

State of Minnesota
Department of Public Safety

Highway Safety Plan

Federal Fiscal Year 2010

Prepared for:
U. S. Department of Transportation
National Highway Traffic Safety Administration

Prepared by:
Office of Traffic Safety

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Minnesota's Highway Safety Plan: Federal Fiscal Year 2010

Introduction

The Office of Traffic Safety (OTS) in the Minnesota Department of Public Safety (DPS) administers federal funds provided by the National Highway Traffic Safety Administration (NHTSA) under the State and Community Highway Safety Program (Public Law 89-564). The funds are used to change driver behavior by enforcing traffic laws; making the public aware of the dangers of crashes, the likelihood of receiving a ticket, and the best ways to reduce their risk; and assisting state, county, and community efforts to improve traffic safety. In addition, OTS analyzes crash data, identifies at-risk populations, seeks out or crafts programs to reduce the risks, and evaluates the success of various traffic safety programs.

One of the requirements associated with managing the State and Community Highway Safety Program is to prepare an annual plan that describes the projects to be funded in the coming year. Strategic planning techniques (clarifying the program's mission and goals, setting measurable objectives, identifying problems, developing strategies, and evaluating the program's progress towards the goals) have been used to develop the plan for more than three decades. The performance plan, process description, required plans, and program areas sections of this Highway Safety Plan report the general goals we have set for our program, and the strategies, tactics, and projects we intend to implement during Federal Fiscal Year 2010.

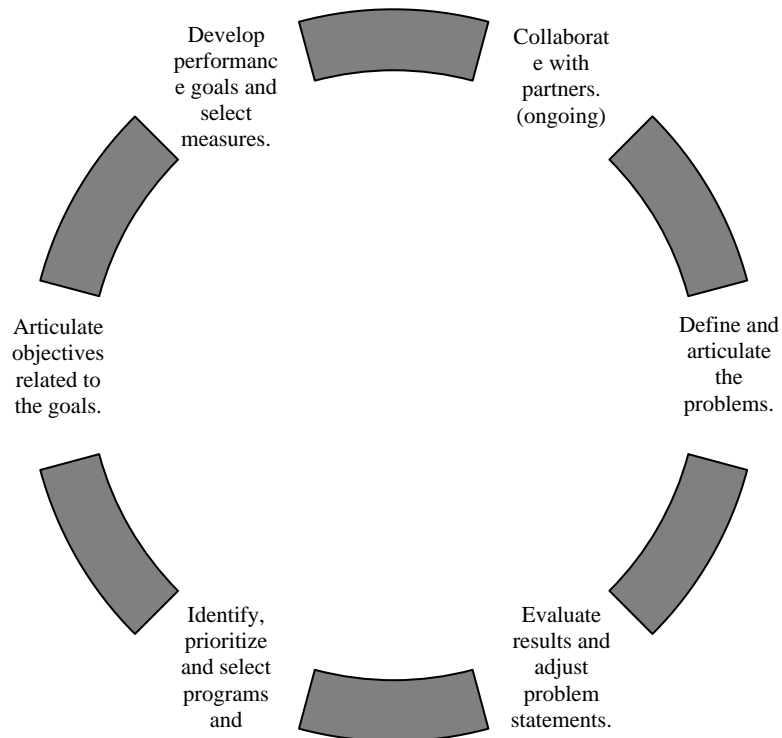
The OTS collaborates with other divisions in DPS, other state agencies, county and local units of government, as well as, private organizations, industries, academia, and advocates to improve traffic safety throughout Minnesota. We communicate with and disseminate information to our partners throughout the state, colleagues in other states, and federal agencies. The federal funds allow us to fund traffic safety countermeasures and programs and to support innovative technological solutions to a variety of traffic safety problems – from equipment for law enforcement, to data collection and problem identification technologies, to data system linkages, and beyond. Finally, we see ourselves as sound stewards of public funds, seeking to invest in programs that will reduce not only the economic cost of crashes in Minnesota (estimated for 2008 to be nearly \$1.5 billion) but also the emotional toll on families of crash victims.

In 2001, the Minnesota Departments of Public Safety and Transportation collaborated on a conference called *Toward Zero Deaths*. One of the most significant results of that conference was an improved understanding between the two agencies. We came to the realization that we share the same goals for traffic safety and we will reach those goals

more certainly and quickly if we work closely together. DPS and MNDOT are collaborating on a number of projects and routinely sharing information. A Comprehensive Highway Safety Program was written in 2006; in 2007 that plan was updated into the MN/DOT Strategic Highway Safety Plan (SHSP). OTS primary goals and strategies have been largely incorporated into the SHSP. Naturally, the 2010 Minnesota Highway Safety Plan (HSP), and the OTS office's work, concentrates on solutions to poor driver behaviors and decisions. However, the OTS does have an increasingly system-wide understanding of traffic safety problems.

Summary of the Planning Process

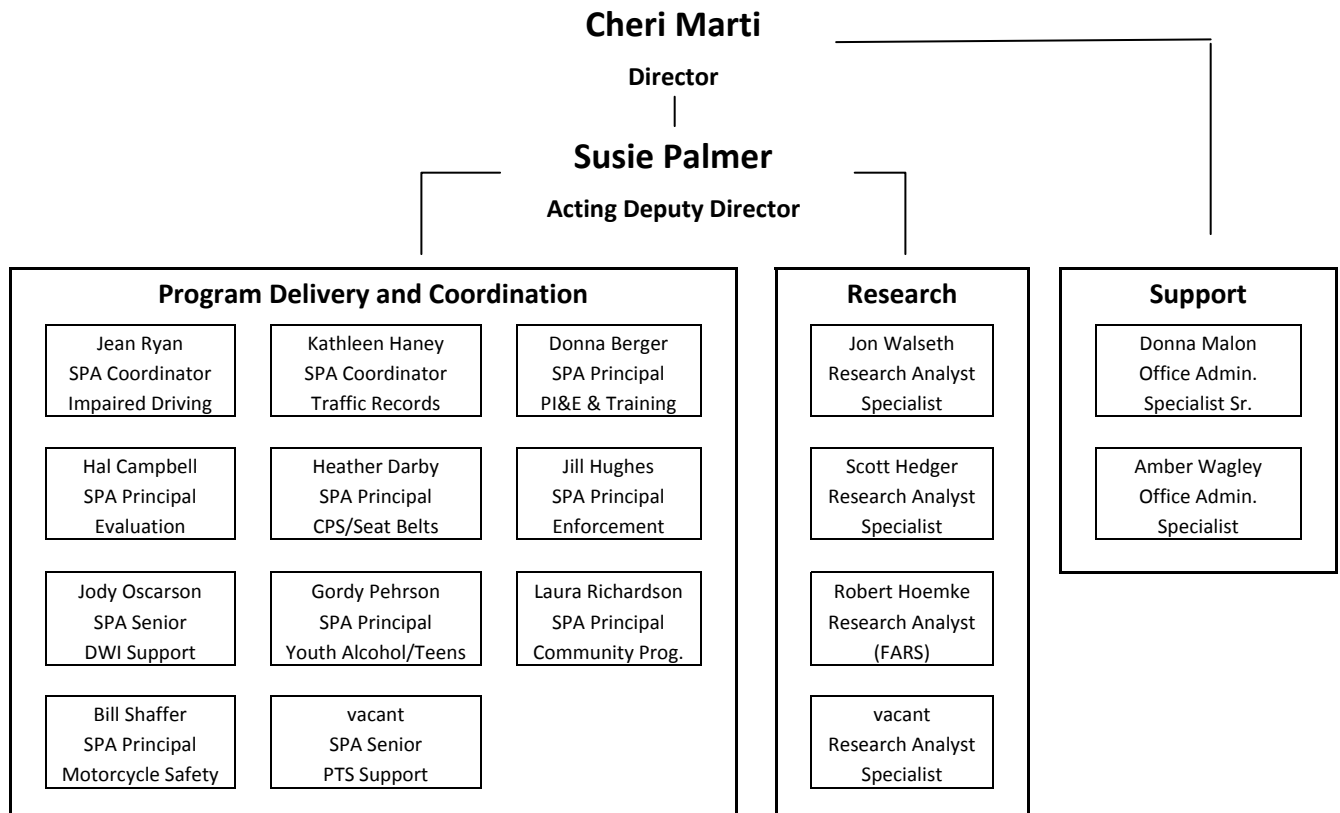
At any point in time the OTS is planning, evaluating, and administering projects in at least two federal years, and during the late fall can be working with three separate years. The planning process has no distinct beginning or ending as shown in the following diagram.



Organizational Structure

The Office of Traffic Safety is a division of the Department of Public Safety. The Commissioner of Public Safety holds a cabinet level position. The organizational structure of the OTS, is fairly flat; with one Director, one Deputy Director, two support staff positions, four research positions (including the FARS analyst), and eleven “coordinator” positions. The position classification titles for the coordinators are State Program Administrator, Coordinator; State Program Administrator, Principal; and State Program Administrator, Senior. At the time of the submission of this Highway Safety Plan, two of the coordinator positions and two of the research analyst positions are not filled. The office is currently working with DPS’ Human Resources Division, reviewing and updating the organization plan of the division, as well as, the individuals position descriptions. OTS is in the process of obtaining lists of candidates to interview for the open positions. 2009 was an unusual year for OTS in regards to the number of positions to be filled; three of the present coordinators are new to our staff in the past six months.

Office of Traffic Safety Organization Chart



Mission Statement

The mission of the Office of Traffic Safety is to lead efforts to prevent traffic deaths and serious injuries by changing human behavior in Minnesota. The umbrella campaign under which our efforts to fulfill our mission is conducted is called *Toward Zero Deaths (TZD)*. OTS is mindful that fulfilling the mission will take concentrated and coordinated efforts by a large number of traffic safety agents, each working within their own sphere of influence.

Summary of Priorities

Minnesota's federal fiscal 2010 Highway Safety Plan supports the national priorities and those articulated by Region V of the National Highway Traffic Safety Administration. The priorities below are listed in no specific order.

NHTSA Priority: Increase Seat Belt Use and Upgrading to a Primary Law

Minnesota Status:

- In 2007 and 2008, Minnesota's seat belt use rate was at least 85%; quite high for a secondary state and a tribute to our law enforcement community.
- The 2009 legislature passed a primary, universal seat belt law named after former OTS director, Kathy Swanson.
- The 2009 legislature passed a booster seat law.
- Both primary and booster seat laws were deemed compliant with NHTSA guidelines to receive incentive funds.
- Grants with approximately 225 enforcement agencies each year continue to provide statewide, enhanced seat belt enforcement at least twice a year. During the May mobilization, another 30 or so will receive additional funding.
- At least 30% of seat belt enforcement hours must be conducted between 7:00 PM and 5:00 AM.

NHTSA Priority: Decrease Impaired Driving Using a Range of Countermeasures

Minnesota Status:

- In 2009, a task force was convened to take a fresh look at DWI sanctions, especially in view of the latest countermeasures such as ignition interlock. The task force will finish their work in 2010 with recommendations for legislative changes.
- Minnesota has had an active DRE program for the past 15 years;
- In federal 2008, the OTS rolled out a new high visibility enforcement campaign in the suburban county of Anoka. As a state which has ruled checkpoints unconstitutional, the high visibility aspect of any enforcement is key to its success. This project, now in its third year, involves all 12 agencies in Anoka County working at the same time on the same roadways and includes the use of signs and vests alerting the public to DWI

enforcement.

- Our DWI court and Ignition Interlock programs are being expanded.
- The Minnesota State Patrol, with OTS funding and assistance, conducts Operation NightCAP, a high visibility enforcement project concentrating on the thirteen deadliest counties in terms of alcohol-related deaths and injuries.
- In 2010, a project with a new spin on Alcohol Screening and Brief Intervention tactics is planned to be introduced using a Request for Proposals process; the screening and intervention will take place just before a person leaves jail after being arrested for DWI.
-

NHTSA Objective: Increasing Motorcycle Safety and Helmet Use

Minnesota Status:

- Motorcycle deaths decreased 13% between 2006 and 2007 and increased slightly more than that between 2007 and 2008. In the past ten years, they have more than doubled (from 30 in '99 to 71 in '08).
- All *Safe & Sober* agencies are required to conduct overtime patrols at least June 20 or 21 (depending on weather) near locations and on roadways popular with riders.
- An enforcement project is being conducted by a collaboration of agencies with motorcycle patrols to increase the awareness of motorcycles by other motorists as well as enforce traffic laws.
- Funding for increased paid media about the perils of impaired riding was programmed for 2009 and will continue in 2010.

NHTSA Objective: Public Funds Expended in Adherence with Statute and Regulation

Minnesota Status:

- Minnesota has historically had well respected, thorough and impartial controls on incurring costs and managing finances.
- The OTS is data driven even though it is not always a popular way to be. Our funded programs and allowable expenditures are based in large part upon NHTSA's publication "Countermeasures That Work". Several years ago the OTS stopped paying for any "give away" items – no more key chains, no more coloring books, or pens.
- Performance measures have always been a major part of OTS' HSP and Annual Evaluation Report. We welcome the national standards and will be able to measure and report all fourteen as required.
- OTS will continue to make improvements based upon findings and recommendations of the management review.

Performance Plan

Annually, Minnesota's Department of Public Safety (DPS), Office of Traffic Safety (OTS) prepares a Highway Safety Plan that describes how Minnesota will use the federal funding from the National Highway Traffic Safety Administration/U.S. Department of Transportation under the State and Community Highway Safety Program. The plan also includes descriptions of related state and other federal programs conducted by the OTS.

This document serves several purposes. First, it meets the requirements of the State and Community Highway Safety Program for states to receive NHTSA funds. Second, it summarizes the identified traffic safety trends, problems, and the current efforts to reduce or eliminate those problems. Finally, it provides a landscape within which other traffic safety programs (supported with federal, state, local, or private funds) can find perspective and connection.

Purpose

In Minnesota, as well as across the nation, traffic crashes are the leading cause of death for babies from age 1 through young adults of 34. In an average year, 500 people are killed and 35,000 are injured in Minnesota alone. The purpose of the State and Community Highway Safety Program is to save lives and protect families by reducing the number of deaths and injuries that occur on our streets and highways.

Vision

Everything done by OTS and all the programs supported by OTS are designed to reduce the number of people killed in traffic crashes to zero. Related to this is the desire to minimize the number and severity of injuries that occur in traffic crashes. We seek a world where everyone is buckled up, no one drives too fast or after drinking, and drivers are calm, well-rested and concentrating on driving without in-vehicle distractions.

Vision Components

Turning our vision into reality will take more than hard work by the staff of OTS. It will take the collaborative efforts of traffic safety agents at all levels of government, a dedication to traffic safety and personal responsibility by individuals throughout Minnesota, and a renewed commitment to excellence in all of our programs. We believe that the following six components must be in place for us to accomplish our mission and achieve our long-term vision of zero traffic fatalities in Minnesota:

1. **Informed Public:** We need a well-informed populace that sees traffic safety as an important health issue, supports traffic safety legislation and enforcement, and understands

the benefits of driving safely. We need the public to have the perception that traffic violations are likely to result in negative consequences (arrests, citations, fines, and/or injuries).

2. **Safety Partnerships:** We need to support and work along side of traffic safety and injury prevention groups, organizations, or agencies that share our vision. We value activities that enrich partnerships and contribute to an increased sense of community.
3. **Efficient/Effective Traffic Law Enforcement:** We need to support law enforcement agencies working on traffic safety. We need a well-trained and well-equipped enforcement community that is motivated to enforce traffic safety laws, has the time available to do so, and is able to support their actions successfully when testifying in court. We value efficient law enforcement procedures so that officers are quickly back on the road after making an arrest.
4. **Improved Data and Records:** We need to support and improve our crash database and link it to other data systems so that we have complete confidence in the problem identification process and our project and target group selections. We need to support our fiscal and administrative system and procedures so that we remain confident in the accuracy of the claims, vouchers, and fiscal reports.
5. **Well-managed/Innovative/Proactive Projects:** We need to continue to work with strategies and countermeasures that have proven effective. We need to identify new approaches and solutions to seemingly intractable problems. We need quick and appropriate reactions to emerging traffic safety problems. We value a well-trained OTS staff of dedicated traffic safety professionals, and data systems that provide us with the information needed to confidently make and carry out plans.
6. **Customer Service and Communication:** We want our products and services to citizens, agencies, and organizations to be high quality and useful. We value getting back to people quickly with the information they requested. We want our products and services to anticipate the needs of our customers. We need outstanding communication within OTS, within DPS, with our partners, with the media, and with our customers.

Trends

In the short term, comparing goals set for 2008 to actual occurrences in 2008, we exceeded the severe injury and the fatality rate goals and nearly met the number of fatalities goal. As shown in the following, when we fell short of meeting other goals it was not by a large number. Because of the recently passed primary seat belt law in Minnesota, the observed seat belt use goals in 2009 and 2010 are very reachable.

Considering longer range results, trends are not easily seen or forecast. The crash data itself usually provides peaks and valleys. For example, in the past ten years Minnesota has seen two

years (2002 and 2007) where the number of persons killed actually increased and four years (2000, 2003, 2005, and 2007) during which the percentage of fatalities that were alcohol-related also increased. The events in these two categories have gone against predicted long term trends. As a general rule, the economic impact of traffic crashes increases each year; hardly surprising considering the annual rise in health care costs. However, the National Safety Council lowered the cost of a traffic death from \$1,210,000 in 2007 down to \$1,130,000 for 2008. Because Minnesota experienced their lowest number of traffic fatalities since 1945, the economic impact in 2008 was reduced substantially. Because Minnesota has been a “secondary” state for so long, the trend toward increased seat belt use has been slow. As mentioned previously, that fact may change with the passage of a “primary and universal”. Only the trend toward fewer serious injuries continues to follow a steady and significant downward projection.

Demographical Trends

All of the information in this section is from a June, 2007 report from the Minnesota State Demographic Center entitled *Minnesota Population Projections, 2005 – 2035* and a March 2008 *Population Notes* from the same source.

Minnesota’s population is expected to grow by nine percent from 2005 through 2015. Where that growth is found and which cohorts increase or decrease will have an effect on future traffic safety trends.

While the large majority of crashes occur in the metro area (regardless of how metro is defined), the large majority of crashes with which OTS is concerned -- the severe ones leaving people dead or with serious injuries -- occur outside of the metropolitan area. Since the metropolitan area is scheduled to increase in population by over 11% and the rest of the state will only grow by less than 6%; those facts indicate fewer deaths and severe injuries in the future.

The continuing aging of the baby boom will cause an explosion in the number of people ages 55 to 69 in the coming decade. Since those age groups are least likely to be in crashes or exhibit other risky behavior, that also bodes well for deaths and serious injuries. In the longer term, between now and 2035, the population over the age of 65 will more than double. The severity of injuries and likelihood of crashes increase sharply as people pass the age of 85. The number of Minnesotans who are 85 years old or older, will increase slowly in the near future (5% increase by 2010), after 2010, that increase will be much sharper (over 9% between 2010 and 2015). In the short term, the aging population will not greatly affect traffic deaths and severe injuries but after 2010 the aging population will start a long and steady increase in deaths and severe injuries; older people are, on the whole, more fragile and it is much more difficult for them to recover from an injury.

Of course those drivers who are most likely to die in a crash (inexperienced teenagers), and those most likely to drink and drive and fail to wear seat belts (20-34 year olds) will also impact crash rates. The number of teenagers (15 through 19 years old) will actually decrease by about 3% by 2010 and an additional 5% between 2010 and 2015. With fewer teens we can expect fewer deaths. Minnesotans in their early 20’s (those who receive the highest number of DWIs and were the very least likely to buckle up when they were killed in crashes) will not show much change at all (less than a 2% increase in the next decade) and so should neither adversely or

inversely affect traffic deaths and serious injuries. In contrast, Minnesotans aged 25 through 29 and 30 through 34 will both grow significantly in the coming decade; the younger of the two groups by over 14% and the older group by over 18%. In the short term, these cohort changes are the only piece of bad news from the demographic expectations.

Seat Belt Use

When we look at seat belt use as identified in the 2008 crash database for all levels of injury, the metropolitan area had the highest use; with 80% of those killed or injured in the seven-county metro area wearing a seat belt at the time of the crash. The western counties bordering the Dakotas continue to have the lowest belt use of vehicle occupants killed or injured in crashes -- only 64% in the northwest region and only 70% in the southwest region were known to be belted at the time of the crash.

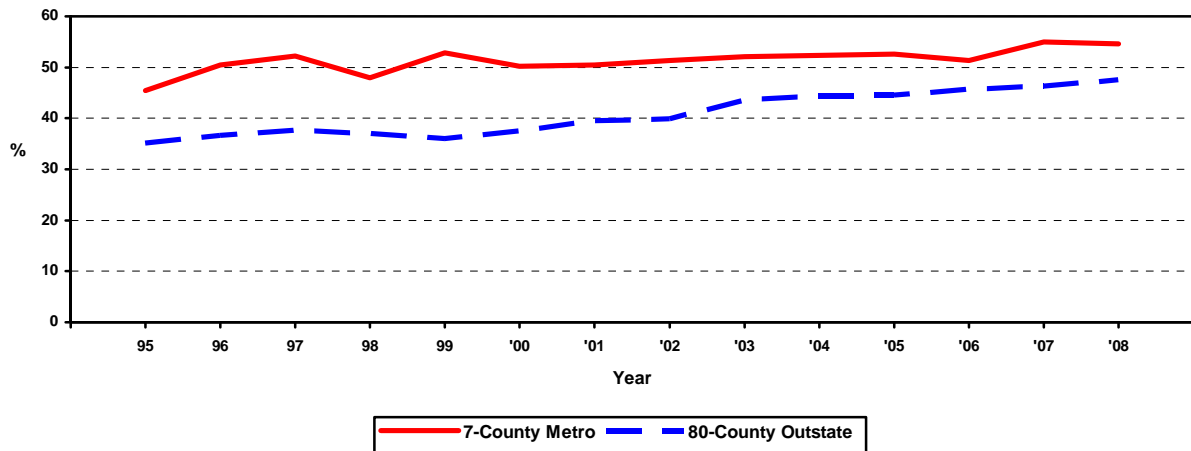
In the past decade, the number of children under the age of 10 who were killed or severely injured in crashes has decreased by more than half (from 162 in 1999 to 54 in 2008) as has the number of 'tweens' and teens -- ages 10 through 19 (from 901 to 311 during those same years). Increased passenger protection use has been a factor in those successes.

When we look at the seat belt use of those killed or injured by roadway type, the lowest use rates are found on township roads and the highest on interstates. Seat belt use of those killed or severely injured during night-time hours is about one-half of that of those killed or injured during day time hours. Seat belt use by those killed in alcohol related crashes in 2008 was only 26%. These relationships have remained fairly constant over the years.

Historically, the gap between seat belt use of those killed or severely injured in the seven county metropolitan area and the other 80 counties in the state has been about 10 percentage points. As shown by the graph on the next page, that trend continues in 2008.

Observed seat belt use in the general population has generally increased or remained statistically unchanged each year since Minnesota passed a seat belt law and began conducting random representative surveys in 1986. After the June, 2008 survey, observed belt use was 86%. More detailed information on observed seat belt use is provided at the beginning of the occupant protection program area.

Percent Seat Belt Use (Killed or Severely Injured)
Minnesota, 1995 - 2008
 (Data for 2003 estimated)



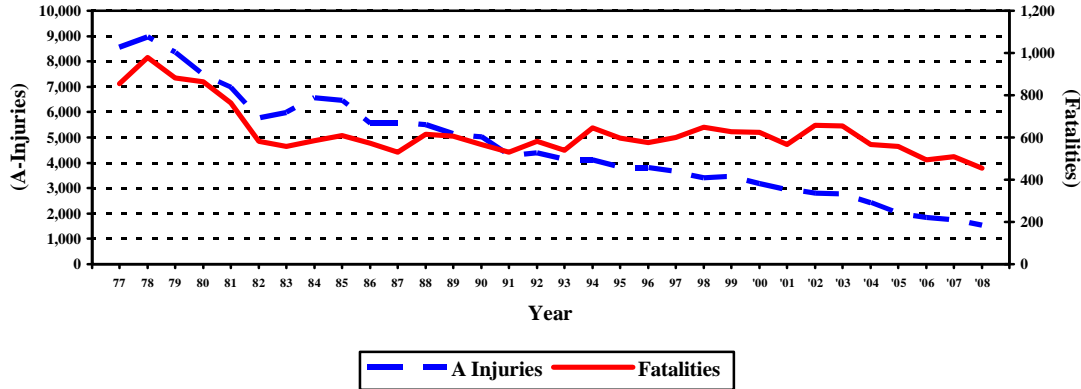
Deaths and Severe Injuries

There were 55 fewer traffic deaths in 2008 than in 2007, a decrease of 11%.

Of those killed in traffic crashes in the past five years, 68% were males; this is remarkably consistent over time. The number of teenagers (15-19) who died decreased rather dramatically in 2008, from 48 deaths in 2007 to 34 in 2008; a decrease of 29%. The largest increase in the number of deaths during 2008 was in those aged 85 and over; from 14 persons in 2007 to 25 in 2008; an increase of 79%. Another notable increase in deaths was in the 25-34 age group; from 66 persons in 2007 to 83 in 2008; an increase of 26%. Eleven additional motorcycle riders died in 2008 than in 2007, an increase of 13%. Over half (55%) of the motorcycle riders who died in 2008 were aged 40 and over; killed riders tend to be much older than other people who die as a result of a traffic crash.

Minnesota has kept records of severe injuries caused by crashes since 1977. Over this time period, the highest number of severe injuries occurred in 1978. That number was 8,965. Thus, 30 years ago, almost 9,000 people sustained severe injuries, compared to just over 1,500 in 2008, a decrease of 83%. A severe injury is defined as one that will not allow the victim to go about his or her regular routine in the near future. Severe injuries include everything from a persistent comatose condition to broken bones. A severe injury is a painful, expensive experience. According to the National Safety Council, the average cost for a serious injury is now \$65,000 -- that is considered a conservative estimate by many.

Traffic Fatalities and Severe Injuries
Minnesota, 1977 - 2008



Impaired Driving

Alcohol related deaths are defined by OTS and NHTSA as those in which at least one driver or operator or pedestrian involved in the crash had a measurable amount of alcohol in his or her system. In 2008, 163 people in Minnesota died in alcohol-related traffic crashes; they accounted for 36% of all traffic-related deaths. (These figures will actually be a bit larger after the NHTSA imputation process).

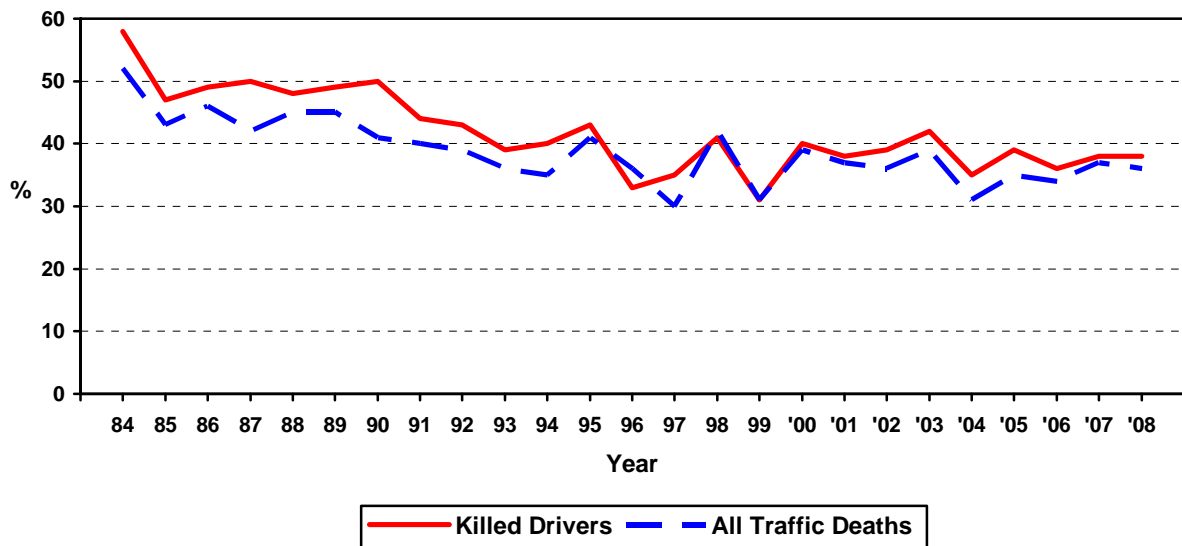
In the future, NHTSA will be using an alcohol impaired measure instead; deaths in which at least one driver or operator or pedestrian had a blood alcohol content of .08 or above. Of the killed drivers tested in 2008, 38% had been drinking some amount; 33% of the killed drivers tested over the legal limit. In comparison, 38% of the killed drivers tested in 2007 had been drinking some amount; 34% of the killed drivers tested over the legal limit.

Drinking and driving continues to be a stubborn problem. We do not have a reliable measure of how many people in the general driving population are drinking and driving -- we cannot say, for example, that 3% of the miles driven in MN are done by drivers in an impaired condition in the same manner as we can say 15% of the miles traveled in Minnesota is done by people who are not buckle up.

But we can look at how many of the killed drivers who were tested for blood alcohol content turned out to have a positive blood alcohol content (BAC). And we can look at how many traffic deaths were alcohol-related. The measures are closely related to one another; different ways of expressing the role of alcohol in fatal crashes. In the absence of a better measure, they are used as proxy measure for the prevalence of drinking and driving in Minnesota.

As seen in the following graph, the most common impaired driving measure -- the percentage of traffic deaths in which at least one driver, or operator, or pedestrian had been drinking -- has not had the same steady and positive direction as is seen in the number of severe injuries or of seat belt use.

**Percent Alcohol Use in Minnesota
Killed Drivers and All Traffic Deaths
1984 - 2008**



Minnesota is making some progress against drunk driving, yet it's a particularly frustrating problem; the reasons for the see-saw effect visible in the graph are simply not clear. Predictably, there is a strong positive relationship between alcohol use and crash severity. In 2008, 7% of all minor injuries, 12% of moderate injuries, 22% of severe injuries, and 36% of deaths were alcohol-related. All of these percentages are roughly the same as 2007.

Minnesota's officers arrested 35,736 impaired drivers in 2008 compared to 38,669 in 2007. Minnesota's .08 law was passed in the summer of 2005. As a result, the number of DWIs issued in 2006 rose to the highest level in history, 42,000. The yearly amount of DWIs is now returning to pre-2006 levels. Males made up 68% of those arrested for DWI and females 23%; the gender of the remaining 9% was not reported. In 1992, 80% of DWIs issued were to men and 18% were to women with 2% unknowns. One might say women are drinking and driving more and enjoying it less. In 2008, 21 to 34 year olds committed 53% of the DWIs on record; the same as in 2007. The percentage of DWIs issued in the metropolitan counties of the state has leveled off after several years of a slow decline with 49% in 2008.

In some ways, we can be pleased that the percentage of all deaths that are alcohol-related has not steadily climbed since the mid-1990s -- given the increase in the number of young adults in the driving population, one would actually expect there to be a significant increase in DWI. For example, from 1997 to 2002, the number of 20-to-24 year-old drivers increased 21% (compared to just 4% for teenagers by comparison). People in their early twenties drink and drive the most. As the baby boom echo grows into a more responsible age, we should see a resumption of the trend of decline in alcohol-related deaths. Provided, that is, that we keep advocating on behalf of the "drive sober" message, and that we maintain our vigilance against drunk driving through programs like NightCAP and *Safe & Sober*.

Performance Measures

NHTSA and the GHSA have recommended 11 Core Performance Measures to be included in State Highway Safety Plans for 2010. Sources include the FARS Annual File (all fatality measures), State Observational Survey of Seat Belt Use (seat belt use rate), and the state crash data file (serious injuries). Minnesota has used the agreed upon national definitions, which sometimes differ from state definitions, in the following table.

Performance Measures

Core Outcome Measures		2004	2005	2006	2007	2008	5 year average	2010 Goals
		Traffic Fatalities	Total	567	559	494	510	456
	Rural	410	405	346	352	317	366	
	Urban	157	154	148	158	139	151	
	Unknown	0	0	0	0	0	0	
Serious Injuries		2,424	2,019	1,844	1,736	1,553	1,915	1,400
Fatalities Per 100 Million Vehicle Miles Traveled**	Total	1	0.98	0.87	0.89		0.94	.75
	Rural	1.48	1.45	1.27	1.3		1.38	
	Urban	0.54	0.53	0.51	0.53		0.53	
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	453	428	361	392	312	389	
	Restrained	188	184	146	170	149	167	
	Unrestrained	234	211	185	187	125	188	100
	Unknown	31	33	30	35	38	33	
Alcohol-Impaired Driving Fatalities (BAC=.08+)**		156	163	149	173	135	155	125
Speeding-Related Fatalities		144	152	130	111	134	134	125
Motorcyclist Fatalities	Total	52	59	67	61	71	62	62
	Helmeted	15	18	15	11	11	14	
	Unhelmeted	37	40	52	45	55	46	40
	Unknown	0	1	0	5	5	2	
Drivers Involved in Fatal Crashes	Total	808	769	684	792	640	739	
	Aged Under 15	1	1	1	0	2	1	
	Aged 15-20	133	108	107	87	68	101	
	Aged Under 21	134	109	108	87	70	102	70
	Aged 21 and Over	672	656	570	702	567	633	
	Unknown Age	2	4	6	3	3	4	
Pedestrian Fatalities		37	44	38	33	26	36	30
Core Behavioral Measure								
Observed Seat Belt Use Rate (August)		82%	84%	83%	88%	87%		94%

** 2008 State Vehicle Miles Traveled (VMT) Data was Not Yet Available.

*** Alcohol-Impaired Driving Fatalities are all fatalities in crashes involving a driver or motorcycle rider (operator) with a BAC of .08 or higher.

Goals

Using the format recommended by the GHSA, Minnesota has set the following goals:

Traffic Fatalities (FARS)

C-1) To decrease traffic fatalities 23 percent from the 2004-2008 calendar base year average of 517 to 400 by December 31, 2010.

Serious Traffic Injuries (State Crash Data Files)

C-2) To decrease serious traffic injuries 27 percent from the 2004-2008 calendar base year average of 1,915 to 1,400 by December 31, 2010.

Fatalities/VMT (FARS/FHWA)

C-3) To decrease fatalities/VMT from the 2004-2008 calendar base year average of 0.94 to 0.75 by December 31, 2010.

Unrestrained Passenger Vehicle Occupant Fatalities (FARS)

C-4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 47 percent from the 2004-2008 calendar base year average of 188 to 100 by December 31, 2010.

Alcohol- Impaired Driving Fatalities (FARS)

C-5) To decrease alcohol impaired driving fatalities 19 percent from the 2004-2008 calendar base year average of 155 to 125 by December 31, 2010.

NOTE: Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater.

Speeding Related Fatalities (FARS)

C-6) To decrease speeding-related fatalities 6 percent from the 2004-2008 calendar base year average of 134 to 125 by December 31, 2010.

Motorcyclist Fatalities (FARS)

C-7) To maintain the number of motorcyclist fatalities from the 2004-2008 calendar base year average of 62 to no more than 62 by December 31, 2010.

Unhelmeted Motorcyclist Fatalities (FARS)

C-8) To decrease unhelmeted motorcyclist fatalities 13 percent from the 2004-2008 calendar base year average of 46 to 40 by December 31, 2010.

Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)

C-9) To decrease drivers age 20 or younger involved in fatal crashes 31 percent from the 2004-2008 calendar base year average of 102 to 70 by December 31, 2010.

Pedestrian Fatalities (FARS)

C-10) To reduce pedestrian fatalities 16 percent from the 2004-2008 calendar base year average of 36 to 30 by December 31, 2010

CORE BEHAVIOR MEASURE (1)

Seat Belt Use Rate (Observed Seat Belt Use Survey)

B-1) To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 7 percentage point(s) from the 2008 calendar year usage rate of 87% percent to 94% percent by December 31, 2010.

Process Description

Problem Identification Process and Sources

Minnesota participates in the Fatal Analysis Reporting System, a national database on fatal motor vehicle crashes which is internationally known and respected. The FARS Program is part of OTS and the FARS analyst provides aggregate FARS data to other staff members on request.

OTS has traditionally been fortunate in the area of traffic records -- in contrast to many states our crash report data has had a comparatively fast turnaround from the time it is received to the time it is entered and available for analysis. More and more police agencies are entering the data from the police accident report on-line; over 76% of crash reports were entered on-line in 2008. Fatality data is received daily by the Patrol and is shared with OTS. Complete crash data from the previous year is usually available by the following May; preliminary data on critical measures such as the percentage of fatalities related to alcohol is available to the staff before plans for the next year are finalized. In addition to the crash data, we are fortunate to have a research analyst with the ability to extract information from the drivers' license database and produce aggregate statistics on DWIs.

Our NHTSA-approved observational study of seat belt use has traditionally been conducted each August with the results available by September. The present approved design (first used in August of 2003) provides the OTS with a statewide estimate, and estimates for the metropolitan versus non-metropolitan areas, for three different age groups, by type of vehicle driven, and by major versus minor roadways. Starting in 2003, we also conducted mini-surveys before and a full statewide observational survey after the May seat belt enforcement mobilization, as well as telephone surveys of attitude and knowledge of that campaign and the Labor Day crackdown. This information is used in our planning process.

Minnesota began designing and implementing a Crash Outcome Data Evaluation System (CODES) seven years ago. CODES links data from ambulance run reports, hospital records, and crash reports. As the system becomes more complete and our experience with it grows, this data will provide an additional source of valuable data for problem identification.

While close attention is paid to data trends throughout the year, we study the trends most closely when we planning for a new year.

Throughout the year, requests for information come in from the press, the legislature, the public, and within the Department and OTS for the data to be broken down in ways not displayed in the annual *Crash Facts* book. The questions are most often generated by a national or another state's press release, by a Minnesota traffic safety project that we are evaluating, or a need for more localized information to plan or carry out a project. In addition, the OTS requests FARS information, CODES information, and CMV information as questions arise.

2010 Problem Identification

In 2008, Minnesota's death rate per hundred million vehicle miles traveled was .79 – the lowest rate in our history and significantly better than the national average which is well over 1. The number of people killed on our roadways was the lowest since 1945. The percentage of persons buckled up in crashes, 87% after the 2008 May mobilization, ties with 2007 for the highest we have seen since we began tracking that number. Preliminary estimations for the August seat belt survey, the first that was fully after the primary and universal seat belt law and booster seat law passed, are estimated to be around 90%.

Minnesotans still have serious traffic safety behavioral problems that can be addressed. The highest priority problems are documented and demonstrated in the following statistics:

- 35,736 impaired driving arrests were made on Minnesota roadways last year; the fourth highest number on record. Of the DWI arrests, 67.6% were male, 23.6% were female and gender was not stated for 8.8%. Nearly 53% of impaired drivers arrested were between the ages of 21 and 34; approximately 8% were under 21.
- Of the 455 persons killed on our roads, 163 (36%) deaths involved a drinking driver, pedestrian, motorcycle rider, or bicyclist. The number of people killed in alcohol-related crashes is the lowest we have seen since records were kept.
- Over 68% of those killed in 2008 crashes were males. In contrast, more women (17,299) than men (15,666) were injured in crashes.
- When comparing the proportion of different age groups with drivers licenses to the proportion of them who were in a crash, all age groups up to the 34 years old were over-represented in crashes.
- Of the 325 drivers or passengers who were killed inside vehicles, only 147 (45%) were known to be using a seat belt at the time of the crash. As a percentage of those killed, this 45% is a significantly higher than the previous four years 40%. Women occupants who died in crashes were more likely to be buckled up than were men; 47% in comparison to 44%; a significant change from 2007's 56% in comparison to 33%.
- Belt use in 2008 fatal crashes was lowest for 30 to 34 year olds with only 5 of the 25 (20%) killed known to be restrained, second lowest were 5 through 9 year olds – one out of four (25%) were known to be restrained. These cohorts are different than those with the lowest use in previous years; leaving the strong impression the differences seen in these relatively small numbers may be somewhat random. In terms of numbers of people killed in vehicles, young adults (20 through 24) once again suffered the greatest losses with 46 and were again followed by teenagers (15 through 19 year olds) with 28.
- While crashes occur much more frequently in the Minneapolis/St. Paul seven-county metropolitan area (59% of the total), approximately 68% of deaths and serious injuries occur in the rural counties of the state. Congestion may be frustrating, but as speeds decrease so does injury severity.

- In single vehicle crashes, officers most often cited illegal or unsafe speeding as a contributor to the crash (26% of the drivers). In multi-vehicle crashes, speeding contributed to crashes for only 8% of the drivers, with driver inattention/distraction being the most frequently cited factor (23% of those drivers).
- Illegal or unsafe speeds contributed to 125 of Minnesota's deaths (about 27% of all traffic deaths) and 5,473 injuries (about 16% of all injuries). Driver inattention/distraction contributed to 74 deaths (16%) and 8,999 injuries (27%). The reversal of percentages is coincidental.
- Considering the rise in the number of cell phones and in-car GPS systems and the introduction of new technologies such as text messaging since 1998, it is unexpected to compare inattention or distraction as a factor in the deaths of 142 people and the injuries of an additional 16,353 in that year.

Minnesota Motor Vehicle Crash Facts is an annual publication that contains a vast amount of additional specific information about the causes of crashes, the age groups and geographic areas most involved in crashes, crash trends over time, and types of driver behavior that are most dangerous. Regardless of which traffic safety topic you study, the following issues recur as major contributors to crashes, injuries and fatalities:

- Impaired driving
- Failing to use seat belts or child seats
- Driver inattention and distraction
- Speeding
- Inexperience

Minnesota Impaired Driving Facts is a newer publication than Crash Facts, and was first published in 1996. Produced nearly every year since then (with the exception of two), the book contains a wealth of information such as Minnesotan's with DWI's on their drivers license records (including age and number of DWIs) and a comparison of conviction rates by county.

The projects and programs described later in this plan are designed to address the problems and priorities identified.

Services

In carrying out its mission, OTS serves as the staff office for the Governor's Representative for Highway Safety and coordinates Minnesota's participation in the National Highway Traffic Safety Administration's State and Community Highway Safety grant program. Minnesota Statute 4.075 establishes the existence of the highway safety program in the Department of Public Safety. In addition to the NHTSA federal grant programs, OTS coordinates and manages state-funded programs -- the motorcycle safety program and the child seats for needy families program -- as well as the federal grant program combating underage drinking from the Office of Juvenile Justice and Delinquency Prevention. OTS also annually produces *Minnesota Motor Vehicle Crash Facts* to satisfy the requirements of M.S. 169.10 and the *Minnesota Impaired Driving Facts*.

Staff plays a variety of roles in accomplishing the division's mission and goals. State Program Administrators (roughly half of the OTS staff of 20) serve as grant coordinators who provide technical assistance and consultation to project directors (grant recipients), and interact with funding agencies (usually NHTSA), providing them with necessary and requested information. Coordinators also act as program experts, answering questions from the media and the general public, and advising policy makers and legislative staff on issues related to the program areas they coordinate. The coordinators manage approximately 245 federally-funded grants, 35 state-funded grants and contracts, and 30 federally funded contracts each year. In addition to non-profits and local units of government (and to a much lesser extent private organizations), six other divisions within Public Safety and four other state agencies have projects with OTS funding.

OTS has three research analyst positions to analyze traffic crash data from Minnesota, produce the legislatively-mandated *Minnesota Motor Vehicle Crash Facts* booklet, identify traffic safety problem areas for the coordinators, answer questions from the general public, and evaluate the effectiveness of various traffic safety programs.

One member of OTS staff is proficient in using and updating websites, as a result of which the OTS has made much better use of its website-- www.dps.state.mn.us/ots. The contents include several years of *Crash Facts* and *Impaired Driving Facts* books, active requests for proposals and application forms, schedules and pictures of events, a resource catalog, the complete contents of media kits, fact sheets, and links to other sites. The website is updated at least weekly and it is a great source of pride, as well as information. Law enforcement agencies can submit reports on their mobilization and crackdown work on-line through the use of Survey Monkey software.

Project Selection

In general, the OTS supports the following types of projects with the federal funds:

- Projects that directly support traffic safety efforts in cities, counties, and communities.
- Projects that support traffic safety efforts at the state level or which indirectly support the activities in communities.
- Projects that support our in-house efforts to evaluate, coordinate, and monitor the other projects.
- Mobilizations and Crackdowns
- The OTS also considers the recommendations in the statewide Strategic Highway Safety Plan.

Direct Community Support

For projects that directly support community traffic safety efforts, OTS usually issues a request for proposals (RFP) to local units of government. In the RFP, we define eligibility, the identified problems at the state and local level, the types of activities that can be funded, the timeframe for the projects, the contents of the required application, any task specific requirements, and the

range of application budgets we are expecting to receive. Applications received in response to RFPs are evaluated and rated based on organizational experience, budgets, work plans, proposed personnel, prior experience with OTS, and objectives. Ratings sheets are provided as a part of the RFP so applicants have no doubt as to how their proposal will be evaluated.

Depending on the specifics of the project being funding, counties and cities are eligible for funding based on such data as:

- They have a higher percentage of impaired driving crashes than the state as a whole based on population.
- They have a higher percentage of impaired driving crashes than the state as a whole based on vehicle miles driven.
- They have a higher percentage of people in crashes not using safety restraints than the state as a whole based on population.
- They have a higher percentage of people in crashes not using safety restraints than the state as a whole based on vehicle miles driven.
- They are one of the worst twenty counties in terms of number of traffic fatalities, or
- They are one of the “worst” thirteen counties accounting for 60% of the state’s alcohol related fatalities and serious injuries.

Assuming the grant application responds to the RFP, the more factors a location is worse than the average in and/or in the high 20 or 13 for, the more likely the location is to receive a grant.

Indirect Community Support

Many of our projects provide indirect support to local traffic safety programs. For these projects, the coordinator responsible for the program area determines what types of support (such as turn key programs, public information materials, or improved crash data analysis) are most needed. Many of our traffic safety efforts at the state level -- such as projects that provide training and assistance for peace officers and prosecutors, provide new technology that makes gathering accurate data easier, and provide data improvement projects at OTS or the Department of Health --are extremely beneficial to and ultimately of direct benefit to local communities.

Coordination/Monitoring Support

In addition to our Planning and Administration activities, we use the 402 funds to support program area experts who are responsible for coordinating and monitoring projects in the following traffic safety program areas: Impaired Driving (youth access to alcohol, as well as, adult impaired driving), Occupant Protection (both adult and child passenger safety), Police Traffic Services, Traffic Records, Community Programs, Motorcycles, and Roadway Safety. Evaluation and Public Information efforts also have assigned coordinators. Federal funds are used to support the OTS research staff (3 research analysts) who are charged with conducting our problem identification efforts

Mobilizations and Crackdowns

Minnesota has fully supported the seat belt and impaired driving national mobilizations since 2002 and plans to continue to do so. The mobilizations are planned and conducted by a team comprised of all the OTS coordinators, as well as, our director, deputy director, *Safe & Sober* and NightCAP liaisons, and staff from the Office of Communications. The amount of effort and number of personnel hours invested in the mobilizations is enormous; as is the financial commitment. Projects most directly related to the mobilizations include our enforcement projects such as *Safe & Sober* overtime grants, our liaisons, the *Safe & Sober* Challenge, equipment incentives for every agency participating in the mobilization, the annual Toward Zero Deaths conference with its law enforcement track, traffic officer advanced training, paid and earned media, and the observational study and evaluation projects. All of our Safe Communities support the mobilizations and crackdowns. In 2010, OTS will have three mobilizations (mid-October and Memorial Day for seat belts and July for speed) and two crackdowns (December and Labor Day). The seat belt and impaired driving waves use the *Click It or Ticket* and *Drunk Driving. Over the Limit. Under Arrest.* slogans unchanged.

Strategic Highway Safety Plan (SHSP)

This document is a revised version of the Comprehensive Highway Safety Plan (CHSP) which was introduced two years ago jointly by the Minnesota Departments of Public Safety and Transportation. The CHSP was the written result of the cooperative work of a wide group of safety organizations, experts, and advocates who attended many meetings and two conferences and considered the wealth of information available on the most effective countermeasures. Both Plans describe the critical emphasis areas and recommend strategies to be implemented by engineering, enforcement, education (such as earned and paid media activities), and emergency services to move *Toward Zero Deaths* on Minnesota roads.

The MN/DOT was primarily responsible for the 2008 SHSP with OTS as a partner. Future versions/revisions will likely include input from a more varied group of safety organizations and advocates. The following discussion is based on the SHSP.

The critical emphasis areas in the SHSP, in the order of percent of traffic deaths affected include:

- increasing seat belt usage and improving airbag effectiveness,
- reducing impaired driving,
- improving the design and operation of intersections,
- curbing aggressive driving,
- instituting Graduated Drivers Licensing,
- reducing head-on and across-media crashes.

The OTS' Highway Safety Plan is one of the many safety plans mentioned in the document. Specific projects from our HSP mentioned in the SHSP are *Safe & Sober* and NightCAP

enforcement, HEAT enforcement, Safe Communities, Motorcycle Safety, liaison programs, child passenger safety, public information and education (Office of Communications programs), and monitoring of drivers with repeat DWI offenses (DWI courts). The recommendations of the Traffic Records Coordinating Committee are covered under a section of the SHSP completely separate from the OTS' HSP.

The SHSP advocates and recommends strategies to be used. The strategies included that involve activities under DPS or OTS purview include:

- Encouraging the enactment of graduated drivers licensing system for young drivers (great progress was made towards this during the 2008 legislative session with the passage of a GDL law including limiting teen passengers and times of driving).
- Creating a TZD task force to raise public awareness of traffic crash issues
- Enhance driver education
- Support the enforcement of traffic laws by working with courts to prevent the reduction or dismissal of citations for impaired or aggressive driving
- Provide resources for enforcement for speeding, unbelted occupants, and impaired drivers
- Encourage the enactment of a state primary seat belt law (Finally passed, to much celebration, as was booster seat legislation, in 2009).
- Support and implement automated enforcement
- Use well-publicized saturations and targeted enforcement
- Support and encourage DWI Courts
- Conduct training for law enforcement on the importance of crash data collection
- Expand quick clearance policies for incidents and allow law enforcement to retrieve data from onboard computers
- Provide common location information to assist EMS
- Fund a project coordinator in DVS for crash data improvement
- Build an Impaired Driving Offender Tracking System
- Provide carriers with automatic notification of driving convictions for any driver that works for them

Project Development

In brief, the process of identifying and implementing projects includes the following steps:

- Conduct problem identification
- Review the results of current projects aimed at identified problems
- Gather input from partners and boards
- Solicit new project ideas to address the problems
- Identify specific strategies likely to address problems
- Write requests for proposals (as needed or required)
- Review submissions for new projects
- Identify program deficiencies
- Tentatively award funding to projects
- Prepare Highway Safety Plan
- Identify project directors and organizations
- Conduct on-site project meetings

- Prepare project agreements
- Monitor projects
- Evaluate success
- Start all over again

Gathering Input from Partners

The staff of OTS employs a variety of methods to gather input from other people involved in traffic safety issues. The following information lists the key advisory boards and networks used during the past year:

National Highway Traffic Safety Administration: The OTS takes into account the recommendations and opinions of the Region V NHTSA Office and the NHTSA headquarters staff.

Toward Zero Deaths Committees The program and leadership Toward Zero Deaths committees have been meeting on a regular basis for several years. The TZD Strategic Plan is now in it's final draft. Eventually, the TZD program will have three committees, adding an Executive Committee to the mix. The Executive Committee will meet twice a year and will provide broad-based leadership and support. The leadership committee has the responsibility for providing strategic direction and implementing TZD initiatives. The program committee is made up of stakeholder interest groups from the four E's – engineering, enforcement, education, and emergency medical services – and other vital partners such as the court system.

Traffic Records Coordinating Committee: This committee was completely overhauled and revitalized in 2005, partially in response to expectations of the new 408 funding and mostly because the need to do so had been previously identified within the state. Under the leadership of the OTS traffic records coordinator, representatives from local law enforcement, DOT, Health, DPS divisions, and the courts worked together to develop a strategic plan and prioritize projects in it to ensure that any proposed changes to data systems related to traffic safety are reviewed by and acceptable to all. The TRCC currently meets monthly, while working on the strategic plan meetings were more frequent.

Safe & Sober NightCAP, and Community Health Liaisons: Minnesota's four law enforcement liaisons and community health liaison provide a wealth of information and recommendations about the needs of state, county, and local law enforcement and health agencies.

Motorcycle Safety Advisory Board: This long-standing committee continues its important role in defining key messages for public information campaigns and providing recommendations for the state-funded motorcycle safety program.

Child Passenger Safety Advisory Board: Formed in the summer of 2000, this team of Minnesota child passenger safety experts meets quarterly to provide advice on improvements to Minnesota's child passenger safety program. There are twelve CPS certified members from around the state and different professions on the board.

Toward Zero Deaths Conference In a collaborative effort, the Departments of Transportation and Public Safety design and conduct the annual Toward Zero Deaths conference with sessions geared towards state and county traffic engineers; public health personnel; local, county and State Patrol enforcement officers; and safety advocates (such as OTS staffers, Triple-A, MADD, child passenger safety experts, the Minnesota Safety Council, the MN Department of Health, and EMS providers). Evaluations of all sessions are conducted and used in planning for the next year's conference.

Toward Zero Deaths Forums (formerly Traffic Safety Partners Breakfasts): Four times a year, the Center for Transportation Studies will invite advocates from around the state into St. Paul to discuss trends, current efforts, and new ideas for decreasing traffic deaths and injuries. Participants include representatives from organizations such as MADD, the Minnesota Safety Council, the Minnesota Institute of Public Health, EMS, the law enforcement community, and AAA; from other state agencies such as Health and DOT, other divisions within the Department of Public Safety (the Minnesota State Patrol, Office of Communications, and Driver and Vehicle Services); and present contractors to the Office such as our law enforcement and health liaisons and traffic safety resource prosecutor. Information gathered at these meetings is considered when developing future programs and plans. In addition, the meetings increase partnership possibilities and decrease the possibility of duplication of efforts for everyone involved.

CODES Board of Directors: The OTS traffic records coordinator sits on the Board of Directors for the CODES project at the Department of Health in the Injury and Violence Prevention Section.

EMSRB; The OTS traffic records coordinator also sits on the board of directors of the Emergency Medical Services Regulatory Board (EMSRB).

Minnesota Seat Belt Coalition: Many organizations, agencies and individuals are members of the Minnesota Seat Belt Coalition, sharing the goal of increasing safety belt use in the state. Meetings are most frequent just before and during the legislative session. Staff and organizational support for the Coalition is provided by the Minnesota Safety Council.

Minnesota Partnership for Safe Mobility: Housed at DARTS, this group has been meeting on a regular basis for the past two years to discuss older driver issues. Members include representatives from DARTS, OTS, the Minnesota and Metropolitan Boards on Aging, occupational therapists and occupational therapists training, Driver and Vehicle Services, VA Medical Center Geriatric Research Center, MN State Patrol, Injury and Violence Prevention at the Department of Health, and the Offices of Transit and of Traffic, Safety, and Operations at the Department of Transportation. In September 2009, ten members attended a meeting in Dallas sponsored by the National Center for Senior Transportation with grants from NHTSA and the federal Office of Transit. The group will continue has received technical assistance from the NCST throughout the year as they work on developing and implementing an Older Driver Safety Plan.

University of Minnesota: The OTS has a close relationship with the Center for Transportation Safety at the University of Minnesota. The CTS is one of the primary partners in the TZD

effort, providing support for all the committees, the breakfasts, and for the annual conference. Each year an OTS staff person reads and assists in evaluating proposals for funding received by the CTS. In addition to CTS, OTS has close ties to the Human FIRST program, Intelligent Transportation Systems Institute, and Center for Excellence in Rural Safety at the U of MN. The Director of OTS sits on the boards of the latter two.

Law Enforcement Communities: Our law enforcement liaisons staff booths at both Sheriffs and Chiefs conferences each year, as well as, visiting individual law enforcement agencies on a regular basis. One of the liaisons primary responsibilities is to bring ideas from the law enforcement community back to OTS. The boards of the Chiefs and Sheriffs associations receive a presentation on traffic safety legislation and emerging issues nearly every year. The executive directors of the associations are invited to the TZD committees and conference. The boards of the associations are invited to the quarterly TZD Partners Breakfasts. In the past at the TZD conference, an entire session was devoted to soliciting the ideas of law enforcement to improve or change the OTS programs and projects. Due to rather poor participation in discussions in the previous two years, beginning this year only a portion of the session will be used for this purpose.

Methods for Selecting Projects

Data analysis provided through OTS researchers is published annually in the *Minnesota Motor Vehicle Crash Facts*. This document, along with requests of the researchers for additional runs of more specific information such as data by city and county, forms the basis of problem identification in Minnesota. In turn, problem identification is the basis for project selection.

In the late winter, staff from the Office of Traffic Safety meets several times to determine what mix of potential traffic safety projects to support in the coming federal fiscal year. Coordinators come to this meeting armed with advice from relevant boards, ideas gathered from other states' experiences, suggestions from colleagues outside the office, recommendations of current project directors, and open proposal solicitations published on our website. Estimated budgets are part of the discussion.

We always have many more sound project ideas than we can fund -- it is a competitive process. As a result, we discuss each new project idea and challenge the budget assumptions for each proposed project. We also consider our funding by area – are we fulfilling our responsibilities for maintenance of effort and do we have projects that fit into the conditions and plans for the various NHTSA funding sections such as 408, 410, 2010, and 164 (both HE and AL). Within the constraints of our available funding, the OTS management team decides which of these projects to fund and at what level.

Once the slate of projects for the coming federal fiscal year has been established, each project is assigned to a coordinator who is responsible for working with the project director to resolve issues specific to that proposal and ensure that the necessary applications, budgets, and approvals are in order prior to the beginning of the federal fiscal year. The coordinator also monitors the project throughout the year to ensure that it stays on track, offers suggestions and

assistance to the project director, and helps evaluate the success of the project. When the activity is conducted directly by the OTS, the assigned coordinator either assumes responsibility for ensuring the project is conducted by doing the work him or her self or by writing a request for proposals to find other professionals or organizations to do so. In the end, we strive to arrive at a balanced, comprehensive traffic safety program for Minnesota.

Specific NHTSA Required Plans

2010 Federal Enforcement Plan Minnesota Office of Traffic Safety

Enforcement Activities Philosophy

By ruling of the Minnesota Supreme Court check-points have been declared unconstitutional; therefore Minnesota's enhanced enforcement efforts are of the blitz/saturation type.

Minnesota's enforcement programs all stress increasing occupant protection, safe speed selection, and/or decreasing impaired driving. All enforcement programs have strong earned media components and the major ones (the May mobilization, Labor Day crackdown, and Project NightCAP) have a significant paid media component.

OTS strongly encourage multi-agency cooperation in grant-funded and on-duty saturations to maximize the impact on the public and decrease duplicative paperwork and media efforts. Enforcement projects that are not competitively based on applications received but on locations of events or of most over-involved in problems are required to include the State Patrol, a Sheriff's Office, and at least one municipal agency in each effort. For the competitively awarded *Safe & Sober* projects, applications from more than one agency are strongly encouraged by awarding a large number of points in the proposal evaluation for doing so; in 2010 the 48 *Safe & Sober* grants will cover 225 different agencies.

Some of our enforcement programs are statewide, and some are specific to a group of counties with the most serious problems. All are strictly based on problem identification; not every agency is eligible. Because of the disparity between night time and day time seat belt use, at least 30% of hours worked during seat belt waves must be worked between 7:00 PM and 5:00 AM. Because research shows that high visibility enforcement is more effective, agencies are strongly encouraged (or in the case of pilots such as the Anoka HVE project, required) to use HVE techniques including signs and vests. For *Safe & Sober* patrols this year, the average agency has committed to working 30 percent of their total hours using HVE tactics. For the most rural, smaller agencies HVE is not easily done due to lack of available officers and squads and many of the larger agencies have already been using HVE tactics for years. For the most part, the NightCAP program is HVE.

Community and political support is critical to sustaining traffic enforcement in counties and cities. The public information and media work conducted on the local level are largely responsible for gaining that support. In addition, the OTS and our enforcement liaisons take advantage every chance possible to make a presentation to the city council and county board meetings. The presentations, usually of a piece of equipment provided to the enforcement agency by OTS, discuss why traffic safety is so important, praise the agency for their work, and thank the council/board for their support.

Enforcement Training

Officers being reimbursed with NHTSA money, regardless of the project, are all required to have completed Standardized Field Sobriety Training (a two day course with actual drinking subjects each of the two days) and Advanced SFST: Drugs that Impair (a one day course). For projects where the emphasis is passenger protection at least part of the time, they are also required to have completed the four hour Occupant Protection Usage and Enforcement training – a course distilled from the NHTSA TOPS curriculum. Beginning in the 2007 federal year, all officers for whom we pay any time were also required to have an SFST Update four hour class unless their last experience with an SFST class was less than five years ago. The instructors and materials for the classes are provided by the Minnesota State Patrol through a grant with OTS.

Enforcement Projects

With a goal of increasing enforcement of traffic safety laws at every agency in the state, especially those laws pertaining to impaired driving and seat belt use, Minnesota has a variety of enforcement projects. Our saturations are all STEP projects – publicizing the up-coming enforcement, increasing enforcement activities for a period of time, and then publicizing the results of the enhanced enforcement. All the projects discussed below are included in the appropriate Program Areas later in this HSP. They are summarized here to assist those interested in this single strategy which has been shown to be quite effective in changing behavior.

Pilot Counties Project

Due to the significant traffic safety problems identified, a few counties in Minnesota receive one grant for Safe & Sober enforcement, a second for NightCAP enforcement, and a third for HEAT, the recently re-incarnated speed program. In some counties, there is a lack of coordination of the different projects; different people may be responsible for each and they may not share information very well. That can result in such problems as a need for more officers for overtime than want to work certain days, or impaired driving activities in the middle of a seat belt wave. In order to increase efficiency and effectiveness, the OTS piloted a project in five of those counties (St. Louis, Stearns, Ramsey, Rice, and Sherburne). Because of the time necessary to meet and collaborate on plans, and in a break with OTS tradition, the pilot counties are allowed to charge up to 5% of the grant for overtime administration. During 2009, OTS, our law enforcement liaisons, and the Patrol worked on piloting efforts in the five counties to better coordinate efforts by bringing all the players together to share information and plan a year-long calendar including enforcement and events for the year. In 2010, the RFP for the pilot counties was separate from the regular *Safe & Sober* RFP, and offered them the opportunity to submit one joint application for all three grants, covering all agencies in the county. In the end, while only the *Safe & Sober* and NightCAP grants were combined for those five counties, progress has been made in implementing the pilot concept to be evaluated.

Ultra-High Visibility DWI Enforcement

Due to the 164 Transfer money provided to Minnesota because our repeat DWI offender laws do not meet federal guidelines, the OTS piloted a ultra-high visibility project in Anoka County

during 2008 and 2009. All agencies in Anoka County including the State Patrol, Sheriff's Office and every municipal agency participated in the saturation efforts monthly during inclement/winter months and more frequently during the more pleasant months when DWI crashes most often occur. The project concentrated a very large number of squads on selected roadways. The project utilized large, portable electronic message signs and officers wearing reflectorized vests identifying the event as DWI enforcement. The project has obtained a lot of positive interest from around the region and the country.

Safe & Sober

The statewide *Safe & Sober* project provides grants on an annual basis as the result of applications received in response to a Request for Proposals. At least 90% of the grant funds are used for overtime enforcement during the time periods specified in the grant with the remaining able to be used for overtime dispatch services and/or up to half the cost of traffic safety enforcement equipment. In federal 2010 the time periods include two weeks in mid-October on seat belts, weekends in December on DWI (with weekends being defined as Thursday, Friday, and Saturday nights), the national Memorial Day seat belt mobilization, seven days of speed during July (with the seven days decided jointly by area agencies) and the national Labor Day DWI crackdown. Eligibility for the *Safe & Sober* grants is defined as being over-involved in alcohol-related deaths and severe injuries, over involved in deaths or severe injuries where passenger protection was not used, or being in one of the twenty counties with the highest number of deaths and severe injuries.

In addition to designing and conducting statewide events publicizing the enforcement periods and setting up regional events with the help of the locals, the Office of Communications oversees a contract to purchase media related to the waves and itself provides media packets for each enforcement period defined in the grant. The agencies do much more than simply send out personalized news releases before and after each wave; they set up and conduct news conferences kicking off the waves, are active in seeking interviews on radio stations and cable television, encourage reporters to ride along with patrolling officers and attend SFST classes, write letters to the editor and seek others to do the same. Some are also adept at finding businesses to support their efforts through such things as providing coupons; placing messages on changeable outdoor signs, on prom flowers and dry cleaning bags; and a wide range of other creative earned media ideas. In the past couple of years, most of the Safe Community grants had become more active in promoting the enforcement waves; one of the requirements of that grant is that they support enforcement waves by assisting with or conducting outreach to the public about those events.

Safe & Sober Challenge

The Challenge program encourages agencies which did not receive a grant or were ineligible for one to do similar work (officer training, media relations and public information, and enhanced enforcement during the set time periods) and report what they have done at the end of the year to OTS. Agencies compete with others based on number of officers and the top three in each of ten size categories are given a mini-grant for \$3,000; \$2,000; or \$1,000. The Challenge program is particularly effective with the small enforcement agencies. Any agency which did not receive

a grant for the year is eligible for the Challenge. Due to the large number of agencies receiving a grant from OTS, there are fewer agencies active in traffic patrols eligible for a Challenge award. The OTS will look at revising the program in 2010.

Mobilizations and Crackdowns

Because the requirements and reports are light, the mobilizations and crackdowns cover a much larger number of agencies than the grant and challenge programs combined. To participate in the mobilizations and crackdowns, (October seat belts and December holiday DWI, Memorial Day seat belts, July speed, and Labor Day DWI) agencies must at a minimum issue pre and post news releases, increase their patrols and enforcement of the chosen violation, and report to us the number of chosen violations written during the enforcement period. Any and all officers can participate; there are no training requirements. On the report, each agency also marks their choice of small award – an item valued at approximately \$50 such as two convertible child seats, a Stinger flashlight, a tint meter, or two duty/equipment bags. OTS tries to change those incentives to keep interest up and the agencies motivated. Agencies are not allowed to report together on mobilization results; each agency must report their own. All agencies are strongly encouraged by the *Safe & Sober* liaisons to participate in all mobilizations and crackdowns; and grantees are required to participate under their grant agreements. In addition to the small awards each agency receives for participating, each receives a chance at a drawing for a larger item -- their choice of a lidar, radar, in-squad camera, two low profile light bars, or five pursuit intervention tactics tuition at the St. Cloud Driving Range.

Night CAP

The Nighttime Concentrated Alcohol Patrol (NightCAP) program is strictly focused on impaired driving enforcement and is coordinated by our NightCAP liaison and the Minnesota State Patrol. The vast majority of the project funding is spent on enforcement in the counties which together account for 60% of all Minnesota's alcohol-related fatalities and serious injuries. State Patrol districts set up at least monthly saturations in those 15 counties -- in the summer, the events become more frequent. The saturations must include officers from at least one sheriff's department and local police department. The local agencies can be reimbursed for their overtime hours or do the shifts on-duty and receive a small piece of equipment for participating. The program has a large motor home, called the BATmobile, which is equipped with an Intoxilyzer evidentiary BAC machine, and a room suitable for field drug exams. The NightCAP liaison is generally responsible for taking the BATmobile to the more populous NightCAP saturations, where it greatly cuts down on the amount of time to process an impaired driver. The NightCAP liaison also provides caps with the NightCAP logo on it to officers who get a "hat trick" – three DWIs in a single shift.

HEAT

In 1997, in response to the repeal of the National Minimum Speed Limit law, speed limits were increased on Minnesota rural interstates and certain expressways. The change was covered by the media, but no substantial enforcement or education effort accompanied the change. In 2005, Mn/DOT reviewed crash data from five years before and after the speed limit increase made in

1997. The study showed a 93% increase in fatalities on four-lane divided expressways where speed limits were raised from 55 to 65 MPH. The same study revealed a 70% increase in deaths on rural freeways that were raised from 55 to 70 MPH. From this study, Mn/DOT and DPS concluded that the engineering change made in 1997 created a hazard to the motoring public that could be resolved by the use of education and enforcement.

The Minnesota DOT and DPS in cooperation with a wide array of organizations and individuals formulated a Comprehensive Highway Safety Plan (CHSP). The CHSP identified enforcement as the highest priority strategy to improve traffic safety. Federally funded programs specifically for the enforcement of impaired driving and seat belt laws, and public education about that enforcement, have been available to begin to address those highway safety priorities for some time before the CHSP; therefore, impaired driving and passenger protection were to some extent already covered in the state. Minnesota reports show that roughly 20 percent of crashes in which someone died had excessive speed listed as a contributing factor.

The Minnesota DOT and DPS jointly designed and implemented an enforcement project to address high speeds on suitable expressways and freeways. Nearly \$3,000,000 in federal funds (164HE repeat offender transfer monies) were invested in the project for federal fiscal year 2006 and \$1,500,000 was invested in the summer of 2007. The project was entitled HEAT and showed that increasing speed limits on roadways engineered for higher limits did not have to result in increased fatalities if sufficiently massive amounts of enforcement occurred at the same time. The MN/DOT and DPS were unable to find the significant amount of resources needed for this project in 2008 or 2009. However, with Minnesota receiving a 406 grant due to two consecutive years with a seat belt use rate of at least 85%, the project began again in the summer of 2009 and will be conducted throughout 2010 and 2011.

For this latest incarnation of HEAT, MnDOT identified two Interstate, State or US roadway segments in each of the eleven Minnesota State Patrol districts. The Patrol checked the roadway segments for the ability to safely enforce laws at them. The roadway segments are those in which a high number of crashes occurred. The MSP, in conjunction with local enforcement partners, identified one additional county roadway segment in each district. At least 40% of the enforcement hours will be worked by county and municipal agencies, with the Patrol working 60%. In each district, enforcement will occur at one roadway segment for a week, followed by the second roadway segment for a week, followed by the third roadway segment for a week. Enforcement will occur every week except during *Safe & Sober* time periods. The communications effort will be handled by DPS' Office of Communications and will include paid media. MnDOT will evaluate the project, including looking at the effect on actual speeds and numbers and types of crashes, and conducting random telephone surveys to gauge awareness and knowledge of the effort.

Evaluating Enforcement Activities

In the beginning, the OTS imposed three specific performance objectives on all enforcement projects. Those three objectives were 1) number of contacts with the public per hour worked, 2) number of stops resulting in citations as opposed to warnings or no action at all, and 3) number of passenger protection actions. We set the minimum objectives at two contacts per hour, fifty

percent which resulted in a citation and twenty percent which related to seat belts or child seats. Impaired driving arrests were included as a performance measure at a later date.

Minnesota statutes include a prohibition of what are commonly referred to as “quota laws” – a prohibition against evaluating enforcement employees based on number of tickets written. Therefore, our grants stated agencies would “strive to achieve” the objectives. Nevertheless, even that was challenged in 1999 and beginning with federal 2000 grants, OTS was no longer allowed to set any numerical objectives for agencies. The absence of numerical goals set by OTS has not had any adverse impact on enforcement activity. Instead of comparing an agency with the numerical goals we had set, we compare each agency with the average performance of all agencies during that time period. Grantees are appraised of their progress in comparison to the average results throughout the year.

A contact is defined as a vehicle stopped. In order to encourage DWI and other arrests in which a person is taken into custody, (necessitating a long process and/or a long drive for the arresting officer) metro agencies receive four points for each person taken into custody, and non-metro agencies receive six points. When an officer is having a car towed, but is not taking the driver into custody, two points are awarded as a wait for a tow truck will be the likely result. Other vehicle stops result in one contact point. An agency’s total points are divided by the hours worked to compute the contacts per hour. The citation objective is computed on the simple ratio of citations issued to number of vehicles stopped, the belt objective is the simple ratio of seat belt and child seat citations and warnings to vehicles stopped, and the impaired driving objective is the simple ratio of DWI arrests to vehicles stopped.

The four present enforcement objectives are factors the OTS looks at carefully when considering funding individual projects for a subsequent year. In particular, agencies must discuss their past *Safe & Sober* funded enforcement actions in a separate section of that application and if they have not met or exceeded the average, must discuss changes they will make that will enable them to do so.

In addition to the enforcement performance objectives discussed above, each *Safe & Sober* grant must write at least three measurable, time-specific objectives of their own. For example, “increase seat belt use as shown by informal surveys from a baseline of 72% in June of 2009 to 78% in June of 2010”, “increase impaired driving arrests made during the Labor Day crackdown from a baseline of 27 in 2008 to 36 in 2009”, or “decrease the number of deaths and serious injuries in the jurisdiction(s) from 156 (May through September 2008) to 125 (May through September 2009)”. In their final reports for the year, agencies discuss their progress towards meeting these goals.

2010 Federal Fiscal Media/Communications Plan
Minnesota Department of Public Safety Office of Communications

A communications plan is a living document; changes to it are made as new research studies suggest, new budget information requires, and new issues and priorities are considered.

October 2009

Editorial

Tentative news releases

- *Teens* TV commercial contest
- Deer-vehicle safety
- Halloween DWI enforcement
- HEAT speed enforcement
- October *Click It or Ticket* seat belt enforcement
- Pedestrian safety
- NightCAP DWI arrest results recap from September
- State seat belt survey results — during mid-Oct. enforcement
- *Toward Zero Deaths* annual conference advisory

Teens TV Commercial Challenge — See separate communications plan

- Issue news release to announce TV commercial contest for teens.
- Refresh/launch web component, www.rockthebelt.org.
- Employ partners to promote in schools/local communities — provide flyer, e-video, talking points.

Deer-Vehicle Collisions — Partner with DNR

- Issue news release on deer-vehicle collisions (target suburban commuters, residents in exurban and rural areas). Emphasize driver response to situation (“Don’t veer for deer”). Provide fact sheet for deer crashes by county, 2006–2008.
- Provide PSAs and scripts to radio stations statewide.
- Provide talking points to partners.

Halloween DWI Enforcement

- Provide online template media materials (news releases, fact sheets, talking points, PSAs) for agencies/partners to customize for any Halloween-specific DWI patrols or DWI safety message.
- Distribute Halloween-specific radio PSA scripts to radio station partners.
- Issue news release regarding added DWI enforcement during pre-Halloween weekend.
- Merchandise 2006–2008 DWI arrests and alcohol-related crashes during holiday period.
- Provide talking points to partners
- Provide posters/coasters and other appropriate collateral to entertainment/hospitality venues

October 2009, continued

HEAT Speed Enforcement

- Launch Highway Enforcement of Aggressive Traffic campaign.
- Issue quarterly reports on enforcement results and speed data.
- Provide talking points to partners, fact sheets, etc.

NightCAP (nighttime concentrated alcohol patrol) — *This enforcement effort targets the 13 deadliest counties for impaired driving.*

- Ongoing; issue post-enforcement news releases on results/arrests/alcohol-concentration levels of NightCAP impaired driving saturations by market.
- Begin process of producing new NightCAP poster — secure new “13 deadliest county” information and develop extensive distribution
- Request maps from MnDOT for plotting 2006-2008 alcohol-related deaths.

October Click It or Ticket Seat Belt Enforcement — *See separate communications plan*

- In September, mail/post online *Safe & Sober* grantee media packets (including pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, social media outreach ideas, etc.) to participating law enforcement agencies statewide for customization and distribution. Include new seat belt rate and hype primary/booster message.
- Conduct news conference/issue news release to launch statewide seat belt/child restraints enforcement.
- Provide talking points to partners.

Pedestrian Safety

- Issue news release tied to Twin Cities Marathon for ped safety, trends, etc.
- Issue material for use to public/private schools encouraging classroom use.
- Provide talking points to partners.

Motorcycle Safety

- *Minnesota Rider Review* newsletter.
- *Motorcycle Rider Survey* mailed.

Seat Belt Use Rate

- To sustain news of October belt enforcement, issue news release mid-enforcement on new seat belt use rate based on DPS observational surveys (emphasize unbelted vehicle occupant serious injuries/fatalities).
- Merchandise to media PDF format maps (by Minnesota region for 2006-2008) showing location of unbelted crash fatalities; merge this new data with October Seat Belt enforcement effort/news. Hype primary/booster.
- Provide talking points to partners.

October 2009, continued

Thanksgiving

- Prepare and provide online template media materials, fact sheets and radio PSAs for agencies to customize for any Thanksgiving-specific DWI patrols or standard safety messaging.

Toward Zero Deaths Conference

- Develop and issue news advisory to alert media of *TZD* conference and interview opportunities; provide background on the *TZD* program; highlight any private citizen speaker stories.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bi-monthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- *Miles Per Hour* newsletter, fall
- Distribute materials for October belt mobilization (window clings, etc.); continue efforts for partners (Gander Mtn, White Castle, etc.)
- Prepare/develop December DWI Mobilization crackdown materials to distribute (coasters, Designated Driver Gift Cards, Designated Driver Action Figures, etc.)
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — reviewing of OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

Paid Media

- Contract with media buying agency and plan paid media for the year; emphasis on upfront buying to leverage total budget of \$2,050,000
 - \$750,000 for occupant protection/general safety, including:
 - \$425,000 for May *Click It or Ticket* Mobilization
 - \$325,000 for Special Programming Opportunities (belts/texting/CPS)
 - \$400,00 for HEAT speeding campaign (to run during enforcement periods, accelerating during summer months, slowing/pausing during winter months).
 - \$1.3 million for impaired driving (410)
 - \$250,000 for December Mobilization
 - \$400,000 for NightCAP/Extended Impaired Campaign

October 2009, continued

- \$250,000 for Labor Day DWI enforcement
- \$200,000 for Special Programming Opportunities
- \$200,000 for impaired motorcycle riding
- \$165,000 for motorcycle safety (not all federal dollars)
 - \$90,000 for motorist awareness (2010)
 - \$75,000 for high-viz/conspicuity

November 2009

Editorial

Tentative news releases

- NightCAP DWI arrest results recap from October
- October seat belt enforcement results
- Pre-Thanksgiving DWI enforcement/safe travel advisory
- Post-Thanksgiving deaths/injuries recap
- Teen driving: deadliest teen counties

December DWI Enforcement Mobilization — See separate communications plan

- To support December-long DWI enforcement, mail/post online DWI enforcement *Safe & Sober* grantee media packets (including pre- and post-enforcement template news releases, county-specific fact sheets, news conference materials, talking points, etc.) to participating law enforcement agencies statewide for customization and distribution. Include belt enforcement message/primary.
- Coordinate public service interview opportunities on media outlets leveraged through paid media buy.

NightCAP

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.
- Issue monthly recap of DWI arrests.
- Finalize development of NightCAP poster.

Teen Messaging — Deadliest Counties/Texting, etc.

- Issue release naming deadliest counties for teen driver-involved fatal crashes, provide county-specific fact sheets, talking points to partners.
- Distribute county-specific fact sheets.
- Provide talking points to partners.

Thanksgiving DWI Enforcement/Safe Travel Advisory/Post-Holiday Recap

- Issue news release in advance of holiday for traffic safety reminder; emphasize increased travel, impaired drivers, role of seat belts. Target: Holiday travelers, returning college students, M 18-34. Pitch interviews, ride-along opportunities; underscore impaired driving. Cite Thanksgiving data for 2006–2008.

November 2009, continued

- Partners distribute provided template media materials.
- Distribute radio PSAs to radio partners.
- Issue news release detailing crash fatalities and serious injuries after Thanksgiving weekend; stress unbelted.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bi-monthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- Continue to develop/produce and begin distribution of December DWI Mobilization materials (coasters, Designated Driver Gift Cards, Designated Driver Action Figures, etc.)
- Produce NightCAP 13 deadliest counties poster
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — reviewing of OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

Paid Media

- Finalize contract with media buying agency Campbell-Mithun.
- HEAT speed enforcement begins, ads run to accompany enforcement.
- December DWI Mobilization — Plan/finalize ad flight for campaign: Prepare creative — TV, radio, indoor, online, out-of-home. Ad flight to run Dec. 2–31.
- NightCAP DWI — Plan ad flight for campaign that targets markets in the 13 deadliest counties for impaired driving (TV, radio, indoor, gas pumptoppers, college/alternative newspapers). Usually begins prior to St. Patrick’s.
- Special Programming — Plan ad flight for impaired/belt/texting/CPS, etc. messaging for “high-profile” programs, etc.
- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)

December 2009

Editorial

Tentative news releases

- December DWI Mobilization and NightCAP counties
- Holiday celebration weekend (ride-alongs, etc.) (weekend prior to Christmas)
- Pre-holiday safe travel advisory
- Post-holiday travel period fatal/injury recap
- Safe winter-weather driving advisory(ies) as needed

December 2009, continued

December DWI Mobilization & Introduction of NightCAP Counties

- Media roll-out to introduce 13 deadliest impaired driving NightCAP counties to be targeted for 2010; announce statewide *Safe & Sober* month-long DWI mobilization.
- Provide facts and talking points to partners.
- Distribute poster highlighting NightCAP counties to law enforcement agencies, Minnesota County Attorneys Association, county-specific legislators and elected officials, MADD chapters, and other.
- News release/effort for sustaining message during the enforcement — Designated Driver Gift Cards/www.minnesotasafeandsober.org, Designated Driver Action Figures, ride-alongs, etc.
- Coordinate public service radio interviews leveraged through media buy.

Holidays & New Year (Sustaining media for December DWI Mobilization)

- Issue news release prior to Christmas emphasizing busy holiday celebration period, high-traffic period and call for safe travel, Move Over law.
- Pitch ride-along opportunities with state troopers and other law enforcement agencies emphasizing targeted impaired driving saturations through New Year's.

NightCAP

- Ongoing news releases; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.
- Build November DWI arrest results into the December DWI/NightCAP release.

Safe Winter Driving (Time prior to first snowfall) — Partner with MnDOT

- Issue news release with safe winter weather driving tips coinciding with first measurable snowfall (emphasis on belts, safe speeds, vehicle maintenance; coordinate with MnDOT and its message re: snow plows and safe distances), include Move Over message.
- Provide winter driving facts and talking points to partners.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- State Patrol bi-monthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- December DWI Mobilization — Distribute bar coasters through Minnesota Beer Wholesalers Association. Provide “Over the Limit” window clings/other items to grantees to display in commercial settings (fast food, retails, bankdrive-thrus, etc.) in their communities.
- Distribute “Elf Arrest” TV PSA to stations statewide through PSA distribution services to accompany paid media effort.
- Ongoing — development/distribution of monthly media outreach plans; talking points.

December 2009, continued

- Ongoing — reviewing of OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

Paid Media

- December DWI Mobilization — Ad flight for campaign runs: TV, radio, indoor, online, gas pumptoppers, movie theaters, etc. Coordinate interviews secured through radio buy with law enforcement partners.
- NightCAP DWI — Finalize ad flight for campaign that targets markets in the 13 deadliest counties for impaired driving (TV, radio, indoor, gas pumptoppers, college/alternative newspapers). Begin flight prior to St. Patrick's.
- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)

January 2010

Editorial

Tentative news releases

- 2009 preliminary traffic death numbers
- *Teens* TV commercial contest
- Dec. DWI Mobilization arrest recap
- HEAT speed enforcement
- Super Bowl DWI enforcement/safety message
- Winter driving safety/Move Over

Teens TV Commercial Challenge

- Re-issue news advisory to announce TV commercial contest for teens (to remind teens and second-semester video students).
- Employ partners to promote in schools/local communities.
- Continue to update www.rockthebelt.org

Child Passenger Safety Valentines

- Develop and distribute materials to partners/child passenger safety partners for CPS message and valentine outreach effort — letters to editor, template news release.
- Update valentine art to reflect booster law.
- Focus on online merchandising and downloadable material.

HEAT Speed Enforcement

- Recap quarterly results from Highway Enforcement of Aggressive Traffic campaign.
- Issue quarterly reports on enforcement results and speed data.
- Provide talking points to partners, fact sheets, etc.

January 2010 (continued)

NightCAP

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.
- Issue monthly recap of DWI arrests.

Preliminary Fatalities for 2009

- Issue news release citing preliminary total traffic fatalities for 2009. Target: Legislators, other key influencers and policy makers with emphasis on role of seat belts and primary. Merchandise at county level.
- Provide county break-out of deaths if available.

Safe Winter Driving (as needed with major snowfall) — Partner with MnDOT

- Issue news release with safe winter weather driving tips coinciding with first measurable snowfall (emphasis on belts, safe speeds, vehicle maintenance; coordinate with MnDOT and its message re: snow plows and safe distances), include Move Over message.
- Provide winter driving facts and talking points to partners.

Super Bowl

- Provide online template media materials (news releases, fact sheets, talking points, PSAs) for agencies/partners to customize for any Super Bowl-specific DWI patrols.
- Distribute Super Bowl-specific radio PSA scripts to radio station partners.
- Merchandise controlled drinking demo illustrating unsafe/illegal morning-after AC levels.
- Merchandise “NFL All-DWI” team to sports talk stations.
- Target NightCAP counties and pitch State Patrol interviews to youth-oriented radio stations stressing enforcement. Target: M, 18-34, rural skew.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- State Patrol bi-monthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)
- Winter driving safety reminders.

Outreach

- *Miles Per Hour* newsletter, winter
- Develop and distribute materials to partners/child passenger safety partners for CPS valentine outreach effort — letters to editor, template news release.
- Redesign CPS valentines to reflect booster seat law.
- Re-distribute *Buckle Up, Teen!* flyers to partners for school distribution.
- Discuss St. Patrick’s Day partnership opportunities with Minnesota Beer Wholesalers Association/Minnesota Licensed Beverage Association.
- Motorcycle safety booth at Minneapolis Women’s Expo
- Distribute motorcycle safety collateral materials to partners
- Ongoing — development/distribution of monthly media outreach plans; talking points.

January 2010 (continued)

- Ongoing – reviewing of OTS website.
- Ongoing – Facebook and Twitter updates.
- Ongoing – update, coordinate printing, distribution of collateral materials.

Paid Media

- NightCAP DWI – ad flight for campaign that targets markets in the 13 deadliest counties for impaired driving runs. (TV, radio, indoor, gas pumptoppers, college/alternative newspapers).
- HEAT speed enforcement campaign pauses.
- Special Programming – finalize plans for TV/radio partnerships for ongoing “special programming” buys to air during special high-ratings shows outside of major mobilization buys (sports, MTV-oriented specials, etc.).
- Meet with Twins to discuss homeplate signage package for Target Field and develop new creative.
- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)

February 2010

Editorial

Tentative news releases

- Child passenger safety (tie with Valentine’s outreach)
- Distracted driving message (TBD)
- Move Over law
- Motorcycle rider training
- NightCAP DWI arrest results from January

Child Passenger Safety

- Issue news release for general CPS, reinforce booster message, promote Valentines. Pitch any tragedy/survivor stories.
- Post CPS Valentines online, notify daycares, elementary schools of availability.

Distracted Driving/Texting

- General news push/issue release on distracted driving/texting. Tie to anything recent or new data.
- Provide talking points to partners.

Move Over

- Issue news release reinforcing Move Over law, pitch stories with troopers hit.
- Provide talking points to partners.

Motorcycle

- Provide background materials to partners to promote rider training (template news release, fact sheet, talking points, PSAs).

February 2010 (continued)

- Motorcycle safety booth at International Motorcycle Show.

NightCAP

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.
- Issue monthly recap of DWI arrests.

St. Patrick's DWI Enforcement

- Provide online template media materials (news releases, fact sheets, talking points, PSAs) for agencies/partners to customize for any St. Patrick's-specific DWI patrols or safety message.
- Emphasize impaired driving; safe alternatives. Target: M, 18-45. Secure on-air radio controlled drinking sessions.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bi-monthly interview appearance on leading "active rock" format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)
- Winter driving safety reminders.

Outreach

- Distribute materials to partners/CPS partners for Valentine outreach effort.
- Continue discussions with MBWA/MLBA ideas/plans for St. Patrick's Day.
- Meet with Twins to discuss "DWI Enforcer All-Star" event.
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — reviewing of OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

Paid Media

- May *Click It or Ticket* Seat Belt Mobilization — Plan for major *Click It or Ticket* ad flight in May.
- NightCAP DWI — Prepare ad flight for campaign that targets markets in the 13 deadliest counties for impaired driving (TV, radio, indoor, gas pumptoppers, college/alternative newspapers); usually prior to St. Patrick's.
- Special Programming — Secure Twins homeplate signage for Target Field; continue planning/securing opportunities for TV/radio partnerships for ongoing "special programming" buys to air during special high-ratings shows outside of major mobilization buys (sports, MTV-oriented specials, etc.).
- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)
- Motorcycle safety messaging (radio) through state high school hockey and basketball tournaments

March 2010

Editorial

Tentative news releases

- Impaired Driving Facts 2008 publication
- Motorcycle awareness/call for training (depending on weather)
- NightCAP mid-year DWI arrest recap/Feb. DWI arrest recap
- Spring Break underage drinking
- St. Patrick's Day DWI enforcement

Impaired Driving Facts 08 Publication

- Issue news release on main findings of *Impaired Driving Facts 2008*. Targets: Legislators, key influencers, policy makers, county attorneys, criminal justice, med/health community.
- Distribute news release and publication to key media.
- Provide talking points to partners.

May Click It or Ticket Seat Belt Mobilization — See separate communications plan

- Begin securing seat belt-related stories to pitch to media for May effort.
- Begin developing outreach materials/other items/partnerships for the effort.

Motorcycle

- Issue news release to promote rider training.
- Issue news release to promote awareness of riders (depending on weather).
- Issue news release on first rider death of season.

NightCAP

- Issue NightCAP mid-year citation totals news release.
- Issue release on previous month's recap of DWI arrests.
- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.

St. Patrick's DWI Enforcement

- Issue news release on DWI arrests, enforcement, designated drivers. Target: M, 18-45.
- Merchandise 2007–2009 DWI arrests and alc-related crashes during holiday period.
- Target NightCAP counties and pitch State Patrol interviews/controlled drinking exercises to youth-oriented radio stations stressing enforcement. Target: M, 18-34, rural skew.
- Distribute St. Patrick-specific radio PSAs to radio partners statewide.

Spring Break

- Issue Spring Break/underage drinking news release to educate on “not a drop” law, underage DWIs.
- Provide underage drinking materials online for partners (template news release, county-specific fact sheets, talking points).

March 2010 (continued)

- Target safe driving/don't drink and drive communication through college newspapers and radio stations in advance of spring break (employ MnSCU contacts).
- Increase emphasis on media in university/college towns.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bimonthly interview appearance on leading "active rock" format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- Distribute item (TBD) through Minnesota Beer Wholesalers Association/Minnesota Licensed Beverage Association for St. Patrick's Day.
- Distribute "DWI Enforcer All-Star" nomination forms to law enforcement; continue meeting with Twins to secure event night and details.
- Motorcycle safety booth at Donnie Smith Custom Bike Show
- Ongoing – development/distribution of monthly media outreach plans; talking points.
- Ongoing – reviewing of OTS website.
- Ongoing – Facebook and Twitter updates.
- Ongoing – update, coordinate printing, distribution of collateral materials.

Paid Media

- May Seat Belt Mobilization – Planning for major *Click It or Ticket* ad flight in May.
- NightCAP DWI – Launch campaign that targets markets in the 13 deadliest counties for impaired driving (TV, radio, indoor, gas pumptoppers, college/alternative newspapers).
- Special Programming – Continue planning/securing opportunities for TV/radio partnerships for ongoing "special programming" buys to air during special high-ratings shows outside of major mobilization buys (sports, MTV-oriented specials, etc.).
- Plan for motorcycle awareness buy (TBD); motorcycle impaired riding buy.
- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)

Other

- OOC representative to attend Lifesavers Conference.

April 2010

Editorial

Tentative news releases

- *Teens* name finalists, promote public online vote
- Motorcycle awareness – riders back on the road; recap 2009 mc deaths (tie to Flood Run or first rider death)

April 2010 (continued)

- Teen prom safety/distraction/alcohol

Buckle Up Teens! TV Commercial Contest

- Issue news release to announce finalists, promote online voting.
- Update website to reflect finalists.

HEAT Speed Enforcement

- Recap quarterly results from Highway Enforcement of Aggressive Traffic campaign.
- Issue quarterly reports on enforcement results and speed data.
- Provide talking points to partners, fact sheets, etc.

May Click It or Ticket Seat Belt Mobilization — See separate communications plan

- To support major May seat belt enforcement, mail/post online *Safe & Sober* grantee media packets (including pre- and post-enforcement template news releases, county-specific fact sheets, news conference materials, talking points, social media ideas, etc.) to participating law enforcement agencies statewide for customization and distribution. Include belt enforcement message/primary and regional maps that plot unbelted deaths.
- Promote promotional materials available for partners to order.
- Coordinate public service radio interview opportunities secured/leveraged through media buy.

Motorcycles

- Issue news release for motorcycle awareness, recap 2009 data; stress high-visibility riding, motorists to be alert, riders to take training; conduct media pitches to elevate awareness of motorcycle training; cite first rider death of season.
- Issue Flood Run news release advising driving public to increase awareness.
- Issue news release to industry publications to promote conspicuity campaign.
- Issue motorist awareness news release statewide at onset of motorcycle season.

NightCAP

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.
- Issue monthly recap of DWI arrests.

Teen Prom — Underage drinking, distraction/texting

- Issue release highlighting teen driving with prom hook — reinforce underage drinking and distracted driving.
- Develop and provide teen-focused media materials (talking points, fact sheets) to grantees to promote teen driving issues for prom/end-of-school period (teen deaths, crash rate, fatal crashes involving teen drivers); stress belt use/distraction.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.

- State Patrol bimonthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- *Miles Per Hour* newsletter, spring
- Develop/distribute materials for May *Click It or Ticket* (window clings, post-its, lobby boards, etc.); continue building partnerships.
- *Minnesota Rider Review* newsletter
- Various: motorcycle safety reps/booths at motorcycle dealer open houses
- Ongoing – development/distribution of monthly media outreach plans; talking points.
- Ongoing – reviewing of OTS website.
- Ongoing – Facebook and Twitter updates.
- Ongoing – update, coordinate printing, distribution of collateral materials.

Paid Media

- May *Click It or Ticket* Seat Belt Mobilization – Finalize/secure paid media for *Click It or Ticket* campaign (extensive, two week statewide campaign targeting M, 18-34.). TV, radio, online, gas pumptoppers, and mobile boards, etc.
 - Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interview with law enforcement.
- NightCAP DWI – Continue ad flight for campaign that targets markets in the 13 deadliest counties for impaired driving (TV, radio, indoor, gas pumptoppers, college/alternative newspapers).
- HEAT speed enforcement buy begins again/timed with warm weather.
- Special Programming – Continue planning/securing opportunities for TV/radio partnerships for ongoing “special programming” buys to air during special high-ratings shows outside of major mobilization buys (sports, MTV-oriented specials, etc.).
- July Speed Mobilization – Plan for July speeding TV campaign
- Motorcycle Awareness (TBD) – Finalize buy for May–September TV/radio buy.
- Motorcycle Impaired – Finalize buy for June–September motorcycle impaired TV campaign
- Minnesota Twins (TBD) – Begin six-month, home plate signage campaign with Minnesota Twins (April-May, seat belt message; June-Sept. impaired driving message).
- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)

May 2010

Editorial

Tentative news releases

- *Teens* voting/winner announced
- Fishing opener safety message.
- May *Click It or Ticket* launch

May 2010 (continued)

- Memorial Day safe travel advisory (cite weekend from 2009)
- Memorial Day weekend fatal recap

Teens TV Commercial Challenge

- Issue final news release announcing winner (or in June).
- Issue news release announcing the finalists for the contest and promote online voting (or in April).

Fishing Opener — Partner with MnDOT

- Issue traffic safety news release reminder targeting speeding, belt use, impaired driving.
Target: M, 18-45.

May Click It or Ticket Mobilization

- Issue news release/news conference, stress primary, teens/rural, fact sheets statewide announcing launch of law enforcement.
- Sustain message with news push mid-enforcement re: nighttime belts/primary enforcer, etc.
- Secure editorial coverage leveraged by paid media buy (radio interviews, etc.).
- Leverage media buy to secure radio station event sponsor in each market for regional news events.
- Continue distributing promotional items/materials to partners.

Memorial Day Safe Road Trip Tips

- Issue news release detailing 2009 deadly Memorial Day weekend; safe travel message; reinforce *Click It or Ticket* enforcement.
- Issue PSAs to radio stations statewide to promote safe travel over the holiday.
- Issue fatal/serious crash re-cap of the Memorial Day weekend, reinforce *Click It or Ticket*.

Motorcycles

- To support a June and optional July motorcycle enforcement effort, develop and post online *Safe & Sober* grantee media packets, (pre- and post-enforcement template news releases, county-specific fact sheets, PSAs, talking points, etc.) to participating law enforcement agencies statewide for customization and distribution.
- Develop PSA scripts in support of enforcement/general motorcycle awareness, impaired riding, rider training.
- Issue news advisories to local weekly newspapers regarding Washout events around the state.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- Employ State Patrol motorcycle officers to attend key events, other opportunities.

NightCAP

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.
- Issue monthly recap of DWI arrests.

May 2010 (continued)

July Speeding Mobilization

- To support “Seven Days of Speed” July enforcement effort, post online *Safe & Sober* grantee media packets (pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, etc.) to participating law enforcement agencies statewide for customization and distribution; include belt enforcement message/primary.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- State Patrol bi-monthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- Develop/distribute materials for May seat belt distribution (window clings, post-its, lobby boards, etc.); continue building partnerships.
- Finalize logistics for “DWI Enforcer All-Stars” with Twins, select all-stars.
- Motorcycle High-viz promotional event
- Various: motorcycle safety reps/booths at motorcycle dealer open houses
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — reviewing of OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

Paid Media

- May *Click It or Ticket* Seat Belt Mobilization — Paid media campaign launches with \$425,000 (402 funds) of spot TV, spot cable and local radio; employ gas pumptoppers, indoor, online, and mobile boards as appropriate.
 - Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interviews with law enforcement.
- NightCAP DWI — flight halts for May.
- HEAT buy pauses.
- Special Programming — continue planning/securing opportunities for TV/radio partnerships for ongoing “special programming” buys to air during special high-ratings shows outside of major mobilization buys (sports, MTV-oriented specials, etc.). This includes *Teens* TV Commercial Challenge — winning ad airs
- Motorcycle Awareness (TBD) — TV/radio flight begins.
- Motorcycle Awareness — Minnesota Twins event/radio
- Motorcycle Impaired — finalize plans/secure campaign for June–September impaired campaign (TV/radio).
- Motorcycle conspicuity campaign outdoor/TV/Web begins (May–Sept). Target audience: motorcycle riders 20-54.
- Minnesota Twins — home plate campaign continues (seat belts).
- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)

June 2010

Editorial

Tentative news releases

- *Teens* winner announced (or late May)
- *Crash Facts* publication
- May *Click It or Ticket* enforcement results
- Motorcycle enforcement
- Motorcycle high-viz event follow-up
- Primary seat belt — one-year anniversary
- Summer driving “Share the Road” — bikes and ped.

Teens TV Commercial Challenge

- Issue news release announcing winner (or late May).

Crash Facts 2009

- Issue *Crash Facts* 2009 news release to recap state’s traffic stats/trends.
- Secure county-by-county facts for last five years.

July Speeding Mobilization

- (Or in May) To support “Seven Days of Speed” July enforcement effort, post online *Safe & Sober* grantee media packets (pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, etc.) to participating law enforcement agencies statewide for customization and distribution. Include belt enforcement message/primary.
- Contact local law enforcement partners to merchandise their speed enforcement plans/story for July.

May Click It or Ticket Seat Belt Mobilization

- Issue news release announcing results of enforcement effort — tie to one-year anniversary of primary (or issue separately).

Motorcycles

- Issue news release to announce statewide June motorcycle enforcement (partners issue locally as well).
- Send PSAs and scripts to radio station partners.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- Follow up to May high-viz promotional event

Summer Driving Advisory/Share the Road

- Issue news release focusing on safe summer driving; deadly historical trend, bike and ped awareness.

June 2010 (continued)

NightCAP

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.
- Issue monthly recap of DWI arrests.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- State Patrol bi-monthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- Inform DWI Enforcer All-Stars of event details.
- Develop materials for Labor Day DWI Enforcement; secure partnerships.
- Motorcycle safety booth at HOG state rally
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — reviewing of OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

Paid Media

- HEAT buy begins again.
- NightCAP DWI — continue ad flight for campaign that targets the 13 deadliest counties for impaired driving (TV, radio, indoor, gas pumptoppers, college/alternative newspapers).
- Special Programming — continue planning/securing opportunities for TV/radio partnerships for ongoing “special programming” buys to air during special high-ratings shows outside of major mobilization buys (sports, MTV-oriented specials, etc.).
- Motorcycle Awareness (TBD) — begins in May, runs on blinking schedule through Sept.
- Motorcycle Impaired — begin June–September motorcycle impaired TV campaign
- Continue motorcycle conspicuity campaign outdoor/TV/Web begins (May–Sept).
- Minnesota Twins — continue six-month, home plate signage campaign with Minnesota Twins (April–May, seat belt message; June–Sept. impaired driving message).
- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)

July 2010

Editorial

Tentative news releases

- 4th of July DWI enforcement/travel message
- 4th of July fatal crash recap
- Booster seat law, one-year anniversary

July 2010 (continued)

- DWI Enforcer All-Stars
- Ignition Interlock program
- July speed enforcement
- NightCAP DWI arrests from June
- Motorcycle fatal update/August, September warning

4th of July Safe Road Trip Tips

- Issue news release to promote DWI enforcement and safe travel over the holiday.
- Develop and distribute PSA scripts to radio partners.
- Issue fatal/serious crash re-cap of the 4th of July holiday period.

Booster Seat Law

- Issue news release at one-year anniversary of law reinforcing booster seat law/child safety message with new data and citation results.
- Provide talking points to partners.

DWI Enforcer All-Stars — See separate communications plan

- Coordinate event with Twins to announce the DWI enforcer all-stars.
- Issue release announcing team.
- Provide template releases to all-stars to customize.
- Provide talking points for all-stars.
- Pitch media ride-alongs with top enforcers.
- Coordinate all-star items — hats/bats, etc. (OTS)
- Secure commissioner/trooper in-booth on Fox Sports/Twins Radio during Twins broadcast.

HEAT Speed Enforcement

- Strong re-launch of Highway Enforcement of Aggressive Traffic campaign to tie to summer driving season.
- Provide talking points to partners, fact sheets, etc.

Ignition Interlock Program

- Issue news release at one-year anniversary of pilot program — number of participants by county, etc.
- Provide talking points to partners.

July Speeding Mobilization

- Issue news release, fact sheets statewide announcing launch of enforcement.
- Local agencies issue customized news releases.
- Pitch stories to media on coalition of Twin Cities' agencies combining efforts to enforce speed.

Labor Day DWI Mobilization — See separate communications plan

- To support end-of-summer DWI crackdown, mail/post online *Safe & Sober* grantee media packets, (pre- and post-enforcement template news releases, county-specific fact sheets,

July 2010 (continued)

talking points, news conference materials, etc.), to participating law enforcement agencies statewide for customization and distribution; include belt enforcement message/primary.

NightCAP

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.
- Issue monthly DWI arrest recap for June activity.

Motorcycles

- Issue news release to announce statewide optional July motorcycle enforcement.
- Issue news release in response to high-profile fatal crash(es) as appropriate.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- State Patrol bi-monthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- *Miles Per Hour* newsletter, summer
- Develop and distribute items for Labor Day DWI enforcement; work to secure partners (Minnesota Beer Wholesalers Association, Minnesota Licensed Beverage Association, etc.)
- Motorcycle safety booth/rep at Minnesota Twins “Chrome to the Dome” event
- Ongoing – development/distribution of monthly media outreach plans; talking points.
- Ongoing – reviewing of OTS website.
- Ongoing – Facebook and Twitter updates.
- Ongoing – update, coordinate printing, distribution of collateral materials.

Paid Media

- HEAT speed by continues.
- NightCAP DWI – continue ad flight for campaign that targets markets in the 13 deadliest counties for impaired driving (TV, radio, indoor, gas pumptoppers, college/alternative newspapers).
- Special Programming – continue planning/securing opportunities for TV/radio partnerships for ongoing “special programming” buys to air during special high-ratings shows outside of major mobilization buys (sports, MTV-oriented specials, etc.).
- Motorcycle awareness (TBD) – continue TV/radio buy.
- Motorcycle Impaired – continue of June–September motorcycle impaired TV campaign
- Continue motorcycle conspicuity campaign outdoor/TV/Web begins (May–Sept).
- Minnesota Twins – continue six-month, home plate signage campaign with Minnesota Twins (April–May, seat belt message; June–Sept. impaired driving message).
- Labor Day DWI Mobilization – planning for two-week ad buy end of August–Labor Day, including TV, radio, online, indoor, gas pumptoppers.

July 2010 (continued)

- Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interview with law enforcement.
- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)

August 2010

Editorial

Tentative news releases

- July speed enforcement results
- Labor Day DWI enforcement launch
- Labor Day safe travel advisory
- Motorcycle safety prior to Sturgis, South Dakota, Bike Week
- NightCAP DWI arrests recap from July
- Teen driving, GDL two-year anniversary Aug. 1
- Texting/distracted driving – two-year anniversary Aug. 1
- Underage drinking/DWI enforcement (college move-in)

Child Passenger Safety Week

- Develop and distribute template CPS Week media materials for partners (releases, letters to editor, fact sheets, talking points, pitch letters, radio PSAs); emphasize booster law.
- Secure “tragedy/success” stories for CPS Week “human interest” stories.
- Prepare TV PSA to run during week.
- Efforts to pitch mom-targeted blogs/sites; Children’s Museum; zoos, etc.

July Speeding Mobilization

- Issue news release announcing speed citations from July mobilization.
- Grantees issue local results.

Labor Day DWI Mobilization

- Issue news release/news conference to launch DWI crackdown.
- Coordinate public service radio interviews with law enforcement on radio stations statewide secured/leveraged through paid campaign
- Sustain enforcement message with college move-in release or release about DWI courts/ignition interlock.
- Sustain message with Labor Day safe travel advisory/reinforce DWI enforcement.

NightCAP

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.
- Issue monthly re-cap of DWI arrests.

Motorcycles

- Issue news release in response to high-profile fatal crash(es) as appropriate.

August 2010 (continued)

- Issue news release in advance of Sturgis, South Dakota, Bike Week.

State Patrol at State Fair

- Promote Patrol's traffic safety resources and enforcement efforts at Fair.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- State Patrol bi-monthly interview appearance on leading "active rock" format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.).

Outreach

- Develop and distribute items for Labor Day DWI enforcement; work to secure partners (Minnesota Beer Wholesalers Association, Minnesota Licensed Beverage Association, etc.)
- Send mailing to daycares/pre-schools with call-to-action to visit www.buckleupkids.state.mn.us for CPS-related materials info for CPS Week.
- Pitch partners to support message through their social media outreach (Children's Museum, zoos, etc.).
- Pitch Minnesota Wild for potential partnership.
- State Patrol at the Fair advisory, August 31
- Motorcycle safety booth/rep at State Fair

Paid Media

- HEAT speed buy continues.
- Labor Day DWI Mobilization — two-week ad flight runs end of August–Labor Day, including TV, radio, online, indoor, gas pumptoppers.
- NightCAP DWI — continue ad flight for campaign that targets markets in the 13 deadliest counties for impaired driving (TV, radio, indoor, gas pumptoppers, college/alternative newspapers).
- Special Programming — continue planning/securing opportunities for TV/radio partnerships for ongoing "special programming" buys to air during special high-ratings shows outside of major mobilization buys (sports, MTV-oriented specials, etc.).
- Motorcycle Awareness (TBD) — continue of June–September motorcycle awareness TV/radio campaign.
- Motorcycle Impaired — continue of June–September motorcycle impaired TV campaign
- Continue motorcycle conspicuity campaign outdoor/TV/Web begins (May–Sept).
- Minnesota Twins — continue six-month, home plate signage campaign with Minnesota Twins (April–May, seat belt message; June–Sept. impaired driving message).
- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)

September 2010

Editorial

Tentative news releases

- Back-to-school safety (maybe tied to CPS week) – bus/peds
- Child passenger safety week
- Labor Day DWI arrest results, package with Labor Day fatal/serious injury recap.
- Motorcycle Fall Flood Run
- State Patrol at the Fair advisory

Back-to-School Safety Advisory

- Issue news releases highlighting B-T-S, pedestrian and bicycle safety.

Child Passenger Safety Week — *See separate communications plan*

- Issue news release for CPS Week
- Pitch radio stations for interview opportunities.
- Distribute radio PSAs to radio station partners.
- Distribute/place TV PSA during week.

HEAT Speed Enforcement

- Recap final results from Highway Enforcement of Aggressive Traffic campaign for the fiscal year.
- Provide talking points to partners, fact sheets, etc.

Labor Day DWI Mobilization

- Issue news release announcing results of Labor Day mobilization; package with Labor Day fatal/serious injury recap.
- Grantees issue local results.

Motorcycles

- Issue Flood Run news release advising driving public to increase awareness; reinforce September is deadly month, etc.

October *Click It or Ticket* Seat Belt Enforcement

- To support October seat belt enforcement, mail/post online seat belt enforcement *Safe & Sober* grantee media packets (pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, etc.) to participating law enforcement agencies statewide for customization and distribution; include new seat belt rate and promote primary/booster message.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- State Patrol bi-monthly interview appearance on leading “active rock” format morning drive-time radio station.

September 2010 (continued)

- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- Develop and distribute items for Labor Day DWI enforcement; work to secure partners (Minnesota Beer Wholesalers Association, Minnesota Licensed Beverage Association, etc.). Bar coasters, bar ID stamps, window clings, etc.
- Send mailing to daycares/pre-schools with call to action to visit www.buckleupkids.state.mn.us for CPS-related materials info for CPS Week.
- Pitch partners to support CPS message through their social media outreach (Children's Museum, zoos, etc.).
- Motorcycle safety booth/rep at Minnesota Zoo "Ride 'n Roar" event
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — reviewing of OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

Paid Media

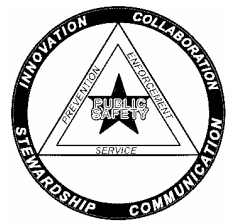
- HEAT buy ramps down.
- NightCAP DWI — continue ad flight for campaign that targets markets in the 13 deadliest counties for impaired driving (TV, radio, indoor, gas pumptoppers, college/alternative newspapers).
- Special Programming — continue planning/securing opportunities for TV/radio partnerships for ongoing "special programming" buys to air during special high-ratings shows outside of major mobilization buys (sports, MTV-oriented specials, etc.).
- Motorcycle Impaired — continue of June–September motorcycle impaired TV campaign
- Continue motorcycle conspicuity campaign outdoor/TV/Web begins (May–Sept).
- Minnesota Twins (TBD) — continue six-month, home plate signage campaign with Minnesota Twins (April–May, seat belt message; June–Sept. impaired driving message).
- Begin paid media contract process for FY11.

Highway Safety Plan Program Areas

Introduction

Once upon a time, it seemed easy to assign a project to a specific area and have only one coordinator really understand what that project was about. Those days have long since passed and Minnesota is a safer state for their passage. While projects by necessity are still usually assigned to one program area and one coordinator, those decisions are seldom easy or obvious. Each coordinator must have an understanding of the total traffic safety landscape to be able to make his or her individual projects successful and efficient. For ease of use, Minnesota's Highway Safety Plan is organized by the following general area codes used in the Grant Tracking System: planning and administration, occupant protection, impaired driving, police traffic services, traffic records, community programs, motorcycle safety, and roadway safety. The reader is considered forewarned that synergies abound.

The following pages provide information about all the projects of OTS during federal fiscal year 2010. We have included brief descriptions of all types of funding sources and special projects of which we have information at this time. Revisions to the Highway Safety Plan will be written as necessary. This Highway Safety Plan supports our mission, will move us towards zero deaths and our interim goals, and ultimately help us achieve our vision of a safer Minnesota.



10-01: Planning and Administration

Planning and Administration is a critical function of Minnesota's traffic safety program, ensuring funds are used on identified problems, towards target markets, and on the strategies most likely to make an impact on the number of crash related deaths and serious injuries. The OTS uses P&A funds to support the operational costs of the Office of Traffic Safety (such as rent, supplies, phones, general mailings, in-state travel, and employee development and training) and some staff salaries. While the OTS' re-organization is being processed it is not yet completed. At the beginning of the 2010 year, the following OTS staff members are supported through P&A projects:

- Director (1)
- Deputy Director (1)
- Support Staff (3)
- Program Coordinator (1.00)
- Accounting Officer (.5)

During 2008 and 2009, the Office of Traffic Safety (OTS) met with other divisions of the Department of Public Safety (DPS) to discuss website based grant systems, commonly called "E-Grants". The development of the system is presently under contract to AGATE. To provide funding for OTS' share of a system, an E-Grant project is set up in each of the occupant protection, impaired driving, police traffic services, traffic records, community programs, and motorcycle areas. In total, \$210,000 from OTS is available to be used for the E-Grants system. We expect it to be completed during 2010.

Project Number: 10-01-01

Project Title: Planning and Administration

Target Population: Public Safety professionals in all units of government

Description: This project provides for the staff responsible for the overall management, support, and operations of the Office of Traffic Safety and projects primarily funded by the National Highway Traffic Safety Administration (NHTSA). In-state travel costs for staff, and the use of state vehicles is also supported to ensure travel within Minnesota to meet traffic safety partners, discuss and monitor projects, and attend in-state meetings, conferences, and workshops. Other funding received and managed by the office is provided by the federal Enforcing Underage Drinking Law program, and the state funded planning and administrative match, and the state dedicated Motorcycle Safety Fund

and the Child Seats for Needy Families Fund, The activities undertaken include prioritizing problems and solutions based on crash data, providing leadership and guidance to the program, directing and testifying on traffic safety legislation as appropriate, seeking approval and providing information for the biennial state budget, and providing support services and oversight for program staff members and the operations of the Office of Traffic Safety. Allowable costs are split on a 50/50 basis between federal and state funds.

Evaluation Business programs are efficiently and effectively managed so that operations support the effectiveness of program areas and work towards obtaining our goals and objectives.

Directing Agency: DPS:OTS

Project Number: 10-01-02

Project Title: Planning and Administration Accounting

Target Population: Staff of Office of Traffic Safety

Description: This project provides the OTS with the services of an accounting officer on a half-time basis to set up and track budgets in the state system, submit the voucher of costs incurred on the grant tracking system (GTS), provide financial reports to the OTS and others, and assist the OTS with fiscal processes and procedures. Costs associated with the project include rent, salary, fringe benefits, and indirect costs. Allowable costs are split on a 50/50 basis between federal and state funds.

Evaluation OTS accurately adheres to the fiscal requirements of both the NHTSA and state systems.

Directing Agency: DPS: Office of Fiscal & Administrative Services

Funding for Planning & Administration

In thousands of dollars

10-01					
Code	PA	State	Total	Federal benefit to Local	Percent Local Benefit
Section	402				
Project					
01 P & A OTS	410.0	435.0	845.0	0.0	0%
02 P& A Finance	25.0	25.0	50.0	0.0	0%
Total	435.0	460.0	895.0	0.0	0%

10-02: Occupant Protection

Occupant Protection programs in Minnesota take a variety of forms. The projects listed in this section reflect our Child Passenger Safety (CPS) initiatives, projects aimed solely at increasing belt use or measuring it, and providing extra enforcement for the May seat belt mobilization. Other projects related to occupant protection can be found in the Police Traffic Services section (including enforcement hours, liaisons, and equipment incentives) and the Community Programs section (including public education, media relations, and paid media).

Effective June 9, 2009, Minnesota's Seat Belt Law was made a primary offense, meaning drivers and passengers in all seating positions must be buckled up or in the correct child restraint. In addition, effective July 1, 2009, Minnesota's Booster Seat Law was passed, requiring a child who is both under age 8 and shorter than 4 feet 9 inches to be fastened in a child safety seat that meets federal safety standards. Under this law, a child cannot use a seat belt alone until they are age 8 or 4 feet 9 inches tall.

Please note that many of OTS programs related to seat belts are listed in other sections of the Highway Safety Plan. Enforcement projects related to seat belts are included in all the *Safe & Sober* projects in the police traffic section (section 4) and local coalition projects related to seat belts are in the community programs section (section 3). In addition, seat belt campaign materials, earned media kits, and paid media are also provided through the community programs section, and the services of the *Safe & Sober* and community health liaisons who work approximately half their time on seat belts are provided elsewhere.

Minnesota crash data are persuasive; of the 325 motor vehicle occupants killed in 2008, only 45 percent were known to be buckled up. And, of the 1,104 motor vehicle occupants severely injured, only 51 percent were known to be buckled up. Young people are especially at risk; four out of every ten motor vehicle occupants killed or severely injured in Minnesota are aged 15-29. Tragically, only 40 percent of them were known to be buckled up. Males of all ages are less likely than females to wear their seat belts. Of all the males killed or injured in 2008 crashes, only 73% were known to be buckled up, while 82% of the females were. Seat belt usage is worse during late night hours. During crashes between 9:00 p.m. and 3:00 a.m., only 31 percent of those killed or severely injured were known to be buckled up. This compares to 55 percent belt use during the rest of the time. Thus, attention to enforcing seat belt use in the evening is being strengthened by OTS, regardless of the obvious difficulties.

From our Observational Studies, we found that males in the general population buckle up less often than females (by 7 percentage points), pick-up truck drivers buckled up less than drivers of other vehicles by about 6 percentage points, and those classified as 16 to 29 years old wear their seat belts less than other age cohorts. It is interesting to note, however, that all age groups showed an increase over last June's survey.

When drawing conclusions from the following tables, it is important to keep in mind that the smaller the number of individuals observed in the cohort, the larger the range for statistical significance will be. For example, since so few children between birth and ten are observed, the changes in use from one year to the next are relatively meaningless.

Observed Shoulder Belt Use and Unweighted Number by Age

Survey Date	Estimated Age									
	0–10		11–15		16–29		30–64		65–Up	
	%	N	%	N	%	N	%	N	%	N
June 2005	86.7	116	80.3	274	74.8	4,524	84.8	8,205	88.7	1,560
June 2006	81.0	85	85.5	302	75.6	4,320	82.0	8,943	88.6	1,713
June 2007	95.1	80	89.8	235	77.9	2,868	87.5	7,987	93.3	1,530
June 2008	91.3	86	86.1	259	81.5	3,062	86.4	7,020	89.0	1,477
June 2009	95.9	80	88.5	208	83.9	3,174	86.5	7,410	90.8	1,603

Observed Shoulder Belt Use and Unweighted Number by Vehicle Type and Site Type

Site Type & Survey Date*	All Vehicles		Car		SUV		Van/Minivan		Pickup	
	%	N	%	N	%	N	%	N	%	N
Intersection05	80.6	7,408	82.0	3,703	83.9	1,511	87.0	932	68.8	1,262
Intersection06	79.7	8,322	81.8	3,921	83.1	1,643	84.4	1,163	68.7	1,595
Intersection07	85.7	6,964	86.6	3,333	90.3	1,445	90.7	1,008	74.5	1,178
Intersection08	84.8	6,611	86.3	3,315	88.7	1,302	88.9	985	76.1	1,189
Intersection 09	85.2	7,390	86.1	3,702	88.8	1,440	90.7	936	76.0	1,312
Exit Ramp 05	87.5	7,289	87.9	3,827	91.1	1,437	89.4	1,016	78.6	1,009
Exit Ramp 06	84.7	7,058	85.6	3,630	86.1	1,374	86.8	1,005	76.1	1,049
Exit Ramp 07	87.5	5,749	87.2	2,919	89.4	1,172	91.6	837	80.7	821
Exit Ramp 08	87.4	5,339	87.8	2,761	89.1	1,070	88.5	771	81.4	737
Exit Ramp 09	89.8	5,108	90.52	2,641	92.3	1,020	93.3	600	81.1	847

*June

Observed Shoulder Belt Use and Unweighted Number by Sex

Survey Date	Male		Female	
	%	N	%	N
2005	78.7	7,878	87.2	6,692
2006	77.0	8,303	85.9	6,882
2007	82.7	6,986	90.2	5,704
2008	81.7	6,640	90.7	5,223
2009	83.4	6,917	90.4	5,543

Progress in occupant protection use can be seen on several fronts. Less obvious than the increase in seat belt use in the general driving population, but equally important, is the steady decrease in severe injuries that has occurred over the past decade. Although the total number of people involved in crashes each year doesn't change a great deal, many fewer people suffer debilitating and disfiguring injuries – an accomplishment we credit to increased belt use.

Project Number: 10-02-01
Project Title: Child Passenger Safety (CPS) and Occupant Protection Coordination
Target Population: NHTSA, State of Minnesota, MN Department of Public Safety, project directors, CPS advocates; also the legislature, media, and private citizens with questions or concerns
Description: This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the federally funded occupant protection projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to increase the appropriate use of child seats and seat belts by all occupants in the vehicle, regardless of age or seating position. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. This coordinator is also responsible for providing certification updates for nationally accredited instructors and technicians at the annual Towards Zero Deaths conference. Additionally, the position assists coalitions and partners in the state addressing seat belt issues.
Evaluation Evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination and monitoring of projects undertaken. The written evaluations from the CPS portion of the Toward Zero Deaths conference and reports from the Resource Center(s) will also be used to evaluate the project.
Directing Agency: DPS: OTS

Project Number: 10-02-02
Project Title: Youth Belt Coordination
Target Population: NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
Description: This project provides for a half-time Office of Traffic Safety staff person to manage and coordinate the federally funded occupant protection projects concentrating on 'tweens and teenagers. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to increase seat belt use of all occupants from 10 to 19 years old. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. Additionally, the position exists to assist coalitions and partners in the

state addressing youth traffic safety issues.

Evaluation Evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination and monitoring of projects undertaken.

Directing Agency: DPS: OTS

Project Number: 10-02-03

Project Title: Child Passenger Safety Support

Target Population: CPS advocates, parents and caregivers of children, NHTSA, State of Minnesota, MN Department of Public Safety, and project directors; also the legislature and media with questions and concerns

Description: This project provides for a full-range of material and service support necessary to ensure the safe transportation of children in vehicles. The strategies undertaken include providing training for instructors and clinicians who in turn train parents and caregivers to correctly use the appropriate seat, providing print and other outreach materials to the general public, as well as to CPS instructors and technicians. This project will fund the variety of ways that outreach and education is disseminated to the public and our partners regarding the safe transportation of children. In addition, no more than half of the Section 2011 funds received will be used to provide child and booster seats for needy families. Costs of creating print materials, mailing and shipping, conducting training and workshops, CPS training tools (including child restraint instructional compact discs, latch manuals, and zip drives) and purchasing child restraint systems are all used to support the CPS efforts of staff and partners.

Evaluation The determination of success will consider the results of evaluations completed by car seat clinic and fitting stations users, by advocates who are trained and work with the program, and by the results of the implementation of a program providing car seats to needy families.

Directing Agency: DPS: OTS

Project Number: 10-02-04

Project Title: E-Grants Support

Target Population: DPS, OTS, federal project directors, and potential project directors

Description: OTS, along with other divisions in Public Safety, has been working toward developing and implementing a web based grant application and management system. In 2009, the business analysis was completed and a Request for Proposals (RFP) written to begin the work

in earnest. This project provides for a portion of the costs for Agate Software Inc. to design and develop a grant system that will cover the whole life of the grant; from RFP, to application, to award, to invoicing and reporting. The system will make it easier and more efficient for applicants, as well as, the Office of Traffic Safety. In addition, the system will help OTS to better manage and track the grants.

Evaluation Evaluation will be administrative in nature; considering progress made on developing and implementing the system and written surveys of users of the product both within the state and with our outside partners.

Directing Agency: DPS: OTS through contracts with Agate Software (Intelligrants)

Project Number: 10-02-05

Project Title: Safety Belt Observational Surveys

Target Population: NHTSA, Minnesota Legislature, and Safety Professionals

Description: Minnesota's random, statistically valid, NHTSA –approved survey of seat belt use allows us to capture demographic data to help target our passenger protection program as well as judge the success of our efforts to convince Minnesotans to simply buckle up. The survey may be conducted multiple times throughout the year to evaluate our efforts as well as to determine our statewide rate. Surveys will also aid in evaluation of the *Click It or Ticket* May enforcement mobilization. Reports on safety belt usage will be generated. Survey costs include gathering the data, analyzing the data, and generating the statewide use report as well as wireless charges to transmit the data. The use of Personal Digital Assistants (PDAs) has eliminated the costs for data entry and allows the OTS to oversee the data collection process more efficiently.

Evaluation Evaluation is administrative for this project -- the surveys will be completed in a timely manner and in accordance with the official survey methodology and the results will be reported on schedule. The results of the survey will be used to evaluate progress in increasing the safety belt use rate.

Directing Agency: DPS-OTS with some contracts to private firms and individuals.

Project Number: 10-02-06

Project Title: Minnesota Seat Belt Coalition

Target Population: Coalition members and policy makers

Description: The Minnesota Seat Belt Coalition is a large and diverse group of

organizations and individuals supportive of increasing seat belt use in the state. Coordination of the Coalition activities is housed at the Minnesota Safety Council. This project provides financial support for the coalition's work including mailings and meeting expenses. This year the coalition will focus on publicizing the primary, standard seat belt law and booster seat law passed in 2009.

Evaluation The evaluation will be administrative in nature, in so far as is possible, gathering data on the types of outreach to be undertaken and the audiences reached.

Directing Agency: Minnesota Safety Council thorough a grant with DPS:OTS

Project Number: 10-02-07

Project Title: May Mobilization Mini Grants

Target Population: Minnesota residents and visitors in vehicles on our roadways

Description: While some enforcement agencies successfully apply for and receive competitive year-long grants to conduct enhanced traffic enforcement patrols in waves focusing on seat belts, impaired driving, and speeding, the majority of agencies in the state do not. Success in increasing seat belt use is closely tied to enforcement efforts and the paid and earned media surrounding those efforts. Therefore, during the May *Click It or Ticket* mobilization, mini-grants for overtime enforcement of seat belts will be provided to agencies in the state which have demonstrated a commitment to seat belt enforcement in the past or can demonstrate a new commitment to seat belt enforcement.

Evaluation The overall May mobilization will be evaluated as shown by seat belt use in observational surveys; knowledge, awareness, and attitudes shown by random telephone surveys; and enforcement related results of the grantees.

Directing Agency: DPS: OTS through mini-grants to agencies for overtime enforcement

Project Number: 10-02-08

Project Title: Child Seats for Needy Families

Target Population: Organizations concerned with child passenger seat use

Description: Fines for failure to comply with the child passenger safety law are dedicated to the Minnesota Child Restraint and Education Account, the primary state means for providing car seats to low-income families. OTS uses the funds to support child safety seats to trained child passenger safety specialists who distribute the safety restraints at the same time they provide education to families. A grant program has

been developed that allows local agencies to order and distribute child restraints for which lower than usual prices have been obtained under a state purchasing contract. The agencies complete an application, accept the state educational outline, and provide proof of child passenger safety certification, samples of print materials, and attest to following a low-income guideline for recipient selection. Additional funding will be provided by the 2011 grant (not more than half used to purchase seats) and will be sought from foundations, and from service and philanthropic organizations.

Evaluation Feedback from the organizations and advocates receiving the seats will be considered, along with the number of car seats distributed to needy families.

Directing Agency: DPS: OTS

Project Number: 10-02-09

Project Title: Signs and Vests for Seat Belts

Target Population: Drivers on Minnesota's Roadways

Description: High visibility vests that meet federal ANSCII requirements will be purchased and provided to law enforcement officers. The vests will include signage identifying the focus of the patrolling as either seat belts or speed. In addition, large plastic signs that can be placed alongside the roadway to publicize seat belt or speed patrolling will be purchased and provided to agencies.

Evaluation Law enforcement agencies will have access to the collateral materials they need for high visibility enforcement efforts.

Directing Agency: DPS/OTS

Project Number: 10-02-10

Project Title: Nighttime Belt Surveys

Target Population: Designers and Developers of Programs Related to Seat Belts

Description: The FARS system and the MnDPS crash data base clearly show those who are killed and severely injured on Minnesota roadways during night-time hours are much less likely to be wearing their seat belts than those killed and severely injured during daylight. This project will provide for night-time seat belt observation surveys to be conducted and will provide for survey design, equipment purchase, observers time and expenses, and data analysis.

Evaluation OTS will know the incidence of seat belt use in the general population during night time hours, rather than only those who are killed and

severely injured in crashes.
Directing Agency: DPS: OTS

Project Number: 10-02-11
Project Title: Seat Belt Enforcement
Target Population: Young male drivers in Minnesota
Description: A primary, standard seat belt law passed the Minnesota legislature during the 2009 legislative session. This project will provide for increased enforcement of the seat belt law during the 2010 through 2012 federal years. Costs reimbursed will include overtime salaries and fringe benefits.
Evaluation The seat belt use rate as identified by day time and night time observational surveys will increase.
Directing Agency: DPS: OTS

Project Number: 10-02-12
Project Title: 2010 2011 for 2011
Target Population: Policy makers, OTS, CPS advocates, and ultimately, parents and caregivers of children under the age of eight
Description: Section 2011 child safety and booster seat funds are expected to be used in the year following their appropriation due to the time of year the obligations come down to the states. In case 2011 funding is available to Minnesota from federal 2010, this placeholder project has been set up.
Evaluation To be determined
Directing Agency: DPS: OTS through grants and contracts as needed

Funding for Occupant Protection

10-02

In Thousands of Dollars

Project	Code Section	OP 402	K4OP 406	K3 2011	State & Local	Only Fed Total	Total	Local Benefit	% Local Benefit
01 OP/CPS Coordination		105.0				105.0	105.0	87.2	83%
02 Youth Belt Coordination		56.0				56.0	56.0	33.6	60%
03 CPS Support		140.0		380.0		520.0	520.0	520.0	100%
04 E-Grant Support		35.0				35.0	35.0	0.0	0%
05 Daytime Seat Belt Use Surveys		65.0				65.0	65.0	16.3	25%
06 Seat Belt Coalition		50.0				50.0	50.0	25.0	50%
07 May Enforcement Mini-Grants		85.0			25.0	85.0	110.0	85.0	100%
08 Child Seats for Needy Families					45.0	0.0	45.0		
09 Signs & Vests for HVE			440.0			440.0	440.0	418.0	95%
10 Nighttime Belt Surveys			200.0			200.0	200.0	50.0	25%
11 Special Belt Enforcement			1,630.0			1,630.0	1,630.0	1,304.0	80%
12 Section 2011 CPS for Year 2011				400.0		400.0	400.0		
TOTAL		536.0	2,270.0	780.0	70.0	3,586.0	4,011.0	2,539.0	

Total local benefit is 83% for child seat and seat belts and 60% for 'Tweens and Teens

10-03: Impaired Driving

In 2008, alcohol-related fatalities decreased by 14 percent in Minnesota; 163 people died in alcohol-related crashes, the lowest number on record. There was a related decrease in the percentage of fatalities that were alcohol related -- from 37 percent to 36 percent. Alcohol-related severe injuries decreased again, and also reached the lowest number on record; there were 337 in 2008. This number represents a 12 percent decrease from the previous year. The greatest success that Minnesota experienced during 2008 with reducing alcohol involvement in motor vehicle fatalities is with young people between the ages of 15-19. Seventy percent fewer people died in this age group in 2008 than in 2007 (10 in 2007 and only 3 in 2008). The percentage of underage drivers arrested for DWI also decreased from 8.9 percent in 2007 to 8.3 percent in 2008. The most significant problem remains with the 20 to 24 year olds who accounted for 23 percent of the alcohol-related fatalities and 24 percent of impaired driving arrests. Another area of concern is with the 25 to 29 year olds. They accounted for 16 percent of the alcohol-related fatalities and 19 percent of impaired driving arrests.

Paid media, enforcement and educational programs will remain focused on the male driver. Eighty-five percent of drivers killed over the legal limit were male and 80% of drivers arrested for DWI are male. Special attention will be given to the months of July, August, and October since 40 percent of the alcohol related fatalities occurred in just those three months.

The cornerstone for Minnesota's traffic safety program will continue to be our strong high visibility enforcement projects. Research indicates high visibility enforcement is the most effective deterrent in changing people's drinking and driving behavior. It is vital for reducing fatalities and severe injuries. Minnesota will fund projects that support high visibility enforcement and continue to seek new ways to increase the public's awareness of the enforcement effort. The OTS office continues to encourage the use of roadway signs, reflective vests and other useful tools to increase the visibility of law enforcement's enforcement activity. Saturation patrols will be funded statewide; however the majority of the funding will be focused in the top 13 counties that were identified as having over 50% percent of alcohol-related fatalities and severe injuries. Community education programs have been developed specifically for these counties as well.

Repeat DWI offenders continue to be an area of concern and an area of steady success. Historically, Minnesota averaged between 45 to 50 percent of people arrested for DWI had a previous conviction of DWI. In 2005, 40 percent of the people arrested were repeat offenders and in 2007 it was reduced to 38%. Programs, such as DWI courts, that help reduce recidivism will be encouraged and supported by the Traffic Safety Office. The number of DWI courts has grown from one in 2006 to nine in 2009 graduating over

100 people and not one of them has recidivated. Ignition interlock is another tool that can be used to help reduce recidivism. A pilot program designed to determine best use of the tool has expanded statewide. As a result of the pilot program, Minnesota is reviewing administrative license sanctions to determine the most effective use of the ignition interlock tool and other new countermeasures.

Minnesota is expanding the development of a DWI system that will be useful in collecting DWI arrest data and help system users to more effectively do their job. The first phase of this system was development of the e-charging system. The e-charging project that will allow law enforcement to file DWI arrest forms electronically was piloted in one county in 2009 and will be expanded for statewide use in the coming year. Minnesota is excited to add an additional component on to this system by integrating the breath testing instruments. Integrating new breath testing instruments with e-charging will be extremely beneficial to law enforcement in the DWI arrest process and assist in providing information for deployment of effective enforcement programs.

Minnesota is proud of its success in keeping alcohol-related fatalities and severe injuries low. Strong traffic safety partnerships and programs coupled with new innovative programs will help drive fatalities even closer to zero.

Project Number:	10-03-01
Project Title:	Impaired Driving Coordination
Target Population:	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
Description:	This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the federally funded impaired driving projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to decrease impaired driving in Minnesota and to assist other groups in the state addressing impaired driving. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. So far as possible, this position will be funded out of 164 funds. 402 funds will be used if sufficient 164 Transfer funds are not expended.
Evaluation	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the

successful coordination of projects undertaken.

Directing Agency: DPS: OTS

Project Number: 10-03-02

Project Title: Youth Alcohol Coordination

Target Population: NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns

Description: This project provides for a half-time Office of Traffic Safety staff person to manage and coordinate the majority of the federally funded projects related to teenagers and to underage drinking. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to decrease the high risk behaviors of those under the age of 21, decrease minors' access to alcohol, and increase enforcement of minor consumption and sales of alcohol to minors laws. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. So far as possible, this position will be funded out of 164 funds. 402 funds will be used if sufficient 164 Transfer funds are not expended.

Evaluation The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.

Directing Agency: DPS: OTS

Project Number: 10-03-03

Project Title: Additional Impaired Driving Coordination

Target Population: NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns

Description: This project provides for one full-time and one half-time Office of Traffic Safety staffers to manage and coordinate the federally funded impaired driving projects related to public information and education, and enforcement, community programs. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of these positions are to decrease impaired driving in Minnesota and to assist coalitions in the state addressing impaired driving. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and

media inquiries, and forming beneficial partnerships. So far as possible, this position will be funded out of 164 funds. 402 funds will be used if sufficient 164 Transfer funds are not expended.

Evaluation The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.

Directing Agency: DPS: OTS

Project Number: 10-03-04

Project Title: E-Grants Support

Target Population: DPS, OTS, federal project directors, and potential project directors

Description: OTS, along with other divisions in Public Safety, has been working toward developing and implementing a web based grant application and management system. In 2009, the business analysis was completed and a Request for Proposals (RFP) written to begin the work in earnest. This project provides for a portion of the costs for Agate Software Inc. to design and develop a grant system that will cover the whole life of the grant; from RFP, to application, to award, to invoicing and reporting. The system will make it easier and more efficient for applicants, as well as, the Office of Traffic Safety. In addition, the system will help OTS to better manage and track the grants.

Evaluation Evaluation will be administrative in nature; considering progress made on developing and implementing the system and written surveys of users of the product both within the state and with our outside partners.

Directing Agency: DPS: OTS through contracts with Agate Software (Intelligrants)

Project Number: 10-03-05

Project Title: Drug Recognition Expert/Advanced Officer Training

Target Population: Law enforcement officers, with priority given to agencies with *Safe & Sober* grants that are required to have training, and through them, drug and alcohol impaired drivers.

Description: The project provides funding for one State Patrol trooper to coordinate, provide instructors, and supply materials for the advanced traffic training courses provided by the project. These courses include delivery of one drug recognition evaluator (DRE) course, recertification training for current DREs, advanced training in OPUE II (Minnesota's version of TOPS), SFST, Advanced SFST – Drugs that Impair, SFST Update, and at least one SFST instructor course. Classes are provided without charge to state, municipal and county officers as requested, with a priority given to enforcement officers that are required to take courses prior to working

Evaluation NightCAP and *Safe and Sober* shifts. In a new task, the project will provide phlebotomist (drawing of blood) training for officers needing it. The project evaluation will be based on the number of officers that receive training and their level of their satisfaction with the training. The DRE program will be evaluated based on the number of controlled substance arrests and the level of satisfaction that officers state on the evaluations of training received.

Directing Agency: MSP with a grant from OTS

Project Number: 10-03-06

Project Title: Dakota County High Visibility Saturations

Target Population: Drivers in Dakota County

Description: The Dakota County Saturations Project is a highly publicized impaired driving enforcement program in a southeastern metropolitan county which is the 5th highest county for number of alcohol-related fatalities and severe injuries. Impaired driving saturations will be conducted four times a month and include representatives from all twelve participating agencies. Locations for the saturations will be strategically selected based on areas of the county that have a high number of alcohol-related fatalities and severe injury crashes. The same agencies will receive money for seat belt enforcement through 10-04-05.

Evaluation A survey will be conducted on the residents of Dakota County to determine the public's awareness of the risks of driving impaired and their likeliness of being arrested. Further, agencies have set an objective to increase DWI arrests within the county and decrease the number of alcohol-related fatalities and severe injuries.

Directing Agency: Mendota Heights Police Department with grant from OTS

Project Number: 10-03-07

Project Title: Night CAP Liaison

Target Population: Minnesota State Patrol supervisors and Minnesota county and local law enforcement administrators

Description: This project will provide funding for a law enforcement liaison to facilitate the planning, promotion, and execution of the Operation NightCAP (Concentrated Alcohol Patrol) saturation program and assist the OTS with the planning of the impaired driving crackdowns. The liaison will plan and coordinate monthly impaired driving enforcement saturations in the 13 counties with the highest number of alcohol-related deaths and serious injuries. In addition, the liaison will promote, plan and coordinate both on-duty and overtime saturations statewide in

locations with high impaired driving. The liaison is responsible for the maintenance and usage of the Breath Alcohol Test (BAT) Mobile” (a recreational vehicle van equipped with an Intoxilyzer evidenciary machine, a dark room for DRE tests, and holding cell) to make processing of impaired drivers as easy and quick as possible. Further, the liaison is responsible for promoting Operation NightCAP and traffic safety messages at local events and conferences through the usage of the “BAT Mobile” and NightCAP Junior Bug.

Evaluation The liaison will be evaluated based on meeting the requirement to conduct one saturation every month in each of the 13 counties with the highest number of alcohol-related deaths and severe injuries, whether alcohol-related crashes have decreased in those counties, and if telephone surveys indicate an increased awareness of the impaired driving enforcement by the general public. Finally, an increase in the number of on-duty saturations will indicate project success.

Directing Agency: DPS: OTS through a contract with a retired officer

Project Number: 10-03-08

Project Title: Operation Night CAP

Target Population: Minnesota drivers, especially those who reside in the counties that have a high percentage of the alcohol-related fatalities and serious injuries

Description: Operation NightCAP is an overtime and on-duty enforcement program that funds impaired driving saturations throughout the state. Saturations will occur at least monthly in the 13 counties with the highest number of alcohol-related deaths and serious injuries. Five of these counties will be funded through a pilot project, 10-03-36. Other saturations will occur in areas of the state during events when impaired driving is prevalent. All saturations include participation by state, county, and local agencies. In addition, this project funds one clerical position to support this and other MSP traffic safety projects.

Evaluation The project will be evaluated based on the requirement to conduct one saturation every month in each of the 13 counties with the highest number of alcohol-related deaths and sever injuries. A completed evaluation will determine if alcohol-related crashes have decreased in these counties and if DWIs increased. In addition, the project will be evaluated to determine if the number of on-duty saturations have increased.

Directing Agency: DPS: MSP with a grant from OTS

Project Number: 10-03-09

Project Title:	Night CAP Equipment
Target Population:	Law enforcement agencies who participate in NightCAP
Description:	During 2009, OTS was informed that a very limited number of specific items can be purchased with impaired driving funding, regardless of whether the item is given in place of overtime hours worked. Until we hear differently, only in-squad camera, PBTs, and other impaired driving specific equipment will be provided with 410 or 164 funds. Equipment will be provided to those agencies that participate in the NightCAP program on an on-duty basis -- they do not receive overtime reimbursement. When this project is not allowed to provide the incentives, OTS will charge a limited number of them to 10-04-08. Hats given to officers who complete a hat trick (3 DWIs on one shift) are also provided by the NightCAP project. No single piece of equipment will cost over \$5,000 without a request for approval letter being first submitted to the NHTSA.
Evaluation	Agencies receiving equipment will also receive a postcard to complete and send in that will give information on their opinions on the program and equipment.
Directing Agency:	DPS: OTS

Project Number:	10-03-10
Project Title:	DWI <i>Safe & Sober</i> Challenge
Target Population:	Law enforcement agencies who do not receive overtime enforcement grants
Description:	This project will fund the portion of the <i>Safe & Sober</i> Challenge awards related to impaired driving. In concert with 10-04-07, the <i>Safe & Sober</i> Challenge provides mini-grants to agencies whose traffic safety efforts in the previous year, which were not enhanced by a <i>Safe & Sober</i> grant are evaluated as worthy in comparison to other applications. While this project funds awards for agencies reporting on their 2009 federal year work, during the 2010 year, the Challenge program will be re-vamped.
Evaluation	The project will be evaluated based on the number of agencies participating and the level of enforcement by participating agencies.
Directing Agency:	DPS: OTS

Project Number:	10-03-11
Project Title:	Resource Prosecutor

Target Population: Resource Prosecutor

Description: Court administrators, judges, prosecutors, and enforcement officers

Evaluation: This position will provide for a traffic safety resource prosecutor to serve as a liaison between the NHTSA, OTS, and county and city prosecutors was provided by the OTS. This is the fourth year of the Minnesota County Attorney's Association is contracted to conduct the project. The focus of the work is on prosecutor training, case consultation, research assistance, brief bans, expert witness referrals, monthly newsletters, a website for resources, and community outreach with MADD, schools, and other groups.

Directing Agency: The resource prosecutor will set goals and objectives with OTS; and progress towards their completion will be tracked. The number of prosecutors contacted and served, training conducted, and outreach activities conducted will be part of the project evaluation, as will evaluations of training received.

The Minnesota County Attorneys Association through a contract with the OTS

Project Number: 10-03-12

Project Title: Law and Legal Training

Target Population: Law enforcement officers and county and city attorneys

Description: This project provides an avenue to ensure annual training is easily available to Minnesota officers and prosecutors on new traffic safety law and DWI court rulings. Training will be provided through video conferencing as a cost saving method, as well as a way to make the training accessible to more officers.

Evaluation: Participants will provide information through evaluation sheets which will be analyzed and reported by the contractor, and used to implement improvements and changes to future training..

Directing Agency: The Minnesota County Attorneys Association through a contract with the OTS

Project Number: 10-03-13

Project Title: *Safe & Sober* DWI with Communities

Target Population: Potential Impaired drivers at *Safe & Sober* grant sites

Description: *Safe & Sober* is Minnesota's statewide Selected Traffic Enforcement (STEP) Program, combining enhanced enforcement with public education and media relations of that enforcement. The program provides overtime funding in the form of saturations specifically for DWI periods of the *Safe & Sober* program – four weekends in December

and the Labor Day crackdown in conjunction with the national effort. Grants are awarded in a competitive process with eligibility restricted to those over-represented in crashes or in one of the 20 counties with the highest number of traffic deaths. See also project 10-04-05.

Evaluation In addition to three enforcement performance measures designed by OTS, each *Safe & Sober* grant must write at least three objectives of their own in specific formats and report their progress towards meeting those objectives in their final report to OTS. In addition, the results of the DVS website and telephone surveys related to the Labor Day efforts will be used to evaluate the overall efforts.

Directing Agency: Local Police Departments and Sheriffs' Offices with Grants from OTS:
DPS

Project Number: 10-03-14

Project Title: DWI Courts

Target Population: Minnesota Judiciary and Convicted DWI Offenders

Description: This project supports judicial leadership in the development of DWI Courts for repeat DWI offenders. The Minnesota Supreme Court and Office of Juvenile Justice Programs have dedicated state and federal grant funding for the implementation of Drug Courts. The project will augment state, local and other federal funding to support additional courts that will focus on repeat high risk DWI offenders. Funding will also support training for new and current DWI Court members in addition to evaluation of the current programs.

Evaluation The project will be evaluated based on the number of offenders that are managed by the court system through this method and the recidivism rate of DWI Court graduates. Success will be determined by the number of courts that are able to achieve self sustainability with a court program that is effective in reducing impaired driving.

Directing Agency: Judicial Districts through grants from OTS

Project Number: 10-03-15

Project Title: Alcohol Focused Safe Roads

Target Population: People in communities over-involved in alcohol related crashes

Description: During the summer of 2009, OTS completely re-vamped our community programs through a new RFP with a new name: TZD Safe Roads. Only areas that are over-involved in crashes are eligible to apply for the new grants. OTS provided problem identification tables, required agencies to work on the issues in which they were most over-involved, and set the list of countermeasure options. This project provides funding for the

tasks they will conduct related to impaired driving. A workshop with the grantees from the Safe Communities projects will be conducted at the TZD conference. Most coalitions receiving impaired driving money also receive some funding related to other traffic safety issues under project 10-06-07.

Evaluation Grantees are required to set measurable goals and objectives as part of their grant contracts. Progress towards meeting those goals will be the evaluation of the overall project.

Directing Agency: County and non-profit agencies through DPS:OTS' grants

Project Number: 10-03-16

Project Title: Impaired Driving Facts Book

Target Population: Minnesotans interested in impaired driving

Description: This project will fund printing an Impaired Driving Facts book which will document detailed information on impaired driving arrests, crashes, serious injuries, and fatalities.

Evaluation The Impaired Driving Fact book is extremely popular and in high demand. The project will be evaluated based on the number of requests and feedback received.

Directing Agency: DPS: OTS

Project Number: 10-03-17

Project Title: Alcohol Media Relations

Target Population: Minnesota's media, travelers, law enforcement and other traffic safety partners. In particular, those most likely to drive impaired (young males) and those identified as over-represented in fatal and serious injury crashes.

Description: This project provides print and electronic materials on alcohol related traffic safety issues, as well as media relations services. The earned media materials to be provided include, but are not limited to, brochures, *Safe & Sober* media wave packets, production costs for public service announcements and paid ads, and poster boards and other materials to assist with news conferences and events. In addition to materials, costs include salaries, fringe benefits, indirect costs, and travel for two full-time equivalent staff who develop and direct the public information and education efforts. This project is conducted in conjunction with 10-06-05 which focuses on issues other than impaired driving.

<p>Evaluation</p> <p>Directing Agency:</p>	<p>Evaluation consider reports on frequency and reach of paid media messages and results of surveys on public recognition of messages and knowledge of activities.</p> <p>DPS: Office of Communications with a grant from OTS</p>
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<p>Project Number:</p> <p>Project Title:</p> <p>Target Population:</p> <p>Description:</p> <p>Evaluation</p> <p>Directing Agency:</p>	<p>10-03-18</p> <p>Crackdown Incentive Equipment</p> <p>Participants in two impaired driving crackdowns</p> <p>Agencies that participate in the December and Labor Day-crackdowns focusing on impaired driving will be eligible for an incentive. Participation is defined as conducting enhanced enforcement and media relations, and reporting results to the OTS. Each reporting agency will receive their choice of equipment worth approximately \$50. In addition, a random drawing will be held for nine larger pieces of equipment. If there is any single piece of equipment that costs more than \$5,000, we will seek prior approval from Region V before purchasing. During 2009, OTS was informed that a very limited number of items can be purchased with impaired driving funding, regardless of whether the item is given in place of overtime hours worked. Until we hear differently, only in-squad camera, PBTs, and other impaired driving specific equipment will be provided with 410 or 164 funds.</p> <p>The evaluation component related to this incentive project will judge if the awards are successfully encouraging more new agencies to participate and past agencies to continue participation.</p> <p>DPS: OTS</p>
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<p>Project Number:</p> <p>Project Title:</p> <p>Target Population:</p> <p>Description:</p> <p>Evaluation</p>	<p>10-03-19</p> <p>DWI Paid Media</p> <p>Those likely to drive impaired (young males) and identified as being over-represented in fatal and serious injury crashes.</p> <p>Paid media is most efficient at reaching hard to reach audiences such as young males. To ensure the messages are seen by the target audience, they can be placed in specific programs and locations such as television and radio shows that audience. Some new mediums such as pump toppers and websites shown by research to be attractive to that audience will also be considered for media buys.</p> <p>The evaluation component related to this program will consider the reach and frequency reported by the media purchaser, as well as the results of the random telephone surveys of awareness of the campaigns</p>
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and any resultant changes in beliefs or behavior.

Directing Agency: DPS: Office of Communications and OTS through a contract with a professional media purchaser

Project Number: 10-03-20

Project Title: DWI Safe & Sober Liaisons

Target Population: County and municipal law enforcement agencies, especially those identified as being over-represented in fatal and serious injury crashes.

Description: The OTS let a request for proposals for law enforcement liaisons between the OTS and the agencies in the state in the summer of 2007. The RFP included the option to renew the contracts for four additional one year periods. For 2010 the third of those options will be used. The liaisons activities relate mainly to impaired driving and seat belts, with speed a tertiary effort. This project is conducted in conjunction with 10-04-06, which funds the liaisons activities that are not related to impaired driving.

Evaluation The evaluation component will consider the number of agencies reporting the impaired driving crackdowns, and the objectives set by the liaisons themselves.

Directing Agency: DPS/OTS through contracts with three liaisons

Project Number: 10-03-21

Project Title: Mobile DWI Data Assistance

Target Population: Sheriff's deputies and police officers patrolling the roadways and discovering impaired drivers

Description: The Transportation Operations Communication Center (TOCC) system originally provided troopers in the field with the ability to send messages to dispatch and communicate car to car, and access to the criminal justice information system on a statewide basis. To further extend these abilities to cover more officers in the state from sheriffs' offices and municipal departments, this project will provide a full-time civilian at the state patrol to provide those other enforcement agencies and the State Patrol itself with the technical know-how to enable their use of the system. This project is conducted in conjunction with 10-04-11 which funds the estimated portion not related to impaired driving.

Evaluation In the short term, project success will be measured by the number of new agencies able to use the system each year and the number requesting to do so. In the long term, we will measure the percentage of

local agencies able to connect and utilize the system.

Directing Agency: DPS: MSP through a grant with OTS

Project Number: 10-03-22

Project Title: Regional Impaired Driving Support

Target Population: Advocates in Minnesota regions

Description: This project compliments the project described under project number, 10-06-13, entitled Regional Support which deals with activities other than impaired driving. The Southeast MnDOT district will be provided with a part-time employee to coordinate projects within the region and to assist other regions. Funding from this portion of the project will focus on reducing impaired driving in specific areas of the state.

Evaluation: The success of the project will be determined by the partnerships created and the level of awareness of traffic safety issues in specific areas. The number of alcohol-related fatalities and severe injuries will ultimately determine success.

Directing Agency: MnDOT District through a grant with OTS/DPS

Project Number: 10-03-23

Project Title: DWI Electronic Charging System

Target Population: Law enforcement officers, prosecutor, courts, and the DPS division of Drivers and Vehicle Services

Description: An impaired driving arrest is time consuming and paper intensive for the arresting officer, prosecuting attorneys and DPS's Driver and Vehicle Services. This project will fund re-engineering the business process for filing forms required to create a criminal complaint and administratively revoke driving privileges of an impaired driver. Under this system, an officer will be able to electronically file all forms required for the DVS and courts to take the appropriate administrative and criminal action against a DWI offender. The systems will expedite the process and make it more quick, accurate, and easy. In 2008 and 2009, the system was piloted in one of the pilot counties. This year the system will be refined and rolled out for use by the remainder of the state. Training on how to use the system will be provided for law enforcement and other users.

Evaluation: The project will be evaluated by how well it is used by law enforcement and how much it improves the speed, accuracy, and ease of filing forms to charge a person with DWI.

Directing Agency: Grants and contracts to be determined by DPS: OTS

Project Number:	10-03-24
Project Title:	DWI Enforcers to Lifesavers
Target Population:	Law enforcement officers in Minnesota
Description:	Up to fifteen local enforcement officers selected by the OTS for their work in ridding the roads of impaired drivers and participating in the OTS' mobilizations and crackdowns will travel to and participate in the Lifesavers conference in Philadelphia, Pennsylvania.
Evaluation	The project will be evaluated based on the traveling officers' ratings of and short reports on the conference.
Directing Agency:	DPS: OTS through professional/technical contracts with individual officers from counties or cities.

Project Number:	10-03-25
Project Title:	Patrol's DWI <i>Safe & Sober</i>
Target Population:	Impaired drivers, especially young males in those jurisdictions over-represented in fatal or severe injury crashes where at least one driver, operator, or pedestrian had been drinking
Description:	<i>Safe & Sober</i> is Minnesota's statewide Selected Traffic Enforcement (STEP) Program, combining enhanced enforcement with public education and media relations of that enforcement. In part, the program provides overtime funding in the form of impaired driving saturations specifically for DWI periods of the <i>Safe & Sober</i> program – four weekends in December and the national Labor Day crackdown. This project provides for the Minnesota State Patrol to participate in the program through the provision of overtime patrolling hours and administrative hours at the district level. The project also funds additional troopers to work at Brainerd International Raceway and We FEST – two large out-state events that generate a great deal of drinking and driving. Other issues focused upon by the <i>Safe & Sober</i> program at the Patrol are funded under project number 10-04-04 in the Police Traffic Services section.
Evaluation	In addition to the three enforcement measures of comparison outlined by the OTS (see 10-04-04), the Patrol will identify three objectives of their own and report on their progress towards meeting those in their final report for the year. Each district of the Patrol shall report separately for each mobilization and crackdown held during the year.
Directing Agency:	DPS: MSP through a grant with OTS

Project Number: 10-03-26
Project Title: DWI Health Liaisons
Target Population: Young males to the age of 34 in Minnesota who are at greater risk for impaired driving than other cohorts.
Description: Last year, the OTS let a request for proposals for persons to act as liaisons between the health community in Minnesota and the OTS. As a result of that RFP, a person was hired and the OTS will retain the full time services of that contractor during 2010. The health liaison's time worked on other traffic safety issues is covered under project 10-06-10; this project covers the activities related to DWIs.
Evaluation: Evaluation of the effectiveness of the liaison is based on the number of new contacts made, the liaison's participation in different health organizations, feedback from grantees, and progress towards objectives set by the liaisons themselves.
Directing Agency: DPS: OTS through contracts identified by the RFP process

Project Number: 10-03-27
Project Title: Innovative DWI Materials
Target Population: Young males in Minnesota.
Description: This project will allow OTS to take advantage of opportunities to purchase innovative materials or otherwise fund innovative ideas to further support impaired driving enforcement in 2010.
Evaluation: Evaluation of the project will be administrative in nature; publicity gained and recognition on the random telephone surveys will be considered.
Directing Agency: DPS: OTS through purchase orders and possibly grants

Project Number: 10-03-28
Project Title: Ignition Interlock
Target Population: Policy Makers and Repeat DWI Offenders
Description: Ignition interlock is a promising tool to help reduce repeat impaired driving. A statewide pilot program for determining the best use of ignition interlock went into effect July 1, 2009. This project will fund a position in DPS's Driver and Vehicle Services that will oversee the implementation of the statewide ignition interlock pilot project. In addition to oversight, the project will fund training and education,

	handouts and website development to inform people of the program.
Evaluation	The program will be evaluated by determining a business process that effectively implements an ignition interlock program that results in a reduction of the recidivism rate and an increase in public safety.
Directing Agency:	DPS:OTS through grants to DVS

Project Number:	10-03-29
Project Title:	Anoka County Ultra-High Visibility
Target Population:	Minnesota young male drivers who reside in or frequently drive through Anoka County
Description:	Anoka County is the third highest county for the number of alcohol-related fatalities and serious injuries. This project will fund two to three highly visible impaired driving enforcement saturations per month throughout the year. This is a populous urban/suburban area just north of the Twin Cities with eleven participating law enforcement agencies. Tools being used to increase the visibility of the enforcement activity include electronic roadside signs, reflective vests, handouts and vehicle insignia that identify the efforts as focusing on impaired driving. A random telephone survey is being used to help evaluate the effectiveness of the program.
Evaluation	A survey of Anoka County residents will be conducted to determine the level of awareness of the program and if there is an increased fear of being apprehended. The long term evaluation will be to determine if the program reduced the number of alcohol- related fatalities and severe injuries within the county.
Directing Agency:	DPS:MSP with a grant from OTS

Project Number:	10-03-30
Project Title:	BCA Breath Testing Instruments
Target Population:	DWI Offenders, Law Enforcement, Prosecuting Attorneys, DPS's Bureau of Criminal Apprehension
Description:	A DWI system will provide the ability to collect data on DWI offenders from the time of arrest through adjudication. Such system will collect data that is pertinent in developing effective impaired driving programs and targeting enforcement activity. Replacement of the current breath testing instruments with instruments that are able to integrate with the e-charging system will bring Minnesota one step closer in creating a complete DWI system. A few of the benefits include:

- Realtime access to results from the field.
- Processing a DWI case will be streamlined.
- Solid/reliable tests should allow for less scientist testimony
- Future considerations include allowing for other partners in DPS to share information realtime (probation).
- Immediate capture of the number of DWI arrests and alcohol concentration level for use by OTS and law enforcement.

Funding will be used to pay for replacement of breath testing instruments, servers and routers needed to collect and store data, integration with the e-charging system, training on the new instruments, implementation supplies, and dry gas regulators and cylinders.

Evaluation: The project will be evaluated by determining that data that is collected by the new breath testing instruments and how the data is used to create more effective programs. In addition to data collection, the project will be evaluated by determining the level of improvement on the speed, accuracy, and ease of filing forms to charge a person with DWI.

Directing Agency: DPS: BCA with a grant from OTS

Project Number: 10-03-31

Project Title: Patrol Management System; BAC Data

Target Population: Impaired driving advocates and agencies, and impaired drivers

Description: The Minnesota State Patrol is responsible for writing reports on approximately 50% of fatal crashes in the state and a large number of other crashes. The Patrol will be adding a DWI component to their record management system (RMS). This project will fund the modifications needed to their present system and the interface required to communicate with the e-charging system to allow this to occur. While our knowledge of BACs in fatal crashes is fairly complete and accurate after a great deal of legwork, the OTS does not have such information on injury or property damage crashes. The system will also be modified to collect the blood alcohol content from all crash reports written by the state patrol and link that data with the crash records.

Evaluation This project will be evaluated by determining how quickly and accurately blood alcohol results are reported in the crash records system and a person is charged with DWI by the criminal justice system.

Directing Agency: DPS: MSP through a grant from OTS

Project Number: 10-03-32

Project Title: DWI Evaluation and Research

Target Population:	Impaired driving advocates and concerned agencies, as well as the media and legislature
Description:	Evaluation of projects continues to be an integral part of traffic safety efforts. The OTS will conduct and/or contract for various methods to evaluate the programs carried out, particularly with regard to the national mobilizations as well as study the impaired driving problem in Minnesota.
Evaluation	Evaluation will be administrative in nature and will consider the usefulness of evaluations conducted and questions answered. The results will be used to evaluate our projects.
Directing Agency:	DPS:OTS through operating budgets, contacts and/or grants

Project Number:	10-03-33
Project Title:	Patrol DWI Out-of-state Travel
Target Population:	Officers of the Minnesota State Patrol
Description:	The MSP will send appropriate officers to attend traffic safety conferences such as Lifesavers and Drug Recognition that are held out of Minnesota. In addition, the MSP will send officers to attend the Towards Zero Deaths Conference which is held within Minnesota. Authorizations for travel or special expenses will be written as needed and submitted to the OTS and Commissioners Offices for approval and expenses reimbursed at a rate no higher than those authorized by Minnesota's Commissioners Plan. Attendees will provide short written reports to OTS after their return.
Evaluation	The reports received on the conferences attended will be used to determine the usefulness of the conferences and ultimately, this project.
Directing Agency:	DPS:MSP with a grant from the OTS

Project Number:	10-03-34
Project Title:	Screening and Brief Intervention
Target Population:	Jails and persons arrested for DWI
Description:	Screening and Brief Interventions (medical personnel discussing alcohol use with patients coming to emergency rooms) is one of the National Highway Traffic Safety Administration's three key components to reducing alcohol-related fatalities and serious injuries. This project will provide a grant for a county to pilot test a new direction for this program. In the past, the screening and intervention was conducted at an emergency room after a person came in with an alcohol -related injury. In the proposed project, a screening and intervention would take

place immediately before a person who has spent the night in jail due to a DWI arrest is released. The project would provide a grant to cover costs for a county that agrees to implement such a program. Funding will also pay for training and evaluation.

Evaluation The program evaluation the successful implementation of the project in the county, the number of people screened and ultimately, if people who received this intervention were less like to recidivate.

Directing Agency: DPS:OTS grant with a county

Project Number: 10-03-35

Project Title: Reviewing DWI Sanctions

Target Population: The Judiciary, Other State Agencies and various Divisions, Enforcement, Advocates, and Legislature

Description: In view of the inclusion of new DWI countermeasures in Minnesota’s impaired driving programs, the time is right to begin reviewing the administrative sanctions for violations of our impaired driving laws. This committee is comprised of over 50 stakeholders representing several state executive agencies, judiciary, law enforcement, prosecuting and defense attorneys, and DWI advocates. Ultimately, the project will result in recommendations on changes to DWI policy, rule and laws.

Evaluation The project will be evaluated based on whether strong policy changes are implemented that are effective in reducing impaired driving and increasing legal drivers.

Directing Agency: DPS:OTS through a grant or contract

Project Number: 10-03-36

Project Title: Pilot County DWI Work

Target Population: Minnesota drivers specifically that reside in Ramsey, Rice, Stearn, Sherburne and St Louis Counties

Description: This enforcement project is designed to encourage law enforcement working within a county to create a comprehensive, year-long, sustained traffic safety enforcement plan. In addition to working the December and Labor Day crackdown, law enforcement agencies are being asked to evaluate their DWI fatalities and severe injury crashes and determine:

- Where they should work
- When they should work
- What behavior issue they should address through enforcement.

All enforcement activity must be highly visible and include a plan to

educate the community about the enforcement activity. This project funds high visibility enforcement activity in Rice, Ramsey, Sherburne, Stearns and St Louis Counties.

Evaluation Telephone surveys will be conducted in each of the counties to determine their effectiveness in increasing the awareness of the enforcement activity and the perceive likeliness of being arrested for DWI if a person drove impaired.

Directing Agency: DPS:OTS through a grant with the MSP and a contract for phone surveys with a private firm

Project Number: 10-03-37

Project Title: Enforcement of Over-serving

Target Population: Liquor Establishments, DWI offenders and Alcohol Gambling Enforcement Division

Description: DWI arrests often are a result of a liquor establishment over-serving a customer and many times these occurrences come from the same location. Minnesota has liquor laws and enforcement agents that can prevent this from happening. This project will fund the Alcohol Gambling Enforcement Division (AGED) to collect data from law enforcement regarding "Last Drink" location at the time of a DWI arrest. AGED will use this data to target their monitoring of liquor establishments for over serving violations. Law enforcement will continue to collect "Last Drink" locations pre and post the AGED enforcement activity to determine if fewer DWI arrests occur from the over-represented liquor establishments.

Evaluation The evaluation will be based on the effectiveness in reducing the number of DWI arrest that name the targeted liquor establishment as the place of "Last Drink".

Directing Agency: DPS:OTS through a grant or contract

Project Number: 10-03-38

Project Title: Minnesota State Patrol Grant Oversight

Target Population: OTS and NHTSA

Description: The ranking officers in the Patrol charged with the management of the federal projects do not have time to think ahead and plan their improvements, coordinate the activities of the various projects, and answer questions in writing from project sponsors in a timely and thoughtful manner. The civilian who works on the projects does not have the responsibility for these higher order activities. This project would fund the part time work of a ranking Patrol officer to take charge of the high level planning and reporting on the projects. OTS would

	ensure the project did not involve supplanting.
Evaluation	Success would be determined by the OTS coordinators working on projects with the Patrol.
Directing Agency:	DPS: OTS at the MSP

Project Number:	10-03-39
Project Title:	Digital In-Squad Video Cameras
Target Population:	MN Law Enforcement Agencies
Description:	OTS will develop a synthesis of national best practices to reduce biased policing as well as compile an overview of activities to decrease bias policing that have occurred in Minnesota to date. From this information, a conceptual framework will be developed to serve as guide to further Minnesota efforts. OTS will issue a request for proposals for law enforcement agencies that seek to purchase in-squad cameras. Agencies that submit a proposal will be evaluated based on their current efforts to reduce biased policing as well as a proposed plan on how the in-squad cameras will be used to further the agency's efforts. Following the distribution of the cameras and the agency final reports submitted, OTS will prepare a summary report on the use of the in-squad cameras to further reduce biased policing. From the information on national best practices, current activities undertaken in MN, and the results from the study period of using the newly purchased in-squad cameras, DPS will develop a comprehensive, recommended framework for Minnesota communities/law enforcement agencies to reduce biased policing.
Evaluation	The grant will be evaluated on the number of law enforcement agencies that received in-car cameras and the completion of a comprehensive DPS framework to reduce biased policing.
Directing Agency:	DPS: OTS

Project Number:	10-03-40
Project Title:	Sober Cab "How to" Guide
Target Population:	Organizations, advocates, and agencies concerned with impaired driving
Description:	There are many models of Sober Cab programs across the country. This project will fund research into their varying forms and the writing of a guide providing step by step information on implementing and conducting each model.
Evaluation	In the short term – this first year -- the completion of the book and the number of models in it would be considered in defining success. In the long term, the number of new sober cab programs related to using the

book would determine success.

Directing Agency: DPS:OTS through a contact or grant

Project Number: 10-03-41

Project Title: Web Based Overtime DWI Data Collection

Target Population: Users of data related to impaired driving enforcement programs

Description: A state in the southwest currently has a web based system into which an agency working overtime enforcement can enter the results of their work immediately after the shifts end. The system summarizes the data and makes it available to traffic safety coordinator in real time. This project would fund research into this system and what would be necessary to make it work in Minnesota and implementation of the system.

Evaluation The evaluation will be based upon the usefulness and real time availability of the data in meaningful ways.

Directing Agency: DPS:OTS through a grant or contract

Project Number: 10-03-42

Project Title: Year 10 Section 410 Impaired Driving Funds

Target Population: The Judiciary, Enforcement, Advocates, Impaired Drivers, the Media, and Legislature

Description: 410 impaired driving funds are historically used in the year following their appropriation due to the time of the year the obligations come down to the states. This is simply a placeholder project, to allow Minnesota to obligate those funds in September of 2010 when we expect to receive the funding. Projects will be conducted during federal 2011.

Evaluation No evaluation or tasks are planned to be conducted during 2010

Directing Agency: DPS:OTS through operating budgets, contacts and/or grants in the following year

Project Number: 10-03-43

Project Title: State Funded Impaired Driving Strategies (portions of the Bureau of Criminal Apprehension lab and the State Patrol DWI work)

Target Population: Court administrators, judges, prosecutors, and enforcement officers

Description: The BCA laboratory receives and analyzes all blood and urine samples submitted by law enforcement agencies to detect impaired driving.

Employees of the BCA lab frequently serve as expert witnesses in impaired driving court cases. In addition, they educate law enforcement in breath-alcohol testing procedures, and evaluate and maintain breath-alcohol testing instruments. The lab is entirely state funded and a portion of it is used as match by the OTS. The Minnesota State Patrol's mission centers on traffic safety, and decreasing impaired driving is one of their highest priorities. The Patrol commonly makes at least one out of every five DWI arrests in Minnesota, and a portion of their costs are used as match by the OTS.

Directing Agency: DPS' Bureau of Criminal Apprehension (BCA) and Minnesota State Patrol

Project Number: 10-03-44

Project Title: OJJDP Enforcing Underage Drinking Laws

Target Population: Drivers and passengers under the age of 21, providers of alcohol to minors

Description: Each year the OTS applies for and receives grant money from the federal Office of Juvenile Justice and Delinquency Prevention (OJJDP) to reduce the access, use, and abuse of alcohol by those under the age of 21. The funding provides mini-grants to law enforcement agencies for compliance checks and alternate underage drinking strategies, educational programs for retailers and servers, judicial task forces to increase consistency in county courts, and youth designed activities to decrease underage drinking.

Evaluation Each of the grantees collects data to reflect project activity. This data, reported to OTS and OJJDP, is used to measure changes in the program. The data tracks community involvement and is also used to plan the future direction of the program.

Directing Agency: DPS: OTS with grantees including MADD, the Minnesota Institute of Public Health, DPS' Alcohol and Gambling Enforcement Division (which in turn makes grants to local enforcement agencies)

Funding for Impaired Driving

10-03

In Thousands of Dollars

Project	Code Section	AL 402	164	K8 410	K4AL 406	State & Local	Only Fed Total	Total	Local Benefit (LB)	% LB
01 Impaired Driving Coordination		56.0	200.0				256.0	256.0		76%
02 Youth Alcohol Coordination		56.0	110.0				166.0	166.0		65%
03 Impaired Drvng Coord Support		56.0	250.0				306.0	306.0		50%
04 E Grants Support			40.0				40.0	40.0		0%
05 DRE and Advanced Training				300.0			300.0	300.0		50%
06 Dakota Co HVE			400.0			40.0	400.0	440.0		100%
07 NightCAP Liaison				200.0			200.0	200.0		90%
08 NightCAP			2,500.0			100.0	2,500.0	2,600.0		40%
09 NightCAP Equipment				200.0			200.0	200.0		90%
10 DWI S&S Challenge				50.0		10.0	50.0	60.0		100%
11 Resource Prosecutor				400.0		10.0	400.0	410.0		90%
12 Law & Legal Training				40.0		20.0	40.0	60.0		100%
13 Safe & Sober DWI			1,300.0			75.0	1,300.0	1,375.0		100%
14 DWI Courts			2,000.0			400.0	2,000.0	2,400.0		100%
15 Alcohol Focused Safe Roads				300.0		25.0	300.0	325.0		100%
16 Impaired Driving Facts				3.5			3.5	3.5		50%
17 Alcohol Media Relations				275.0			275.0	275.0		72%
18 Crackdown Incentives				100.0			100.0	100.0		90%
19 DWI Paid Media			2,500.0				2,500.0	2,500.0		80%
20 DWI Enforcement Liaisons				250.0		0.5	250.0	250.5		90%
21 Mobile DWI Data Assistance				60.0			60.0	60.0		50%
22 Regional Alcohol Support				50.0			50.0	50.0		100%
23 DWI E-Charging System			1,200.0			200.0	1,200.0	1,400.0		70%
24 Project Directors to Lifesavers				50.0		0.5	50.0	50.5		100%
25 Patrol DWI Safe & Sober				650.0		100.0	650.0	750.0		0%
26 DWI Health Liaisons				50.0			50.0	50.0		90%
27 Innovative DWI Materials				300.0			300.0	300.0		70%
28 Ignition Interlock			800.0			270.0	800.0	1,070.0		80%
29 Anoka Co. HVE			700.0			100.0	700.0	800.0		75%
30 BCA Intoxilyzers			4,000.0			200.0	4,000.0	4,200.0		80%
31 Patrol RMS BAC Data				200.0			200.0	200.0		0%
32 DWI Evaluation & Research				300.0			300.0	300.0		25%
33 Patrol DWI Out-State Travel				30.0			30.0	30.0		0%
34 Alc Screening & Intervention			750.0				750.0	750.0		100%
35 DWI Sanctions Support				200.0			200.0	200.0		25%
36 Pilot Counties DWI Enforcment				1,000.0		300.0	1,000.0	1,300.0		75%
37 Enforcement of Overserving				50.0			50.0	50.0		0%
38 MSP DWI Grant Oversight				75.0			75.0	75.0		0%
39 Digital In-Squad Videos				1,000.0	1,500.0		2,500.0	2,500.0		100%
40 Sober Cab Guide Book				50.0			50.0	50.0		100%

Impaired Driving (continued)
10-03

In Thousands of Dollars

Project	Code Section	AL 402	164	K8 410	K4AL 406	State & Local	Only Fed Total	Total	Local Benefit (LB)	% LB
41 Web-based Overtime Reports				50.0			50.0	50.0		25%
42 Section 410 Yr '10 Placeholder				2,900.0			2,900.0	2,900.0		25%
43 State (BCA & MSP) DWI Match						6,000.0		6,000.0		
44 EUDL (other federal, not-GTS)										
TOTAL		168.0	16,750.0	9,283.5	1,500.0	7,851.0	27,701.5	35,552.5	18,645.8	

Of the 164 Transfer funds, \$13,690,000.00 is for Impaired Driving projects, \$560,000.00 is for Planning & Administration, and \$2,500,000.00 is for Paid Media

Total local benefit is 64% for AL, 78% for 164AL, 100% for K4AL, and 65% for K8

10-04 Police Traffic Services

Research shows people are most likely to change their driving behavior if they perceive it likely they will receive a ticket or be arrested for non-compliance with traffic laws. Therefore, well-trained and well-equipped law enforcement officers with time dedicated to well-publicized traffic patrol are an essential part of our traffic safety program. Speeding, failure to yield, and inattention are the driving behaviors cited most frequently as one of the causes in all types of crashes. However, the primary reason many people are dying is the failure to use seat belts and one of the primary reasons for being in a serious crash is impaired driving. The Police Traffic Services segment of our traffic safety plan supports additional hours of enforcement throughout the state, and it provides assistance and some part of the motivation that officers need to do their work effectively and efficiently.

The OTS is proud of fostering the strong spirit of cooperative effort found in the majority of Minnesota law enforcement agencies. The *Safe & Sober* competitive grants provide a significant number of points, and therefore, significant impetus, for agencies to work together under one grant. In 2010, the 48 separate grants to local units of government will cover 226 cities and counties, as well as, the Minnesota State Patrol.

We are also proud of the high percentage of all agencies in the state that report on our five annual mobilizations and crackdowns (which coincide with the *Safe & Sober* waves) each year. And we are most proud, perhaps, of being the state to change the Buckle Down Spokesperson into our very successful law enforcement liaisons.

The enforcement community and a wide majority of citizens in Minnesota recognize the *Safe & Sober* phrase to mean increased enforcement of traffic laws.

Project Number:	10-04-01
Project Title:	Enforcement Coordination
Target Population:	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
Description:	This project provides for the equivalent of a full-time Office of Traffic Safety staff person to manage and coordinate the federally funded police traffic services projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is provide services to local law enforcement and to assist law enforcement in the state in addressing priority traffic safety issues. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.
Evaluation	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the

successful coordination of projects undertaken.

Directing Agency: DPS: OTS

Project Number: 10-04-02

Project Title: Enforcement Assistant Coordinator

Target Population: NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns

Description: This project provides for the equivalent of a full-time Office of Traffic Safety staff person to assist the lead coordinator with managing and coordinate the federally funded enforcement projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is also to provide services to the lead coordinator and to assist law enforcement in the state in addressing priority traffic safety issues. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.

Evaluation The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.

Directing Agency: DPS: OTS

Project Number: 10-04-03

Project Title: E-Grants Support

Target Population: DPS, OTS, federal project directors, and potential project directors

Description: OTS, along with other divisions in Public Safety, has been working toward developing and implementing a web based grant application and management system. In 2009, the business analysis was completed and a Request for Proposals (RFP) written to begin the work in earnest. This project provides for a portion of the costs for Agate Software Inc. to design and develop a grant system that will cover the whole life of the grant; from RFP, to application, to award, to invoicing and reporting. The system will make it easier and more efficient for applicants, as well as, the Office of Traffic Safety. In addition, the system will help OTS to better manage and track the grants.

Evaluation Evaluation will be administrative in nature; considering progress made on developing and implementing the system and written surveys of users of the product both within the state and with our outside partners.

Directing Agency: DPS: OTS through contracts with Agate Software (Intelligrants)

Project Number:	10-04-04
Project Title:	<i>Safe & Sober</i> with the Minnesota State Patrol
Target Population:	District commanders and safety education officers of the MSP and, through them, drivers and passengers in Minnesota
Description:	<i>Safe & Sober</i> combined overtime enforcement and media relations are carried out by the Minnesota State Patrol through this project. Each district submits a plan to MSP headquarters. The MSP pro-rates the plans to fund all eleven districts. In addition to regular <i>Safe & Sober</i> time periods (two weeks in each of October and Memorial Day focusing on seat belts, seven days in July on speed, and day-long motorcycle events and Move Over Law work). On a district level, the Patrol will also participate in the federal year 2010 OTS mobilizations. Each agency will set and track a goal for the percentage of hours worked as HVE. See also project 10-03-25.
Evaluation	In addition to OTS' four <i>Safe & Sober</i> enforcement performance objectives (vehicles stopped per hour, percent of vehicles stopped receiving a citation or warning for seat belts or child seats, percent of vehicles stopped receiving a DWI, and percent of vehicles stopped receiving a citation). In addition, the results of the DVS, telephone, and observational studies of the Memorial Day and Labor Day efforts will be used to evaluate the overall efforts.
Directing Agency:	DPS: MSP through a grant with OTS

Project Number:	10-04-05
Project Title:	<i>Safe & Sober</i> with Local Law Enforcement
Target Population:	Drivers and passengers in counties and cities where seat belt use is lower than the norm for the state, where impaired driving is involved in a higher proportion of crashes than the norm, or that are the twenty most dangerous counties in terms of traffic-related deaths and severe injuries.
Description:	<i>Safe & Sober</i> is Minnesota's statewide Selected Traffic Enforcement Program (STEP). Agencies are selected on the basis of over-involvement in crash measures, evaluations of applications written, geographical location, and past experience with OTS. The project waves funded here consist of enhanced enforcement during the two weeks in mid-October (for seat belts), the two week Memorial Day mobilization (also on belts), seven days in between July 1 and August 15 decided jointly by area agencies (on speed), a day in June when motorcycle events are likely, and on August 20, the anniversary of the death of Trooper Ted Foss, a

day where the focus is the Move Over (for emergency vehicles) Law. In addition, grantees are required to participate in two DWI waves (see 10-03-25). Public information and media relations are conducted before, during, and after the waves. All officers from agencies participating for the first year for whom OTS pays must have SFST and OPUE; from agencies participating for a second or subsequent year must also have Advanced SFST; Drugs That Impair; and from agencies participating a third or subsequent year must have one or two child seat practitioners on staff. All officers for whom we pay who last had an SFST class more than five years ago, must complete an SFST Update course. At least 30% of the seat belt enforcement must be conducted between 7:00 PM and 5:00 AM.

Evaluation The OTS compares each individual grant to the average of all grants for a wave to discern four enforcement measures; stops per hour, the percentage of vehicles stopped that received a car seat or seat belt action, the percentage of vehicles stopped that resulted in a DWI arrest, and the percentage of vehicles stopped that resulted in a citation rather than a warning or no action. These four measures are one of the considerations when awarding grants in future years. Each *Safe & Sober* grant must write at least three objectives of their own in specific formats and report their progress towards meeting those objectives in their final report to OTS. In addition, the results of the DVS, telephone, and observational studies of the Memorial Day and Labor Day efforts will be used to evaluate the overall efforts.

Directing Agency: Police Departments and Sheriffs' Offices through grants with DPS: OTS

Project Number: 10-04-06

Project Title: *Safe & Sober Liaisons*

Target Population: The law enforcement community in Minnesota who need knowledge of OTS programs and resources, and encouragement and assistance with placing a higher priority on traffic enforcement

Description: The liaisons are retired enforcement officers with whom the OTS contracts to promote municipal and county participation in the various *Safe & Sober* projects and other traffic safety issues. One liaison is assigned to the metro area, one to southern Minnesota, and one to northern Minnesota. In addition to traffic safety consulting with departments on a one-to-one basis, the liaisons promote the *Safe & Sober* goals and objectives at large sheriffs' and chiefs' association meetings, distribute OTS materials, provide advise on enforcement strategies, encourage participation in crackdowns and mobilization, and bring back recommendations for program changes and additions to the OTS. At least every five years, a request for proposals is issued by the OTS and

contracts are awarded on a competitive basis. An RFP was let the summer of 2006 for the 2007 year and was published in the State Register and three times by the Chief's Association in their e-mail newsletter. The OTS wrote contracts with the three highest rated proposals. See also project 10-03-20 which provides for the liaisons impaired driving work.

Evaluation The liaisons, in cooperation with OTS, set their own objectives for each year. The objectives include such things as the numbers of agencies participating in specific programs, meetings with area agencies, and regional and statewide meetings of law enforcement officials..

Directing Agency: Three Retired Officers through contracts with DPS: OTS

Project Number: 10-04-07

Project Title: *Safe & Sober* Challenge

Target Population: Minnesotans in areas that are not covered by an overtime *Safe & Sober* grant.

Description: The Challenge is designed to recognize and reward those enforcement agencies who demonstrate a sincere commitment to traffic safety on a day-to-day basis. The project provides materials, ideas and support to those who sign up for the Challenge. Currently, thirty agencies are awarded mini-grants for placing first, second, and third in number and depth of project activities when compared to other agencies of similar size. Other agencies participating in the Challenge who do not receive a mini-grant but did a good job with the program may receive their choice of smaller items of traffic related equipment. Challenge agencies receive the same materials and support provided to overtime grant agencies. Participating in the national mobilizations and crackdowns is necessary to receive a Challenge award. See also project 10-03-10. This project is scheduled for review and improvement during 2010.

Evaluation The Challenge Program promotes law enforcement agencies to enforce traffic safety laws and educate the public on the importance of traffic safety. The project will be evaluated based on the number of agencies participating and the level of enforcement by participating agencies.

Directing Agency: DPS: OTS and Enforcement agencies with grants

Project Number: 10-04-08

Project Title: Incentive Equipment for Mobilizations

Target Population: All enforcement agencies in Minnesota

Description: Agencies that participate in the October, Memorial Day, and July

mobilizations will be eligible for incentive items in appreciation for their efforts. Unless the ruling prohibiting the use of impaired driving funds for crackdown incentives is rescinded, this project will also pay for incentives for participation in the December and Labor Day crackdowns. Participation is defined as conducting enhanced enforcement and media relations and reporting results to the OTS. Each agency will have their choice of a small incentive such as two windbreakers, a flashlight, or two child seats. A random drawing will be held for nine larger pieces of equipment. If an agency conducts and reports the results of informal seat belt surveys and number of child seat citations separately, it receives a second chance for the larger items. If there is any single piece of equipment that costs more than \$5,000, we will seek prior approval from Region V before purchasing. The appropriate liaison and staff from OTS present the larger items at city council and county board meetings.

Evaluation The evaluation component related to this incentive project will see if the awards are successfully encouraging more new agencies to participate and past agencies to continue participation.

Directing Agency: DPS: OTS

Project Number: 10-04-09

Project Title: High Visibility Motorcycle Patrols

Target Population: Drivers of passenger cars, SUVs and trucks who don't "see" motorcycles

Description: This project provides for a multi agency high visibility overtime motorcycle enforcement of the seat belt law. As motorcycle officers are very noticeable, the project should increase the visibility of all types of motorcycles at the same time.

Evaluation The evaluation will be administrative comparing contacts per hour and citations written to other enforcement efforts funded through the OTS and the number of crashes where a motorist doesn't see a motorcycle will decrease.

Directing Agency: DPS: OTS through the Minnesota State Patrol and other law enforcement agencies with riding officers and official motorcycles.

Project Number: 10-04-10

Project Title: Pilot County Enforcement

Target Population: Minnesota drivers, specifically that reside in Ramsey, Rice, Stearns, Sherburne and St Louis Counties

Description: This enforcement project is designed to encourage law enforcement

working within a county to create a comprehensive, year-long, sustained traffic safety enforcement plan. All enforcement activity must be highly visible and include a plan to educate the community about the enforcement activity. This project funds high visibility enforcement activity for the seat belt and speed mobilizations in Rice, Ramsey, Sherburne, Stearns and St Louis Counties.

Evaluation Telephone surveys will be conducted in each of the counties to determine their effectiveness in increasing the awareness of the enforcement activity.

Directing Agency: DPS: MSP will receive a grant from OTS and will in turn grant to sheriffs offices and municipal departments in the counties

Project Number: 10-04-11

Project Title: Mobile Data Assistance

Target Population: Sheriff's deputies and police officers patrolling the roadways detecting violators and problem drivers

Description: The Transportation Operations Communication Center (TOCC) system originally provided troopers in the field with the ability to send messages to dispatch and communicate car to car, and access to the criminal justice information system on a statewide basis. To further extend these abilities to cover more officers in the state from sheriffs' offices and municipal departments, this outreach project will provide a full-time civilian at the state patrol to provide those other enforcement agencies, as well as, the State Patrol with the technical know-how to enable their use of the system. This project is conducted in conjunction with 10-03-21 which funds the estimated portion related to impaired driving.

Evaluation In the short term, project success will be measured by the number of new agencies able to use the system each year and the number requesting to do so. In the long term, we will measure the percentage of local agencies able to connect and utilize the system.

Directing Agency: DPS: MSP through a grant with OTS

Project Number: 10-04-12

Project Title: HEAT Speed Enforcement

Target Population: The Driving Population, Especially Young Males

Description: The Departments of Public Safety and Transportation agreed to each use significant portions of our 406 funding to conduct a multi-year speed enforcement effort on three designated roadways in each of the eleven

Minnesota State Patrol districts. The roadways were identified by MnDOT based on crash analysis and confirmed by enforcement officers in the districts. At least forty percent of the funding will be sub-granted to sheriffs' offices and municipal police departments. Funding will include overtime pay and fringe benefits. Roadways will change as indicated by decreased activity. The speed limits may be increased on some of the roadways involved as appropriate. OTS will provide increased funding to the Office of Communications to publicize the enforcement and MnDOT will provide funding to conduct an evaluation of the effort. A somewhat similar effort conducted in the past found speeds decreasing even though speed limits increased.

Evaluation The MnDOT has an extensive evaluation planned including phone surveys of attitudes and knowledge, analysis of citations written by area, and a wide range of analysis conducted based on in-pavement or portable devices that measures variables such as speeds traveled and following distances.

Directing Agency: DPS: MSP through a grant from OTS (and another from DOT not covered in this document).

Project Number: 10-01-13

Project Title: MSP HEAT Support

Target Population: Law Enforcement Agencies Participating in HEAT

Description: The Minnesota State Patrol will hire a half-time person to work with the citation statistics provided by the program and identify agencies or roadways where changes are likely to improve the efficiency or effectiveness of the project. A second person will work less than one-quarter time to write the grants associated with the project. The project will pay for salaries, fringe benefits, and indirect costs associated with the part-time positions.

Evaluation Problems are identified and solutions implemented quickly so that statistics show positive actions and grants are written in a timely manner.

Directing Agency: DPS: MSP

Project Number: 10-04-14

Project Title: Portable Speed Measuring Devices

Target Population: District Offices of the MSP

Description: Each district of the Minnesota State Patrol will be provided with a portable speed measuring device to use to identify highest risk segments

of roadways in their areas.

Evaluation The devices identify for the Patrol the roadways with highest risk for speed crashes and use that information to direct some of their scheduling of troopers.

Directing Agency: DPS: OTS

Funding for Police Traffic Services

10-04

In Thousands of Dollars

Project	Code Section	402	K4PT 406	State & Local	Only Fed Total	Total	Local Benefit	% Local Benefit
01 Enforcement Coordination		105.0			105.0	105.0	81.9	78%
02 Enforcement Coord. Support		50.0			50.0	50.0	21.0	42%
03 E-Grant Support		30.0			30.0	30.0	0.0	0%
04 Patrol Safe & Sober		250.0		50.0	250.0	300.0	0.0	0%
05 Safe & Sober wi Cities/Counties		1,500.0		200.0	1,500.0	1,700.0	1,500.0	100%
06 Safe & Sober Liaisons		150.6		.5	150.6	151.1	135.6	90%
07 Safe & Sober Challenge		75.0		25.0	75.0	100.0	75.0	100%
08 Mobilization Incentives		250.0	200.0		450.0	450.0	405.0	90%
09 Motorcycle Patrols		30.0		7.5	30.0	37.5	18.0	60%
10 Pilot Counties Project		370.0		105.0	370.0	475.0	277.5	75%
11 Mobile Data Assistance		60.0			60.0	60.0	30.0	50%
12 HEAT Speed Enforcement			2,900.0	400.0	2,900.0	3,300.0	1,160.0	40%
13 HEAT Support			100.0		100.0	100.0	0.00	0%
14 Portable Speed Measures			13.0		13.0	13.0	0.00	9%
TOTAL		2,870.6	3,213.0	788.0	6,083.6	6,871.6	3,704.0	

Total local benefit is 78% for 402 and 42% for 406

10-05 Traffic Records

Data is at the core of all the activities in the Highway Safety Plan. Data from the various Traffic Records systems provide the basis for problem identification, and project selection is a data-driven process. Progress measurement relies on accurate and timely data.

SAFETEA-LU provides funding for State Traffic Safety Information System Improvement Grants under section 408. The Traffic Records Coordinating Committee (TRCC) is moving forward with data improvements identified in the 2008 Traffic Records Assessment. These 408 funds must be used to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of State data; to evaluate the effectiveness of efforts to make such improvements; or to link these State data systems, including traffic records, with other data systems within the State.

The Traffic Records Program portion of the Highway Safety Plan supports a variety of projects designed to increase our ability to identify problem areas, evaluate the effectiveness of our programs, and develop new data sources, such as CODES, to mine for information about traffic crashes and injuries in Minnesota. These projects include funding sources other than 408 as well.

Project Number:	10-05-01
Project Title:	Traffic Records Coordination
Target Population:	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
Description:	This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the majority of the federally funded traffic records projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to increase the reliability and availability of data related to traffic safety to ensure the best possible problem identification, resource allocation, and evaluation of OTS projects. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. This position also is the chair of the Traffic Records Coordinating Committee (TRCC).
Evaluation	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
Directing Agency:	DPS: OTS

Project Number:	10-05-02
Project Title:	Problem Identification and Systems
Target Population:	DPS, other government and safety organizations, the general public and media
Description:	Federal funds cover the salary, fringe benefits, and indirect costs associated with three OTS research analysts who perform problem identification and program evaluation. 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 Office of Traffic Safety's traffic research capabilities.
Evaluation	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
Directing Agency:	DPS: OTS

Project Number:	10-05-03
Project Title:	E-Grants Support
Target Population:	DPS, OTS, federal project directors, and potential project directors
Description:	OTS, along with other divisions in Public Safety, has been working toward developing and implementing a web based grant application and management system. In 2009, the business analysis was completed and a Request for Proposals (RFP) written to begin the work in earnest. This project provides for a portion of the costs for Agate Software Inc. to design and develop a grant system that will cover the whole life of the grant; from RFP, to application, to award, to invoicing and reporting. The system will make it easier and more efficient for applicants, as well as, the Office of Traffic Safety. In addition, the system will help OTS to better manage and track the grants.
Evaluation	Evaluation will be administrative in nature; considering progress made on developing and implementing the system and written surveys of users of the product both within the state and with our outside partners.
Directing Agency:	DPS: OTS through contracts with Agate Software (Intelligrants)

Project Number:	10-05-04
Project Title:	Traffic Record Coordinating Committee (TRCC)
Target Population:	Data Users and Potential Grantees
Description:	The Minnesota Traffic Records Coordinating Committee (TRCC) is an ongoing forum charged with making significant improvements in coordination and sharing of highway safety data and traffic records

systems in Minnesota. This group includes policy-level and program-level representatives. The TRCC umbrella covers six systems areas which include: motor vehicle crashes; roadway inventory data; drivers' license information; motor vehicle registration; crash outcome/injury surveillance; and traffic citations and adjudication. The budget for this project covers operating expenses for the group and specific educational efforts to enhance awareness of traffic records issues.

Evaluation: Active participation of members within the TRCC and success of initiatives derived from group efforts.

Directing Agency: DPS: OTS through purchase orders, grants and/or contracts as necessary

Project Number: 10-05-05

Project Title: Crash Data Proponent

Target Population: Crash Data Stakeholders

Description: The Crash Data Proponent will continue the work begun in FFY 09 as the DPS moves forward to improve the Crash Records Data System. This position will conduct a high level scoping project of the current needs of users and business needs in relation to the Crash system and begin the process of exploring available options. This position will also continue work on the Police Accident Form revision as a part of the needs of the crash database.

Evaluation: This project will be considered successful when the high level scoping results are documented.

Directing Agency: OTS through a single source contract

Project Number: 10-05-06

Project Title: Trauma Validation

Target Population: Traffic safety partners and policy makers

Description: The Crash Outcome Data Evaluation System (CODES) project links motor vehicle crash data with hospital treatment information. The mission of CODES is to provide linked crash and hospital-injury data in aggregate form. It represents a collaborative effort among the Minnesota Departments of Health, Public Safety, and Transportation with the Minnesota Hospital Association and Minnesota Emergency Medical Services Regulatory Board. A board of directors governs the Minnesota CODES project which is made up representatives from the partnering agencies. CODES data can provide policy makers with hospitalization charges associated with motor vehicle crashes. Costs include funding a position at 40 percent time at the Minnesota Department of Health (MDH) to validate the data submitted by the state's various trauma

centers and related costs.

Evaluation: The project will be successful when the trauma data has been validated and analyzed. A written report will discuss the findings and any training needs identified.

Directing Agency: OTS and MDH through a grant from OTS

Project Number: 10-05-07

Project Title: Global Positioning System and Information System Integration

Target Population: Users of crash records location data

Description: More accurate crash location data would be gathered on the roadway if local law enforcement were able to utilize GPS and GIS technology. Roadway engineers would benefit from more accurately captured crash location data. In addition, time savings would be reaped by DVS staff when locating crashes from law enforcement and citizen reports. One hurdle in utilizing GPS technology in Minnesota is the lack of a comprehensive map which ties GPS coordinates and all roadway information/street addresses. This project will fund the implementation of a solution to the problem.

Evaluation: The project will be a success if it develops a technological solution to the problem and as a result, the time in which it takes DVS to accurately locate crashes is dramatically decreased.

Directing Agency: OTSS/DVS through grants with OTS

Project Number: 10-05-08

Project Title: Crash Data Education/Training

Target Population: Law Enforcement Agencies Statewide, DVS, OTS

Description: As the PAR revision moves forward OTS must begin the process of addressing the educational and training needs that will arise. This project will provide for training modules to be developed to clarify any changes in data elements or attributes as Minnesota moves further toward MMUCC compliance. Educational and training needs will be identified and a plan for addressing needs will be constructed

Evaluation: The needs assessment and plan will be completed by year's end

Directing Agency: OTS through contracts/grants as necessary

Project Number: 10-05-09

Project Title: EMS Data Improvements
Target Population: EMS providers and data users
Description: Upgrades are needed to the EMS Provider Systems to continue compliance with the NEMSIS standard. There are also training needs that can be addressed through the development of webinars. This project may also fund some software/hardware needs for smaller agencies to move up to NEMSIS standards.
Evaluation: The project will be a success if the number of providers who are compliant with NEMSIS standard remains the same or increases and if identified training needs are met through the development of webinars.
Directing Agency: OTS with a grant to the EMS Regulatory Board

Project Number: 10-05-10
Project Title: Police Accident Report (PAR) Revision
Target Population: PAR Stakeholders
Description: The main portion of this work was done with the Crash Data Proponent and the Crash Data Users Group last year but the final documentation and implementation plan remain. This project will operate in conjunction with 10-05-05, Crash Data Proponent.
Evaluation: The expected impact of revising the PAR would be increasing data accuracy. In addition, Minnesota would strive to increase its level of MMUCC compliance to increase uniformity between our state and the nation. The new data elements and attributes will be documented and ready for the new crash records database by fiscal year's end.
Directing Agency: DPS:OTS in conjunction with DVS and MN/DOT

Project Number: 10-05-11
Project Title: Revise DPS Traffic Records Related Websites
Target Population: Minnesota citizens and users of the website
Description: The current overall design of the Department of Public Safety (DPS) Web site is outdated and disjointed. Members of the public coming to the DPS site have difficulty navigating the site and finding information such as that pertaining to vehicle registration, reporting of crashes, drivers licensing, reporting unsafe drivers and finding other traffic safety educational information. The DPS Office of Technology Support Services (OTSS) and Office of Communications have requested funding to contract with a consultant to design a new template and structure for the DPS site. Divisions of DPS that impact traffic records are Driver and Vehicle Services, Office of Traffic Safety, State Patrol and Bureau of

Criminal Apprehension.

Evaluation: The project will be considered a success with the release of an efficient DPS website structural plan and template for divisions to utilize.

Directing Agency: DPS Office of Communications with OTSS through a grant from OTS

Project Number: 10-05-12

Project Title: Crash Records Database Solution

Target Population: Users of and those responsible for crash data

Description: The crash records system used by DPS is a legacy system that the Traffic Records Assessment of 2008 recommended be replaced. Through project 10-05-05, the Crash Data Proponent will identify the needs of the crash data stakeholders and identify current systems available through a high level scoping process. The next steps include a technical evaluation of currently available systems and producing a cost estimate for the crash system upgrade options. These funds are set aside to fund any technological assistance in determining the solution and the first round of funding for implementation.

Evaluation: The needs of stakeholders will be documented and a technical analysis and cost estimate of various solutions will be produced.

Directing Agency: DPS: OTS with grants and contracts as needed

Project Number: 10-05-13

Project Title: Transportation Information System (TIS) Recovery

Target Population: MN/DOT, county and city engineers, FHWA, NHTSA, citizens

Description: The Roadway information system used by MN/DOT is a legacy system that the Traffic Records Assessment of 2008 recommended be replaced. The first step in this process is to conduct a recovery project of the current system's 250,000 lines of code. The level of expertise to conduct this work is not currently available in-house. MN/DOT will write a contract and oversee the work of the selected vendor.

Evaluation: The recovery phase will be completed and documented by the end of the federal fiscal year.

Directing Agency: MN/DOT with a grant from OTS

Project Number: 10-05-14

Project Title: e-Citations project with State Patrol

Target Population: Minnesota State Patrol, courts, DVS, locals

Description:	The Minnesota State Patrol will add an e-citation component to their current RMS. This project will fund a half-time position to oversee the technology needs and implementation of this system.
Evaluation	The e-Citation module of the RMS will be up and running by the end of the federal fiscal year.
Directing Agency:	DPS: MSP with a grant from OTS

Project Number:	10-05-15
Project Title:	Fatal Analysis Reporting System (FARS)
Target Population:	NHTSA, DPS, and other agencies, organizations, and citizens with questions
Description:	The FARS analyst, a full-time staff position in OTS is funded by a separate contract from the NHTSA that is not part of the Grant Tracking System. The contract is re-negotiated every five to ten years. The FARS analyst collects, compiles and reports data from all fatal crashes in Minnesota into the national database. Costs include those related to travel, employee development, rent, mailing, and voice and electronic communication needs.
Evaluation	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful provision of answers to questions for information from the system either from the NHTSA or other stakeholders.
Directing Agency:	DPS: OTS

Funding for Traffic Records

10-05

In Thousands of Dollars

Project	Code Section	TR 402	K9 408	State & Local	Only Fed Total	Total	Local Benefit	% Local Benefit
01 Traffic Records Coordination		135.0			135.0	135.0	81.0	60%
02 Problem Identification		310.0			310.0	310.0	155.0	50%
03 E-Grants Support		45.0			45.0	45.0	0.0	0%
04 TRCC		85.0	60.0		145.0	145.0	72.5	50%
05 Crash Data Proponent			80.0		80.0	80.0	60.0	75%
06 Trauma Validation			70.0		70.0	70.0	42.0	60%
07 GPS & GIS Integration			250.0		250.0	250.0	150.0	60%
08 Crash Data Education & Training			10.0		10.0	10.0	5.0	50%
09 EMS Data Improvements			65.0		65.0	65.0	45.5	70%
10 PAR Revision			20.0		20.0	20.0	6.0	30%
11 Revise OTS Website			50.0		50.0	50.0	0.0	0%
12 Crash Records Database Solution			650.0		650.0	650.0	260.0	40%
13 TIS Recovery			250.0		250.0	250.0	50.0	20%
14 E-Citations			50.0		50.0	50.0	10.0	20%
15 FARS (other federal, non-GTS)								
16 '10 408 Placeholder			600.0		600.0	600.0		NA
17 State & Local Traffic Records				750.0	750.0	750.0		
TOTAL		575.0	2,155.0	750.0	2,730.0		937.0	

Total local benefit is 60% for Traffic Records and 30% for 408 Data Systems

10-06 Community Programs

There are few deaths more violent than those in crashes; there are few injuries more preventable than those caused by a decision not to wear a seat belt. Communities that are aware of the relative costs and risks posed by traffic crashes (as opposed to robberies, drugs, gangs, murders, or other societal ills) are more likely to devote energy and resources to solving the crash problems. In addition, solving crash and traffic problems often increases a community's cohesiveness and improves its livability.

TZD Safe Roads is a new program that focuses sharply on connecting identified crash data problems in counties with specific countermeasures research has shown are most likely to address them. Eligibility factors included over-involvement in fatal and severe injury crashes where seat belts were not used, the driver was impaired, and/or illegal or unsafe speed was a factor. An RFP for Safe Roads was first let in the summer of 2009.

Minnesota is well known for its exceptional communications projects. Carried out by the Office of Communications in DPS, the projects include media relations and public education activities, as well as, paid media buys and events to earn media coverage. The communications projects in this section are mirrored in the earlier impaired driving section, with the projects here dealing with seat belts, child seats, speed, and other traffic safety problems identified. The majority of campaign themes and concepts are linked to enforcement of the traffic safety laws.

Project Number:	10-06-01
Project Title:	Community Programs Coordination
Target Population:	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
Description:	This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the majority of the federally funded community projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to assist and support community-based programs in Minnesota and to assist traffic safety coalitions in the state addressing traffic safety issues. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.
Evaluation	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
Directing Agency:	DPS: OTS

Project Number:	10-06-02
Project Title:	Evaluation Coordination
Target Population:	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
Description:	This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the federally funded evaluation efforts and projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to ensure OTS projects are appropriately evaluated so success or failure can be measured and explained, and secondarily that necessary reports of seat belt use given to the NHTSA. This is accomplished by devising and conducting projects such as observational and telephone surveys, assisting with print and electronic materials, and forming beneficial partnerships.
Evaluation	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
Directing Agency:	DPS: OTS

Project Number:	10-06-03
Project Title:	Public Information Coordination
Target Population:	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
Description:	This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the majority of the federally funded public information, media relations, and paid media projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to provide consultation to the DPS Office of Communications and to ensure organizations, advocates, coalitions, and individuals have received the traffic safety messages in an appropriate and meaningful medium. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. The person in this position is also largely responsible for the design and upkeep of the OTS website.
Evaluation	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.

Directing Agency: DPS: OTS

Project Number:	10-06-04
Project Title:	Traffic Safety Media Relations
Target Population:	Travelers in Minnesota, Minnesota media, law enforcement, and other traffic safety partners
Description:	This project provides print and electronic materials on traffic safety issues, as well as media relations services. The materials include, but are not limited to brochures, posters, other print materials, five <i>Safe & Sober</i> wave packets, production costs for public service announcements and paid ads, and individuals to develop the public information and media relations efforts. Costs also include salaries, fringe benefits, indirect costs, and travel for communications staff. Alcohol and impaired driving related tasks undertaken are covered in project 10-03-19.
Evaluation	Evaluation will be based on reports on frequency and reach of messages and random telephone surveys on public recognition of messages and knowledge of activities.
Directing Agency:	DPS: Office of Communications with a grant from OTS

Project Number:	10-06-06
Project Title:	Global Evaluation
Target Population:	OTS analysts, policy developers, DPS, and the NHTSA
Description:	Evaluation of projects continues to be an integral part of traffic safety efforts. Evaluation efforts this year will include phone, web and observational surveys. Safety belt observational surveys will be conducted through projects 10-02-05 and 10-02-12 and impaired driving research and evaluation will also be done through project 10-03-32. The OTS will conduct and/or contract for various methods to evaluate the programs carried out.
Evaluation	Evaluation is administrative for this project: the projects will be completed in a timely manner and the results will be reported on schedule. The results will be used to evaluate our projects.
Directing Agency:	DPS: OTS with contracts to private firms, organizations and individuals

Project Number:	10-06-07
Project Title:	TZD Safe Roads
Target Population:	Communities with high fatality and injury rates associated with low seat belt use and/or speeding.

Description: The first TZD Safe Roads RFP was let this summer. Requirements of the grant include over-involvement in traffic crashes, local coalitions meeting at least six times a year with required representatives from a variety of disciplines, fatal review committees held to discuss and try to identify trends in traffic deaths in their jurisdiction, and assisting law enforcement with events and publicity about enhanced enforcement. Safe Roads focuses on connecting crash data with local collaborations and activities that are proven to have an impact on reducing deaths and serious injuries. A workshop with the grantees from the Safe Roads projects will be held as part of the annual Towards Zero Deaths conference. Impaired-driving focused activities of the Safe Roads grants are conducted through project 10-03-15.

Evaluation Grantees are required to set measurable goals and objectives as part of their grant contracts. Their progress towards meeting those will be used in evaluating the projects.

Directing Agency: DPS: OTS

Project Number: 10-06-08

Project Title: NETS

Target Population: Minnesota employers and their employees

Description: The Minnesota chapter of the Network of Employers for Traffic Safety (NETS) is coordinated by the Minnesota Safety Council (www.mnsafetycouncil.org). NETS' mission is to educate employers about the cost saving benefits of enacting traffic safety programs in the workplace. NETS helps employers implement well-developed policies, dynamic workplace programs, and compelling community activities relating to traffic safety. This project provides for appropriate traffic safety materials to be provided to employers and reimburses part of a staff person at the Safety Council to provide assistance to them.

Evaluation: A survey is distributed to all employers using NETS services and the results are analyzed. In addition, the number of employers served, print materials and web site inquiries are reported.

Directing Agency: Minnesota Safety Council through a grant with DPS: OTS

Project Number: 10-06-09

Project Title: Program Travel

Target Population: OTS Staff, Project Directors, and other advocates

Description: All out-of-state travel undertaken by the OTS staff will be supported by this project. NHTSA requires out-of-state travel of staff and other

appropriate advocates to attend regional and national meetings, conferences, and training courses. In addition, the project provides for new staff to attend the recommended NHTSA sponsored courses specific to that federal program and for project directors to attend conferences where they can share Minnesota's successes and bring back what has worked in other states. Finally, the OTS is able to write small contracts with other project directors outside of the office to reimburse the expenses for those people attending conferences and meetings out of Minnesota.

Evaluation Minnesota representatives are present at all significant meetings and conferences; on-site visits of grantees are conducted. Training advantageous to the program is attended. Those using federal funds for out-of-state travel are required to submit a report on the trip's benefits and new ideas encountered upon return.

Directing Agency: DPS: OTS

Project Number: 10-06-10

Project Title: Community Health Liaisons

Target Population: Health agencies and organizations

Description: The community health liaison is an experienced health professional under contract with the OTS. Her role is to encourage and assist county and municipal health and medical agencies in increasing their attention to reducing traffic fatalities and serious injuries. The project pays for all expenses related to the contract including wages, out of pocket costs (including in-state and out-of-state travel), and fixed costs.

Evaluation Evaluation of the effectiveness of the liaisons is based on the number of new contacts made, the liaison's participation in different health organizational events, feedback from grantees, and progress towards objectives set by the liaison.

Directing Agency: An individual through a contract with DPS: OTS

Project Number: 10-06-11

Project Title: Paid Media

Target Population: Minnesota travelers, especially target audiences identified as being over-represented in fatal and serious injury crashes.

Description: Paid media provides the highest yield for reaching the specific high risk audience with our traffic safety messages. The only good way to ensure the messages will be seen by the target audience is by placing it in locations and on programs favored by that audience. The Office of

Communications along with OTS and the professionals under contact to DPS will assess the best plan for paid advertising for the various campaigns within the available funding. This project covers paid media related to seat belts, child seats, speeding, and other identified problems; paid media related to impaired driving is covered under 10-03-17.

Evaluation Reports on frequency and reach of messages will be used to evaluate the campaigns, as will random telephone surveys on public recognition of messages and knowledge of publicized activities.

Directing Agency: DPS: Office of Communications with a grant from OTS writes a contract with a professional media purchaser.

Project Number: 19-06-12

Project Title: Toward Zero Deaths Conference

Target Population: Traffic Safety Stakeholders (including law enforcement, legislators, the courts, child passenger safety advocates, public health officials, the medical community, EMS/Fire personnel, city and county engineers, the interested public and others).

Description: The OTS presents a yearly conference for traffic safety stakeholders. The conference is scheduled for October of 2010. This conference provides a venue to share progress that has been made in implementing Minnesota's Toward Zero Deaths program. Achieving the goal of zero deaths requires cooperation among all levels of government, as well as building connections between government agencies and organizations whose focus is traffic safety. The conference shares best practices in the areas of engineering, enforcement, education, and emergency services, and charts the course for a future where traffic fatalities and life-changing injuries are rare events.

Evaluation Evaluations of each breakout session and the plenary sessions are collected. Participants are also asked to rate the benefits of the conference and provide feedback on the overall conference, as well as individual sessions.

Directing Agency: DPS: OTS writes a grant with MN/DOT which in turn writes a grant for conference planning services with the Center for Transportation Studies at the University of Minnesota

Project Number: 10-06-13

Project Title: Regional Support

Target Population:

Description: This project compliments the project described under project number, 10-03-22, entitled Regional Alcohol Support which deals with activities related to impaired driving. The southeastern MnDOT district, with headquarters in Rochester, will be provided with funding for a part time staff person to coordinate regional activities and provide assistance to other newly forming regions in the state.

Evaluation The success of the project will be determined by the partnerships created and the level of awareness of traffic safety issues in specific areas. The number of fatalities and severe injuries will ultimately determine success.

Directing Agency: OTS through a grant to MnDOT's District 6

Project Number: 10-06-14

Project Title: Outreach to Parents of Teens

Target Population: Parents and guardians of inexperienced drivers

Description: It is essential that Parents and guardians of teens who are learning to drive are actively involved in the training process. To support Parents and guardians in this role, and ultimately reduce crashes among younger drivers after licensure, materials are needed. While the law requires teens to practice driving with parents and/or other mature persons, no assistance or suggestions for practice driving are currently provided. This project will provide for funding for materials that are easy to read and follow.

Evaluation: In the short term, project success will be measured by obtaining and printing/copying a practical parental behind the wheel training guide, the availability for use by parents and guardians, the number of guides requested, and feedback from users. In the long term, the number of teen traffic crashes, injuries and fatalities will be used to measure program success.

Directing Agency: DPS: OTS through grants and/or contracts as necessary

Project Number: 10-06-15

Project Title: Teens Ad Spot Challenge

Target Population: High school students

Description: The project encourages high school students to write and produce a 30-second television ad on texting while driving. Ads will be sent to DPS where staff from OTS and Communications will determine the best three. Those three will be placed on the OTS website (www.dps.state.mn.us/ots) where the public will have a chance to vote

on their favorite. The winner will be broadcast on television and Triple A of Minnesota and Iowa will provide awards of \$1,000, \$600, and \$400 for first, second, and third places respectively. There are no other direct costs for the program.

Evaluation: Evaluation will be largely administrative. The number of submissions received will be higher than the previous year.

Directing Agency: OTS and DPS Office of Communication with Triple A of Minnesota and Iowa

Project Number: 10-06-16

Project Title: New Immigrant Outreach

Target Population: Immigrants to Minnesota

Description: Some immigrants to the State from less developed countries are not well versed in safe behaviors to be used while driving or riding in Minnesota. This project is designed to provide information to the immigrants taking into account their differing cultures and languages.

Evaluation: The number of pieces produced to reach the differing cultures and the successful distribution of them to the immigrants.

Directing Agency: DPS: OTS

Project Number: 10-06-17

Project Title: Policy Makers Presentation Kit

Target Population: County Board and City Council Members

Description: To increase the awareness of decision makers at the grassroots level of the issues surrounding and possible solutions to the deaths and serious injuries caused by traffic crashes. The project will provide for a Request for Proposals to be let to develop and produce a kit that can be used to make presentations to county boards and city councils as easy as possible.

Evaluation: Finished kits will be available and will include short mail back surveys on users' experiences with the kit. The survey will also be available on-line.

Directing Agency: A successful respondent to an RFP let by DPS: OTS

Project Number: 10-06-18

Project Title: Strategies Addressing Biased Policing

Target Population: Minnesota's law enforcement community

Description: OTS will develop a synthesis of national best practices to reduce biased

policing as well as compile an overview of activities to decrease bias policing that have occurred in Minnesota to date. From this information, a conceptual framework will be developed to serve as guide to further Minnesota efforts. OTS will issue a request for proposals for law enforcement agencies that seek to purchase in-squad cameras. Agencies that submit a proposal will be evaluated based on their current efforts to reduce biased policing as well as a proposed plan on how the in-squad cameras will be used to further the agency's efforts. Following the distribution of the cameras and the agency final reports submitted, OTS will prepare a summary report on the use of the in-squad cameras to further reduce biased policing. From the information on national best practices, current activities undertaken in MN, and the results from the study period of using the newly purchased in-squad cameras, DPS will develop a comprehensive, recommended framework for Minnesota communities/law enforcement agencies to reduce biased policing. Cameras will be funded through project 10-03-39.

Evaluation: The grant will be evaluated on the number of law enforcement agencies that received in-car cameras and the completion of a comprehensive DPS framework to reduce biased policing.

Directing Agency: DPS: OTS

Project Number: 10-06-19

Project Title: Distracted Driving Working Group

Target Population: Traffic safety professionals, citizens, and elected officials concerned with distracted driving

Description: Distracted driving is a hot issue in Minnesota, as elsewhere in the nation. This project will provide a small amount of support for a working group studying the problem and possible policy solutions.

Evaluation: The evaluation will be administrative in nature, considering progress made in identifying group members, holding meetings, and making recommendations.

Directing Agency: DPS:OTS

Funding for Community Programs

10-06

In Thousands of Dollars

Project	Code Section	CP 402	K4CP 406	PM/ K4PM 402/406	K10 1906	State & Local	Only Fed Total	Total	Local Benefit (LB)	% LB
01 Community Coordination		105.0					105.0	105.0	63.0	60%
02 Evaluation Coordination		120.0					120.0	120.0	60.0	50%
03 Outreach Coordination		120.0					120.0	120.0	96.0	80%
04 E-Grant Support		45.0					45.0	45.0	0.0	0%
05 Media Relations		300.0					300.0	300.0	231.0	77%
06 Global Evaluation		50.0					50.0	50.0	12.5	25%
07 TZD Safe Roads		200.0				35.0	200.0	235.0	200.0	100%
08 NETS		70.0				20.0	70.0	90.0	52.5	75%
09 Program Travel		50.0					50.0	50.0	5.0	10%
10 Health Liaison		70.0					70.0	70.0	63.0	90%
11 Paid Media with 402				1,500.0			1,500.0	1,500.0	1,200.0	80%
''' Speed Paid Media with 406				1,200.0			1,200.0	1,200.0	960.0	80%
12 TZD Conference		120.0				20.0	120.0	140.0	72.0	60%
13 Regional Support		50.0					50.0	50.0	50.0	100%
14 Outreach to Parents of Teens		50.0					50.0	50.0	25.0	50%
15 Teens Ad Contest										
16 New Immigrant Outreach		20.0					20.0	20.0	10.0	50%
17 Policy Makers Presentation Kit			50.0				50.0	50.0	25.0	50%
18 Racial Profiling					375.0	94.0	375.0	469.0	225.0	60%
19 Distracted Drivers Study Group		35.0					35.0	35.0	3.5	10%
TOTAL		1,405.0	50.0	2,700.0	375.0	159.0	4,530.0	4,689	3,353.5	

Total local benefit is 60% for CP for and 50% for Evaluation and 80% for Media Projects

10-07 Motorcycle Safety

The number of rider deaths has increased alarmingly in the past decade. While motorcycle crash fatalities decreased by 13% in 2007, they increased by the slightly more than that between 2007 and 2008. Over the past decade, the number of rider deaths have more than doubled from 30 in 1998 to 71 in 2008.

Minnesota has an active motorcycling community that provides dedicated funds for motorcycle training, public information campaigns, and endorsement testing. The program has been in operation for twenty-five years and is continually improving. Projects 10-07-03 through 10-07-09 are funded with state funds obtained through an additional license fee charged to each person with a motorcycle endorsement.

Project Number:	10-07-01
Project Title:	Motorcycle Coordination
Target Population:	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
Description:	This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the state funded projects of the Minnesota Motorcycle Safety Program (MMSP) and, if received by Minnesota, the section 2010 motorcycle safety funding from NHTSA. The project covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to decrease the number of deaths and severe injuries suffered by motorcyclists.
Evaluation:	The evaluation will be administrative, consisting of employee performance reviews and the successful coordination and implementation of OTS' motorcycle safety initiatives and the Minnesota Motorcycle Safety Program.
Directing Agency:	DPS: OTS

Project Number:	10-03-04
Project Title:	E-Grants Support
Target Population:	DPS, OTS, federal project directors, and potential project directors
Description:	OTS, along with other divisions in Public Safety, has been working toward developing and implementing a web based grant application and management system. In 2009, the business analysis was completed and a Request for Proposals (RFP) written to begin the work in earnest. This project provides for a portion of the costs for Agate Software Inc. to design and develop a grant system that will cover the

whole life of the grant; from RFP, to application, to award, to invoicing and reporting. The system will make it easier and more efficient for applicants, as well as, the Office of Traffic Safety. In addition, the system will help OTS to better manage and track the grants.

Evaluation Evaluation will be administrative in nature; considering progress made on developing and implementing the system and written surveys of users of the product both within the state and with our outside partners.

Directing Agency: DPS: OTS through contracts with Agate Software (Intelligrants)

Project Number: 10-07-03

Project Title: Motorcycle Safety Support

Target Population: Minnesota rider training students and Minnesota car drivers

Description: If Minnesota qualifies for section 2010 funding, this project will be implemented and provide training motorcycles for rider courses and funding for a motorist awareness and rider conspicuity campaign. If any piece of equipment costs more than \$5,000, the Regional Office will be contacted in writing, requesting approval of such a cost before it is incurred.

Evaluation: The evaluation will be administrative, consisting of the successful coordination and implementation of OTS' motorcycle equipment replacement and the execution of the campaign.

Directing Agency: DPS: OTS

Project Number: 10-07-04

Project Title: Rider Training

Target Population: Novice, returning and experienced motorcyclists

Description: This project funds a half time project manager and provides for classroom and training range facilities and 180 RiderCoaches for basic, experienced, skills re-test and moped courses at thirty-three sites through an Interagency Agreement with Minnesota State Colleges and Universities (MNSCU).

Evaluation: An administrative evaluation will be conducted comparing planned and completed activities.

Directing Agency: DPS: OTS through an Interagency Agreement with MNSCU.

Project Number:	10-07-05
Project Title:	Public Information and Media Relations
Target Population:	Motor vehicle operators and the media
Description:	This project funds a full time Information Officer and provides for a motorcycle safety campaign, public information and education activities, and media relations through an Intra-agency Agreement with the DPS' Office of Communications.
Evaluation:	An administrative evaluation will be conducted comparing planned and completed activities.
Directing Agency:	DPS: OTS through an Intra-agency Agreement with DPS' Office of Communications

Project Number:	10-07-06
Project Title:	Motorcycle Testing and Licensing
Target Population:	Unendorsed motorcyclists and RiderCoaches who conduct third party testing
Description:	This project conducts evening hours motorcycle skills testing at select exam stations throughout Minnesota and provides for the training, testing, and auditing of RiderCoaches operating as third party testers for the MMSP. This project is conducted through an Intra-agency Agreement with the DPS' Division of Driver and Vehicle Services (DVS).
Evaluation:	An administrative evaluation will be conducted comparing planned and completed activities.
Directing Agency:	DPS: OTS through an Intra-agency Agreement with DPS' DVS

Project Number:	10-07-07
Project Title:	RiderCoach Trainer
Target Population:	RiderCoaches and Minnesota motorcyclists
Description:	This project provides for a RiderCoach Trainer to train new RiderCoaches, conduct professional development observations of existing RiderCoaches, conduct training updates for existing RiderCoaches, replace broken training motorcycles in the fleet as needed during the training season, provide the OTS with technical and curriculum expertise on request, and when necessary, design modified ranges that meet Motorcycle Safety Foundation (MSF) approval.
Evaluation:	An administrative evaluation will be conducted comparing planned and

completed activities.

Directing Agency: DPS: OTS through a professional and technical services contract with MSF certified RiderCoach Trainer James Duncan.

Project Number: 10-07-08

Project Title: Equipment and Supplies

Target Population: Students of the MMSP and RiderCoaches

Description: This project provides training supplies, equipment, curriculum materials, a state leased towing vehicle, storage rental, and necessary insurances.

Evaluation: An administrative evaluation will be conducted comparing planned and completed activities.

Directing Agency: DPS: OTS

Project Number: 10-07-09

Project Title: Mechanical Services

Target Population: Students of the MMSP and RiderCoaches

Description: This project provides for the maintenance and repair of 300 training fleet motorcycles and 22 transportation trailers through a professional services contract with Starr Cycle.

Evaluation: An administrative evaluation will be conducted focusing on training fleet readiness and ridability at the beginning of the training season and the timeliness and quality of necessary repairs during and after the season.

Directing Agency: DPS: OTS

Project Number: 10-07-10

Project Title: Transport Services

Target Population: Students of the MMSP, MNSCU course sites and RiderCoaches

Description: This project provides for the scheduling and transportation of training motorcycles to, from and between MNSCU training sites during Minnesota's rider training season through the use of private and state haulers.

Evaluation: The evaluation will be administrative, consisting of employee performance reviews and the successful reporting of Minnesota's FARS

data.

Directing Agency: DPS: OTS

Project Number: 10-07-11

Project Title: Section 2010 Motorcycle Support (Year 2010 funds)

Target Population: To Be Determined

Description: The Section 2010 money comes down too late in the year to use for that year; therefore, if Minnesota is awarded 2010 for federal 2010 this is a place holder that will allow OTS to obligate the funding.

Evaluation: To be determined

Directing Agency: DPS: OTS to be determined

Funding for Motorcycle Safety

10-07

In Thousands of Dollars

Project	Code Section	MC 402	K6 2010	State & Local	Only Fed Total	Total	Local Benefit	% Local Benefit
01 Motorcycle Coordination		120.0			120.0	120.0	96.0	80%
02 E-Grants Support		15.0			15.0	15.0	0.0	0%
03 Motorcycle Support			150.0		150.0	150.0	120.0	80%
04 Rider Training				350.0		350.0		
05 MC Public Education & Media				275.0		275.0		
06 MC Testing & Licensing				40.0		40.0		
07 Rider Coach Training				60.0		60.0		
08 MC Equipment and Supplies				30.0		30.0		
09 Mechanical Services				120.0		120.0		
10 Transport Services				25.0		25.0		
11 '10 Section 2010 Funding			120.0		120.0	120.0		
TOTAL		135.0	270.0	900.0	405.0	1,305.0	216.0	

10-09 Roadway Safety

Minnesota has not yet passed sufficiently stringent laws related to repeat DWI offenders; therefore, a percentage of federal funds are transferred from construction to safety activities. Half of those Section 164 funds are dedicated to projects focused on decreasing impaired driving-related behaviors and the other half are dedicated to engineering fixes on roadways. Due to the impetus of the original Towards Zero Death conference in 2001 and the successes of the Comprehensive Highway Safety Plan and later Strategic Highway Safety Plan, DPS and MN/DOT are working very closely together to reach the common goal of decreasing deaths and serious injuries.

Project Number:	10-09-01
Project Title:	Toward Zero Deaths Committee
Target Population:	Drivers in Minnesota
Description:	The object of the project is to maintain on-going committees that will work toward efforts designed to reach the goal of reducing traffic deaths to zero. The Leadership Committee consists of leaders from OTS, MSP, MN/DOT, Department of Health, and the Center for Transportation Studies (CTS) at the University of Minnesota. The Program Committee consists of representatives from the various traffic safety stakeholders -- traffic safety advocates, consultants, non-profit organizations, and other committees in addition to the above governmental organizations. A third, high level Executive Advisory Committee is not yet in place. Funds will be used to provide staff support for the committees, printing costs, quarterly Traffic Safety Forums (formerly called Partners Breakfasts), costs to update the TZD website, and costs associated with the Minnesota Survey.
Evaluation:	The membership and the projects generated by the committee will be reviewed for continued growth and progress.
Directing Agency:	DPS: OTS and through a grant with MnDOT, the Center for Transportation Studies at U of MN.

Project Number:	10-09-02
Project Title:	<u>State Highways</u> - Systematic Safety Improvements to Reduce Lane Departure and Intersection Fatal and Serious Injury Crashes
Target Population:	People traveling on State Highways that have been identified as a priority in the Minnesota Strategic Highway Safety Plan
Description:	The Minnesota Department of Transportation identified low-cost systematic strategies that will reduce lane departure and intersection fatal and serious injury crashes in the Strategic Highway Safety Plan.

Strategies in the plan include cable median barriers, rumble strips, rumble stripes, enhanced pavement markings, intersection lighting, improved signing, and low-cost geometric improvements. MN/DOT will select from the pool of identified state projects those to implement based on the likelihood of decreasing deaths and severe injuries.

Evaluation: Fatal and serious injuries around a selection of the sites improved will be used to compare several years of data from before the improvement with several years of data from after the improvement was made.

Directing Agency: MN/DOT through traditional road construction contracts.

Project Number: 09-09-03

Project Title: County Roads – Systematic Safety Improvement to Reduce Lane Departure and Intersection Fatal and Serious Injury Crashes.

Target Population: People traveling on and near sections of local roadways that have been identified a priority in the Minnesota Strategic Highway Safety Plan.

Description: The MN/DOT will conduct a solicitation of projects from county engineers to address specific corridor problems identified on the local level. Project proposals received will be rated and evaluated to direct the awarding of grants from MN/DOT to the counties. The strategies chosen to be implemented by the counties will be in accordance with the Strategic Highway Safety Plan that MN/DOT updated in 2007 which are briefly listed in project 09-09-02. MN/DOT will select from the pool of identified projects those to implement based on the likelihood of decreasing deaths and severe injuries

Evaluation: After the problems on a section of county roadway have been addressed, an analysis will be done on fatal and serious injury crashes that occurred prior to changes being made and those that occurred after the changes were made.

Directing Agency: MN/DOT and counties through a 164HE grant from DPS/OTS

Project Number: 10-09-04

Project Title: Road Safety Plans

Target Population: State and County Engineers responsible for developing priority safety project

Description: The Mn/DOT, through an RFP process, will hire an engineering consultant firm to develop a Road Safety Plan for each Minnesota county and each Mn/DOT district. The plans will identify a gamut of proactive measures, based on current crash trends. The plan will prioritize specific safety projects and needs within the county or district and assist the engineers in identifying systematic low cost

safety improvements. Other local agencies, such as planning organizations, cities or tribal units of government, will be encouraged to participate in the development of the road safety plans.

Evaluation: An administrative evaluation will be conducted comparing planned and completed activities. Approximately 30 plans will be completed each contract year.

Directing Agency: MN/DOT through RFP will award and negotiate a contract with consulting firm.

Funding for Roadway Safety

10-09

In Thousands of Dollars

Project	Code Section	RS 402	164HE 164	State & Local	Only Fed Total	Total	Local Benefit	% Local Benefit
01 TZD Support		75.0			75.0	75.0	22.5	30%
02 State Highways			11,250.0		11,250.0	11,250.0		
03 County Roads			7,000.0		7,000.0	7,000.0		
04 Road Safety Plans			3,750.0		3,750.0	3,750.0		
TOTAL		75.0	22,000.0		22,075.0	22,075.0	22.5	

STATE CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high-risk grantee status in accordance with 49 CFR §18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended;
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

Certifications and Assurances:

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- National law enforcement mobilizations,

- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect.

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

Cash drawdowns will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations (49 CFR 18.20, 18.21, and 18.41). Failure to adhere to these provisions may result in the termination of drawdown privileges);

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes (23 CFR 1200.21);

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other

nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(49 CFR Part 29 Sub-part F):

The State will provide a drug-free workplace by:

- a) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b) Establishing a drug-free awareness program to inform employees about:
 - 1) The dangers of drug abuse in the workplace.
 - 2) The grantee's policy of maintaining a drug-free workplace.
 - 3) Any available drug counseling, rehabilitation, and employee assistance programs.
 - 4) The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c) Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- d) Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
 - 1) Abide by the terms of the statement.
 - 2) Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e) Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f) Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted --
 - 1) Taking appropriate personnel action against such an employee, up to and including termination.
 - 2) Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- g) Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

BUY AMERICA ACT:

The State will comply with the provisions of the Buy America Act (23 USC 101 Note) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by

more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

POLITICAL ACTIVITY (HATCH ACT):

The State will comply with the provisions of 5 U.S.C. §§ 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees".

CERTIFICATION REGARDING FEDERAL LOBBYING:

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

- 1) Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
- 2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
- 3) The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING:

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal

pending before any State or local legislative body. Such activities include both direct and indirect (e.g., “grassroots”) lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION:

Instructions for Primary Certification

- 1) By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
- 2) The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency’s determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
- 3) The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
- 4) The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
- 5) The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
- 6) The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from

participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

- 7) The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
- 8) A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
- 9) Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
- 10) Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters–Primary Covered Transactions

- 1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:
 - (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
 - (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
 - (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.
- 2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

- 1) By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
- 2) The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
- 3) The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
- 4) The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
- 5) The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
- 6) The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
- 7) A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.
- 8) Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

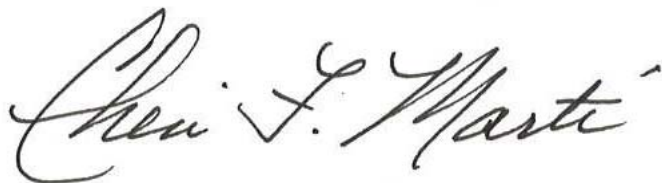
- 9) Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

- 1) The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
- 2) Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participants shall attach an explanation to this proposal.

ENVIRONMENTAL IMPACT:

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 2001 highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).



Governor's Representative for Highway Safety

August 27, 2009

Date