

2019

MINNESOTA

ANNUAL REPORT



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Office of Traffic Safety Director's Message

Highlighting Minnesota's 2019 Traffic Safety Accomplishments

The Minnesota Department of Public Safety / Office of Traffic Safety (DSP/OTS) is pleased to share this report of our activities and accomplishments for the federal fiscal year FFY19 Annual Report. Minnesota continues to make progress on many fronts as we work tirelessly to prevent serious and fatal motor vehicle crashes on all of Minnesota's roadways. 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. The following six pillars form the foundation for our approach to critical traffic safety issues:

1. Demonstration of Consistent High Performance

Minnesota is proud of the fact that we again rank #2 in the nation for the lowest fatality rates per vehicle miles traveled in the nation. 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. Implementation of Technological Enhancements

In 2019 the Minnesota Office of Traffic Safety continued to engage our partners at the national level as we seek to maintain our leadership position in several key areas. Working with the NHTSA and the GHSA, staff attend several regional summits to discuss and study effective strategies that can be used to further reduce impaired driving offenses, crashes, injuries, and deaths. Minnesota OTS leadership also participated in a drug impaired driving summit and has received additional grant funding through GHSA to support our State's Drug Recognition Evaluator (DRE) program. OTS leadership also attended and participated in a GHSA and Insurance Institute for Highway Safety summit to assist with the development of new strategies that can be implemented to reduce and prevent speed related crashes, injuries, and deaths.

3. Strategic Support of Traffic Safety Partners

Minnesota OTS awarded grants to 22 Safe Roads coalitions across the state. In addition, our TZD Regional Directors provided leadership and support to approximately 30 additional unfunded local coalitions. Minnesota OTS maintained support for 16 DWI courts and currently continues to support eight judicial interlock programs. In addition, 53 multi-agency enforcement grants covered 67 sheriffs' offices, 230 police departments, two tribal enforcement agencies, two university police departments, and all districts of the State Patrol. Through a different grant with OTS, the State Patrol increased the number of DRE active in the State to 248 officers representing 110 agencies. Five hundred seventy-eight officers were trained in Advanced Roadside Impaired Driving Enforcement (ARIDE), and 568 officers in Standardized Field Sobriety Test (SFST); finally, they provided 1,214 officers with the DWI update class. 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. A major accomplishment that took place in 2019 was the expansion of the number of TZD Regional Program Coordinators that are supported by DPS/OTS and MnDOT. Working with our partners at MnDOT and at the Minnesota Department of Health, these positions form the vital core of the TZD program. These nine coordinators 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 two and one half researchers and the one and one-half Fatality Analysis Reporting System (FARS) analysts on staff. 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). The Countermeasures That Work publication does not cover administrative or management topics, community programs, or research studies and evaluation; therefore, those projects do not include references to it.

5. Proactive Recognition

Based on multi-agency enforcement efforts throughout the year and active participation in community awareness activities, one lead law enforcement grantee and their affiliated partner agencies received the 2019 DPS Commissioner's Award during a recognition luncheon held in June. Multiple agencies as well as individual officers from across the State were recognized for outstanding efforts during the year at their county board or city council meetings and during agency roll call briefings.

6. Increased Traffic Safety Education Efforts

Minnesota 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, and 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.

As the Minnesota DPS/OTS moves onward with our mission in 2020 we recognize that improvements in a number of our program areas will need to be made. The 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 Regional TZD Coordinators to identify and offer solutions to local concerns.
- While our occupant restraint compliance rate increased in 2019, 76 unrestrained vehicle occupants were killed. In 2020, we will work to identify additional outreach and education opportunities while also increasing outreach to our law enforcement partners.
- Nearly 100 persons were killed as a result of impaired driving. In 2020 we will continue to advocate for policy and legislative solutions that will strengthen our current laws and make them more effective. We will also expand the number of DWI Officers supported to 25 across the entire state.
- Speed related fatalities continue to plague our entire state. In 2020, OTS will improve our outreach and educational efforts while also looking for additional ways to support enforcement efforts. Minnesota OTS will also apply for an upcoming speed management pilot project that will be sponsored by the GHSA.
- In the area of Motorcycle 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.

- Fifty-six teen drivers were killed in crashes last year. In 2020 OTS will work closely with our newly formed Teen Driver Safety Task Force and with our partner agency Driver and Vehicle Services (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. Minnesota will receive 405H funding in 2020 and we will use that funding and our partnership with the Minnesota Department of Transportation (MnDOT) to expand both education and outreach projects as well as enforcement efforts.

The staff and leadership of the Minnesota OTS are proud of our work and the accomplishments 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 2019 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

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 traffic safety

The overarching goal of Minnesota Toward Zero Deaths

“To reduce fatalities and serious injuries on Minnesota’s roads to zero.”

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.

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.

Executive Summary and Other Important Highlights

Compiling and analyzing accurate crash data is critical to the OTS Mission, as it allows invested stakeholders to better address traffic safety issues by understanding why and where crashes are occurring, and who is ultimately impacted.

A compilation of these statistics are collated to annually produce two significant publications:

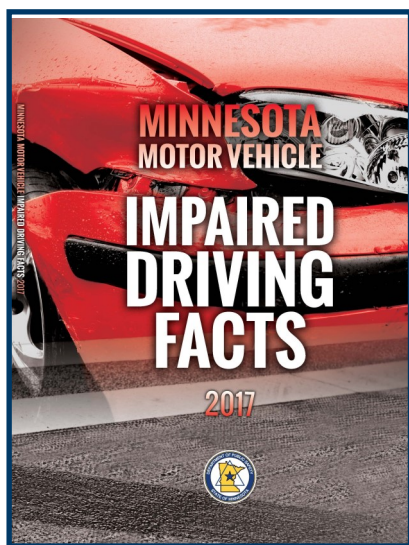
- Minnesota Motor Vehicle Crash Facts
- Minnesota Motor Vehicle Impaired Driving Facts

These resources help to identify where and to whom valuable resources should be allocated, as well as how evidence-based countermeasures can be most practically applied. The OTS goes beyond the required elements to identify specific subgroups that are over-represented in crashes and risky behavior. Essentially, data is the origination point from which all programmatic decisions are made, and by compiling and utilizing reliable data, the Minnesota OTS is demonstrating strong stewardship of federal and State funds.

Noteworthy Statistics from 2019:

- Minnesota traffic fatalities increased by 6% to 381 in 2018.
- Seatbelt use compliance increased to 93.4% in 2019.
- The vehicle miles traveled-based fatality rate in 2018 was .63, second best in the nation.
- Alcohol-related fatalities increased 8.8% to 123 in 2018.

Additional information and resources, including the Crash and Impaired Driving Facts publications are located on the OTS website: ots.dps.mn.gov



Legislative Updates

Minnesota realized a huge success during the 2019 Legislative session. The OTS working closely with our DPS partners and a large and diverse coalition led by a passionate and dedicated victim's advocacy group, and a number of key legislators and Governor Walz, a Hands Free electronic communication device bill was passed into law. The Legislation received significant bipartisan support in both the House and Senate and was signed into law by Governor Walz in April with an effective date of August 1, 2019.

While it is far too early to take any concrete conclusions regarding the laws effect, within about a month, for the first time this year, Minnesota fatalities fell behind the pace of 2018.

Accolades: The Minnesota OTS truly appreciates the NHTSA Region V office and staff for their accessibility, guidance, and support throughout the year. We especially recognize Regional Program Manager Kaci Wray for her steadfast leadership and support for our office. Her help and leadership has proven to be invaluable as our office has also undergone significant leadership changes. We are thankful for our partners and stakeholders for their interest, collaboration and hard work; as well as our team members who consistently display remarkable talent coupled with a level of passion for our mission that is second to none! Working together, all of us are driving Minnesota Toward Zero Deaths.

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Visit our website at: ots.dps.mn.gov



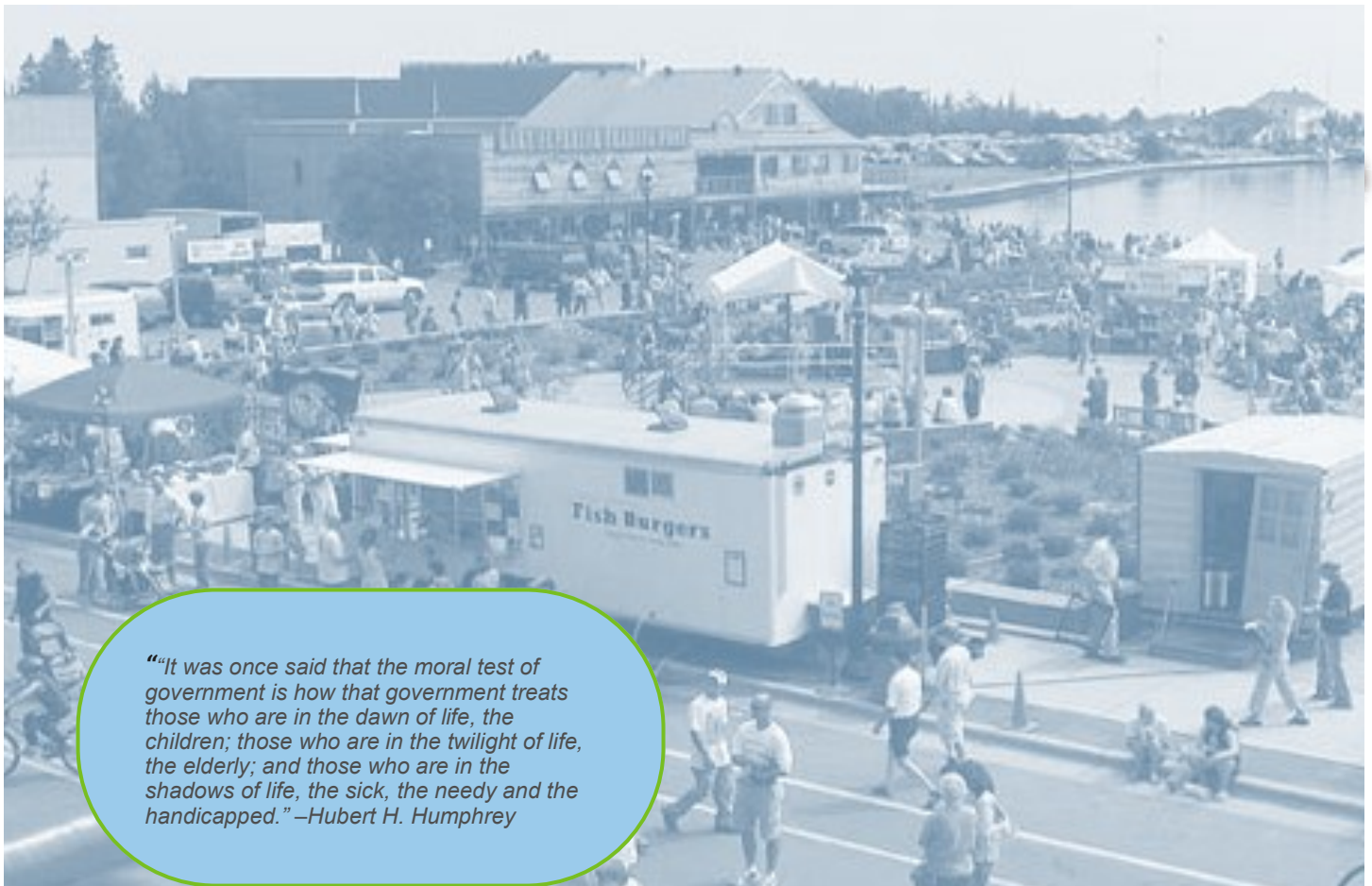
Minnesota passes a Hands Free electronic communication device bill, effective August 1, 2019.

Community Involvement

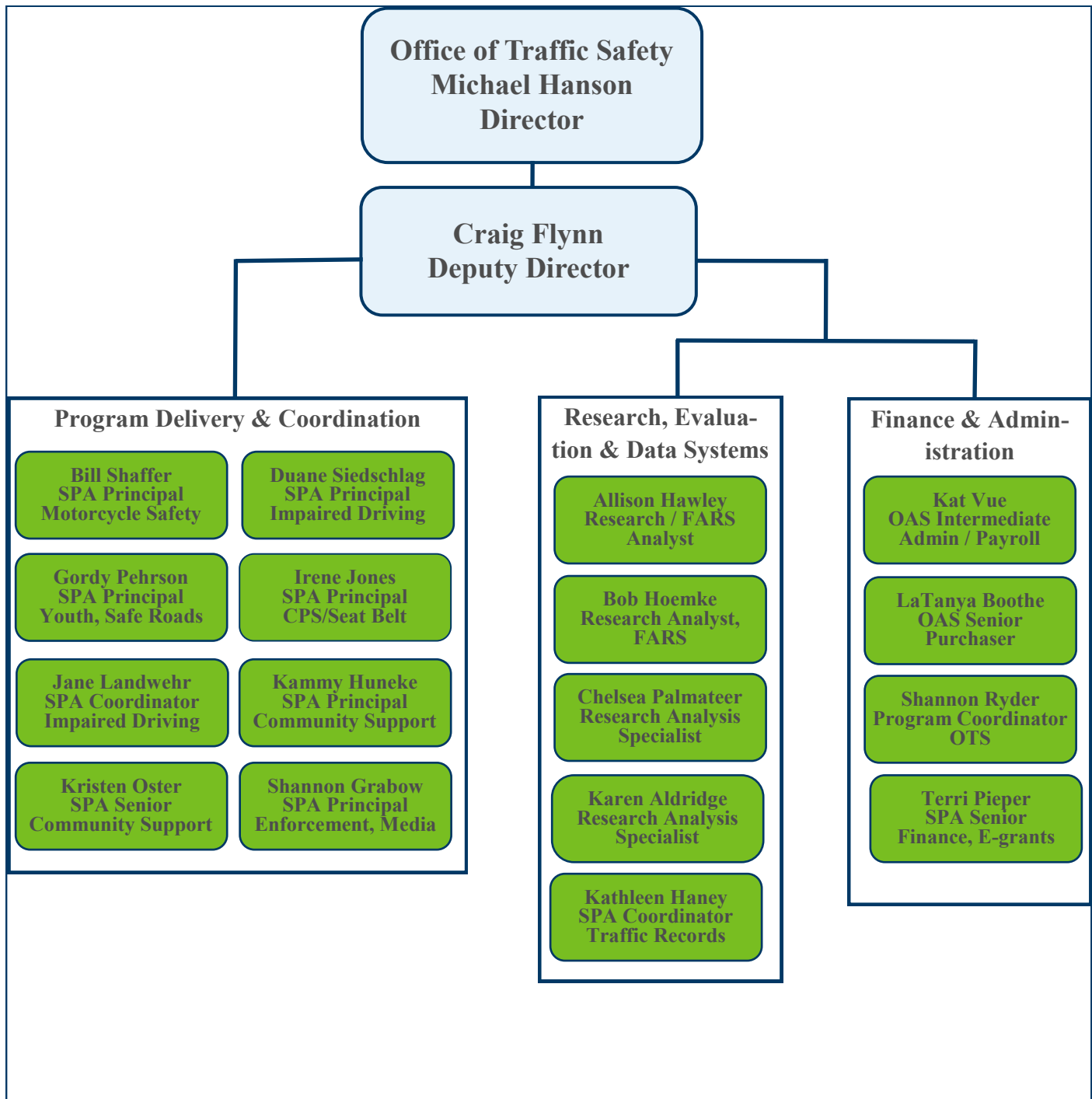
The Community Event Report objective is to inform Commissioner Harrington's and Governor Walz's offices about public safety outreach to Minnesota communities provided by CPS Techs, LELs, TZD Regional Coordinators and OTS staff. In 2019, numerous meetings, presentations, classes and events were attended as both Commissioner Harrington and Governor Walz are strongly invested in community outreach and engagement. For more detailed information, see Appendix B.

To date some of the meetings/classes/presentations and events attended are as follows:

- Hwy 12 Safety Coalition
- SW Steering Committee Meeting
- Grand Marais "Fisherman Picnic" DPS booth
- Ramsey County TZD Enforcement
- Car Seat Check Event Cloquet, MN
- Indian Country in MN lunch & learn
- TZD Conference
- Hands-Free booth at Olmsted County Fair
- National Night Out various locations
- Minnesota State Fair



"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



Performance Measures

The National Highway Traffic Safety Administration and the Governors Highway Safety Association have recommended Core Performance Measures be included in State Highway Safety Plan and Annual Reports beginning in 2010. The sources for this information includes:

- Fatality Analysis Reporting System annual file (all fatality measures)
- State observational survey of seatbelt use (seatbelt use rate)
- State crash data file (serious injuries)
- Annual telephone survey of Minnesota residents

Caveat: The data represented below (also included within the tables and graphs) is indicative of Minnesota utilizing agreed upon national definitions, which sometimes differ from State definitions. Resultant, some core outcome measures (i.e. alcohol impaired driving fatalities) may differ from literature produced by the State (i.e. Crash Facts).

Minnesota made much progress lowering traffic fatalities in the past decade. The 358 fatalities in 2017 had been the lowest since 1944. Unfortunately, 2018 saw a bump up and traffic fatalities increased six percent to 381. Even with the increase, that 2018 fatality count was still lower than the 2016 fatality count of 392. Fortunately, projections using state data expect a decrease in fatalities for 2019. Due to the 2018 fatality increase, many of the performance measure areas in 2018 fell short of targets. Those 2018 numbers won't hamper the great strides Minnesota is making in traffic safety and should be seen only as a bump in the road. Progress will continue with our determined traffic safety professionals, top notch programs and initiatives, and cooperative efforts serving to make Minnesota roads safer.

Minnesota met or exceeded the 2018 target in 3 of the 12 measures:

- Serious injuries – 1,660 (Target – 1,935)
- Motorcyclist fatalities: 59 (Target – 60)
- Bicyclist fatalities – 7 (Target –9)

Looking from 2017 to 2018, unfortunately, progress was not made in these areas:

- Traffic Fatalities: 358 to 381 (Target - 375)
- Fatalities per 100 million vehicle miles traveled maintained at 0.63 (Target - 0.62)
- Unrestrained occupant fatalities: 71 to 84 (Target – 76)
- Alcohol-impaired driving fatalities: 84 to 105 (Target – 99)
- Speed related fatalities: 89 to 113 (Target - 86)
- Unhelmeted motorcyclist fatalities: 36 to 42 (Target – 40)
- Drivers age 20 or under involved in fatal crashes: 42 to 56 (Target – 45)
- Pedestrian fatalities: 38 to 42 (Target – 33)
- Observed seat belt use rate maintained at 92% (Target – 95%)

Below are the adjustments that need to be made to reach the performance goals.

- Traffic Fatalities – Analyze new and emerging data sets looking for root causal factors contributing to fatal crashes and apply appropriate prevention strategies.
- Alcohol-Related Fatalities – MN will expand the number of DWI Officers supported to 25.
- Speed-Related Fatalities – In addition to speed enforcement, OTS will apply for an upcoming speed management pilot project sponsored by the GHSA.
- Motorcycle Unhelmeted Fatalities – OTS will continue to work with rider advocacy groups on educational efforts relating to the importance of helmets and high visibility gear.
- Teen Driver Fatalities – Utilize the Teen Driver Taskforce and DVS to study and improve driver education and testing for new drivers.
- Pedestrian Fatalities – Use 405H funding to partner with MnDOT and expand education and outreach projects and enforcement efforts.

Minnesota Performance Measure Data 2013-2018

Core Outcome Measures		Prior 5 Years					2018	Target 2017	Target 2018	Target 2019
		2013	2014	2015	2016	2017				
Traffic Fatalities	Total	387	361	411	392	358	381	385	375	372
	Rural	256	262	274	232	209	218			
	Urban	131	99	135	159	148	160			
Serious Injuries		1,216	1,044	1,127	1,992	1,849	1,660	1,950	1,935	1,711
Fatalities Per 100 Million Vehicle Miles Traveled	Total	0.68	0.63	0.72	0.66	0.63	0.63	0.65	0.62	0.62
	Rural	1.1	1.12	1.17	0.96					
	Urban	0.39	0.29	0.4	0.45					
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	259	270	280	251	236	252			
	Restrained	149	156	156	144	135	123			
	Unrestrained	80	93	85	74	71	84	82	76	68
	Unknown	30	21	39	33	30	45			
Alcohol-Impaired Driving Fatalities (BAC=.08+)**		95	108	115	95	84	105	102	99	97
Speeding-Related Fatalities		84	111	84	92	89	113	87	86	90
Motorcyclist Fatalities	Total	61	46	61	56	55	59	60	60	55
	Helmeted	16	9	18	17	16	17			
	Unhelmeted	34	29	38	36	36	42	40	40	35
	Unknown	11	8	5	3	3	0			
Drivers Involved in Fatal Crashes	Total	559	525	589	565	534	534			
	Aged Under 15	0	0	0	3	0	1			
	Aged 15-20	49	38	60	49	42	55			
	Aged Under 21	49	38	60	52	42	56	47	45	51
	Aged 21 & Over	504	484	522	503	489	474			
Unknown Age	6	3	7	10	3	4				
Pedestrian Fatalities		32	15	39	58	38	42	34	33	35
Bicyclist & Other Cyclist Fatalities		6	5	10	7	6	7	8	8	9
Distracted Driving Measure		2013	2014	2015	2016	2017	2018			
% of drivers "Not Distracted" (prior to 2016, % contributing factors)		21.8%	20.3%	22.7%	67.9%	66.8%	67.5%	See Note	See Note	65.0%
Older Driver Measure		2013	2014	2015	2016	2017	2018			
% of drivers in fatal crashes who were 85 or more years old		1.9%	2.9%	2.5%	2.5%	1.9%	1.5%	3.0%	3.0%	3.0%
Core Behavioral Measure		2013	2014	2015	2016	2017	2018			
Observed Seat Belt Use Rate		95%	95%	94%	93%	92%	92%	95%	95%	94%

Additional Measures Include:

- Distracted Driving (included in the table on previous page)

Prior to 2016 this measure represented the percentage of contributing factors in multi-vehicle crashes that were coded as “Inattention/Distraction.” The information on distracted driving is in a different (expanded) format in MNCrash that does not allow a direct comparison with prior years. The percentage of “Not Distracted” as indicated by the crash investigating officer will be used going forwards for this metric with an initial target of at least 65.0%.

- Older Drivers (85+) (included in table on previous page)

This category of drivers tend to be overrepresented in fatal crashes. The associated measure offers a percentage of total drivers involved in fatal crashes.

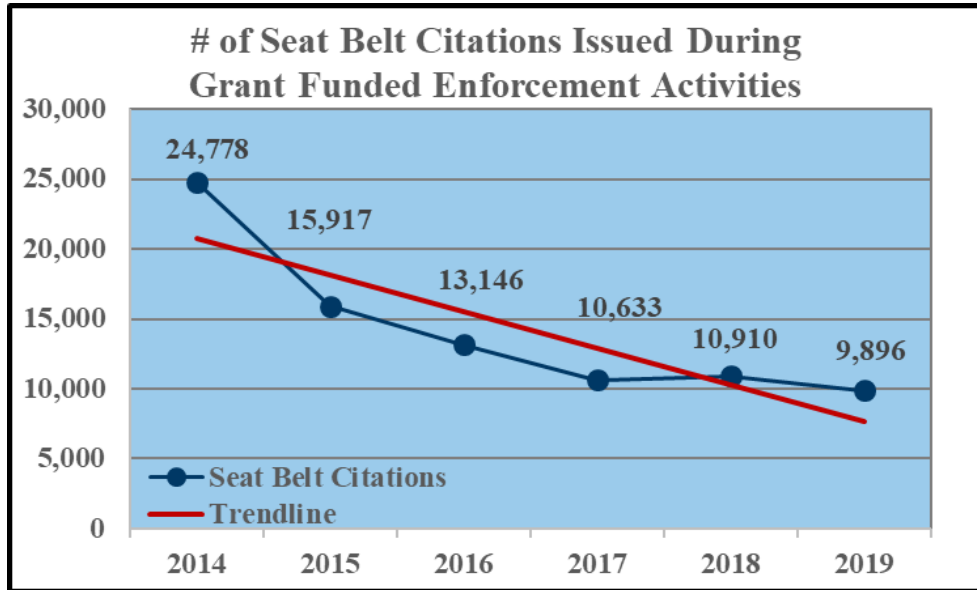
- Child Passenger Safety

Minnesota Passenger Safety Statute 169.685 (amended in 2009) requires all children age 8 and under to ride in federally approved car or booster seats unless the child is 4'9" or taller. Minnesota has focused on making correct booster seat use a priority. This measure looks at observed booster seat usage of passengers aged 4 to 8.

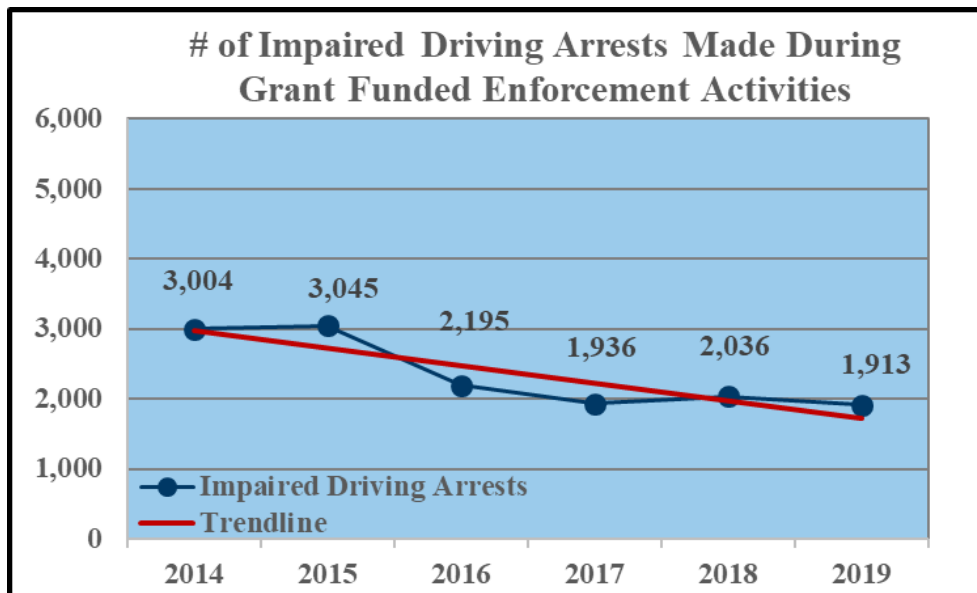
There are not enough data points to look at for prediction so the political climate and robust child passenger protection program were considered when setting this target. It should be noted that the observation is for correctly using a booster seat for this age group and not merely being restrained (observations made by trained CPS practitioners).

Core Activity Measures

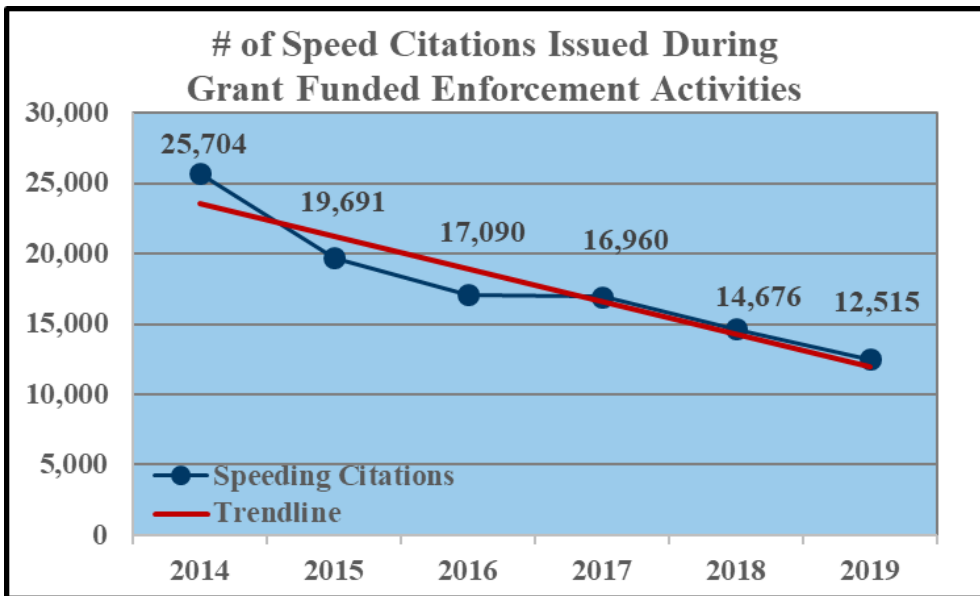
A-1) Seat belt citations issued during grant-funded enforcement activities



A-2) Impaired driving arrests made during grant-funded enforcement activities



A-3) Speeding citations issued during grant-funded enforcement activities

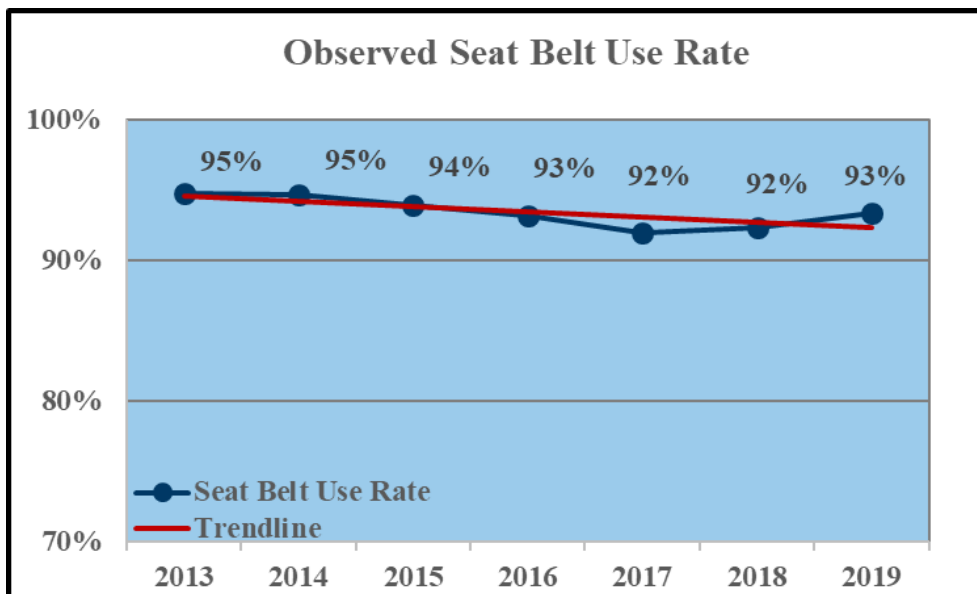


Behavioral Measures

Target = Increase/Maintain Seatbelt Use: To increase Statewide observed seatbelt use of front seat outboard occupants in passenger vehicles back to the 95% rate seen in 2013 and 2014 by December 2018.

Status = Remains high and has plateaued: Minnesota's observed seatbelt use rate remains above 90% but below the historical high of 95.

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants

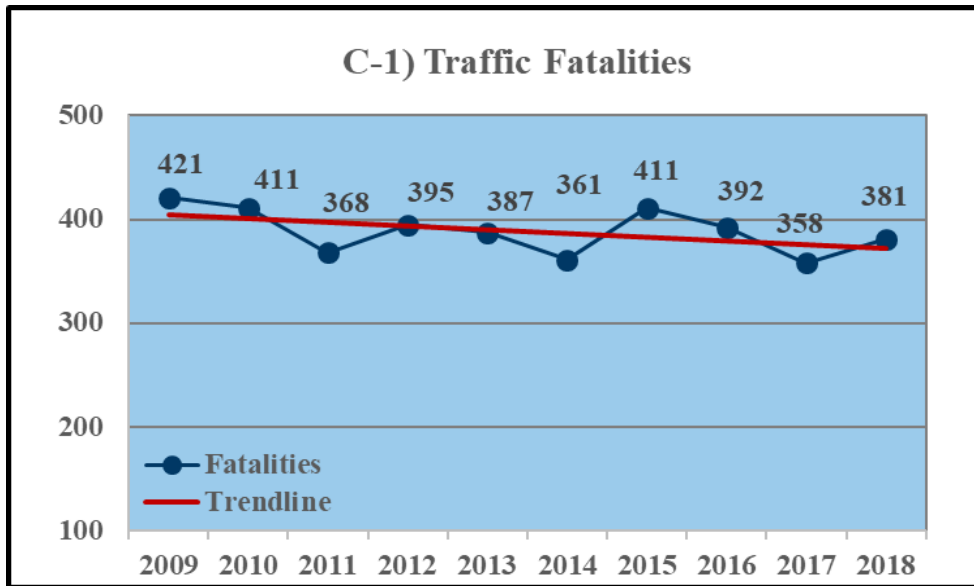


Group/ Subgroup	All Vehicles	Car	Pickup Truck	SUV	Van/ Minivan
Overall	93.4%	94.0%	88.5%	94.6%	94.0%
Site Type					
Intersection	93.1%	93.8%	87.9%	94.4%	93.3%
Mid-Block	95.9%	96.0%	91.5%	97.1%	96.1%
Ramp	92.0%	92.4%	90.4%	90.6%	97.6%
Time of Day					
7–9 a.m.	93.5%	93.3%	89.5%	93.9%	97.6%
9–11 a.m.	93.3%	92.2%	90.2%	96.1%	90.9%
11 a.m.–1 p.m.	95.4%	94.5%	91.1%	96.6%	97.2%
1–3 p.m.	92.6%	94.9%	89.6%	90.9%	95.2%
3–5 p.m.	92.4%	92.6%	87.0%	93.6%	93.4%
5–7 p.m.	92.6%	97.6%	76.0%	95.1%	90.7%
Day of Week					
Monday	94.5%	94.9%	91.0%	95.4%	95.4%
Tuesday	94.9%	94.0%	83.5%	98.7%	94.8%
Wednesday	93.3%	92.9%	88.1%	95.2%	97.9%
Thursday	95.5%	96.4%	89.6%	97.1%	91.8%
Friday	91.1%	94.4%	83.5%	88.9%	92.3%
Saturday	94.0%	94.7%	88.6%	96.3%	91.2%
Sunday	94.4%	89.5%	94.9%	96.5%	99.0%
Weather					
Sunny	93.0%	93.8%	86.4%	94.7%	92.6%
Cloudy	93.9%	94.3%	92.1%	93.8%	95.7%
Rainy	95.3%	94.3%	86.4%	97.0%	99.8%
Sex					
Male	92.0%	93.2%	87.1%	94.2%	90.5%
Female	95.0%	94.8%	93.3%	94.8%	98.2%
Age					
0-10	98.1%	99.3%	99.6%	100.0%	87.4%
11-15	97.0%	93.6%	90.8%	99.3%	100.0%
16-29	91.7%	94.3%	81.1%	89.7%	98.3%
30-64	93.3%	93.3%	88.7%	95.4%	91.9%
65+	96.0%	95.1%	95.3%	96.7%	97.0%
Position					
Driver	93.8%	94.5%	88.6%	95.1%	92.9%
Passenger	92.3%	91.7%	88.0%	92.8%	97.8%

Target = Reduce Fatalities: To decrease traffic fatalities to fewer than 375 by December 2018.

Status: Target Not Met

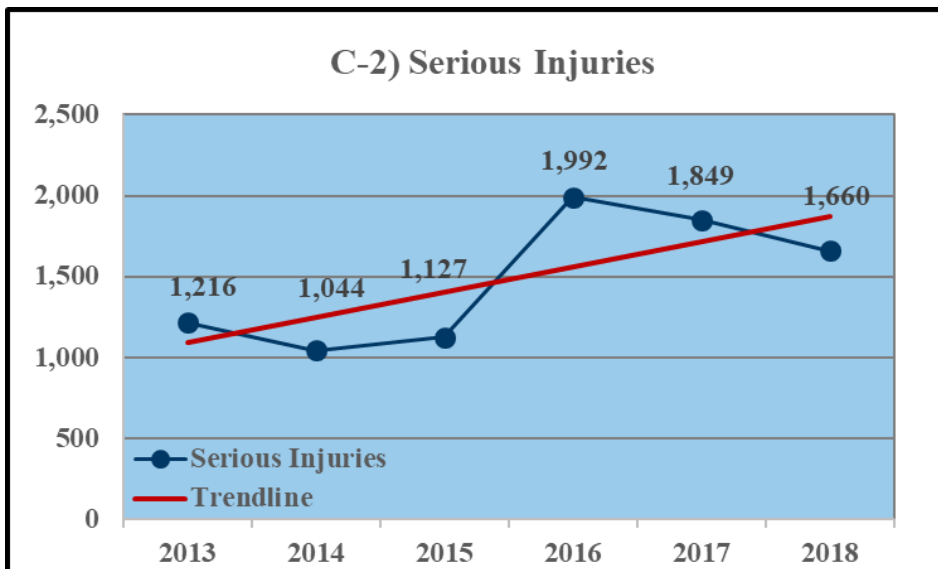
The OTS worked with our partners at MnDOT to set the 2018 target and adjusted targets for 2016 and 2017. Fatalities increased in 2018, but are projected to be lower in 2019.



Target = Reduce Serious Injuries: To have fewer than 1,935 serious traffic injuries by December 2018.

Status: Target Met

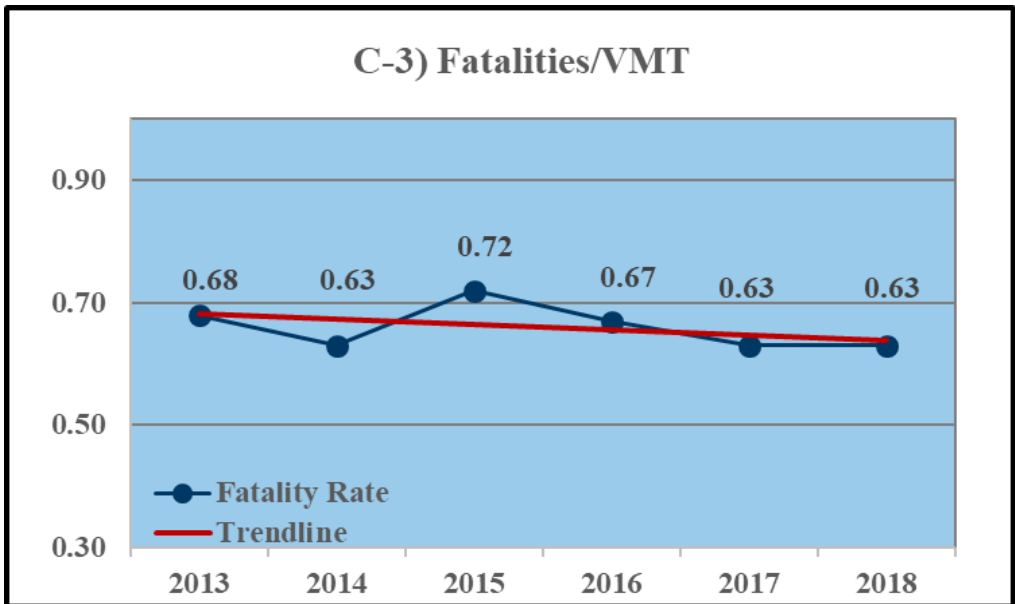
The OTS worked with our partners at MnDOT to set the 2018 target and adjusted targets for 2016 and 2017. Minnesota’s crash reporting system, MNCrash, went live on January 1, 2016 and incorporated the new MMUCC 4th edition injury definitions; the number of serious injuries jumped and the OTS is doing further research to see if additional training is necessary. Every year since 2016, serious injuries have decreased.



Target = Reduce Fatalities per 100 Million VMT: To decrease fatality rate to no greater than 0.62 by December 2018.

Status: Target Met, Steady Progress

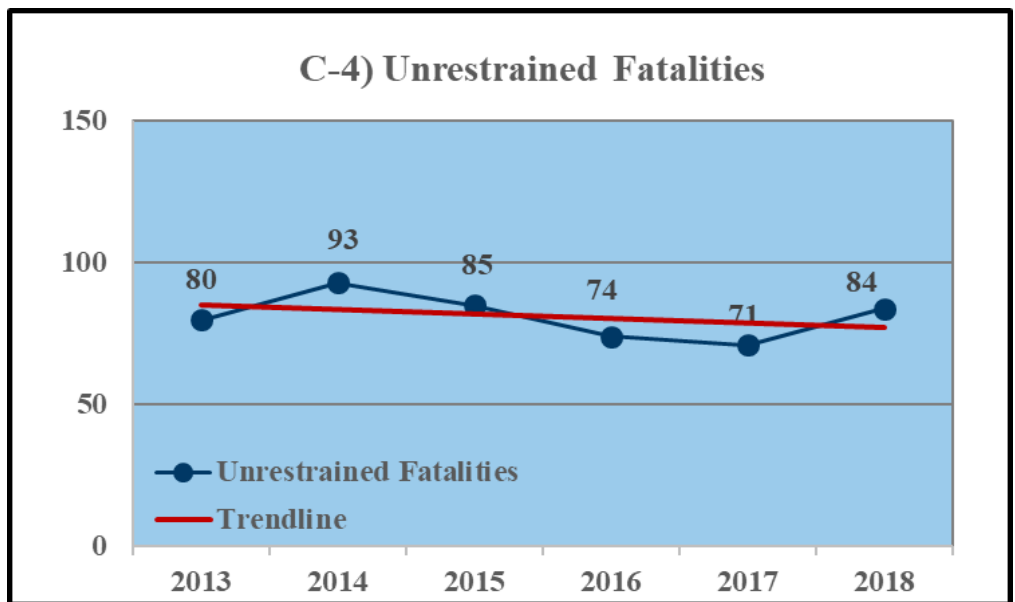
The State-calculated rate for 2018 is 0.63 and projected to be one of the lowest in the nation.



Target = Unrestrained Fatalities: To decrease unrestrained passenger vehicle occupant fatalities in all seating positions to no more than 76 by December 2018.

Status: Target Met, Steady Progress

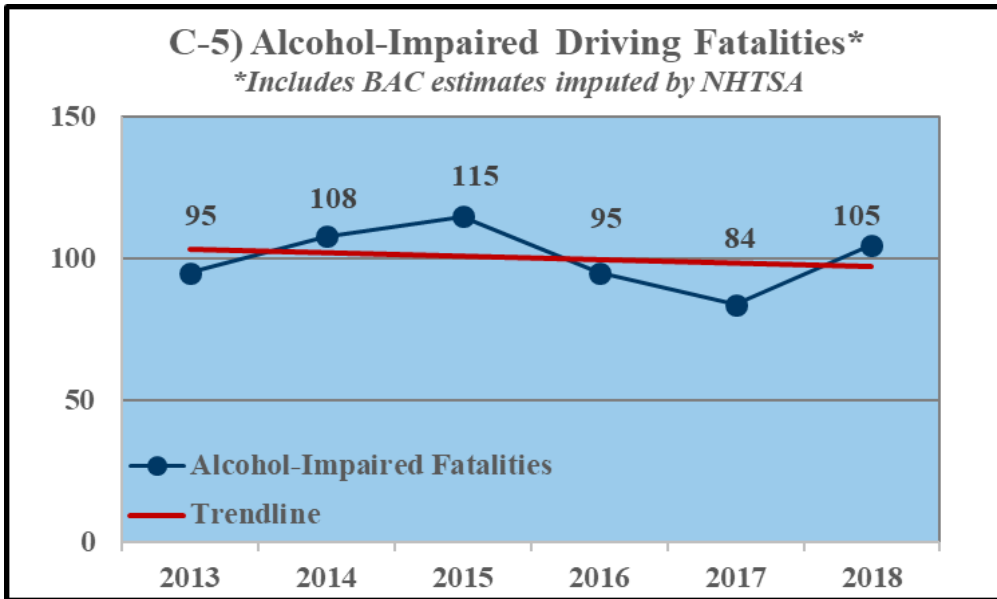
Though more Minnesotans than ever are wearing seatbelts, those choosing not to buckle continue to make up a large percentage of those killed in crashes. Up-tick in traffic fatalities for 2018 coincides with the increase in unbelted fatalities.



Target = Alcohol-Impaired Driving Fatalities (BAC=.08+): To decrease alcohol impaired driving fatalities to no more than 99 by December 2018.

Status: Target Not Met

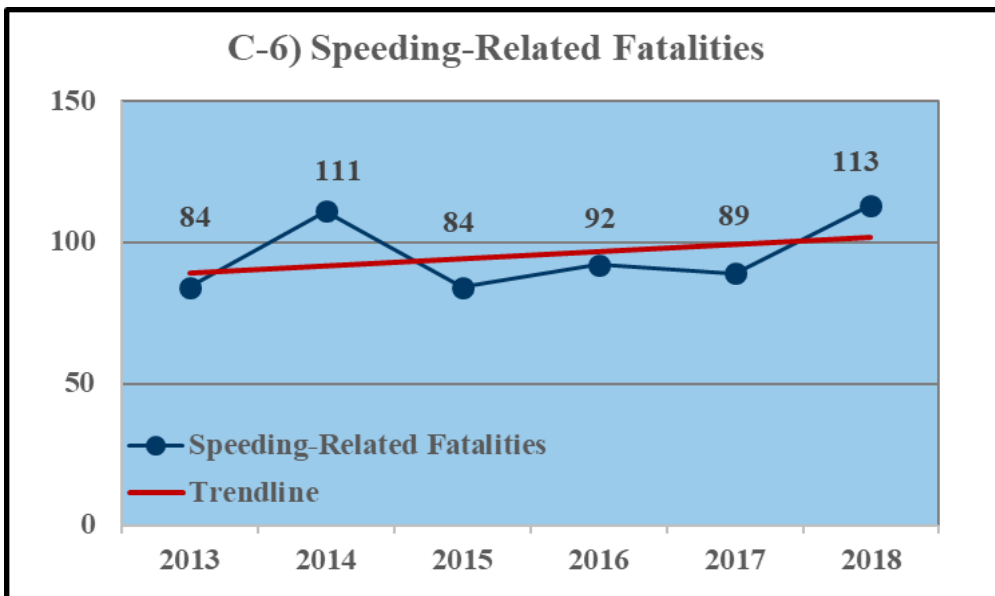
Although there is fluctuation in the number of alcohol-impaired driving fatalities from year to year, the overall outcome is trending slightly downward. However, 2018 experienced an increase in this measure and the 2018 target was not met.



Target = Speeding-Related Fatalities: To decrease speeding-related fatalities to no more than 86 by December 2018.

Status: Target Not Met

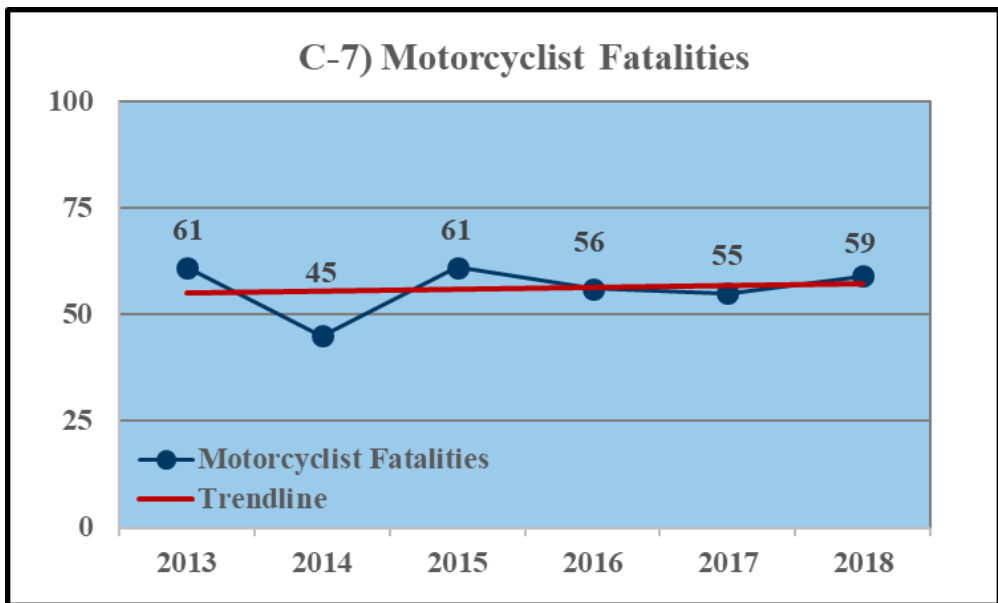
These numbers have seen fluctuation historically; however, the 2018 speed-related fatalities spiked at 113. Projections for 2019 indicate this count should be lower and return to more typical numbers.



Target = Motorcyclist Fatalities: To maintain the number of motorcyclist fatalities to no more than 60 by December 2018.

Status: Target Met, but plateaued

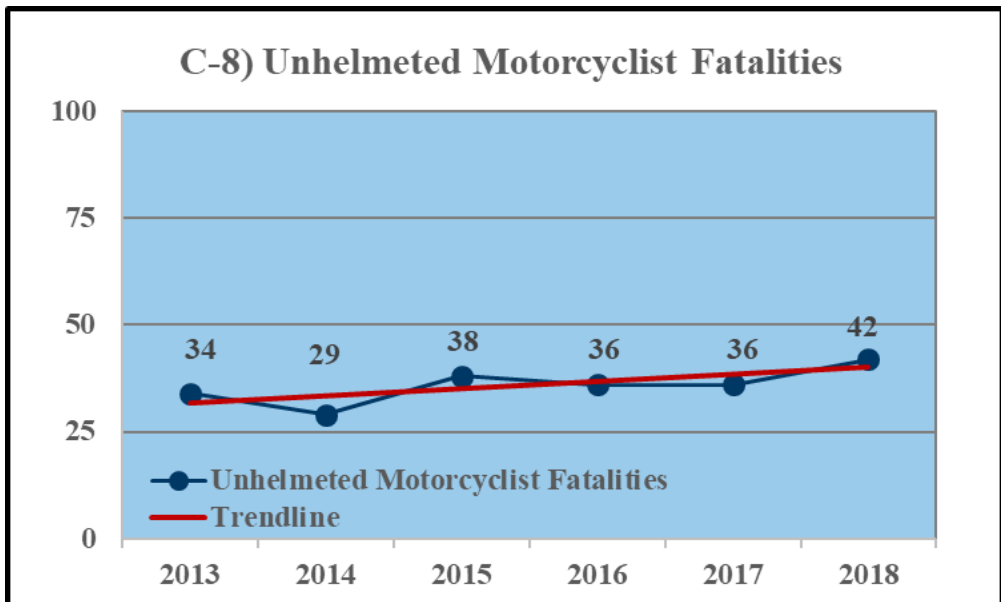
Motorcyclist fatalities continue to hover around 60 per year.



Target = Unhelmeted Motorcyclist Fatalities: To maintain the number of unhelmeted motorcyclist fatalities to no more than 40 by December 2018.

Status: Target Met, but plateaued

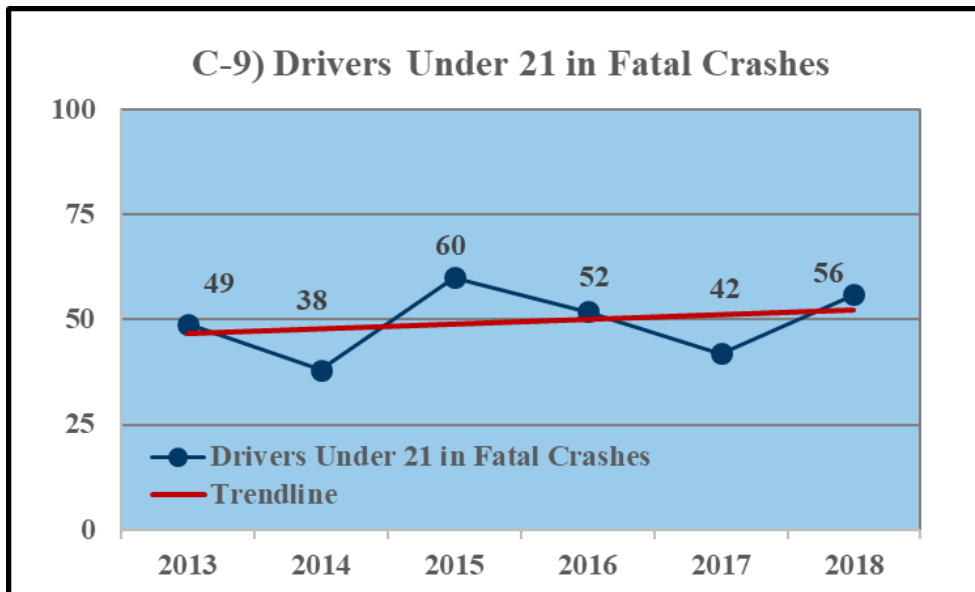
Motorcyclist fatalities, including those not wearing a helmet, are not decreasing.



Target = Drivers Under 21 in Fatal Crashes: To lower the number of drivers age 20 or younger involved in fatal crashes to no more than 45 by December 2018.

Status: Target Met, Plateaued

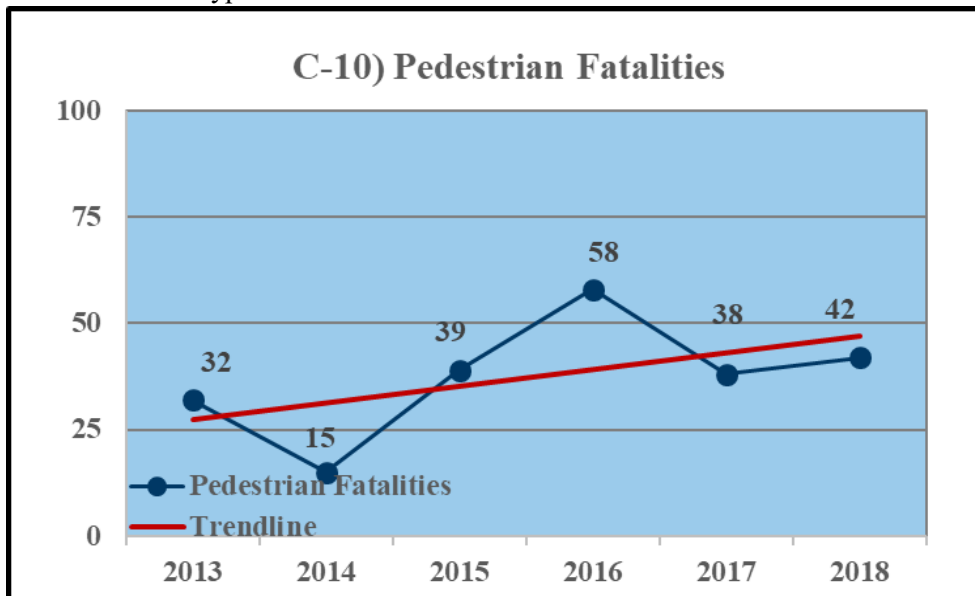
The overall trend shows a slight increase, and the 2018 target was not met. Due to changing demographics, it is suggested that in the future, NHTSA consider referencing the percentage of drivers in fatal crashes rather than the number.



Target = Pedestrian Fatalities: To decrease the increasing trend of pedestrian fatalities to no more than 33 by December 2018.

Status: Target Not Met, Overall trend is increasing

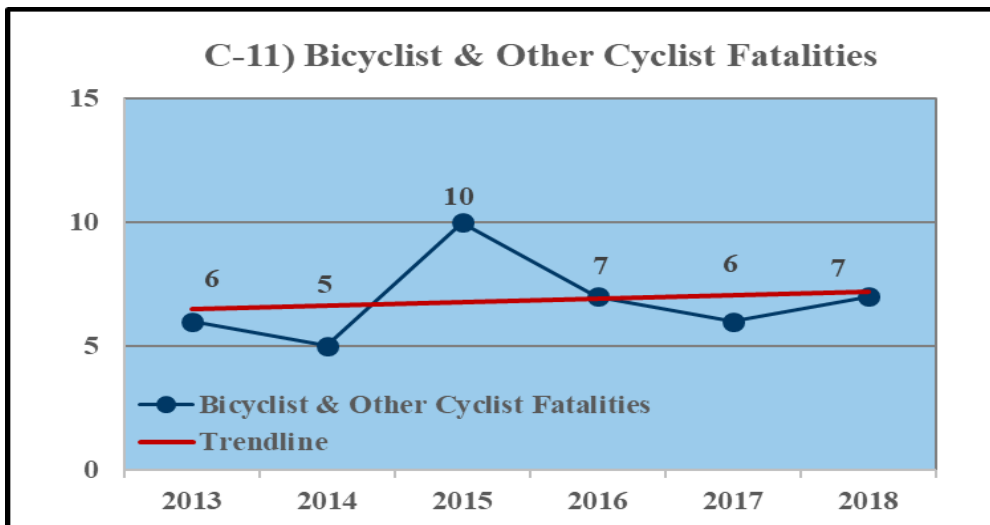
Pedestrian fatalities continue to hover around 40 fatalities per year. Minnesota recorded a low number of pedestrian fatalities in 2014 and saw a jump in 2016. Pedestrian fatalities in 2018 and the 2019 projection have returned to more typical levels.



Target = Cyclist Fatalities: To maintain the trend of cyclist fatalities of no more than 8 by December 2018.

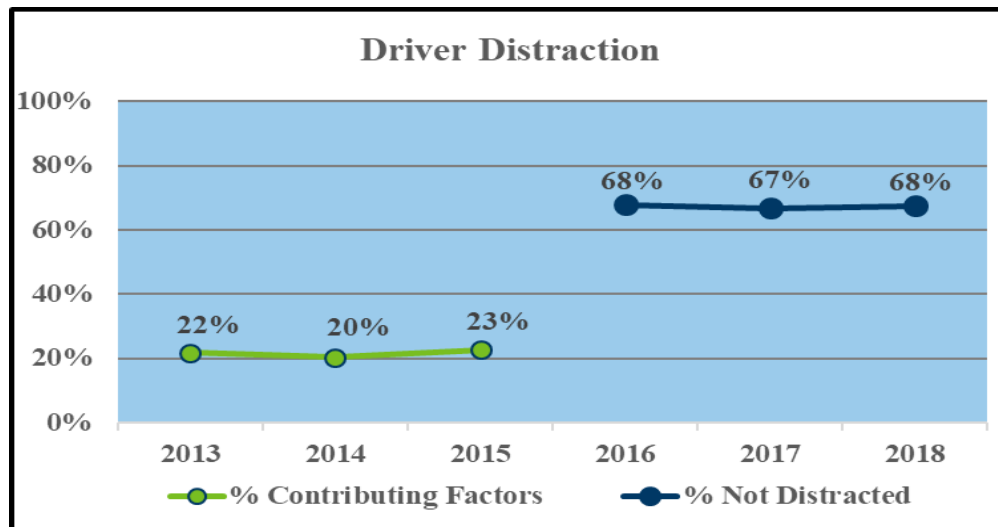
Status: Target Met

Cyclist fatalities from motor vehicle crashes continue to be isolated events. The overall trend is flat; however, with numbers in the single digits, progress becomes more difficult to achieve.



D-1) Driver Inattention/Distracted as a percentage of contributing factors in multi-vehicle crashes

Status: Prior to 2016, this measure looked at contributing factors in multi-vehicle crashes and used the percentage of all contributing factors cited as “Driver Inattention/Distracted”. Due to how MNCrash captures distraction, the “Not Distracted” data since 2016 will be used going forwards for this metric with an initial target of at least 65.0%.



Minnesota Telephone Survey Method and Results

Minnesota has conducted an attitudinal survey annually since 2003. This year, the telephone survey was conducted between July 25th and August 13th, 2019, through a randomly generated sample of telephone numbers. The telephone sample included both landlines and cellular phones. The proportion of cellular phone to landline surveys was determined based on National Health Interview Survey (NHIS) data for “cell only” and “cell mostly” households. Dual users (i.e., households having both cell phones and landlines) were not excluded from the cellular sample, nor were they excluded from the landline sample. Understanding the target group of young unmarried male (Y.U.M.) perceptions is of great strategic importance for OTS’ traffic safety strategies.

The chart below details the demographic breakdown of survey respondents.

Segment	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size	944	221	723	507	437	590	354	257	687

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?

2019 Results	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
None	86%	87%	86%	88%	83%	82%	91%	87%	86%
1	4%	5%	4%	5%	4%	8%	1%	2%	5%
2	5%	3%	6%	4%	7%	6%	5%	6%	5%
3	1%	1%	1%	1%	3%	1%	2%	3%	1%
4	1%	1%	1%	0%	1%	1%	0%	0%	1%
5 or more	2%	3%	2%	2%	3%	3%	1%	2%	2%

Overall, the statewide proportion of respondents who have never driven after consuming an alcoholic beverage has remained consistent in recent years. Females were notably more likely to report never driving after having an alcoholic drink compared with males (91% vs. 8%). Responses for those who admitted driving after one drink follow similarly with 8% males and 1% of females.

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

2019 Results	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	68%	52%	70%	66%	71%	65%	71%	60%	71%
No	31%	48%	29%	34%	28%	34%	28%	40%	28%
Don't know	1%	1%	1%	1%	1%	0%	1%	0%	1%

Overall, 68% of all respondents reported that they had read, seen, or heard about police enforcement of drunk driving. This overall result is down from the 72% score from last year. With just 52% of young unmarried males acknowledge seeing, hearing, or reading anything about drunk driving enforcement, this could indicate more targeted media is needed for our target group.

A-3: How likely do you think it is that someone will get arrested if they drive after drinking?

2019 Results	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	45%	69%	42%	44%	48%	48%	43%	60%	40%
Somewhat likely	42%	26%	44%	43%	41%	39%	46%	27%	47%
Not likely	10%	2%	11%	11%	8%	10%	10%	12%	9%
Don't know	3%	2%	3%	3%	3%	4%	2%	1%	3%

Among all respondents, 45% believed it was “very likely” that they would be arrested for driving after drinking. Among subpopulations, younger respondents (under age 35) were considerably more likely to believe they would be arrested for driving after drinking compared to their older counterparts (age 35+).

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

2019 Results	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	54%	31%	58%	53%	57%	47%	62%	50%	56%
No	44%	65%	41%	46%	41%	52%	37%	47%	43%
Don't Know	2%	4%	1%	1%	2%	2%	1%	2%	1%

Statewide, 54% of respondents were aware of seatbelt enforcement efforts by police in 2019. This was a decrease of four percent from 2018. Interestingly, historical results for the young unmarried males on this question fluctuate wildly – 31% in 2019, 65% in 2018, 70% in 2017, and 44% in 2016. OTS is researching options for a different survey methodology for this study in order to gain better response rates and better understanding of the targeted Y.U.M. population.

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

2019 Results	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
All of the time	94%	87%	95%	95%	92%	91%	96%	93%	94%
Most of the time	3%	8%	2%	2%	4%	5%	1%	4%	3%
Some of the time	2%	2%	2%	2%	1%	1%	3%	1%	2%
Rarely	1%	1%	1%	1%	1%	1%	0%	0%	1%
Never	1%	3%	1%	1%	2%	2%	0%	1%	1%

With 94% of respondents reporting wearing seatbelts “all of the time”, this result is consistent with an observational seat belt study conducted in June 2019 (Project 19-02-06). Resulting from that study, Minnesota’s certified seat belt usage rate for 2019 was 93.4%.

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

2019 Results	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	33%	51%	31%	32%	36%	34%	33%	42%	31%
Somewhat likely	28%	31%	27%	27%	28%	31%	25%	28%	27%
Somewhat unlikely	16%	10%	16%	18%	12%	12%	19%	14%	16%
Very unlikely	24%	8%	26%	23%	24%	23%	24%	16%	26%

The percentage of residents who believed it was “very likely” they would be ticketed for not wearing a seatbelt was 33% in 2019. Of all demographic groups examined, the young unmarried males scored highest with 51%, yet also happen to have the lowest seat belt usage score (87%, see previous chart).

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

2019 Results	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Most of the time	16%	19%	15%	16%	16%	20%	12%	13%	17%
Half the time	22%	24%	22%	25%	18%	24%	20%	27%	20%
Rarely	44%	45%	43%	45%	42%	43%	44%	46%	43%
Never	18%	12%	19%	15%	23%	13%	23%	14%	19%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%
Refused	0%	0%	0%	0%	1%	0%	1%	0%	0%

The results are not surprising in that men indicate they speed more frequently than women, but 44% of men admit they speed “most of the time” (20%) or “half of the time” (24%). For those who admit to speeding “most of the time”, the over age 35 group is the largest at 17%. Only 13% of those underage 35 speed “most of the time”. While most would tend to think of speeding as most prevalent in the rural areas, 65% of rural respondents claim they “rarely” (42%) or “never” (23%) speed, compared to 60% of those in urban areas (“rarely” 42%, and “never” 15%). Of these survey respondents, 60% thought they could drive 1-5 *mph* over the speed limit before a police officer would stop them for speeding.

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

2019 Results	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	51%	50%	52%	50%	54%	55%	48%	42%	54%
No	48%	48%	48%	49%	45%	44%	51%	57%	45%
Don't know	1%	2%	1%	1%	1%	1%	1%	1%	1%

Slightly over half (51%) of respondents reported having heard, read or seen something about speed enforcement efforts by police in the past six months. This score has been dropping the last few years – 59% in 2018 and 64% in 2017. Media campaigns could be evaluated to ensure speed enforcement campaign messages are getting heard by our citizens. Respondents to this survey indicated TV (35%) and Billboards/Signs (31%) were where they saw/read/heard speed enforcement messages.

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

2019 Results	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	26%	42%	23%	25%	27%	30%	22%	29%	25%
Somewhat likely	46%	48%	45%	47%	43%	43%	48%	54%	43%
Somewhat unlikely	13%	5%	14%	13%	13%	13%	13%	8%	15%
Very unlikely	13%	4%	14%	13%	13%	12%	14%	7%	15%
Don't know	3%	1%	3%	2%	3%	2%	3%	1%	3%

There has been very little movement in this metric since 2015. For each of the past five years (2015 to 2019), at least 72% of respondents perceived they were either “very likely” or “somewhat likely” to be ticketed for speeding. Among young unmarried males, 90% thought it would be “very likely” or “somewhat likely” that they would be ticketed for driving over the speed limit.



Planning and Administration

Purpose Statement : Providing overall management, support, training, and operations of the Office of Traffic Safety.

19-01-01 Planning and Administration (402): Shannon Ryder

For successful traffic safety programs, where goals can be made and achieved several things need to be in place, such as office space, supplies and dedicated staff.

When the office is fully staffed, this project contributes 50% of ten individual salaries and fringe benefits.

The year started with two vacancies, which provided an opportunity to reorganize the structure of the office.

A deputy director was hired in March, which provided the office with staff leadership. The deputy director focuses on staff development.

The other vacancy was a management analyst, a newly created position that has remained vacant the entire year with a plan to fill the position in 2020.

In addition, a coordinator/ e-grants specialist vacancy was created in July. This position is being restructured with the plan of filling it early in 2020.

The space that had housed the division for several years was allocated to another division within the DPS which provided the opportunity to move to the 16th floor in the Town Square Tower.

The staff is thrilled with the new space, the move was not easy but was well worth the work.

This project also covers in-state travel to monitor and encourage the great work of several agencies through one on one visits, the cost associated with attending regional meetings and seminars and engaging in community outreach. Please see community outreach highlights on page 13 and Appendix B for a full summary.



Town Square Tower

CHILD PASSENGER SAFETY

Protect Your Kids from Air Bag Injuries



buckleupkids.mn.gov

Occupant Protection

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.

- 19-02-01 Occupant Protection Coordination (402): Shannon Ryder
- 19-02-02 Child Passenger Safety Support (402): Irene Jones
- 19-02-03 Child Passenger Safety to Conference (402): Irene Jones
- 19-02-04 Belt Enforcement for Patrol (405B): Kammy Huneke
- 19-02-05 Belt Enforcement Cities and Counties (405B): Shannon Grabow
- 19-02-06 Seat Belt Use Survey (402): Allison Hawley
- 19-02-08 Southern Child Passenger Safety Liaison (402): Irene Jones
- 19-02-09 Northern Child Passenger Safety Liaison (402): Irene Jones
- 19-02-10 State Patrol Sustained Belt Enforcement (402): Kammy Huneke
- 19-02-11 North East Child Passenger Safety Liaison (402): Irene Jones

Learning and sharing best practices allows technicians in the state to keep up to date, helps keep kids safe when traveling in cars, and reduces fatalities amongst children between the ages of zero and seven years old. In Minnesota crashes from 2014 – 2018, 87% of the 17,237 children ages zero to seven that were properly restrained were not injured, while another ten percent sustained only possible injuries. The DPS/OTS maintains an extensive statewide and community involvement in occupant protection education by involving individuals and organization outside the traditional highway safety community. We have established a taskforce of individuals and organizations (e.g. police department, EMS, public health) to actively promote the use of occupant protection systems. We strongly believe that Child Passenger Safety Taskforce representation from the health industry, businesses, and diverse populations within the community will help prevent traffic deaths and serious injuries by changing human behavior in the State of Minnesota.

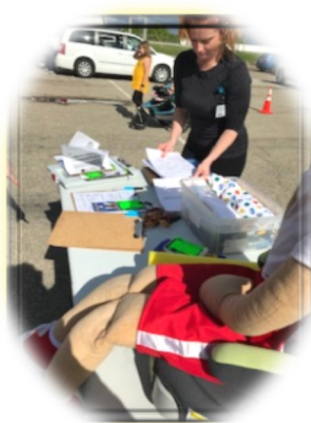
19-02-01 Occupant Protection Coordination (402)

This project funds staff to manage and serve as points of contact for the various program 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.

19-02-02 Child Passenger Safety Support (402)

This project provided financial support for supplies/equipment, instruction, training and re-certification. In total, 28 certification and renewal courses and four training courses were held in rural areas of the state that are underserved in traffic safety, including a few American Indian Reservations. Over 400 2019 LATCH Manual (Lower Anchors and Tethers for Child Restraints) were distributed across the state to over 147 agencies who host car seat fitting stations. In order for an agency to receive a LATCH manual they had to have a nationally certified CPST, current in their certification. Types of CPST agencies include, but are not limited to, police departments, non-profit agencies, community based organizations, and local government agencies. LATCH manuals provide technicians with important guidance to convey to caregivers for the proper use of LATCH systems in different vehicles. The manuals also contain new and updated instructions from manufacturers about specific car restraints and vehicles.

Technicians were able to hand out the educational materials provided through this project at no cost to them at car seat check events, car seat distributions, local county health and traffic prevention fairs and trainings. They were also able to have access to and print the 2019 recall list for the child restraints. A problem that was occurring at the car seat check events across the state was the low signage visibility. In addition, this project supported the purchase of 15 car seat check signs to distribute across the state to improve the signage visibility of these events. Over 350 child passenger safety events were advertised in a monthly communication that was sent via email to all 752 technicians. A public website was updated on a monthly basis to effectively communicate with the public on free car seat checks. <https://dps.mn.gov/divisions/ots/child-passenger-safety/Pages/default.aspx>



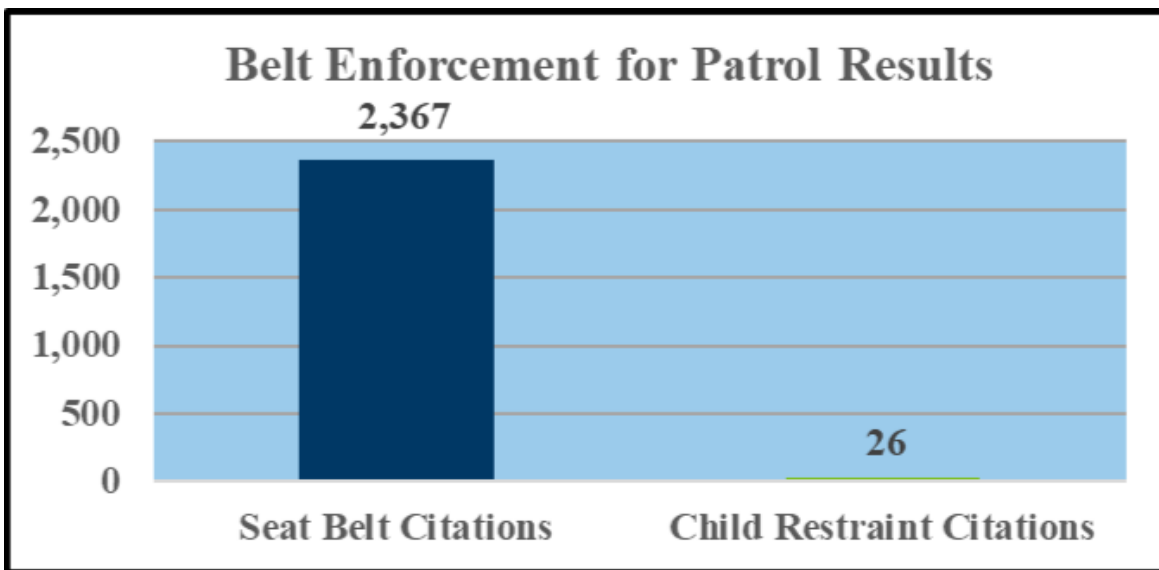
19-02-03 Child Passenger Safety to Conferences (402)

This project supports continuing education. The use of funds helped pay for members from the Minnesota Child Passenger Safety Taskforce to attend the LifeSavers and Kidz In Motion traffic safety conferences. It covered the conference registration, travel, hotel and meals. Four members in total were able to attend national traffic safety conferences. After attending the conferences, the members brought back what they learned and shared that knowledge with other taskforce members during the four quarterly TZD planning meetings. This helped the taskforce members because they are all volunteers working to ensure high-quality CPS workshops are offered at the statewide conference and that those workshops are C.E.U. worthy for Safe Kids Worldwide certification.



19-02-04 / 19-02-05 Belt Enforcement for Patrol / Cities and Counties (405B)

These enforcement projects focus on a well-publicized high-visible traffic safety enforcement that coincides with NHTSA’s enforcement calendar and runs concurrently with paid media campaigns. OTS’ enforcement calendar (see Appendix D) is followed to maximize paid media efforts, contributing to the increase in the statewide seat belt use rate of 92.4% in 2018, to 93.4% in 2019.



19-02-06 Seat Belt Use Survey (402)

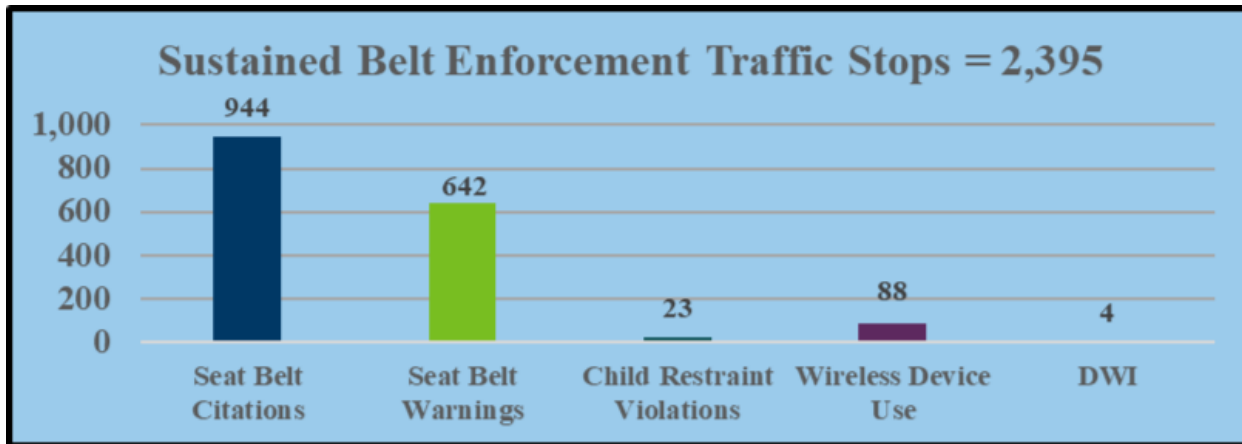
See also the Seat Belt Survey results at the beginning of this report

The OTS facilitates the annual implementation and methodology of a seatbelt use observation survey with requirements set forth by the NHTSA. This observational survey determines the statewide seatbelt usage rate and allows the OTS to collect demographic data to help target the passenger protection program audience, judge the success of the efforts to influence Minnesotans to wear their seatbelts, and assess the TZD Enforcement efforts. This observational survey was conducted in FFY19, and resulted in a 93.4% seat belt usage rate, up from 92.4% in FFY18. This survey has helped to identify problem areas and target our occupant protection efforts. For instance, males are more likely to be unbelted than females. The survey shows that male seatbelt use increased two percent from the previous year. In addition, pickup truck drivers are the least likely motor vehicle occupants to buckle up; however, this year’s survey shows that pickup truck occupant seatbelt use is up three percent from 2018. While it is not feasible to directly identify the drivers of these improvements, it is likely that our targeted outreach and enforcement has played a role.

19-02-10 State Patrol Sustained Belt Enforcement (402)

See also 19-02-04, 19-03-04, 19-04-03

The MSP provides service to the entire state, from the busy Twin Cities metropolitan area to the most sparsely populated expanses of the state. On many stretches of Minnesota roadways, the agency is the only traffic enforcement presence. Teamwork has continued with local and county agencies with the goal to develop working partnerships in traffic safety efforts. Several strategies to improve interdiction of texting drivers and unrestrained occupants are being used in trooper-only and combined enforcement saturations. One special project is a seatbelt enforcement project in the western portions of the state which have had the lowest compliance rates for occupant protection for several years running. Special events are created and staffed by troopers providing encouragement, but not funding, for local agency participation in these areas. There were 1,211 hours worked on this project in 2019 (73% daytime / 27% nighttime), contributing to the increase in the statewide seat belt use rate of 92.4% in 2018, to 93.4% in 2019.



19-02-08 , 19-02-09 and 19-02-11
Southern, Northern and North East Child Passenger Safety Liaison (402)

The child passenger safety liaisons main function is to serve as a link to promote child passenger safety in the southern, northern, and northeastern portions of the state. The liaisons were able to conduct over 25 Children And Restraint Systems (C.A.R.S.) trainings throughout the state for free to caregivers and parents. In FFY2019 there were 5,753 verified attendees that successfully completed the C.A.R.S. training. OTS CPS Liaisons were able to offer the National Child Passenger Safety Certification trainings, with no local fee to incoming students wanting to obtain certification as technicians. Other CPST-I in the state charge a \$75-\$250 local fee. Relationships were developed with partners throughout the north, northeast and southern portions of the state which include, but are not limited to, public health, law enforcement, and fire personnel to boost awareness of occupant protection and other traffic safety programs offered through the state. One of the liaisons was featured on the CBS3 Duluth News.





Impaired Driving

Purpose Statement: Continuing the work of reducing alcohol-impaired driving fatalities through education, enforcement, outreach and recognition because fatalities in crashes involving an alcohol-impaired driver represents more than one-fifth (22%) of the motor vehicle fatalities in Minnesota (2014-2018).

- 19-03-01 Impaired Driving Coordinator I (164AL): Jane Landwehr
- 19-03-02 Impaired Driving Coordinator II (164AL): Duane Siedschlag
- 19-03-03 Drug Recognition Expert and Traffic Training: (405D): Kammy Huneke
- 19-03-04 Patrol Impaired Driving Enforcement (405D): Kammy Huneke
- 19-03-05 Cities and Counties DWI Enforcement (164AL): Duane Siedschlag
- 19-03-06 Court Mandated Ignition Interlock (164AL): Jane Landwehr
- 19-03-07 Impaired Driving Court (164AL): Duane Siedschlag
- 19-03-08 Impaired Driving Media (see media section) (164AL): Shannon Grabow
- 19-03-09 Impaired Driving Media (see media section) (164AL): Shannon Grabow
- 19-03-10 Impaired Driving Dashboard (405D): Duane Siedschlag
- 19-03-11 Bureau of Criminal Apprehension Lab Technicians (405D): Duane Siedschlag
- 19-03-12 DWI E-Charging (405D): Jane Landwehr

19-03-13 Ignition Interlock (164AL): Jane Landwehr
19-03-14 Patrol DWI Conference Travel (405D): Kammy Huneke
19-03-15 DWI Officers (164AL & 405D): Duane Siedschlag
19-03-16 Traffic Safety Resource Prosecutor (405D): Jane Landwehr
19-03-17 DWI Enforcement Recognition (405D): Gordy Pehrson
19-03-18 Impaired Driving Facts (405D): Duane Siedschlag
19-03-19 DWI Enforcement Liasons: (164AL) Kristen Oster
19-03-20 Project Directors to Conferences: (405D): Terri Pieper
19-03-21 DWI Creative Contract (405D): Shannon Grabow
19-03-23 DWI EZ Guide for Officers Application (405D): Shannon Grabow
19-03-24 Synthetic Toxicology Testing (405D): Jane Landwehr
19-03-25 DWI Micro Site Web Pages (405D): Shannon Grabow

19-03-01, 19-03-02 Impaired Driving Coordinator (164AL)

This project funds staff to manage and serve as points of contact for the various program 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.

19-03-03 Drug Recognition Expert and Traffic Training (405D)

MSP trains and coordinates instructors for courses that are known to enhance traffic enforcement and are sanctioned by NHTSA, IACP, and POST Board. These courses are SFST, ARIDE, SFST-DWI Update, Drug Evaluation and Classification/ DRE. In addition, the MSP coordinated Law Enforcement Phlebotomy training in conjunction with Dakota County Technical College (DCTC).

Since law enforcement officers learn most effectively when taught by highly qualified peers, the MSP contracts with and trains troopers, local and tribal officers, and county deputies to instruct these courses.

To ensure that officers receive this training, SFST, ARIDE, and OPUE are required for all law enforcement officers who participate in grant-funded enforcement programs by the OTS.

In addition to these classes, the SFST-DWI Update and the online ARIDE courses provide refreshers and updates for law enforcement officers on the importance of impaired driving enforcement. Officers working enforcement program projects must have current (within the last 60 months) training in SFST, ARIDE, and OPUE.

Course evaluations are provided and reviewed after each class to guarantee that course material meets the training needs of law enforcement, and better equips them in reducing alcohol-impaired driving and traffic fatalities.

Key Accomplishments:

- 248 certified DREs representing 110 agencies.
- 120 trained SFST instructors and 68 certified DRE instructors.
- 641 Drug Influence Evaluations for enforcement purposes.
- DRE enforcement evaluations resulted in 38% of the drivers as polydrug or polycategory users
- DRE opinion and toxicology results match is 57%.
- Training materials are updated immediately after receiving updates from the NHTSA.
- Assisted on eCharging project for streamlining the arrest and charging procedures.
- Assisted MCAA with training of county attorneys on DWI enforcement.
- Subject matter expert for Minnesota Legislature assisting with drugged driving legislation.
- Assisted the Minnesota Safety Council with continuing education on drug-impaired driving.
- Provided instruction to new judges as part of the Judicial Branch's New Judge Orientation.

19-03-04 Patrol Impaired Driving Enforcement (405D)

These enforcement projects focus on the impaired driving portion of the enforcement calendar which includes two DWI mobilizations, and optional DWI enforcement on Halloween and St. Patrick’s Day. OTS’ enforcement calendar (see Appendix D) coincides with NHTSA’s enforcement to maximize paid media efforts, and ensures education is coupled with enforcement to change driver behavior, distracted driving and move over law. This project funded the impaired driving portion of the enforcement grant with the Minnesota State Patrol and resulted in 248 DWI arrests, reducing alcohol-impaired driving fatalities.

19-03-05 Cities and Counties DWI Enforcement (164AL)

See projects #19-02-05 & #19-04-04

These enforcement projects focus on the impaired driving portion of the enforcement calendar which includes two DWI mobilizations, and optional DWI enforcement on Halloween and St. Patrick’s Day. OTS’ enforcement calendar (see Appendix D) coincides with NHTSA’s enforcement to maximize paid media efforts, and ensures education is coupled with enforcement to change driver behavior, contributing toward the goal of reducing alcohol-impaired driving fatalities.

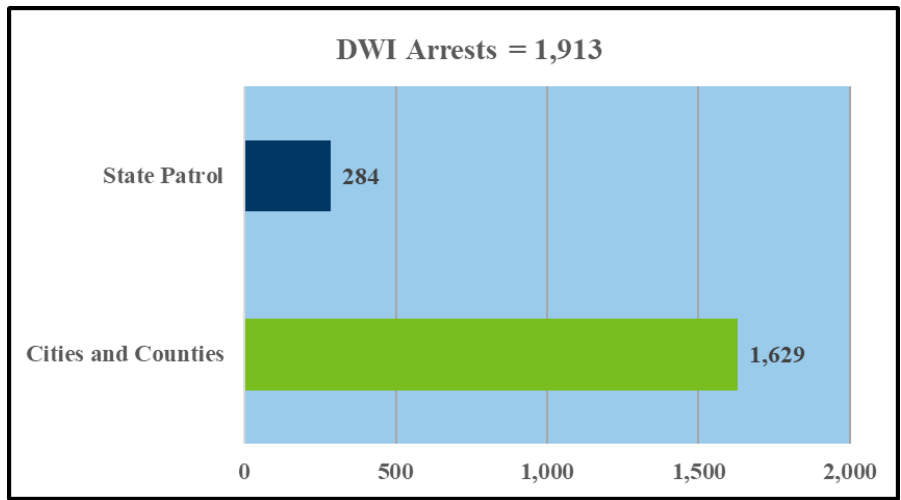
Counties are required to develop specific goals to reduce fatalities and serious injuries, and decrease impaired driving. Based on problem identification, the top 13 counties accounted for 42% of the state’s drunk-driving deaths are provided additional funds to focus on DWI enforcement. High-visibility enforcement is required including earned media and roadway signage. The DPS/OOC staff provides media templates to assist with the educational effort.

Objectives/Strategy

Decrease impaired driving related fatal and serious-injury crashes by conducting highly-visible education and enforcement campaigns on Minnesota’s roadways.

Enhanced impaired driving enforcement was conducted on weekends Nov. 21 – Dec. 29, 2019 and Aug. 16 – Sept. 2, 2019. In addition, the “Top 13” counties with the highest number of alcohol-related fatalities and severe injuries were eligible for additional funding for sustained, year-round impaired driving enforcement.

Agencies not listed in the “Top 13” counties could use up to 10 percent of their impaired driving enforcement budget to schedule events during celebrations that have a history of increased alcohol consumption. The “Top 13” counties that are eligible to receive extra funding for a year-long sustained impaired driving enforcement program include: Anoka, Cass, Crow Wing, Dakota, Hennepin, Olmsted, Otter Tail, Ramsey, Scott, Stearns, St. Louis, Washington and Wright. f



Worst Alcohol-Related Counties, 2013-2017								
Rank	County	All Deaths	Drunk Driving-Related Deaths	All Suspected Serious Injuries	Alcohol-Related Suspected Serious Injuries	All Deaths and Suspected Serious Injuries	All Drunk Driving-Related Deaths & Alcohol-Related Suspected Serious Injuries	DWI Arrests
1	Hennepin	199	52	1,440	255	1,639	307	29,746
2	Ramsey	76	17	537	104	613	121	11,652
3	Anoka	76	12	421	79	497	91	5,983
4	St. Louis	78	15	262	70	340	85	5,356
5	Dakota	79	13	445	65	524	78	7,802
6	Stearns	45	7	203	50	248	57	4,051
7	Washington	50	9	188	46	238	55	4,969
8	Sherburne	33	5	144	43	177	48	1,901
9	Olmsted	52	7	184	35	236	42	3,540
10	Wright	55	13	182	28	237	41	2,201
11	Otter Tail	29	4	111	34	140	38	1,417
12	Cass	31	12	76	21	107	33	939
13	Rice	26	5	89	28	115	33	1,139
5-year, 13-County Totals		829	171	4,282	858	5,111	1,029	80,696
% of 5-year MN Totals		43%	42%	59%	56%	56%	53%	64%

19-03-06 Court Mandated Ignition Interlock (164AL)

Minnesota's ignition interlock is primarily administrative. This program provides funding for judicial districts and/or probation services agencies to implement an ignition interlock program that uses the advantages of a judicial program and is coordinated with the current administrative ignition interlock program.

Grants were issued to five judicial districts and three probation agencies. The districts have contracted with specific vendors through an RFP 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 within the entire DWI offender population. Over the last three years, enrollment and participation have increased, ensuring more offenders are driving legally on Minnesota roads contributing in reducing impaired driving fatalities. Public outreach done by the Judicial Ignition Interlock coordinators has greatly increased interest by not only offenders, but judicial district judges, prosecutors and defense attorneys.

Ignition Interlock Program Results	
Ignition interlock participants at start of FFY19	382
Admissions in FFY19	456
Graduates in FFY19	308
Participants terminated in FFY19	24
Ignition interlock participants at end of FFY19	452
Participants that incurred a new Implied Consent/DWI charge in FFY19	4
Graduates who recidivated within a year of completion of program (includes graduates from previous grant years)	10

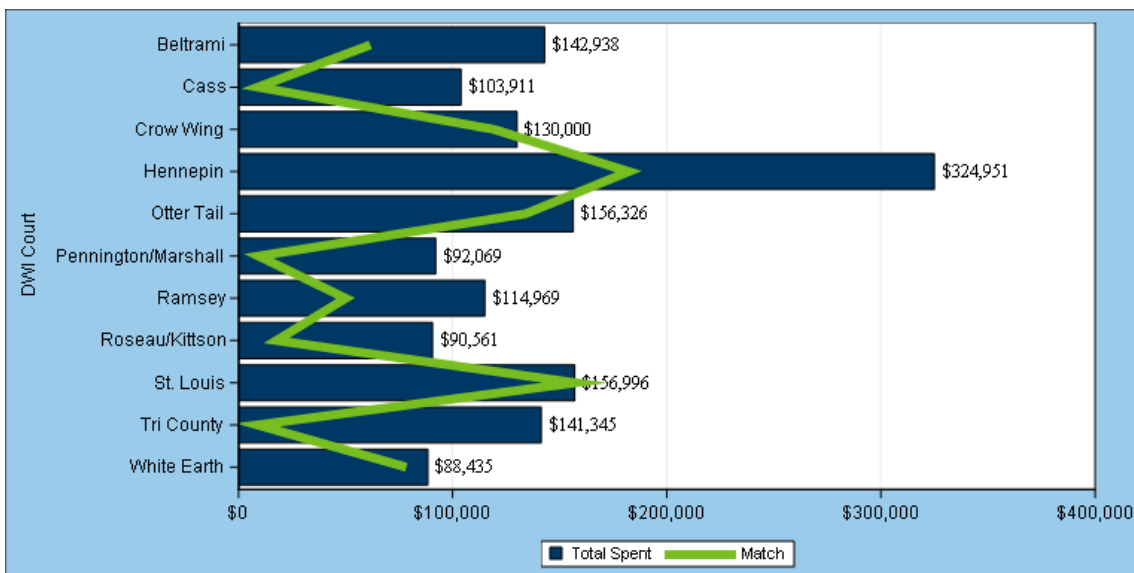
Description	FFY19	FFY18	FFY17
Installations	913	392	350
Removals	284	219	156
Active Participants at end of grant year	490	443	157

19-03-07 Impaired Driving Court (164AL & 405D)

This project supports courts that provide judicial leadership, multi-disciplinary collaboration and local planning, including substance abuse issues, when working with repeat DWI offenders. Sixteen DWI courts receive funding. In Minnesota, 41% of DWI offenders are repeat offenders, many of whom have serious alcohol abuse problems. In order to eliminate the impaired driving problem, a comprehensive alcohol program must also address the offender's abuse of alcohol. The objectives include: enhancing public safety by reducing DWI recidivism rates, and breaking the cyclical process of repeated impaired driving arrests by helping DWI offenders become law abiding citizens, thereby reducing costs and allowing offenders to regain driving privileges. DWI Court Teams also assist participants with obtaining valid driving privileges, obtaining housing and finding gainful employment.

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

- 172 participants were admitted into the program
- 125 participants graduated
- 47 participants were terminated
- 294 participants are currently enrolled
- 6 graduates from DWI court incurred an additional DWI arrest
- 100 participants obtained a restricted license with ignition interlock
- 29 participants obtained a full unrestricted license



19-03-08 Impaired Driving Media (405D)

See also project 16-06-02

This project provides print and electronic materials on alcohol-related traffic safety issues, as well as media relations services with a grant through the Department of Public Safety, Office of Communications. 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 TZD 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. Unlike paid media where reach and frequency of each ad placed is tracked, we can't accurately quantify the number of stories generated by a news release, news conference or public service announcement since we do not have a media monitoring service. News releases for all enforcement campaigns are sent to all major media markets, presumably reaching all 87 counties. This project combined with paid media provides the education component that is coupled with enforcement to change dangerous driving behaviors, contributing toward the goal of reducing alcohol-impaired driving fatalities.

19-03-09 Impaired Driving Media (164AL& 405D)

See media section By providing impaired driving education to the public through paid media, the goal of reducing alcohol-impaired driving fatalities was impacted.

19-03-10 Impaired Driving Dashboard (405D)

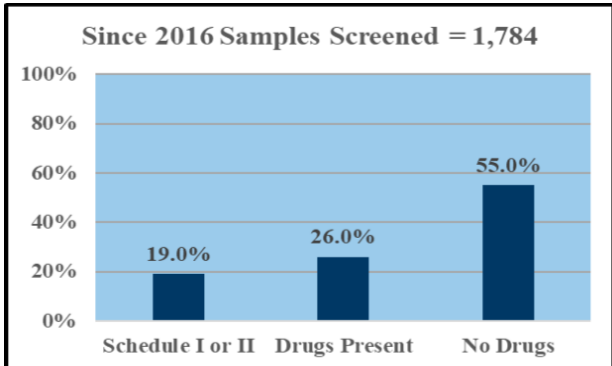
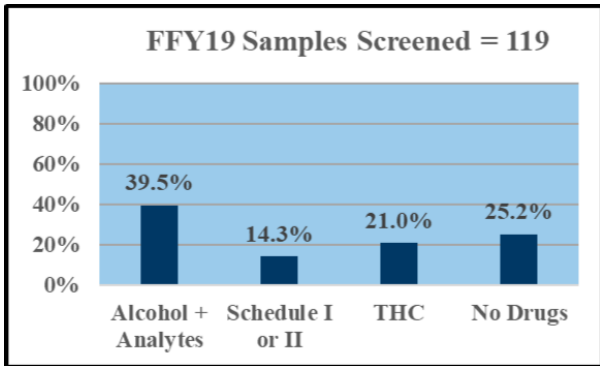
This project provides software licensing and an analyst to integrate several different state databases relevant to DWI events. The analyst plots incidents of DWI arrests from e-charging events, and alcohol-related crashes resulting in injury or fatality from MNCrash, the state crash reporting system. The analyst also provides plotting of on-sale liquor establishments, provided by other public safety stakeholders. Utilizing a mapping tool to capture geographic coordinates accurately will greatly reduce or eliminate the need for manual intervention to plot events. The BCA added features to include milepost markers and additional labels within the map feature and moved a button on the mapping widget to ensure a better user experience.

During the Quarters 1 & 2:

- 20,813 DWI locations were reported from eCharging
- 14,766 locations were automatically or manually matched in the dashboard (70.9%)
- 6,047 locations remained backlogged and unmatched (29.1%)

19-03-11 Bureau of Criminal Apprehension Lab Technicians (405D)

This project provides funding for two full time laboratory technicians. The technicians are responsible for testing blood and urine samples collected by law enforcement from suspected impaired drivers. The technicians will test for most drug classes identified in the screen for DRE cases and for other DWI cases. The technicians continue to conduct toxicology screens for drugs identified as impairing and of high use in MN drivers. Additionally, the technicians will screen urine samples that have yet not reached the one year disposal date for the presence of analytes of impairing substances. Data set includes tests conducted only between 10/1/2018 and 8/31/2019. June samples are reported to have been disposed of before the additional toxicology screening tests could be conducted. No tests conducted in May, July or September, 2019.



19-03-12 DWI E-Charging (405D)

The eCharging system connects with the driver license database to immediately provide driver license information to law enforcement including arrest data and prior DWI convictions. eCharging automates, simplifies and expedites an otherwise complex and time consuming arrest process.

During FFY19 27,797 DWI/Implied Consent events were processed via eCharging. That is a 29% increase from 21,489 eDWI's processed in FFY18. During that same time 1,000 law enforcement personnel were formally trained to use eCharging to process and report their DWI arrests during training sessions across the state. Over 99 percent of all DWI arrests are processed through e-charging.

The eCharging system is also used to process electronic search warrant applications from the applying peace officer to the judge, and back again. eCharging allows Minnesota peace officers to create a search warrant and receive an approved eSearch Warrant back from a judge in 15 minutes or less. During FFY19, 6,132 DWI blood/urine search warrants were processed through eCharging.

The e-Charging program has provided a quick and efficient way for law enforcement officers to process a DWI offender, giving officers more time patrolling the roads and arresting offenders before a crash can happen. This assists OTS in meeting the goal of reducing crashes resulting in injuries and fatalities.

19-03-13 Ignition Interlock (164AL)

This project is administered by the DPS/DVS, to increase the use of ignition interlock in the state by training and educating DWI offenders, the general public and those involved with DWI offenders. The sooner a driver can be enrolled in the program the less likelihood they will drive illegally and reduce impaired driving recidivism contributing in reaching the goal of reduced crashes resulting in injuries and fatalities.

The ignition interlock law has been in place since June, 2011. Repeat offenders and offenders with high BAC are required to install ignition interlock if they want driving privileges. Ignition Interlock is mandatory for drivers whose licenses have been cancelled inimical to public safety. DPS continues to review possible changes to the law to increase the use of the device. 2019 marks the ninth consecutive year of growth of the Ignition Interlock program, while DWI arrests for 2019 remained about the same for this period. DVS has implemented a new system, drivers license system known as FAST. With this new system they will be able to pull accurate reports to better provide statistics within the ignition interlock program. The current membership number of 11,785 drivers in the program marks the highest level of participation in the program since inception, and is a 6.3% increase over 2018.

- 11,785 individuals currently utilizing ignition interlock
- 31,343 drivers have graduated from ignition interlock since the law went into effect
- \$105 (average cost of installation)
- \$102 (removal cost)
- \$107 (average monthly calibration fee)

Minnesota began a vendor oversight program through a project created by OTS and DVS. Two Ignition Interlock Vendor Oversight Liaison positions to manage the vendor oversight program to address and resolve issues with the certified vendors and service centers. There are currently over 230 service centers statewide. This is a significant increase from 2018 when they had almost 200 service centers. The liaisons made at least one visit to each of the service centers. The goal for FFY20 will be a minimum of two site visits per service center. The liaisons were also involved in the yearly vendor certification process, annual vendor meetings held by DVS, and reviewing monitoring reports submitted by the vendors. These are reviewed for accurate reporting of violations. Violations of participants must be reported by vendors in compliance with the certification guidelines. Due to inadequate staffing, this task was rarely performed before hiring the two liaisons. DVS expects 100% accuracy in reporting participant violations.

The liaisons continually communicate and interact with all stakeholders through verbal, written, and in-person means in order to bring current ignition interlock monitoring issues to light by attending and staffing booths at traffic safety conferences.

19-03-14 Patrol DWI Conference Travel (405D)

Contributing to goal of reducing alcohol-impaired driving and traffic fatalities this project provided access for State Patrol to attend conferences focusing on impaired-driving related strategies.

CARE Conference (attended by two captains):

Attendees at this conference were expected to absorb current best practices in the area of traffic safety law enforcement and education and bring them back for agency consideration and implementation. The Crash Awareness Reduction Effort is a coalition of 23 state law enforcement agencies oriented toward reducing crashes and their severity around the country. Information sharing and network building are important in the effort. This conference aligns with Minnesota’s Toward Zero Deaths program. Submission was made prior to the state fiscal year change to take advantage of early registration and lodging discounts.

Lifesavers Conference (attended by one lieutenant):

The Minnesota State Patrol is a traffic safety organization and participates in several traffic safety campaigns and programs within the state including Toward Zero Deaths. Lifesavers is one of the national level traffic safety conferences that offer idea sharing amongst traffic safety professionals from throughout the country and, in some cases, international attendees. Attendees are expected to absorb new ideas and concepts that have applications in Minnesota and return with intentions to move them forward.

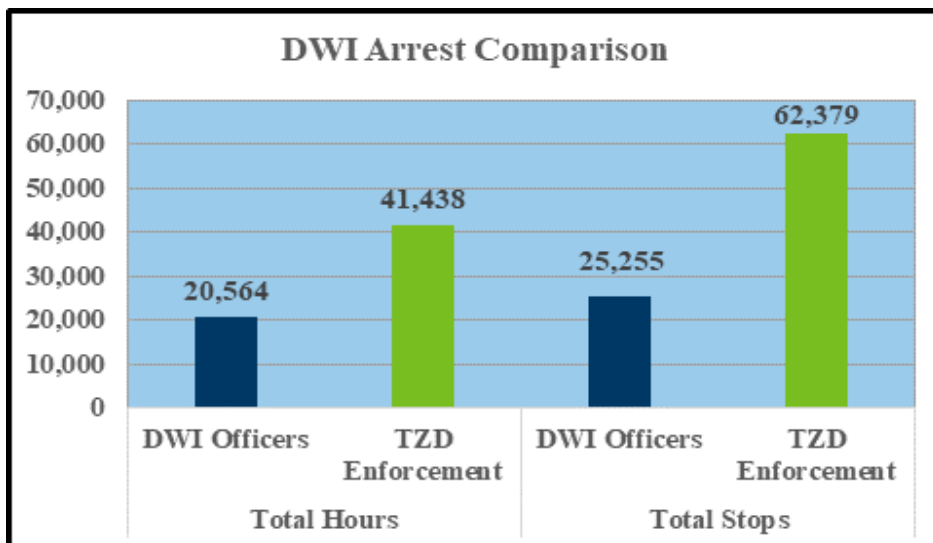
Conference attendees submit conference reports stating how the knowledge they’ve gained through their attendance will be shared amongst their Minnesota counterparts.

The Minnesota TZD conference (attended by 30 members, including supervisors and troopers):

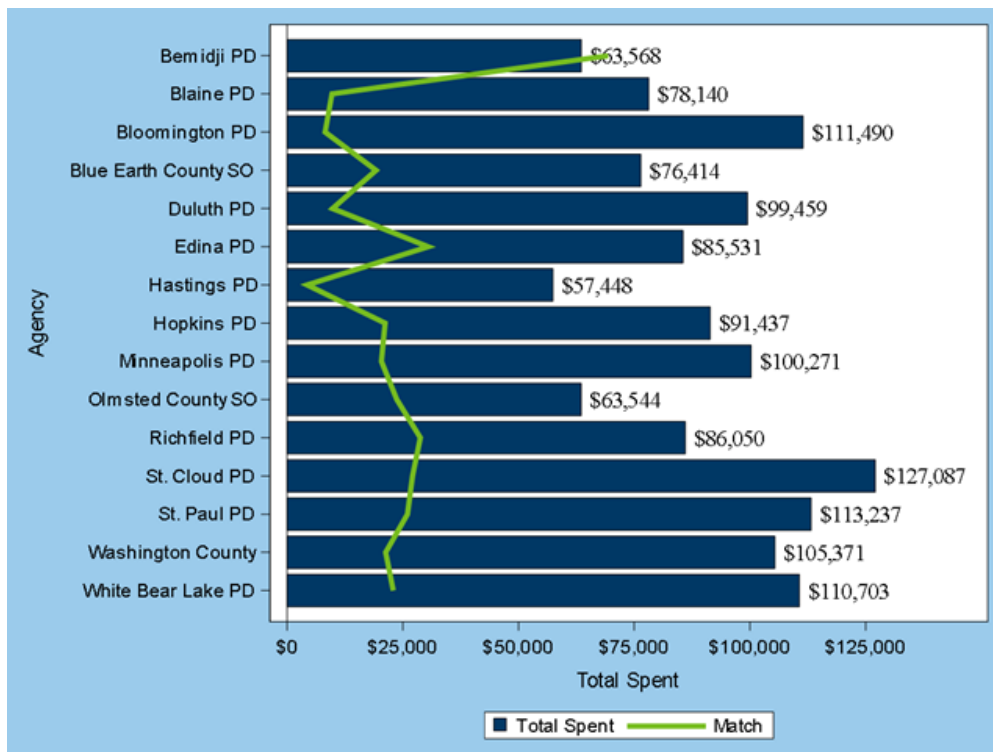
This conference provides a forum for sharing information on best practices in engineering, enforcement, education, and emergency medical/health services and for identifying new approaches to reducing the number of traffic fatalities and life-changing injuries on Minnesota roads.

19-03-15 DWI Officers (164AL & 405D)

This project supports 15 selected agencies by providing straight time and overtime funding to pay the salary of a dedicated impaired driving enforcement officer. In 2016, the National Safety Council estimated the cost of alcohol related crashes in Minnesota was \$286 million. During 2016, 21% of crashes resulting in serious injury and 31% 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 are directed to focus their DWI Officer during this time period to reduce alcohol-related crashes. The graph below compares the hours, stops, and arrests from the DWI officers and TZD Enforcement Grant Officers.



The graph below compares spent and match funds per agency.



19-03-16 Traffic Safety Resource Prosecutor (405D)

There is a need for prosecutor training, case consultation, and research assistance related to impaired driving in Minnesota. The OTS contracts for a Traffic Safety Resource Prosecutor (TSRP) through the Minnesota County Attorneys’ Association to serve as a liaison between the NHTSA and OTS, and the county and city prosecutors. 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 conducted training throughout the state, which includes Vehicular Homicide Trial Advocacy training, legislative updates, Minnesota’s electronic search warrant program and eCharging, and lab toxicology issues for prosecutors. The TSRP also presented at two break-out sessions at the 2018 TZD Conference held in October of the grant year.

The TSRP program has made a difference by providing prosecutors the training and resources to better prosecute impaired driving (e.g. how to respond to requests for the source code for the state’s breath test instrument, including sample briefs and affidavits from experts). Prosecutors were better able to oppose requests for the source code and District Court Judges have been denying these requests from defense attorneys. The TSRP has also provided training to law enforcement for investigating DWI and vehicular homicide cases. This has provided more uniformity around the state in the use of search warrants for blood draws. The TSRP program has provided online training for law enforcement, which is attended for POST credit. A large number of law enforcement officers attend these online trainings.

The goal of the TSRP is to continue to provide training and assistance regarding the important decisions by the Minnesota Supreme Court involving DWI issues. There is a need for continued training about electronic search warrants and DWI eCharging, including investigating CVO crashes and many more topics. Webinars regarding these issues, in addition to the annual Impaired Driving webinar, will ensure law changes/new laws are addressed with a consistent messaging across the state contributing to meeting the goal of reducing impaired driving fatalities.

19-03-17 **DWI Enforcement Recognition (405D)**

Recognizing exceptional traffic enforcement efforts motivates officers to enhance their enforcement of traffic laws to reduce crashes, injuries and deaths.

Commissioner's Enforcement Award: (This effort is split-funded with 19-04-07)

Criteria for enforcement recognition highlights one Enforcement Grantee's success during the grant year. For the higher level of achievement, a committee comprised of six OTS staff members reviewed applications submitted by the four LEL's.

Criteria for selecting Commissioner's Award:

- Demonstrates continuous coordinated enforcement efforts throughout the year.
- Timely in reporting/invoicing.
- Short reports were not missed by any of the grant's partner agencies during the grant year.
- Warnings generally do not exceed citations.
- Participates in community policing activities such as mock car crashes, bike rodeos, child passenger safety clinics, safety education in schools, etc.
- If applicable, works with Safe Roads Coalition in their region.
- Has not received the award in the past five years.



Elk River Police Department receives the Commissioner's Award for outstanding law enforcement and community engagement efforts.

The committee selected the Elk River Police Department Toward Zero Deaths (TZD) Enforcement Grant that included the Elk River, Big Lake, and Becker Police Departments and Sherburne County Sheriff's Office to receive the 2018 Commissioner's Enforcement Award. The Commissioner of Public Safety, OTS Director, OTS Enforcement Coordinator, and the OTS Enforcement Liaison presented a plaque signed by the Commissioner and the OTS Director to each agency in the grant at a luncheon. Additionally, the fiscal lead for the grant will be sent to the Lifesaver's Conference in Tampa, Florida.

Hat-Trick Recognition:

For their first Hat-Trick, officers who achieved three DWI arrests in one shift are recognized by receiving a hat and pin. For subsequent Hat-Tricks, officers who achieved three DWI arrests in one shift are recognized by receiving a customized hockey stick, which has the officer's name, agency and hat trick date.

During FFY19, a total of 66 officers received hats and pins and/or customized hockey sticks. Thirty hats and pins and 52 sticks were awarded during FFY19. In FFY18, a total of 53 officers received hats and pins and/or customized hockey sticks. Thirty-four hats and pins and 41 sticks were awarded during FFY18. This data shows a growing trend of officers recognized.

Grand Slam Recognition:

Officers who achieved four or more DWI arrests in one shift are recognized by receiving a customized baseball bat with their name, agency, and BAC Average for the arrests. In FFY19, three officers were recognized. This was the first year for this type of officer recognition.

DWI Enforcer All-Star Recognition:

The DWI Enforcer All-Stars are the state's leading law enforcement officers for arresting impaired 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 by a committee comprised of OTS Staff. Agency/city size is considered to recognize those from smaller agencies.

In 2019, 43 law enforcement officers and prosecutors (with a combined total of 3,017 DWI arrests) were recognized as DWI All-Stars. Each All-Star was presented with a customized baseball bat at a Minnesota Twins pre-game event. In 2018, the same number of officers and prosecutors with a combined total of 2,751 DWI arrests across Minnesota in 2017 were recognized as DWI All-Stars. This shows a growing DWI arrest trend.

19-03-18 **Impaired Driving Facts (405D)**

Impaired Driving Facts 2017 was published.

19-03-19 **DWI Enforcement Liaisons (164AL)**

Split funded with project #19-04-06

Four law enforcement liaisons (LELs), all retired law enforcement officers, were contracted to be our traffic safety partners. They are an invaluable resource and have made great strides connecting with and supporting law enforcement agencies across the state. Funding for these Liaisons provides the education and support needed to assist law enforcement officers to enforce, educate, and impact behavior changes contributing to reducing serious injuries and fatalities. .

Accomplishments:

- Met with over 400 law enforcement agencies, 16 of which intended to apply for the TZD Enforcement Grant in FFY20.
- Attended over 100 TZD Safe Road Coalition meetings providing local crash data and updates from OTS.
- Attended over 30 Fatal and Serious Injury Crash Reviews discussing local crashes and looking for trends and action items.
- Attended 23 Steering Committee Meetings and Chief's Meetings in their local areas.
- Provided the face of OTS at dozens of state and local conferences and meetings.
- Presented the OTS Challenge Coin 55 times to individual law enforcement officers for extraordinary enforcement in traffic safety activities.
- Attended the Commissioner's TZD Enforcement Award Ceremony.
- Presented at two national conferences on the MN LEL Program.

19-03-20 **Project Directors to Conferences(405D)**

Split funded with project #19-06-12

19-03-21 DWI Creative Contract (405D) *See also 19-06-09*

By providing impaired driving education to the public and creating specific messages about the consequences of impaired driving, the activities funded by this project contributed toward the goal of reducing alcohol-impaired driving fatalities.

Our creative services are handled through a professional technical contract with the creative agency, Johnson Group/Framework. This project covers creative services for paid media related to impaired driving. This project funded the resizing of existing impaired driving creative messaging for new paid media platforms such as bus kings/tails, digital websites, Facebook and Instagram. There were no new impaired driving creative messages developed in FFY19. The creative priorities were motorcycle safety and training, distracted driving, hands free and child passenger safety, which were funded through project

19-03-23 DWI EZ Guide for Officers Application (405D)

The purpose of this project is to create a user-friendly app to be downloaded onto law enforcement officers' smart phones to use in place of the existing paper brochure, titled DWI EZ Guide. There was no activity on this project due to time and coordination constraints and competing MnIT priorities.

19-03-24 Synthetic Toxicology Testing (405D)

Synthetic drug use in Driving Under the Influence of Drugs (DUID) cases continues to rise. Due to the ever changing synthetic drug landscape, the BCA Laboratory is unable to keep up with current validated methods for this testing, resulting in negative reports that do not offer any guidance for prosecutors to support the observed impaired behavior of the driver.

Currently, the BCA's only suggestion has been for agencies to send samples to another laboratory capable of testing for these synthetic drugs. This requires that the samples be returned to the agency for a decision on an outside laboratory as well as appropriate testing. The agency may have limited knowledge in this area resulting in inappropriate choices for the specific cases. Most often, the agency will consult with BCA scientists to make these decisions.

If a DUID sample has negative results by BCA methods, and is requested by the submitting agency, the BCA sends the sample directly to an outside laboratory for additional testing. If the submitting agency requests that the kit be sent to NMS Labs for additional testing, group consultation between agency, OTS and BCA will occur.

An agreement could not be reached regarding the payment of invoices to an outside vendor. BCA declined to accept the grant resulting in no activity.

19-03-25 DWI Micro Site Web Pages

See also 19-06-15.

Minnesota would like to mimic www.endwi.com, a microsite developed by the New Mexico Department of Transportation; In FFY19, a Joint Powers Agreement was submitted to NMDOT to obtain the code for the site. The JPA has not been finalized, and therefore, no funding has been used on this project.



Police Traffic Services

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

19-04-01 Police Traffic Services Coordination 1 (402): Shannon Grabow

19-04-02 Police Traffic Services Coordination 2 (402): Kammy Huneke

19-04-03 Patrol Toward Zero Death Enforcement (402): Kammy Huneke

19-04-04 Cities and Counties Toward Zero Death Enforcement (405E):
Shannon Grabow

19-04-05 MN State Patrol Project Support (402): Kammy Huneke

19-04-06 Enforcement Liaisons (402): Kristen Oster

19-04-07 Enforcement Recognition (402): Gordy Pehrson

19-04-08 Real-Time Officer Activity Reporting "ROAR" System (402):
Kammy Huneke

19-04-09 Patrol Travel (402): Kammy Huneke

One of the most effective tactics utilized to change driver behavior is a robust and effective traffic law enforcement program. The OTS proudly partners with over 300 police and sheriffs’ departments across the state in support of keeping Minnesota Roads safe for all users. The Office of Traffic Safety also works very closely with the Minnesota State Patrol providing support and resources that focus on prevention, education, and a variety of enforcement services.

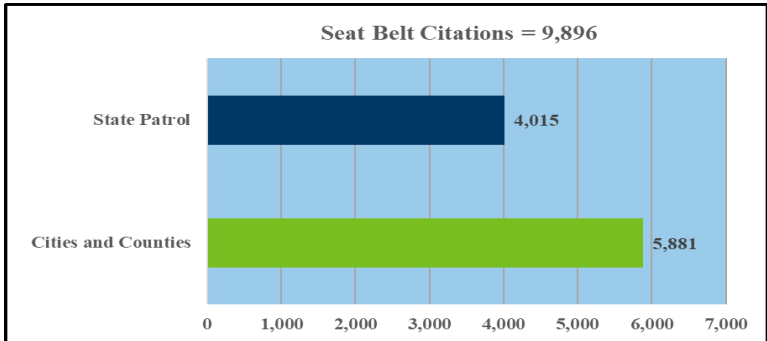
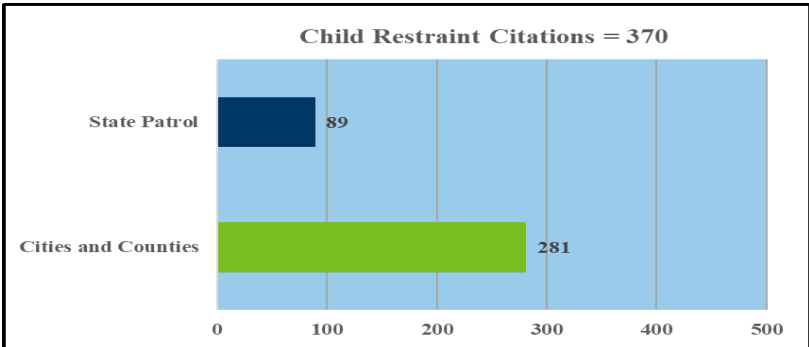
The OTS serves a critical role in guiding and building the TZD program in concert with the MDH and MnDOT. TZD Enforcement Program incorporates the national and statewide mobilizations as part of the overall plan. Based on problem identification, additional funding is provided to specific law enforcement agencies to conduct highly-visible enforcement focused on specific behaviors, such as impaired driving, speed, distracted driving, and occupant protection. Agencies participate in the national mobilizations and report their successes through a website. Minnesota has committed law enforcement liaisons that keep the program a priority locally and serve as resources to their agencies in the region. With funding from the NHTSA, the OTS provided 56 multi-jurisdictional law enforcement grants comprising of 309 agencies in addition to 11 State Patrol districts.

Summary: Police Traffic Services focuses on training, equipping, motivating, and mobilizing law enforcement on traffic safety issues with impaired driving, distraction, speed and occupant protection as the highest priorities for education and enforcement.

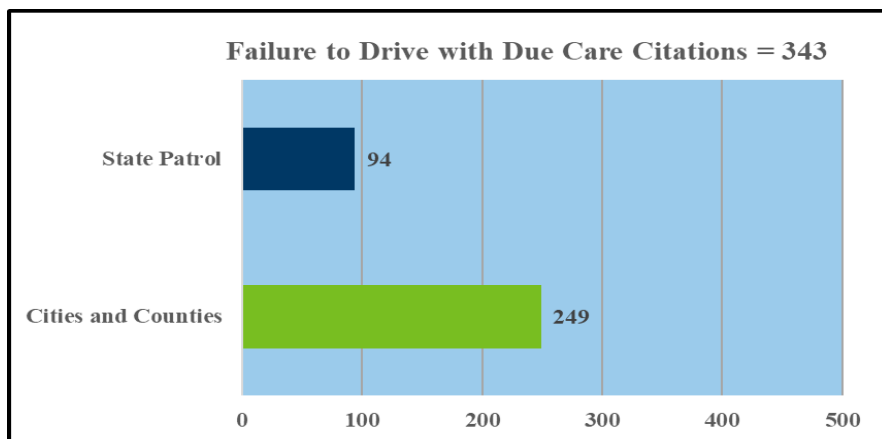
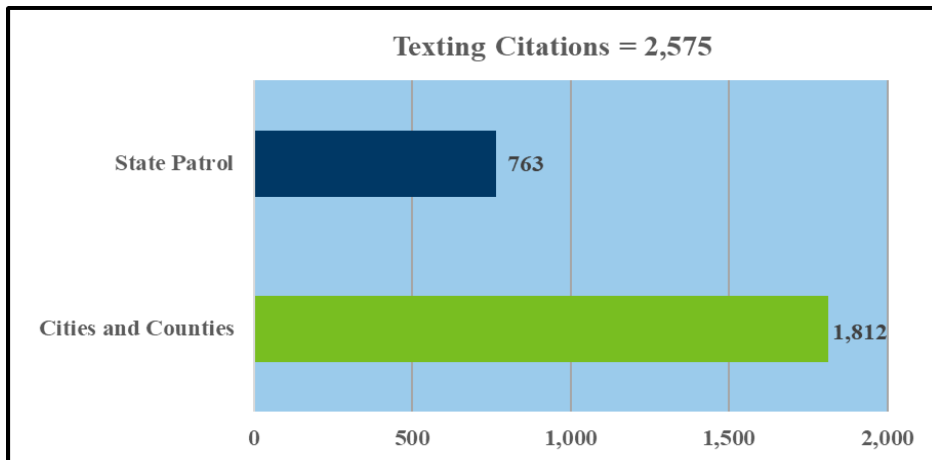
Police Traffic Service fall under performance Measures: C-1) Traffic Fatalities, C-2) Serious Injuries, C-4) Unrestrained passenger vehicle occupant fatalities, all seat positions C-5) Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above, C-6) Speeding-related Fatalities and A-1) Seat belt citations issued during grant-funded enforcement activities, A-2) Impaired driving arrests made during grant-funded enforcement activities, and A-3) Speeding citations issued during grant-funded enforcement activities.

Click it or Ticket

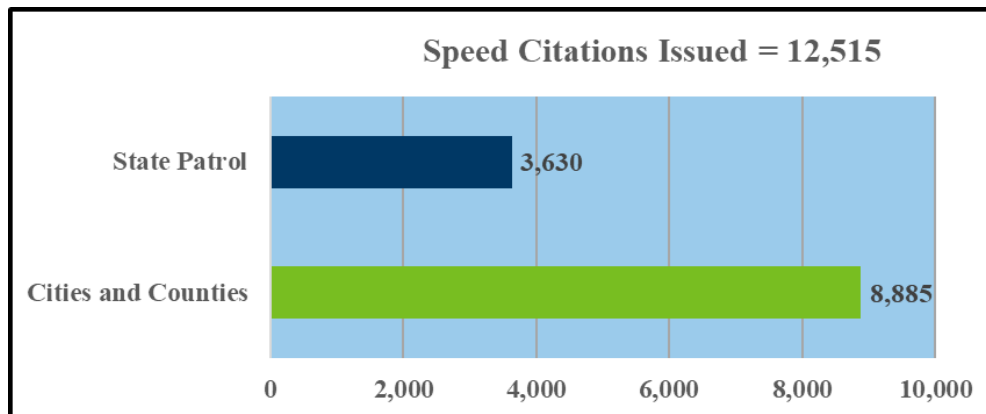
Increase seat belt compliance by conducting highly-visible education and enforcement campaigns. Two Click it or Ticket campaigns were conducted from May 20-June 2, and Sept. 16 – 28, 2019. Minnesota’s focus on child passenger safety is held in conjunction with NHTSA’s CPS week, which is Sept. 22-28, 2019.



Distracted Driving Decrease distracted driving related fatal and serious-injury crashes by conducting highly-visible education and enforcement campaigns on Minnesota’s no texting law. A distracted driving education and enforcement campaign was conducted from April 8-30, 2019.



Speed and Aggressive Driving Decrease speed-related fatal and serious-injury crashes by conducting highly-visible education and enforcement campaigns on Minnesota’s roads. A speed education and enforcement campaign was conducted from June 18- July 21, 2019.

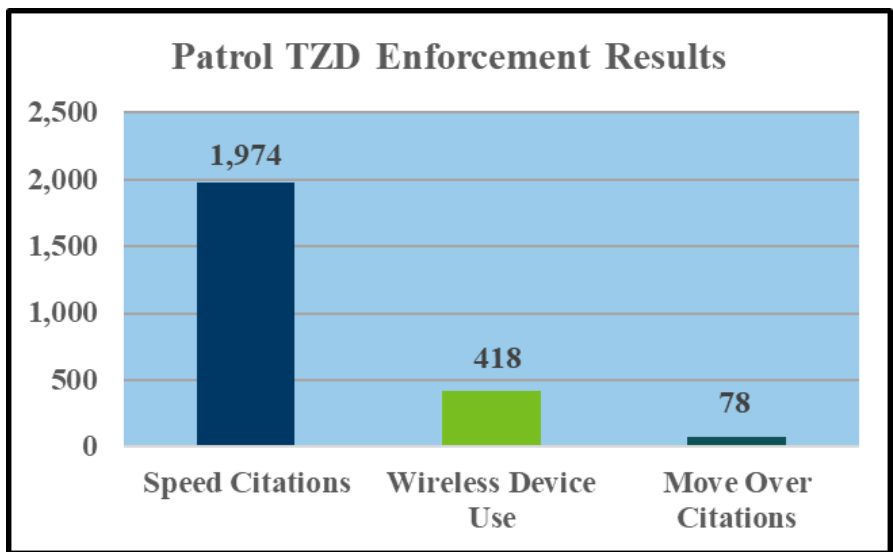


19-04-01, 19-04-02 Police Traffic Services Coordination (402)

This project funds staff to manage and serve as points of contact for the various program 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.

19-04-03 / 19-04-04 Patrol / Cities and Counties Toward Zero Death Enforcement (402)

These enforcement projects focus on a well-publicized high-visible speed, distracted driving, and move-over enforcement, contributing toward the goal of reducing speed-related and traffic fatalities. Campaigns coincide with NHTSA’s enforcement calendar and runs concurrently with paid media campaigns. OTS’ enforcement calendar (see Appendix D) is followed to maximize paid media efforts, but includes additional speed, distracted driving, seat belt use, and impaired driving campaigns.



19-04-05 MN State Patrol Project Support (402)

This project allows the MSP to employ a full time staff member to assist with the management of the Patrol’s Traffic Safety Grants. By providing administrative support to the State Patrol to conduct its work associated with their traffic safety grants, this project contributed toward the goal of reducing traffic fatalities.

The position also is responsible for assisting the DRE Coordinator throughout the fiscal year. The grant pays 75% of the employee’s wages.

The position is presently vacant but the previous employee was in the position for the entire fiscal year. The employee supported the DRE program by issuing student completion certificates, assisting with shipping classroom materials to training sessions held throughout the state, and helping coordinate travel arrangements for DRE personnel to attend the annual conference.

The support employee also assisted with the coordination of the lodging and registration for DRE officers and troopers attending the TZD Conference and managed the MSP Enforcement grant, the DRE grant, the Travel Grant and the Support grant.

19-04-06 Enforcement Liaisons (402)*Split funded with project #19-03-19*

Questions	NW	NE	Metro	Southern	Total
How many LEAs are in your region?	109	74	89	147	419
How many agencies did you visit?	89	35	80	134	338
How many new LEAs were you able to convince to apply for funding in FFY20 that were not grants in FFFY19?	3	1	1	11	16
Number of City Council, County Board meetings attended	0	3	6	4	13
Number of Safe Road Meetings you attended	33	19	42	29	123
Number of Fatal and Serious Review Meetings attended	11	7	3	11	32
Number of Steering Committee Meetings attended	10	9	0	4	23
Number of media events	3	3	7	12	25
Number of chief's meetings	5	10	5	4	24
Number of conferences you attended representing the OTS	11	14	6	6	37
Law Enforcement Graduation Ceremonies	2	2	5	14	23
TZD Recognition Luncheons	4	4	4	4	16
Other Events	5	1	5	19	30
Hat Trick Presentations	5	9	55	11	80
Challenge Coin Presentations	15	3	26	11	55

19-04-07 Enforcement Recognition (402)*Split funded with project #19-03-17***Challenge Coins:**

Individual officers who continually show “above and beyond” enforcement efforts in seat belt, speed and distracted driving enforcement are recognized by receiving a Challenge Coin and Certificate. In addition, traffic safety educators who go above and beyond to promote traffic safety messages in their communities are recognized by receiving a Challenge Coin and Certificate.

Law Enforcement Criteria:

One or more log with three citations per hour during a specific campaign.

Examples:

- 12 seat belt citations in a four-hour shift.
- 12 speed citations in a four-hour shift.
- 12 wireless communication citations in a four-hour shift.

Educator Criteria:

Creativity in promoting traffic safety messages above and beyond the typical OTS template materials, social media posts, signage or news conferences. This is a creative strategy that gets traffic safety messages to our demographic to ultimately change driver behavior. Nominations are provided to OTS by an LEL or a TZD Regional Director.

Examples:

- Developed PSAs and placed in the media.
- Billboards or other collateral materials developed and placed in the media.
- An innovative traffic safety education event coordinated by an individual.

During the FFY19, 37 officers and 0 traffic safety educators received OTS Challenge Coins and Certificates. This is a new recognition piece so previous data is not available. The goal is to reduce crashes by encouraging additional officers and educators to enhance their traffic safety efforts.

19-04-08 Real-Time Officer Activity Reporting “ROAR” (402)

All enforcement grantees are required to collect and report traffic stop data that is then used for program evaluation and media purposes. By providing a system to support the administration of OTS’ grants, this project contributed toward the goal of reducing traffic fatalities (unrestrained occupant fatalities, alcohol-impaired driving fatalities, and speed related fatalities). Developed in 2012, the Real-Time Officer Activity Reporting (ROAR) System requires the entry of agency’s individual eligible officers into a roster that includes the dates on which the officers completed required training. Lead grant officers enter “enforcement events” or traffic stops into the system’s electronic calendar as they occur. This data is available to the OTS and grantees immediately after it’s entered. This project provides for costs to continue to maintain, support and further develop the system. Approximately 300 agencies and more than 4,500 officers, deputies, and troopers throughout Minnesota have been trained and are using ROAR to log overtime enforcement traffic data.

19-04-09 Patrol Travel (402)

See project: #19-03-14



MN Department of Transportation

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. By providing a traffic records that assist in identifying areas of focus for all projects contributes to the overarching goal of zero deaths.

- 19-05-01 Traffic Record Coordination (405C): Kathleen Haney
- 19-05-02 Data Analysis/Problem Identification (402): Shannon Ryder
- 19-05-03 FARS Support (405C): Kathleen Haney
- 19-05-04 Traffic Records Coordinating Committee TRCC (405C): Kathleen Haney
- 19-05-06 Electronic Grant Support (402): Terri Pieper
- 19-05-07 Crash Record Analysis (405C): Shannon Ryder
- 19-05-08 Crash Record Enhancement Contracts (405C + State): Kathleen Haney
- 19-05-09 Crash Record Enhancement MnIT (405C+ State): Kathleen Haney
- 19-05-10 MNGEO Mapping (State): Kathleen Haney
- 19-05-11 MnCrash Support and Management Analyst (State): Kathleen Haney

19-05-12 SAS Contracted Services (405C): Kathleen Haney

19-05-13 Crash Outcome Data Evaluation System (CODES) (405C): Kathleen Haney

19-05-14 Transit Near-Miss Database (405C): Kathleen Haney

19-05-15 Web-based OTS Training (405C): Kammy Huneke

19-05-16 MSP Research for RMS Data (405C): Kathleen Haney

19-05-17 NGA Data Linkage Learning Lab (405C): Kathleen Haney

19-05-01 Traffic Record Coordination (405C)

This project funds staff to manage and serve as points of contact for the various program 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.

19-05-02 Data Analysis/Problem Identification (402)

This project funds staff to manage and serve as points of contact for the various program 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 project also covers the costs of computer run time, software and computer equipment, upgrades to existing software packages, and acquisition of products to enhance the traffic research capabilities for OTS.

19-05-03 FARS Support (405C)

This project funds staff to manage and serve as points of contact for the various program 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.

The FARS Support project dedicates federal funding for OTS staff in the area of Fatality Analysis Reporting Systems. OTS currently employs one full-time position and one half-time position dedicated to FARS work; the half-time position is half-funded for 19-05-02, Data Analysis. Federal funds cover the salary, fringe benefits and other indirect costs for these staff members.

19-05-04 Traffic Records Coordinating Committee (TRCC) (405C)

The committee is comprised of a wide range of traffic safety partners who meet regularly and are tasked with gathering and vetting applications for 405C funding, to ensure Minnesota can obtain accurate, efficient, and up-to-date traffic records. All HSP projects are supported by the data.

19-05-06 Electronic Grant Support (402)

Our office has implemented a web-based grant application and management system that support the administration grants, this project contributes toward the goal of reducing traffic fatalities (unrestrained occupant fatalities, alcohol-impaired driving fatalities, and speed related fatalities). This project covered a portion of the costs for Agate Software Inc. to maintain the system and provide updates and improvements. All grant applications, progress reports, and requests for reimbursement for grants are processed through the E-grants system which provides for accurate and timely grant reporting by our sub-recipients.

19-05-07 Crash Record Analysis (405C)

This multiple-phase project analyzes data collected in the new MNCrash system and compares it to data from the old legacy system. Data quality is examined, as well as human factors looking at the usability and training for law enforcement officers entering crash information. Combining the human element to this analysis acknowledges issues and provides user-suggested enhancements resulting in a high quality, accurate, user-friendly crash data collection system. Suggested enhancements and officer training focus on accuracy and efficiency. The end result will also continue to improve timeliness.

19-05-08 Crash Record Enhancement Contracts (405C + State)

This on-going project covered costs associated with maintaining and enhancing MNCrash. Work for this project includes the MNCrash architectural structure, development of system capabilities, determining technical requirements, testing, reporting, and knowledge transfer. Having a top notch crash data collection system impacts accuracy and law enforcement efficiency, the end result of improved timeliness, accuracy along with efficiency.

19-05-09 Crash Record Enhancement MnIT (State)

This is a state-funded project in conjunction with federally funded 19-05-07

Research completed by the U of MN's HumanFIRST lab highlighted potential areas of improvement in the MNCrash system, some of which have been implemented and others that are under review for future MNCrash releases. The State opted to make enhancements and maintain the software both in-house and through the use of contractors. This project funded changes and enhancements completed by MnIT. This included resolving issues with crash location selection, version history, and missing data, as well upgrading the diagram tool and updating language for clarification. It is essential to address system problems and user complaints in order to facilitate timely and accurate crash reporting.

19-05-10 MNGEO Mapping (State)

The State of Minnesota's consolidated IT department (MnIT) engaged an outside contractor to build the MNCrash application, but decided that the state would host and maintain the system, including the mapping component hosted at MnGeo. In 2019, the State maintained and enhanced this mapping software using both contractors and in-house support. These funds covered enhancements such as weekly automated crash data updates and biannual map file updates. They also covered project management and administration, system maintenance, and infrastructure. Maintaining this system is vital to obtaining timely, accurate crash data from MNCrash so that we can continue to enhance our data driven approach to traffic safety.

19-05-11 MnCrash Support and Management Analyst (State)

The project was set up to fund a management analyst position. The position remained vacant.

19-05-12 SAS Contracted Services (405C)

This two year contract provided programming expertise and knowledge transfer. During 2019, SAS contractors provided assistance in the form of an on-site tutorial, SAS programming advice, and coding solutions throughout the course of the year. In addition, OTS sent two analysts to SAS Global Forum in Dallas, Texas to enhance expertise. As SAS is the primary analytical tool used by OTS research staff, it is important to maintain a high level of coding expertise and support.

19-05-13 Crash Outcome Data Evaluation System (CODES) (405C)

This project was designed to bring the CODES database current with the new MNCrash data variables and to link the data. The project showed significant progress in 2019. Some of the key accomplishments included obtaining appropriate linkage software, collecting hospital, crash, registry and mortality data, and beginning the data prepping process. In addition, strides were made towards updating the MIDAS CODES online query system. Key Minnesota Department of Health (MDH) staff were trained on the necessary data visualization software, and edits and updates were made to the current Minnesota Interactive Data Access System (MIDAS) module. The CODES project has the potential to greatly enhance our data analyses by providing an expanded set of variables to supplement our currently available crash data. These analyses will allow us to identify additional traffic safety problem areas and take actions to address those problems. This work provides a more accurate and informed picture of the quantities and causes of serious injuries stemming from traffic crashes, thus enhancing the ability to identify areas of focus for future projects.

19-05-14 Transit Near-Miss Database (405C)

The goal of this project is to equip transit vehicles with the PeCANS technology to detect and record ‘near miss’ data between transit vehicles and non-motorists in order to generate hotspots that can be used for transit driver training and education for non-motorized roadway users. There was no activity for this project as Metro Transit had concerns about liability and data ownership, and were therefore unable to develop a database for this project or deliver a work plan to OTS. This project has been tabled until further notice.

19-05-15 Web-based OTS Training (405C)

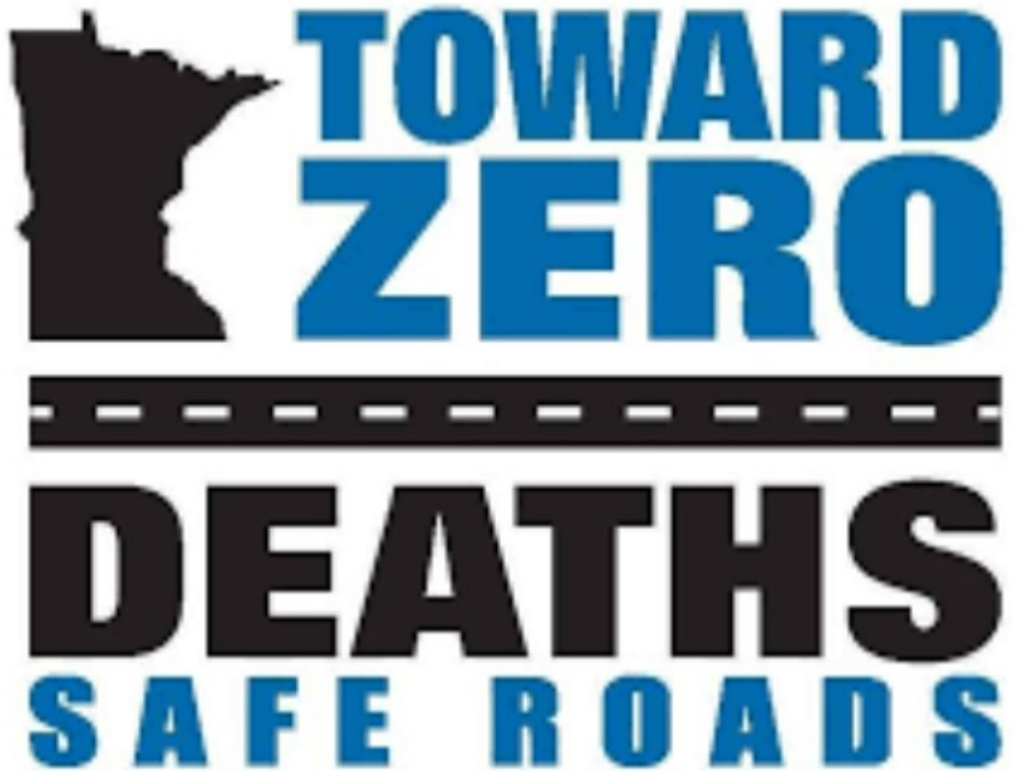
Our office requires all law enforcement working TZD grant-funded shifts to complete the Occupant Protection Usage and Enforcement (OPUE) every five years. The course transitioned from a classroom course to an online version in 2015. This project provides for the licensing seats for the learning management system which hosts the training curriculum. There was an initial delay in the rollout of the course due the transition in moving it from another LMS system; it became available to officers in September of 2019. A total of 409 officers have completed the OPUE online course. Skilled and informed law enforcement officers are better equipped to meet the goal for reducing unrestrained occupant fatalities.

19-05-16 Minnesota State Patrol (MSP) Research for RMS Data (405C)

This project was intended to provide the MSP funding needed to hire a research analyst to assist with a data linkage project. Due to unforeseen circumstances, we were unable to move forward with the project in it’s intended form this fiscal year. The OTS and the MSP will be meeting in the near future to review this project and determine how to move forward with it in FFY21. The project has been closed until further notice.

19-05-17 NGA Data Linkage Learning Lab (405C)

The purpose of this project is to work with other state agencies to share and integrate data from a variety of sources in order to expand analyses and collaboration. There was no activity on this project due to time and coordination constraints and the project is currently closed.



Community Programs

Purpose Statement: Community activities and coalitions dedicated advocates working together to make their roadways safer, bringing people together through regional projects and training.

- 19-06-01 Community Program Coordinator (402): Shannon Ryder
- 19-06-02 Media Relations (see media section) (402): Shannon Grabow
- 19-06-03 Safe Roads (402): Kristen Oster
- 19-06-04 Network of Employers for Traffic Safety/NETS (402): Gordy Pehrson
- 19-06-05 Paid Media (see media section): Shannon Grabow
- 19-06-06 Toward Zero Death Conference (402): Gordy Pehrson
- 19-06-07 Regional Support (402): Kristen Oster
- 19-06-08 Older Driver Working Group (402): Gordy Pehrson
- 19-06-09 Creative Contract (see media section) (402): Shannon Grabow
- 19-06-10 Telephone Surveys and Evaluation (402): Karen Aldridge
- 19-06-11 Program Travel (402): Tanya Boothe

19-06-12 Project Director to Conference (402): Shannon Ryder

19-06-13 Enforcing Pedestrian Laws (402): Shannon Grabow

19-06-14 Identifying Driver Drowsiness (402): Kristen Oster

19-06-15 New Micro Site Web Pages (402): Shannon Grabow

19-06-16 Hennepin County Vision Zero (402): Kristen Oster

19-06-01 Community Program Coordinator (402)

This project funds staff to manage and serve as points of contact for the various program 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.

19-06-02 Media Relations (402) *See also project 19-03-08*

By providing traffic safety education and community outreach, the activity funded by this project contributed toward the goal of reducing speed and distracted driving related fatalities.

In FFY19, this project focused heavily on an additional campaign as a result of new legislation for the Hands Free law that went into effect on Aug. 1, 2019. HandsFreeMN.org was developed and includes law information, FAQs in diverse languages, partner resources such as icon artwork and communications materials, personal impact videos, order site link for brochures, PSAs and advertising creative. The Office of Communications and the OTS conducted ongoing social media outreach, blog development and Facebook Live events to answer questions about the law.

Costs also include salaries, fringe benefits, indirect costs, and travel for communications staff. This project is conducted in conjunction with 19-03-08 which focuses on impaired driving.

19-06-03 Safe Roads (402)

In FFY19 there were 22 agencies who were awarded the 2019 TZD Safe Road grant. There are 23 other unfunded coalitions who provide TZD Safe Roads support across the state. These organizations represent just over half of Minnesota's 87 counties. Funding for this Safe Roads project educates, supports and prepares traffic safety stakeholders across the state to work cooperatively to advocate traffic safety contributing to reducing serious injuries and fatalities.

One requirement for these grantees is that all four 'E's (Education, Emergency Medical and Trauma Services, Enforcement, and Engineering) must meet at least six times during the grant year to ensure proper communication and expectations for upcoming events, review past events and their outcomes and evaluate their effectiveness. 20 grantees (91% of our grantees) met six times or more.

Another main requirement for the TZD Safe Road grantees is establishing a Fatality and Serious Injury Review Committee that meets at least quarterly. Over 100 crashes were reviewed with an emphasis on education and outreach regarding risky driving behaviors.

All 22 grantees were successful in implementing 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 grantee activities included, but were not limited to, attending the Statewide TZD conference, coordinating victim impact presentations and mock crashes, forming partnerships with medical establishments and local businesses to advocate traffic safety discussions and workplace policies, and promoting participation in motorcycle safety training courses.

19-06-04 Network of Employers for Traffic Safety/NETS (402)

The Minnesota Safety Council, through the NETS Program, provided traffic safety educational materials, training and resources to employers and traffic safety partners throughout Minnesota. When combined with enforcement, driver safety awareness and education is effective in reducing the number of crashes, injuries and deaths.

Key Accomplishments:

- Distributed a quarterly newsletter electronically to over 5,000 employees and traffic safety partners.
- Distributed over 10,000 brochures, posters and resources and employee focused awareness/education programs to over 5,000 employees and traffic safety partners statewide.
- Reached over 6,500 employees and distributed 30,000 pieces of traffic safety information at 24 safety and health events.
- Provided 57 traffic safety presentations reaching 4,542 employees from all over the state.
- Developed and posted the “How to Go Hands-Free” video on the MN NETS website. Over 8,000 viewed the video.
- Exhibited/presented at five TZD Regional Workshops.

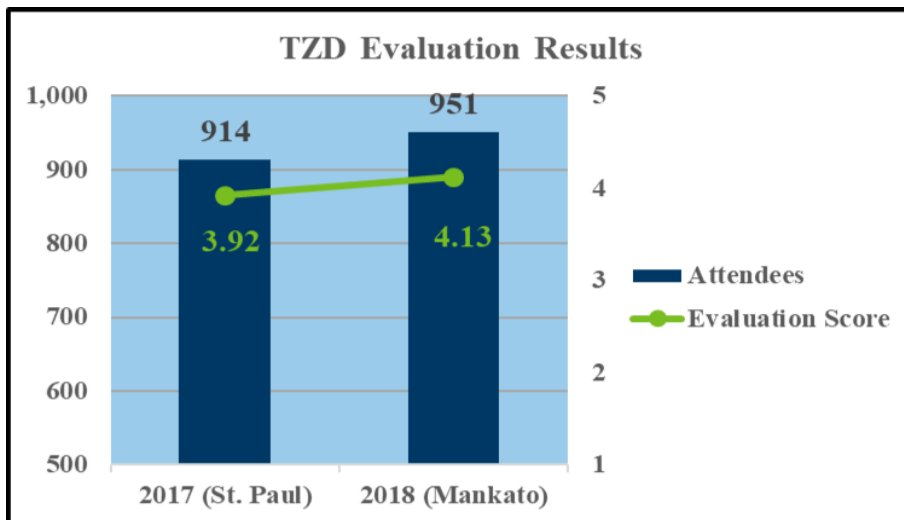
19-06-05 Paid Media (402) See media section

By providing speed and distracted driving education to the public through paid media, the activity funded by this project contributed toward the goal of reducing speed and distracted driving fatalities.

19-06-06 Toward Zero Death Conference (402)

The Center for Transportation Studies (CTS) at the University of Minnesota coordinated and managed the activities associated with planning and carrying out the annual two-day conference. The conference provided a platform for sharing information on progress made since 2001, for sharing best practices in the areas of engineering, enforcement, education, and emergency services, and for charting the course for a future with fewer traffic fatalities and life changing injuries.

The conference provided breakout sessions that covered the areas of engineering, enforcement, education, and emergency services, as well as plenary sessions that motivated and educated participants. Leadership from multiple state agencies reinforced the need for everyone working together to reach the goal of zero deaths and serious injuries on Minnesota roads.



19-06-07 Regional Support (402)

In FFY19 five additional Regional Toward Zero Death Coordinators (TZDRC) were hired.

The TZD Regional Coordinators developed TZD coalitions in unfunded counties, which led two counties Lincoln and Pipestone, to combine resources and create a TZD Safe Roads Coalition in FFY20. Each TZDRC participated on Regional Steering Committees and provided support for the activities in their regions. In addition, each TZDRC planned a regional workshop in their district. Attendance was at an all-time high at each workshop.

Each TZDRC coordinated public relations events during each of our high visibility enforcement waves and more. This year we held our first ever border to border “Spring Flood Run” media event, partnering with Wisconsin Highway Patrol and Wisconsin’s Department of Transportation. This event was completed again in the fall to remind riders and motorists to share the road.

Each TZDRC monitored and provided regional data to evaluate the TZD program including the regional belt use surveys in all regions except the metropolitan area as we continue to pursue 100% compliance.

Statewide preliminary data indicate that while the number of fatal crashes are down, the top traffic safety issues remain problematic: impairment, distraction, speed, and not wearing a seatbelt.

19-06-08 Older Driver Working Group (402)

Senior citizens are more likely to get killed or injured because they are medically fragile and less able to recover from injuries. About one out of every four traffic fatalities in Minnesota is a person 65 or older. Between 2000 and 2030, the population of Minnesotans aged 65 and older will increase to over 24% of the total population. As the senior population in Minnesota increases, senior traffic fatalities and injuries are expected to increase. However, while the overall percentage of senior traffic injuries has increased since 2011, the percentage of senior fatalities has actually fallen slightly. By providing awareness education and resources related to unsafe driving risks that occur as a result of the aging process to law enforcement, the work funded through this project contributed to the percentage of drivers in fatal crashes who were 85 or more years old to be 1.5%. This is less than the target of 3.0%.

Last year was the first time we offered a federal grant opportunity to address problems associated with older drivers by implementing outreach to older drivers, their families, law enforcement, and medical providers through the use of a competitive application request for proposal (RFP) process. Grant applications were reviewed and one applicant selected.

The Minnesota Emergency Nurses Association (ENA) grant application focused on developing resources and education to assist law enforcement officers who encountered a confused or disoriented driver not impaired by alcohol or other substances.

The ENA developed a road-side officer evaluation tool called the Driver Orientation Screen for Cognitive Impairment (DOSCI). The tool describes observable indicators used to identify older adults at increased risk of unsafe driving. The ENA provided aging related driving risks awareness education to 25 law enforcement agencies across the state. The ENA also created online education for using DOSCI. Education included options/actions officers should initiate when observed responses indicate the older driver may be unsafe to drive when using DOSCI.

Of the 18 officers, representing six enforcement agencies whom returned surveys regarding the online education component four reported increased confidence of recognizing a cognitively impaired driver by 50%, four by 80%, one at 90% and one felt 100% more confident.

19-06-09 Creative Contract (402)*See also project 19-03-21*

Creative services for the OTS are handled through a professional technical contract with the creative agency, Johnson Group/Framework. This project covers creative services for paid media related to seat belts, child seats, speeding, distracted driving and other identified problems. In 2019, new creative messaging was developed and completed for motorcycle safety and training, distracted driving and Minnesota's new Hands Free law. Messaging for Hands Free was translated into Spanish, Hmong and Somali for brochures and out-of-home paid media execution to reach a diverse population.

To determine if the messaging would resonate with the target demographic, the Motorcycle Safety Task Force provided feedback and input on motorcycle safety and training concepts. All new creative messaging included collateral materials for traffic safety partners and stakeholders to distribute.

Child passenger safety concepts were developed and tested by three focus groups representing different geographic regions of Minnesota. This campaign will be completed in FFY2020. Media creative contracts related to impaired driving are covered under 19-03-21.

19-06-10 Telephone Surveys and Evaluation (402)*See also the Telephone Survey Results at the beginning of this report.*

A survey was conducted an attitudinal survey to gain knowledge and insight into Minnesotan's traffic safety awareness. This survey was conducted between July 25 and August 13, 2019 through a randomly generated sample of telephone numbers. The telephone sample included both landlines and cell phones, and the proportion of cell phone to landline surveys was determined based on National Health Interview Survey (NHIS). Surveys were completed by 944 respondents who answered questions in the areas of seat belt enforcement, speed enforcement, drunk driving and ignition interlock laws, drugged driving, motorcycle safety efforts, distracted driving, and targeted media campaigns. Results of the survey were reported in total and also spliced into several demographic categories – Y.U.M. (young unmarried males), geographic area, gender, and age. Information attained from this survey is imperative to determining traffic safety goals, opportunities for potential future projects, and helps OTS evaluate program success.

19-06-11 Program Travel (402)

The Program Travel project funds out-of-state travel for OTS staff to keep up-to-date on research, trends and training. Also a way to share and discover new ideas with colleagues from other states. Staff attended conferences, trainings and meetings listed below to learn and stay up to date on new ideas.

Attending training and conferences provide staff with the opportunity to gain additional knowledge and skills. Highly trained and skilled employees are the most important assets.

- * Three staff attended the GHSA Annual Conference.
- * Two staff attended the Region 3 meeting.
- * Three staff attended TSI Data Driven Hwy Safety Planning.
- * Three staff attended the Traffic Records Forum.
- * Four staff attended the Lifesavers Conference.
- * Two staff attended the Transportation Research Board Annual Meeting.
- * Four attended the NHTSA Grant Management class.
- * One attended the AIIPA Conference.
- * One attended GHSA National Forum on Speeding Tickets.
- * One attended Alcohol Interlock Symposium.
- * One attended Impaired TSI Driving Program Management class.
- * One attended Impaired Driving Summit Conference.
- * One attended Grant Tracking System class.
- * One attended TSI Pedestrian and Bicycle Safety Program Management class.
- * One attended GHSA Executive Seminar.
- * One attended National Association of Women Hwy Safety Leaders Conference.
- * One attended First Impact Facilitator Training class.
- * Two attended SAS Global Forum.

19-06-12 Project Director to Conference (402)

Split funded with project 19-03-20

Select law enforcement officers from TZD program participating agencies and Project Safe Roads Coalition leaders attended the annual Lifesavers Traffic Safety Conference in Louisville, Kentucky. This is the preeminent traffic safety practitioner’s national conference.

Attendees were selected by the Regional LEL based on their interest, performance, and commitment to the TZD enforcement projects.

Three community Safe Roads coordinators were also selected to attend based on their coalition’s performance during the previous year.

Participants attended a two and one half day conference where new and innovative best practices in a variety of focus areas were covered. In addition to attending a variety of sessions, participants had the opportunity to network with traffic safety professionals from across the county, allowing them to explore and learn about projects and programs from other states that could potentially be emulated in Minnesota.

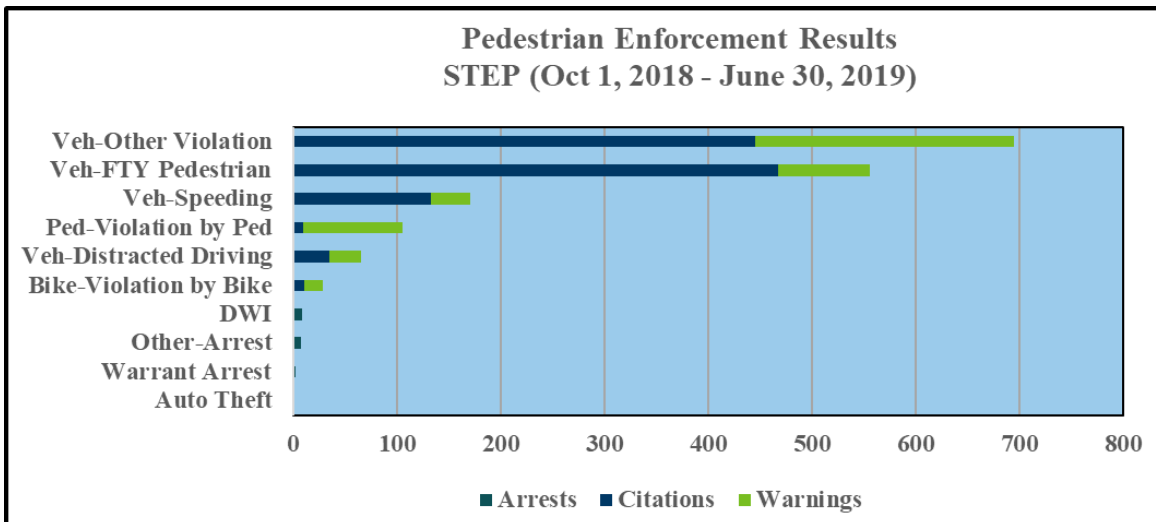
Attendees consistently reported that the conference was a great experience and that they all brought back a wealth of information that can and will be used to enhance traffic safety efforts within their communities. Post-conference surveys were conducted and all participants agreed that the conference was very beneficial to enhancing their traffic safety efforts.

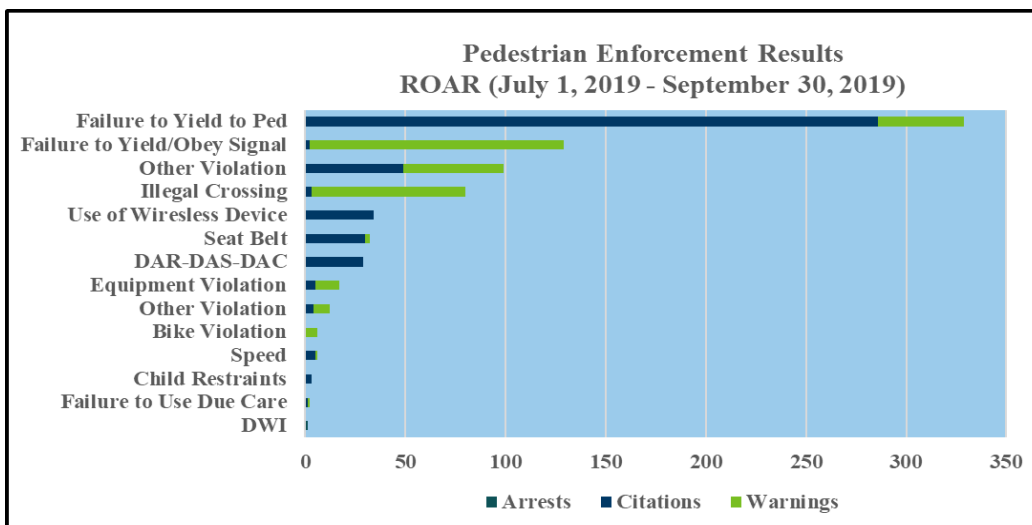
19-06-13 Enforcing Pedestrian Laws (402)

From 2013-2017, 195 pedestrians were killed with the majority occurring in urban areas.

Crash data indicates there is an even split between driver and pedestrian errors which result in pedestrian crashes.

Through funding from NHTSA, this project funds pedestrian education and enforcement for the Minneapolis Police Department and the Ramsey County Sheriff’s Office to conduct high-visibility enforcement and increase the number of citations written to pedestrians and drivers in an effort to decrease pedestrian fatalities. In FFY19, A total of 1,150.75 pedestrian hours were worked and 1,842 traffic stops were initiated. Strategic Traffic Enforcement Program (STEP) was used to log activity until the capability was developed in Realtime Officer Activity Reporting (ROAR). The graphs below and on the following page display results for this enforcement project.





19-06-14 **Identifying Driver Drowsiness (402)**

University of Minnesota's HumanFIRST lab was contracted to determine if a roadside device using Critical Flicker Frequency (CFF) could be created for law enforcement to measure the level of drowsiness in drivers. While there is no performance measure relating to drowsy driving specifically, drowsy drivers pose a threat to traffic safety in general, as well as fatalities and serious injuries.

The HumanFIRST research team received approval from the University of Minnesota's Institutional Review Board (IRB) to begin recruitment and data collection for the sleep deprivation and driving simulation study on January 7, 2019.

The approval took longer than was anticipated because it went through the full review process since it was deemed inappropriate for the expedited review (i.e., greater than minimal risk).

It is important to note that:

- This ruling impacted the recruiting parameters as a number of potential participants were not able to meet the required standards.
- CFF data was collected in the prior fiscal year at the Minnesota State Fair at the University of Minnesota Driven to Discover. This data will be compared to what is collected during the driving simulation in a test environment.
- The OTS also received a grant from the GHSA, to purchase actigraphy bands for this study and pay for the time to research the results from the bands.

Before recruiting, a simulation of MN Roads had to be created. The team selected a model of Interstate 35 (I35) which was extracted with information from the MnGEO geographic information system. Targets were created along the 35 miles of roadway to create tasks and measurement points related to driver performance, fatigue, and vigilance, and participants were instructed to maintain a speed as closely to each speed limit as possible. The simulation lasted 30 minutes and prompted the participant to come to a safe stop once the 30-minute drive mark was reached.

In total, 22 Minnesota drivers participated in the 30-hour drowsy driving simulation study over the course of six test sessions. One of the drowsy driving participants chose to exit the study at 27 hours into the study. The activities included on-boarding the 22 subjects, safe transportation to and from campus, meals/snacks/drinks, and staff time for supervision and data collection protocols which were executed every four hours.

Research is still being conducted to determine if the creation of a Critical Flicker Frequency tool can be created for law enforcement to measure the drowsiness of a driver, with the project's grant continuing through 2020.

19-06-15 New Micro Site Web Pages (402)
Split funded with project 19-03-25

19-06-16 Hennepin County Vision Zero (402)

Hennepin County created a salaried position for a professional coalition leader. This position was filled in the third quarter. Even though HSP and performance measure goals are set statewide, Hennepin County is the most populous county in MN. As a result, it has the most crashes, fatalities, serious injuries, DWIs, pedestrian crashes, and bicycle crashes. The education, support, and advocacy stemming from this program will be well spent towards reducing serious injuries and fatalities.

Key accomplishments:

- Made partnerships with OTS and law enforcement liaison for the metro area.
- Met with TZD Coalitions in the metro area.
- Established relationships with the Vision Zero team for the City of Minneapolis, which is located in Hennepin County.



MOTORCYCLE SAFETY

EXPECT THE UNEXPECTED

Motorcycle Safety

Purpose Statement: Motorcycle crash fatalities are not decreasing along with the overall decrease in fatalities. Safety training along with outreach will assist in reducing serious injuries and fatalities.

19-07-01 Motorcycle Coordination (402): Bill Shaffer

19-07-02 Motorcycle Safety Support (405F): Bill Shaffer

19-07-03 Motorcycle Rider Training (State): Bill Shaffer

19-07-04 Motorcycle Safety Public Information/Media Relations (State): Bill Shaffer

19-07-05 Motorcycle Rider Testing and Licensing (State): Bill Shaffer

19-07-06 Motorcycle Rider Training Equipment and Supplies (State): Bill Shaffer

19-07-07 Motorcycle Transport (State): Bill Shaffer

19-07-08 Motorcycle Mechanical Services (State): Bill Shaffer

19-07-09 Basic Rider Course Curriculum Transition (State): Bill Shaffer

19-07-01 Motorcycle Coordination (402)

This project provides for one full-time coordinator to focus on state funded motorcycle projects. The motorcycle safety coordinator provides subject area expertise and ensures OTS motorcycle projects are well managed and followed all applicable and relevant state and federal rules, requirements, and procedures. The result of this project was that OTS was able to continue conducting motorcycle safety programming.

19-07-02 Motorcycle Safety Support (405F)

Failure to yield the right of way by other motorists in multi-vehicle crashes involving another vehicle and a motorcycle is the most frequently cited contributing factor in Minnesota motorcycle crashes. This project was conducted through a contract with Linnehan Foy Advertising and utilized NHTSA Section 405F funding to conduct 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 these counties. A wide variety of advertising mediums were used including, earned media via new releases and a variety of social media platforms. The evaluation for this project is administrative, all tactics over-delivered, and all funding was spent.

19-07-03 Motorcycle Rider Training (State)

This project was conducted through a contract with Minnesota State Colleges utilizing state dedicated motorcycle safety funding. A majority of single vehicle, fatal motorcycle crashes in Minnesota are run off the road crashes, with a high number of these crashes occurring on curved stretches of roadway. Additionally, research of motorcycle crash reconstruction reports shows under-use of the front brake in emergency stopping situations, such as another vehicle entering the motorcyclist's path of travel. Minnesota State Colleges provided six different, on-cycle courses for riders of varying skill levels in counties containing 66% of the state's registered motorcycles. The result of this training effort was that the Minnesota Motorcycle Safety Program (MMSP) trained 4,300 students in 2019. All students received an electronic evaluation survey, and the program, instructors, and courses were uniformly given excellent ratings. The goal of this project is to improve the mental and physical riding skills of Minnesota's riding public.

19-07-04 Motorcycle Safety Public Information and Media Relations (State)

Motorcycle crashes accounted for 58 of Minnesota's highway crash fatalities in 2018. Both the motorcycle riding population and the general driving public must be made aware of safety messaging that has the potential to save lives. An ad campaign featuring concepts for training, full protective gear, riding sober, and motorist awareness was conducted by the DPS/OOC utilizing state dedicated motorcycle safety funding. The campaign utilized both paid and earned media to reach riders on the importance of wearing DOT approved motorcycle helmets, brightly colored protective gear, riding sober, and regularly taking a rider training course. These were also the primary themes included in all of our news releases. The goal of this project is to conduct a comprehensive, statewide motorcycle public information campaign, and the result is that the campaign was conducted.

19-07-05 Motorcycle Rider Testing and Licensing (State)

In 2018, 29% of operators killed in motorcycle crashes did not have a valid motorcycle endorsement or permit. 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 by the DPS/DVS utilizing dedicated state motorcycle safety funding. A total of 717 permitted motorcycle riders took advantage of the evening testing program, and 3,448 motorcyclists enrolled in a Basic Rider Course.

19-07-06 Motorcycle Rider Training Equipment and Supplies (State)

Substantial amounts of equipment and supplies are needed to operate a rider training program, and this equipment must also be insured. Through state dedicated motorcycle safety funding, the OTS purchases curriculum and site training supplies and distributes them before the rider training season begins, and training sites are supplied as needed throughout the training season. The OTS insures 335 training motorcycles, 29 transport trailers, and also 40 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. The result via our student surveys was that 94% of students rated the equipment as in good condition.

19-07-07 Motorcycle Transport (State)

Training motorcycles and the trailers that house them must be deployed to the training sites each spring, moved between sites that share a trailer during the training season, and returned to storage in the fall. Utilizing state dedicated motorcycle safety funding, the OTS contracted with Starr Cycle, who have a rig capable of towing twenty-five 9,000 pound transport trailers, two 5,000 pound trailers, and two 3,000 pound trailers over long distances. The result was that training motorcycles and their storage trailers were delivered on time to training sites, moved on time between sites that share a trailer, and returned to storage after the training season.

19-07-08 Motorcycle Mechanical Services (State)

Training motorcycles and the trailers that transport them must be winterized each fall, have a full tune up and pre-season maintenance completed before the start of the training season, and be repaired during the training season (April through October). Using state dedicated motorcycle safety funding, the OTS contracted with Starr Cycle who have the capacity to maintain and repair a fleet of 335 training motorcycles and 29 transport trailers. As a result, training motorcycles and their transport trailers were well maintained and repaired in a timely manner.

19-07-09 Basic Rider Course Curriculum Transition (State)

The Minnesota Motorcycle Safety Program (MMSP) began transitioning to the Motorcycle Safety Foundation's updated Basic Rider Course (BRCu) in 2018 and completed this transition in 2019. The MMSP also began transitioning to the Motorcycle Safety Foundation's updated Basic Rider Course 2 (BRC2u) in 2019. This contract provided for initial Transitional RiderCoach Prep support from the Motorcycle Safety Foundation and subsequent transitional preps in 2018 and 2019 for MMSP RiderCoaches.



MN Department of Transportation

Roadway Safety

Purpose Statement: Working through partnerships to reach zero deaths.

19-09-01 Toward Zero Death Regional Support (402): Terri Pieper

19-09-01 **Toward Zero Death Regional Support (402)**

The objective of this project, managed by the Center for Transportation Studies (CTS), was to continue providing administrative support and coordination, in addition to outreach and communications support, to the TZD program. The following planned activities took place to meet the objective:

Activity 1:

Support for TZD the Executive Advisory Commission, Leadership and Co-Chair Team, Program Team, Working Group, Legislative Subcommittee, and Communications Committee

Activity 2:

Implementation of Stakeholder Breakfasts

Activity 3:

Website and Electronic Communication Support

Activity 4:

Update and Develop TZD Materials

Activity 5:

Support of TZD Strategic Direction Work Plan Development and Implementation

Results:

As a result of the efforts of this grantee the 2018 TZD Statewide Conference was attended by 951 people. This was an increase from 914 in 2017.

One highlight of the conference was a presentation by former Navy SEAL Andy Stumph. The focus of the presentation was on effective leadership and how it can help Minnesota drive our fatality and serious injury crash rates towards zero.

The TZD Stakeholder Breakfast in July, 2019 was attended by 78 people, both in-person and online. Evaluation information from the breakfast are in appendix B.

Attendance at these events gives participants from all areas of traffic safety (the four Es) an opportunity to interact and learn from each other. The interaction helps with collaboratively identifying ways to prevent and reduce fatal and serious vehicle crashes.

This work provides opportunities for traffic safety leaders to share information and best practices through various communication channels. The primary result is providing for and steering conversations to enhance the strategic highway safety plan and plan for the state traffic safety conference that brings together Engineers, EMS, Education, Enforcement so Everyone together can work together to reach zero deaths.



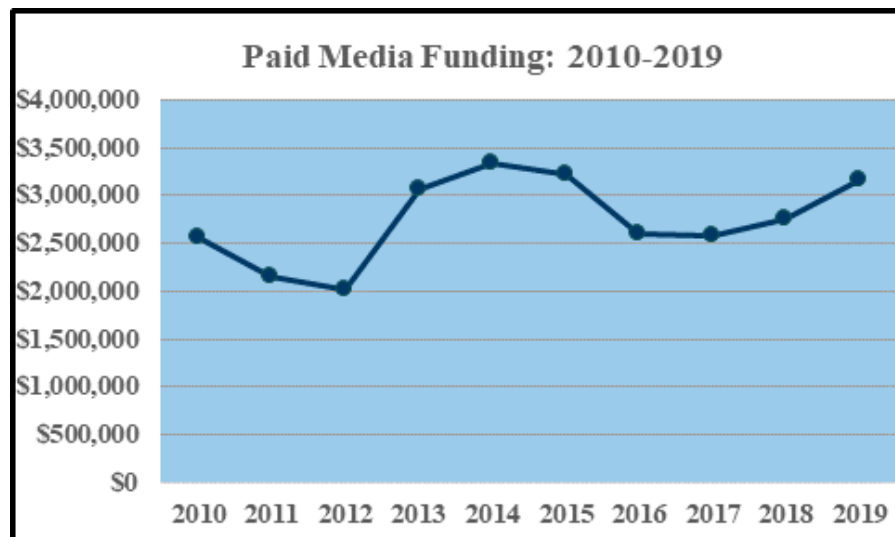
MN Department of Transportation

Paid Media

Purpose Statement: conducting advertising through, but not limited to, local message boards, news releases, personal impact stories, social media, public service announcements, radio interviews, in conjunction with enforcement will make the most impact on Minnesota drivers. Education to the public through the media activity contributes toward the goal of reducing serious injuries and fatalities.

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

Over the past 10 years, the paid media budget increased. Peaking in 2014 at 3.3 million, the 2019 budget was slightly under that amount, but did include a new media buy targeting the Hands Free legislation that became law August 1, 2019. Paid media education campaigns support increased enforcement and coincides with increased seatbelt usage rates and decreases in alcohol-related traffic fatalities.



In addition to broadcast/cable TV and radio, other media elements 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
- Cinema advertising
- 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 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.

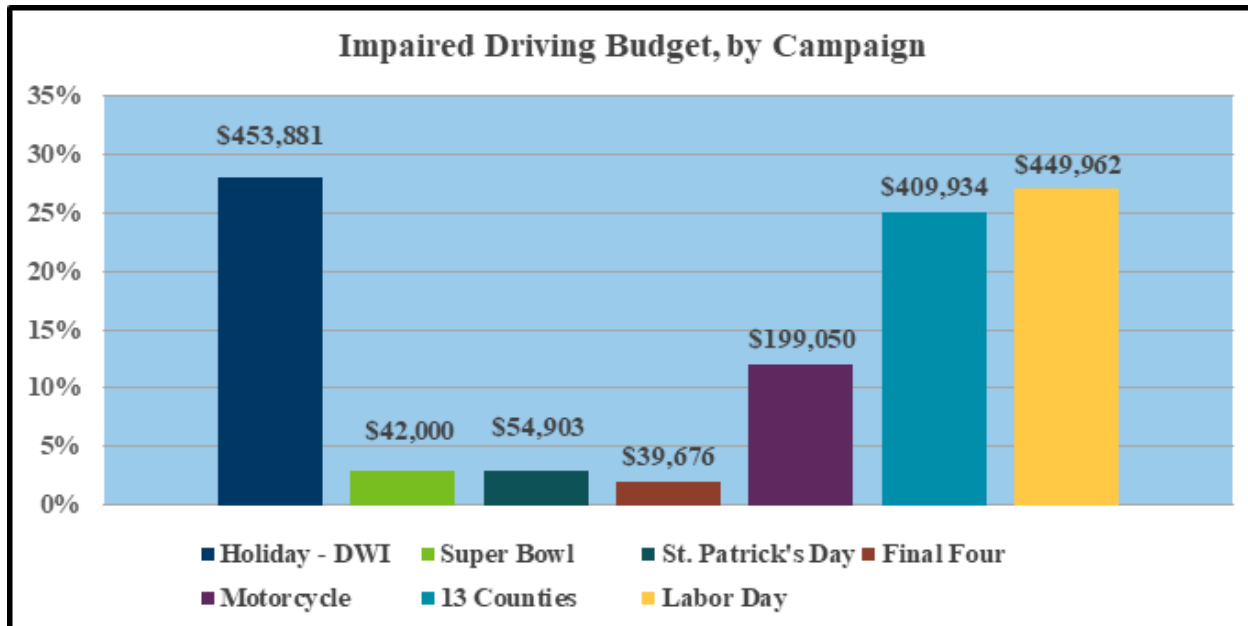
Impaired Driving Recap

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

Demo: M18-34



Holiday – DWI Media Summary

Flight Dates: 11/21/18-12/31/18

Total Campaign Spend: \$453,881 (including agency fees)

Television

Total purchased budget: \$69,417

Total TRPs: 318.2

Total Spots: 26x

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

OTT (Over-the-top Digital Video)

Total purchased budget: \$30,000

Total Impressions: 936,854

Markets: Statewide

Radio

Total purchased budget: \$68,383

Total TRPs: 1030.8

Total Spots: 2,783x

- Rated Markets: Duluth, Mpls-St. Paul and Rochester
- Spot Markets: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, International Falls, Hibbing, Little Falls, Mankato, Marshall, Pine City, Redwood Falls, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington

Pandora

Total purchased budget: \$20,000

Total impressions: 2,018,977

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (18x), Bar Media (70x), Gas Station TV (528x), Light Rail Wrap (Green Line), Monster Jam Sponsorship

Total purchased budget: \$118,433

Total Impressions: 13,623,570

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

Digital/Social

Digital Video, Display, Facebook, Instagram

Total purchased budget: \$104,898

Total impressions: 14,199,272

Coverage: Statewide



Super Bowl Media Summary

Flight Dates: 1/21/19-2/3/19
 Total Campaign Spend: \$42,000 (including agency fees)

Radio

KFAN Network
 Total purchased budget: \$11,900
 Total Spots: 600
 Rated Markets: Mpls-St. Paul, Statewide

Digital

Facebook, Instagram
 Total purchased budget: \$10,000
 Total impressions: 2,547,050

Pandora

Total purchased budget: \$5,172
 Total impressions: 434,782
 Coverage: 13 Counties

Out-Of-Home/Sponsorships

Light Rail Wrap (Green Line)
 Total purchased budget: \$10,938
 Total impressions: 1,378,510
 Markets: Mpls-St. Paul



St. Patrick's Day Media Summary

Flight Dates: 3/11/19-3/17/19
 Total Campaign Spend: \$54,903 (including agency fees)

Radio

Total purchased budget: \$17,548
 Total TRPs: 321.0
 Total Spots: 495x
 Rated Markets: Duluth, Mpls- St. Paul and Rochester
 Spot Markets: Bemidji, Brainerd, Ely, Fergus Falls, Hibbing, St. Cloud, Wadena, Winona

Pandora

Total purchased budget: \$2,500
 Total impressions: 227,196
 Coverage: 13 Counties

Out-Of-Home/Sponsorships

OOH Billboards (14x), Light Rail Wrap (Green Line)
 Total purchased budget: \$21,440
 Total impressions: 2,339,773
 Markets: Duluth, Mpls- St. Paul, Rochester, St. Cloud



Digital

Digital Video, Facebook, Instagram
 Total purchased budget: \$8,000
 Total impressions: 1,277,689
 Coverage: 13 Counties

Final Four Media Summary

Flight Dates: 3/25/19-4/8/19
 Total Campaign Spend: \$39,676 (including agency fees)

Out-Of-Home/Sponsorships

OOH Billboards (4x), Light Rail Wrap (Green Line)
 Total purchased budget: \$26,975
 Total impressions: 1,631,747
 Markets: Mpls- St. Paul

Digital

Digital Video, Facebook, Instagram
 Total purchased budget: \$8,819
 Total impressions: 1,736,954
 Coverage: Statewide



Motorcycle Media Summary

Flight Dates: 7/1/19-9/1/19
 Total Campaign Spend: \$199,050 (including agency fees)

OTT (Over-the-top Digital Video)

Total purchased budget: \$25,000
 Total Impressions: 768,491
 Markets: Statewide

Pandora

Total purchased budget: \$23,465
 Total impressions: 2,129,433
 Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (17x), Bar Media (50x), Gas Station TV (159x)
 Total purchased budget: \$97,535
 Total impressions: 9,232,974
 Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud and statewide

Digital/Social

Digital Video, Display, Facebook, Instagram
 Total purchased budget: \$34,050
 Total impressions: 4,484,025
 Coverage: Statewide



13 Counties Media Summary

Flight Dates: 7/1/19-8/25/19

Total Campaign Spend: \$409,934 (including agency fees)

OTT (Over-the-top Digital Video)

Total purchased budget: \$25,000

Total Impressions: 1,893,955

Markets: 13 Counties

Radio

Total purchased budget: \$72,476

Total TRPs: 1,123.9

Total Spots: 2,185x

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

Spot Markets: Bemidji, Brainerd, Ely, Fergus Falls, Hibbing, St. Cloud, Wadena, Wilmar

Pandora

Total purchased budget: \$30,000

Total impressions: 2,863,475

Coverage: 13 Counties

Out-Of-Home/Sponsorships

OOH Billboards (14x), Bar Media (80x), Movie Theaters (189x) Light Rail Wrap (Green Line),

Motorsports On-Site Activations

Total purchased budget: \$143,495

Total impressions: 7,823,560

Markets: Duluth, Mpls-St. Paul, Rochester, St. Cloud and 13 county coverage

Digital/Social

Digital Video, Display, Facebook, Instagram

Total purchased budget: \$100,000

Total impressions: 10,486,414

Coverage: 13 Counties

Labor Day Media Summary

Flight Dates: 8/16/19-9/29/19

Total Campaign Spend: \$449,962 (including agency fees)

Television

Total purchased budget: \$58,845

Total TRPs: 209.4

Total Spots: 115x

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

OTT (Over-the-top Digital Video)

Total purchased budget: \$15,000

Total Impressions: 989,336

Markets: Statewide



Radio

Total purchased budget: \$78,771

Total TRPs: 970.3

Total Spots: 2,922x

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

Spot Markets: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, International Falls, Hibbing, Little Falls, Mankato, Marshall, Pine City, Redwood Falls, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington

Pandora

Total purchased budget: \$15,000

Total impressions: 1,566,450

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (16x), Bar Media (100x), Movie Theaters (306x), Gas Station TV (646x), Light Rail Wrap (Green Line), Motorsports On-Site Activations

Total purchased budget: \$164,596

Total impressions: 7,932,600

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

Digital/Social

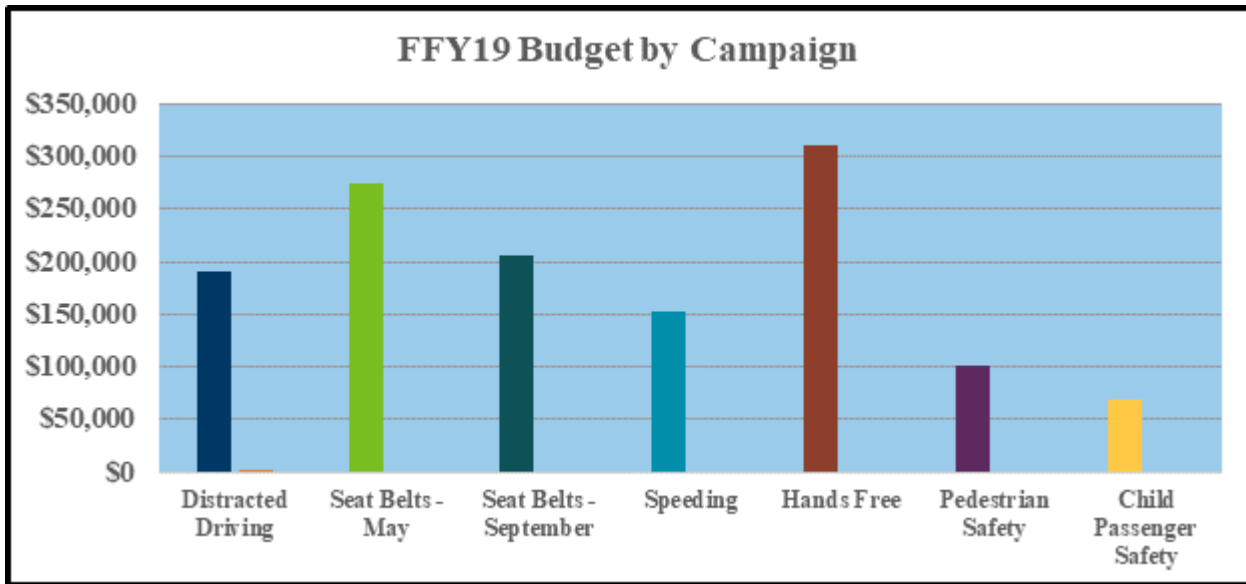
Digital Video, Display, Facebook, Instagram

Total purchased budget: \$75,000

Total impressions: 6,163,724

Coverage: Statewide

Non-Impaired Recap



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.

Distracted Driving Details

Total budget: \$200,000
 Total paid media: \$191,485 (including agency fees)
 Flight Dates: 4/8/19-4/30/19
 Demo: A18-49

OTT (Over-the-top Digital Video)

Total purchased budget: \$0 (Premion credit)
 Total Impressions: 474,104
 Markets: Statewide

Radio

Total purchased budget: \$79,070
 Total TRPs: 994.1
 Total Spots: 3,350x
 Rated Markets: Duluth, Mpls-St. Paul and Rochester

Spot Markets: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, International Falls, Hibbing, Little Falls, Mankato, Marshall, Pine City, Redwood Falls, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington



Pandora

Total purchased budget: \$15,000
 Total impressions: 2,147,214
 Coverage: Statewide

Distracted Driving Media Summary , continuedOut-Of-Home/Sponsorships

OOH Billboards (20x), Gas Station TV (495x), DMV Screens (8x)

Total purchased budget: \$54,928

Total impressions: 7,778,142

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

Digital/Social

Digital Video, Display, Facebook, Instagram

Total purchased budget: \$23,487

Total impressions: 4,799,782

Coverage: Statewide

Seat Belts Media SummaryObjectives/Strategy

Through statewide, high-impression media campaign, continually raise awareness of the importance of wearing seat belts at all times, as well as reinforcement of the "Click It or Ticket!" life-saving message.

Seat Belts Details – May

Total budget: \$275,000

Total paid media: \$273,765 (including agency fees)

Flight Dates: 5/20/19-6/2/19

Demo: M18-34

OTT (Over-the-top Digital Video)

Total purchased budget: \$20,000

Total Impressions: 646,179

Markets: Statewide

Radio

Total purchased budget: \$61,174

Total TRPs: 833.4

Total Spots: 2,672x

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

Spot Markets: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, International Falls, Hibbing, Little Falls, Mankato, Marshall, Pine City, Redwood Falls, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington

Pandora

Total purchased budget: \$10,000

Total impressions: 1,431,438

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (17x), Gas Station Media (60x concrete floor graphics, window clings), Bus Wraps (6x), Movie Theaters (191x)

Total purchased budget: \$116,531

Total impressions: 27,938,606

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

Seat Belts Media Summary, continued

Digital/Social

Digital Video, Display, Facebook, Instagram
 Total purchased budget: \$39,935
 Total impressions: 4,366,761
 Coverage: Statewide

Seat Belts Details – September

Total budget: \$215,000
 Total paid media: \$205,246 (including agency fees)
 Flight Dates: 9/16/19-9/28/19
 Demo: M18-34

OTT (Over-the-top Digital Video)

Total purchased budget: \$20,000
 Total Impressions: 626,424
 Markets: Statewide

Radio

Total purchased budget: \$63,198
 Total TRPs: 831
 Total Spots: 2,667x
 Rated Markets: Duluth, Mpls-St. Paul and Rochester
 Spot Markets: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, International Falls, Hibbing, Little Falls, Mankato, Marshall, Pine City, Redwood Falls, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington

Pandora

Total purchased budget: \$10,000
 Total impressions: 1,450,999
 Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (18x), Gas Station Media (50x concrete floor graphics, window clings)
 Total purchased budget: \$61,656
 Total impressions: 17,058,579
 Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud and statewide coverage

Digital/Social

Digital Video, Display, Facebook, Instagram
 Total purchased budget: \$29,967
 Total impressions: 2,863,095
 Coverage: Statewide



Speeding Media Summary

Objectives/Strategy

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

Speeding Details

Total budget: \$150,000
 Total paid media: \$152,087 (including agency fees)
 Flight Dates: 6/18/19-7/21/19
 Demo: A18-49

Radio

Total purchased budget: \$57,633
 Total TRPs: 1102.6
 Total Spots: 1,410x
 Rated Markets: Duluth, Mpls-St. Paul and Rochester

Pandora

Total purchased budget: \$20,000
 Total impressions: 2,912,965
 Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (11x)
 Total purchased budget: \$35,206
 Total impressions: 6,441,145
 Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester and St. Cloud and statewide coverage

Digital/Social

Digital Video, Display, Facebook, Instagram
 Total purchased budget: \$24,998
 Total impressions: 4,119,785
 Coverage: Statewide

Hands Free Media Summary

Objectives/Strategy

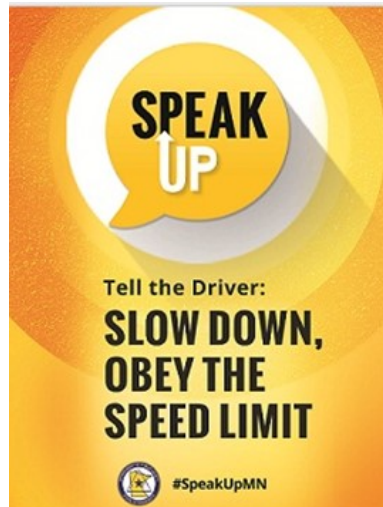
Generate statewide awareness around the August 1st rollout of the Hands Free law, while educating drivers about the specific behaviors that are now illegal with the new legislation, the consequences of the illegal behavior and the dangers associated with distracted driving.

Hands Free Details

Total budget: \$311,684
 Total paid media: \$310,562 (including agency fees)
 Flight Dates: 7/8/19-9/29/19
 Demo: A18-49

OTT (Over-the-top Digital Video)

Total purchased budget: \$25,000
 Total Impressions: 781,811
 Markets: Statewide



Hands Free Media Summary, continued

Radio

Total purchased budget: \$79,575

Total TRPs: 892.9

Total Spots: 2,828x

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

Spot Markets: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, International Falls, Hibbing, Little Falls, Mankato, Marshall, Pine City, Redwood Falls, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington

Purchased Ampers Radio Group for statewide diverse audience coverage

Pandora

Total purchased budget: \$25,000

Total impressions: 3,462,652

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (22x), Gas Station Media (40x pumps toppers, nozzles), DMV (8x)

Total purchased budget: \$86,476

Total impressions: 25,209,610

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

Hands Free Media Summary, continued

Digital/Social

Digital Video, Display, Facebook, Instagram

Total purchased budget: \$64,997

Total impressions: 5,077,273

Coverage: Statewide

Pedestrian Safety Media Summary

Objectives/Strategy

Implement a strategic, multi-media campaign to drive awareness amongst motorists of their increased need to share the road with and recognize non-motorized vehicles and pedestrians while operating their vehicles.

Pedestrian Safety Details

Total budget: \$100,000

Total paid media: \$100,191 (including agency fees)

Flight Dates: 8/19/19-9/15/19

Demo: A18-49

Radio

Total purchased budget: \$30,317

Total TRPs: 605.8

Total Spots: 756x

Markets: Mpls-St. Paul

Pandora

Total purchased budget: \$12,000

Total impressions: 1,666,665

Coverage: Statewide



Pedestrian Safety Media Summary, continuedOut-Of-Home/Sponsorships

OOH Billboards (4x), Bus Tails (66x), Bus Kings (50x)

Total purchased budget: \$33,374

Total impressions: 13,272,616

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

Digital/Social

Facebook, Instagram

Total purchased budget: \$15,000

Total impressions: 1,019,234

Coverage: Statewide

Child Passenger Safety Media SummaryObjectives/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: \$68,000

Total paid media: \$68,858 (including agency fees)

Flight Dates: 9/16/19-9/28/19

Demo: W18-49

Radio

Total purchased budget: \$22,538

Total TRPs: 469.8

Total Spots: 527x

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

Pandora

Total purchased budget: \$5,000

Total impressions: 337,966

Coverage: Statewide

Out-Of-Home/Sponsorships

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

Total purchased budget: \$25,250

Total impressions: 1,080,000

Markets: Statewide

Digital/Social

Facebook, Instagram, Pinterest

Total purchased budget: \$9,610

Total impressions: 1,511,641

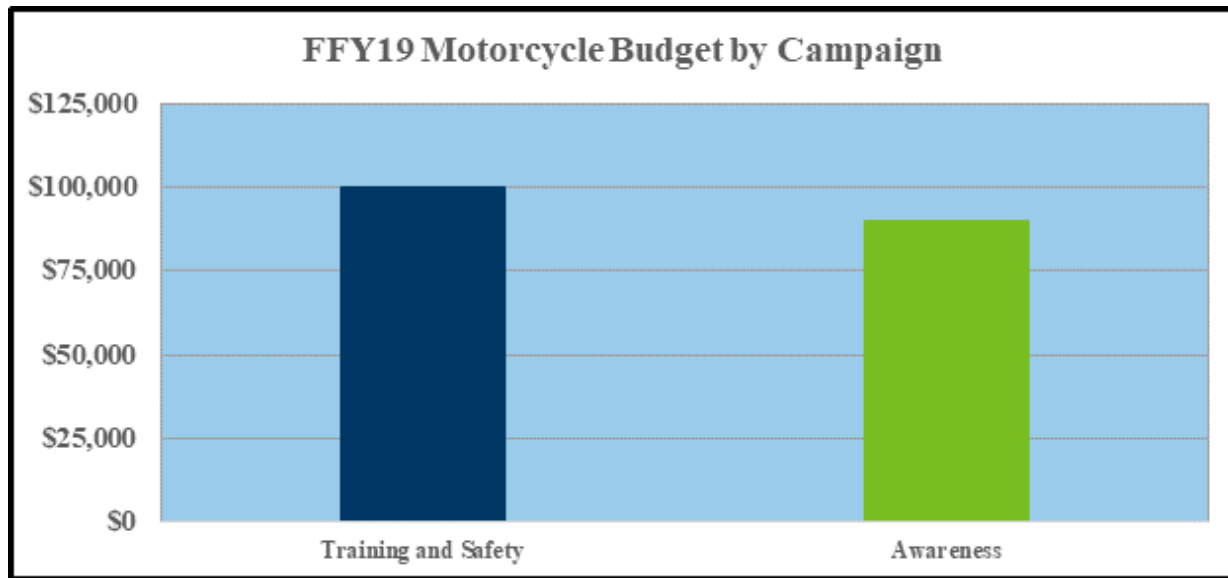
Coverage: Statewide



Motorcycle Recap
Motorcycle Training and Safety Media Summary

Objectives/Strategy

Increase awareness of, and enrollment in Motorcycle Safety training courses in select, statewide markets as well as reinforce the importance of safety gear.



Motorcycle Training and Safety Details

Total budget: \$100,000
 Total paid media: \$99,882 (including agency fees)
 Flight Dates: 4/8/19-5/26/19 (always on Search strategy)
 Demo: M25-54

Radio

Total purchased budget: \$31,238
 Total TRPs: 363.0
 Total Spots: 473x
 Markets: Mpls-St. Paul

Pandora

Total purchased budget: \$15,000
 Total impressions: 1,656,718
 Coverage: Statewide

Out-Of-Home/Sponsorships

Gas Station Media (80x pump toppers)
 Total purchased budget: \$30,560
 Total impressions: 7,627,200
 Markets: Statewide

Digital/Social

Search, Facebook, Instagram
 Total purchased budget: \$13,584
 Total impressions: 1,747,312
 Coverage: Statewide



Motorcycle Awareness Media Summary

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: \$90,000 (including agency fees)

Flight Dates: 5/6/19-6/9/19

Demo: A18-49

Pandora

Total purchased budget: \$20,388

Total impressions: 2,615,596

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (5), Truck sides – Infinity Wraps (14x)

Total purchased budget: \$41,063

Total impressions: 16,687,948

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

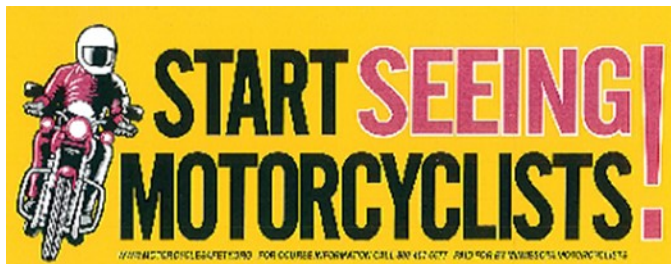
Digital/Social

Digital Video, Display, Facebook, Instagram

Total purchased budget: \$20,000

Total impressions: 2,098,624

Coverage: Statewide



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
FFY	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

Appendix B

2019 Community Engagement and Accomplishment Summary By Director Hanson

2019 has been a year of accomplishment and change for the Office of Traffic Safety. The following is a summary of some of the many accomplishments that our staff and partners have helped to make happen.

Perhaps our signature accomplishment was being able to help with the final passage and enactment of the Hands Free electronic device law. Our public outreach and media efforts were unprecedented and have proven to be effective.

Paid media Objectives/Strategies:

Generate statewide awareness around the August 1st rollout of the Hands Free law, while educating drivers about the specific behaviors that are now illegal with the new legislation, the consequences of the illegal behavior and the dangers associated with distracted driving.

Hands Free Details

- Total budget: \$311,684
- Total paid media: \$310,562
- Flight Dates: 7/8/19-9/29/19

OTT (Over-the-top Digital Video)

- Total purchased budget: \$25,000
- Total Impressions: 781,811
- Markets: Statewide

Radio

- Total purchased budget: \$79,575
- Total TRPs: 892.9
- Total Spots: 2,828x
- Rated Markets: Duluth, Mpls-St. Paul and Rochester
- Spot Markets: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, International Falls, Hibbing, Little Falls, Mankato, Marshall, Pine City, Redwood Falls, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington
- Purchased Ampers Radio Group for statewide diverse audience coverage

Pandora

- Total purchased budget: \$25,000
- Total impressions: 3,462,652
- Coverage: Statewide

Out-Of-Home/Sponsorships

- OOH Billboards (22x), Gas Station Media (40x pumps toppers, nozzles), DMV (8x)
- Total purchased budget: \$86,476
- Total impressions: 25,209,610
- Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud and statewide coverage

Digital/Social

- Digital Video, Display, Facebook, Instagram
- Total purchased budget: \$64,997
- Total impressions: 5,077,273
- Coverage: Statewide

OTS organizational restructuring has been completed and the Deputy Director position has been filled by an excellent candidate.

Working with our MN DOT partners on the TZD project, OTS has brought on an additional five Regional Program Coordinators. Every region of the state is now served by a coordinator, greatly enhanced outreach abilities.

The DWI Officer program has been improved and expanded across the state, now supporting 24 law enforcement positions whose primary duties are to remove impaired drivers from Minnesota roads.

Teen Driver Safety Task Force has been authorized and is in the process of being formed. OTS is working closely with our partners at DVS to build an effective and high quality driver's education program. One highlight from our Teen Driver Coordinator: In 2019, three community-based Point of Impact teen driver safety parent awareness classes were held. Two of the three were inaugural* events.

- Elko New Market - 9/24/19 - 130 participants
- Eden Prairie – 9/25/19 – 100 participants*
- St. Cloud – 10/22/19 – 65 participants*

OTS staff have attended both a NGA Impaired Driving Summit and as well and a GHSA/Insurance Institute for Highway Safety Speed Management summit. New programs and new best practices were discussed and evaluated.

eCharging and eSearch Warrant:

- 27,797 DWI arrests were created and processed through eCharging.
- The FFY19 total of 27,797 is a significant increase of 29% from the FFY18 total of 21,489.
- Only 16 paper DWI/Implied Consent packets were sent to the DPS/DVS during this 12-month reporting period.
- eCharging submissions represented 99.942% of the total submissions for FFY19. For 39 consecutive months since then, eCharging has accounted for more than 99% of the DWI submissions sent to DPS/DVS.
- 12,362 search warrants were applied for through eCharging. 6,132 (50%) of those search warrant applications were to obtain evidentiary blood or urine samples in DWI arrests and Criminal Vehicular Operation/Homicide investigations.
- Minnesota is the only state in the U.S. that has a fully integrated on-line system that processes search warrants from the peace officer's application through the judge's approval.

Ignition Interlock & Vendor Oversight

- 11,785 drivers are using an ignition interlock device (as of September 30, 2019).
- 31,343 participants graduated from the Ignition Interlock program since the law went into effect in 2011.
- The current membership number of 11,785 drivers in the program marks the highest level of participation in the program since inception, and is a 6.3% increase over 2018.
- 2019 marks the ninth consecutive year of growth of the Ignition Interlock program.

Law Enforcement Grant Program:

- Administered 54 Law Enforcement Grants comprised of 309 city and county agencies as well as the State Patrol. Grants are for overtime funding of traffic enforcement related to occupant protection, distraction, impaired driving, speed and Move Over.
- Budget: \$4,035,000 with about an additional \$1,000,000 for State Patrol functions and activities.

Research and Evaluation Team:

- Developed an innovative crash data report for Minnesota State Patrol Districts that can be implemented across the state.
- Created statewide crash maps to share on the OTS website.
- Presented MN crash and injury data at the annual Traffic Records Forum in Austin, TX.
- Partnered with the MN Department of Health to reignite the CODES project, a data linkage improvement that links injury data from crash reports to hospital outcome data.

Motorcycle Safety:

The MN Motorcycle Safety Center completed transition of the Motorcycle Safety Foundation's new Basic Rider Course which required 3,200 plus hours of RiderCoach training and over 500 hours of staff training time. We also began transitioning to the Motorcycle Safety Foundation's new Basic Rider Course 2, which we advertise as the Intermediate Rider Course. That transition will be fully implemented by next spring. Due to the extensive nature of these transitions, 35 of our RiderCoaches retired, and we conducted two RiderCoach Prep courses and were able to replace 20 of them, bringing our RiderCoach staff level up to 111 coaches. Another class of coaches will be trained in 2020.

TZD Regional Coordinators:

Northeast:

- Fatal review case study at the Northeast Minnesota regional trauma advisory committee.
- JoyRide developed an app for users to find safe rides home.

Northwest:

- TZD for Teens conference - first in the history.
- Seatbelt use increase by 20% in 9 years.

Southeast:

- Southeast Minnesota TZD and Wisconsin State Patrol partnered in a first ever Flood Run crossborder media event to remind motorists and riders the importance of sharing the road. Two families who lost loved ones in motorcycle crashes joined traffic safety stakeholders from Minnesota and Wisconsin to share the importance of motorcycle safety, and traffic safety stakeholders reminded the public that law enforcement on both sides of the river will be out in full force during the Flood Run to help everyone make it home safe.
- SE TZD partnered with the Rochester Police Department and Olmsted County Sheriff's Office to offer voluntary Preliminary Breath Testing (PBT) to community members at three *Thursdays Downtown* events in Rochester. More than 300 PBTs were administered at each event. This educational event gave community members the opportunity to see first-hand how alcohol affects their blood alcohol level. It took three years to bring this event to SE and this year we were asked to host monthly events each summer.

South Central and Southwest:

- JOYRIDE provided over 1,350 rides in 2019 in the south central and southwest region. SincJOYRIDE has started in the two regions over 4,576 people have had safe rides home!
- TZD attends Farmfest in 2019. Hands-free, seat belt, J-Turn and roundabout education done. Used the seat belt convincer to talk with farmers about the importance of buckling up. Ninety five people rode the convincer and over 1000 people educated.
- Worksite education in the SC region on distracted driving over 365 people reached.
- Southwest region seat belt rate is 88.4 %. The seat belt rate had a significant increase in the region as compared to 2018 which was 80.6 %.
- Every county in the Southwest Region has a safe roads coalition.

East Central

- In late 2018, equipment began arriving from the grant that EC TZD received. In early 2019, requests for the experiential learning equipment started coming in. Throughout the year, more opportunities to educate and offer an experience were taken advantage of, including the Minnesota State Fair and Farm Fest. Hundreds experienced the feeling of being in a low speed crash and what a seat belt actually does for them. Seat Belt Convincer and driving simulators were first to arrive, opening doors to audiences that had previously been hard to reach.
- <https://www.facebook.com/mndot/videos/478624832718631/>

West Central:

- Several communities in counties that did not have TZD efforts requested that TZD presentations be given to the general public. Schools, fire departments and highway departments all helped in hosting these events.
- Moorhead HS held another Seat Belt Challenge and expect additional contenders in 2020.

Law Enforcement Liaisons:

Southern Minnesota:

- New Ulm PD and Brown County SO have employed new CLEOs this year. OTS collaborated with CLEOs to initiate cooperative traffic safety/enforcement efforts including an aggressive pedestrian safety/enforcement project that saturated local media and social media, a press conference that was well covered by local media and Mankato's KEYC TV news, and the New a guest appearance by Ulm Chief on a KEYC TV talk show. Several more efforts have taken place targeting DWI, Distracted Driving and Seat Belt use.
- Our Hwy 14 border-to-border (B2B) annual July speed enforcement saturations continue to grow in interest, enthusiasm and support, 2019. This enforcement saturation has expanded since its launch in 2016. These efforts have energized speed enforcement with on-duty law enforcement participation and have also given opportunities to a number of smaller agencies that seldom have opportunity to be a part of such an expanded effort.
- Southwestern law enforcement agencies have formed a safety coalition serving the law enforcement agencies in the counties surround Lyon county, utilizing existing geographical and personal law enforcement relationships. A new Marshall PD TZD Enforcement grantee was also employed in the fall, which covers 4 counties. Further, each of these two newly formed coalitions added new partners that were not previously in an enforcement grant coalition, Worthington took on Jackson county and Marshall took on Lincoln County. Within the core of the new Marshall Coalition we have a new enthusiastic and proactive Marshall PD Chief and Lyon Co Sheriff. A line officer in Marshall PD initiated a police led tactic whereby when officers are not overly committed to calls for service, any officer can call for a 'Power Hour' and every available officer then commits that hour to traffic enforcement. This same officer that initiated this street level program just obtained Marshall PD's first DWI Hat Trick. Finally, LELs were able to support this new synergy in SW MN by providing a piece of equipment that will be available for any law enforcement agency in SW MN to check out a use, a speed trailer.

Metro:

- St Louis Park PD joined the TZD effort.
- In 2019, 48 Officers so far have been recognized for their hat tricks in the metro.
- OTS staff and stakeholders conducted outreach at the State Fair's DPS booth this year.
- The Hwy. 12 Safety Coalition has continued to meet throughout the year in efforts to save lives.

Northwest: There were some changes in enforcement grants in Northwest. We were able to maintain and/or add:

- Breckenridge/Wilkin are maintaining with Wilkin County taking over as the fiscal lead.
- Morris/Stevens/Grant/University of Minnesota (Morris) are maintaining with Grant County SO taking over as fiscal lead.
- Benson PD and Appleton PD split off of the Kandiyohi grant with Benson taking over as fiscal lead. This allowed Swift to continue having a Safe Roads grant.
- Mahnomen County SO and Clearwater County SO have been added this year; Mahnomen will be the fiscal lead with Mahnomen/Clearwater/Clearbrook.
- Meeker County SO is no longer grant funded due to staffing concerns, but will continue in an on-duty capacity and will continue their Safe Roads coalition in an un-funded capacity.
- The Elk River grant received the Commissioner's Award.

Northeast:

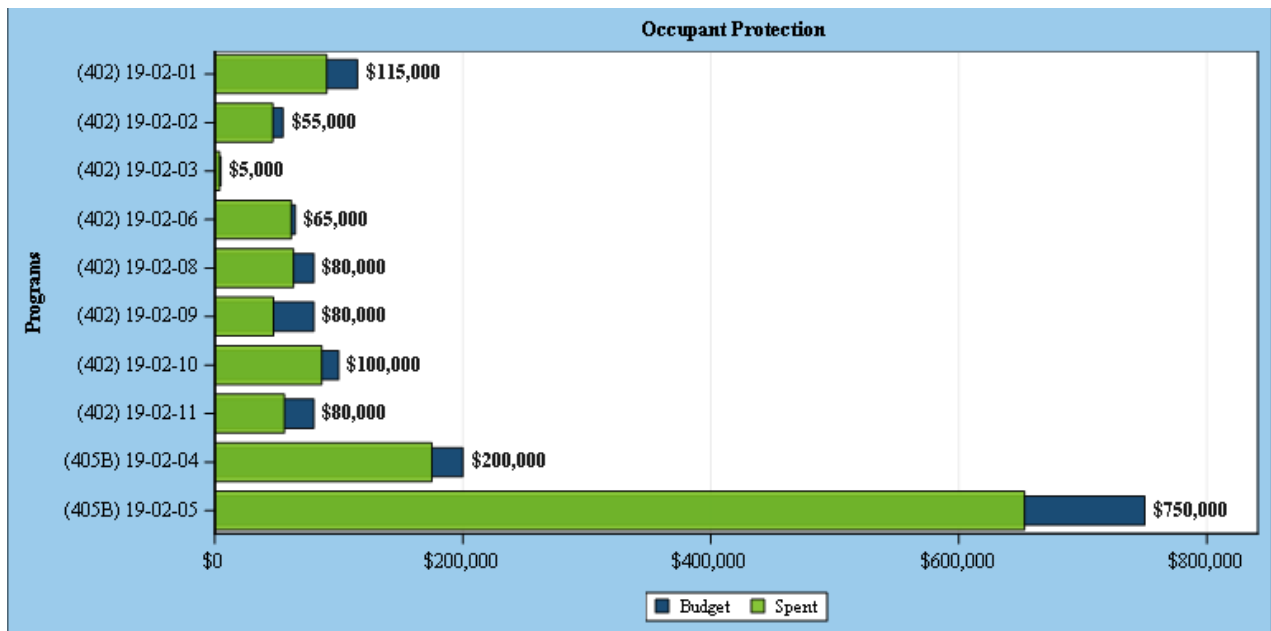
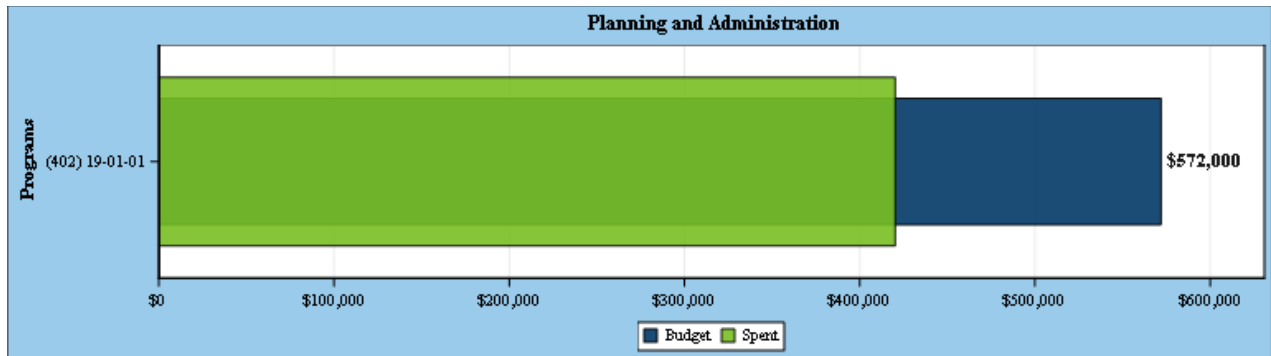
- Aitkin County sheriff's office joined the Brainerd TZD grant with a goal of applying for their own grant for FFY21 and a deputy is currently in DRE training.

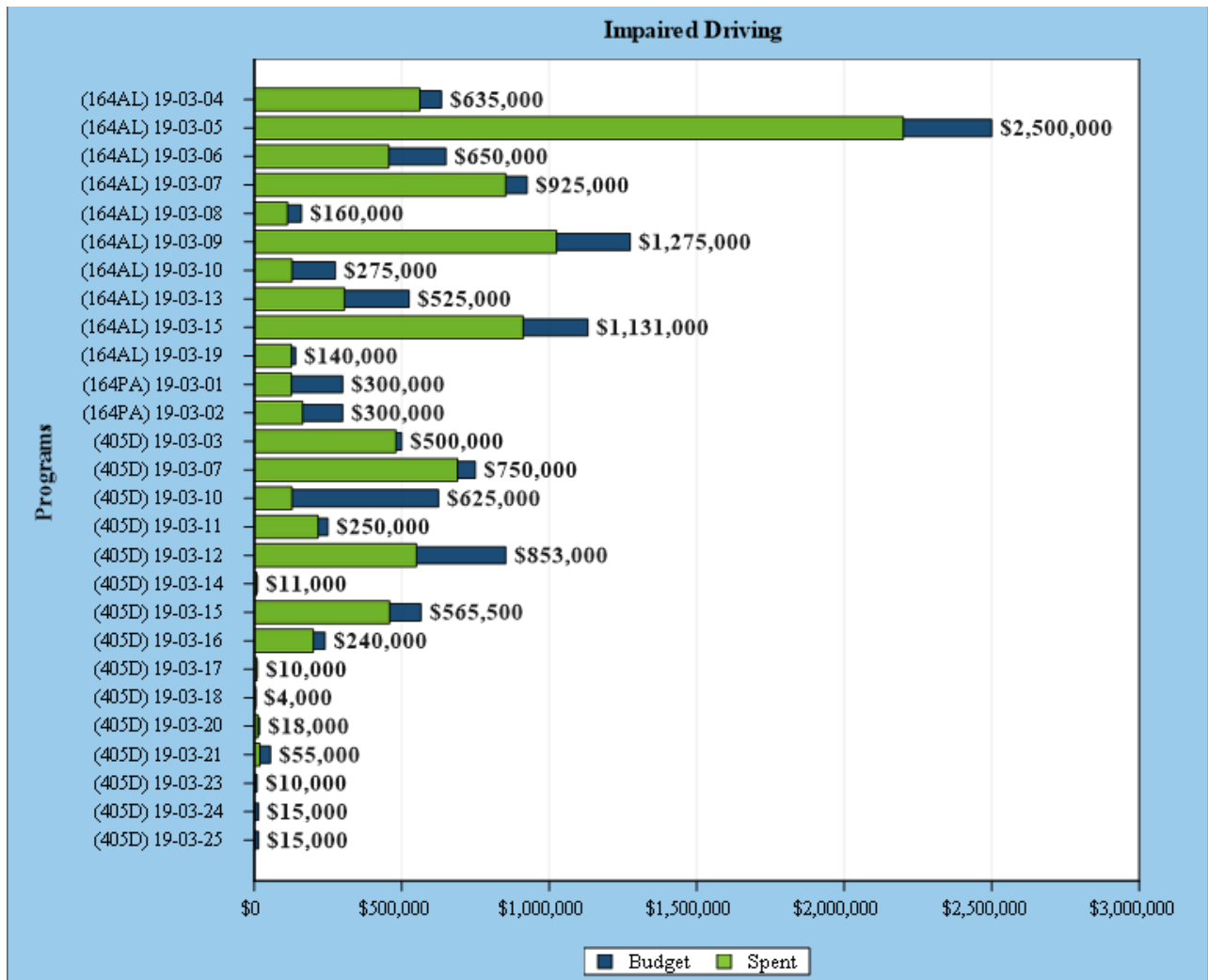
Child Passenger Safety:

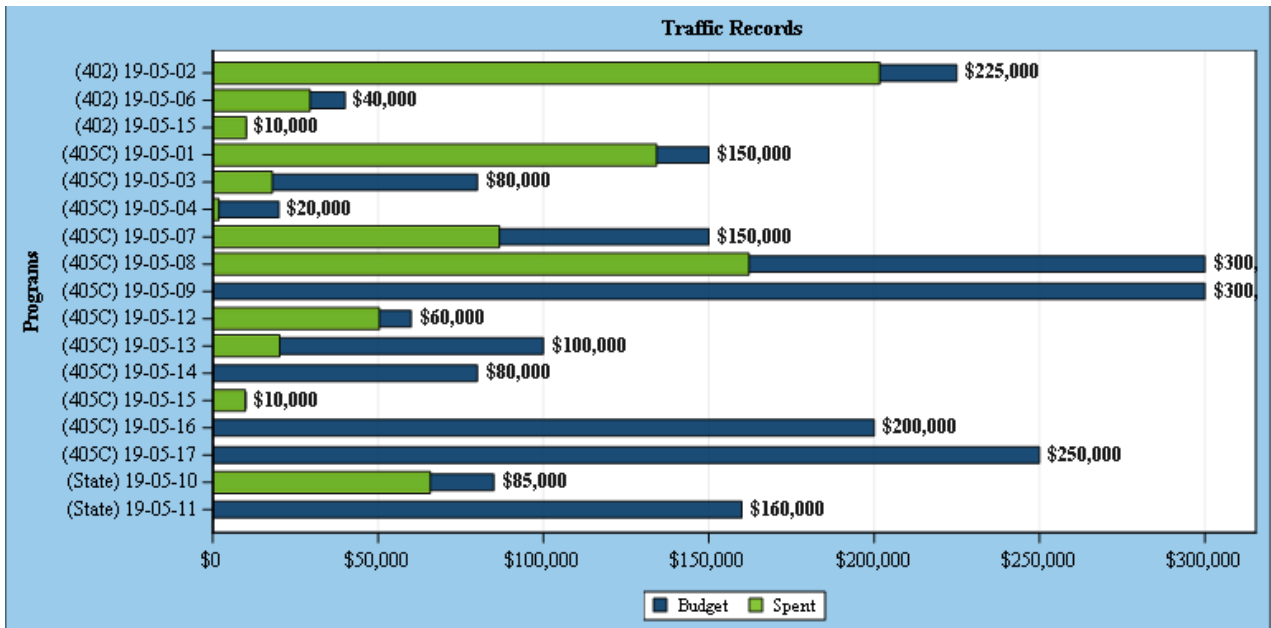
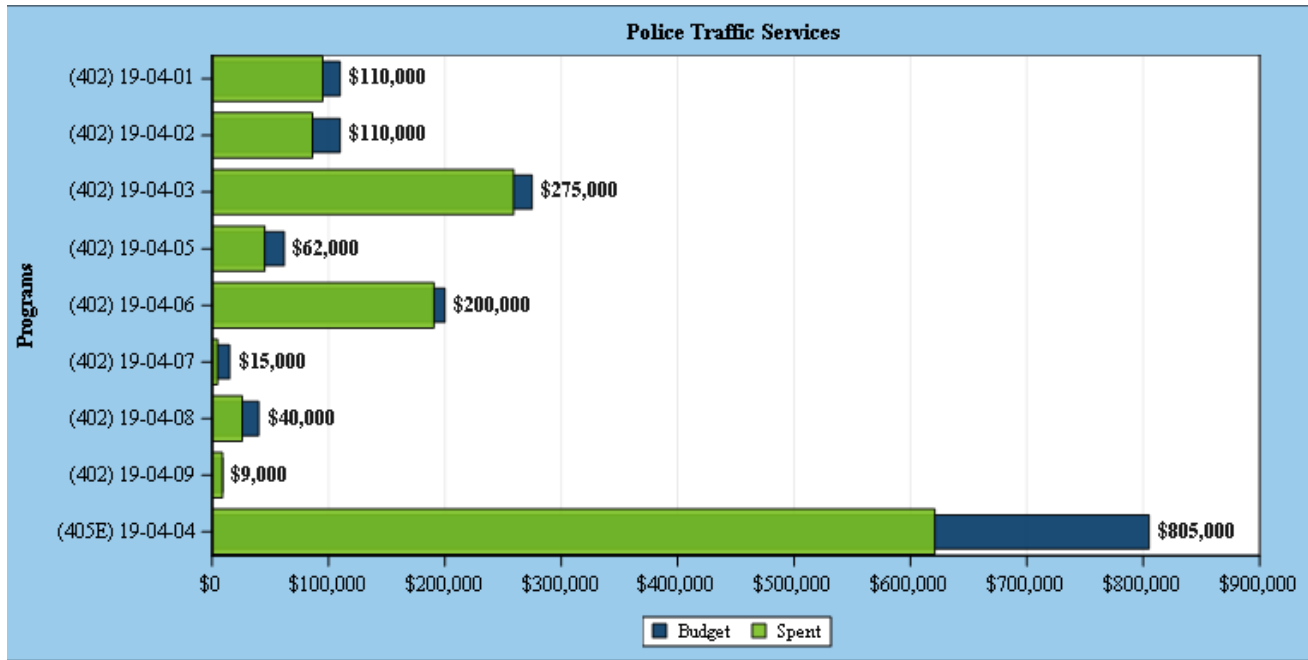
Northern Liaison:

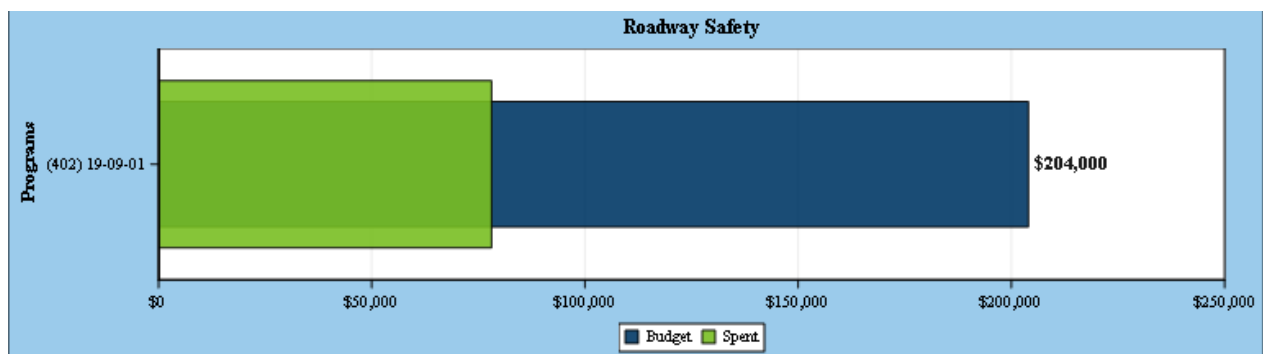
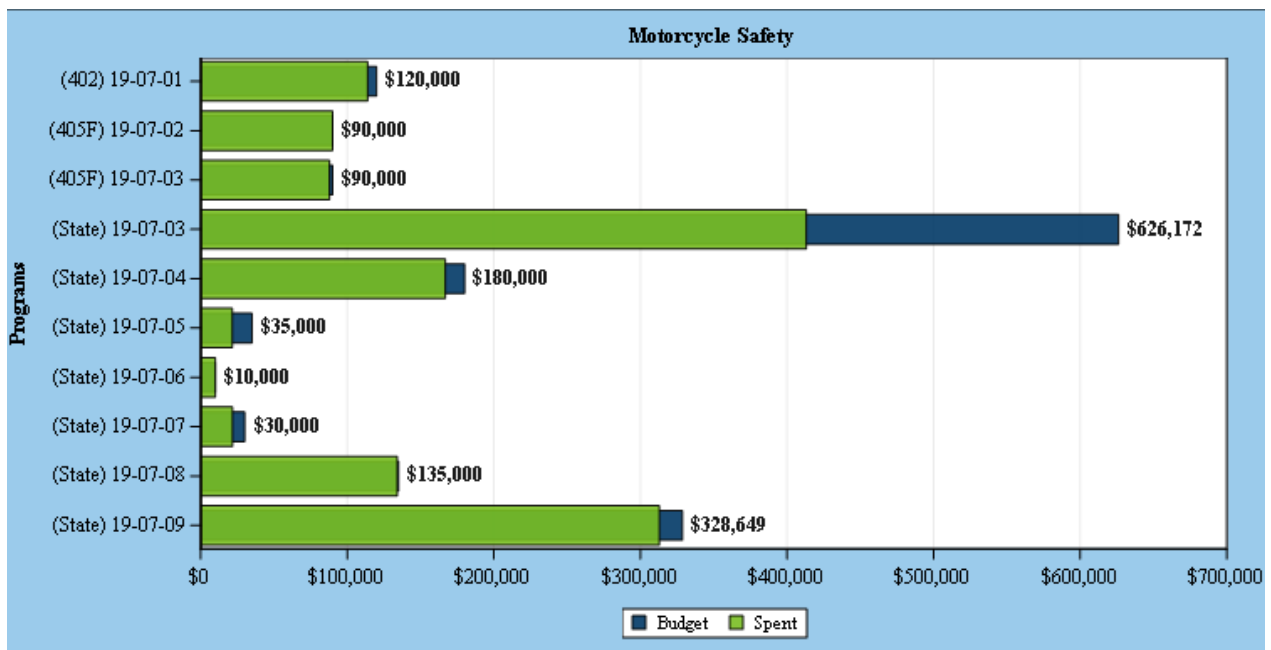
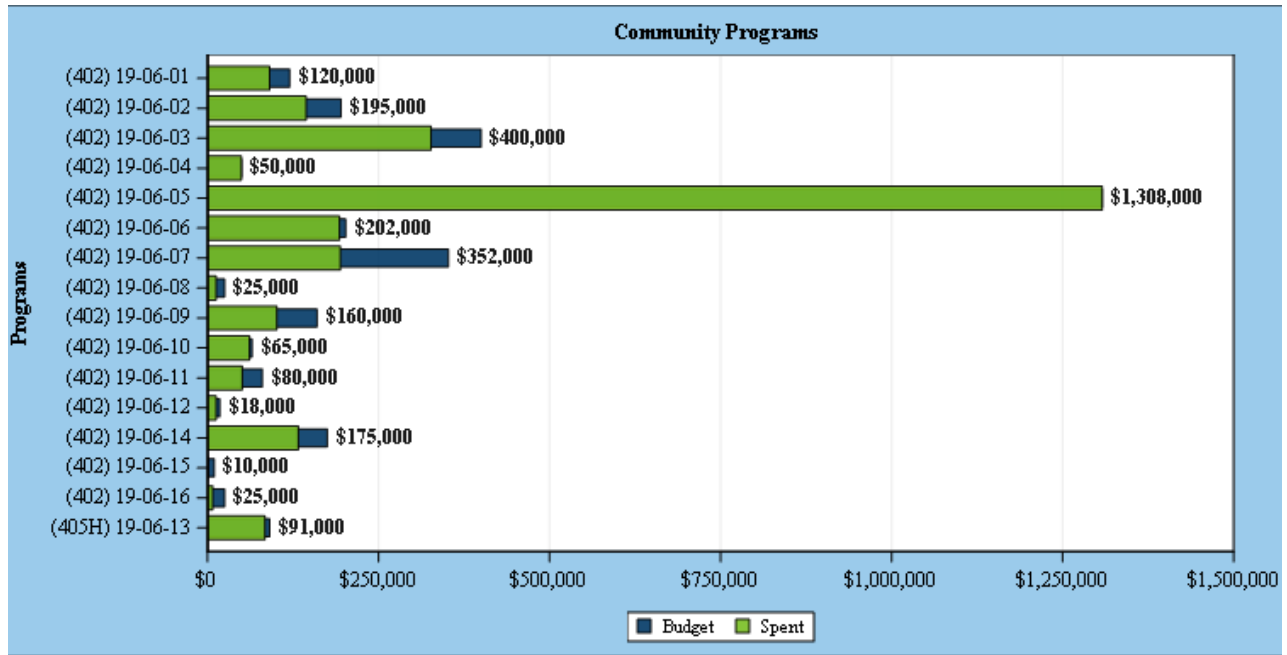
- In June of this year OTS held a Child Passenger Safety Technician training in International Falls, MN, filling a local need by training 5 employees from the International Falls EMS/Ambulance station in International Falls. They have since started a CPS program in which car seats are checked by appointment. They also have car seat check events and have raised money and have car seats available should a caregiver come in with an unsafe car seat. They will also help financially challenged families in need of a safe seat. They are currently self-funded but do plan on applying for grant seats in 2020.
- Three of the new technicians attended the statewide TZD conference.
- In the 2019 grant cycle, OTS participated in several County, Community and Fair Events, which included child passenger safety education. OTS also teamed up with local TZD Safe Roads coalitions for events.
- OTS worked with the Lincoln Center in Mankato to educate immigrant families on child passenger safety, during this time, South Central EMS, SC TZD and State patrol participated in a safety day at the Lincoln Center. After this program, 13 car seats were distributed to families in need.
- C.A.R.S. (Children and Restraints System) Classes were held on a monthly basis out of the Eagle Lake Office. This class is for parents/caregivers, daycare providers, and foster care providers to become educated on proper car seat usage for children under the age of nine.
- Technician courses were held in Mankato, Morton, and Bird Island for new technicians.
- Car Seat check events were held throughout southern MN, during these events we checked, educated and distributed seats to parents/caregivers in need. Throughout southern MN, this Liaison distributed over 125 car seats to families or caregivers in need.
- Purchased the ACR (Ambulance Child Restraint System) to help educate area EMS/Law/Fire on how to safely transport children. This was done at the MEMSA conference in September.

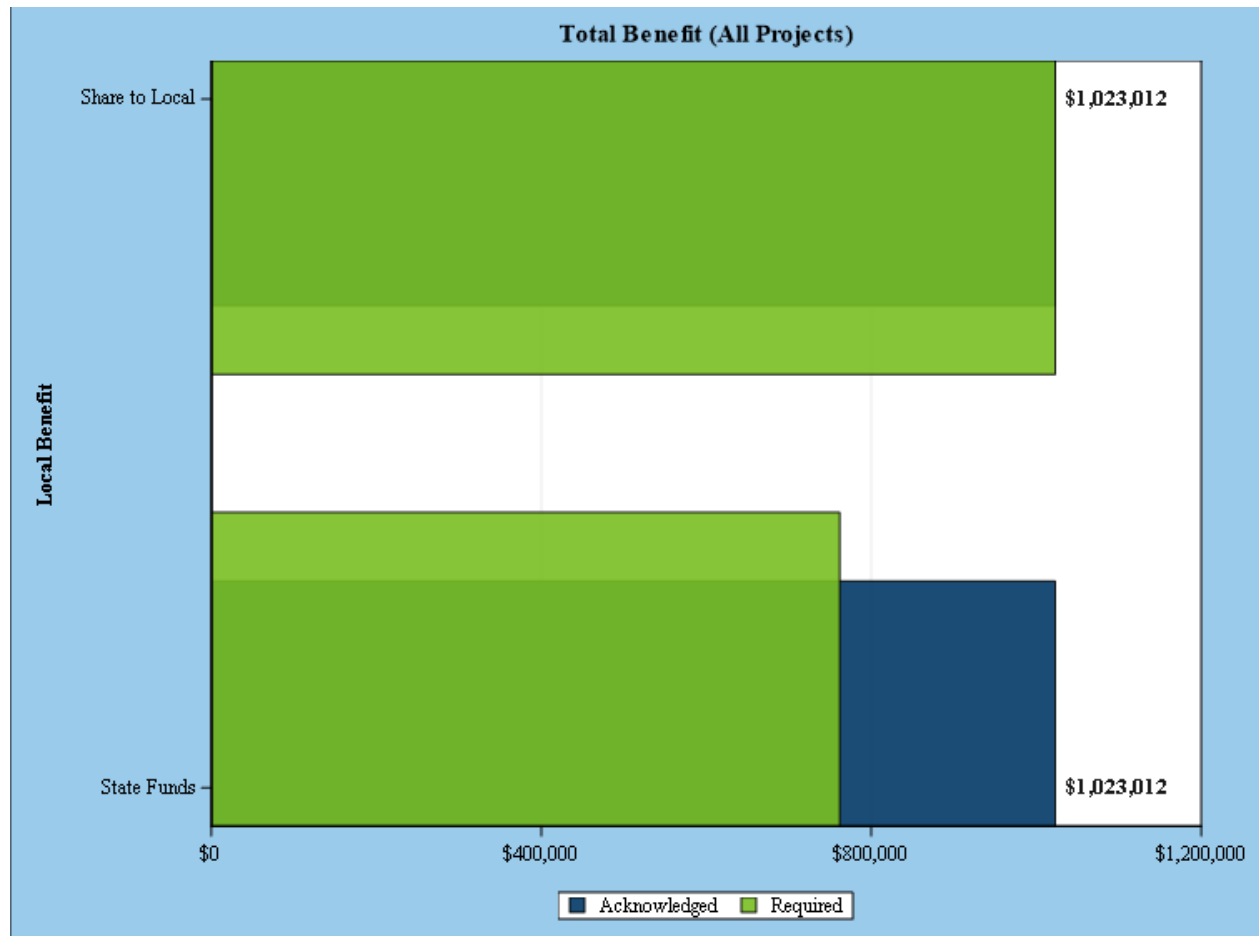
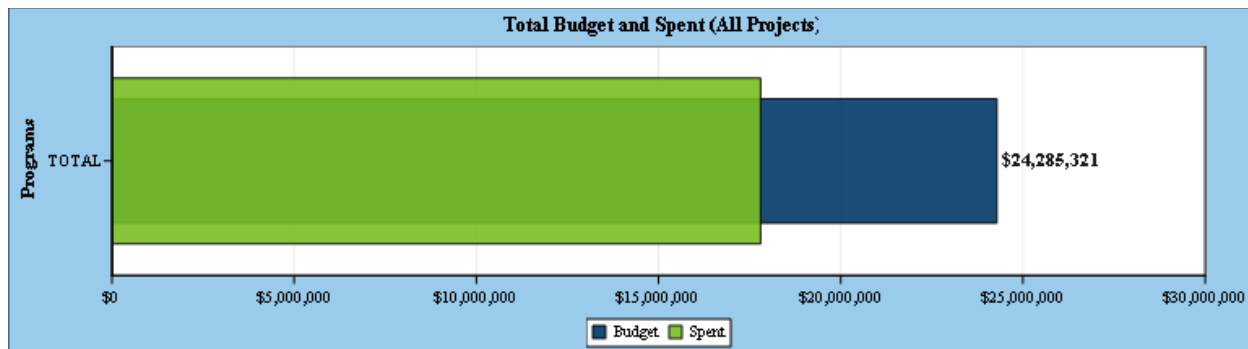
Appendix C











2019 TZD Enforcement Calendar



Quarterly Invoices and Reports (Fiscal agencies only)

- Oct. 1, 2018: 1st quarter events entered and agency rosters updated with training dates in ROAR
- Dec. 3, 2018: 2nd quarter events entered in ROAR
- Jan. 18, 2019: [1st quarter invoice and progress report in E-Grants](#)
- March 4, 2019: 3rd quarter events entered in ROAR
- April 19, 2019: [2nd quarter invoice and progress report in E-Grants](#)
- June 3, 2019: 4th quarter events entered in ROAR
- July 12, 2019: [3rd quarter invoice and progress report in E-Grants](#)
- Oct. 18, 2019: [4th quarter invoice, progress report in E-Grants](#)
- Oct. 30, 2019: [Final Report in E-Grants](#)

Short Reports (Required to be completed by each agency)

- Jan. 4, 2019: DWI arrests, highest B.A.C., seat belt citations from Nov. 21 - Dec. 31
- May 3, 2019: Texting, seat belt citations from April 8-30
- June 7, 2019: Belt/child restraint citations from May 20-June 2
- July 26, 2019: Speed, seat belt citations from June 18-July 21
- Sept. 6, 2019: DWI arrests, highest B.A.C., seat belt citations from Aug. 16 - Sept. 2
- Oct. 4, 2019: Seat belt/child restraint citations from Sept. 16-28

TZD Conference (Oct. 23-24, 2018: Mankato)

Enforcement Dates

- DWI: Nov. 21, 23-24, 29-30; Dec. 1; 6-8; 13-15; 20-22, 27-29, 2018
- Distracted: April 8-30, 2019
- Seat belts and child restraints: May 20- June 2, 2019
- Speed: June 18-July 21, 2019
- DWI: Aug. 16 - Sept. 2, 2019
- Move Over (optional): Aug. 31, 2019
- Seat belts and child restraints: Sept. 16 - 28, 2019
- 13 Counties: Choose Oct. 27 or 31; March 16 or 17; May 10; July 5

October 2018

S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November 2018

S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December 2018

S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

January 2019

S	M	T	W	Th	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

February 2019

S	M	T	W	Th	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

March 2019

S	M	T	W	Th	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

April 2019

S	M	T	W	Th	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May 2019

S	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June 2019

S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

July 2019

S	M	T	W	Th	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August 2019

S	M	T	W	Th	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September 2019

S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Color Codes

Statewide Campaign Announcement

Enhanced Enforcement

Statewide Results Announcement

DWI Enforcement for 13 Deadliest Counties

Statewide Enforcement

Minnesota Department of Public
Safety Office of Traffic Safety
445 Minnesota Street, Suite 1620
St. Paul, Minnesota 55101
ots.dps.mn.gov

