	\$1,251,080.95
Amount obligated	\$220,000.00	GHSA		



In Minnesota, 41% of those charged with DWI are repeat offenders, and many have serious alcohol abuse problems. Reducing the number of repeat DWI offenders requires interventions that help those offenders get to the root of the substance abuse and other social problems that can lead to frequent impaired driving. This project supports courts that take a multidisciplinary approach to reducing DWI recidivism. Their strategies and objectives include:

- Increasing the percentage of repeat offenders that reinstate driving privileges and drive legally
- Restoring repeat DWI offenders to law-abiding citizens and reducing the cost to DWI offenders by breaking the cyclical process of repeated impaired driving arrests
- Assisting with obtaining valid driving privileges, obtaining housing and with finding gainful employment as needed

Sixteen of these court teams receive funding. A 17th court had funds encumbered, but were unable to begin work due to COVID-19 and staff training issues. Within each court, repeat DWI offenders are enrolled in a program that provide the resources and training necessary to help reduce recidivism.

The rewards for participating in these programs can be significant. Many participants are able to have relationships restored with family and loved ones. Access to mental health resources are increased, especially for those struggling with thoughts of suicide. While isolation due to the pandemic has increased the challenges of getting participants the help to deal with their addictions, it is encouraging that the courts were virtually able to recognize well over 100 participants making their commencement from this project and moving forward towards a better life. Since the inception of DWI Courts in Minnesota, only 4.9% of participants have received a subsequent impaired driving conviction!

During this federal fiscal year, DWI Courts funded by OTS resulted in the following:

- 147 participants admitted into the program
- 122 participants graduated
- 36 participants terminated
- 218 participants currently enrolled
- 9 graduates from DWI court incurred an additional DWI arrest (6.9% recidivism rate)
- 72 participants obtained a restricted license with ignition interlock
- 33 participants obtained a full-unrestricted license

21-03-02 Dashboard Impaired (405d, 164AL) Duane Siedschlag

Amount obligated	\$25,000.00	405d	Amount expended	\$18,458.65
Amount obligated	\$25,000.00	164AL	Amount expended	\$18,470.27

This project provides software licensing and an analyst to integrate several different state databases relevant to DWI events.

The analyst will plot incidents of DWI arrests from e-charging events, alcohol-related crashes resulting in injury or fatality from MNCrash, the state accident reporting system. The analyst will also provide plotting of on-sale liquor establishments, provided by other public safety stakeholders. Utilizing a mapping tool to capture geo coordinates accurately will enable greatly reduce or eliminate the need for manual intervention to plot events.

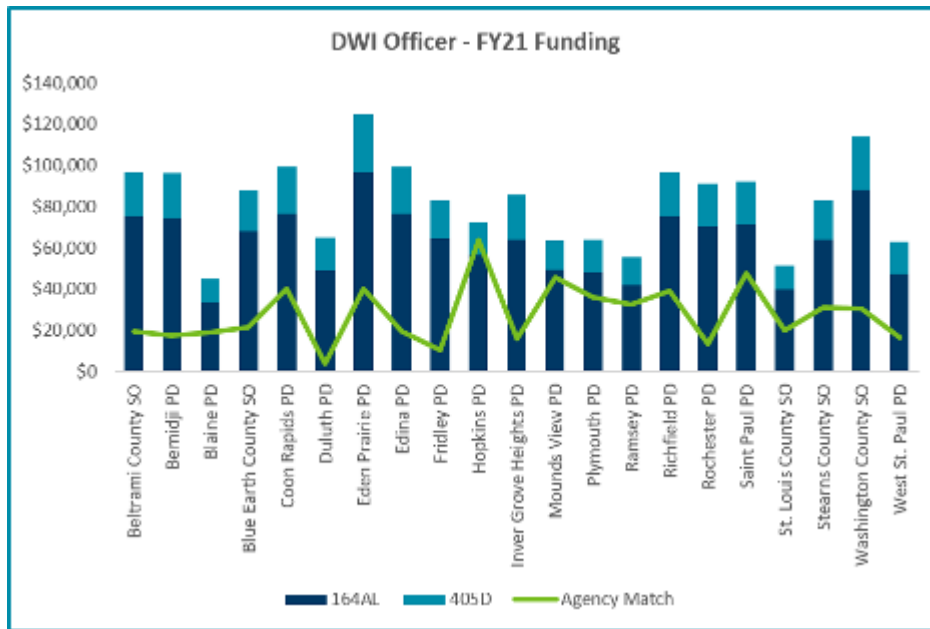
The dashboard feature allows users to determine the GPS location of alcohol related crashes, the location of impaired driving arrests and the location of on and off sale liquor establishments. This allows law enforcement agencies to focus high visibility impaired driving enforcement saturations in areas of need. By focusing saturations in areas of need, law enforcement can reduce the number of alcohol related crashes.

During the FY21:

- 12,134 locations were cleaned up for better geocoding
- 1,562 locations were automatically or manually matched in the dashboard
- 25,842 locations remained backlogged

21-03-03 Enforcement Impaired (405d, 164AL) Duane Siedschlag

Amount obligated	\$620,000.00	405d	Amount expended	\$399,697.51
Amount obligated	\$2,020,000.00	164AL	Amount expended	\$ 1,331,061.89



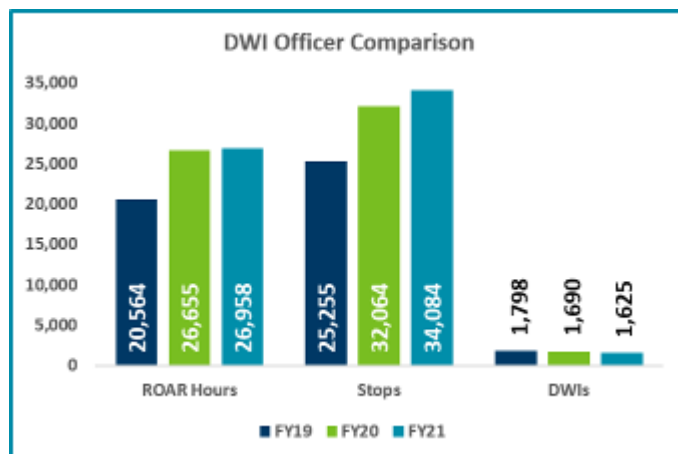
Of the funds encumbered for this project, the 21 agencies spent 80.72% of the 164AL funding and 80.52% of the 405d funding. The agencies’ match contribution was 33.84% of the total expended.

The National Safety Council estimated the cost of alcohol related crashes in Minnesota was \$284 million in 2020. During 2020 22% of crashes resulting in serious injury and 34% of fatal crashes were alcohol-related.

The highest concentration of alcohol-related crashes occurred between 5:00 p.m. and 5:00 a.m. The grantees were directed to focus their DWI Officer during this time period to reduce alcohol-related crashes.

As an evaluation tool, the FY21 DWI Officer Grant is compared to the FY19 and FY20 DWI Officer Grants. The COVID-19 pandemic continued to affect this project. Some liquor establishments closed after economic hardship from the prolonged closing of bars and restaurants due to government restrictions. While overall traffic stops increased, there were fewer arrests for impaired driving, possibly related to fewer locations available to partake in consumption of alcoholic beverages.

In December 2020, the DWI Officers arrested 84 impaired drivers. Forty of those drivers were impaired by something other than alcohol. Of the 1,625 impaired drivers arrested during this project, 445 were impaired by substances other than alcohol (27%).



21-03-05 Ignition Interlock (Vendor Oversight) (164AL) Duane Siedschlag

Amount obligated \$450,000.00 164AL Amount expended \$389,956.67

DVS and DPS, in collaboration with OTS, aim to increase the use of ignition interlock in the state by training and educating DWI offenders, those involved with DWI offenders, and the general public. The ignition interlock law has been in place since June, 2011. Repeat offenders and offenders with high BAC are required to install ignition interlock in order to maintain driving privileges. Ignition Interlock is mandatory for those cancelled inimical to public safety. DPS continues to review possible changes to the law to increase the use of the device.

Participation in ignition interlock programs increased 4% over FY20. However, current enrollment is down 5.6% from the highest enrollment on recorded in FY19 (12,162).

New legislation has been, and will continue to be, introduced to make the process of enrollment easier for participants. Significant changes occurred during FY21 which makes it easier for participants to become enrolled in this program.

Program related statistics (October 1, 2020 through September 30, 2021):

- 11,476 individuals currently utilizing ignition interlock
- 40,670 drivers have graduated from ignition interlock since the law went into effect
- \$112 average cost of installation
- \$107 removal cost
- \$113 average monthly calibration fee

Two vendor oversight positions were funded with the purpose of ensuring vendor compliance with certification policies, maintenance of equipment, proper installation, and accurate reporting.

There are currently 217 service centers state wide. The goal for 2021 was for the liaisons to visit each service center three times during the year and that 50% would receive a fourth visit. This goal was not met as each service center received two visits and only 12 service centers received a third visit. The liaisons were also involved in the yearly vendor certification process and conducting field testing of new devices. The liaisons continually communicate and interact with stakeholders through verbal, written, and inperson means in order to bring current ignition interlock monitoring issues to light. The liaisons were unable to attend any in or out of state conferences due to pandemic related cancellations.

This year, individuals covered under the grant processed 36,089 documents, responded to 3,295 emails, answered 118 calls, and completed 445 service centers visits. These numbers are significantly lower than previous years and is believed to be due to the recently implemented upgrade of the DVS mainframe. Ignition Interlock Unit continues to work with a three day back log. This all meets the goal of enrolling participants as quickly as possible to reduce the likelihood of driving illegally, which also reduces recidivism.

21-03-09 BCA Lab Technicians Administrative Support (405d) Duane Siedschlag

Amount obligated \$180,000.00 405d Amount expended \$180,000.00

Minnesota continues to see alcohol impaired drivers using other substances that also impair one’s ability to operate a motor vehicle. This project allows the BCA to gather additional data on substances, in addition to alcohol, used by motorists. By testing the urine samples beyond the triage stage, the technicians identify substances drivers are using that contribute to impairment. This data is shared with traffic safety stakeholders throughout the state and can be useful in educating legislators determined to strengthen existing impaired driving laws. The data is also useful to MDH to determine how to address alcohol impairment and addiction that is exacerbated by other impairing substances.

There is currently a five month wait for test results from the BCA lab. This is an indication of increased cases of impairment by substances other than alcohol.

21-03-10 e-Charging (405d, 405c) Duane Siedschlag

Amount obligated \$375,000.00 405d Amount expended \$143,887.25
Amount obligated \$400,000.00 405c Amount expended \$339,576.50

The e-Charging program provides electronic workflow, data integration, validation, and signing for traffic-related charging documents that flow between law enforcement, prosecutors, and the court entities across the state of Minnesota. The system has been in place since April of 2009 and in FY21, only 2 paper DWI/Implied Consent packets were sent to DPS-DVS. For 62 consecutive months, the e-Charging system has accounted for more than 99.9% of the DWI Submissions sent to DVS. The e-Charging system connects with the DVS driver license database to provide immediate driver’s license information to law enforcement, including arrest data and prior DWI convictions. E-Charging automates, simplifies and expedites an otherwise complex and time consuming arrest process. Peace officers and agencies faithfully use the online arrest program because of its simplicity, efficiency, and the elimination of procedural errors.

23,434 DWI/Implied Consent events were processed via e-Charging during FY21. E-Charging submissions represented 99.9% of the total number of submissions. During that same time 5,014 public safety personnel were trained in e-Charging. The vast majority of personnel trained were peace officers. All training is POST (Peace Officers Standards & Training) certified for peace officer continuing education credits. 4,905 of those trained attended recorded on-line training sessions. Webex training was necessary as in-person training was suspended due to COVID-19.

The e-Charging system is also used to process electronic search warrant applications from the applying peace officer to the judge, and back again. E-Charging allows Minnesota peace officers to create and receive an approved e-Search Warrant back from a judge in 15 minutes or less. The e-Charging search warrant application has been emphatically praised by peace officers, judges, and court personnel. Minnesota is the only state in the U.S. that has a fully integrated online system that processes search warrants from the peace officer’s application through the judge’s approval. During FY21 7,545 DWI blood/urine search warrants for DWI/Criminal Vehicular Homicide or Criminal Vehicular Operation were processed through e-Charging.

Some of the enhancements include:

- Increased use of the DWI forms system
- Decreased time from arrest to time of entry on driving record and filing of criminal complaints
- Decreased error rates on DWI forms and increased usage of the electronic search warrant application
- Improved accuracy of DWI violation location information, which helped decrease time spent manually locating events for the DWI Dashboard activity analysis

Enhancements were made utilizing 405c funds to the reporting capabilities, improving the ability to create reports that are easily accessible for needed data in a timely manner.

The e-Charging program provides a quick and efficient way for law enforcement officers to process a DWI offender, giving officers more time for patrolling the roads and arresting offenders before a crash can happen. While DWI arrests were down from the FY20, search warrant submissions were up. Lower DWI arrests were most prominent during stay at home restrictions due to the pandemic. E-Charging continues to assist OTS in meeting the goal of reducing crashes resulting in injuries and fatalities.

21-03-12 DRE Traffic Law Enforcement Training (405d) Kammy Huneke

Amount obligated \$500,000.00 405d Amount expended \$338,356.22

While traffic control is an important component of a law enforcement officer's job, it is always competing against their many other duties and requirements. Continual traffic enforcement training is critical for officers so that they can stay up-to-date on traffic laws and enforcement priorities.

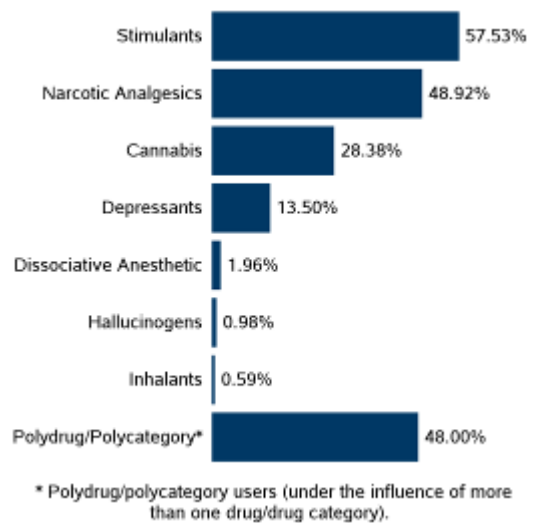
The DRE coordinator is responsible for organizing a wide range of law enforcement training for multiple purposes and roles, including:

- Law enforcement phlebotomists
- New judges (as part of the Minnesota Judicial Branch's New Judge Orientation)
- Coordinating Drug Evaluation and Classification Program (DECP) trainings (which trains new DREs)

It has been demonstrated that law enforcement officers learn most effectively when taught by highly qualified peers. Because of this, the DRE Coordinator handles the contracting and training of troopers, local and tribal officers, and county deputies to teach traffic enforcement training courses. In addition to in-person courses, the SFST-DWI Update and online ARIDE courses provide refreshers and updates for law enforcement officers on the importance of impaired driving enforcement. This allows all officers working in enforcement program projects to obtain and maintain their required training (required trainings include SFST, ARIDE, and OPUE completed within the last 60 months). Courses are assessed after each session via course evaluations to guarantee that course material meets the training needs of law enforcement.

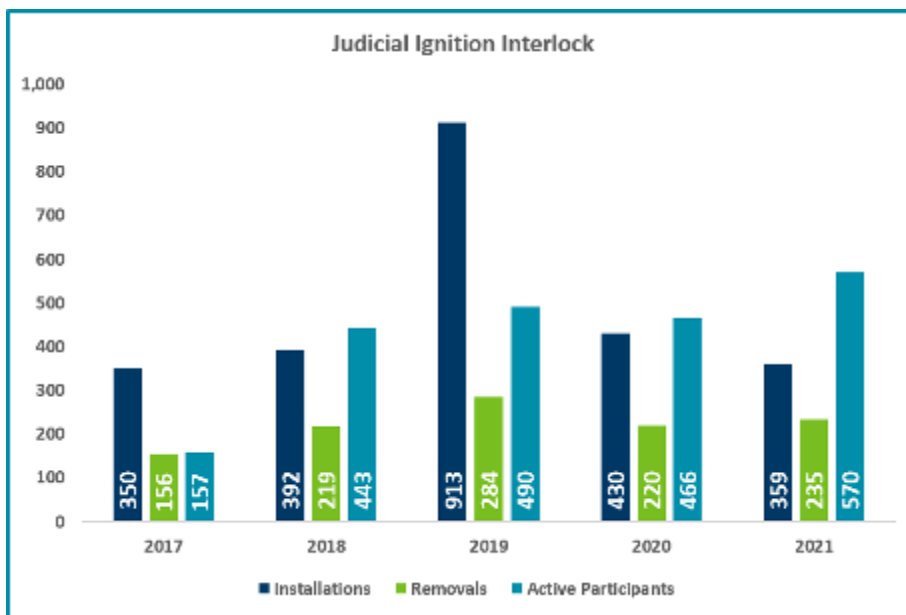
This project contributes to reducing the number of alcohol and drug impaired fatalities by funding a position that is responsible for organizing traffic enforcement trainings and coordinating the training and certification of new DREs. The training and certification of new DREs is essential because, unlike with alcohol impairment, there are no preliminary breath tests for drug-impairment. DREs help not only to identify impaired persons, but they also aid the prosecution of drug-impaired drivers (DRE evaluations can be used in court to prove impairment) and ultimately the removal of these drivers from Minnesota roads.

At the end of FY21, Minnesota had 238 certified DREs representing 112 agencies. There are currently 109 trained SFST instructors and 63 certified DRE instructors. There were 619 Drug Influence Evaluations for enforcement purposes during FY21. DRE enforcement evaluations resulted in the identification of 48% of drug-impaired drivers as polydrug/polycategory users (under the influence of more than one drug and/or drug category at time of evaluation). These results do not include pending toxicology reports. DRE opinion and toxicology results were found to match in 85% of measured incidents.



21-03-13 Ignition Interlock (Judicial) (405d, 164AL) Duane Siedschlag

Amount obligated	\$100,000.00	405d	Amount expended	\$87,380.12
Amount obligated	\$450,000.00	164AL	Amount expended	\$382,353.71



Minnesota’s role in ignition interlock is primarily administrative, a percentage of individuals utilizing the program suffer from underlying drug problems so both 164AL and 405d funding is used.

The OTS issued grants to five judicial districts and three probation agencies. The districts have contracted with specific vendors through a Request for Proposal process. The eight grantees are using a wireless vendor which enables probation to address breath fails and missed rolling retests within a short period of time.

This project has encouraged and enabled the judicial system to use ignition interlock not just with the grant but also within the entire DWI offender population. In Minnesota, about 40% of DWI offenders reoffend. The Ignition Interlock program not only decreases recidivism, it puts more legal drivers on Minnesota roads. This assists OTS in meeting its goal of reducing impaired driving fatalities.

FY21 saw the grantees continue to deal with assisting participants despite the ongoing COVID-19 restrictions. DVS returned to a more normal schedule, including the Ignition Interlock unit. The grantee's accessibility to the unit helps to seamlessly assist participants. Many participants continue to experience financial hardship due to the pandemic. With the availability of grant funds, more participants are able to enroll quickly and efficiently and regain their driving privileges with the restriction of an ignition interlock device. The requests to participate in Ignition Interlock with grant funds far exceeds the number allowed due to funding restraints.

Public outreach done by the Judicial Ignition Interlock coordinators has greatly increased interest by not only offenders, but also judicial district judges, prosecutors, and defense attorneys. This outreach continues to contribute to increasing the use of ignition interlock, reducing recidivism, and putting more legal drivers on Minnesota roads. This will assist OTS in meeting its goal of reduced crashes and fatalities due to impaired driving.

21-03-18 Responsible Server Training Impaired (164AL) Duane Siedschlag

Amount obligated \$100,000.00 164AL Amount expended \$56,030.11

Impaired driving often begins with over-indulgence in alcoholic beverages at bars and restaurants, and ends with an impaired driver behind the wheel. While the impaired driver bears the ultimate responsibility for this dangerous behavior, servers at establishments that serve alcohol play a role in this potentially deadly sequence of events. Preventing the over-serving of alcohol is instrumental in keeping impaired drivers off our roadways.

The Responsible Server Training Program provides training through the AGED to individuals in each region of Minnesota to prepare them to provide consistent, quality training to local servers and managers on the responsible service of alcohol.

Training curriculum will continue to be updated and focus on preventing impaired driving crashes, injuries, and deaths by training the staff of on-sale establishments to recognize impairment and providing them with strategies to prevent over-serving alcohol to their customers.

A total of 12 training sessions were provided around the state, training over 100 traffic safety experts representing 47 Minnesota Counties to become Responsible Server trainers.

21-03-21 Traffic Safety Resource Prosecutor TSRP (405d, 164AL) Duane Siedschlag

Amount obligated	\$120,000.00	405d	Amount expended	\$88,142.75
Amount obligated	\$120,000.00	164AL	Amount expended	\$65,188.59

The TSRP trains prosecutors on new traffic safety laws and DWI court rulings, conducts case consultation, maintains a website for resources for prosecutors and city attorneys, and conducts community outreach with MADD, schools, and other groups. The TSRP continued teleconferencing in place of in person meetings due to continued COVID-19 precautions. This has been beneficial for prosecutors and other stakeholders working outside the metro area who previously experienced difficulty attending meetings in person. During this time, participation by people outside of the Minneapolis/St. Paul metro area has increased. It will be important to make use of this technology in the future, as it expands access to wider audiences. The TSRP also presented at one of the TZD Conference sessions. With the COVID-19 pandemic, webinar training is in increasingly high demand and the Minnesota Supreme Court recently made changes to the Court Legal Education (CLE) rules to allow some credit for video playback and “on demand” viewing. Based upon feedback, law enforcement and prosecutors find webinar training to be valuable and convenient.

The TSRP program has made a difference by providing prosecutors the training and resources to better prosecute impaired driving. The Minnesota County Attorneys Association also continues to recognize the need for trial school training. As the problem of drug impaired driving continues to increase, the TSRP tried to meet the needs of law enforcement and prosecutors for training in this area by offering several virtual training sessions over the course of the year. A large number of law enforcement officers attended these online trainings. These virtual trainings ensure that consistent information is reaching those who need it to continue to combat impaired driving in Minnesota.

In addition, there is a new technology for testing oral fluid. The TSRP has been involved with a group working to make use of this technology and develop a pilot program for utilizing oral fluid testing for impairment screening.

Liaison Judicial (GHSA grant funded)

This project began in FY21, using funding that became available in partnership with the American Bar Association (ABA). With the help of the ABA, Minnesota was able to contract with our first State Judicial Outreach Liaison. The liaison is a sitting judge with vast treatment court experience. The partnership with the ABA is expected to end soon and Minnesota hopes to continue the project.



POLICE TRAFFIC SERVICES

Purpose Statement: Effective and efficient law enforcement is the core of a sound traffic safety system which is needed to reduce speed-related and other traffic fatalities.

21-04-01 Enforcement Cities and Counties TZD (402, 405b, 405h, 164AL) Shannon Grabow

Amount obligated	\$1,148,300.00	402	Amount expended	\$821,076.69
Amount obligated	\$950,000.00	405b	Amount expended	\$612,227.69
Amount obligated	\$283,300.00	405d	Amount expended	\$194,765.18
Amount obligated	\$200,000.00	405h	Amount expended	\$109,420.59
Amount obligated	\$2,608,350.00	164AL	Amount expended	\$1,726,414.00

Drunk driving, speed, unbuckled motorists, distracted driving, and pedestrian safety are the focus areas of this high-visibility enforcement project. Funding requires counties to develop specific goals for reducing fatalities and serious injuries, increasing seat belt usage and decreasing impaired driving. The enforcement hours are timed with NHTSA's enforcement calendar to maximize the impact of the paid media campaigns running concurrently. To assist agencies in educational efforts, DPS-OOC provides sample news releases, talking points for news conferences, sample social media posts and letters to the editor for use during the campaign. To support the enforcement efforts \$119,275.00 of 164AL funds were allocated for overtime dispatchers and corrections assistance in the jails during impaired driving enforcement, and \$41,300.00 in 402 funds were allocated for extra dispatchers during other campaigns.

Seat Belt Enforcement			
Dates	Funding	Citations	Child Restraint Citations
November 16-29, 2020	405b	5,017	200
May 24-June 6, 2021			
September 19-30, 2021			
Alcohol & Drug Impaired Enforcement			
Dates	Funding	DWI Arrests	
November 25, 27-28, 2020	405d & 164AL	1,094	
December 3-5, 10-12, 17-19, 24-26, 31, 2020			
August 20-September 6, 2021			
November 5-7, 2020			
May 6-8, 2021 *			
October 31, 2020**			
March 13 or 17, 2021**			
July 3, 2021			

* Several agencies participated in enforcement during Deer Hunting and Fishing Openers.

** Additional campaigns for Top 15 counties with most alcohol fatalities and serious injuries.

Speed Enforcement		
Dates	Funding	Citations
February 1-March 31, 2021	402	17,560
July 1-31, 2021***		

*** Grant supported campaigns for counties at or above state average for speed related fatalities and serious injuries.

Distracted Enforcement		
Dates	Funding	Citations
April 5-30, 2021	402	3,082
Failute to Use Due Care (Enforced during distracted campaign)		
Dates	Funding	Citations
April 5-30, 2021	402	118
Move Over Enforcement		
Dates	Funding	Citations
August 31, 2021	402	210

21-04-03 Enforcement Recognition Commissioners Award (402, 405d) Duane Siedschlag

Amount obligated \$7,000.00 402 Amount expended \$2,764.34
Amount obligated \$10,000.00 405d Amount expended \$6,976.33

Recognizing excellent work is a strategy that has resulted in enhanced enforcement performance. Evidence suggests that public recognition can support and motivate enforcement officers to perform at the highest level possible, thereby reducing fatalities and making our roadways safer. The State of Minnesota presents a series of awards to both law enforcement agencies and individual officers each year that acknowledge and commemorate their outstanding service. These awards include:

The Commissioner’s Enforcement Award

There was no Commissioner’s Enforcement Award recipient in fiscal year 2021 due to the continued pandemic restrictions.

Hat-Trick Recognition

A Hat-Trick is awarded to any officer who makes three DWI arrests in a single shift. During FY21, a total of 46 individual officers had hat-tricks; 25 hats and pins and 52 customized hockey sticks were awarded.

Grand Slam Recognition

Officers who make four or more DWI arrests in one shift are recognized by receiving a customized baseball bat, five Grand Slams were awarded to four separate officers.

DWI Enforcer All-Star Recognition

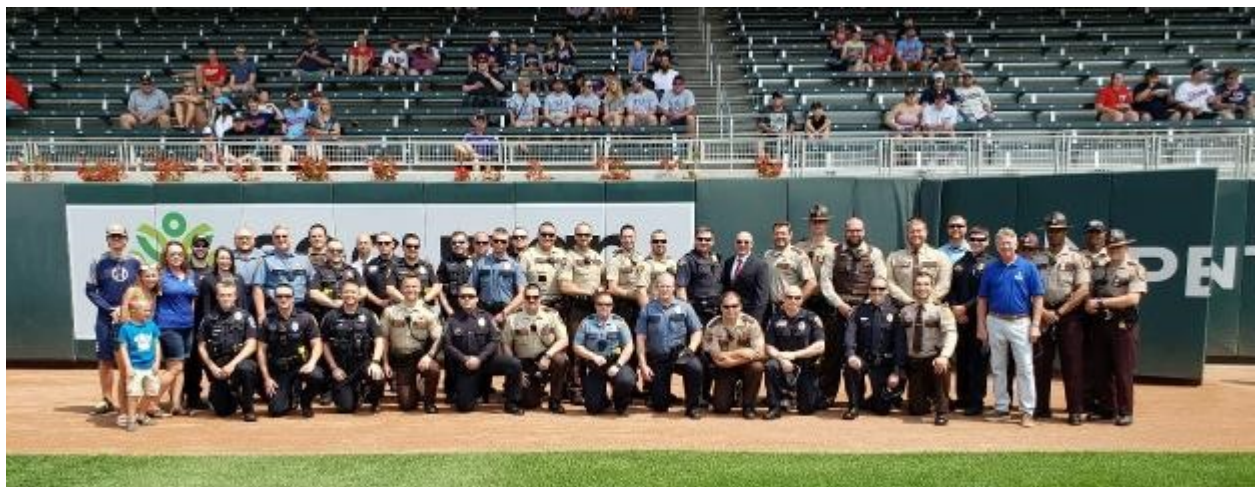
The DWI Enforcer All-Stars are the state’s leading law enforcement officers for arresting drunk drivers and preventing alcohol-related crashes. The All-Stars include law enforcement and prosecutors from the Twin Cities' metro area and Greater Minnesota. Awardees are selected for outstanding service in enforcement and in prosecution of impaired driving during the previous calendar year. Agency/city size is considered to assure recognition for those from smaller agencies.

In 2021, 61 law enforcement officers and prosecutors with a combined total of 3,749 DWI arrests across Minnesota were recognized as DWI All-Stars. Each All-Star was presented with a customized baseball bat and the recipients were recognized before a Minnesota Twins baseball game at Target Field on July 11, 2021. A sponsor provided the recipients with game tickets. The top enforcer for the Red Lake Tribal Nation Department of Public Safety was provided the opportunity to throw out the ceremonial first pitch!



Enforcement Recognition (other than impaired driving)

Challenge Coins are presented to officers, deputies, troopers and other stakeholders for outstanding efforts in traffic safety enforcement other than impaired driving.



21-04-05 Liaison Law Enforcement (402, 164AL) Kristen Oster

Amount obligated	\$180,000.00	402	Amount expended	\$175,947.05
Amount obligated	\$150,000.00	164AL	Amount expended	\$117,064.64

The four law enforcement liaisons provide weekly updates on traffic safety strategies and outcomes within their districts, generate interest in our grant application process, and answer questions about how to enforce traffic safety laws including, but not limited to, alcohol impairment (which is supported with 164 funds). They are involved in statewide planning efforts through partnerships with MnDOT and MDH. They present at city and county meetings, as well as at traffic safety events in their districts. Further duties include conducting site visits, recognizing extraordinary efforts in our law enforcement communities, and being active members of their local Fatal and Serious Injury Review Committees and TZD Safe Roads coalitions. Providing insight into traffic safety from a law enforcement officer perspective is invaluable when reviewing effectiveness of our traffic safety strategies.

20-04-07 State Patrol Administrative Support (402) Kammy Huneke

Amount obligated	\$9,000.00	402	Amount expended	\$1,628.90
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Funds were used to finance the overtime salary of State Patrol employees who were required to complete support tasks for OTS grant projects during fiscal year 2021. Activities that were supported by this funding include management of the statistical data provided by troopers working federal overtime and carrying out project purchasing, reporting, tracking, invoicing and similar administrative tasks required for grant funded projects. The overtime pay supported by this project contributed to improved enforcement of traffic safety laws by allowing for the completion of task which ensured law enforcement were able to utilize the grants available to them and perform their duties as seamlessly as possible. This grant is intended to help fund a full time position. This position was not able to be filled in FY21, but it is anticipated that it will be in FY22.

21-04-08 State Patrol Enforcement (402, 405b, 405d, 164AL) Kammy Huneke

Amount obligated	\$887,500.00	402	Amount expended	\$675,813.53
Amount obligated	\$310,000.00	405b	Amount expended	\$208,394.51
Amount obligated	\$266,000.00	405d	Amount expended	\$130,180.96
Amount obligated	\$516,000.00	164AL	Amount expended	\$263,484.12

Utilizing problem-oriented policing responses to traffic safety throughout the state, improves compliance with traffic laws and strives to reduce traffic fatalities and serious injuries. This project funded 11,333.75 hours of overtime enforcement. In addition to funding for enforcement campaigns, a small amount of 402 funding (\$20,000) was also used to support dispatcher overtime.

MSP Seat Belt Enforcement			
Dates	Funding	Citations	Warnings
November 16-29, 2020	405b	2,043	1,117
May 24-June 6, 2021			
September 19-30, 2021			
MSP Alcohol & Drug Impaired Enforcement			
Dates	Funding	DWI Arrests	
November 25, 27-28, 2020	405d & 164AL	167	
December 3-5, 10-12, 17-19, 24-25, 31, 2020			
August 20-September 6, 2021			
November 5-7, 2020			
May 6-8, 2021 *			
October 31, 2020**			
March 13 or 17, 2021**			
July 3, 2021			
* Districts 2400, 2500, 2600, 2700, 2800, 2900, 3100, and 3200 participated in Fishing Opener enforcement.			
** Additional campaigns for Top 15 counties with most alcohol fatalities and serious injuries.			
MSP Speed Enforcement			
Dates	Funding	Citations	Warnings
February 1-March 31, 2021	402	9,719	13,286
July 1-31, 2021***			
*** Grant supported campaigns for counties at or above state average for speed related fatalities and serious injuries.			
MSP Distracted Enforcement			
Dates	Funding	Citations	Warnings
April 5-30, 2021	402	1,338	1,063
MSP Move Over Enforcement			
Dates	Funding	Citations	Warnings
August 31, 2021	402	2	30

21-04-09 State Patrol Professional Development (402, 405d) Kammy Huneke

Amount obligated	\$1,000.00	402	Amount expended	\$110.00
Amount obligated	\$1,000.00	405d	Amount expended	\$165.00

In order to maintain the excellent performance we expect from our law enforcement officials, it is important that we provide them with opportunities for professional development with the goal of keeping pace with changing best practices and evolving countermeasure strategies.

This project provided for State Patrol member attendance at traffic safety conferences. During the 2021 fiscal year, the COVID-19 pandemic continued to affect activities related to this project. Many of the regularly attended traffic safety conferences were moved online to a virtual format.

One member of the state patrol attended the Governor’s Highway Safety Traffic Conference held in Denver, CO. This conference is an event that brought together key local, state, and national traffic safety professionals to discuss the important issues, share strategies, highlight successes and recognize important contributions to traffic safety.

The virtual Minnesota Transportation Conference was attended by one member of the state patrol. The conference covered a variety of trending topics, including but not limited to, connected and automated vehicles. The MSP sat at the table as this dynamic becomes more prevalent in the State of Minnesota.

The virtual Lifesavers National Conference on Highway Safety Priorities was attended by one member of the state patrol. This conference is the largest gathering of highway safety professionals in the United States. It covered a wide variety of traffic safety topics ranging from the role of marijuana in impaired driving to advancements in child passenger safety.

Attendance at the 2021 TZD conference was free of charge because it was held virtually. Therefore, there were no charges to this project in relation to the TZD conference. Despite this, the virtual conference is included in this report as many members of the State Patrol participated. The TZD conference provides a forum for sharing information on best practices in engineering, enforcement, education, and emergency medical/health services, as well as identifying new approaches to reducing the number of traffic fatalities and life-changing injuries on Minnesota roads.

Grant funded conference attendees are required to submit a report detailing which classes were attended and how they planned to share the knowledge they gained at the conference amongst their traffic safety partners. This project contributes to the overall performance target of reducing traffic fatalities by encouraging the learning and sharing of the most up-to-date and relevant traffic safety knowledge and techniques.



TRAFFIC RECORDS

Purpose Statement: Accurate, complete, timely and accessible data are the foundation of any traffic safety program and the only method for evaluating progress. Providing traffic records that assist in identifying areas of focus for all projects contributes to the overarching goal of zero deaths.

21-05-01 Crash Outcome Data Evaluation System/CODES (405c) Brendan Wright

Amount obligated \$100,000.00 405c Amount expended \$96,554.60

CODES links motor vehicle crash data with hospital treatment information, while providing linked crash and hospital-injury data in aggregate form.

Through the following tasks, in FY21, CODES was able to accomplish the goal:

- Collecting and maintaining hospital data.
- The MN Hospital Association sent quarter 1 2021 emergency department and hospital inpatient data in July 2021 and the Office of Injury and Violence Prevention processed the files to create the SAS analysis dataset.
- The Office of Injury and Violence Prevention updated the interagency agreement between the MDH and DPS for crash data through 2024 that includes identifiers needed for linkage and MDH and DPS officially executed the agreement on January 11, 2021.
- Successfully preparing and linking the 2019 crash and hospital data.
- After the crash and hospital datasets were prepared for linkage in SAS, the Office of Injury and Violence Prevention imported them into LinkSolv and performed the pre-linkage steps that are part of the LinkSolv process. This improved efficiency may be due to better network capabilities and other computer upgrades.
- Presenting at the TRCC and the Traffic Records Forum.
- Ms. Gaichas, of the Office of Injury and Violence Prevention presented on visualizing CODES and hospital-treated data with Tableau at the Traffic Records Forum, held virtually August 16-20, 2021. Ms. Gaichas received the ATSIP Traffic Records Forum Data Visualization Award for her presentation.
- Developing Tableau visualizations for the new and legacy MIDAS CODES online query system
- The Office of Injury and Violence Prevention developed a project plan, updated the underlying data as needed, consulted with Tableau power users and MNIT staff, developed the Legacy MIDAS CODES dashboard, and incorporated feedback from accessibility and peer reviews. At the end of this period, the dashboard was on track to go live in October 2021.

21-05-02 General MNIT Support and Services (402, 405d, 164AL) Kammy Huneke

Amount obligated	\$25,000.00	402	Amount expended	\$0
Amount obligated	\$15,000.00	405d	Amount expended	\$0
Amount obligated	\$5,000.00	164AL	Amount expended	\$0

This project was unable to be implemented due to several factors including but not limited to access and security.

21-05-03 MNIT Support and Services/Roar (402) Kammy Huneke

Amount obligated \$30,000.00 402 Amount expended \$20,000.03

OTS enforcement grantees are required to collect and report traffic stop data from overtime shifts through the ROAR System. Approximately 300 agencies and more than 4,500 officers, deputies, and troopers throughout Minnesota log overtime enforcement activities.

21-05-04 MNIT Support and Services/E-grants (402) Kristen Oster

Amount obligated \$40,000.00 402 Amount expended \$31,151.43

This project covers a portion of the costs for maintaining, updating and improving the grant management system used the all divisions within DPS. All grants are administered through the e-grants system providing accurate and timely grant reporting by our sub-recipients.

21-05-05 Traffic Incident Management/TIM (402) Brendan Wright

Amount obligated \$250,000.00 402 Amount expended \$199,944.92

The need to enhance Minnesota’s traffic incident management has been made a priority in an effort to strengthen the safety culture, helping to achieve Minnesota’s traffic incident fatality and serious injury crash reduction goals and drive toward zero deaths. Funding for this project included the formation of a consultant team to determine the best methods for establishing a baseline used to measure TIM performance improvements. In FY21, the team began working to identify data sources and compiling the data that will be used to measure successful traffic incident management. A systematic way of managing crash system data and response capability is currently being developed and will improve the overall quality and accuracy of the data.

The TIM project established that clearly defined data collection strategy ensures only relevant data will be collected and minimizes unnecessary data that complicates storage and analysis. The defined data collection strategy for Minnesota includes existing state data sources, such as computer aided dispatch (CAD) and crowd sourced probe data, like HERE. Incident clearance time and secondary crashes are currently being tracked manually using closed circuit television (CCTV).

Including performance measure fields on the crash report and using data analytics for secondary crash verification are recommended for more concise and accurate data. These performance measure fields were identified as the following: Traffic Incident; Traffic Operations Center; Traffic Incident Response. Analysis of the various disparate data sources requires innovative aggregation and reporting to identify insightful existing relationships and opportunities for improvement.

21-05-06 Pursuit Study (402) Duane Siedschlag

Amount obligated \$175,000.00 402 Amount expended \$79,567.00

The pursuit study seeks to determine offender thought processes when determining to flee from law enforcement. This project saw major set-backs related to the ongoing pandemic. Access to inmates for interview purposes were greatly affected by visitation protocols in place at correctional facilities. Despite the pandemic restriction, progress has been made towards completion of this study.

Task 4: The study will recruit participants and schedule interviews with the collaborative help of the MSP and DPS. Participants who elect to enroll will complete a consent form and be given and introduction of the study. All participation in the study will be voluntary and all responses will be kept confidential.

Task 5: The research time will conduct in-person interviews of the study participants using a semi-structured interview guide that will last approximately 60 minutes in length. Interviews will be held at a location of the study participant's convenience and provided by Department of Corrections (DOC). All interviews will be audio recorded and transcribed verbatim for analysis. All personal identifiers will be de-identified. All recordings will be uploaded and stored on a secure server at the U of M for the duration of the study.

Task 6: All final transcribed interviews will be uploaded into qualitative data management software (NVivo) for analysis. The research team will begin coding each transcript and develop a hierarchy of themes by grouping similar codes into various categories.

Tasks 4, 5 & 6 have been completed during FY21.

21-05-07 MNCrash Updates (402, 405c, State) Allison Hawley

Amount obligated	\$100,000.00	402	Amount expended	\$33,086.64
Amount obligated	\$155,000.00	405c	Amount expended	\$128,707.83
		State	Amount expended	\$302,512.65

This project funded changes and enhancements to the MNCrash system. This year, MNIT completed maintenance and system updates and enhancements, plus additional improvements are currently in progress. See below for details on development accomplishments by production release. This project is split funded with 405c, 1000, and 402 funds.

405c funds covered enhancements to a crash data public portal that was developed at the time MNCrash was designed but never deployed. The portal site had not been released to the public due to identified security concerns. On October 27, 2021 an amendment to the 2022 HSP was approved allowing for an additional \$60,000 in 405c funding to correct these issues, which will be addressed by MNGEO over the course of several months.

Another enhancement under the purview of 405c funding is the MNCrash Injury Severity Decision Guide. This is a tool for law enforcement developed by HumanFIRST lab at the U of M, and integrated into the crash report to increase the accuracy of traffic crash injury severity data. This improvement is 90% complete.

Release Date	Description	Platform
FY21 Enhancements	Addition of NHTSA Interface	Extract Interface
	Updates to NHTSA Interface - adding Narrative Text, License Plate Number, and VIN	Extract Interface
	Updates to NHTSA Interface to include all Counties	Extract Interface
	Addition of private data for MnDOT for public property damages	Extract Interface
	Update to MnDOT interface - sequence of event data	Extract Interface
	Update to OTS crash data extract - column headers	Extract Interface
	Update to retrieve last four digits of SSN	Extract Interface
	Updates to all Interfaces for Non-Reportable Status	Extract Interface
	Upgrade to support TLS 1.2 with NHTSA and MnDOT Interfaces	Extract Interface
	Upgrade to support TLS 1.2 with NHTSA and MnDOT Interfaces	Extract Interface
	Non-Reportable crashes status Backfill to Jan 1, 2016	General
	Addition of Injury Severity decision aid screens	General
	New Production and Training installation files for Standalone Client	General
	Security Enhancements - Upgrades of third party libraries and Javascripts	General
	.NET Framework upgrade to 4.8	General
	Migration of Azure Source Control Repository to BCA's Gitlab	General
	Migration of SQL Server 2012 to SQL Server 2019	Public Website
	Replication of crash data to DMZ database	Public Website

Release Date	Description	Platform
July 7 2021	Wizard data entry discontinued. This reduces redundancy and extra work required for support and building out system upgrades.	Web, Standalone client
	Added a button on Public Property data entry page (Form and QC) to have Local Case Number data copied into the "Yellow Tag" text box.	Web, Standalone client
	Enhancement/Redesign of the Map Screen - Replacement of "Unable to Map" functionality to allow selecting a location on the map. Grouping of the checkboxes.	Web, Standalone client
	Enhancements to the Initial Point of Contact and Damage Diagram	Web, Standalone client
	Renamed the label "Report ID" to "Local Case Number" for consistency across user interfaces and data entry options (Form and QC).	Web, Standalone client
	Passenger Count Label - added hyperlink to Passenger Count Label and instructional text.	Web, Standalone client
	Enhancement - First Harmful Event/Crash Type and "Harmful Event" codes Collision with Fixed Object sort orders.	Web, Standalone client
	Pedestrian and Train Crash Type error message correction.	Web, Standalone client
	Resolved PDF Crash Report Defect - Ejected/Trapped values with fatalities and non-fatalities in same crash - name of both occupants corrected.	Web, Standalone client
	Resolved issue with dropdown list - Safety Equipment 2 menu not populating Non-Motorists in Quick Capture.	Web
	Enhanced Release process to download updated libraries and files.	Standalone Client
	Standalone Client auto-fill functionality - "MN Fill" when Vehicle Owner is a business, Alcohol Suspect "No", Drug Suspect "No", "Clear" weather 1, Default set Vehicle on Fire to "No".	Standalone Client
	Behind-the-Scene functionality for MNCrash Administrator to change crashes to Non-Reportable	Administration

21-05-08 Publication Automation (402) Brendan Wright

Amount obligated \$50,000.00 402 Amount expended \$10,728.71

This project seeks to create an automated method for producing the yearly *Minnesota Motor Vehicle Crash Facts* publication. This 120+ page report is filled with narrative, complex data tables, data visualizations, and utilizes information from multiple sources. Developing a shell program to run existing code, plot results, and output a formatted product is what this project is trying to accomplish. After an extensive request for proposal and contract negotiating process, a suitable SAS Software consultant was hired and programming work began in September 2021. At the time of this writing, approximately 25% of the development has been completed.

21-05-11 Trauma Data Improvements (405c) Brendan Wright

Amount obligated \$150,000.00 405c Amount expended \$72,371.57

Currently, reports on traumatic brain injury (TBI) and spinal cord injury (SCI) in Minnesota are not available soon enough to connect TBI/SCI survivors with services shortly after discharge, when the services are most needed. In the current system, significant delays often occur before the data are available for notifying the survivors of available services and analyzing the data.

The goal of this project was to decrease the time it takes to enter cases into the Registry. To achieve this goal, during FY21, the team at the Office of Injury and Surveillance focused on increasing the timeliness, richness, and completeness of the MN TBI/SCI Registry by identifying how to help hospitals achieve timelier submissions, increasing the automation in how data files are received and loaded into the TBI/SCI database, increasing the data available in or to the TBI/SCI Registry by incorporating data from the Encounter Alert Service (EAS), and convincing the Minnesota All Payer Claims Database (APCD) to allow linkage between our registry and their database of hospital, outpatient, and pharmacy claims, incorporating the new EMS database process at the MDH, and benefitting from a “data lake” approach recently carried out for us by Amazon Web Services and staff of the MNIT agency at MDH. The effort in this project focused on exploring the development of a modification of the syndromic surveillance data system for trauma reporting, including traumatic brain and spinal cord injury.



COMMUNITY PROGRAMS

Purpose Statement: Community activities, regional projects, and trainings bringing people together. Communities, coalitions, and dedicated advocates working together makes roadways safer.

21-06-01 Conference Annual Toward Zero Death (402) Kristen Oster

Amount obligated \$260,000.00 402 Amount expended \$121,745.68

Although the collective Minnesota TZD efforts have contributed to fewer traffic deaths over its 17 years, data for the last five years shows the need to aggressively enhance efforts to achieve greater outcomes. An effective strategy for maximizing comprehensive understanding of the problem, assessing the effectiveness of current countermeasures being implemented, and generating new, innovative solutions, is the sharing of information and ideas among a variety of stakeholders with different areas of expertise. The annual Statewide TZD conference offers such an opportunity.

Due to the continued need for social distancing in the COVID-19 pandemic, the 2021 TZD Conference was held virtually. Below is a listing of the webinars.

2021 MN TZD Webinar Series			
Date	Name of Webinar	Registrations	Viewers (Attendees)
13-Oct	Crash and Learn	322	236
14-Oct	Minnesota Walks	310	218
18-Oct	One for the Road?	332	216
20-Oct	Life Begins at 55	289	180
26-Oct	Speeding	460	285
27-Oct	Masking	237	128
1-Nov	eCharging and Phlebotomists	204	110
3-Nov	Common Trends	352	197
8-Nov	Data, Diversity, and Carefully	354	218
10-Nov	Working TZD Using Big Data	320	192
15-Nov	TZD 2.0	329	201
17-Nov	What is Happening on All Roads?	436	249
Totals:		3,945	2,430

21-06-02 Multi Cultural Driver Education (402) Gordy Pehrson

Amount obligated \$22,500.00 402 Amount expended \$9,001.44

Available crash data includes role, gender, and age, but does not provide ethnicity or cultural information. Therefore, we are unable to identify problems associated with ethnic or cultural differences. The project used pre-class and post-class quizzes to evaluate changes in participant knowledge.

Two sub-recipients were selected for the grant: South Central EMS and Crystal Police Department. South Central EMS held four committee meetings during the course of the grant cycle and developed a curriculum and materials for a multi-cultural driver's education course. Due to precautions, no classes were held during the grant cycle, as the committee members determined that participation in a virtual course would be limited, and effectiveness reduced.

Crystal PD held two sets of driver's education courses, with 95% of the student body composed of diverse backgrounds, for most of whom English is a second language. The first set, held between October and June, consisted of four classes, with an average of five students in attendance in each class session (with a total of 11 students for the first four classes). A before/after traffic safety knowledge surveys showed that 80% of participants improved their scores after participating in the course. The second set of classes, conducted during the months of July and August, consisted of six classes with an average attendance of three students. 100% of those students scored higher on the post-test than on the pre-test. In addition, a Minnesota's Driver's Manual was distributed to each student in either the standard English version, the Spanish version, or the English Language Learners version.

21-06-03 Professional Development / OTS Staff (402) Tanya Boothe

Amount obligated \$75,000.00 402 Amount expended \$15,371.92

This project funds professional development through in state and out of state conferences, webinars, trainings and seminars.

State travel restrictions were in place so many opportunities for learning were held virtually. The opportunity allowed more staff to attend at a huge cost savings. While some opportunities for networking are lost in virtual setting, staff gained valuable information, assisting in the growth in understanding roadway safety and data management methods.

In person conferences included:

- National Alliance to Stop Impaired Driving
- International Chief of Police Conference
- Governors Highway Safety Association Conference

Virtual Conferences included:

- Association of Transportation Safety Information Professionals Conference
- Association of Ignition Interlock Program Administrators

During the past fiscal year, 139 required and optional trainings were attended by 14 staff members. These training formats included webinars, virtual classrooms, web-based trainings, in-person classrooms and online meetings.

21-06-04 Network of Employers for Traffic Safety/NETS (402) Gordy Pehrson

Amount obligated \$60,000.00 402 Amount expended \$40,842.74

The Minnesota Safety Council's NETS Program provides educational materials, training and resources to employers and other traffic safety partners throughout Minnesota. This outreach helps support statewide enforcement efforts. With the dramatic increase of traffic fatalities and speed being the largest contributing factor in fatal traffic crashes, there was an added emphasis to speed related education and programs.

During this grant cycle due to the COVID-19 pandemic many Minnesota businesses employees were still working remotely, and the employer landscape looked very different. Nevertheless, the Safety Council effectively carried out many educational activities for employers.

During FY21, the NETS program accomplishments:

- Partnered with the regional and state TZD coordinators to support yearly mobilizations on impairment, distractions, seat belt and speed enforcement
- Exhibited at three safety and health events virtually reaching over 500 employees providing traffic safety educational resources about speeding, distracted, fatigued, and impaired driving
- Provided 15 traffic safety presentations (most virtually) reaching 1,100 employees from all over the state
- Participated, presented, and utilized the distracted driving simulator (virtually) at high schools reaching over 350 students
- Presented, exhibited, and moderated at the virtual Minnesota Safety and Health Conference October 19-20
- Continued to share the Minnesota specific traffic safety campaign focusing on speed, distracted driving, and work zone safety
- The campaign and campaign material reached thousands of employers and traffic safety partners statewide. The PSA was viewed over 5,500 times and shared and downloaded in hundreds of media posts.

21-06-05 Novice Drivers Education and Outreach (402) Gordy Pehrson

Amount obligated \$40,000.00 402 Amount expended \$0

Due to staffing shortages no activity was completed.

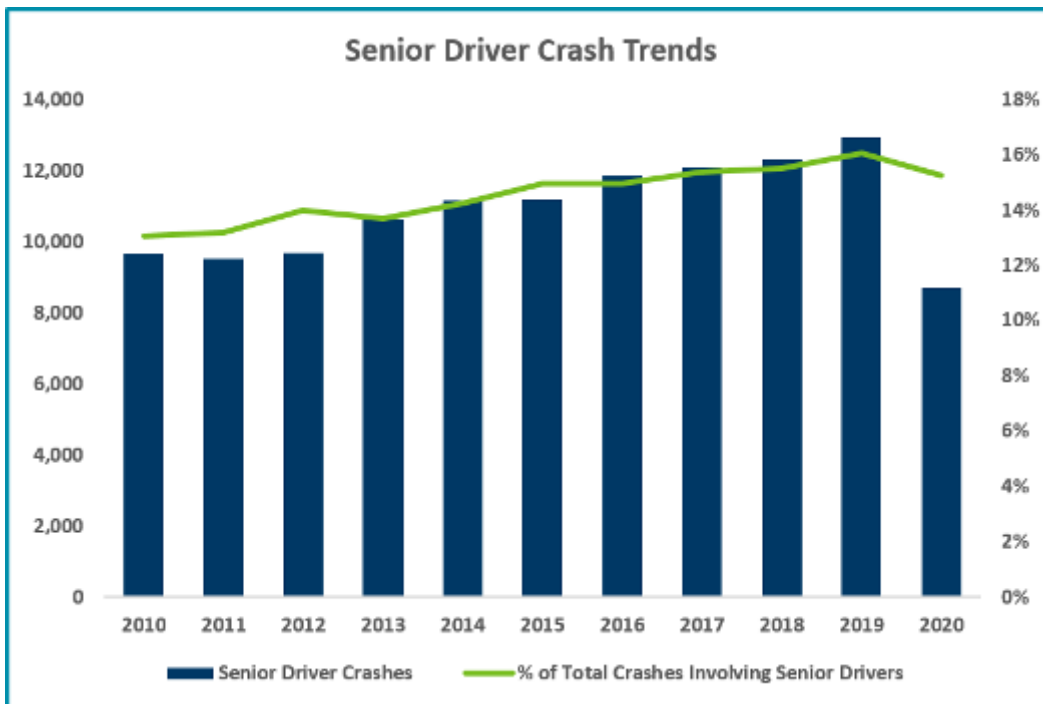
21-06-06 Senior Driver Working Group (402) Gordy Pehrson

Amount obligated \$25,000.00 402 Amount expended \$18,118.12

Senior drivers are disproportionately involved in fatal and injury crashes compared to the rest of the driving population, and their involvement in all types of crashes has been increasing over the past several years. This project was designed to provide education describing physical and cognitive changes that occur with aging and their effect on safe driving. It was awarded for the third year in a row to the Emergency Nurses Association which won a State Council Innovative Project Award for its work on this project.

Activities/Impact during the FY21 grant cycle included:

- Outreach to additional law enforcement agencies with awareness education related to cognitive changes associated with aging and use of the Driver Orientation Screen for Cognitive Impairment (DOSCI) screening tool/actions to take if the screen indicates the driver is unsafe on the road
- Identification and outreach to two additional organizations providing audience-specific education related to awareness of cognitive and physical changes that may affect driving and actions to consider
- Expansion of the resource list for senior drivers, their families, and those dealing with senior drivers
- Collaboration with other senior driver stake-holders in order to participate in events that promote awareness and driving safety in senior drivers
- Presentation of results of work with TZD partners
- Distribution of 1,000 DOSCI cards, and addition of 20 Law Enforcement (LE) agencies to the list of agencies receiving the cards and educational information (for a total of over 60 LE agencies)
- Education and outreach at in-person events (Dakota County Fair, Apple Valley Senior Expo)
- Meetings with the Minnesota legislature to advocate for older driver safety



21-06-07 Regional Coordinators Toward Zero Death (402) Shannon Ryder

Amount obligated \$425,000.00 402 Amount expended \$279,068.91

Due to COVID-19 precautions, the regional TZD coordinators had to pivot strategies this past year to doing more virtual relationship building, research, and strategic planning, as well as more non-contact outreach/implementation of traffic safety efforts.

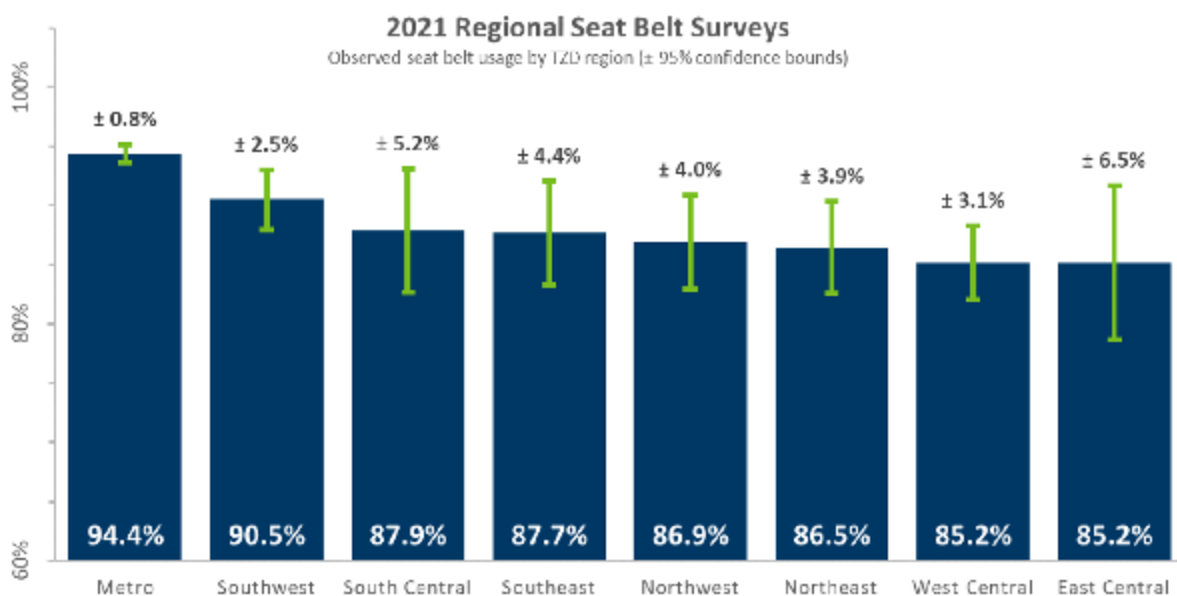
In spite of all of the limitations, they continued to support safe road coalitions, attend training, serve as a regional traffic safety experts, and implement and develop strategies to assist in reaching zero deaths on Minnesota roadways.

TZD Region	Sites Surveyed
Northeast	21
Northwest	31
East Central	26
West Central	41
Southeast	29
South Central	36
Southwest	40
Metro	156

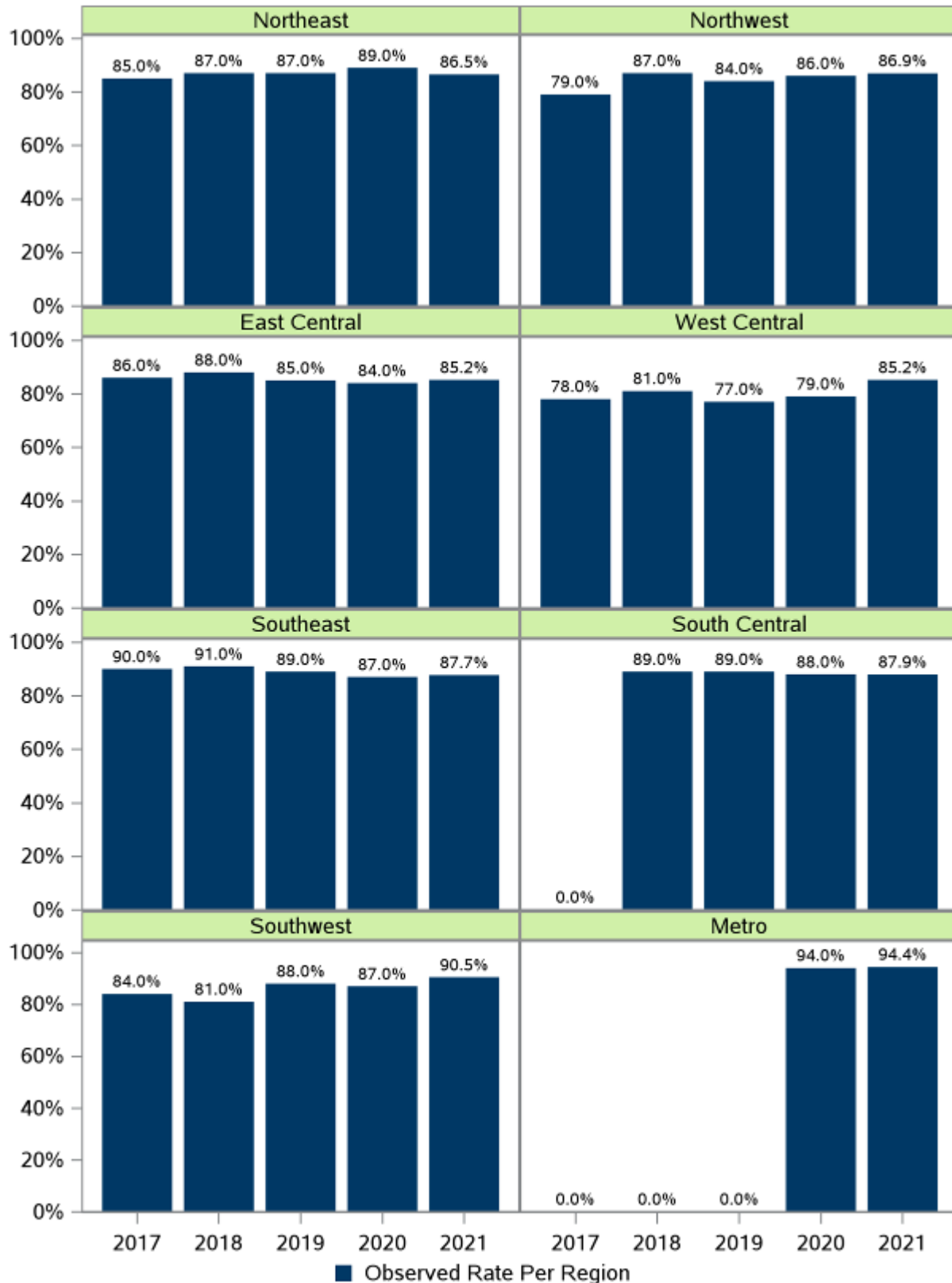
Through our partnership with MnDOT, several resources were purchased for their outreach efforts including driving simulators, seat belt convincers, seat belt persuaders, a traffic safety town, impaired driving goggles, pedal karts, buckle up and phones down stencils, and more. These are available in the eight TZD regions for use at county fairs, news conferences, and other special events.

In addition, the TZD regional coordinators have been utilizing the state’s 5-year SHSP, setting up both regional and state action teams around specific behaviors or target audiences. Currently, state action teams around speed, belts, younger drivers, and older drivers are being formed. Strategies and tactics are discussed from both the SHSP and NHTSA’s Countermeasures that Work.

While virtual meetings and outreach events lack the in-personal interaction we have come to expect, they allow messaging to have a further reach in many circumstances. We are thankful that virtual events were able to take the place of and supplement our outreach.



Regional Observational Seatbelt Survey Historical Results



21-06-08 Safe Roads Coalition (402) Gordy Pehrson

Amount obligated \$550,000.00 402 Amount expended \$249,065.79

The Safe Roads Coalition works on educating, supporting, and preparing traffic safety stakeholders across the state to work cooperatively to reduce serious injuries and fatalities. Representatives from all four 'E's (Education, Emergency Medical and Trauma Services, Enforcement, and Engineering) meet at least six times during the grant year to review the effectiveness of past events and activities and plan for the future. Sixteen coalitions (70%) met six times or more. Over 280 crashes were reviewed by the coalitions in FY21 (more than twice the number in the previous grant cycle), with an emphasis on education and outreach regarding risky driving behaviors.

A total of 18 coalitions (78%) successfully implemented public information and earned media campaigns for enhanced enforcement efforts for the entire year and implemented at least one activity to increase awareness of distracted driving. Other coalition activities included coordinating victim impact presentations and mock crashes, conducting an assessment of traffic safety needs within the Amish community, leveraging COVID-19 clinics for traffic safety outreach, facilitating responsible server trainings, conducting Sober Cab information campaigns, participating in local events such as National Night Out, Rural Safety Day, and county fairs, and partnering with local high schools to address teen driver safety.

21-06-10 Professional Development Project Directors (402) Duane Siedschlag

Amount obligated \$43,000.00 402 Amount expended \$6,805.52

Sending outstanding traffic safety stakeholders to industry-specific conferences benefits OTS by providing exposure to new and innovative ideas, some of which can be incorporated into Minnesota's plan to reduce traffic fatalities and injuries. In FY21, sixteen traffic safety advocates attended the virtual LifeSavers Conference and one stakeholder attended the Governor's Highway Safety Association annual meeting in person.

21-06-11 Behavior Survey and Evaluation (402) Karen Aldridge

Amount obligated \$70,000.00 402 Amount expended \$21,311.00

Understanding Minnesotan's perceptions of traffic safety issues is key to our mission. Each year, we conduct a survey to gather this information, and then use the results in strategies and educational or media materials. After years of conducting this survey via telephone, an online survey panel was implemented for FY21. Results of the study can be seen on pages 26 to 29 of this report.

21-06-13 Administrative Support TZD Outreach (402) Craig Flynn

Amount obligated \$200,000.00 402 Amount expended \$83,048.53

Administrative support, coordination, outreach and communications support for the TZD program is the function of this project. In FY21, the grantee for this project was required to switch from in person meetings to virtual events due to the COVID-19 pandemic. In several instances, these changes arose with little notice, but the grantee successfully worked through those challenges. In spring, all TZD Regional Workshops were held as webinar events.

Activity	Result
<p>Support for TZD the Leadership and Co-Chair Team, Program Team, Working Group, Legislative Subcommittee, and Communications Committee.</p>	<p>CTS staff provided support for the following TZD committees and groups:</p> <ul style="list-style-type: none"> • Leadership Team • Co-Chair Team • Program Team • Working Group • Legislative Subcommittee • Communications Committee
	<p>CTS confirmed dates, reserved meeting rooms, developed agendas, created supporting materials, took notes, coordinated all communications, and followed up on action items for up to the following meetings:</p> <ul style="list-style-type: none"> • 12 Leadership Team meetings • 8 co-chair meetings • 12 working group meetings • 1 agency Commissioner meeting • 1 legislative briefing • 2 Program Team meetings • 2 Legislative Subcommittee meetings • 4 Communications Committee meetings
	<p>CTS staff also developed and maintained membership rosters and electronic distribution lists for each committee/group noted. In addition to providing support to the committees and groups noted above, CTS staff:</p> <ul style="list-style-type: none"> • Attended two TZD regional coordinator meetings • Submitted electronic copies of progress reports, invoices, budgets, and anticipated products for all tasks in this contract

Activity	Result
Stakeholder Breakfasts	Two stakeholder breakfasts (January and July) were scheduled, coordinated, recorded, and streamed live via the internet.
Website and Electronic Communication Support	<p>CTS staff completed the following activities to support the TZD website and electronic communications to stakeholders:</p> <ul style="list-style-type: none"> • Daily updates to the fatal injury count were made. • The web version of the fatal and serious injury graphs were updated with end-of-year data. • The TZD Twitter and Facebook accounts were maintained and content posted at least once per week. • The TZD calendar of events was updated and maintained. • Electronic communications to stakeholders were sent. Topics included TZD news items and event reminders.
Update and Develop TZD Materials	<p>CTS staff coordinated and produced minor updates to the following documents, mainly to reflect any new data since the original documents were developed.</p> <ul style="list-style-type: none"> • Program One-Pager • Program PowerPoint Presentation (PPT) template • TZD local traffic safety initiatives map Anticipated Products: PDF copies of program one-pager, PPT, and local traffic safety initiatives map

Activity	Result
Support of TZD Strategic Direction Work Plan Development and Implementation	CTS assisted with tasks related to development and implementation of the TZD strategic direction work plan. Staff facilitated discussion with the TZD Leadership Team to confirm or update the program's mission, vision, goals, strategies, and tactics.



MOTORCYCLE SAFETY

Purpose Statement: It is essential to support the development and continuation of motorcycle safety programs in order to achieve the overarching goal of reducing traffic fatalities toward zero deaths.

21-07-01 Motorcycle Rider Training (State) Bill Shaffer

State Amount expended \$365,080.54

Minnesota State Colleges, provided six different sites for on-cycle training courses for riders of varying skill levels. These sites were located in counties containing 65% of the state's registered motorcycles and trained 2,733 students in 2020. Students received an electronic evaluation survey and the program, instructors, and courses were uniformly given excellent ratings. Through Basic Rider Course participant surveys, 73% of respondents reported their skills were much improved and 22% reported their skills were somewhat improved.

Motorcycle Safety Public Information and Media Relations (State, 405f) Bill Shaffer

See: Paid Media 21-08-03 for 405f funding information

State Amount expended \$185,465.38

A paid ad campaign featuring concepts for training, riding sober, and motorist awareness was conducted by the DPS-OOC. The campaign also utilized earned media to reach riders on the importance of wearing MnDOT approved motorcycle helmets, brightly colored protective gear, riding sober, and regularly taking a rider training course. These, along with motorist awareness, were the primary themes included in all of our news releases.

NHTSA Section 405f funding was programmed into the paid media project conducting a motorist awareness campaign in Minnesota's top 12 motorcycle crash counties with the goal of reminding the general driving public to "look twice" for motorcycles. The result of this project was a targeted motorist awareness campaign that ran heavily during the months of May and June in those counties. A wide variety of advertising platforms were used including earned media via news releases and a variety of social media platforms. The evaluation for this project is administrative. See page 95 for details.

21-07-03 Motorcycle Rider Testing and Licensing (State) Bill Shaffer

State Amount expended \$24,159.00

In an effort to increase the number and percentage of motorcyclists who hold a motorcycle license endorsement, evening skills testing hours were offered at select exam stations throughout the state. The result was that 620 permitted motorcycle riders took advantage of the evening testing program and 2,368 motorcyclists enrolled in a Basic Rider Course.

21-07-04 Motorcycle Rider Training Equipment and Supplies (State) Bill Shaffer

State Amount expended \$6,137.08

Substantial amounts of equipment and supplies are needed to operate a rider training program, and this equipment must also be insured. Curriculum and site training supplies were distributed before the rider training season began, and throughout the season as supplies are needed. OTS insures 335 training motorcycles, 29 transport trailers, and also 48 instructor motorcycles when they are being used for demonstrations in intermediate, advanced and expert rider courses. The goal of this project is to have training sites that are well supplied and to have all equipment insured. Through participant satisfaction surveys, we were able to determine that 94% of students rated the equipment as in good condition.

21-07-05 Motorcycle Transport (State) Bill Shaffer

State Amount expended \$6,745.12

Training motorcycles and the trailers that house them were deployed to the training sites in the spring, moved between sites that share a trailer during the training season, and returned to storage in the fall.

21-07-06 Mechanical Services (State) Bill Shaffer

State Amount expended \$120,907.52

Training motorcycles and the trailers that transport them were winterized in the fall, had a full tune up and pre-season maintenance completed before the start of the training season, and were repaired during the training season (April through October).



MEDIA PROGRAMS

Purpose Statement: Advertising though, but not limited to, local message boards, news releases, personal impact stories, social media, public service announcements, and radio interviews, in conjunction with enforcement, will promote safe driving behavior. Public education through media campaigns contributes toward to goal of reducing fatal and serious injury traffic crashes.

21-08-01 Creative Contract (402, 405d, 164AL) Shannon Grabow

Amount obligated	\$210,000.00	402	Amount expended	\$210,000.00
Amount obligated	\$50,000.00	405d	Amount expended	\$50,000.00
Amount obligated	\$50,000.00	164AL	Amount expended	\$50,000.00

Creative services for the OTS are handled through a professional technical contract with Linnihan Foy Advertising agency.

In 2021, OTS developed and completed creative messaging for motorcycle awareness, child passenger safety, impaired driving, and speed. Though speed messaging was not part of the original creative priorities for 2021, the increase in speed-related fatalities and severe injuries prompted action. An amendment for the HSP was approved to add \$25,000 in 402 funds to develop new speed messaging in the creative contract. This additional messaging was designed to have stronger language than the previous speed message that used humor. It was translated into Spanish, Hmong, and Somali for out-of-home paid media executions to reach a diverse population.

This project also funded the production of two videos to be used in the Point of Impact class that increases parent awareness of teen driving risks and teen driver laws. The videos, which are broken up into two parts, are meant as a replacement to the original video produced in 2014. Point of Impact: Blake’s Story and Point of Impact: Message from Minnesota State Patrol Troopers include a powerful testimonial from a family who lost their teen son when he was behind the wheel and teen driving advice from MSP Troopers.

In addition, this project funded the development of *Drive Smart!*, a landing page within the OTS website. The *Drive Smart!* pages were developed with a non-government feel so the general public would see the information as helpful, rather than intimidating.

Links to videos produced in FY21:

Holiday Impaired

Drive Smart: Impaired Driving Kills the Holiday Spirit -- Extra Patrols on Minnesota Roads

Drive Smart: Impaired Driving Kills the Holiday Spirit

Drive Sober: Impaired Driving Kills the Holiday Spirit -- Extra Patrols on Minnesota Roads

Drive Sober: Impaired Driving Kills the Holiday Spirit

Seat Belt

Seat Belts Save Lives, If They're Buckled

Drive Smart: Buckle Up, Slow Down

Get Your End Zone Safety: Don't Drink and Drive

Get Your End Zone Safety: Don't Drink and Drive – Extra Enforcement on Minnesota Roads

Don't Make a Big Mistake: Impaired Driving = Game Over

Don't Make a Big Mistake: Impaired Driving = Game Over – Extra Enforcement on Minnesota Roads

Impaired

Drive Sober: A DWI Will Cost You About \$10K

Drive Sober: Luck Won't Get You Out Of A DWI

Motorcycle Impaired

Ride Sober: You Booze. You Cruise. You Lose.

Motorcycle Awareness

Drive Smart Minnesota: Start Seeing Motorcyclists

Speed

Drive Smart: Speeding Can Lead to Deadly Crashes

Distracted

Eyes On the Road: Distracted Driving Can be Deadly

Drive Smart: Only One Was Distracted. No One Will Ever Be The Same.

21-08-02 Media Relations (402, 405d, 405h, 164AL) Shannon Grabow

Amount obligated	\$181,000.00	402	Amount expended	\$106,387.59
Amount obligated	\$90,000.00	405d	Amount expended	\$25,656.90
Amount obligated	\$50,000.00	405h	Amount expended	\$0.00
Amount obligated	\$120,000.00	164AL	Amount expended	\$95,677.70

This focuses on educational efforts to support enforcement campaigns. Enforcement and education are proven countermeasures that work to change dangerous driving behavior that contributes to serious injuries and deaths on Minnesota’s roads.

This project provides print and electronic materials on speed, distracted driving, occupant protection, motorcycle, pedestrian, and alcohol-related traffic safety issues, as well as media relations services with a grant through DPS-OOC. The earned media include, but are not limited to, Web site blogs, social media posts, news conferences, interviews, talking points, and collateral materials such as brochures, posters, other print materials, five Enforcement campaign template materials posted to the Web site, production costs for public service announcements, and individuals to develop the public information and media relations efforts.

As a result of the increase in speed-related fatalities and serious injuries, this project focused heavily on an additional speed campaign that began in January, 2021. Although the extra enforcement campaign wrapped up on March 31, 2021, messaging focusing on speed continued up to the regularly scheduled speed campaign in July. OOC and OTS conducted ongoing social media outreach, blog development and Facebook Live events to talk about the dangers of speed. Costs also include salaries, fringe benefits, indirect costs, and in-state travel for communications staff.

In FY21, COVID-19 forced DPS to conduct several in-person news events to an online platform. Social media was key to continue this education effort.

Examples of Media Relations Activities during FY21:

News Conferences: (outdoors when possible)



DPS calls for Action as Traffic Fatalities Surge Statewide, Oct. 20, 2020

During the May *Click it or Ticket* campaign, the OOC staff produced, Minnesota Buckles Up: Why do you wear Your Seat Belt, a :30 video where OOC staff conducted interviews with the general public attending the Minneapolis Auto Show about the importance of seat belt use. OOC staff asked questions about why it's important to buckle up and created a 30 second public service announcement that was used on social media.



Video production:

Emmy-award winning, "Eight Seconds: One Fatal Distraction"

A story about eight seconds that forever changed the lives of two families. Sam Hicks discusses the moments leading up to the fatal crash that took the life of 54-year old Robert Bursik and the message he wants to share with drivers.



Extra Speed Patrols: Drive Smart, Slow Down (2:17 video) July 23, 2021



Social Media Support During Campaigns:

OTS staff requested traffic stop information from law enforcement agencies to educate the public about dangerous driving behavior. Traffic stop information was highlighted during each campaign and posted to social media channels



Empty Chairs Events

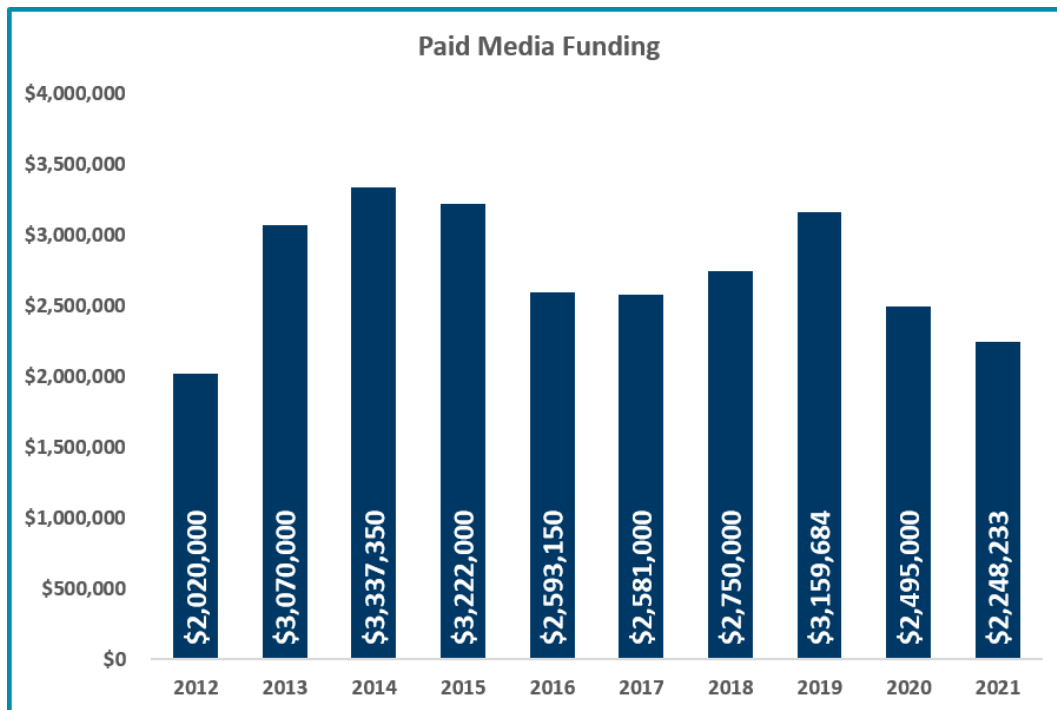
OTS and OOC staff worked with traffic safety partners to create a chair display representing the number of lives lost in their county from traffic crashes in 2020. OOC shared their displays on social media.



21-08-03 Paid Media (402, 405d, 405e, 405f, 164AL) Shannon Grabow

Amount obligated	\$1,167,000.00	402	Amount expended	\$1,163,732.29
Amount obligated	\$90,000.00	405d	Amount expended	\$90,000.00
Amount obligated	\$10,000.00	405e	Amount expended	\$1,233.44
Amount obligated	\$90,000.00	405f	Amount expended	\$90,000.00
Amount obligated	\$900,000.00	164AL	Amount expended	\$894,340.34

Paid media is used primarily in conjunction with enforcement, and paired with statewide campaigns targeting seatbelt use, impaired driving, distracted driving, and speeding. Minnesota’s paid media complements national paid media and enforcement.



The analysis, negotiation, and placement of media for the OTS are handled through a professional technical contract with Linnihan Foy Advertising. Each campaign’s purpose is reviewed and evaluated to ensure the right message will be delivered to the right audience, using the most appropriate platforms.

In addition to broadcast/cable TV and radio, other media are used to reach the intended targets of each campaign. These include:

- Out-of-home advertising (OOH)
- Digital billboards
- Indoor displays in restaurants and restrooms
- Light rail train wraps, bus tails, bus kings, truck side wraps
- Social media promoted posts (i.e. Facebook, Instagram and Twitter)
- Gas station media - TV, fillboards, pump-toppers, concrete floor graphics

For digital advertising, the focus has been on using the behavioral targeting competencies of Facebook, as well as the high reaching capabilities of top local websites. The implementations have gone beyond standard advertisements on sports, entertainment, and home pages to include “homepage takeovers” during key high-traffic days/holidays - this includes in-banner video to connect with the audience.

Paid advertising is often negotiated to deliver a value-added return, including bonus public service announcements, additional OOH advertising and digital impressions, programming sponsorships, and radio drive-time on-air interviews.

Impaired Driving Recap
164 Funds and 405d

Objectives/Strategy

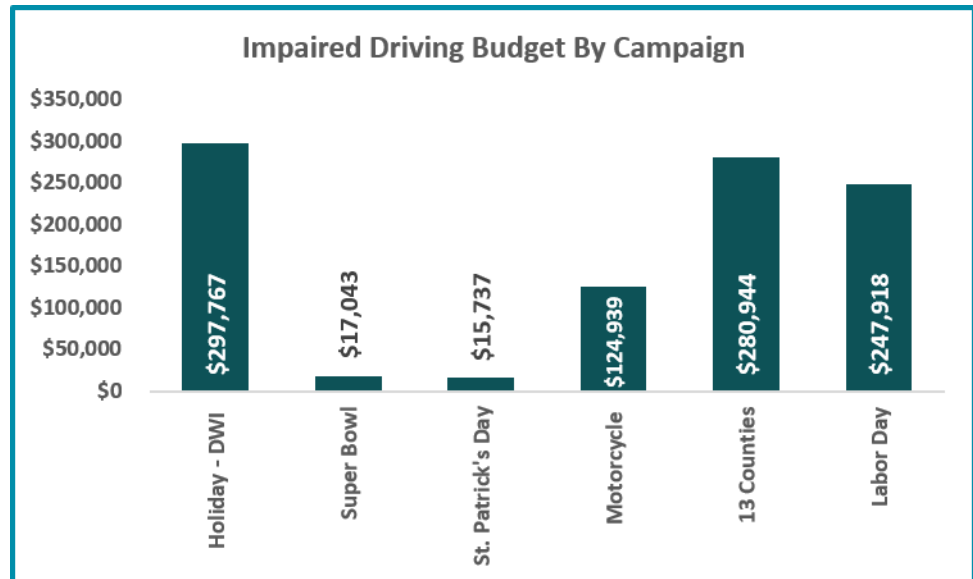
Execute a highly intrusive, multi-media campaign garnering statewide reach and impression-driving awareness of the impaired driving message, with special emphasis on informing and educating citizens of increased DWI enforcement periods.

Impaired Details

Total budget: \$990,000

Total paid media: \$984,348 (including agency fees)

Demo: M18-34



Holiday – DWI Media Summary

Flight Dates: 11/25/20-12/31/20

Total Campaign Spend: \$297,767 (including agency fees)

OTT (Over-the-top Digital Video)

Total purchased budget: \$25,001

Total Impressions: 719,415

Markets: Statewide

Radio

Total purchased budget: \$65,868

Total TRPs: 912.0

Total Spots: 6,145

Rated Markets: Duluth, Mpls-St. Paul and Rochester

Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

Digital Audio

Pandora, Spotify

Total purchased budget: \$20,199

Total impressions: 1,811,711

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (13x), Gas Station Media (55x pump toppers, floor graphics, window clings), Light Rail Wrap (Green Line)

Total purchased budget: \$83,942

Total Impressions: 12,402,889

Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud and statewide coverage

Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers

Total purchased budget: \$66,757

Total impressions: 11,174,460

Coverage: Statewide

Demo: M18-34

Super Bowl Media Summary

Flight Dates: 2/1/21-2/7/21

Total Campaign Spend: \$17,043 (including agency fees)

Out-Of-Home/Sponsorships

Light Rail Wrap (Green Line)

Total purchased budget: \$5,000

Total impressions: 275,702

Markets: Mpls-St. Paul

Digital/Social

Digital Video, Display, Facebook, Instagram

Total purchased budget: \$9,998

Total impressions: 1,786,712

Coverage: 15 Counties



St. Patrick's Day Media Summary

Flight Dates: 3/12/21-3/20/21

Total Campaign Spend: \$15,737 (including agency fees)

Out-Of-Home/Sponsorships

Light Rail Wrap (Green Line)

Total purchased budget: \$5,000

Total impressions: 413,553

Markets: Mpls- St. Paul

Digital/Social

Digital Video, Display, Facebook, Instagram

Total purchased budget: \$8,692

Total impressions: 1,609,711

Coverage: 15 Counties

YouTube Pre-Roll



Motorcycle Media Summary

Flight Dates: 6/28/21-9/5/21

Total Campaign Spend: \$124,939 (including agency fees)

Radio

KFAN - Chris Hawkey Endorsement Spots

Total purchased budget: \$17,200

Coverage: Mpls-St. Paul

Out-Of-Home/Sponsorships

OOH Billboards (13x), Bar Media (66x posters, table tents, window clings)

Total purchased budget: \$67,740

Total impressions: 8,140,584

Markets: Duluth, Mpls-St. Paul, Rochester, St. Cloud and statewide

Out-of-Home –Bar Media



Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers

Total purchased budget: \$24,999

Total impressions: 6,646,009

Coverage: Statewide



Display Banner Ad



15 Counties Media Summary

Flight Dates: 6/28/21-8/19/21

Total Campaign Spend: \$280,944 (including agency fees)

Video – KARE Olympic Digital Video Sponsorship

Total purchased budget: \$25,000

Total Impressions: 2,025,860

Coverage: Statewide

Out-of-Home – Bar Media



Radio

Total purchased budget: \$50,838

Total TRPs: 856.3

Total Spots: 1,217x

Rated Markets: Duluth, Mpls-St. Paul and Rochester and Ampers radio (diverse targeting)

Digital Audio

Pandora

Total purchased budget: \$20,000

Total impressions: 1,345,845

Coverage: 15 Counties

Out-Of-Home/Sponsorships

OOH Billboards (12x), Bar Media (55x posters, table tents, mirror clings),

Light Rail Wrap (Green Line), Bus Tails and Fullbacks (60x)

Total purchased budget: \$91,560

Total impressions: 15,076,889

Markets: Duluth, Mpls-St. Paul, Rochester, St. Cloud and 15 county coverage

Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers

Total purchased budget: \$59,236

Total impressions: 12,142,464

Coverage: 15 Counties

Labor Day Media Summary

Flight Dates: 8/20/21-9/6/21

Total Campaign Spend: \$247,918 (including agency fees)

OTT (Over-the-top Digital Video)

Total purchased budget: \$25,000

Total Impressions: 613,050

Markets: Statewide

Radio

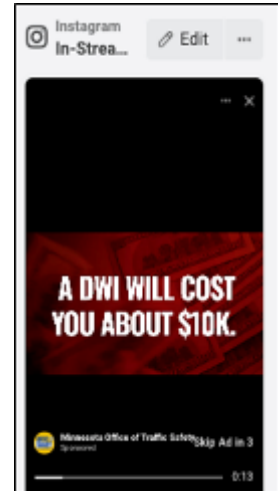
Total purchased budget: \$56,976

Total TRPs: 732.3

Total Spots: 7,080x

Rated Markets: Duluth, Mpls-St. Paul, Rochester and St. Cloud

Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)



Digital Audio

Pandora

Total purchased budget: \$14,638

Total impressions: 2,167,924

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (16x), Bar Media (60x posters, table tents, mirror clings),

Light Rail Wrap (Green Line), Bus Tails and Fullbacks (60x)

Total purchased budget: \$63,589

Total impressions: 11,131,870

Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud and statewide coverage

Digital/Social

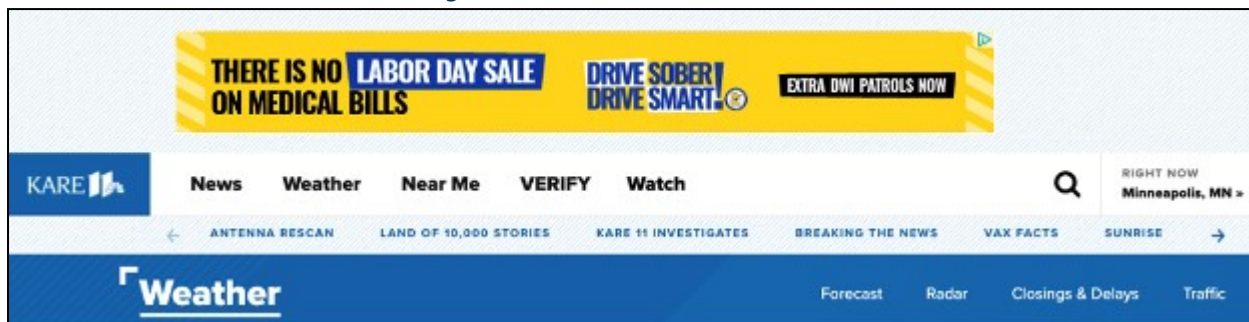
Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers

Total purchased budget: \$58,315

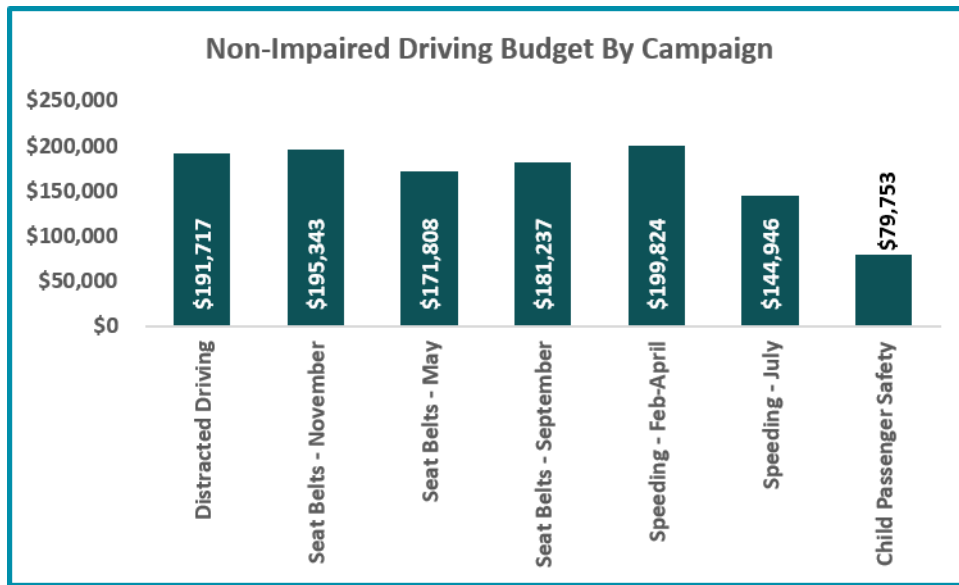
Total impressions: 8,263,60

Coverage: Statewide

Local Digital Placement on and Star Tribune KARE



**Non-Impaired Driving Recap
402 and 405e Funds**



Distracted Driving Media Summary

Objectives/Strategy

Generate statewide awareness of the dangers associated with distracted driving, while educating and reinforcing key brand position of “Don’t Text and Drive” to targeted demo while ultimately conditioning drivers to change behaviors that cause drivers to be distracted.

Distracted Driving Details

Total budget: \$190,000
 Total paid media: \$191,717 (including agency fees)
 Flight Dates: 4/5/21-4/30/21
 Demo: A18-49

Radio

Total purchased budget: \$70,981
 Total TRPs: 1,201.7
 Total Spots: 1,895x
 Rated Markets: Duluth, Mpls-St. Paul, and Rochester
 Spot Markets: Ampers radio (diverse targeting)

Digital Audio

Pandora, Spotify
 Total purchased budget: \$15,089
 Total impressions: 1,390,757
 Coverage: Statewide



Out-Of-Home/Sponsorships

OOH Billboards (6x), Gas Station Media (70x pump toppers, concrete floor graphics, window clings)

Total purchased budget: \$57,890

Total impressions: 16,256,266

Markets: Mpls-St. Paul and statewide coverage



Digital/Social

Digital Video, Display, Facebook, Instagram,

Local and Diverse Publishers

Total purchased budget: \$24,957

Total impressions: 3,055,716

Coverage: Statewide



Seat Belts Media Summary

Because of civil unrest and COVID-19 driving traffic levels to an all-time low, the May seat belt campaign in 2020 (FY20) was canceled and moved to November (FY21) to follow the NHTSA *Click it or Ticket* campaign. Funding from FY20 for the May campaign was not spent and reallocated to FY21.

Objectives/Strategy

Continually raise awareness and drive recall of life saving messaging detailing the importance of wearing seat belts at all times through a statewide, high-impression media campaign. Ultimately changing non-compliant behavior and informing drivers of extra enforcement periods.

Seat Belts Details – November

Total budget: \$196,000

Total paid media: \$195,343 (including agency fees)

Flight Dates: 11/16/20-11/29/20

Demo: M18-34

YouTube Pre-Roll



Radio

Total purchased budget: \$56,917

Total TRPs: 863.8

Total Spots: 6,030x

Rated Markets: Duluth, Mpls-St. Paul, Rochester and St. Cloud

Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

Digital Audio

Pandora, Spotify

Total purchased budget: \$17,715

Total impressions: 2,307,567

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (18x), Gas Station Media (73x pump toppers, floor graphics, window clings)

Total purchased budget: \$60,453

Total impressions: 9,266,451

Rated Markets: Duluth, Mpls-St. Paul, Rochester and St. Cloud

Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers

Total purchased budget: \$36,738

Total impressions: 6,270,925

Coverage: Statewide

Seat Belts Details – May

Total budget: \$181,000

Total paid media: \$171,808 (including agency fees)

Flight Dates: 5/24/21-6/6/21

Demo: M18-34

Radio

Total purchased budget: \$54,398

Total TRPs: 781.5

Total Spots: 7,118x

Rated Markets: Duluth, Mpls-St. Paul, Rochester and St. Cloud

Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)



KARE 11 Banner Ad



Digital Audio

Pandora, Spotify
Total purchased budget: \$12,783
Total impressions: 2,215,696
Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (18x), Gas Station TV (788x)
Total purchased budget: \$55,340
Total impressions: 3,876,481
Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud and statewide coverage

Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers
Total purchased budget: \$27,567
Total impressions: 4,241,965
Coverage: Statewide

Seat Belts Details – September

Total budget: \$175,000
Total paid media: \$181,237 (including agency fees)
Flight Dates: 9/19/21-9/30/21
Demo: M18-34

Radio

Total purchased budget: \$55,057
Total TRPs: 716.9
Total Spots: 7,000x
Rated Markets: Duluth, Mpls-St. Paul, Rochester and St. Cloud
Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

Digital Audio

Pandora, Spotify
Total purchased budget: \$13,977
Total impressions: 2,264,221
Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (18x), Gas Station TV (788x)
Total purchased budget: \$47,033
Total impressions: 3,287,353
Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud and statewide coverage



Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers

Total purchased budget: \$44,170

Total impressions: 5,570,719

Coverage: Statewide



Speeding Media Summary

Objectives/Strategy

Execute a statewide campaign utilizing highly effective media platforms to increase awareness and consumer recall of the life-saving message around the dangers of speeding, while simultaneously informing and educating citizens of extra enforcement patrols on Minnesota roads. Ultimately, instigating behavioral change and adherence to the speeding laws.

Speed Belts Details – February - April

Total budget: \$200,000

Total paid media: \$199,824 (including agency fees)

Flight Dates: 2/8/21-4/4/21

Demo: A18-49

Static images ran on the diverse partner networks and animated slides on the programmatic partners, resulting in more impactful impressions using movement to attract attention. These were more expensive on a CPM, but garnered better click-through rates.

Radio

Total purchased budget: \$105,412

Total TRPs: 1413.2

Total Spots: 4,209x

Rated Markets: Duluth, Mpls-St. Paul, Rochester and St. Cloud

Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

Out-Of-Home/Sponsorships

OOH Billboards (8x)
Total purchased budget: \$55,412
Total impressions: 7,033,236
Markets: Mpls-St. Paul

Digital/Social

Display, Local and Diverse Publishers
Total purchased budget: \$15,000
Total impressions: 1,251,191
Coverage: Statewide



Speed Belts Details – July

Total budget: \$150,000
Total paid media: \$144,946 (including agency fees)
Flight Dates: 7/121-7/31/21
Demo: A18-49

Radio

Total purchased budget: \$61,221
Total TRPs: 331.0
Total Spots: 1,067x
Rated Markets: Mpls-St. Paul
Spot Markets: Ampers radio (diverse targeting)

Social Strategy – Having impactful statements at the front of the video was key, as 85% of the plays typically do not make it the third second of the video.

Of the 1.4 million impressions from programmatic display advertising, one-third came from video and two-thirds came from banner displays.

Digital Audio

Pandora

Total purchased budget: \$15,000

Total impressions: 1,330,030

Coverage: Statewide

Out-Of-Home/Sponsorships

Gas Station Media (85x pump toppers, floor graphics, window clings)

Total purchased budget: \$30,770

Total impressions: 8,075,000

Coverage: Statewide

Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers

Total purchased budget: \$19,955

Total impressions: 3,923,923

Coverage: Statewide



Display ads ran in three local diverse publications including Hmong Times, Vida y Sabor and MN Spokesman Recorder. They service the Hmong, Latin and African American communities.



Child Passenger Safety Media Summary

Objectives/Strategy

Utilize multi-media platforms to generate significant reach and impression levels to drive awareness of the importance of properly installing and using child safety and booster seats.

Child Passenger Safety Details

Total budget: \$75,000

Total paid media: \$79,753 (including agency fees)

Flight Dates: 9/19/21-9/30/21

Demo: W18-49

Out-of-Home Pediatric Clinic and Daycare Center Placements

OTT (Over-the-top Digital Video)

Total purchased budget: \$7,500

Total impressions: 206,261

Coverage: Statewide

Radio

Total purchased budget: \$20,502

Total TRPs: 150.3

Total Spots: 319x

Rated Markets: Mpls-St. Paul

Digital Audio

Pandora

budget: \$5,000

Total impressions: 488,636

Coverage: Statewide

Out-Of-Home/Sponsorships

Posters – pediatric hospitals and clinics (25x),
daycare centers (65x)

Total purchased budget: \$25,250

Total impressions: 1,620,000

Markets: Statewide

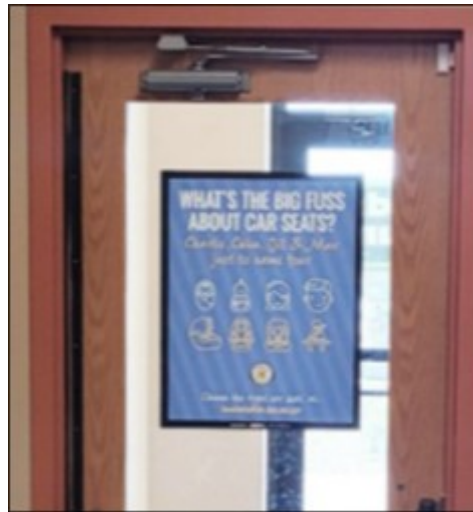
Digital/Social

Digital video, Facebook, Instagram

Total purchased budget: \$12,501

Total impressions: 1,356,174

Coverage: Statewide



Motorcycle Awareness Recap

405f Funds

Objectives/Strategy

Educate the general auto-driving population and raise awareness around their increased need to be highly aware of motorcycles while on the road.

Motorcycle Awareness Details

Total budget: \$90,000

Total paid media: \$90,033 (including agency fees)

Flight Dates: 5/4/21-5/31/21

Demo: A18-49

Digital Audio

Pandora, Spotify

Total purchased budget: \$20,297

Total impressions: 2,246,326

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (5), Truck sides – Infinity Wraps (25x)

Total purchased budget: \$38,602

Total impressions: 22,062,300

Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester and St. Cloud

Digital/Social

Digital Video, Display, Facebook, Instagram

Total purchased budget: \$20,334

Total impressions: 3,385,431

Coverage: Statewide

Out-of-Home Truck Sides



List of Acronyms and Definitions

Acronym	Definition
ACR	Ambulance Child Restraint
AIIPA	Association of Ignition Interlock Program Administrators
ARIDE	Advanced Roadside Impaired Driving Enforcement
ATV	All-Terrain Vehicle
B2B	Border to Border
BAC	Blood Alcohol Content
BCA	Bureau of Criminal Apprehension
BRC2u	Basic Rider Course 2
BRCu	Basic Rider Course
CARE	Collision Awareness Reduction Efforts
CARS	Children and Restraint Systems
CEU	Continuing Education Unit
CFF	Critical Flicker Frequency
CHQ	Central Headquarters
CLEO	Chief Law Enforcement Officer
CODES	Crash Outcome Data Evaluation System
CPS	Child Passenger Safety
CPST	Child Passenger Safety Technician
CTS	Center for Transportation Studies
CVO	Criminal Vehicular Operation
DCTC	Dakota County Technical College
DMV	Department of Motor Vehicles
DOSCI	Driver Orientation Screen for Cognitive Impairment
DOT	Department of Transportation
DPS	Department of Public Safety
DRE	Drug Recognition Evaluators
DVS	Driver and Vehicle Services
DUID	Driving Under the Influence of Drugs
DWI	Driving While Impaired

List of Acronyms and Definitions

Acronym	Definition
EC	East Central (TZD Region)
EMS	Emergency Medical Services
ENA	Emergency Nurses Association
FARS	Fatality Analysis Reporting System
FAST	FAST Enterprises (Software vendor for DVS)
FAST Act	Fixing America's Surface Transportation Act
FY	Federal Fiscal Year
GHSA	Governors Highway Safety Association
HS	High School
HSP	Highway Safety Plan
HVE	High-Visibility Enforcement
IACP	International Association of Chiefs of Police
IRB	Institutional Review Board
JPA	Joint Powers Agreement
KIM	Kidz In Motion
LATCH	Lower Anchors and Tethers for Child Restraints
LEL	Law Enforcement Liaison
LMS	Learning Management System
MAAA	Metropolitan Area Agency on Aging
MADD	Mother's Against Drunk Driving
MC	Motorcycle
MDH	Minnesota Department of Health
MEMSA	Minnesota EMS Association
MIDAS	Minnesota Interactive Data Access System
MMAP	Mobility for Minnesota's Aging Population
MMSP	Minnesota Motorcycle Safety Program
MMUCC	Model Minimum Uniform Crash Criteria
MN	Minnesota
MNIT	Minnesota Information Technology
MnDOT	Minnesota Department of Transportation

List of Acronyms and Definitions

Acronym	Definition
NCDC	National Center for DWI Courts
NE	North East (TZD Region)
NETS	Network of Employers for Traffic Safety
NGA	National Governor's Association
NHIS	National Health Interview Survey
NHTSA	National Highway Traffic and Safety Administration
NMS Labs	National Medical Services Labs
NW	North West (TZD Region)
OOC	Office of Communications
OOH	Out of Home
OP	Occupant Protection
OPUE	Occupant Protection Usage and Enforcement
OTS	Office of Traffic Safety
OTT	Over the Top
PBT	Preliminary Breath Testing
PD	Police Department
PeCANS	Pedestrian and Cyclist Awareness Notification System
POST	Peace Officer Standards and Training
PSA	Public Safety Announcement
RFP	Request For Proposal
RMS	Risk Management Solutions
ROAR	Real-Time Officer Activity Reporting
SAS Software	Statistical Analysis System Software
SCI	Spinal Cord Injury
SE	South East (TZD Region)
SFST	Standardized Field Sobriety Test
SHSO	State Highway Safety Office
SHSP	Strategic Highway Safety Plan
SO	Sheriff's Office
STEP	Strategic Traffic Enforcement Program
SW	South West (TZD Region)
TBI	Traumatic Brain Injury
TRCC	Traffic Records Coordinating Committee
TRF	Traffic Records Forum

List of Acronyms and Definitions

Acronym	Definition
TRPs	Target Rating Points
TSI	Traffic Safety Institute
TSRP	Traffic Safety Resource Prosecutor
TZD	Toward Zero Deaths
TZDRC	Toward Zero Deaths Regional Coordinator
TZDRD	Toward Zero Deaths Regional Director
UTV	Utility Terrain Vehicle
VMT	Vehicle Miles Traveled
WC	West Central (TZD Region)
YUM	Young Unmarried Male

OTS Enforcement Calendar Federal Fiscal Year 2021



Enforcement Dates

- DWI (optional): Nov. 5-7; 2020 - deer hunting opener
- Seat belts and child restraints: Nov. 16-29, 2020
- DWI: Nov. 25, 27-28; Dec. 3-5; 10-12; 17-19; 24-26; 31, 2020
- Distracted: April 5-30, 2021
- DWI (optional): May 6 - 8, 2021 - fishing opener
- Seat belts and child restraints: May 24 - June 6, 2021
- Speed: July 1 - 31, 2021
- DWI: Aug. 20 - Sept. 6, 2021
- Move Over (optional): Aug. 31, 2021
- Seat belts and child restraints: Sept. 19-30, 2021

Top 15 Counties: Oct. 31; March 13 or 17; July 3

Short Report Due Dates (All agencies required to submit)

- Dec. 4, 2020: Seat belt/child restraints from Nov. 16-29, 2020
- Jan. 4: DWI arrests, highest B.A.C., from Nov. 25 - Dec. 31, 2020
- May 5: Hands-Free citations, from April 5-30, 2021
- June 11: Seat belt/child restraint citations from May 24- June 6, 2021
- Aug. 5: Speed citations from July 1-31, 2021
- Sept. 10: DWI arrests, highest B.A.C., from Aug. 20 - Sept. 6, 2021
- Oct. 7: Seat belt/child restraint citations from Sept. 19-30, 2021

○ Indicates date short reports are due in calendar below

TZD Conference: Oct. 19-21, 2020
Duluth Entertainment Convention Center

