

State of Minnesota  
Department of Public Safety

# Highway Safety Plan

Federal Fiscal Year 2015

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

Prepared by:  
Minnesota Department of Public Safety  
Office of Traffic Safety

July 1, 2014

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# Minnesota's Highway Safety Plan: Federal Fiscal Year 2015

## 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 leading or 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, other 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 2015.

The OTS collaborates with other divisions in DPS, other state agencies, county and local units of government, as well as private organizations, industry, 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 implement 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 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 2013 to be nearly \$1.5 billion) but also the emotional toll on families of crash victims.

### **Toward Zero Deaths Program**

In 2001, the Minnesota Departments of Public Safety and Transportation collaborated on a conference called *Toward Zero Deaths*. The most significant results of that conference were an improved understanding between the two agencies of the shared roles we play in decreasing deaths and severe injuries and a desire to work together more closely. We came to the

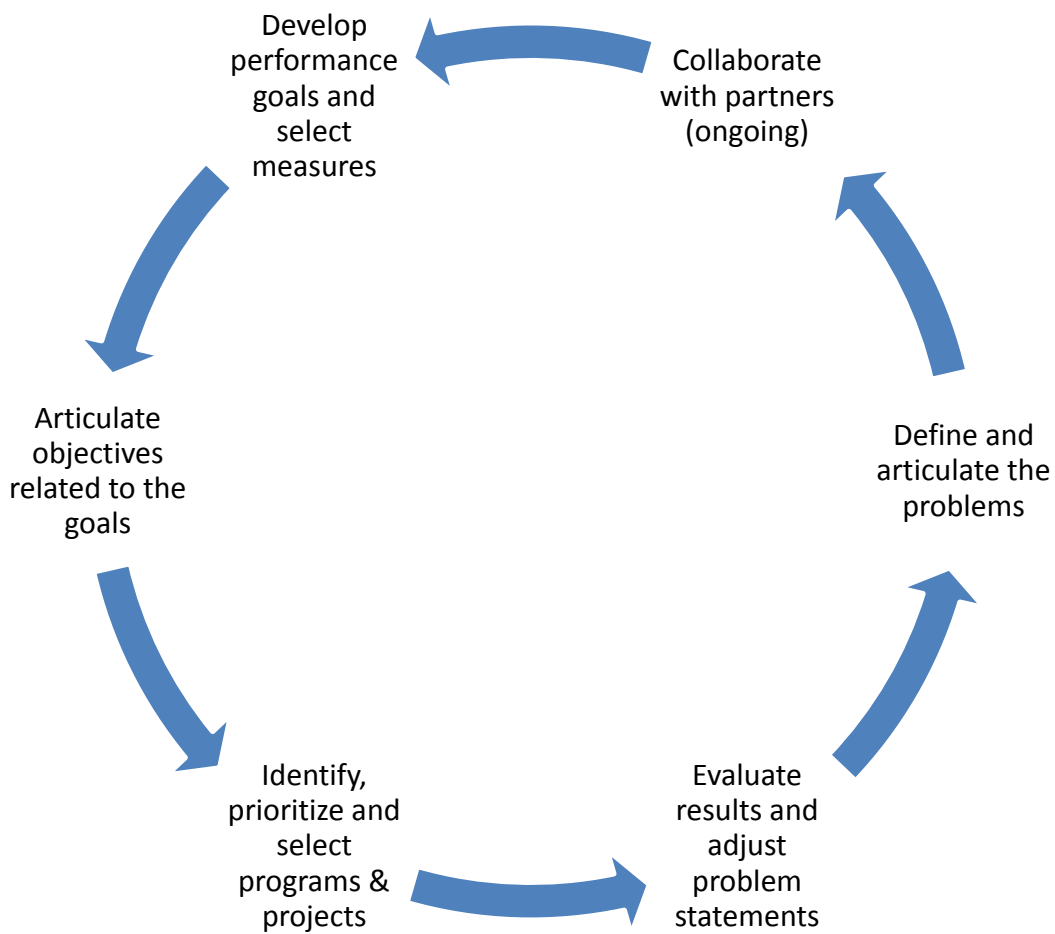
realization that we share the same goals for traffic safety and we will reach those goals more certainly and quickly if we work closely together. Soon thereafter, the Minnesota Department of Health was added as a full partner. Since 2003, the Toward Zero Deaths (TZD) partners have been collaborating on a number of projects and routinely meeting and sharing information. A Comprehensive Highway Safety Plan 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. An update to the SHSP began under MnDOT's leadership in 2013 and is scheduled for completion in 2014. MnDOT has sought participation in the update by a wide variety of stakeholders and interested persons.

In 2010 the TZD leadership team developed a strategic direction one pager with a mission, a vision, and three different goals and strategies to use to obtain them. Elements of the TZD Strategic Direction are addressed in appropriate sections that follow. Naturally, the 2015 Minnesota Highway Safety Performance Plan (HSP) and the OTS office's work, concentrate on solutions to poor driver behaviors and decisions. However, the OTS does have an increasingly system-wide understanding of traffic safety problems.

The TZD is an umbrella program, under which everyone working on traffic safety can join together. The TZD sponsoring partners (the Departments of Public Safety, Health, and Transportation) and the TZD program have received two international awards. Current TZD program goals include fewer than 300 deaths and 850 serious injuries by 2020.

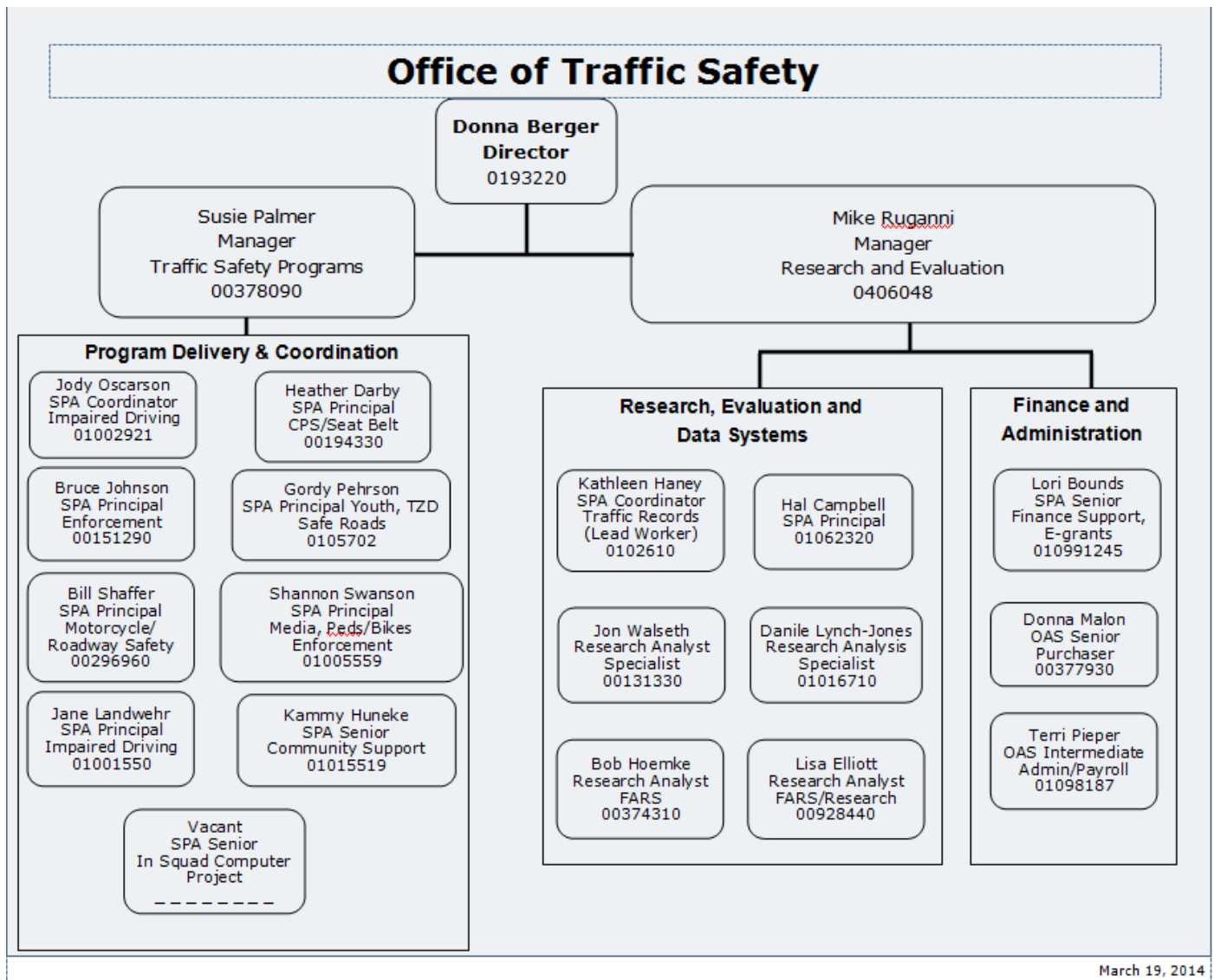
## Summary of the Planning Process

At almost any point in time the OTS is planning, evaluating, and administering projects in at least two federal 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 OTS was re-structured and re-organized in 2011 and presently consists of the Director; a Traffic Safety Programs Manager; a Research, Evaluation and Administration Manager; two support staff positions; four research positions (including the FARS analyst); and eleven “coordinator” positions at three different classification levels. The 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 only one position, with the suggested classification of state program administrator senior, is not filled. This opening should be filled before the actual start of the 2015 federal year.



March 19, 2014



## Mission Statement

The mission of the Office of Traffic Safety is:

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

The umbrella campaign under which OTS' efforts are conducted is called *Toward Zero Deaths (TZD)*. TZD includes efforts by MnDOT (engineering), Department of Health (prevention education and trauma), and Emergency Medical Services (medical response). In addition, courts and the media impact traffic safety in significant manners. 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.

The mission statement for the wider TZD effort is:

*To create a culture for which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement, and emergency medical and trauma services. These efforts will be driven by data, best practices and research.*

The MnDOT has been spending HSIP funding on certain behavioral efforts in recent years. In 2014 they began several projects that will continue in 2015. In those two years, they plan to spend the following;

| <b>Area</b>                          | <b>Amount</b>    |
|--------------------------------------|------------------|
| Pedestrian Safety                    | 200,000          |
| Work Zone Safety                     | 200,000          |
| Aggressive Driving (non-enforcement) | 320,000          |
| Regional TZD Personnel               | 485,000          |
| TZD Enforcement                      | 200,000          |
| <b>Total</b>                         | <b>1,405,000</b> |

## NHTSA and OTS Priorities

Minnesota's federal fiscal 2015 Highway Safety Plan supports the national priorities found in the February 19, 2014 letter from NHTSA's Senior Associate Administrator Brian McLaughlin and those articulated by Region 5. The priorities are listed in no specific order.

**NHTSA Priority:** Continued Emphasis on Seat Belt Countermeasures**Minnesota Status:**

- In 2013, Minnesota's official seat belt use rate was nearly 95%; one of the highest in the nation. Because seat belt use of those killed in crashes is drastically lower, OTS has not stepped back on the resources committed to the effort.
- Grants covering nearly 300 enforcement agencies in 2015 will provide high visibility, overtime seat belt enforcement during two waves this year – October and May – as part of a larger enforcement grant that covers all law areas for which OTS provides overtime funds. In addition, seat belts are a secondary focus when enforcement agencies are primarily focused on DWIs.
- For 2015 enforcement grants, at least 50% of seat belt enforcement hours must be conducted between 4:00 PM and 4:00 AM; the hours during which research shows the highest number of unrestrained people are killed or severely injured.
- In 2014, OTS contracted with the University of Minnesota to update the report on the effectiveness of the primary seat belt law.

**NHTSA Priority:** Continued Emphasis on Impaired Driving Countermeasures**Minnesota Status:**

- After years of discussion, in 2014 the OTS began a pilot screening and brief intervention project working strictly with DWI offenders within two weeks of their arrest. OTS is working with the Department of Human Services on this innovative project; they have identified a pilot test site, Duluth, for this program.
- The statewide Ignition Interlock law went into effect as an administrative rather than judicial program on July 1, 2011. It does not require interlocks for all first time offenders; however, first time offenders with an alcohol concentration level of 0.16 and above and all repeat offenders must install an ignition interlock or face a loss of license for one to six years. OTS will continue to search for a judge to be the judicial liaison whose primary responsibility will be educating on interlocks. OTS also will continue grants with four courts to help with costs related to ordering other offenders to use the devices.
- As a state whose supreme court has ruled checkpoints unconstitutional, the high visibility aspect of any enforcement effort is especially critical to its success. The model for those efforts involves all agencies in a county planning and working at the same time on the same roadways and includes the use of signs and vests alerting the public to DWI enforcement.
- High visibility enforcement concentrating on the 25 deadliest counties in terms of alcohol-related deaths and serious injuries is conducted at least once a month in each with more frequent events during the summer months and in the metropolitan areas.
- A new project in 2015 will add full time DWI officers to several larger departments.
- Electronic web-based charging of DWIs ensures paperwork does not get lost, the correct charges are levied, all appropriate forms are completed, and greatly reduces redundant entries in the paperwork. The e-charging system continues to be rolled out to law enforcement agencies; expectations are that 95 percent of agencies will have received training and technical assistance by the end of 2015.

**NHTSA Objective:** Distracted Driving**Minnesota Status:**

- The OTS 2015 enforcement grants include a week focused on distracted driving in April. All 390 agencies and all districts of the State Patrol with enforcement grants from OTS will participate.
- The April enforcement period will be supported by a paid media campaign.
- In addition to developing statewide releases and events on the subject, the Office of Communication will provide a packet of sample releases, fact sheets, and ideas for events for local partners to earn media to publicize distracted driving enforcement. In addition, the OOC will continue to schedule interviews for many of our enforcement partners. Beginning in 2015, OTS will manage the contracts for creative work and paid media; however OOC will continue to be deeply involved in that work.
- Minnesota legislation prohibits all drivers from using a wireless communication device to compose, read, or send an electronic message while driving. Drivers with permits or provisional licenses are not allowed to use any type of cell phone device. Neither of those laws provides for an increased fine for a second or subsequent offense.
- OTS has assigned one of the two managers to the distracted driving area.

**NHTSA Objective:** Effective Law Enforcement Techniques and Active and Engaged Officers**Minnesota Status:**

- The spring of 2015 will mark Minnesota's twenty-first year with law enforcement liaisons. Four retired officers will continue the program, serving as technical assistance to agencies, sharing information on such things as techniques to successfully enforce the texting and web surfing ban, and encouraging them to conduct high visibility enforcement efforts and participate in all OTS programs. A request for proposals for all four contracts will be issued in the summer of 2014.
- The Real-time Officer Activity Report (ROAR) project is fully operational. ROAR has officers working OTS events enter their stops and other report information into a website as they occur. This system has greatly increased the ease with which agencies file their reports, as well as provides OTS with an excellent source for later monitoring grant activities. ROAR will continue to be improved with the addition of a component to automatically draft invoices planned for 2015.
- The e-charging system, an on-line way for an officer to charge an offender for DWI is presently used for 85 percent of DWI arrests in the state. Developed by the DPS' Bureau of Criminal Apprehension with NHTSA funding provided by OTS, the system has greatly increased the speed at which an offender is processed and has also reduced problems with incorrect charge numbers and incomplete paperwork.
- The OTS law enforcement recognition project was completely revamped in 2014. Two agencies nominated by each law enforcement liaison receive recognition each quarter and one is selected from that group to be honored with the Commissioner's Award at a luncheon in the spring. In addition, each liaison nominates three officers to send to Lifesavers each year in recognition of their work with and commitment to traffic safety. 2014, the first year of the revamped recognition program, the Saint Cloud Police Department grant (that includes two counties and 14 cities) was awarded the

Commissioner's Award. The luncheon at an extremely successful event attended by the DPS Commissioner, OTS Director, all the involved chiefs and sheriffs as well as their officers and spouses.

**NHTSA Objective:** Deployment, Maintenance, and Enhancement of EMS

**Minnesota Status:**

- Minnesota has a law requiring run data to be collected by the EMS Regulatory Board. While the data is sent to the agency, at present it is not automated or used. OTS had proposed a project to use the data; however the EMSRB is not able to move forward with the project at this time.
- The OTS will continue to research EMS projects and looks forward to the results of the NHTSA's pilot projects.
- EMS is a critical partner in the TZD program. Because the majority of EMS responders are volunteers, each year 25 scholarships are provided for them to attend Minnesota's annual TZD conference free of charge.

**NHTSA Objective:** Pedestrians and Bicycles

**Minnesota Status:**

- In 2014, OTS began a pedestrian law enforcement program. The project was a partnership between OTS, Minneapolis PD and the University of Minnesota PD. Enforcement is directed equally between vehicles and pedestrians (and the occasional bicyclist) around the Minneapolis campus of the University. In 2015, the University police will be unable to continue with the project. OTS will search for a new partner.
- Six bicyclists were killed in traffic crashes in 2013; the crashes had little in common, other than the fact that most of them were males.
- MnDOT developed and distributed a Share the Road (with pedestrians and bicyclists) campaign last year and will continue to distribute it. OTS was part of the advisory group for the project.
- In recent years, under the leadership of a bicycling mayor, the city of Minneapolis has become one of the top cities in the country for bicycling. Despite the fact that commuting primarily by bicycle has doubled in recent years in Minneapolis (from 1.6 to 3.4 percent of total commuters) and the number of bicycle trips overall has risen by 47 percent, the number of crashes hasn't risen. Information on bicycling commuters and bicycle trips is not available on a statewide basis. However, we do know in 2013, bicycle crashes and bicyclists injured statewide each decreased six percent.
- The number of deaths and serious injuries suffered by Minnesota bicyclists in motor vehicle crashes remains low. Problem identification does not indicate the need for a bicycle project at this time.

**NHTSA Objective:** Efficient Offices and Effective Expenditures

**Minnesota Status:**

- 2015 will be the third year in which all OTS enforcement grantees are required to enter information from their logs into the web-based Real-time Officer Activity Report (ROAR) system which was developed by the Saint Paul PD and brought into statewide use by OTS. The system aids oversight and monitoring as well as greatly decreasing the time agencies need to make reports to OTS. Next in line for ROAR will be the introduction of modules to draft the invoices for the grantees.
- Using the web-based on-line e-charging system to enter DWIs into the system has greatly reduced the time it takes for an officer to arrest a DWI offender and ensures the charges are correct with all the right paperwork. This leads to higher conviction rates.
- 2015 will also be the third year in which all OTS grants are applied for, awarded, reported, and billed through the e-grants system. The system's capabilities are continually being upgraded and improved. Ultimately, the system will provide NHTSA and OTS leadership, as well as OTS project coordinators, with a wealth of information on the progress of grants in fulfilling their tasks and expending their budgets.
- While OTS does have significant carry forward monies, especially in the impaired driving area, budget plans for 2014 and 2015 indicate significant increases in expenditures are expected

# Performance Plan

Annually, Minnesota's Department of Public Safety (DPS), Office of Traffic Safety (OTS) prepares this Highway Safety Plan to describe 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 and with the OTS. With the passage of MAP 21, the Highway Safety Plan also includes application for the special funding areas under Section 405 of the act.

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 and 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, traffic crashes are the leading cause of death for infants 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 protect families by reducing the number of deaths and injuries that occur on public 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 of severe injuries that occur in traffic crashes.

The vision of the wider TZD effort is "to reduce fatalities and serious injuries on Minnesota's roads to zero."

## Vision Components

Turning the OTS 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. The following six components must be in place to change the culture and ultimately accomplish our mission and achieve the long-term vision of zero traffic fatalities in Minnesota:

1. **Informed Public:** 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 and the dangers of not doing so is a prime objective. The public perception that traffic violations are likely to result in negative consequences (arrests, citations, fines, and injuries) is also a

component. Creative, persistent media and public information efforts to keep the public informed are part of the solution.

2. **Safety Partnerships:** Supporting and working alongside of traffic safety and injury prevention groups, organizations, and agencies that share the vision is a priority. Activities that enrich partnerships and contribute to an increased sense of community are valued.
3. **Efficient/Effective Traffic Law Enforcement:** Law enforcement agencies working on traffic safety need various types of support to be effective and efficient. 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, is necessary for success. Collaborative, planned efforts by multiple agencies working together are valued, as are efficient law enforcement procedures that allow officers to be quickly back on the road after making an arrest.
4. **Improved Data and Records:** The problem identification process and project and target group selection relies on support and improvement of the crash database and linkages to other data systems. Support of the fiscal and administrative system and procedures insures confidence in the accuracy of the claims, vouchers, and fiscal reports.
5. **Well-managed/Innovative/Proactive Projects:** Work continues with strategies and countermeasures that have proven effective; continually improving them and their effectiveness. Identification of new approaches and solutions to seemingly intractable problems and quick and appropriate reactions to emerging traffic safety problems are also needed. A well-trained OTS staff of dedicated traffic safety professionals, and data systems that provide us with the information needed to identify problems and confidently make and carry out plans is valued.
6. **Customer Service and Communication:** Products and services to citizens, agencies, and organizations need to be high quality and useful; products and services should also try to anticipate the needs of customers. Information requests must be answered quickly. A key value is outstanding communication within OTS, within DPS, with our partners, with the media, and with our customers.

The TZD program values are: continuous improvement, engaged partners and evidence-based approaches.

The OTS shares those values.

## Sources of Data

Minnesota uses a wide variety of sources of data when identifying goals, as well as, problems and strategies likely to be effective in combatting them. The following chart lists types of data sources commonly used. Multiple years are used whenever possible. With the exception of the NHTSA publication (*Countermeasures That Work*), the data used is specific to Minnesota.

| Type of Data                                 | Provider/Owner of Data   |
|--|--|
| Crash Records                                | Minnesota Department of Public Safety<br>(DPS/Driver and Vehicle Services-DVS) |
| FARS   | National Highway Traffic Safety Administration<br>(NHTSA)                      |
| Telephone Surveys of Attitudes and Knowledge | Corona Inc. for DPS/OTS  |
| Observational Studies of Seat Belt Use       | Various for DPS/OTS  |
| Evaluations of Specific Projects             | DPS and Various for DPS/OTS  |
| Project Reports                              | Project Directors and OTS Staff for DPS/OTS                                    |
| Citations and Convictions                    | State Court Administration and Project Directors                               |
| CODES  | Minnesota Department of Health (DOH)   |
| DWI Offender                                 | DPS (from DVS' Driver's License Data Base)                                     |
| Occupation, Cause of Death                   | County Coroner's Reports of Death  |
| Vehicles Miles Traveled                      | Minnesota Department of Transportation<br>(MnDOT)                              |
| Population                                   | Minnesota State Demographer  |
| Ambulance run reports                        | EMS Regulatory Board   |
| Crash Location Mapping                       | MnDOT  |
| Attendee Evaluations                         | Students and Conference Attendees at DPS/OTS<br>sponsored events               |
| Motorcycle Rider Survey                      | DPS/OTS  |
| Tribal Boundaries                            | MnDOT  |
| 2014 SHSP Focus Areas                        | MnDOT Draft SHSP   |
| 2013 Countermeasures That Work               | NHTSA  |



## Trends

Sometimes trends are not easily seen or forecast, but the crash data itself provides some insights. For example, in the past ten years (2004-2013) Minnesota has seen two years (2007 and 2012) where the number of persons killed actually increased slightly. However, during the ten year time frame mentioned, Minnesota has experienced an average decrease in fatalities of 4.0% every year since 2004. Similarly, there were three years (2005, 2007, and 2011) during which the number of fatalities that were alcohol-related (one driver, pedestrian, or bicyclist had consumed any amount of alcohol) also increased. But, overall since 2004, the number of alcohol-related fatalities in Minnesota has decreased 3.9% annually.

As a general rule, the economic impact of traffic crashes increases each year; which is not surprising considering the annual rise in health care costs. The National Safety Council's estimate of the cost of a traffic fatality was \$1,410,000 in 2013. The costs associated with all traffic crashes in Minnesota rose to an all-time high in 2004 when they were estimated to be \$1.769 billion. Since that time, the estimate has gone up a little one year and down a little the next; in 2013 it was estimated to be \$1.588 billion.

The primary seat belt and booster seat laws have given Minnesota its highest occupant restraint usage rate in history; based upon the observational survey it is now 95%. As restraint use by motor vehicle occupants increased in Minnesota starting in the early 1980's, the number of killed occupants has decreased dramatically. Forty years ago, about 700 motor vehicle occupants died each year in Minnesota. In 2013, a total of only 269 occupants were killed.

## Demographical Trends

All of the information in this section is from the website of the Minnesota State Demographic Center. A table showing population projections by age and gender is included as Appendix A.

Minnesota's population is projected to grow by seven percent from 2013 through 2020. Traffic safety trends will be dependent, in part, on where that growth occurs in the state and which cohorts increase or decrease.

Although the majority of crashes occur in the metropolitan areas of the state (regardless of how metropolitan is defined), the large majority of the specific crashes with which OTS is concerned – the most severe ones resulting in deaths or serious injuries – occur outside of the metropolitan areas. Since metro areas are projected to increase in population at nearly twice the rate of non-metro areas (10% vs. 6%, respectively), fewer deaths and severe injuries relative to overall population size are expected by 2020.

In the coming decade, other demographic trends also bode well for traffic safety. The number of those in the inexperienced driver category (15-19 year olds) is projected to decrease six percent from 2013 to 2020; generally speaking, with fewer teens driving fewer deaths are expected. Other favorable demographics include the number of Minnesotans in their early 20's (21-25 year olds), who typically receive the highest number of DWIs, are least likely to buckle up, and mostly likely to be killed or

seriously injured is also projected to decrease from 2013 to 2020 by five percent. Moreover, with the continuing aging of the “baby boomers”, the age group least associated with risky driving behavior (35-64 year olds) and correspondingly least likely to be involved in crashes, is projected to increase by only one percent by 2020, representing a somewhat smaller portion of the total population by the end of the decade (40 percent in 2013 versus 38 percent in 2020). This smaller percentage of the safest drivers does not bode well for crash statistics in the coming years.

The severity of injuries and the likelihood of crashes increases as people pass the age of 80; the number of Minnesotans over 80 years of age is projected to increase eight percent by 2020. Along with the gradually aging population, deaths and severe injuries are generally expected to rise since older people are, on the whole, more fragile and it is more difficult for them to recover from crash injuries. However, given that the over 85 age group will still only represent four percent of the overall Minnesotan population by 2020, there will likely be no proportional increase in deaths and severe injuries relative to population size due to this cohort for the next decade.

Two final trends for the next decade worth noting: Minnesotans aged 25 to 34 will remain relatively constant. The majority of the persons those ages, especially the unmarried males, are at high risk for crashes. Minnesotans aged 65 and above will be the cohort most responsible for the increase in population; by 2020 they will increase by 33 percent over 2013.

## **Seat Belt Use**

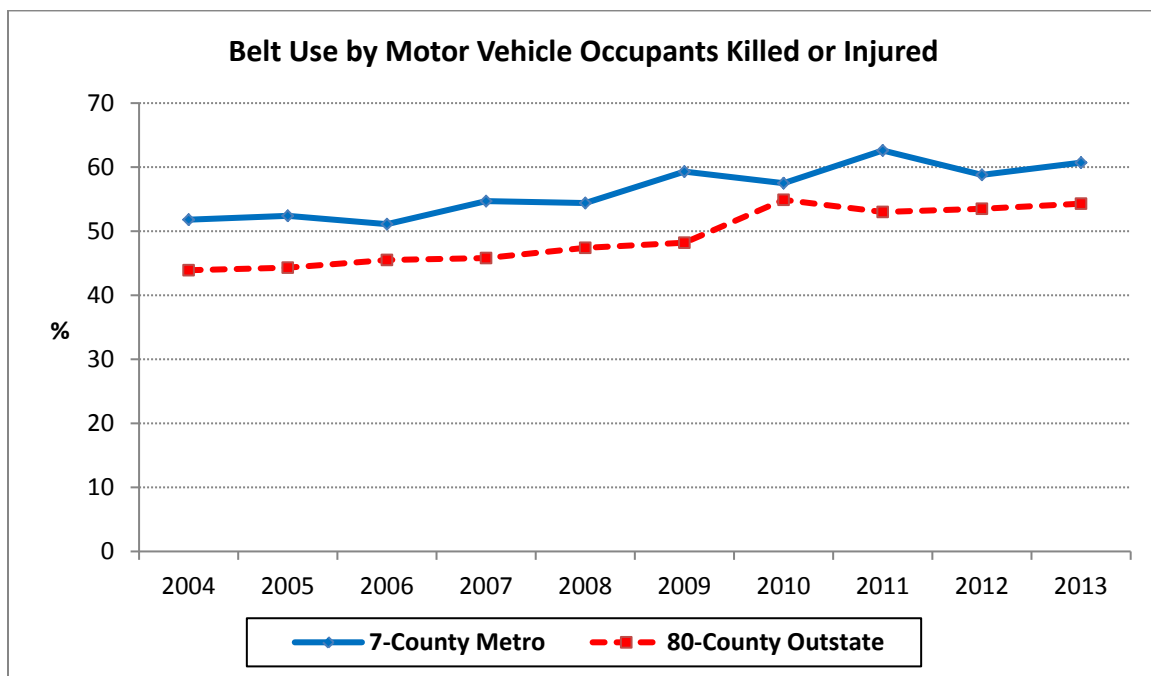
Seat belt use as identified in the 2013 crash database for all levels of injury shows the metropolitan area had the highest use; with 84% of those killed or injured in the seven-county metro area wearing a seat belt at the time of the crash. The western counties bordering the Dakotas continue to have the lowest belt use of vehicle occupants killed or injured in crashes; only 76% in the northwest region and only 80% in the southwest region were known to be belted at the time of the crash.

In the past decade the number of motor vehicle occupant children under the age of 10 who were killed or severely injured in crashes has decreased by 40 percent (from 50 in 2004 to 30 in 2013). The number of ‘tweens and teens, ages 10 through 19, who were killed or severely injured decreased 60% (from 413 to 167 during those same years). Increased passenger protection use has been a significant factor in those successes.

Seat belt use rates of those killed or injured by roadway type is lowest on township roads (67%) and highest on interstates (91%). Seat belt use by those killed in alcohol-related crashes in 2013 was only 31%. These relationships have remained fairly constant over the years.

In the past ten years 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 8 percentage points. As shown by the graph below, that gap narrowed in 2013 to about 5 percentage points.

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. For the August, 2013 survey the observed belt use was 95%. More detailed information on observed seat belt use is provided at the beginning of the occupant protection program area.

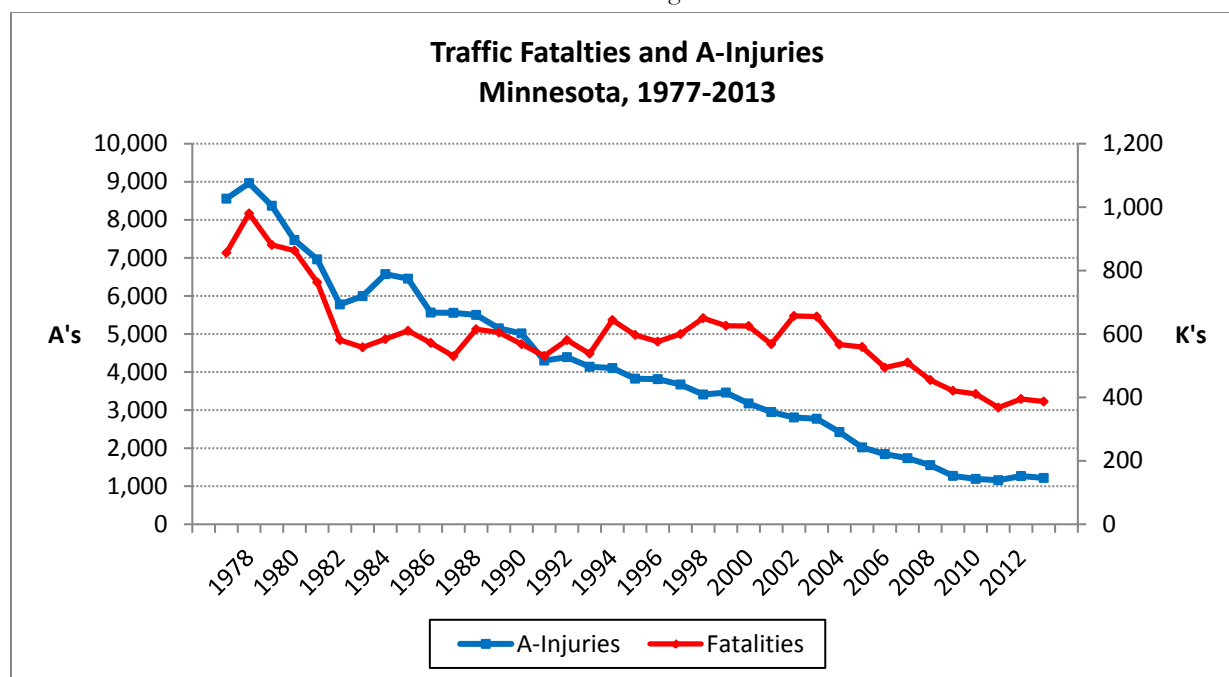


## Deaths and Severe Injuries

There were eight fewer traffic deaths in 2013 than in 2012, a decrease of 2.0%. The number of deaths increased slightly in all five year age-groups in the age range of 50 through 84; but those increases were offset by fewer deaths in all five year age-groups in the 15 to 49 range. Of those killed in traffic crashes in 2013, 67% were males; this is remarkably consistent over time.

There was an increase in motorcycle rider fatalities in 2013, up to 60 from 55 in 2012. Sixty-eight percent of the motorcycle riders who died in 2013 were aged 40 and over.

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, 34 years ago, almost 9,000 people sustained severe injuries, compared to 1,216 in 2013, a decrease of 86%. 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 a broken bone. A severe injury is a painful, expensive experience. According to the National Safety Council, the average cost for a serious injury is now \$72,700, an estimate that is considered conservative by many.



## Impaired Driving

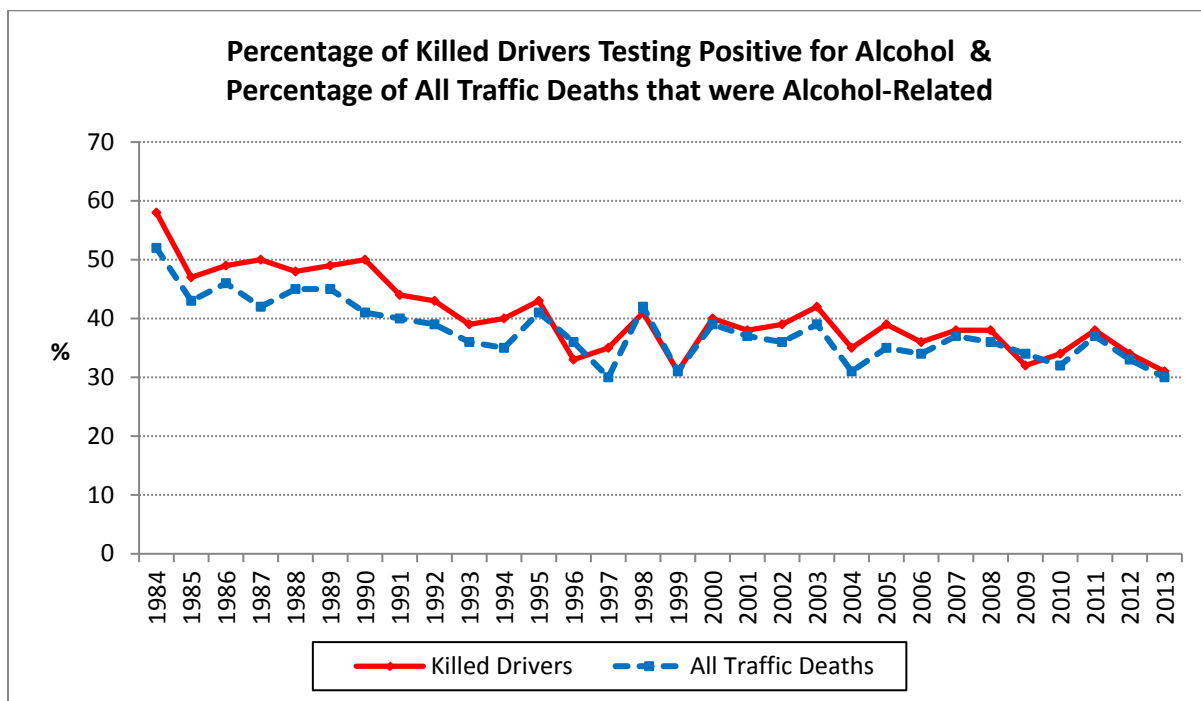
Alcohol-related deaths are defined by OTS as those in which at least one driver, pedestrian, or bicyclist involved in the crash had a measurable amount of alcohol in his or her system. In 2013, 117 people in Minnesota died in alcohol-related traffic crashes; they accounted for 30% of all traffic-related deaths. (These figures as reported by NHTSA will be a bit larger after they apply their imputation process to the unknowns).

NHTSA is now using an alcohol impaired measure instead of an alcohol-related measure; defined as deaths in which at least one driver, pedestrian, or bicyclist had a blood alcohol content of .08 or above. In 2013, 95 people in Minnesota died in alcohol-impaired traffic crashes; they accounted for 25% of all traffic-related deaths.

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 at any given time or place – 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 7-10% of the miles traveled in Minnesota is done by people who are not buckled up.

But we can look at how many of the killed drivers who were tested for alcohol had a positive blood alcohol content test result (BAC). And we can look at how many traffic deaths were alcohol-related. Those two measures are closely related to one another; they are 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, pedestrian, or bicyclist 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.



Minnesota is making some progress against drinking and driving, yet it’s a particularly frustrating problem; alcohol-related measurements can fluctuate each year, but the above graph clearly shows a decreasing trend in the past 30 years. Predictably, there is a strong positive relationship between alcohol use and injury severity. In 2013, 6% of all minor injuries, 11% of moderate injuries, 20% of severe injuries, and 30% of deaths were alcohol-related. All of these percentages are slightly lower than the ones recorded in 2012.

Minnesota law enforcement officers arrested 25,719 impaired drivers in 2013, a very healthy 10% decrease from the 28,418 arrests made in 2012. Minnesota’s .08 law was passed in August of 2005. As a result, the number of DWI arrests made in 2006 rose to the highest level in Minnesota history, about 42,000. Since then, DWI arrests in Minnesota have decreased every year and are now lower than pre-2006 levels. Males made up 67% of those arrested for DWI and females 25%; the gender of the remaining 8% was not reported. In 2013, 21 to 34 year-olds committed 53% of the DWIs on record; another constant. The percentage of DWIs issued in the metropolitan counties of the state has leveled off after several years of a slow decline with just over 50% in 2013.

As the baby boom generation grows older, we should see a 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 enforcement and media programs.

## Race and Hispanic Origin

Minnesota does not collect data on Race or Hispanic origin on our crash reports. The only data available is on fatalities where the FARS analyst retrieves it from the county coroner's Documentation of Death. For definitions, refer to FARS website at <http://www.nhtsa.gov/FARS> (under How to Access FARS, look for the pdf document 2009 FARS Coding and Validation Manual and open it, going to pages 595 and 611.

### Race of Traffic Fatalities in Minnesota

| Race                            | 2009       | 2010       | 2011       | 2012       | 2013       |
|---------------------------------|------------|------------|------------|------------|------------|
| White                           | 371        | 368        | 309        | 337        | 338        |
| Black                           | 13         | 12         | 10         | 17         | 16         |
| Native American                 | 15         | 16         | 18         | 10         | 9          |
| Chinese                         | 0          | 1          | 0          | 1          | 2          |
| Filipino                        | 0          | 1          | 0          | 0          | 0          |
| Asian Indian                    | 0          | 3          | 1          | 0          | 1          |
| Korean                          | 0          | 1          | 2          | 0          | 0          |
| Vietnamese                      | 0          | 1          | 7          | 3          | 1          |
| Other Asian or Pacific Islander | 8          | 1          | 5          | 0          | 7          |
| Multiple Races                  | 1          | 0          | 0          | 0          | 0          |
| All other races                 | 4          | 1          | 2          | 1          | 1          |
| Unknown                         | 9          | 6          | 14         | 26*        | 12         |
| <b>Totals</b>                   | <b>421</b> | <b>411</b> | <b>368</b> | <b>395</b> | <b>387</b> |

\*Five of the unknown were Somali

### Hispanic Origin of Traffic Fatalities in Minnesota

| Hispanic Origin                | 2009       | 2010       | 2011       | 2012       | 2013       |
|--------------------------------|------------|------------|------------|------------|------------|
| Mexican                        | 8          | 21         | 11         | 9          | 7          |
| Puerto Rican                   | 2          | 1          | 0          | 0          | 1          |
| Cuban                          | 1          | 0          | 0          | 0          | 0          |
| Central or South American      | 3          | 1          | 2          | 3          | 4          |
| Hispanic, Origin not specified | 1          | 2          | 2          | 0          | 2          |
| Non-Hispanic                   | 397        | 379        | 341        | 363        | 363        |
| Unknown                        | 9          | 7          | 12         | 20*        | 10         |
| <b>Totals</b>                  | <b>421</b> | <b>411</b> | <b>368</b> | <b>395</b> | <b>387</b> |

\*Five of the unknown were Somali

## 2015 Problems Identified

In 2013, Minnesota's fatality rate per hundred million vehicle miles traveled was 0.68 which is one of the lowest rates in our history and significantly better than the national average (which is projected to be 1.11). The number of people killed on our roadways in 2013 was 387, a 2% decrease from 2012. And, it represents a 32% decrease from a decade ago (2004). The percentage of drivers and front seat passengers who were buckled up was 95% according to the 2013 observational survey; the highest we have seen since we began tracking that percentage.

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

- 25,719 impaired driving arrests were made on Minnesota roadways in 2013. Of the DWI arrests, 67% were male, 25% were female and gender was not stated for 8%. Nearly 53% of impaired drivers arrested were between the ages of 21 and 34; approximately 6% were under 21.
- Of the 387 persons killed on our roads that year, 117 (30%) died in crashes involving a driver, pedestrian, or bicyclist who had consumed a measurable amount of alcohol. Of the total killed, 95 (25%) involved a driver, pedestrian, or bicyclist whose blood alcohol content was at or over the legal limit of .08.
- Over 67% of those killed in 2013 crashes were males. In contrast, females usually experience slightly more traffic injuries than males. In 2013, 52% of all injuries in Minnesota were to females.
- When comparing the proportion of different licensed driver age groups to the proportion of those who were in a crash, all five-year age groups up through 39 years old continue to be over-represented in crashes. In 2013, drivers in the 20-24 age group were the most over-represented. They made up only 8.3% of all licensed drivers yet were involved in 13.6% of all traffic crashes.
- Of the 269 drivers or passengers inside vehicles who were killed, only 145 (54%) were known to be using a seat belt at the time of the crash. Female occupants who died in crashes continue to be more likely to be buckled up than males; 67% were in comparison to 46%.
- Belt use in 2013 fatal crashes was lowest for 70-74 year-olds with only 4 of the 12 (33%) killed known to be restrained; second lowest were 25-29 year-olds with only 11 of the 29 (38%) known to be restrained. In terms of numbers of motor vehicle occupants killed in five year age groups, those aged 25 to 29 years had the most with 29 deaths, followed by 21-24 year olds with 27 deaths.
- While crashes occur much more frequently in the Minneapolis/St. Paul seven-county metropolitan area (61% of the total), approximately 61% of the deaths and serious injuries occur in the rural counties of the state. Congestion may be frustrating, but as speeds decrease and quick access to trauma services increases, the severity of injuries lessens.

- In single vehicle crashes, officers most often cited illegal or unsafe speed as a contributor to the crash (attributed to 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 (22% of those drivers).
- Illegal or unsafe speeds contributed to 76 of Minnesota's deaths (20% of all traffic deaths) and 4,549 injuries (15% of all injuries). Driver inattention/distraction contributed to 68 deaths (18%) and 8,034 injuries (26%).



## Performance Measures

NHTSA and the GHSA have recommended Core Performance Measures to be included in State Highway Safety Plans beginning in 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.

Calendar year 2011 was a much better year for traffic safety than trend analysis would have suggested. Therefore, it is not surprising that 2012 saw a return to a more expected pattern of fatalities. Nearly half of the increase in fatalities was from motorcyclists. Although the numbers continue the downward trend over time, numbers are higher in 2012 than 2011 in the following measures:

- Traffic Fatalities -- up from 368 to 395
- Serious Injuries – up from 1,159 to 1,268
- Fatality Rate (by 100 million VMT) – up from .65 to .69
- Alcohol-impaired driving fatalities – up from 109 to 114
- Speed related fatalities – up from 86 to 91
- Motorcyclist fatalities – up from 42 to 55
- Unhelmeted motorcyclist fatalities – up from 19 to 33

Comparing calendar years 2011 and 2012, Minnesota made progress towards 2013 targets in the following areas:

- Unrestrained occupant fatalities – down from 106 to 101
- Drivers age 20 or under in fatal crashes – down from 56 to 47
- Seat Belt use rate – up from 94% to 95%
- Pedestrian fatalities – down from 39 to 38

It should be noted that fatalities for 2013 decreased slightly from 2012.

The following pages present the performance measurements and targets for the OTS.

## Performance Measures\*

| Core Outcome Measures                                      |                           |             |             |             |             |             |                       | 2013         | 2014        | 2015        |
|--|---------------------------|-------------|-------------|-------------|-------------|-------------|-----------------------|--------------|-------------|-------------|
|  |                           | 2007        | 2008        | 2009        | 2010        | 2011        | 2012                  | Target       | Target      | Target      |
| Traffic Fatalities   | <b>Total</b>              | 510         | 455         | 421         | 411         | 368         | 395                   | <b>390</b>   | <b>375</b>  | <b>350</b>  |
|  | <b>Rural</b>              | 352         | 317         | 282         | 287         | 247         | 269                   |              |             |             |
|  | <b>Urban</b>              | 158         | 138         | 139         | 124         | 121         | 126                   |              |             |             |
|  | <b>Unknown</b>            | 0           | 0           | 0           | 0           | 0           | 0                     |              |             |             |
| <b>Serious Injuries</b>                                    |                           | 1,736       | 1,553       | 1,271       | 1,191       | 1,159       | 1,268                 | <b>1,100</b> | <b>950</b>  | <b>850</b>  |
| Fatalities Per 100 Million Vehicle Miles Traveled          | <b>Total</b>              | 0.89        | 0.78        | 0.74        | 0.73        | 0.65        | 0.69                  | <b>0.68</b>  | <b>0.64</b> | <b>0.60</b> |
|  | <b>Rural</b>              | 1.30        | 1.24        | 1.15        | 1.17        | 1.00        | 1.10                  |              |             |             |
|  | <b>Urban</b>              | 0.53        | 0.42        | 0.43        | 0.39        | 0.38        | 0.39                  |              |             |             |
| Passenger Vehicle Occupant Fatalities (All Seat Positions) | <b>Total</b>              | 392         | 312         | 294         | 298         | 265         | 270                   |              |             |             |
|  | <b>Restrained</b>         | 170         | 151         | 128         | 148         | 128         | 129                   |              |             |             |
|  | <b>Unrestrained</b>       | 187         | 125         | 117         | 113         | 106         | 101                   | <b>100</b>   | <b>95</b>   | <b>90</b>   |
|  | <b>Unknown</b>            | 35          | 36          | 49          | 37          | 31          | 40                    |              |             |             |
| <b>Alcohol-Impaired Driving Fatalities (BAC=.08+)**</b>    |                           | 173         | 132         | 107         | 128         | 109         | 114                   | <b>105</b>   | <b>100</b>  | <b>90</b>   |
| <b>Speeding-Related Fatalities</b>                         |                           | 111         | 134         | 95          | 96          | 86          | 91                    | <b>85</b>    | <b>80</b>   | <b>75</b>   |
| Motorcyclist Fatalities                                    | <b>Total</b>              | 61          | 71          | 52          | 48          | 42          | 55                    | <b>50</b>    | <b>47</b>   | <b>45</b>   |
|  | <b>Helmeted</b>           | 11          | 12          | 11          | 12          | 13          | 11                    |              |             |             |
|  | <b>Unhelmeted</b>         | 45          | 54          | 38          | 26          | 19          | 33                    | <b>30</b>    | <b>28</b>   | <b>27</b>   |
|  | <b>Unknown</b>            | 5           | 5           | 3           | 10          | 10          | 11                    |              |             |             |
| Drivers Involved in Fatal Crashes                          | <b>Total</b>              | 792         | 639         | 551         | 592         | 503         | 537                   |              |             |             |
|  | <b>Aged Under 15</b>      | 0           | 2           | 0           | 1           | 2           | 0                     |              |             |             |
|  | <b>Aged 15-20</b>         | 87          | 68          | 69          | 64          | 54          | 47                    |              |             |             |
|  | <b>Aged Under 21</b>      | 87          | 70          | 69          | 65          | 56          | 47                    | <b>50</b>    | <b>45</b>   | <b>40</b>   |
|  | <b>Aged 21 &amp; Over</b> | 702         | 566         | 478         | 524         | 446         | 488                   |              |             |             |
|  | <b>Unknown Age</b>        | 3           | 3           | 4           | 3           | 1           | 2                     |              |             |             |
| <b>Pedestrian Fatalities</b>                               |                           | 33          | 25          | 42          | 35          | 39          | 38                    | <b>40</b>    | <b>39</b>   | <b>38</b>   |
| <b>Core Behavioral Measure</b>                             |                           |             |             |             |             |             |                       |              |             |             |
| <b>Observed Seat Belt Use Rate</b>                         |                           | 88%         | 87%         | 90%         | 93%         | 94%         | 95%                   | <b>94%</b>   | <b>95%</b>  | <b>97%</b>  |
| <b>Core Activity Measure (FFY) ***</b>                     |                           | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>5 year average</b> |              |             |             |
| <b>Seat Belt Citations</b>                                 |                           | 11,341      | 29,030      | 29,636      | 21,524      | 24,686      | 23,243                |              |             |             |
| <b>Impaired Driving Arrests</b>                            |                           | 4,704       | 3,296       | 3,699       | 3,330       | 3,071       | 3,620                 |              |             |             |
| <b>Speeding Citations</b>                                  |                           | 18,900      | 23,758      | 22,949      | 18,141      | 26,578      | 22,065                |              |             |             |

\* 2013 FARS Data was Not Yet Available. However for target setting, state 2013 data was taken into consideration.

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

\*\*\* Activity Measures record those citations/arrests made during grant-funded enforcement hours.

Minnesota was the recipient of distracted driving (405e) funding in 2013. As a result, OTS is required to have at least one performance measure related to distracted driving. The following measure has been developed to meet that requirement:

Driver Inattention//Distraction as a percentage of total contributing factors in multi-vehicle crashes will decrease.

| Distracted Driving Measure   |      |      |      |      |      |      | 2013   | 2014   | 2015   |
|--|------|------|------|------|------|------|--------|--------|--------|
|  | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | Target | Target | Target |
| Driver Inattention/Distracted as a percentage of total contributing factors in multi-vehicle crashes | 24.1 | 23.3 | 22.6 | 22.4 | 22.7 | 24.1 | 22.9   | 22.8   | 22.7   |

For each vehicle in a crash, the investigating officer can list up to two contributing factors based on his or her opinion as well as facts. As distracted driving continues to gain visibility it is possible there will be a short term increase in this factor.

| New Outcome Measure |      |      |      |      |      |      | 2013   | 2014   | 2015   |
|---------------------|------|------|------|------|------|------|--------|--------|--------|
|                     | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | Target | Target | Target |
| Bicycle Fatalities  | 4    | 13   | 10   | 9    | 5    | 7    | 6      | 6      | 6      |

## Targets

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

**NOTE:** The methods used to calculate Targets can be found in Appendix 2.

### Traffic Fatalities (FARS)

C-1) To decrease traffic fatalities 15 percent from the 2008-2012 calendar base year average of 410 to 350 by December 31, 2015.

### Serious Traffic Injuries (State Crash Data Files)

C-2) To decrease serious traffic injuries 34 percent from the 2008-2012 calendar base year average of 1,288 to 850 by December 31, 2015.

### Fatalities/VMT (FARS/FHWA)

C-3) To decrease fatalities/VMT from the 2008-2012 calendar base year average of 0.72 to 0.60 by December 31, 2015.

### Unrestrained Passenger Vehicle Occupant Fatalities (FARS)

C-4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 20 percent from the 2008-2012 calendar base year average of 112 to 90 by December 31, 2015.

### Alcohol- Impaired Driving Fatalities (FARS)

C-5) To decrease alcohol impaired driving fatalities 24 percent from the 2008-2012 calendar base year average of 118 to 90 by December 31, 2015.

*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 25 percent from the 2008-2012 calendar base year average of 100 to 75 by December 31, 2015.

**Motorcyclist Fatalities (FARS)**

C-7) To reduce the number of motorcyclist fatalities from the 2008-2012 calendar base year average of 54 to 45 by December 31, 2015.

**Unhelmeted Motorcyclist Fatalities (FARS)**

C-8) To decrease unhelmeted motorcyclist fatalities 20 percent from the 2008-2012 calendar base year average of 34 to 27 by December 31, 2015.

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

C-9) To decrease drivers age 20 or younger involved in fatal crashes 34 percent from the 2008-2012 calendar base year average of 61 to 40 by December 31, 2015.

**Pedestrian Fatalities (FARS)**

C-10) To reduce the increasing trend in pedestrian fatalities from a projection of 46 in 2015 to 38 fatalities by December 31, 2015

**Bicyclist Fatalities (State Crash Data Files)**

C-11) Maintain bicycle fatalities from 6 (2011-2013 average) to 6 by December 31, 2015

**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 2 percentage point(s) from the 2013 calendar year usage rate of 95% to 97% by December 31, 2015.

**DISTRACTED DRIVING MEASURE (1)**

D-1) To decrease driver inattention/distraction as a percentage of total contributing factors in multi-vehicle crashes.

The wider TZD program has three overall goals:

1. To establish the vision of TZD as a priority for all state and local agencies and units of government.
2. To create and strengthen traffic safety partnerships.
3. To promote and implement effective traffic safety initiatives.

And one statewide measureable goal:

- Fewer than 350 traffic related fatalities and fewer than 850 serious injuries by 2015.

## Process Description

### Problem Identification Process

Minnesota participates in the Fatality Analysis Reporting System (FARS), 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 staff members on request.

OTS has traditionally been fortunate in the area of traffic records – 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 online; 98% of police crash reports were entered online in 2012. Fatality data is received daily by the Patrol and Driver and Vehicle Services and is shared with OTS and a wide range of other partners; preliminary comparisons from the previous year are available daily. Complete crash data from the previous year is usually available by the following May; and preliminary data analysis 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 DWI incidents and DWI offenders.

Our NHTSA-approved observational study of seat belt use has traditionally been conducted each August with the results available by September. During 2012, NHTSA approved a new survey design for OTS and that survey, along with the prior approved survey, were both conducted that year with no significant differences in results. The OTS currently conducts one survey each year in June.

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 provides an additional source of valuable data for problem identification.

Please see page 12 for a complete listing of sources and types of data used by the OTS during the 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* publication and for data not covered by *Crash Facts*. 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 by 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.

When identifying problems, OTS looks at both the size of the problem and at over-representation. If the percentage of five to nine year olds inside vehicles who killed or severely injured and are wearing seat belts is only 10 percent, it is important to also know that only one child in that age group was killed and nine were seriously injured. Unsafe percentages (such as failing to wear seat belts) or low numbers of

people in the problems do not automatically mean that problem will or will not be addressed. It is always important for OTS to look at the numbers and the percentages together and design a balanced program that takes both into account.

When a basic problem is identified, such as the high number of fatal and serious injury crashes in the mid-to-late afternoons, it is further investigated. The researchers first identify over-representation in the problem. For example, the researcher will look at the age and gender of the people involved, if it is occurring on weekends or weekdays, if it is more a rural or urban phenomenon, if it is more common in any particular cities or counties, what types of roadways are involved, and what are drivers doing wrong in those crashes. After that second set of runs are done, findings from them (such as the 50-54 year old cohort is over-represented in these crashes) may lead to others questions such as running crosstabs of the age groups by the contributing factors or running a series of crosstabs on just the 50-54 year olds who are in fatal and serious injury crashes at that time of day. If a particular city or county is found to have a higher than average percentage of crashes of this type, a map of the crash locations may be generated. If a particular contributing factor is over-represented, the number of citations written in recent years for that offense may be sought.

Sometimes the further the data is followed the murkier the results become as the numbers get smaller and smaller. For example, pedestrian deaths and serious injuries occur all over the state (roughly 85 thousand square miles) and their numbers are relatively small in the overall scheme of traffic safety. Pedestrians killed and seriously injured in crashes basically break down into three groups by age. The first group is young children who run out into or play in streets and have no conception of the danger. The second group is young adults who have often been drinking. The third group is the elderly or physically challenged who may not be able to dodge or walk faster to avoid vehicles. If it's evening hours in the winter, the drivers often have difficulty seeing the pedestrians, especially those in dark clothing. Those at fault are fairly equally divided between the drivers and the pedestrians, with pedestrians being somewhat less likely to be at fault. All of these facts lead to difficulties in designing effective programs – the target audience is nearly everyone in the state and there isn't a single message or strategy (or even two or three messages or strategies) that will attack the problem successfully. Regardless of the difficulties, the OTS initiated a pedestrian law enforcement project in 2013 targeting both the pedestrians and the drivers. After more experience with this pilot project in Minneapolis, OTS will research possible changes it caused to the number of pedestrian crashes in the targeted area (the University of Minnesota).

While close attention is paid to data trends throughout the year, we study the trends most closely when planning for a new 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, the book contains a wealth of information such as the number of Minnesotans with DWIs on their driver's license records (including crosstabs of 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 addition to the NHTSA federal grant programs, OTS coordinates and manages two 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*.

OTS staff members play 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 300 federally-funded grants, 30 state-funded grants and contracts, and 40 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 six other state agencies have projects with OTS funding.

OTS has four research analyst positions to enter FARS data into the NHTSA data base, analyze traffic crash data from Minnesota, produce the legislatively-mandated *Minnesota Motor Vehicle Crash Facts* publication, identify traffic safety problems, answer questions from the media and general public, and evaluate the effectiveness of various traffic safety programs. Two support staffers provide OTS with general administrative services and with purchasing services through the Minnesota SWIFT system and expediting and payroll services through the Statewide Employee Management System (SEMA4). And finally, a director and two managers oversee the programs, budgets and direction of the office and provide leadership on working with the media and legislature.

Several members of OTS staff are proficient in using and updating websites, as a result of which the OTS has made much better use of its website, <https://dps.mn.gov/divisions/ots/>, in recent years. The website was completely revamped for the entire department in 2011. The website contents include several years of

Highway Safety Plans, as well as, *Crash Facts* and *Impaired Driving Facts* books, active requests for proposals and application forms, schedules and pictures of events, information on child safety seats and clinics demonstrating their correct use, 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 information.

All grant applications and requests for proposals are done through the department-wide e-grants system. All contract applications and requests for proposals are done through the statewide SWIFT accounting system. Law enforcement agencies can submit short reports on their mobilization and crackdown work online through the use of Survey Monkey software. Law enforcement agencies enter their grant worked activity on-line as it occurs through the ROAR system.

## Project Selection

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

- Projects that have been found to be effective by research as shown in the annual NHTSA *Countermeasures That Work* publication
- Projects for which the trend is in the opposite direction of what we would like to see
- Projects that support traffic safety efforts in cities, counties, and communities
- Projects that support improvements to traffic safety efforts at the state level or which indirectly support the activities in local units of government
- Projects that support our in-house efforts to evaluate, coordinate, manage, and monitor the work we do
- Projects supporting mobilizations and crackdowns
- The OTS also considers if the project is likely to address or support the goals in this plan (the annual Highway Safety Plan) or the behavioral portion in the Strategic Highway Safety Plan (SHSP).

## Direct Community Support

For the past three years, the OTS has issued an idea solicitation in the spring. Much less formal and a great deal less work than required to respond to a request for proposals, the idea solicitation asks for ideas for traffic safety projects that address problems from any interested individual or organization. The solicitation is heavily publicized throughout the TZD partner networks. While always interesting, the ideas received tend to involve ineligible expenses, changes in laws, or very small problems. Idea solicitations will continue to be issued each year. In 2015, one idea, to study through surveys and focus groups motorcycle riders who don't wear helmets, will be implemented.

For projects that directly support community traffic safety efforts OTS frequently issues a request for proposals (RFP) to local units of government. The RFP defines 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, and any task or budget specific requirements. Applications received in response to RFPs are evaluated based on rating sheets that consider such things as 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 and the weight given to the different aspects.



Depending on the specifics of the project being funded, counties and cities are eligible for funding based on the following:

- A higher percentage of impaired driving crashes than the state as a whole based on population
- A higher percentage of impaired driving crashes than the state as a whole based on vehicle miles driven
- A higher percentage of people in crashes not using safety restraints than the state as a whole based on population
- A higher percentage of people in crashes not using safety restraints than the state as a whole based on vehicle miles driven
- Identified as one of the worst twenty counties in terms of number of traffic fatalities

Assuming the grant application responds to the RFP, the more factors a location is worse than the average in and/or in the high 25 for, the more likely the location is to receive a grant.

The OTS identifies the 25 counties with the highest number of deaths related to impaired driving and invites them to participate in special impaired driving enforcement efforts.

### **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 program guides, 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 elsewhere – are extremely beneficial to and ultimately of direct benefit to local communities.

To capture the local recipients view of the benefit they receive from paid media and media relations activities conducted at the state level, the local grantees are asked as part of their applications if they believe those activities were or were not of benefit to them.

### **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, Occupant Protection, Police Traffic, Traffic Records, Community Programs, Motorcycle Safety, and Roadway Safety. Media, evaluation, distracted driving, and pedestrian/bicycle efforts also are assigned to coordinators within the office. Federal funds are also used to support the OTS research staff that conduct the problem identification efforts. FARS (NHTSA 403) funding supports one and one-half FARS analyst.

Coordinators conduct desk monitoring of every report and invoice received, and of general aspects of every project once a year. In-depth on-site monitoring of the financial systems of specific projects are identified by management each year and assigned to a different coordinator than the one that is

responsible for that project. Ultimately, the coordinators are responsible for their projects; for ensuring they receive the assistance they need from us to be successful, as well as ensuring expenses are eligible and all laws, rules, and requirements have been followed.

## **Mobilizations and Crackdowns**

Minnesota has fully supported the seat belt and impaired driving national mobilizations since 2002 and will continue to do so. The mobilizations are planned and conducted by a team comprised of all the OTS coordinators working with enforcement projects, OTS' law enforcement liaisons, a member of the State Patrol assigned to federal projects, staff from the Office of Communications, and MnDOT TZD regional representative staff who are responsible for events outside of the metro area. 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 overtime enforcement projects, our liaisons, enforcement recognition programs, 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 TZD Safe Roads projects support the mobilizations and crackdowns with publicity. In 2015, OTS will have two mobilization events (mid-October and Memorial Day) for seat belts, one for distracted driving (April), one long event for speed (nearly all of July) and two crackdowns (December and Labor Day) for impaired driving; all funded enforcement agencies are required to participate in each wave. All agencies, regardless of funding status, are encouraged to report activities during these time periods; grant recipient agencies are required to report. The seat belt waves use the *Click It or Ticket* slogan and the DWI waves use the *Drive Sober or Get Pulled Over* slogan; both unchanged from the NHTSA designs.

## **Strategic Highway Safety Plan (SHSP)**

The current Strategic Highway Safety Plan is a 2007 revised version of the Comprehensive Highway Safety Plan (CHSP) which is managed by the Minnesota Department of 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 the original and updated 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.

MnDOT was primarily responsible for the 2007 version of the SHSP with OTS as a secondary partner. A new version of the SHSP began to be developed in federal 2013 and is expected to be completed in 2014. It will take into account the new authorization of federal transportation programs; MAP 21, and input from great numbers and types of people and organizations. This new version is far enough along that the focus areas (previously referred to as critical emphasis areas) have been set and are included here. DPS' Office of Traffic Safety and the Minnesota State Patrol have been active in the revision process.

From the May, 2014 draft of the *2014 Minnesota Strategic Highway Safety Plan*

Focus Areas:

- Intersections
- Lane Departures
- Unrestrained occupants
- Impaired drivers
- Inattentive/distracted drivers
- Illegal/unsafe speed
- Management Systems
- Data Management
- Younger drivers
- Older drivers
- Motorcycle riders
- Commercial vehicles
- Pedestrians
- Bicyclists
- Trains
- EMS/Trauma
- Culture/Awareness
- Unlicensed drivers
- Commercial vehicles

Two additional focus areas, work zones and vehicle enhancements are not used by OTS.

The OTS has included in the brief project descriptions at least one focus area addressed by each of the projects to be conducted during 2015.

## **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 from partners and the general public 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
- Negotiate agreements
- 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 5 NHTSA Office and the NHTSA headquarters staff.

**Toward Zero Deaths Committees:** The Program and Leadership committees have been meeting on a regular basis for several years. A third level, the Executive Committee, consisting of the three agency commissioners (Public Safety, Health, and Transportation) and the leadership committee members, will meet at least once a year to provide an update on TZD progress towards meeting goals and provide broad-based leadership and support. The leadership committee has the responsibility for providing strategic direction and is made up of decision making staff from the offices involved in DPS, MnDOT, Department of Health, EMS Regulatory Board, FHWA, and the Association of Minnesota County Engineers. The program committee is made up of stakeholders and other interest groups from the four E's – engineering, enforcement, education, and emergency medical services – and other vital partners such as the media outlets and the court system. The program committee shares information on what activities are being conducted to enhance synergies and draws members into sub-committees for specific actions such as recommending TZD star award winners to be given at the TZD conference.

**Traffic Records Coordinating Committee:** 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; when working on changes to the strategic plan, meetings can be more frequent. The TRCC recommends projects to be conducted using Section 408 funding under Safety LU and Section 405c funding under MAP 21. During 2014, an assessment of traffic records in the state will be conducted by a outside panel of national experts.

**Open Solicitation of Projects:** In the spring of each year, the OTS let an open idea solicitation for the next year's traffic safety projects. The solicitation is kept informal so that organizations and individuals do not need to spend a great deal of time writing up a proposal for something that is not funded due to the lack of a significant problem identification, ineligible costs, or the

unlikelihood of the project resulting in success. Proposals are limited to two pages including information on the proposer, the problem addressed, the target market, a brief project description, and an estimate and explanation of funding needed. The solicitation is publicized throughout the TZD network, including by the Liaisons and MnDOT TZD representatives, and is on the OTS' website. 13 proposals were received via e-mail in 2014 for federal 2015; one has been made into a project in the 2015 HSP. We anticipate doing this again in future years in the hopes of receiving additional proposals that will make successful projects.

**Enforcement:** Minnesota's four law enforcement liaisons provide a wealth of information and recommendations about the needs of state, county, and local law enforcement agencies. One of their primary job duties is to identify and bring to OTS challenges, successes, and recommendations from the agencies with whom they work. In addition, one of the required attendance break-outs at the TZD conference is a session open to suggestions as well as questions and answers from law enforcement grantees. In 2011, the OTS conducted a survey of satisfaction with OTS enforcement programs and liaisons via *Survey Monkey* and in 2012 we invited a number of representatives from the State Patrol, county sheriff's offices, and police departments in for a day-long professionally facilitated Law Enforcement Summit. Many of the summit's recommendations have been implemented and the survey results were considered (see the enforcement plan section for more information). In addition, an OTS coordinator is responsible for each enforcement project and brings to the office ideas and strategies suggested by their grantees.

Our law enforcement liaisons staff booths at the Sheriffs' and Chiefs' conferences each year in addition to 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.

#### **Chiefs and Sheriffs Associations**

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 program committees and conference. The boards of the associations are invited to the quarterly TZD Partners Breakfasts. The chiefs and sheriffs associations' executive directors have both been involved in OTS projects in the past and will be invited again as appropriate. The chiefs association regularly reports OTS enforcement news, events, and opportunities in its weekly online newsletter.

**Motorcycle Safety Advisory Board:** This long-standing committee continues its 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 Public Safety, Health, and Transportation, develop and conduct the annual Toward Zero Deaths conference with sessions geared

towards child passenger safety advocates; state and county traffic engineers; public health personnel; local, county and State Patrol enforcement officers; and other advocates (including OTS staffers, AAA of MN/IA, MADD, the Minnesota Safety Council, and EMS providers). Evaluations of all sessions are conducted and used in planning for the next year's conference. Ideas generated and issues discussed are summarized in conference proceedings.

**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. The sessions are available in real-time with dial up capabilities and are also archived for later review online. Participants include representatives from organizations such as MADD, the Minnesota Safety Council, 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 (our law enforcement 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 or competition 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 the Emergency Medical Services Regulatory Board (EMSRB) and is a member of the Data Policy Standing Advisory Committee.

**MMAAP (Mobility for Minnesota's Aging Population):** Formerly housed at DARTS, a transportation provider, this group has been meeting on a regular basis for the past seven years to discuss older driver issues. Members include representatives from DARTS, OTS, the Minnesota and Metropolitan Boards on Aging, occupational therapists and occupational therapists instructors, Driver and Vehicle Services, VA Medical Center Geriatric Research Center, MN State Patrol, Injury and Violence Prevention at the Department of Health, the Minnesota Gerontological Association 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 received technical assistance from the NCST throughout the year as they worked on developing and implementing an Older Driver Safety Plan. Aspects of the plan are currently being implemented as the group continues under a more formal agreement with the Minnesota Board on Aging through a grant from OTS.

**University of Minnesota:** The OTS has a close relationship with the Center for Transportation Studies 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.

## Methods for Selecting Projects

Data analysis provided through OTS researchers is published annually in the *Minnesota Motor Vehicle Crash Facts* however, requests for different types of data runs and using different data sources come in throughout the year. This *Crash Facts* book, 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 or early spring, 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 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 types of funding. Within the constraints of our available funding and with reference to *Countermeasures That Work*, the OTS management team makes the final decision on which 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 and on budget, offers suggestions and assistance to the project director, regularly reports on progress in comparison to similar grants, 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.

# Critical Plans

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## 2015 NHTSA Funded Media/Communications Plan Minnesota Department of Public Safety Office of Communications

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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.

### Paid Media

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The Department of Public Safety will contract with a media buying agency and plan paid media for the year; an emphasis will be on upfront buying to leverage total budget of \$3,124,000.00. (subject to change)

#### DWI - \$2,200,000.00

- Dec. DWI - \$400,000.00
- "25 Targeted Counties"- \$900,000.00
- Motorcycle Impaired - \$150,000.00
- Labor Day DWI - \$450,000.00
- Diverse Community Outreach - \$50,000.00
- Social Norming - \$150,000.00
  - Focus on consequences
- Greater Minnesota - \$100,000.00
  - Rural billboards, OOH, online and radio

#### Seat Belt/General - \$700,000.00

- Oct CIOT - \$200,000.00
- May CIOT - \$300,000.00
- Speed - \$150,000.00 (July)
- CPS - \$50,000.00 (September)

#### Distracted - \$224,000.00

- April: \$224,000.00

#### Motorcycle Safety - state and federal dollars for training/awareness: TBD

- May-June 2013

**Total DPS/OTS Funding - \$3,124,000.00 (plus motorcycle safety)**



## October 2014

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### Editorial

#### Tentative news releases

- New TZD grantees announcement (and template release)
- September death recap
- Deer-vehicle safety
- Halloween extra DWI enforcement — tied with announcement of new 25 targeted counties (TBD); recap previous fiscal year results.
- October *Click It or Ticket* seat belt enforcement and accompanying sustaining messages.
- Worse belt use counties for teens/state
- State seat belt survey results — during mid-Oct. enforcement (TBD)
- Pedestrian safety (darker earlier, etc.); partner with MnDOT

#### Deer-Vehicle — Partner with DNR

- Issue news release on deer-vehicle safety. Emphasize driver response to situation (“Don’t veer for deer”). Provide fact sheet for deer crashes by county.
- Develop and distribute PSAs and scripts to radio stations statewide.
- Request for dash-cam crashes (Sept.).

#### Halloween DWI Enforcement

- Post 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 radio PSA scripts statewide.
- Issue news release regarding added DWI enforcement during pre-Halloween weekend, announce 25 counties.
- Highlight DWI arrests and alcohol-related crashes during holiday period.
- Provide posters/coasters and other appropriate collateral to entertainment/hospitality venues.
- Secure dash-cam footage of arrests; edit to TV spot if possible or for YouTube posting.

#### “25 targeted counties” impaired driving enforcement.

- Ongoing; issue post-enforcement news releases on results/arrests/alcohol-concentration levels of impaired driving saturations by market.
- Develop and distribute new poster — secure new “25 deadliest counties” information and develop extensive distribution.
- Update and provide template media/outreach materials for enforcement partners to customize and use throughout year.
- Develop infographic.

## **October 2014, continued**

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### October *Click It or Ticket* Seat Belt Enforcement

- In September, post online 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.
- For sustaining news, issue teen belt use/worst teen belted counties and seat belt use survey, dig for other news hooks based on new data.
- Reach out to chiefs/sheriffs associations for memo.

### 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.

### Pedestrian Safety

- Issue news release for pedestrian safety, trends, etc.
- Issue material for use to public/private schools encouraging classroom use.
- Provide talking points to partners and template materials for volunteer ped enforcement.
- Distribute radio PSAs.

### Motorcycle Safety

- Minnesota Motorcycle Monthly and St. Croix Valley Riders ad placement that encourages rider groups to secure a speaker on group riding, MC maintenance, etc. during non-riding months. Also promote availability on OTS, DVS and MSP websites.

### 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). This may occur in August 2013, TBD.
- Distribute PDF format maps to media 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.
- Develop infographic.

## **October 2014, continued**

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### 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.

### Dec DWI

- Alert partners of regional news events to launch enforcement.

### Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

### **Outreach**

- Determine quantities for December DWI promotional materials.
- Request officer DWI stories/videos for December.
- Confirm creative updated for December DWI.
- Request winter driving factoids.
- SADD blast emails promoting various efforts.
- Ongoing – development/distribution of monthly media outreach plans; talking points.
- Ongoing – update OTS website.
- Ongoing – Facebook and Twitter updates.
- Ongoing – update, coordinate printing, distribution of collateral materials.
- Ongoing – review and revise of MC PI&E collateral.

### **Paid Media/Creative**

- CIOT
- Halloween DWI patrols (TV)

## **November 2014**

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### **Editorial**

#### Tentative news releases

- October deaths recap
- October 25 targeted DWI counties recap
- October seat belt enforcement results
- Pre-Thanksgiving extra DWI enforcement/safe travel advisory

#### **November 2014, continued**

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- Post-Thanksgiving deaths/injuries recap
- Lights on for safety message
- TBD: winter driving

## **November 2014, continued**

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### December DWI Enforcement Mobilization

- Post online template media materials (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. Include interlock news release.
- Coordinate public service interview opportunities on media outlets leveraged through paid media buy.
- Send chiefs/sheriffs associations memo about enforcement.

### 25 Targeted DWI Counties

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

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

- Issue news release in advance of holiday for DWI enforcement, traffic safety reminder; emphasize increased travel, impaired drivers, role of seat belts.
- 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 93X 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, clings, etc.)
- Distribute 25 targeted DWI counties poster
  
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.
- Ongoing — review and revise of MC PI&E collateral.

### **Paid Media/Creative**

- (TBD) Thanksgiving DWI patrols (TV)
- December DWI Mobilization — Plan/finalize ad flight for campaign.
  - Prepare creative — TV, radio, indoor, online, out-of-home. Ad flight to run pre-weekend/weekends in December.
  - Send LELs heads up about upcoming radio interview opportunities.

## December 2014

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### Editorial

#### Tentative news releases

- November death recap
- November 25 targeted DWI counties recap
- December DWI Mobilization launch
- Mid-enforcement DWI arrest recap
- Pre-holiday safe travel advisory
- Ignition interlock pitches
- New Year's Eve message
- Post-holiday travel period fatal/injury recap
- TBD — Safe winter-weather driving advisory(ies) as needed

#### December DWI Mobilization

- Announce statewide month-long DWI mobilization. Supported by ad buy. Include "25 targeted counties" Nov. results in this release.
- Provide facts and talking points to partners.
- Distribute poster highlighting "25 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.
- 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 holiday.

#### 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.
- Secure video of move over crashes.
- 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 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

## **December 2014, continued**

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### **Outreach**

- Develop new CPS Valentines for Feb., TBD.
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.
- Ongoing — review and revise of MC PI&E collateral.

### **Paid Media/Creative**

- December DWI Mobilization — Ad flight for campaign runs: TV, radio, indoor, online, gas pump toppers, etc. Coordinate interviews secured through radio buy with law enforcement partners.

## ***January 2015***

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### **Editorial**

#### Tentative news releases

- December DWI Mobilization arrest recap
- 2014 preliminary traffic death numbers — with county breakout
- Winter driving safety/Move Over
- International Motorcycle Show & MMSC Training Course Registration Open
- Provide motorcycle safety educational materials on web site — announce on social media and in news release.
- Continue to update website.

#### Child Passenger Safety/CPS Valentines

- Develop and distribute materials to partners/child passenger safety partners for CPS message and valentine outreach effort — template news release; letter for school newsletters.
- Outreach to Boy Scouts; posters to youth sports leagues (hockey/basketball).
- Update valentine art.
- Distribute radio and TV CPS PSAs statewide.
- Focus on online merchandising and downloadable material.

#### Preliminary Fatalities for 2014

- Issue news release citing preliminary total traffic fatalities for 2014.
- Merchandise at county level — provide county break-out of deaths if available.

#### Motorcycle

- Mailing Letter distributed to motorcycle dealers, organizations and outlet stores to announce rider training schedule and availability of rider coaches and the Safety Center SMARTrainer for events.
- Support mailing with items on website and social media.

## January 2015, continued

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- Issue news release promoting rider training registration open.
- Provide background materials to partners to promote rider training (template news release, fact sheet, talking points, PSAs).
- Motorcycle safety booth at International Motorcycle Show.

### 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 radio PSAs statewide.

### Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- State Patrol bi-monthly interview appearance on 93X 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**

- April Distraction — promotional materials.
- Lock in DWI Enforcer All-Star date with Twins.
- May *Click It or Ticket* — approach private partners and check quantities of promotional materials.
- Finalize redesign of CPS valentines.
- Distribute motorcycle safety collateral materials to partners.
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

### **Paid Media/Creative**

- Develop creative for upcoming campaigns. New *Click It or Ticket* creative, new speed, new DWI
- Continue to determine creative needs.

## February 2015

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### **Editorial**

#### Tentative news releases

- January deaths recap
- January 25 targeted DWI counties recap
- Child passenger safety (tie with Valentine's outreach)/winter tips
- Move Over law
- Motorcycle SMARTrainer at events
- Super Bowl DWI enforcement/safety message

#### Child Passenger Safety

- Issue news release for general CPS, reinforce booster message, promote Valentines. Pitch any tragedy/survivor stories; 2013 data. Use partnerships as support (see Jan.)
- Post CPS Valentines online, notify partners, daycares, elementary schools of availability.
- Distribute radio and TV PSAs.
- Continue searching for partners.

#### Distracted Driving

- Begin development of media materials for April event.

#### Move Over

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

#### Motorcycle

- Motorcycle Safety Booth and SMARTrainer at MC Life Expo (new show).

#### 25 Targeted DWI Counties

- Ongoing; issue post-enforcement news releases on results/arrests of 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.
- Develop infographic.

#### Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bi-monthly interview appearance on 93X 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.



## February 2015, continued

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### Outreach

- SADD outreach (blast email) re: teen issues as needed.
- Continue discussions with MBWA/MLBA ideas/plans for St. Patrick's Day/general.
- Outreach for private partners for belts/May CIOT.
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

### Paid Media/Creative

- Plan for May *Click It or Ticket* ad flight.
- Plan for April texting/distracted media buy.
- 25 Targeted DWI Counties — Assemble creative that starts before St. Patrick's Day.

## March 2015

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### Editorial

#### Tentative news releases

- February deaths recap
- February 25 targeted counties recap/mid-year results
- Teens contest — one month until due date
- OTS Commissioner's Award
- First motorcycle rider fatality
- Motorcycle awareness/call for training
- St. Patrick's Day DWI enforcement

#### Distracted Driving

- Develop and distribute template materials for partners to promote message (news releases, letters to editor, PSAs, promotional materials, etc.).
- Develop infographic.

#### Motorcycle

- Issue news release on first rider death of season.
- Issue news release for motorcycle helmet/protective riding gear, recap 2013 data; motorists to be alert, riders to take training; cite first rider death of season; upcoming safety campaign.
- Booth at Donnie Smith Bike Show

#### 25 Targeted DWI Counties

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

## March 2015, continued

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### St. Patrick's DWI Enforcement

- Issue news release on DWI arrests, enforcement, designated drivers.
- Merchandise DWI arrests and alcohol-related crashes during holiday period.
- Target counties and pitch State Patrol interviews/controlled drinking exercises to youth-oriented radio stations stressing enforcement.
- Distribute St. Patrick-specific TV spot and radio PSA scripts statewide.
- #DesignateODriver

### Teen Prom — Parent role, distraction/texting, underage drinking

- Develop and post online teen-focused template 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, parent role.
- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bimonthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

### **Outreach**

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

### **Paid Media/Creative**

- 25 Targeted DWI Counties buy starts prior to St. Patrick's. Campaign continues during year for high-level enforcement periods. (TV, radio, online, out-of-home, college papers, etc.). Motorcycle impaired buy is coupled with this buy in summer months.
- Assemble creative for April distracted.
- Continue planning buy/assembling creative for May *Click It or Ticket*.
- Plan for motorcycle awareness buy; motorcycle rider training buy.

## April 2015

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### **Editorial**

#### Tentative news releases

- March deaths recap
- March 25 targeted counties recap
- Distracted driving enforcement/safety message

## **April 2015, continued**

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- Seat belt enforcement and results
- Motorcycle Flood Run event
  
- Motorcycle awareness — riders back on the road; recap prelim 2013 MC deaths (tie to Flood Run or first rider death)
- MC Flood Run
- Teen prom safety — parents/distraction/alcohol
- TBD: Share the road

### Distracted Driving

- Issue news release to promote message, ride-alongs.
- Paid media campaign rolls.
- Release infographic.

### May Click It or Ticket Seat Belt Mobilization

- Begin securing seat belt-related stories to pitch to media.
- Develop outreach materials/other items/partnerships.
- Continue outreach to secure private partners.
- New TV creative.
- Develop infographic.
- Post online 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.
- Coordinate public service radio interview opportunities secured/leveraged through media buy.
- Lock in support from Chiefs/sheriffs association — provide memo, etc.
- Alert partners of regional news events to launch enforcement.

### Motorcycles

- Issue Advisory for first training courses in campus cities.
- Issue Flood Run news release advising driving public to increase awareness. Provide template release for LEL to distribute to media along route.
- Develop PSA scripts in support of enforcement/general motorcycle awareness, impaired riding, rider training.

### 25 Targeted DWI Counties

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

## **April 2015, continued**

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### Teen Prom — Parent role, distraction/texting, underage drinking

- Issue release highlighting teen driving with prom hook — reinforce underage drinking and distracted driving.
- Teen driving parent class pitch.
- Provide teen-focused template 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, parent role.

### Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bimonthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

### **Outreach**

- SADD outreach (blast email)
- Develop/distribute materials for May *Click It or Ticket* (window clings, signs, etc.); continue building partnerships.
- Various: motorcycle safety reps/booths at motorcycle dealer open houses
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

### **Paid Media/Creative**

- Texting/distraction buy runs (TV, out-of-home).
- 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.
- 25 Targeted DWI Counties — Continue ad flight during high enforcement weekends.
- Plan for July speeding TV campaign.
- Motorcycle State Campaign – radio ads on KQ and gas station pumptoppers in designated markets (Duluth, Rochester, St. Cloud, Mankato).
- Motorcycle Awareness (Look Twice tv spot) — Finalize buy for May–June TV.
- Motorcycle Awareness billboard in Lake City (April–June).

## May 2015

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### Editorial

#### Tentative news releases

- April death recap
- 25 targeted DWI counties enforcement
- May *Click It or Ticket* launch and sustaining news
- Memorial Day safe travel advisory
- Memorial Day weekend fatal recap
- Other sustaining messages for *CIOT* effort (teen)
- TBD: bike safety (MnDOT)
- TBD: 100 death mark
- TBD: MC death update

#### 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 on TBD topics/stories.
- 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.
- Release infographic.

#### Memorial Day Safe Road Trip Tips

- Issue news release for safe travel message; reinforce *Click It or Ticket* enforcement.
- Issue fatal/serious crash re-cap of the Memorial Day weekend, reinforce *Click It or Ticket*.

#### Motorcycles

- Promote Motorcycle Awareness Month, including Washout events around the state, on website and social media. Letters to motorcycle organizations to partake in Washout events and distribute motorcycle safety collateral.
- News advisories for SMARTraner at May events.
- Proclamation by Governor Dayton for Motorcycle Awareness Month – promote on social media.

#### 25 Targeted DWI Counties

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

#### 2014 *Crash Facts*

- Prep news, develop infographic.

## May 2015, continued

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### July Speeding Mobilization

- Develop and post online 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.
- Alert partners of regional news events to launch enforcement.
- Develop infographic.

### Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

### **Outreach**

- SADD blast email re: CIOT message.
- Distribute materials for May seat belt distribution (window clings, post-its, etc.); continue building partnerships.
- Develop speed materials for July.
- Develop booster seat poster for partners to post for summer (camps/pools, etc.)
- Finalize logistics for “DWI Enforcer All-Stars” with Twins, select all-stars.
- Various: motorcycle safety reps/booths at motorcycle dealer open houses
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

### **Paid Media/Creative**

- May *Click It or Ticket* Seat Belt Mobilization — TV, 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.
- 25 Targeted DWI Counties — include motorcycle impaired spot.
- Motorcycle Awareness – Look Twice TV spot begins last wk of May through first week of June – runs in Metro, St. Cloud, Duluth, Rochester and Mankato.
- Motorcycle Awareness billboard in Lake City (April-June).

## June 2015

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### Editorial

#### Tentative news releases

- May deaths recap
- May 25 targeted counties DWI arrest recap
- *Crash Facts* 2014
- May *Click It or Ticket* enforcement results
- TBD metro extra DWI enforcement
- Motorcycle awareness (campaign)/deaths update
- Motorcycle SMARTrainer at Motorcycle Vintage Show
- Summer driving “Share the Road” – bikes and ped
- DWI enforcer all-stars (TBD)

#### Crash Facts 2014

- Issue *Crash Facts* 2014 news release to recap state’s traffic stats/trends.
- Secure county-by-county facts for last five years, and prelim 2014 stats.
- Issue infographic.

#### July Speeding Mobilization

- Post online 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/stories for July.
- Lock in support from Chiefs/sheriffs association – provide memo, etc.

#### May Click It or Ticket Seat Belt Mobilization

- Issue news release announcing results of enforcement effort.

#### Motorcycles

- Announce ad campaign, awareness message on website and social media. Send to MC Task Force members to pass along.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- Event and media pitches to highlight rider training campaign.
- Various: motorcycle safety reps/booths at motorcycle dealer open houses.
- Booth at Vintage Motorcycle Show – State Fairgrounds.
- Training Day for Motorcycle Advisory Task Force (MATF) members
- Brian Zepp from KQ taking advancedMMSC Civil Police MC Course
- Promote Ride to Work Day – on web and social media (awareness message).

#### Summer Driving Advisory/Share the Road

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

## **June 2015, continued**

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### 25 Targeted DWI Counties

- Ongoing; issue post-enforcement news releases on results/arrests of 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 93X 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, TBD.
- Develop materials (coasters/clings/banners) for Labor Day DWI Enforcement; secure partnerships.
- Finalize CPS booster poster for partners to distribute to pools, summer camp sites, etc.
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

### **Paid Media**

- Motorcycle Awareness campaign continues through first week of Motorcycle Awareness billboard in Lake City (April – June)
- Assemble creative for July speed.

## **July 2015**

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### **Editorial**

#### Tentative news releases

- June deaths recap
- 25 targeted DWI counties recap
- July speed enforcement launch
- 4<sup>th</sup> of July DWI enforcement/travel message
- 4<sup>th</sup> of July fatal crash recap
- DWI Enforcer All-Stars, TBD
- Interlock law reinforce (3 years)
- Motorcycle fatal update w/ safety messages
- Motorcycle Advanced Training Weekend Opportunity

#### 4<sup>th</sup> of July Safe Road Trip Tips

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



## **July 2015, continued**

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### DWI Enforcer All-Stars, TBD

- Lock in DWI MVP for interviews.
- Coordinate event with Twins to announce the DWI enforcer all-stars.
- Issue release announcing team.
- Provide template release, provide talking points for all-stars.
- Pitch media ride-alongs with top enforcers.
- Secure commissioner/trooper in-booth on Fox Sports/Twins Radio during Twins broadcast.

### July Speed Enforcement

- Issue news release announcing statewide speed enforcement.
- Provide talking points to partners, fact sheets, etc.
- Distribute promotional materials.
- Infographic.

### Labor Day DWI Mobilization

- Post online 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.
- Ensure quantities for promotional items ready/coordinate printing.
- Lock in support from Chiefs/sheriffs association — provide memo, etc.
- Alert partners about radio interviews.
- Alert partners about regional news event kick-off.
- Develop infographic.

### 25 Targeted DWI Counties

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

### Motorcycles

- 4<sup>th</sup> of July travel messages
- Issue news release re: impaired riding facts, etc.
- News releases in response to high-profile fatal crash(es) as appropriate or reaching milestone.
- Various: motorcycle safety reps/booths at motorcycle dealer open houses.
- Issue news release in advance of Sturgis (Event happens in Aug.); YTD fatalities, August-September warning.
- MMSC Civilian Police MC Course training Opportunity – take Level I and Level II in one weekend
- Sturgis – promote awareness and safety message on web and social media

### 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 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

## July 2015, continued

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### Outreach

- Confirm quantities of promotional items for Labor Day effort.
- Develop and distribute items for Labor Day DWI enforcement; work to secure partners (Minnesota Beer Wholesalers Association, Minnesota Licensed Beverage Association, etc.)
- Ongoing – development/distribution of monthly media outreach plans; talking points.
- Ongoing – update OTS website.
- Ongoing – Facebook and Twitter updates.

### Paid Media

- July Speed buy.
- 25 Targeted DWI Counties/Motorcycle Impaired first week in July.
- Motorcycle Impaired billboard in Lake City (July-September)
- Labor Day DWI Mobilization – finalizing planning for two-week ad buy end of August–Labor Day, including TV, radio, online, indoor, gas pumptoppers.
  - Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interview with law enforcement.

## August 2015

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### Editorial

#### Tentative news releases

- July deaths recap
- July 25 targeted DWI counties results
- July speed enforcement results
- Labor Day DWI enforcement launch and sustaining messages (weekend DWI updates)
- Labor Day safe travel advisory
- Impaired Driving Facts release
- Ongoing Motorcycle safety (tie to Sturgis, Bike Week)
- Motorcycle Advanced training Weekend opportunity

#### Child Passenger Safety Week

- Develop and post online 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.
- Efforts to pitch mom-targeted blogs/sites; Children’s Museum; zoos, etc.
- Distribute CPS/booster stickers for schools.
- Infographic

#### July Speeding Mobilization

- Issue news release announcing speed citations from July mobilization.

## **August 2015, continued**

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### 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 various DWI topics (Impaired Driving Facts release; DWI courts/ignition interlock and with Labor Day safe travel advisory – reinforce DWI enforcement).
- Make sure chiefs/sheriffs have memo about enforcement.
- Infographic.

### 25 Targeted DWI Counties

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

### Motorcycles

- Issue news release in response to high-profile fatal crash(es) as appropriate.
- MMSC Civilian Police MC Course Training opportunity – take Level I and Level II in one weekend

### 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 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.).

### **Outreach**

- Send mailing to daycares/pre-schools with call-to-action to visit CPS website 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.
- Motorcycle safety booth/rep at events/open houses.
- Teen outreach to schools: resources, PA announcements, etc.

### **Paid Media**

- Labor Day DWI Mobilization – two-week ad flight runs end of August–Labor Day, including TV, radio, online, indoor, gas pump toppers.
- Plan/assemble creative for CPS buy in Sept.
- Plan/assemble creative for distracted buy in Sept.
- Motorcycle Impaired Billboard in Lake City (July–September)

## September 2015

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### Editorial

#### Tentative news releases

- August deaths recap
- August 25 targeted DWI counties recap
- Back-to-school safety – bus/peds
  
- Child passenger safety week
- Labor Day DWI arrest results
- Motorcycle Fall Flood Run

#### Back-to-School Safety Advisory

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

#### Child Passenger Safety Week

- 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.
- Find personal stories.

#### Labor Day DWI Mobilization

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

#### Motorcycles

- Issue Flood Run news release advising driving public to increase awareness; reinforce September is deadly month too, MC fatalities year-to-date, etc.
- Post on website and social media about Deer Safety (pose risk to riders in autumn months)
- End of training season – last chance to get trained, training numbers thrs far (if possible to get)

#### October *Click It or Ticket* Seat Belt Enforcement

- Post online seat belt enforcement 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.
- Alert chiefs/sheriffs about campaign.
- Alert partners about regional news event dates.

## **September 2015, continued**

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### Halloween DWI enforcement

- Post online template materials (pre- and post-enforcement template news releases, county-specific fact sheets, talking points) to participating law enforcement agencies statewide for customization and distribution.

### New 25 Counties Targeted for DWI Patrols

- Begin media material development for new 25 DWI counties, poster, etc.

### Deer-Vehicle Safety

- Secure dash-cam of deer-squad crashes.

### 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 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

### **Outreach**

- Send mailing to daycares/pre-schools with call to action to visit CPS site for materials for CPS Week.
- Pitch partners to support CPS message through their social media outreach (Children's Museum, zoos, etc.).
- Motorcycle safety booth/rep at events/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**

- CPS buy — young parent programming
- Distracted buy.
- Motorcycle Impaired billboard in Lake City (July-September)

**NOTE: Dual messaging (most frequently seat belt messages during impaired driving or speed focuses) is used throughout the year as appropriate.**

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## **2015 NHTSA Funded Enforcement Plan**

### **Minnesota Office of Traffic Safety**

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#### **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 high visibility blitz/saturation type concentrating on roadways and areas suggested by traffic volume and/or crash history.

All enforcement projects funded by OTS are required to use high visibility tactics including vests and signs announcing the type of enforcement (speed, belts, DWI or distracted) and multiple agencies and squads whenever possible. The requirements for evidenced based performance plans for enforcement programs are met by OTS' enforcement projects.

Minnesota's enforcement efforts have strong earned media components and the major ones (April distracted driving, the May mobilization, Labor Day crackdown, and the July speed wave) have significant paid media components. In addition, paid media is conducted throughout the year in the 25 (out of a total of 87) counties with the highest number of impaired-related deaths and serious injuries.

OTS requires multi-agency collaboration in grant-funded enforcement projects to increase communication about and coordination of activities, maximize the impact on the public's perception, decrease duplicative paperwork and media efforts, and allow for flexibility of funding within the partner agencies. All enforcement project awards are based on competition among applications received; a request for proposals was let in spring of 2014 for grants to be conducted during the 2015 federal fiscal year. High visibility enforcement efforts including the State Patrol, a Sheriff's Office, and at least one municipal agency in each event are encouraged; at least two squads are required in even the smallest population sites. Applications from more than one agency are required; only the patrol grant has a single agency funded by it. Each grant must identify a single agency that will be the fiscal agent for the state and oversee the grant for the other agencies. In 2014, the 55 enforcement grants (including one to the State Patrol) will cover 290 different county and municipal agencies in addition to each of the eleven districts of the Patrol. Grants for 2015 have not been selected yet as of the date of the HSP.

Some of the OTS's enforcement efforts are statewide, and some are specific to a limited number of OTS identified counties with the most serious problems. All are based on problem identification. Because of the large numbers of people killed in the late afternoons and evenings (the "dying to get home syndrome") at least 50% of hours worked during seat belt waves must be worked between 4:00 PM and 1:00 AM and all of the speed waves work must be conducted between 2:00 PM and 7:00 PM. Because research shows that high visibility enforcement (HVE) is more effective, agencies are required to use HVE techniques including signs and vests which have been provided by OTS. For the most rural, smaller agencies, HVE is not easily done due to lack of available officers and squads; however, signs and vests can still be used even when the number of squads out is only two.

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 of every chance possible to

make a presentation to city council and county board meetings. The presentations, usually of a piece of equipment provided to the enforcement agency by OTS, always explain why traffic safety is so important, provide local statistics, praise the enforcement 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 that is soon to be replaced by ARIDE). Officers are also required to have completed the four hour Occupant Protection Usage and Enforcement training – a course distilled from the NHTSA TOPS curriculum. All officers for whom we pay any time are required to have an SFST Update four hour class unless their last experience with an SFST class (either the basic or advanced) 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.

### **Law Enforcement Liaisons**

Minnesota hired its first law enforcement liaison in June of 1994; this year we are celebrating the twentieth year of the program. Four liaisons have been on board since October 1 of 1994; they live in and work with the enforcement agencies in their assigned areas. Referred to as “God’s gift to traffic safety” within the OTS, the liaisons have left an indelible impression on all they meet and a legacy of safer travel unrivalled in the state. The OTS lets a Request for Proposals for liaisons every three to five years; the liaisons are contractors, not employees of the state. The spring of 2014 is a year in which the RFP was let. The liaisons work with agencies on a one-on-one basis and through area and statewide meetings of chiefs and/or sheriffs; encouraging placing a high priority on traffic safety and participating in OTS programs, as well as sharing their wealth of experience of tactics and strategies that are effective. Before the OTS had liaisons, the vast majority of the enforcement agencies in the state hadn’t heard of our office and would have been unable to say what problems we addressed or goals we strove to reach. They are now our strongest partners due to the liaison program.

### **Enforcement Projects**

Minnesota has returned to having only one enforcement grant per group of agencies covering all OTS’ enforcement efforts with the exception of DDACTS. 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. Enforcement projects are summarized here to assist those interested in this single strategy which has been shown to be very effective in changing behavior.

One recommendation of the 2011 Enforcement Summit was to have no more than one grant for enforcement per group of agencies. In prior years, a fiscal lead agency and its partners could apply for and receive a *Safe & Sober* grant where enhanced enforcement was done in patterns of “waves”, specific counties and cities where identified by MnDOT to work HEAT (speed patrols) through a second grant, and thirteen counties were identified by OTS to work at least one impaired driving saturation a month

through the NightCAP project; a third grant. Due to the significant traffic safety problems identified, a few counties in Minnesota received 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 was a lack of coordination of the different projects; different people could be responsible for each grant and they may not share information very well. That sometimes resulted in such problems as a need for more officers for overtime than want to work certain days, or impaired driving activities scheduled in the middle of a seat belt wave. Beginning in 2013, OTS decided to have no more than one grant with any local enforcement agency or group of agencies with the exception of DDACTS grants.

## **DDACTS**

In 2013 OTS funded two agencies (one county and one city) to pilot DDACTS projects of eighteen months in length. Funds provided pay for travel for representative of the agencies to training on the concepts, software for mapping and training on it if needed, and in the last six months of the grant, a limited amount of overtime enforcement which must be matched on an hour for hour basis with local funding. A third eighteen month project was started in 2014. The results and successes of those pilot projects will be discussed to map the future design of OTS resources supporting DDACTS.

## **High Visibility DWI Enforcement**

Several years ago, Minnesota OTS piloted an ultra-high visibility project in Anoka County; a suburban metropolitan county. 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 was very successful and was presented at several national conferences and regional meetings. It increased the public's perception of the likelihood of being arrested for driving while impaired. The basics of the project have been incorporated into all our enforcement projects, with some modifications especially in the number of squads used, due to populations and unique circumstances.

## ***The Basic Grant: TZD Enforcement***

The statewide grants provide funding on an annual basis as the result of applications received in response to a Request for Proposals. Beginning in 2014, only multiple agency grants were accepted and no agency receives more than a single grant (with the exception of DDACTS which runs on an 18 month calendar). At least 92% of the grant funds are used for overtime enforcement during the time periods specified in the annual enforcement calendar with the remaining funds able to be used for overtime dispatch services, administrative services, and/or up to half the cost of traffic safety enforcement equipment. Mileage must be reported and claimed as local match. In federal 2015, the enforcement time periods include October 10-26 focusing on seat belts, November 26 to 30 and December weekends on DWI (with weekends being defined as Thursday, Friday, and Saturday nights), April 13-18 concentrating on distracted driving, the national Memorial Day seat belt mobilization (May 18-31), July 10-26 focused on speed and motorcycle riders, and the national Labor Day DWI crackdown (August 21 – September 7). Agencies do not necessarily work every day of each event; the number of hours worked depends on their work plan and budget. In addition, the last day in August focuses on the Ted Foss Move Over law (requiring vehicles to slow down and/or move over when encountering a squad car, highway construction workers/vehicles, or



ambulance services stopped on the side of the road). In addition to working during the enforcement time periods, agencies must publicize the efforts with the help of Safe Roads Coalition (if their community has one) and media kits prepared by the DPS Office of Communications.

Eligibility for the basic grant 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, over-involved in deaths or severe injuries where speed or distracted driving are involved, 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 and MnDOT TZD representatives, the OTS oversees a contract to purchase media related to the waves and the DPS' Office of Communications provides media packets for each enforcement period defined in the grant. The agencies (both enforcement and organized TZD coalitions) 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 for good behavior; placing messages on changeable outdoor signs, on prom flowers on pizza boxes and dry cleaning bags; and a wide range of other creative earned media ideas. In the past couple of years, most of the Safe Roads (formerly Safe Community) grants have 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.

#### ***Selected TZD Enforcement Grants: additional DWI enforcement***

In the 25 counties with the highest number of alcohol-related deaths and serious injuries, TZD enforcement grants have additional requirements related to more DWI enforcement. In most cases, the State Patrol districts set up at least monthly saturations in those counties – in the summer and metropolitan area, the events become more frequent. Each saturation must include officers from at least one sheriff's department and local police department in addition to the patrol; however, it is not uncommon to see ten agencies in the metro and St. Cloud areas. The local agencies are usually reimbursed by the grants for their overtime hours; however, the OTS continues to encourage departments to send additional on-duty officers to the events as well. All liaisons provide caps with TZD enforcement logo on it to officers who get a first "hat trick" – three DWIs in a single shift, and uniform pins or engraved hockey sticks (not the expensive regulation sticks) for subsequent hat tricks.

#### **Law Enforcement Recognition**

Law enforcement officers are generally competitive and the importance of traffic enforcement is not understood by most citizens who may believe it is done to raise funds rather than to save lives and prevent injuries. It is important and effective to have some type of recognition program for officers who enforce traffic laws. In the past, OTS conducted an Enforcement Challenge each year. Participation in the Challenge has continued to decline and the program has been cancelled. The OTS quarried enforcement

agencies in regards to their suggestions for recognition programs and in 2014 switched the program to awarding two agencies each quarter from each liaison's area to receive their choice of award (lidar, radar, five PBTs or five PIT training registrations) for outstanding efforts, and providing a award lunch for approximately 100 people including the DPS Commissioner to one agency each year selected by OTS and OOC staff from nominations received from the liaisons. The first Commissioner's Award lunch in 2014 honored the Saint Cloud Police Department and the 14 municipal departments and two sheriffs' offices covered by that grant. It was a resounding success with both sheriffs' and nearly all chiefs attending, in addition to their officers who were contacts for the grants and/or were leaders in DWI, seat belt and traffic safety enforcement for their agency.

A *DWI All Star* event is held annually at a Minnesota Twins baseball game. The event honors officers arresting the highest numbers of impaired drivers in the previous year on the field before the game begins. Each officer is presented with an engraved bat with his or her name inscribed and the highest writer in the state throws out the first pitch. The population of the jurisdiction for which the officers are working is informally considered by the OTS in the selection process of the nominations received; officers from smaller communities are not at a disadvantage. The event is extremely popular with the officers and their families, who receive tickets for the game from a sponsoring private organization (AAA of Minnesota and Iowa).

### **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, agencies must at a minimum issue pre and post news releases, increase their patrols and enforcement of the chosen violation, and report to OTS the number of chosen violations written during the enforcement period within less than a week of the end of the wave. Any and all officers can participate; there are no training requirements. Agencies are not allowed to report together on mobilization results; each agency must report their own. All agencies are strongly encouraged by the liaisons to participate in all mobilizations and crackdowns; and grantees are required to participate under their grant agreements.

### **Evaluating Enforcement Activities**

Minnesota statutes prohibit what are commonly referred to as "quota laws" – a prohibition against evaluating enforcement employees based on number of tickets written. Therefore, our early grants stated agencies would "strive to achieve" the productivity 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 same time period. An allowance is made for the rural areas with a lower pools of traffic and violators. Grantees are appraised of their progress in comparison to the average results throughout the year. Productivity is considered when awarding grants.

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 to jail 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 stops per hour. The citation objectives are computed on the simple ratio of citations issued or arrests made for the particular area (DWI, occupant restraints, texting, speeding) to total number of citations issued.

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 compare their past funded enforcement actions with the averages of all agencies in a separate section of that application if they have not met or exceeded the average.

In addition to the enforcement performance objectives discussed above, each 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 2013 to 90% in June of 2015". In their final reports for the year, agencies discuss their progress towards meeting these goals.

### **E-Charging**

The e-charging system, developed by the Bureau of Criminal Apprehension under a grant from the OTS, allows officers to electronically file the paperwork for a DWI arrest on-line through web-based applications. The system greatly cuts down on the time it takes to complete the paperwork and ensures all the right forms are completed, reading from the driver's license record the prior offenses so the officer knows with certainty what all the charges for the current offense should be. At the time this HSP is being written, about 85% of DWI arrests are charged on-line using the system; by the end of 2015 it is expected to be 95%. Agencies which receive funding from an enforcement grant are required to use e-charging for at least 50% of their total DWIs. At this point, connecting to the on-line system 24-7 is a recurring problem for some agencies; thus the 95% use rate is as high as expected at this point. The BCA continues to provide training on the system and to make modifications to it through a grant with OTS. The next module to be completed, as a result of the U.S. Supreme Court *McNealy* decision, will allow warrants.

### **ROAR**

OTS requires agencies to track a great deal of data and shift activities in order to be reimbursed for overtime enforcement. The Real-time Officer Activity Report (ROAR) is the brainchild of a Saint Paul PD officer and the departmental computer person with whom he worked, taking all the paperwork required and turning it into a relatively simple on-line program that officers can enter from their vehicles as the stops occur. After OTS saw a demonstration of the program Saint Paul was developing, we signed on as a partner with a grant to develop it for statewide use. Grant administrators enter their detailed plans (dates, times and locations) into the system so they are available for everyone who needs them. Authorized persons (such as lead fiscal agents, supervisors, and certain OTS personnel) can dial up their results at any time for any time period. The system tracks and documents that officers working on OTS time have had the required training. The system has greatly simplified reporting from the agencies viewpoint (especially considering how many agencies and individual officers reports have to be summarized) and it is officer

tested and very much approved. All agencies are required to use ROAR for all hours that they work for which OTS is expected to provide reimbursement. The program also helps agencies and OTS in monitoring, the dispatch logs can be compared to the ROAR system reports and any discrepancies sorted out. Future revisions will include modules to assist agencies with preparing their invoices for submittal to OTS.

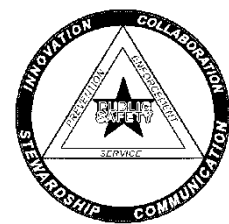
# Highway Safety Plan Program Areas and Strategies

## 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, traffic records, community programs, motorcycle safety, and roadway safety. The reader is considered forewarned that synergies abound.

The following pages provide basic information about all the projects of OTS during federal fiscal year 2015 including their budgets, basic tactics/strategies, and ties to *Countermeasures That Work* and the *Strategic Highway Safety Plan documents*. We have included brief descriptions of all types of funding sources and special projects for which we have information at this time. Revisions to the Highway Safety Plan will be written as necessary during the year.

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.



## About Project Descriptions

Last year, OTS made significant changes to the format of our individual project descriptions in view of the requirements of MAP 21. A brief explanation of the changes follow.

They include;

- Placing information on the federal funding, the state and local match, and the amount of the federal funding that is of local benefit after each project in addition to summarized all those at the end of each section.
- Citing the reference to *Countermeasures That Work 2013* by Chapter and Section. That document is designed to “assist highway safety offices [ed. such as OTS] in selecting effective, science-based traffic safety countermeasures”. *Countermeasures That Work* does not cover projects which are related to such critical areas as planning, administration, evaluation, committees and task forces, traffic records, and systems improvements. As the document states “the guide does not include administrative or management topics such as traffic safety data systems and analysis, program planning or assessments, State and community task forces, or comprehensive community traffic safety programs”.
- Citing the reference of that project to one of the focus areas in the 2014 (Draft) Minnesota Strategic Highway Safety Plan.

For reference, the following table is provided:

From the May, 2014 Draft of Minnesota’s 2014 Strategic Highway Safety Plan

| <b>Focus Areas</b>  |
|---|
| <ul style="list-style-type: none"> <li>• Intersections</li> <li>• Lane departures</li> <li>• Unbelted</li> <li>• Impaired roadway users</li> <li>• Inattentive drivers</li> <li>• Speed</li> <li>• Management systems</li> <li>• Data management</li> <li>• Younger drivers</li> <li>• Older drivers</li> <li>• Motorcyclists</li> <li>• Commercial vehicles</li> <li>• Pedestrians</li> <li>• Bicyclists</li> <li>• Trains</li> <li>• EMS/Trauma</li> <li>• Culture/Awareness</li> <li>• Unlicensed drivers</li> </ul> |

The definitions in the draft 2014 SHSP are as follows:

***Traffic safety culture and awareness***

Traffic safety culture can be defined as the values, beliefs, frames, norms and attitudes shared by a group of people that influence individual decisions regarding driving behaviors and safety interventions. (Eiksund, 2009) Awareness of traffic safety issues can ebb and flow depending on educational and outreach efforts at a given point in time. In contrast, culture changes gradually over time and requires constant exposure to traffic safety issues across multiple levels of society – school, work, family life, social life and communities in general.

***Intersections***

Crashes that occur where two or more roadways intersect. From 2008-2012 most fatal and serious injury crashes occurred in urban areas (60 percent).

***Lane departure***

Crashes that involve vehicles leaving their original lane of travel, including run-off-the-road, head-on and sideswipe collisions. Sixty-five percent of the fatal and serious injury lane departure crashes from 2008-2012 occurred in rural areas.

***Unbelted***

Drivers or passengers who are not restrained in the appropriate fashion based on age or weight. Fatal and serious injury crashes involving unbelted or improperly restrained occupants from 2008-2012 primarily occurred in rural areas (61 percent).

***Impaired roadway users***

Persons using the road who are under the influence of alcohol, illicit drugs or prescription drugs. Most fatal and serious injury crashes (58 percent) involving impairment from 2008-2012 occurred on rural roads.

***Inattentive drivers***

Drivers who are not focusing on the task of driving because of distractions, such as talking on the phone, texting or drowsiness. The majority of fatal and serious injury crashes involving inattentive drivers from 2008-2012 happened during daylight, when the weather was calm and the roadway was dry.

***Speed***

Drivers who are driving aggressively, over the posted speed limit or too fast for conditions. Seventy percent of the fatal and serious injury crashes involving speed from 2008-2012 occurred on rural high-speed, two-lane roads.

***Older drivers***

Drivers who are over 64 years of age. The number of older drivers will continue to increase as the “baby boomer” generation ages and continues to drive. Older drivers involved in fatal and serious injury crashes from 2008-2012 were more likely to be involved in a collision with another vehicle than any other roadway objects.

***Younger drivers***

Drivers who are under 21 years of age. Newly licensed drivers with less than a year’s experience are particularly vulnerable to crashes. A lack of driving experience and a tendency toward risk taking also contribute to crashes involving younger drivers. A majority of the fatal and serious injury crashes involving younger drivers from 2008-2012 occurred during the day and when the roadway was dry.

***Motorcyclists***

Drivers and passengers on motorcycles. Motorcyclists between the ages of 36 and 65 made up 66 percent of those involved in fatal and serious injury crashes from 2008-2012.

### ***Pedestrians***

All persons walking, skating, exiting from vehicles or operating a mobility assistance device (e.g., wheel chair) on public roadways. More than half (52 percent) of fatal and serious injury pedestrian crashes from 2008-2012 occurred at night or under dark conditions.

### ***EMS and trauma systems***

All response and emergency treatment systems involved in caring for victims of traffic crashes. As of January 2014, Minnesota Department of Health records showed that 126 of 131 acute care hospitals have been designated as trauma centers.

### ***Data management***

Fundamental data and systems used to evaluate traffic safety. Crash, vehicle, driver, roadway, citation/adjudication, and injury surveillance are fundamental data elements identified for use in highway safety performance measurement. Data management also includes metadata, data quality parameters and effective application of data in decision making.

### ***Management systems***

Traffic safety governance is divided among multiple agencies including transportation, public safety and health. Management systems encompass the policies, processes and management approaches that integrate engineering, education, enforcement, emergency services and other disciplines.

### ***Bicyclists***

All persons riding a bicycle on a street, trail, bike lane or sidewalk who are struck by a motor vehicle. A majority (85 percent) of all fatal and serious injury crashes involving bicyclists from 2008-2012 occurred in urban areas.

### ***Commercial vehicles***

Vehicles requiring a Class A driver's license, including all heavy commercial vehicles and buses. Half of the fatal and serious injury commercial vehicle crashes from 2008-2012 were intersection-related.

### ***Trains***

Motor vehicle crashes involving trains. Fatal and serious injury crashes involving trains almost exclusively occurred in rural areas (86 percent) from 2008-2012.

### ***Work zones***

Work zones are a necessary part of building and maintaining roads. They require increased attention from drivers as they often involve restricted lanes or speeds. Fatal and serious injury crashes in work zones from 2008-2012 primarily occurred on state roadways in urban areas.

### ***Unlicensed drivers***

Drivers who are without a license or with a license that has been suspended, revoked, expired or canceled. Seventy-eight percent of the unlicensed drivers involved in fatal and serious injury crashes from 2008-2012 were male and 52 percent were between the ages of 21 and 35.

### ***Vehicle safety enhancements***

Select features in vehicles that can be added or optimized to provide increased safety for vehicle occupants. Such features may include airbags, stability control or lane departure alerts.



## 15-01: 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 technical support, rent, supplies, phones, general mailings, in-state travel, employee development and training) and staff salaries as noted below.

During the 2014 year, the following OTS staff members are planned to be supported through the P&A project and so charged half to the federal program and half to the state required match:

- Director (time of one full time position charged 50% federal and 50% state)
- Traffic Safety Program Manager (time of one full time position charged 50/50)
- Research, Evaluation, and Administration Manager (time of one full time position charged 50/50).
- State Program Administrator Senior (time of one full-time positions charged 50/50)
- Support Staff (time of two full time positions charged 50/50)
- Accounting Officer (time of one-half full-time position charged 50/50)

For the past four years, the Office of Traffic Safety (OTS) and other divisions of the Department of Public Safety (DPS) have worked on the development and the implementation of a website based grant system, commonly called "E-Grants". Beginning in the 2014 fiscal year, the E-grants system will cover the whole life of the grant; from Request for Proposals, to application, to award, to invoicing and reporting and close out. 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. The development of the system is presently under contract to AGATE. OTS will continue to provide funding for system maintenance; that funding is all included in a project in the traffic records (05) project area.

Project Number: 15-01-01

**Project Title:** Planning & Administration

**C.T.W.** Not applicable

**SHSP Focus:** Management Systems

**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 includes the state funded planning and administrative match from the trunk highway fund, the state dedicated Motorcycle Safety Fund, and the state dedicated Child Seats for Needy Families Fund. The activities undertaken through planning and administration include hiring staff, prioritizing problems and solutions based on crash data, providing leadership and guidance to the programs, 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. This project also covers all rent, partial parking or bus passes, supplies, and communications and miscellaneous costs related to all OTS staff

In the past, a second project in the P&A section provided for a specialized accounting officer in the Department's Office of Fiscal and Administrative Services. This is the second year that project is a part of the overall P&A, providing the OTS with a half-time accounting officer to set up and track budgets in the state system, submit the voucher of costs incurred on the grant tracking system (GTS), run and provide financial reports to the OTS and others, and assist the OTS with fiscal processes and procedures.

**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. Staff evaluations are considered to identify needed training and ensure staff have the skills and knowledge to do their jobs successfully.

**Directing Agency:** DPS:OTS and DPS: Office of Fiscal & Administrative Services

**Funding** \$560,000 Section 402

**Match:** \$560,000 State Hard Match

**Local Benefit:** \$0.00

## Planning & Administration

### Project Number 15-01-#

| #                    | Title                        | Code | Federal            | Match              | Local Benefit |
|----------------------|------------------------------|------|--------------------|--------------------|---------------|
| 01                   | Planning and 'Administration | PA   | \$560,000.0        | \$560,000.0        | \$0           |
| <b>Total P&amp;A</b> |                              |      | <b>\$560,000.0</b> | <b>\$560,000.0</b> | <b>\$0.0</b>  |

## 15-02: Occupant Protection

Effective June 9, 2009, Minnesota's Seat Belt Law was made a primary and universal offense, meaning drivers and passengers in all seating positions must be buckled up or in the correct child restraint and the vehicle can be stopped for that violation alone. In addition, effective July 1, 2009, Minnesota's Booster Seat Law became effective, 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.

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 projects which provide extra enforcement for the May seat belt mobilization.

Please note that many of OTS programs related to seat belts are listed in other sections of the Highway Safety Plan. Enforcement liaisons work is in the police traffic section (section 4) and local coalition projects related to seat belts are in the community programs section (section 6). In addition, seat belt and child seat campaign materials, earned media kits, paid media, and TZD regional coordinators who work on increasing occupant protection usage are both provided as part of the community programs, in section 6.

Minnesota crash data are persuasive; of the 269 motor vehicle occupants killed in 2013, only 54 percent were known to be buckled up. And, of the 874 motor vehicle occupants severely injured, only 57 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 49 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 motor vehicle occupant males killed or injured in 2013 crashes, only 80 percent were known to be buckled up, while 87 percent 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 41 percent of those killed or severely injured were known to be buckled up. This compares to 60 percent belt use during the rest of the time. Thus, attention to enforcing seat belt use in the evening is being strengthened by OTS.

From our Observational Studies in 2013, we found that males in the general population buckle up less often than females (by 4.9 percentage points) though both males and females buckled up more than in 2012. Pick-up truck drivers buckled up less than drivers of other vehicles by about 9 percentage points, and those classified as 15 to 29 years old continue to wear their seat belts less than other age cohorts.

Drawing conclusions on the younger cohorts from the following tables is difficult due to the smaller the number of individuals observed; 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 Year* | Estimated Age |     |       |     |       |       |       |        |       |       |
|--------------|---------------|-----|-------|-----|-------|-------|-------|--------|-------|-------|
|              | 0-10          |     | 11-15 |     | 16-29 |       | 30-64 |        | 65-Up |       |
|              | %             | N   | %     | N   | %     | N     | %     | N      | %     | N     |
| 2005         | 86.7          | 116 | 80.3  | 274 | 74.8  | 4,524 | 84.8  | 8,205  | 88.7  | 1,560 |
| 2006         | 81.0          | 85  | 85.5  | 302 | 75.6  | 4,320 | 82.0  | 8,943  | 88.6  | 1,713 |
| 2007         | 95.1          | 80  | 89.8  | 235 | 77.9  | 2,868 | 87.5  | 7,987  | 93.3  | 1,530 |
| 2008         | 91.3          | 86  | 86.1  | 259 | 81.5  | 3,062 | 86.4  | 7,020  | 89.0  | 1,477 |
| 2009         | 95.9          | 80  | 88.5  | 208 | 83.9  | 3,174 | 86.5  | 7,410  | 90.8  | 1,603 |
| 2010         | 95.6          | 75  | 97.2  | 185 | 88.7  | 2,487 | 93.4  | 6,148  | 92.6  | 1,520 |
| 2011         | 100           | 33  | 97.8  | 173 | 90.7  | 2,585 | 90.6  | 6,875  | 94.1  | 1,233 |
| 2012**       | 97.4          | 24  | 84.0  | 227 | 93.3  | 3,706 | 94.1  | 11,557 | 91.9  | 1,312 |
| 2013         | 99.4          | 100 | 99.2  | 209 | 92.8  | 3,603 | 95.4  | 11,048 | 93.7  | 1,375 |

\*June

\*\*New survey design implemented in June 2012

## Observed Shoulder Belt Use and Unweighted Number by Vehicle Type and Site Type in June 2013

| Site Type        | 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 |
| Intersection10   | 91.3         | 6,579 | 91.6  | 3,162 | 93.0 | 1,558 | 95.6        | 844   | 84.2   | 1,015 |
| Intersection11   | 90.3         | 5,933 | 90.8  | 2,803 | 92.0 | 1,415 | 94.1        | 770   | 81.7   | 945   |
| Intersection12** | 93.1         | 9,449 | 93.7  | 4,262 | 95.7 | 2,323 | 92.0        | 1,179 | 85.7   | 1,624 |
| Intersection13   | 94.6         | 9,614 | 95.8  | 4,361 | 96.7 | 2,376 | 97.3        | 1,092 | 86.4   | 1,755 |
|                  |              |       |       |       |      |       |             |       |        |       |
| 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   |
| Exit Ramp 10     | 94.9         | 3,870 | 95.6  | 1,927 | 98.1 | 882   | 95.4        | 524   | 83.1   | 537   |
| Exit Ramp 11     | 93.7         | 4,994 | 94.4  | 2,597 | 94.2 | 1,162 | 96.9        | 642   | 88.7   | 593   |
| Exit Ramp 12**   | 96.4         | 5,211 | 97.2  | 2,728 | 96.8 | 1,485 | 97.3        | 614   | 90.2   | 615   |
| Exit Ramp 13     | 95.8         | 6,088 | 96.0  | 2,977 | 97.5 | 1,628 | 94.4        | 695   | 92.1   | 763   |
|                  |              |       |       |       |      |       |             |       |        |       |
| Mid-Block 12**   | 94.9         | 1,937 | 93.6  | 914   | 96.9 | 513   | 95.0        | 241   | 95.6   | 259   |
| Mid-Block 13     | 96.4         | 734   | 97.6  | 300   | 97.2 | 193   | 98.9        | 90    | 90.5   | 141   |

\*\*New survey design implemented in June 2012

## Observed Shoulder Belt Use and Unweighted Number by Sex

| Survey Year* | 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 |
| 2010         | 89.2 | 5,504 | 95.8   | 4,918 |
| 2011         | 88.0 | 5,900 | 94.7   | 4,989 |
| 2012**       | 91.9 | 9,161 | 95.6   | 7,653 |
| 2013         | 92.6 | 9,257 | 97.5   | 7,138 |

\*June

\*\*New survey design implemented in June 2012

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, fewer people suffer debilitating and disfiguring injuries – an accomplishment we credit largely to increased restraint use.

Project Number: 15-02-01

**Project Title:** Occupant Protection Coordination**C.T.W.** Not applicable**SHSP Focus:** Unbelted

**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 child passenger safety instructors and technicians at the annual Towards Zero Deaths conference. Additionally, the position assists coalitions and partners in the state addressing seat belt and child seat 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

**Funding:** \$115,000 Section 402

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-02-02

**Project Title:** Youth Belt Coordination

**C.T.W.:** Not applicable

**SHSP:** Unbelted

**Description:** This project provides for a quarter-time Office of Traffic Safety staff position to manage and coordinate the federally funded occupant protection projects concentrating on 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

**Funding:** \$40,000 Section 402

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-02-03

**Project Title:** Child Passenger Safety Support

**C.T.W.** Chapter 2; Sections 28, 30, 31, 34, 35

**SHSP Focus:** Unbelted

**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, and providing print and other outreach materials to the general public, as well as to CPS instructors and technicians. This project will fund support for the outreach and education disseminated to the public and our partners regarding the safe transportation of children. Costs include those associated with creating and printing or producing materials that cannot be done by DPS Office of Communications, mailing and shipping, conducting training and workshops, and CPS training tools (including child restraint instructional compact discs, latch manuals, and zip drives) are all used to support the CPS efforts of staff and partners. In addition, the costs for registration and hotel (when necessary) for a limited number of advocates to attend the TZD conference will be provided.

**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

**Funding** \$45,000 Section 402

**Match:** \$20,000

**Local Benefit:** \$45,000

Project Number: 15-02-04

**Project Title:** CPS to Lifesavers

**C.T.W.** Chapter 2; Sections 28, 30, 31, 34, 35

**SHSP Focus:** Unbelted

**Description:** Section 2011 child safety and booster seat funds will be used for expenses related to CPS paid mainstream media (50,000) and to send up to three CPS Advisory Board members to the Lifesavers conference or its CPS pre-conference.

**Evaluation** Attendees assessment of the conference.

**Directing Agency:** DPS: OTS through grants and contracts as needed



|                       |                      |
|-----------------------|----------------------|
| <b>Funding</b>        | \$5,000 Section 2011 |
| <b>Match:</b>         | \$0                  |
| <b>Local Benefit:</b> | \$5,000              |

|                          |   |
|--------------------------|---|
| Project Number:          | 15-02-05  |
| <b>Project Title:</b>    | Belt Enforcement for Patrol   |
| <b>C.T.W.</b>            | Chapter 2 ; Sections 2.1  |
| <b>SHSP Focus:</b>       | Unbelted  |
| <b>Description:</b>      | This project will provide for increased enforcement of the seat belt law during October and over Memorial Day for the Minnesota State Patrol. Costs reimbursed will include overtime salaries, fringe benefits, and indirect costs for the Patrol. This project is conducted in conjunction with 15-04-03: TZD Enforcement at the MSP, 15-04-04: and 15-03 06: MSP DWI Enforcement. |
| <b>Evaluation</b>        | The seat belt use rate of those killed and severely injured as identified by the crash record data base will increase.  |
| <b>Directing Agency:</b> | DPS:MSP   |
| <b>Funding</b>           | \$52,000 Section 405 (Safety LU) and \$600,000 Section 405b (MAP 21)  |
| <b>Match:</b>            | \$110,000   |
| <b>Local Benefit:</b>    | \$0   |

|                         |   |
|-------------------------|---|
| Project Number:         | 15-02-06  |
| <b>Project Title:</b>   | Belt Enforcement for Cities and Counties  |
| <b>C.T.W.</b>           | Chapter 2 ; Sections 2.1  |
| <b>SHSP Focus Area:</b> | Unbelted  |
| <b>Description:</b>     | This project will provide for increased enforcement of the seat belt law during October, and over Memorial Day for the Cities and Counties. Costs reimbursed will include overtime salaries, fringe benefits. This project is conducted in conjunction with 15-04-03: TZD Enforcement at the MSP, 15-04-04: TZD Enforcement for Cities and Counties, 15-03-06: MSP DWI Enforcement and 15-03-07: Cities and Counties DWI Enforcement. |
| <b>Evaluation:</b>      | The seat belt use rate of those killed and severely injured as identified by the crash record data base will increase.  |

**Directing Agency:** DPS through grants with cities and counties  
**Funding:** \$750,000 Section 402 and \$2,115,000.00 Section 405b (MAP 21)  
**Match:** \$650,000  
**Local Benefit:** \$2,865,000

Project Number: 15-02-07

**Project Title:** Web-based OPUE for Officers

**C.T.W.** Chapter 2; Section 3.1

**SHSP Focus:** Culture/Awareness

**Description:** Currently officers who work OTS enforcement overtime hours are required to have completed Occupant Protection Usage and Enforcement (OPUE; a shortened Minnesota update of the original NHTSA curriculum) course which they receive in a classroom setting. To be more efficient in the future, this course will be available online. To make that happen, a Statement of Work (SOW) will be written, and the course developed, pilot tested and edited for ease of use. The course will be on a Web site where completion of it will result in continuing education credits from the Minnesota Board of Peace Officers Standards and Training (POST) given to the appropriate officers. Costs in the project include the costs of a contractor to develop, test and set up the new system on the Internet.

**Evaluation** The courses will be complete, working well and available online for officers to take with POST credits provided.

**Directing Agency:** DPS: OTS through a contract

**Funding** \$100,000 Section 402

**Match:** \$25,000

**Local Benefit** \$100,000

Project Number: 15-02-08

**Project Title:** Seat Belt Use Survey

**C.T.W.** Chapter 2; Section 2, Chapter 2; Section 3

**SHSP Focus Area:** Data Systems

**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 buckle up. The survey is conducted during a two week period to evaluate our efforts as well as to determine our statewide seat belt use rate. The Seat Belt Use Observation Survey will also aid in the evaluation of the *Click It or Ticket* May enforcement mobilization. During 2012, a new survey design was approved by NHTSA and first implemented in Minnesota during June of that year. This will be the third year OTS has used the current survey design. The observation survey will be completed by a contractor paid out of this project. A statewide report on seat belt use will be generated along with the State Seat Belt Use Survey Reporting Form. Contract costs include data collection, data analysis, and generating the statewide use report and the survey reporting form, as well as information on cell phone use and motorcycle helmet use.

**Evaluation:** Evaluation is administrative for this project – the survey 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 seat belt use rate.

**Directing Agency:** DPS-OTS through a contract with a private firm

**Funding:** \$60,000.00 Section 402

**Match:** \$0

**Local Benefit:** \$0

Project Number: 15-02-09

**Project Title:** Child Seats for Needy Families

**C.T.W.** Chapter 2 ; Section 34

**SHSP Focus:** Unbelted

**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 provide 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. Requests for the seats will be sought from foundations, and from governmental, service and

|                          |  |
|--------------------------|--|
|                          | philanthropic organizations.   |
| <b>Evaluation</b>        | Feedback from the organizations and advocates receiving the seats will be considered, along with the number of car seats distributed to needy families |
| <b>Directing Agency:</b> | DPS: OTS   |
| <b>Funding</b>           | \$0; all state from child seat fines   |
| <b>Match:</b>            | \$85,000   |
| <b>Local Benefit:</b>    | \$0  |

|                          |   |
|--------------------------|---|
| <b>Project Number:</b>   | 15-02-10  |
| <b>Project Title:</b>    | Southern CPS Liaison  |
| <b>C.T.W.</b>            | Chapter 2; Sections 28, 30, 31, 34, 35  |
| <b>SHSP Focus:</b>       | Unbelted  |
| <b>Description:</b>      | This position is to contract for the professional and technical services of an experienced child passenger safety advocate to support and assist law enforcement agencies, public health workers, the general public and other Child Passenger Safety (CPS) advocates in increasing their attention to child passenger safety and OTS programs. This contractor position is known as the Southern CPS Liaison. The liaisons' main function is to serve as a link for the OTS to promote child passenger safety in the southern half of the state. |
| <b>Evaluation</b>        | End of the year report  |
| <b>Directing Agency:</b> | DPS: OTS through a contract   |
| <b>Funding</b>           | \$94,000, Section 2011  |
| <b>Match:</b>            | \$0   |
| <b>Local Benefit:</b>    | \$94,000  |

|                        |  |
|------------------------|--|
| <b>Project Number:</b> | 15-02-11   |
| <b>Project Title:</b>  | Ampers   |
| <b>C.T.W.</b>          | Chapter 2; Sections 28, 30, 31, 34, 35   |
| <b>SHSP Focus:</b>     | Culture/Awareness  |
| <b>Description:</b>    | Ampers radio stations reach minority communities not served through traditional media. With Ampers, OTS will be able to provide outreach to members of the Somali, Hispanic and Native American communities. Media messages will focus on child passenger safety in their native |

|                          |  |
|--------------------------|--|
|                          | language and targeted to their community. Costs will include the development and play of the messages. |
| <b>Evaluation</b>        | End of the year report   |
| <b>Directing Agency:</b> | DPS: OTS through a grant   |
| <b>Funding</b>           | \$20,000, Section 2011   |
| <b>Match:</b>            | \$0  |
| <b>Local Benefit:</b>    | \$0  |

|                          |  |
|--------------------------|--|
| <b>Project Number:</b>   | 15-02-12   |
| <b>Project Title:</b>    | Northern CPS Liaison through Mahube Community Council  |
| <b>C.T.W.</b>            | Chapter 2; Sections 28, 30, 31, 34, 35   |
| <b>SHSP Focus:</b>       | Unbelted   |
| <b>Description:</b>      | This project serves CPS needs in the northern area of Minnesota. It provides for a project coordinator, administration and program support staff to conduct outreach to potential contacts and community partners throughout the service area. The staff organize and conduct the National Highway Traffic Safety Administration (NHTSA) Standardized Child Passenger Safety Technician Training, NHTSA School Bus Curriculum or MN practitioner training, and MN Child and Foster Care Curriculum at least two times per year within the service area. It provides CPS activities including coordination of parent education and workshops in child passenger safety and community car seat distribution events at least one time each month from fall through spring. The project maintains a vehicle to serve as the mobile resource center/fitting station. The project director attends quarterly CPS board meetings and the Toward Zero Deaths (TZD) conference in the fall of 2014 and 2015 Life Savers Conference. |
| <b>Evaluation</b>        | End of the year report   |
| <b>Directing Agency:</b> | DPS: OTS through a grant   |
| <b>Funding</b>           | \$80,000, Section 402  |
| <b>Match:</b>            | \$0  |
| <b>Local Benefit:</b>    | \$80,000   |

|                        |            |
|------------------------|------------|
| <b>Project Number:</b> | 15-02-13   |
| <b>Project Title:</b>  | Mom Enough |

**C.T.W.** Chapter 2; Sections 28, 30, 31, 34, 35

**SHSP Focus:** Culture/Awareness

**Description:** Mom Enough is a company devoted entirely to child safety, development and well-being. A representative from DPS will be a guest for **two** ME shows in addition to the Night Out show. The topics will focus on child passenger safety. Mom Enough will promote the DPS shows at least two months out of the year in the slideshow on the homepage. DPS logo/link & information will appear on the ME partner's page. Mom Enough will post some DPS educational materials in the ME resource section. Mom Enough will promote some DPS events and information on Facebook, Twitter, and e-mail.

**Evaluation** End of the year report

**Directing Agency:** DPS: OTS through grants and contracts as needed

**Funding** \$15,000, Section 2011

**Match:** \$0

**Local Benefit:** \$0

## Occupant Protection

### Project Numbers 15-02-#

| #                                | Title                              | Code | Federal            | Match            | Local Benefit      |
|----------------------------------|------------------------------------|------|--------------------|------------------|--------------------|
| 01                               | Occupant Protection Coordination   | OP   | \$115,000          | \$0              | \$0                |
| 02                               | Youth Belt Coordination            | OP   | \$40,000           | \$0              | \$0                |
| 03                               | CPS Support                        | OP   | \$45,000           | \$20,000         | \$45,000           |
| 06                               | Cities & Counties Belt Enforcement | OP   | \$750,000          | \$350,000        | \$750,000          |
| 07                               | Web-based OPUE for Officers        | OP   | \$100,000          | \$25,000         | \$100,000          |
| 08                               | Seat Belt Use Survey               | OP   | \$60,000           | \$0              | \$0                |
| 12                               | Northern CPS Liaison               | OP   | \$80,000           | \$0              | \$80,000           |
| <i>Subtotal OP</i>               |                                    | 402  | \$1,190,000        | \$395,000        | \$975,000          |
| 04                               | CPS Special Support; Lifesavers    | K3   | \$5,000            | \$0              | \$5,000            |
| 10                               | Southern CPS Liaison               | K3   | \$94,000           | \$0              | \$94,000           |
| 11                               | Ampers                             | K3   | \$20,000           | \$0              | \$0                |
| 13                               | Mom Enough                         | K3   | \$15,000           | \$0              | \$0                |
| 09                               | Child Seats for Needy Families     | K3   | \$0                | \$85,000         | \$0                |
| <i>Subtotal</i>                  |                                    | 2011 | \$134,000          | \$85,000         | \$99,000           |
| 05                               | MSP Belt Enforcement               | K2   | \$51,287           | \$10,000         | \$0                |
| <i>Subtotal</i>                  |                                    | 405  | \$51,287           | \$10,000         | \$0                |
| 05                               | MSP Belt Enforcement               | 405b | \$600,000          | \$100,000        | \$0                |
| 06                               | Cities & Counties Belt Enforcement | 405b | \$2,115,000        | \$300,000        | \$2,115,000        |
| <i>Subtotal</i>                  |                                    | 405b | \$2,715,000        | \$400,000        | \$2,115,000        |
| <b>Occupant Protection Total</b> |                                    |      | <b>\$4,090,287</b> | <b>\$890,000</b> | <b>\$3,189,000</b> |

#### Note these other projects with OP efforts:

Media Relations for Occupant Protection is in 15-06-04 and 15-06-11,

Paid Media for Occupant Protection is in 15-06-07,

Enforcement Liaisons for Occupant Protection are in 15-04-06, and

MnDOT TZD Liaisons are in 15-06-09.

## 15-03: Impaired Driving

Minnesota is monitoring the effectiveness of our impaired driving program by tracking alcohol impaired driving fatalities (those that involved a driver or motorcyclist with an alcohol concentration level of 0.08 and above) in addition to alcohol-related driving fatalities (those that involved a driver or motorcyclist with an alcohol concentration of 0.01 and above). Both measures show decreases for 2013. Alcohol-related fatalities decreased from 131 in 2012 to 117 in 2013, and alcohol impaired fatalities decreased from 104 in 2012 to 95 in 2013. Fortunately, severe injuries where alcohol was perceived to be involved decreased from 296 in 2012 to 247 in 2013. The most significant area of concern remains the 20-29 year-olds; nearly 38 percent of all alcohol impaired fatalities are in that age group, and 47 percent of traffic crash fatalities in that age-group were impaired related.

Paid media, enforcement and educational programs will remain focused on the young male driver, since 85% of the drivers killed who tested over the legal limit were males. The impaired driving program will capitalize on the seat belt usage media message since only 31 percent of motor vehicle occupants that died in an alcohol impaired crash were known to be wearing a seat belt in 2013.

The cornerstone for Minnesota's traffic safety program is 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 impaired driving fatalities and severe injuries. The OTS continues to encourage the use of roadway signs, earned media, reflective vests and other useful tools to increase the visibility of law enforcement's activity. Saturation patrols will be funded statewide; however, additional funding will be provided for the top 25 counties where nearly 70 percent of the impaired driving fatalities and severe injuries occurred. Minnesota is expanding that focus area from 13 to 25 counties in an effort to be more effective in reducing impaired driving fatalities. Community education programs have been developed in several of these counties. Technical assistance for creation of alternative transportation programs will also be provided in specific counties.

Repeat DWI offenders continue to be an area of concern. Minnesota now has 12 DWI Courts and nine hybrid courts that accept DWI offenders. Four additional courts will receive training in the coming year. Since Minnesota first implemented DWI Courts, 498 624 people have graduated and 48 of them have reoffended; a six percent re-offense rate compared to a normal re-offense rate of 50 percent. An extensive evaluation of these courts is expected to be completed in June of 2014.

The expansion in of the DWI e-Charging system, which provides a mechanism for law enforcement to file DWI arrest forms electronically, is being used for over 80 percent of DWI arrests. The system interfaces with the new breath testing instruments, the Bureau of Criminal Apprehension laboratory that processes blood and urine results, Driver and Vehicle Services and prosecutors throughout the state, creating an extensive impaired driving information system. The use of ignition interlock continues to grow. As of today over 7,000 people are driving a vehicle safely with an ignition interlock installed. A Vender Oversight Liaison was hired and is working on creating an oversight program in Minnesota. Over the last year a committee comprised of probation officers, prosecutors, defense attorney and the Department of



Public Safety has reviewed the current laws in place and made recommendations which would strengthen the state's ignition interlock program.

Minnesota is proud of its success in keeping alcohol impaired fatalities and severe injuries at a relatively low level. Strong traffic safety partnerships and programs coupled with new innovative programs will continue to move alcohol impaired fatalities even closer to zero.

|                          |   |
|--------------------------|---|
| <b>Project Number:</b>   | 15-03-01  |
| <b>Project Title:</b>    | Impaired Driving Coordination   |
| <b>C.T.W.:</b>           | Not applicable  |
| <b>SHSP Focus:</b>       | Impaired Roadway Users  |
| <b>Description:</b>      | This project provides for a full-time Office of Traffic Safety staff position to lead, 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. |
| <b>Evaluation</b>        | The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.   |
| <b>Directing Agency:</b> | DPS: OTS  |
| <b>Funding:</b>          | \$175,000 Section 164   |
| <b>Match:</b>            | \$0   |
| <b>Local Benefit:</b>    | \$0   |

|                        |   |
|------------------------|---|
| <b>Project Number:</b> | 15-03-02  |
| <b>Project Title:</b>  | Youth Alcohol Coordination  |
| <b>C.T.W.:</b>         | Not applicable  |
| <b>SHSP Focus:</b>     | Impaired Roadway Users  |
| <b>Description:</b>    | This project provides for up to one-quarter time of an Office of Traffic Safety staff position to manage and coordinate the majority of the federally funded projects related to teenagers and to underage drinking |

(including those related to the federal Enforcement of Underage Drinking Laws – EUDL) grants. 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

**Funding:** \$45,000 Section 164 (providing for 15,000 carry forward to 2015)

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-03-03

**Project Title:** Additional Impaired Driving Coordination

**C.T.W.:** Not applicable

**SHSP Focus:** Impaired Roadway Users

**Description:** This project provides for one and one-quarter full-time Office of Traffic Safety staff positions to assist the lead coordinator with managing and coordinating the federally funded impaired driving projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of these positions is to decrease impaired driving in Minnesota and to assist others 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

|                       |                       |
|-----------------------|-----------------------|
| <b>Funding:</b>       | \$195,000 Section 164 |
| <b>Match:</b>         | \$0                   |
| <b>Local Benefit:</b> | \$0                   |

|                          |   |
|--------------------------|---|
| <b>Project Number:</b>   | 15-03-04  |
| <b>Project Title:</b>    | Drug Recognition Expert/Advanced Officer Training   |
| <b>C.T.W.:</b>           | Chapter 1. Section 7.1  |
| <b>SHSP Focus:</b>       | Management Systems  |
| <b>Description:</b>      | The project provides funding for one State Patrol lieutenant to coordinate and train officers 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 (transitioning to ARIDE), SFST Update, and at least one SFST instructor course. One Phlebotomy course offering for new phlebotomists and one refresher course for current phlebotomists will also be offered. Certifications for the DRE and DRE Instructor classes are conducted in Los Angeles; those out-of-state travel costs are included in the project. 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 OTS overtime shifts. |
| <b>Evaluation:</b>       | The project evaluation will be based on the number of officers that receive training and their level of 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 give on the evaluations of training received.   |
| <b>Directing Agency:</b> | DPS: MSP with a grant from OTS  |
| <b>Funding:</b>          | \$500,000.00 Section 405d   |
| <b>Match:</b>            | \$200,000   |
| <b>Local Benefit:</b>    | \$500,000   |

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| <b>Project Number:</b> | 14-03-05   |
| <b>Project Title:</b>  | In-squad Computers for Law Enforcement                         |
| <b>C.T.W.</b>          | Alcohol-Impaired and Drugged Driving – Deterrence: Enforcement |

**SHSP Focus:** Impaired Roadway Users

**Description:** With the advent of e-charging for DWI arrests, ROAR for OTS' enforcement grantees, and the development of e-citations, agencies without computers in their squads are at a great disadvantage. This project will provide for ruggedized computers, printers, driver's license card readers, and the necessary wires and cords for squad cars used for patrolling through the request for proposals process. It is expected that waivers of Buy America Act requirements will be sought as part of this project. See also project 14-05-15. As part of the same RFP, PBTs will be offered to departments at no charge.

**Evaluation** The RFP will be let, recipients chosen, grants written, and equipment will be distributed.

**Directing Agency:** DPS/OTS

**Funding** \*\$700,200 Section 164 (no more than 30% of the federal dollars in computers) and 400,000 Section 405d (for PBTs)

**Match:** \$800,000 (half of the cost of the computers and printers plus installation)

**Local Benefit:** \$1,100,200

**Project Number:** 15-03-06

**Project Title:** Patrol Impaired Driving Enforcement

**C.T.W.** Chapter 1; Section 2.2

**SHSP Focus Area:** Impaired Roadway Users

**Description:** For those districts covering one or more of the twenty five counties making up 70% of alcohol related traffic deaths, this is an overtime and on-duty enforcement program that funds impaired driving saturations on a regular basis. High visibility enforcement will occur at least monthly in the 25 counties with the highest number of alcohol-related deaths and serious injuries. During the warmer weather months, when impaired driving deaths increase, the saturations will occur more than once per month. In order of the deadliest, the counties are Hennepin, Anoka, Ramsey, St. Louis, Dakota, Stearns, Otter Tail, Olmsted, Itasca, Scott, Washington, Wright, Crow Wing, Beltrami, Benton, Cass, Blue Earth, Meeker, Sherburne, Becker, Mille Lacs, Clay, Morrison, Carlton, Pine. All saturations include participation by state, county, and local agencies. This project provides for the overtime salaries, fringe benefits, and indirect costs of the Minnesota State Patrol.

TZD Enforcement is Minnesota's statewide Selected Traffic Enforcement (STEP) Program, combining enhanced enforcement with public

education and media relations of that enforcement. In addition to the deadliest counties discussed above, the program provides overtime funding for the patrol specifically for four weekends in December and during 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. As a final task, this project provides for additional troopers to work at Brainerd International Raceway and We FEST – two large Greater Minnesota events that generate a great deal of drinking and driving. Other issues focused upon by the single enforcement grant with the Patrol are funded under projects 15-02-05 for seat belts, and 15-04-03 for distracted driving, the move over law, speed, and aggressive driving.

**Evaluation:** The project will be evaluated based on the requirement to conduct one saturation every month in each of the 25 counties with the highest number of alcohol-related deaths and sever injuries. A complete evaluation will determine if alcohol-related crashes have decreased in these counties and if DWI arrests increased. In addition, the project will be evaluated to determine if the number of on-duty saturations have increased. In addition to the enforcement measures of comparison outlined by the OTS, the Patrol will identify 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 with a grant from OTS

**Funding:** \$2,000,000 Section 164 and \$1,000,000 Section 405d

**Match:** \$600,000

**Local Benefit:** \$0

**Project Number:** 15-03-07

**Project Title:** Cities and Counties DWI Enforcement

**C.T.W.** Chapter 1; Sections 2.2

**SHSP Focus Area:** Impaired Roadway Users

**Description:** TZD Enforcement 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 high visibility saturations specifically for DWI periods of the TZD Enforcement 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 25 counties with the highest number of traffic deaths. . Saturations will occur at least monthly in the 25 counties with the highest number of alcohol-related deaths and serious injuries. During the warmer weather months, when impaired driving deaths increase, the saturations will occur more than once per month. In order of the deadliest, the counties are Hennepin, Anoka, Ramsey, St. Louis, Dakota, Stearns, Otter Tail, Olmsted, Itasca, Scott, Washington, Wright, Crow Wing, Beltrami, Benton, Cass, Blue Earth, Meeker, Sherburne, Becker, Mille Lacs, Clay, Morrison, Carlton, Pine. All saturations include participation by state, county, and local agencies; this project does not fund the state participation (see project 15-03-06 for the Minnesota State Patrol's participation).

**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 grant has set goals in line with the states goals for a five year period ending in 2020. Each grant reports their progress towards meeting those objectives in their final report to OTS. In addition, the results of the Driver and Vehicle Services web-based and OTS' random telephone surveys will be used to evaluate the overall efforts.

**Directing Agency:** Police Departments and Sheriffs' Offices through grants with DPS: OTS. In 2014, 55 grants covered 290 agencies. 2015 grants are not yet selected.

**Funding:** \$3,000,000 Section 164 and \$1,700,000 Section 405d

**Match:** \$1,1000,000

**Local Benefit:** \$4,700,000

**Project Number:** 15-03-08

**Project Title:** Integrated Judicial & Administrative Ignition Interlock

**C.T.W.** Chapter; 1 Sections 4.2

**SHSP Focus:** Impaired Roadway Users

**Description:** This program provides funding for judicial districts and/or probation service agencies to implement an ignition interlock program in cooperation with their judges who agree to order the devices for

offenders and is coordinated with the current administrative ignition interlock program at Driver and Vehicle Services. Four judicial districts are currently involved in the project with an additional judicial district being added this year through a Request for Proposals.

**Evaluation** The project will be evaluated based on the number of offenders that are managed by the court system through this method.

**Directing Agency:** DPS/OTS through grants with District Courts

**Funding** \$600,000 Section 164AL

**Match:** \$50,000

**Local Benefit:** \$600,000

**Project Number:** 15-03-09

**Project Title:** DWI Courts

**C.T.W.** Chapter: 1 Sections 3.1

**SHSP Focus Area:** Impaired Roadway Users

**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 which were used as a model for the DWI Courts. The project will augment state, local and other federal funding to support close supervision by the courts that focus on repeat high risk DWI offenders. Funding will also support training for new and current DWI court members. It is expected that four additional DWI courts will be added in addition to the existed 12.

**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. Ultimately, 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:** District Courts in Minnesota through grants with DPS/OTS

**Funding:** \$4,000,000 Section 164

**Match:** \$600,000

**Local Benefit:** \$4,000,000

**Project Number:** 15-13-10

**Project Title:** Screening and Brief Interventions

**C.T.W.** Chapter 1 Section 3.1

**SHSP Focus Area:** Impaired Roadway Users

**Description:** A DWI is an opportunity for professionals to triage an at risk segment of society to determine level of use, abuse and dependency of chemicals. The Institute for Clinical Systems Improvement (ICSI) has been contracted through the Minnesota Department of Human Services to create a pilot program in St. Louis County that will identify first time offenders. DWI offenders will be screened to determine level of chemical use and triaged to determine level of recommended care in a shorter period than is currently done. This will be an opportunity to apply the proper services that can change the person's chemical use behavior and as a result reduce impaired driving.

**Evaluation:** The project will be evaluated to determine if those that were give a SBIRT are less likely to incur an additional impaired driving offense.

**Directing Agency:** DPS/OTS through a grant with the Department of Human Services

**Funding:** \$600,000 Section 164

**Match:** \$0

**Local Benefit:** \$600,000

**Project Number:** 15-03-11

**Project Title:** Alcohol Media Relations

**C.T.W.** Chapter 1; Section 5.2

**SHSP Focus Area:** Impaired Roadway Users

**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, 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 one full-time equivalent staff who develops and directs the publication information and education efforts. This project is conducted in conjunction with 15-06-04 which focuses on issues other than impaired driving.

**Evaluation** Evaluation will be based on reports of 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

**Funding** \$600,000 Section 405d

**Match:** \$0

**Local Benefit:** \$0

Project Number: 15-03-12

**Project Title:** DWI Paid Media Contract

**C.T.W.** Chapter 1; Section 5.2

**SHSP Focus Area:** Impaired Roadway Users

**Description:** Paid media provides the highest yield for reaching the specific high risk audience (young males) with our traffic safety messages. The only good way to ensure the messages will be seen by the target audience is by placing them in locations and on programs favored by that audience. The Office of Communications along with OTS and the professionals under contract 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 impaired driving. Paid Media related to occupant protection, speed, distracted driving, move over or other identified problems is covered under 15-06-07.

**Evaluation** Evaluation will be based on reports of frequency and reach of paid media messages and random telephone surveys on public recognition of messages and knowledge of activities.

**Directing Agency:** DPS: OTS writes a contract with a professional media purchaser.

**Funding** \$2,200,000 164

**Match:** \$0

**Local Benefit:** \$0

Project Number: 15-03-13

**Project Title:** DWI Analytics

**C.T.W.** Not applicable

**SHSP Focus Area:** Data Management

**Description:** This project is for a DWI analytics system that meets the overlapping needs by the various groups of stakeholders related to DWI offenders by providing a centralized and comprehensive service on all data related DWI arrests and convictions. This multi-year project will document and

store impaired driving cases from arrest through the completion of court and administrative sanctions while reducing administrative costs and increasing system efficiencies.

**Evaluation:** Success this year will be based on the ability of the system to map out DWI's, fatal and severe injury crashes and locations of drinking establishments.

**Directing Agency:** DPS/Bureau of Apprehension with a grant from DPS/OTS

**Funding:** \$2,000,000 Section 405d

**Match:** \$0

**Local Benefit:** \$0

Project Number: 15-03-14

**Project Title:** DWI E-Charging

**C.T.W.** Not applicable

**SHSP Focus:** Data Management

**Description:** An impaired driving arrest is time consuming and paper intensive for the arresting officer, prosecuting attorneys, and DPS' Division of Driver and Vehicle Services. In prior years, this project funded re-engineering the business process for filing forms required to create a criminal complaint and administratively revoke driving privileges. Under the new system, the officer is able to electronically file all forms required by DVS and the courts so they can take the appropriate administrative and criminal action against the offender. . In 2014, nearly 85 percent of DWI arrests will be processed through E-Charging. In 2015, continued deployment of the system to more agencies and officers will be done and enhancements will be made to the system based on recommendations of users.

**Evaluation** Minnesota will also conduct an assessment of our Impaired Driving Information System. The assessment will evaluate the current system and determine missing information in view of the NHTSA's Model Impaired Driving Information System. Enhancements to the current system that are recommended will be funded.

**Directing Agency:** DPS/Bureau of Criminal Apprehension with a grant from DPS/OTS

**Funding** \$600,000 Section 164AL

**Match:** \$0

**Local Benefit:** \$600,000

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| <b>Project Number:</b>   | 15-03-15   |
| <b>Project Title:</b>    | Ignition Interlock   |
| <b>C.T.W.</b>            | Chapter; 1 Section 4.2   |
| <b>SHSP Focus:</b>       | Impaired Roadway Users   |
| <b>Description:</b>      | Ignition interlock is a promising tool to help reduce repeat impaired driving. This project will fund up five full-time equivalent positions in DPS's Driver and Vehicle Services division that will oversee the implementation of the statewide ignition interlock project. In addition to oversight, the project will fund training and education to inform people of the program. |
| <b>Evaluation</b>        | The program will be evaluated by considering the performance reviews of the individuals and effective implementation of an ignition interlock program that results in a reduction of the DWI recidivism rate and an increase in public safety.   |
| <b>Directing Agency:</b> | DPS/DVS through a grant from DPS/OTS   |
| <b>Funding</b>           | \$400,000 Section 164AL  |
| <b>Match:</b>            | \$0  |
| <b>Local Benefit:</b>    | \$0  |

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| <b>Project Number:</b>   | 15-03-16   |
| <b>Project Title:</b>    | Patrol DWI Conference Travel   |
| <b>C.T.W.</b>            | Not applicable   |
| <b>SHSP Focus:</b>       | Impaired Roadway Users   |
| <b>Description:</b>      | The MSP will send appropriate officers to attend traffic safety conferences such as Lifesavers and Drug Recognition that are held outside of Minnesota. In addition, the MSP will send officers to attend the Toward Zero Deaths Conference the annual traffic safety conference 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. |
| <b>Evaluation</b>        | The reports received on the conferences attended will be used to determine the usefulness of the conferences and ultimately, this project.   |
| <b>Directing Agency:</b> | DPS/MSP with a grant from the DPS/OTS  |

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| <b>Funding</b>        | \$25,000 Section 405d |
| <b>Match:</b>         | \$0                   |
| <b>Local Benefit:</b> | \$0                   |

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| <b>Project Number:</b>   | 15-03-17  |
| <b>Project Title:</b>    | RAVE and Server Train the Trainer Program   |
| <b>CTW:</b>              | Chapter 1, Section 5.3  |
| <b>SHSP Focus:</b>       | Impaired Roadway Users  |
| <b>Description:</b>      | <p>Local law enforcement officers and public health staff will be trained to be regional alcohol server awareness trainers, and special events trainers in their areas. Training programs will focus on over-serving and other practices for the proper selling and serving of alcohol for the purpose of diminishing alcohol related problems, injuries, and deaths on Minnesota's roads. Emphasis will be placed on statewide coverage focusing on areas where there are no trainers currently. Train the Trainer is ongoing with regard to replacement of trainers moving and/or retiring.</p> <p>In conjunction with impaired driving mobilizations, law enforcement agencies will be offered training in a program entitled R.A.V.E. Retail Alcohol Vendor Enforcement. The program is designed to enforce laws concerning serving alcohol to obviously intoxicated customers and educate servers and managers, by placing on-duty plain clothed officers inside licensed liquor establishments. By educating and enforcing with both criminal and civil penalties when needed at the retail seller/server level, the program can take impaired drivers off the road before they would get to their car.</p> |
| <b>Evaluation</b>        | The project will be evaluated based on the number of regional trainers trained, the number of training events held. The RAVE portion will be evaluated based on the number of agencies trained, and outcomes of the over-serving enforcement initiative.  |
| <b>Directing Agency:</b> | DPS/Alcohol and Gambling Enforcement Division through a grant with DPS/OTS.   |
| <b>Funding:</b>          | \$105,000 Section 405d  |
| <b>Match:</b>            | \$0   |
| <b>Local Benefit:</b>    | \$105,000   |

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| <b>Project Number:</b>   | 15-03-18   |
| <b>Project Title:</b>    | Judicial Liaison   |
| <b>C.T.W.</b>            | Chapter 1; Section 3.1   |
| <b>SHSP Focus:</b>       | Impaired Roadway User  |
| <b>Description:</b>      | This project provides for up to half-time of an experienced Minnesota judge to act as a liaison between the Office of Traffic Safety and the district court judges of the state. Minnesota's ignition interlock law requires the devices to be used by those who wish to drive after a second or subsequent DWI or a first DWI with a blood alcohol concentration of .16 or above; the DPS division of Driver and Vehicle Services is responsible for implementing the law. If judges were to also order appropriate offenders to enroll in the ignition interlock program, the number of users would greatly increase and the roadways would be safer. The judicial liaison will concentrate on explaining the ignition interlock program and its benefits to the judges. The project will fund the salary, supplies, travel, and other costs directly related to the work of the person. |
| <b>Evaluation</b>        | Ultimately the project should result in a higher number of ignition interlock systems ordered by the Courts.   |
| <b>Directing Agency:</b> | Minnesota State Court Administration through a grant with DPS/OTS  |
| <b>Funding</b>           | \$100,000 Section 405d   |
| <b>Match:</b>            | \$0  |
| <b>Local Benefit:</b>    | \$100,000  |

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| <b>Project Number:</b> | 15-03-19  |
| <b>Project Title:</b>  | DWI Officers  |
| <b>C.T.W.</b>          | Alcohol-Impaired and Drugged Driving – Deterrence: Enforcement  |
| <b>SHSP Focus:</b>     | Impaired Roadway Users  |
| <b>Description:</b>    | In order to assist large agencies who have the desire to heighten DWI enforcement, but currently do not have the resources for a dedicated DWI enforcement officer, this project will provide funding for the hiring and equipping of approximately eight DWI officers. These individuals would have DWI enforcement as their sole focus and would strictly work hours when impaired driving is more likely to be a problem and will focus on impaired driving saturations in their areas as much as possible. Equipment to be provided includes squad cars (with limitations on their use) and traffic safety equipment (such as radars to |

be provided with 402 funds); however, weapons and uniforms will not be provided. Waivers of Buy America Act requirements will be sought as part of this project if necessary.

**Evaluation** The RFP will be let, recipients chosen, and grants awarded.  
**Directing Agency:** DPS/OTS  
**Funding** \$2,000,000 Section 164  
**Match:** \$500,000  
**Local Benefit:** \$2,000,000

Project Number: 15-03-20

**Project Title:** TSRP

**C.T.W.** Chapter ; 1 Sections 3.1

**SHSP Focus Area:** Impaired Roadway Users

**Description:** The project will provide for a traffic safety resource prosecutor to serve as a liaison between the NHTSA and OTS, and the county and city prosecutors through a contract with the Minnesota County Attorneys' Association. The focus of the work is on prosecutor training, case consultation, research assistance, brief bans, expert witness referrals, a monthly newsletter, a website for resources, and community outreach with MADD, schools, and other groups. A request for proposals will be let in the summer of 2014 and a contract awarded as a result.

**Evaluation:** 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.

**Directing Agency:** DPS/OTS through a contract

**Funding:** \$200,000 Section 405d

**Match:** \$0

**Local Benefit:** \$200,000

Project Number: 15-03-21

**Project Title:** DWI Coordinating Committee

**C.T.W.** Chapter; 1 Sections 1.5

**SHSP Focus:** Data Systems

**Description:** The Minnesota Impaired Driving Coordinating Committee (IDCC) is a continuing forum charged with making significant improvements in coordination and best practices for impaired driving projects in Minnesota. This group includes policy-level and program –level representatives from the Office of Traffic Safety, Driver and Vehicle Services, the sheriffs’ and chiefs’ association, State Patrol, probation, corrections, adjudication, MADD and Minnesotans for safe Driving. The budget for this project covers operating expenses for the group, specific educational efforts to enhance awareness of impaired driving issues and travel to appropriate conferences. This year the focus has been on increasing ignition interlock participation.

**Evaluation** Meetings will be held on a regular basis.

**Directing Agency:** DPS/OTS and possibly grants and contracts with others

**Funding** \$100,000 Section 405d

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-03-22

**Project Title:** Impaired Driving Equipment

**C.T.W.:** Not applicable

**SHSP Focus:** Impaired Roadway Users

**Description:** The project will provide for the purchase of impaired driving specific equipment. Items may include PBT’s, baseball bats for DWI All-Stars, and hockey sticks for DWI hat-tricks. If there is any single piece of equipment that costs more than \$5,000, the OTS will seek prior approval from Region V before purchasing. The appropriate liaison and staff from OTS present the items at city council and county board meetings. The project will also provide for the purchase of signs for city, county and state law enforcement officers in support of high-visibility enforcement.

**Evaluation:** The evaluation will be administrative in nature; the successful purchase and distribution of the items to enforcement agencies and officers.

**Directing Agency:** DPS: OTS through purchase orders

**Funding:** \$125,000 Section 164

**Match:** \$0

**Local Benefit:** \$125,000

**Project Number:** 15-03-23

**Project Title:** DWI Enforcement Recognition

**C.T.W.** Chapter 1; Section 5.2

**SHSP Focus:** Management Systems

**Description:** Previously, officers have been recognized by the TZD Challenge program and a variety of local luncheon/award ceremonies initiated by the local agencies. As part of the incentive program, agencies also were given small equipment items for completing the short report after each mobilization. Both programs have been discontinued. . As part of this program, two agencies from each Law Enforcement Liaison region will be selected for the “Outstanding Agency Award” on a quarterly basis. Agencies can choose a large NHTSA-approved equipment item under \$5,000.00. In addition, the Commissioner’s Award will be given to one OTS grant-funded agency for the previous year’s activity. The OTS grant coordinator and LEL will present a plaque to each agency in the grant at a small awards luncheon in the grantee’s region. The fiscal lead of the grant will have the opportunity to attend the Lifesavers or GHSA conference; and each agency in the grant will have the option to send one extra person to the TZD Conference. See also project 15-04-07, which provides for occupant protection, speed, and distracted driving work.

**Evaluation** The evaluation component related to this project will investigate if the awards are successful in encouraging agencies to participate in all mobilizations and crackdowns.

**Directing Agency:** DPS: OTS with unknown agencies and individual officers.

**Funding** \$100,000 Section 405d

**Match:** \$0

**Local Benefit:** \$50,000

**Project Number:** 15-03-24

**Project Title:** Law and Legal Training

**C.T.W.** Chapter 1; Section 1.5

**SHSP Focus Area:** Impaired Roadway Users

**Description:** This project provides an avenue to ensure annual training is easily available to Minnesota officers and prosecutors on new traffic safety



laws, 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:** DPS/OTS through a contract with the Minnesota County Attorneys Association

**Funding:** \$50,000 Section 405d

**Match:** \$0

**Local Benefit:** \$50,000

Project Number: 15-03- 25

**Project Title:** *Impaired Driving Facts Book*

**C.T.W.** Not applicable

**SHSP Focus:** Data Management

**Description:** This project will fund printing of the annual *Impaired Driving Facts* book which will document detailed information on impaired driving arrests and offenders.

**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

**Funding** \$5,000 Section 405d

**Match:** \$0

**Local Benefit:** \$0

Project Number: 15-03-26

**Project Title:** DWI Enforcement Liaisons

**C.T.W.** Not applicable

**SHSP Focus:** Impaired Roadway Users

**Description:** The OTS let a request for proposals for law enforcement liaisons in the summer of 2014. The liaisons' activities relate mainly to impaired driving and seat belts, with speed and distracted driving tertiary efforts. The state is broken up into four areas (southern, metro, north east and

north west), with each of the four liaison responsible for the area in which they live. This project is conducted in conjunction with 15-04-06, 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 four liaisons

**Funding** \$140,000 Section 164

**Match:** \$0

**Local Benefit:** \$140,000

**Project Number:** 15-03-27

**Project Title:** TIRF Recommendations/Vendor Oversight Liaison

**C.T.W.** Chapter 1; Section 4.2

**SHSP Focus Area:** Impaired Roadway Users

**Description:** After one year of implementation of the Ignition Interlock law, DPS requested that Traffic Injury Research Foundation (TIRF) review the Minnesota Ignition Interlock program for possible improvements in the program and enrollment process. One of the recommendations was for Vendor Over Sight This project funds a position that monitors the six vendors certified by the state of Minnesota. This also includes service center monitoring and site visits, in addition to handling customer complaints. This person is also responsible for recommending a long term over sight program to a DPS committee which will determine how the program will be implemented.

**Evaluation:** The program will be evaluated by improvements that are made during the year and how recommendations improve the program.

**Directing Agency:** DPS/OTS with DPS Driver and Vehicle Services

**Funding:** \$200,000 Section 164

**Match:** \$0

**Local Benefit:** \$120,000

**Project Number:** 15-03-28

**Project Title:** DWI Enforcers to Conferences

**C.T.W.:** Not applicable

**SHSP Focus Area:** Management Systems

**Description:** Up to 25 local law 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 national traffic safety conferences. As this project will use up remaining Section 410 funding, it is not known how much exactly will be available and as far as possible, costs will be split with 15-04-12.

**Evaluation:** The project will be evaluated based on the traveling officer's ratings and short reports on the conference.

**Directing Agency:** DPS: OTS through professional/technical contracts with individual officers from counties or cities.

**Funding:** \$150,000 Section 410

**Match:** \$105,000

**Local Benefit:** \$150,000

Project Number: 15-03-29

**Project Title:** Ignition Interlock Evaluation

**C.T.W.** Chapter 1; Section 4

**SHSP Focus Area:** Impaired Roadway Users

**Description:** This is a continuation of the Ignition Interlock Evaluation project that began in April 2014. The contractor will conduct a participant evaluation and an outcome evaluation of Ignition Interlock in Minnesota. The contractor will submit a comprehensive final report that addresses participation rates, participant characteristics and outcomes and program effectiveness. The contractor will also submit a statewide summary on Ignition Interlock.

**Evaluation:** The evaluation is administrative for this project. The participant and outcome evaluations will be completed in a timely manner. The final report and statewide summary will be completed and delivered to OTS on schedule. The contractor will present evidence based recommendations to increase the likelihood of the evaluation findings being utilized by the OTS.

**Directing Agency:** DPS-OTS through a contract with a private firm

**Funding:** \$200,000 Section 405d

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-03-30

**Project Title:** DWI Media Creative Contract

**C.T.W.** Chapter 2; Section 3.1

**SHSP Focus Area:** Impaired Roadway Users

**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 contract to DPS will assess the best plan for paid advertising for the various campaigns within the available funding. This project covers creative services for paid media, related to seat belts, child seats, speeding, distracted driving and other identified problems. Media creative contracts related to other traffic safety areas are covered under 15-06-11.

**Evaluation** Evaluation will be based on reports of frequency and reach of messages and random telephone surveys on public recognition of messages and knowledge of activities.

**Directing Agency:** DPS: OTS writes a contract with a professional media purchaser.

**Funding** \$501,000 Section 405d

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-03-31

**Project Title:** State and Local Match for Impaired Driving

**C.T.W.** Not Applicable

**SHSP Focus:** Impaired Roadway Users

**Description:** This project will identify and document state and local matching funds for the 410 and 405d projects.

**Evaluation** A sufficient amount of state and local impaired driving funds are identified.

**Directing Agency:** DPS/OTS

**Funding:** \$0

**Match:** \$105,000 for 410 and \$3,895,000 for 405d

**Local Benefit:** \$0

## Impaired Driving

### Project Numbers 15-03-#

| #  | Title                                | Code         | Federal             | Match              | Local Benefit       |
|----|--------------------------------------|--------------|---------------------|--------------------|---------------------|
| 01 | Impaired Programs Coordination       | 164PA        | \$175,000           | \$0                | \$0                 |
| 02 | Underage Impaired Coordination       | 164PA        | \$45,000            | \$0                | \$0                 |
| 03 | Impaired Coordination                | 164PA        | \$195,000           | \$0                | \$0                 |
|    | <i>Subtotal</i>                      | <i>164PA</i> | <i>\$415,000</i>    | <i>\$0</i>         | <i>\$0</i>          |
| 05 | In-squad Computers                   | 164AL        | \$700,200           | \$350,100          | \$1,300,000         |
| 06 | Patrol DWI Enforcement               | 164AL        | \$2,000,000         | \$0                | \$0                 |
| 07 | Cities & Counties DWI Enforcement    | 164AL        | \$3,000,000         | \$800,000          | \$3,000,000         |
| 08 | Judicial Ignition Interlock Programs | 164AL        | \$600,000           | \$50,000           | \$600,000           |
| 09 | DWI Courts                           | 164AL        | \$4,000,000         | \$600,000          | \$4,000,000         |
| 10 | Screening & Brief Intervention       | 164AL        | \$600,000           | \$0                | \$600,000           |
| 14 | DWI E-charging                       | 164AL        | \$600,000           | \$0                | \$500,000           |
| 15 | Ignition Interlock                   | 164AL        | \$400,000           | \$0                | \$0                 |
| 19 | DWI Officers                         | 164AL        | \$2,000,000         | \$500,000          | \$2,000,000         |
| 22 | Impaired Driving Equipment           | 164AL        | \$125,000           | \$0                | \$125,000           |
| 26 | DWI Enforcement Liaisons             | 164AL        | \$140,000           | \$0                | \$140,000           |
| 27 | II Vendor Compliance & TIRF          | 164AL        | \$200,000           | \$0                | \$0                 |
|    | <i>Subtotal</i>                      | <i>164AL</i> | <i>\$14,365,200</i> | <i>\$2,300,100</i> | <i>\$12,265,000</i> |
| 12 | DWI Paid Media                       | 164PM        | \$2,200,000         | \$0                | \$0                 |
|    | <i>Subtotal</i>                      | <i>164PM</i> | <i>\$2,200,000</i>  | <i>\$0</i>         | <i>\$0</i>          |
|    | <b>164 Total</b>                     |              | <b>\$16,980,200</b> | <b>\$2,300,100</b> | <b>\$12,265,000</b> |
| 28 | Project Directors to Lifesavers      | K8           | \$150,000           | \$105,000          | \$150,000           |
|    | <i>Subtotal</i>                      | <i>K8</i>    | <i>\$150,000</i>    | <i>\$0</i>         | <i>\$150,000</i>    |
|    | <b>410 Total</b>                     | <b>K8</b>    | <b>\$150,000</b>    | <b>\$0</b>         | <b>\$150,000</b>    |

**Project Numbers 15-03-# (continued)**

| #  | Title                             | Code        | Federal             | Match              | Local Benefit       |
|----|-----------------------------------|-------------|---------------------|--------------------|---------------------|
| 04 | DRE and Advanced Training         | 405d        | \$500,000           | \$200,000          | \$500,000           |
| 05 | In-Squad Computers                | 405d        | \$400,000           | \$0                | \$400,000           |
| 06 | Patrol DWI Enforcement            | 405d        | \$1,000,000         | \$300,000          | \$0                 |
| 07 | Cities & Counties DWI Enforcement | 405d        | \$1,700,000         | \$300,000          | \$1,700,000         |
| 11 | Media Relations                   | 405d        | \$600,000           | \$0                | \$0                 |
| 13 | DWI Analytics                     | 405d        | \$2,000,000         | \$0                | \$0                 |
| 16 | Patrol DWI Travel                 | 405d        | \$25,000            | \$0                | \$0                 |
| 17 | RAVE and Train the Trainer        | 405d        | \$105,000           | \$0                | \$105,000           |
| 18 | Judicial Liaison for II           | 405d        | \$100,000           | \$0                | \$100,000           |
| 19 | DWI Evaluation and Research       | 405d        | \$150,000           | \$0                | \$0                 |
| 20 | TSRP                              | 405d        | \$200,000           | \$0                | \$200,000           |
| 21 | DWI Coordinating Committee        | 405d        | \$100,000           | \$0                | \$0                 |
| 23 | DWI Enforcement Recognition       | 405d        | \$100,000           | \$0                | \$50,000            |
| 24 | Law and Legal Training            | 405d        | \$50,000            | \$0                | \$50,000            |
| 25 | Impaired Driving Facts            | 405d        | \$5,000             | \$0                | \$0                 |
| 29 | Ignition Interlock Evaluation     | 405d        | \$200,000           | \$0                | \$0                 |
| 30 | DWI Creative Contract             | 405d        | \$501,000           | \$0                | \$0                 |
| 31 | State & Local Match for DWI       | 405d        | \$0                 | \$4,000,000        | \$0                 |
|    | <i>Subtotal</i>                   | <i>405d</i> | <i>\$7,736,000</i>  | <i>\$4,800,000</i> | <i>\$4,105,000</i>  |
|    | <b>Total Impaired Driving</b>     |             | <b>\$24,866,200</b> | <b>\$7,100,100</b> | <b>\$16,520,000</b> |

## 15-04 Police Traffic

Research shows people are most likely to change their driving behavior if they perceive 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 and highly visible traffic patrol are an essential part of our traffic safety program. Speeding, failure to yield, and inattention or distracted driving are the driver behaviors cited most frequently as causal factors 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 section 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.

Some changes to OTS's enforcement program in 2015 include: requiring that all enforcement conducted with federal dollars must be done using high visibility tactics. We believe this will help drive our cash numbers down. Crash trends have been flat the last couple of years and OTS would like to shake things up a bit. We will also have another extended distracted driving enforcement of six days in April.

The OTS is proud of fostering the strong spirit of cooperation found in the majority of Minnesota law enforcement agencies. In 2015, the 54 separate grants to local units of government will cover at least 290 of the 436 municipal, county and tribal agencies, as well as the entire Minnesota State Patrol. Law enforcement agencies have truly partnered up to create strong high-visibility enforcement programs not only with others in their grant but with neighboring grants as well. We also are proud of the high percentage of agencies in the state which report on our five annual mobilizations (October belts, December DWI, Memorial Day belts, July speed, and Labor Day DWI).

The OTS has introduced new technologies that have helped streamline the administrative component of the enforcement grant requirements. The web-based system called E-Grants has been quite helpful in getting invoices and progress reports submitted accurately in a timely manner. OTS has continued to improve the web-based traffic stop data collection system called Real-Time Officer Activity Reporting (ROAR). During 2015, all law enforcement will continue using the system to track officer eligibility, work plans and enforcement activity that uses federal funding. This has improved the accuracy of the stop data, streamline grant administration processes, and help to provide enforcement activity results to the media more quickly. The helpfulness of this tool for monitoring purposes is tremendous.

|                        |  |
|------------------------|--|
| <b>Project Number:</b> | 15-04-01   |
| <b>Project Title:</b>  | Enforcement Coordination   |
| <b>C.T.W.:</b>         | Not applicable   |
| <b>SHSP Focus</b>      | Unbelted, Impaired Roadway Users, Inattentive Drivers, Speed, Data Systems, etc.   |
| <b>Description:</b>    | This project provides for the equivalent of a three-quarters-time Office of Traffic Safety staff position 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 to provide services to law enforcement agencies and officers and otherwise assist law enforcement in the state in addressing priority traffic safety issues and programs. 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

**Funding:** \$100,000 Section 402

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-04-02

**Project Title:** Enforcement Coordinator II

**C.T.W.:** Not applicable

**SHSP Focus:** Unbelted, Impaired Roadway Users, Inattentive Drivers, Speed, Data Systems, etc.

**Description:** This project provides for the equivalent of a half time Office of Traffic Safety staff position to work with the lead coordinator (in 15-04-01) to manage 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 assist law enforcement agencies and officers in the state to address priority traffic safety issues, to implement programs, and to conduct projects that meet all applicable laws, rules and regulations. This is accomplished by outreach to the law enforcement community, 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

**Funding:** \$60,000 Section 402

**Match:** \$0



|                           |
|---------------------------|
| <b>Local Benefit:</b> \$0 |
|---------------------------|

Project Number: 15-04-03

**Project Title:** Patrol TZD Enforcement

**C.T.W.** Chapter 3; Section 2.2

**SHSP Focus:** Inattentive Driving and Speed

**Description:** The Minnesota State Patrol conducts overtime enforcement in this project. Each district submits a plan to MSP headquarters. The MSP pro-rates the plans to fund all eleven districts. For 2015, this project will fund Patrol work related to the TZD days devoted to enforcing speed, distracted and aggressive driving, and the move over law. On a district level, the Patrol will also participate in the federal year 2015 mobilizations and crackdowns. Related projects are 15-02-05 for seat belt work and 15-03-06 for DWI work.

**Evaluation** The OTS' four *TZD Enforcement* performance objectives (vehicles stopped per hour, percent of vehicles stopped receiving a citation for seat belts or child seats, percent of vehicles stopped receiving a DWI, and percent of vehicles stopped receiving a citation) will be considered in evaluating the project as will progress made by the Patrol in meeting their own DWI goals. In addition, the results of the telephone surveys and observational studies will be used to evaluate the overall efforts.

**Directing Agency:** DPS:MSP through a grant with OTS

**Funding** \$700,000 Section 402

**Match:** \$150,000

**Local Benefit:** \$0

Project Number: 15-04-04

**Project Title:** Cities and Counties TZD Enforcement

**C.T.W.** Chapter 2; Section 2.2

**SHSP Focus:** Speed, Inattentive Driving

**Description:** The TZD enforcement grants are 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 July focusing on speeding, one week in April focusing on

distracted driving, and August 30, 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 at least two DWI waves (see project 15-03-07) and the two seat belt focused waves (15-02-06). Public information and media relations are conducted before, during, and after the waves. All officers from agencies participating for the first year for which OTS pays must have SFST and OPUE; from agencies participating for a second or subsequent year, all officers 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 overtime who last had an SFST class more than five years ago, must complete an SFST Update course. At least 50% of the seat belt enforcement must be conducted between 4 p.m. and 4 a.m.

**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 grant has set goals in line with the states goals for a three year period ending in 2015. Each grant reports their progress towards meeting those objectives in their final report to OTS. In addition, the results of the 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. In 2014, 55 grants covered 290 agencies; selected agencies for 2015 have not yet been finalized.

**Funding** \$1,500,000 Section 402 and \$300,000 Section 405e

**Match:** \$475,000

**Local Benefit:** \$1,800,000

**Project Number:** 15-04-05

**Project Title:** MSP Federal Project Support

**C.T.W.:** Not applicable

**SHSP Focus Area:** Management Systems

**Description:** The Minnesota State Patrol has hired a part-time person to enter and

work the citation statistics provided by the troopers working federal overtime and provide project purchasing, reporting, tracking and invoicing support for the federal projects conducted. The project will pay for salaries, fringe benefits, and indirect costs associated with the position.

**Evaluation:** The evaluation will be administrative in nature; necessary reporting requirements will be met in a timely manner.

**Directing Agency:** DPS: MSP with a grant from OTS

**Funding:** \$ 40,000 Section 402

**Match:** \$0

**Local Benefit:** \$0

Project Number: 15-04-06

**Project Title:** TZD Liaisons

**C.T.W.** Not applicable

**SHSP Focus:** Unbelted, Speed, Inattentive Driving

**Description:** The liaisons are four retired enforcement officers with whom the OTS contracts to promote municipal and county participation in the various TZD enforcement project. One liaison is assigned to the metro area, one to southern Minnesota, one to northeastern Minnesota, and one to northwestern Minnesota. In addition to traffic safety consulting with departments on a one-to-one basis, the liaisons promote the OTS goals and objectives at large sheriffs' and chiefs' association meetings, distribute OTS materials, provide advice on enforcement strategies, encourage participation in crackdowns and mobilization, and bring back recommendations for program changes and additions to the OTS. At least every three 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 2014 to start with the 2015 federal year and was published in the State Register and by the Chief's Association in their e-mail newsletter. See also project 15-03-26 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:** DPS/OTS through contracts with four retired officers

|                       |                       |
|-----------------------|-----------------------|
| <b>Funding</b>        | \$420,000 Section 402 |
| <b>Match:</b>         | \$10,000              |
| <b>Local Benefit:</b> | \$420,000             |

|                          |   |
|--------------------------|---|
| <b>Project Number:</b>   | 15-04-07  |
| <b>Project Title:</b>    | Enforcement Recognition   |
| <b>C.T.W.</b>            | Chapter 2; Section 3.1  |
| <b>SHSP Focus Area:</b>  | Management Systems  |
| <b>Description:</b>      | Previously, agencies were recognized by the incentive program, which provides agencies with small equipment items for completing the short report after each mobilization. Because this program has been discontinued, the Enforcement Recognition project is the alternative to recognizing law enforcement. As part of this program, two agencies from each Law Enforcement Liaison region will be selected for the “Outstanding Agency Award” on a quarterly basis. Agencies can choose a large NHTSA-approved equipment item under \$5,000. In addition, the Commissioner’s Award will be given to one OTS grant-funded agency for the previous year’s activity. The OTS grant coordinator and LEL will present a plaque to each agency in the grant at a small awards luncheon in the grantee’s region. The fiscal lead of the grant will have the opportunity to attend the Lifesavers or GHSA conference; and each agency in the grant will have the option to send one extra person to the TZD Conference. See also project 15-03-23, which provides for impaired driving work. |
| <b>Evaluation</b>        | The evaluation component related to this project will see if the awards are successfully encouraging agencies to participate in all mobilizations.  |
| <b>Directing Agency:</b> | DPS: OTS with unknown agencies and individual officers.   |
| <b>Funding</b>           | \$50,000 Section 402  |
| <b>Match:</b>            | \$0   |
| <b>Local Benefit:</b>    | \$50,000  |

|                        |                                      |
|------------------------|--------------------------------------|
| <b>Project Number:</b> | 15-04-08                             |
| <b>Project Title:</b>  | Enforcement Equipment                |
| <b>C.T.W.:</b>         | Not applicable                       |
| <b>SHSP Focus:</b>     | Unbelted, Speed, Inattentive Drivers |

**Description:** The project will provide for the purchase of eligible equipment. If there is any single piece of equipment that costs more than \$5,000, the OTS will seek prior approval from Region V before purchasing. The appropriate liaison and staff from OTS present the items at city council and county board meetings.

The project will also provide for the purchase of signs for city, county and state law enforcement officers in support of high-visibility enforcement.

**Evaluation:** The evaluation will be administrative in nature; the successful purchase and distribution of items.

**Directing Agency:** DPS: OTS through purchase orders

**Funding:** \$200,000 Section 402

**Match:** \$0

**Local Benefit:** \$200,000

Project Number: 15-04-09

**Project Title:** DDACTS

**C.T.W.** Chapter 2; Section 2.2

**SHSP Focus Areas:** Unbelted, Inattentive Drivers, Speed, Impaired Roadway Users

**Description:** In times of diminishing city budgets, an option for law enforcement is to patrol for traffic violations at the same time as checking on general criminal activity in areas identified by data as over-involved in both issues. In 2013-2014, Dakota County and Hopkins Police Department introduced the DDACTS project with financial assistance from OTS. The Cottage Grove Police Department will implement this model through this 18-month grant, which provides funding for software to work with or develop traffic and mapping statistics and expenses related to obtaining the necessary training. Overtime enforcement is funded for a six-month period with an hour-for-hour agency match requirement to ensure the commitment to the program.

**Evaluation** The evaluation component will see if fewer deaths and serious injuries occur in the jurisdiction funded.

**Directing Agency:** DPS: OTS with grants as appropriate.

**Funding** \$200,000.00 Section 402

**Match:** \$100,000

**Local Benefit:** \$200,000

|                          |  |
|--------------------------|--|
| <b>Project Number:</b>   | 15-04-10   |
| <b>Project Title:</b>    | Real-Time Officer Activity Reporting (ROAR) System   |
| <b>C.T.W.:</b>           | Not applicable   |
| <b>SHSP Focus Area:</b>  | Data Management  |
| <b>Description:</b>      | Beginning in 2013, OTS required all enforcement grantees to use a web-based traffic stop data collection system. This system, called Real-Time Officer Activity Reporting (ROAR), required the entry of agency rosters, officer training dates, and overtime enforcement activity as it occurs. This data is available to the OTS and the grantees immediately as the information is entered by grantees and is used in media campaigns and to evaluate program, agency, and officer performance. This project provides for a portion of the costs to enhance and refine the system so it may be more effectively used by law enforcement agencies statewide and by OTS. |
| <b>Evaluation:</b>       | This project will be a success if TZD enforcement grants evaluation, monitoring, and invoicing needs are met in the enhanced reporting system.   |
| <b>Directing Agency:</b> | DPS: OTS through a joint powers agreement with the St. Paul Police Department and a contract with a developer.   |
| <b>Funding:</b>          | \$150,000 Section 402  |
| <b>Match:</b>            | \$0  |
| <b>Local Benefit:</b>    | \$150,000  |

|                         |  |
|-------------------------|--|
| <b>Project Number:</b>  | 15-04-11   |
| <b>Project Title:</b>   | Electronic Sign Rental   |
| <b>C.T.W.:</b>          | Chapter 2 Sec 2.1 Chapter 3 section 2.2  |
| <b>SHSP Focus Area:</b> | Unbelted and Speed   |
| <b>Description:</b>     | High visibility enforcement has been shown to be the most effective when combined with public education. In order to make the enforcement more visible, electronic changeable message boards have been quite successful in notifying the motoring public of DWI enforcement zones. This project will expand that use to pay for sign rental for speed and seat belt high visibility enforcement in the metro area. |
| <b>Evaluation:</b>      | OTS' annual random telephone survey of attitudes about and   |

knowledge of OTS programs will identify those who saw and remembered the signs.

**Directing Agency:** DPS/OTS through a contract managed by the State Patrol

**Funding:** \$150,000 Section 402

**Match:** \$0

**Local Benefit:** \$150,000

**Project Number:** 15-04-12

**Project Title:** Enforcers to Conferences

**C.T.W.:** Not applicable

**SHSP Focus Area:** Management Systems

**Description:** Up to 25 local law enforcement officers selected by the OTS for their work participating in the OTS' mobilizations and crackdowns will travel to and participate in national traffic safety conferences. A similar project (15-03-28) will use up remaining Section 410 funding; however, it is not known how much exactly will be available and as far as possible, costs will be split with that project.

**Evaluation:** The project will be evaluated based on the traveling officer's ratings and short reports on the conference.

**Directing Agency:** DPS: OTS through professional/technical contracts with individual officers from counties or cities.

**Funding:** \$ 35,000 Section 402

**Match:** \$0

**Local Benefit:** \$35,000

## Police Traffic

### Project Numbers 15-04-#

| #                  | Title                            | Code        | Federal            | Match            | Local Benefit      |
|--------------------|----------------------------------|-------------|--------------------|------------------|--------------------|
| 01                 | Enforcement Coordination 1       | PT          | \$100,000          | \$0              | \$0                |
| 02                 | Enforcement Coordination 2       | PT          | \$60,000           | \$0              | \$0                |
| 03                 | Patrol TZD Enforcement           | PT          | \$700,000          | \$150,000        | \$0                |
| 04                 | Cities & Counties TZD Enforce.   | PT          | \$1,500,000        | \$400,000        | \$1,500,000        |
| 05                 | Patrol Projects Support          | PT          | \$40,000           | \$0              | \$0                |
| 06                 | Enforcement Liaisons             | PT          | \$420,000          | \$10,000         | \$420,000          |
| 07                 | Enforcement Recognition          | PT          | \$50,000           | \$0              | \$50,000           |
| 08                 | Enforcement Signs & Equipment    | PT          | \$200,000          | \$0              | \$200,000          |
| 09                 | DDACTS                           | PT          | \$200,000          | \$100,000        | \$200,000          |
| 10                 | ROAR                             | PT          | \$150,000          | \$0              | \$150,000          |
| 11                 | Electronic Sign Rental           | PT          | \$150,000          | \$0              | \$150,000          |
| 12                 | Enforcers to Conferences         | PT          | \$35,000           | \$0              | \$35,000           |
| <i>Subtotal PT</i> |                                  | <i>PT</i>   | <i>\$3,605,000</i> | <i>\$660,000</i> | <i>\$2,705,000</i> |
| 04                 | Cities & Counties Distracted Enf | 405e        | \$300,000          | \$75,000         | \$300,000          |
| <i>Subtotal</i>    |                                  | <i>405e</i> | <i>\$300,000</i>   | <i>\$75,000</i>  | <i>\$300,000</i>   |
| <b>Subtotal PT</b> |                                  |             | <b>\$3,905,000</b> | <b>\$735,000</b> | <b>\$3,005,000</b> |



## 15-05 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. Performance measurement relies on accurate and timely data.

SAFETEA-LU provided funding for State Traffic Safety Information System Improvement Grants under section 408. MAP-21 continues to support the importance of data through the provisions in Section 405c – Traffic Safety Information Systems. The Traffic Records Coordinating Committee (TRCC) is moving forward with data improvements identified in the 2008 Traffic Records Assessment, the 2013 Update, and those identified by the committee. Funds are used to: improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of State data; evaluate the effectiveness of efforts to make such improvements; and link State data systems. Minnesota will receive the results of a new Traffic Records Assessment in July 2014 and will be able to incorporate those findings in a Traffic Records Strategic Plan update in 2015.

The Traffic Records Program portion of the Highway Safety Plan supports a variety of projects designed to increase the ability to identify problem areas, evaluate the effectiveness of programs, and develop new data sources, to mine for information about traffic crashes and injuries in Minnesota. These projects use multiple funding sources.

**Project Number:** 15-05-01

**Project Title:** Traffic Records Coordination

**C.T.W.:** Although not specified in CTW, strong data systems are essential to an effective highway safety program

**SHSP Focus:** Management Systems

**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 chairs 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

**Funding:** \$150,000 Section 402

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-05-02

**Project Title:** Problem Identification and Systems

**C.T.W.:** Although not specified in CTW, strong data systems are essential to an effective highway safety program

**SHSP Focus:** Data Management

**Description:** Federal funds cover the salary, fringe benefits, and indirect costs associated with three OTS research analysts who perform problem identification and program evaluation as well as handling requests for data from stakeholders, media, the legislature and public. This project also covers the costs of computer run time, software and computer equipment and training, upgrades to existing software packages, and acquisition of products to enhance the Office of Traffic Safety’s research capabilities.

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

**Directing Agency:** DPS/OTS

**Funding:** \$312,000 Section 402

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-05-03

**Project Title:** FARS Support

**C.T.W.:** Not applicable

**SHSP Focus:** Data Management

**Description:** Federal data improvement funds cover the salary, fringe benefits, and indirect costs associated with a half-time research analyst who performs problem identification and program evaluation as well as handling

requests for data from stakeholders, media, the legislature and public for the FARS program. This is in addition to the full-time FARS analyst funded under the FARS Cooperative Agreement. This project also covers the costs of computer run time, software and computer equipment and training, 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 completion of projects undertaken.

**Directing Agency:** DPS/OTS

**Funding:** \$80,000 Section 405c

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-05-04

**Project Title:** Crash Records Database Solution

**C.T.W.:** Not applicable

**SHSP Focus:** Data Management

**Description:** The crash records system used by DPS is a legacy system that the Traffic Records Assessment of 2008, as well as the Crash Data Improvement Program (CDIP), recommended be replaced. As Minnesota moves forward with defining the requirements of the new system, the Police Crash Report form will be revised, MMUCC variables will be further incorporated, GIS technology for crash location data will be employed and the crash system itself will be more stable and flexible. An RFP was released in 2014 and the first work has begun on the new system. This project is a continuation of that work that will culminate in the new system being deployed in 2016.

**Evaluation:** This project will be considered successful this year when the majority of the work is completed and timeline for deployment is established.

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

**Funding:** \$1,000,000 Section 408 and \$1,400,000 Section 405c

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-05-05

**Project Title:** CODES Improvement

**C.T.W.:** Not applicable

**SHSP Focus:** Data Management

**Description:** Staffing shortages at the Emergency Medical Services Regulatory Board prevented the MNSTAR linkage from going forward in federal 2014. This project will finish the work begun in 2014 and use federal funds to cover the salary, fringe benefits, and indirect costs associated with employees in the Department of Health's Injury and Violence Prevention Unit. This project will fund salary costs at the Department of Health (MDH) to develop a public use data set with a menu-driven user interface for CODES and analyze the CODES data to meet requests of the CODES Board.

**Evaluation:** The project will be a success when the public interface is live and reports using the CODES data have been approved by the CODES Board.

**Directing Agency:** DPS/OTS with a grant to MDH

**Funding:** \$105,000 Section 408

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-05-06

**Project Title:** e-Citations project with BCA

**C.T.W.:** Not applicable

**SHSP Focus:** Management Systems

**Description:** This is the continuation of a two year project begun in federal 2014. The Bureau of Criminal Apprehension's (BCA) e-Charging application includes an electronic citation service that allows law enforcement agencies to electronically send citations to Courts using the same schema as other criminal justice integration efforts. The BCA will continue to assist local agencies with implementation costs of the necessary adapters to connect local records management systems to e-Charging for the purpose of submitting electronic citations to court using the uniform statewide citation standard. An addition this year is the development of robust e-Citation web user interface capable of offline use and in regions where Internet access may be inconsistent, enabling electronic citation data entry to any law enforcement agency for which electronic ticket writers are not feasible (low volume, lack of tech infrastructure). Funding for this effort would help increase the

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|                          | pace and scope of electronic citation deployment statewide.  |
| <b>Evaluation:</b>       | The project will be a success if the planned implementations are timely and there is an increase the number of agencies using e-citation and e-charging. |
| <b>Directing Agency:</b> | DPS/BCA with a grant from OTS  |
| <b>Funding:</b>          | \$600,000 Section 408  |
| <b>Match:</b>            | \$0  |
| <b>Local Benefit:</b>    | \$400,000  |

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| <b>Project Number:</b>   | 15-05-07  |
| <b>Project Title:</b>    | State and Local Funded Traffic Records Strategies   |
| <b>C.T.W.:</b>           | Not applicable  |
| <b>SHSP Focus:</b>       | Management Systems  |
| <b>Description:</b>      | The crash records data base is owned and maintained by a unit in the DPS division called Driver and Vehicle Services. The cost of that unit is used as state match for the data improvement projects, as are costs of entering the data by enforcement agencies if needed to meet the requirements of Data Improvement funding. |
| <b>Evaluation:</b>       | DPS' Driver and Vehicle Services and Law Enforcement Agencies   |
| <b>Directing Agency:</b> | \$0 federal funds   |
| <b>Funding</b>           | \$1,434,000   |
| <b>Match:</b>            | \$0   |
| <b>Local Benefit:</b>    | \$0   |

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| <b>Project Number:</b>   | 15-05-08   |
| <b>Project Title:</b>    | Placeholder for consistency in numbering of two year projects  |
| <b>C.T.W.:</b>           | Not applicable   |
| <b>SHSP Focus:</b>       |  |
| <b>Description:</b>      | This project number is included to keep the project numbering the same for grants that began in 2014 and continue into 2015. |
| <b>Evaluation:</b>       |  |
| <b>Directing Agency:</b> |  |
| <b>Funding:</b>          | \$0  |

**Match:** \$0  
**Local Benefit:** \$0

**Project Number:** 15-05-09

**Project Title:** In-squad Computers for Law Enforcement

**C.T.W.** NA

**SHSP Focus:** Data Management

**Description:** With the advent of e-charging for DWIs and ROAR for OTS' enforcement grantees, and the development of e-citations, agencies without computers in their squads are at a great disadvantage. This project will provide for rugged computers, printers, and driver's license card readers in squads used for patrolling through the request for proposals process. See also project 15-03-05

**Evaluation** The RFP will be let, recipients chosen, grants will be written, and computers and peripherals will be distributed.

**Directing Agency:** DPS/OTS through the grants

**Funding** \$1,700,000 Section 405c

**Match:** \$2,000,000 (agencies will be responsible for half the cost of computers and printers and for their own installation)

**Local Benefit:** \$ 1,700,000

**Project Number:** 15-05-10

**Project Title:** E-Grants Support

**C.T.W.** NA

**SHSP Focus:** Data Management

**Description:** OTS, along with other divisions in Public Safety, has developed and implemented a web based grant application and management system. This project provides for a portion of the costs for Agate Software Inc. to maintain the grant system and to provide updates and improvements as identified after OTS begins to work with the system.

**Evaluation:** Evaluation will be administrative in nature; considering progress made on implementing improvements identified as needed by OTS, the perceived value of the system to OTS staff and management, and written surveys of users of the product both within the state and with

our partners outside the state system.

**Directing Agency:** DPS/OTS through contracts with Agate Software (Intellegrants)

**Funding:** \$50,000 Section 402

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-05-11

**Project Title:** Traffic Record Coordinating Committee (TRCC)

**C.T.W.:** Not Applicable

**SHSP Focus:** Management Systems

**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, specific educational efforts to enhance awareness of traffic records issues and travel/registration to the annual Traffic Records Forum.

**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

**Funding:** \$10,000 Section 408

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-05-12

**Project Title:** Statewide Road Centerline Mapping Project

**C.T.W.:** Not applicable

**SHSP Focus:** Data Management

**Description:** This is the second year of a two year project. The Shared Centerline Initiative is a joint effort between the Minnesota Department of

Transportation (MnDOT), Minnesota Geospatial Information Office (MnGeo) and MetroGIS (a geospatial collaborative funded and administered by the Metropolitan Council).

This project's objective is to leverage the power of the Linear Referencing System (LRS) to: (1) allow local authorities to directly edit data for which they are the steward, (2) give partners tools to facilitate seamless data exchange regarding roadways, reducing duplicate data collection and (3) creation of an authoritative street centerline spatial dataset representing the entire state of Minnesota.

**Evaluation:** The project will be a success when the members of MetroGIS are able to directly update the MnDOT system.

**Directing Agency:** DPS/OTS with a grant to MnDOT

**Funding:** \$250,000 Section 408

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-05-13

**Project Title:** Crash Report Analysis

**C.T.W.:** Not applicable

**SHSP Focus:** Data Management

**Description:** This is the second year of this project. The information gathered in the first year will be conveyed to the Crash Records System contractor and the law enforcement contacts will be used for acceptance sign-offs for the new system. As a compliment to the Crash Records re-design project, this project looks at the interaction between the data suppliers and the technology used to capture the data. Proposed tasks include deconstruction of the crash report to help in understanding and representing the human and system performance issues. This task will allow researchers to understand the interactions of law enforcement and analysts with the crash report and to develop appropriate tasks for subsequent analyses. In addition, the project will examine law enforcements' goals and actions as they complete a crash report. This will allow researchers to examine any validity issues which may exist with the current crash report (i.e. law enforcement may intend to convey information through the crash report that is not viewed by analysts in the same manner it was intended).

**Evaluation:** This project will be considered successful with receipt of the following: a comprehensive description of the crash report with a corresponding tree



or tabular diagram and a design of subsequent analyses and assessments and a summary of crash report usability and recommendations for improved design.

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

**Funding:** \$75,000 Section 408

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-05-14

**Project Title:** Transportation Information System Improvements

**C.T.W.:** Not applicable

**SHSP Emphasis:** Information

**Description:** This project is no additional cost time extension of 13-05-04 and serves to facilitate the retirement of the TIS from the mainframe. This project will fund a replacement for the crash analysis application which has been in production for 30+ years on a functionally obsolete mainframe. With this funding, MnDOT will identify the business needs for its internal and external user community. The goal is to implement a solution that not only meets the current business needs but will be flexible and adaptable enough to respond to future crash data initiatives

**Evaluation:** The project will be a success when the business needs are identified and a replacement system is identified and in production.

**Directing Agency:** DPS/OTS with a grant to MnDOT

**Funding:** \$45,000.00 Section 408

**Match:** \$0.00

**Local Benefit:** \$0.00

## Traffic Records

### Project Numbers 14-05-#

| #                            | Title                           | Code        | Federal            | Match              | Local Benefit      |
|------------------------------|---------------------------------|-------------|--------------------|--------------------|--------------------|
| 01                           | Traffic Records Coordination    | TR          | \$150,000          | \$0                | \$0                |
| 02                           | Problem Identification          | TR          | \$312,000          | \$0                | \$0                |
| 10                           | E-grants Support                | TR          | \$50,000           | \$0                | \$0                |
|                              | <i>Subtotal TR</i>              | <i>TR</i>   | <i>\$512,000</i>   | <i>\$0</i>         | <i>\$0</i>         |
| 04                           | Crash Records Database          | K9          | \$1,000,000        | \$0                | \$0                |
| 06                           | E-citations at the BCA          | K9          | \$600,000          | \$0                | \$400,000          |
| 11                           | TRCC                            | K9          | \$10,000           | \$0                | \$0                |
| 12                           | Centerline Mapping Project      | K9          | \$250,000          | \$0                | \$0                |
| 13                           | Crash Records Analysis          | K9          | \$75,000           | \$0                | \$0                |
| 07                           | State and Local Traffic Records |             | \$0                | \$934,000          | \$0                |
| 14                           | TIS Improvements                | K9          | \$45,000           | \$0                | \$0                |
|                              | <i>Subtotal</i>                 | <i>K9</i>   | <i>\$1,980,000</i> | <i>\$934,000</i>   | <i>\$400,000</i>   |
| 03                           | FARS Support                    | 405c        | \$80,000           | \$0                | \$0                |
| 04                           | Crash Records Database          | 405c        | \$1,400,000        | \$0                | \$0                |
| 05                           | CODES Support                   | 405c        | \$105,000          | \$0                | \$0                |
| 09                           | In Squad Computers              | 405c        | \$1,700,000        | \$100,000          | \$1,700,000        |
| 07                           | State and Local Traffic Records |             |                    | \$2,000,000        |                    |
|                              | <i>Subtotal</i>                 | <i>405c</i> | <i>\$3,205,000</i> | <i>\$2,100,000</i> | <i>\$1,700,000</i> |
| <b>Total Traffic Records</b> |                                 |             | <b>\$5,697,000</b> | <b>\$3,034,000</b> | <b>\$2,100,000</b> |

## 15-06 Community Programs

There are few deaths more violent than those associated with traffic crashes; there are few injuries more preventable than those caused by the decision to not 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 preventing more crashes. In addition, solving crash and traffic problems often increases a community's cohesiveness and improves its livability.

Toward Zero Deaths (TZD) Safe Roads is a program that focuses on connecting crash problems in counties, identified by data, with specific countermeasures that research has shown are most likely to effectively address them. Eligibility includes over-involvement in fatal and severe injury crashes where seat belts were not used, the driver was impaired, and/or illegal or unsafe speed or driver distraction was a factor. An RFP was let in the summer of 2014 for federal 2015 projects.

The Minnesota TZD program consists of partners in the community from the fields of education, enforcement, engineering, and emergency medical services, as well as the judicial system and employers. The annual TZD conference gathers nearly 1,000 stakeholders to learn about best practices, new research findings, and new intervention strategies for reducing traffic fatalities and serious injuries. In an effort to localize and streamline activities, regional partnerships in eight districts across Minnesota have been formed.

This past year, the Office of Traffic Safety, in collaboration with MNDOT, supported and actively participated in seven regional TZD workshops that facilitated the program's goal of creating a collaborative, comprehensive, and regional approach to reducing traffic deaths and severe injuries. Workshops were conducted statewide involving partners from all traffic safety fields who considered behavior, as well as infrastructure, enforcement, and emergency medical strategies, for reducing traffic deaths and serious injuries.

Also in the past year, legislation requiring novice driver education providers to provide supplemental parent awareness classes was enacted. The curriculum requires 90-minute long classes that provide information concerning graduated driver licensing, safety risks associated with novice drivers, potential influence of adults on novice driver behaviors, and additional resources for parents. Teens whose parents elect to not attend a supplemental class must complete an additional ten hours of behind the wheel practice with a supervising adult driver to be eligible for a provisional driver's license. This legislation was prompted by the OTS's development and implementation of the "Point of Impact" teen driver safety parent awareness program.

Minnesota is well known for its exceptional communications projects. Carried out by the Office of Communications in DPS, the projects include media relations, events to earn media coverage, public education activities, and paid media buys. The majority of the media campaign themes and concepts are linked to the enhanced and continuous enforcement of Minnesota's traffic safety laws. The communications projects in this section address seat belts, child seats, speed, distractions, and other identified traffic safety problems. Additional communications projects can be found in the impaired driving section of this document.

**Project Number:** 15-06-01

**Project Title:** Community Programs Coordination

**C.T.W.:** Not applicable

**SHSP Focus:** Management Systems

**Description:** This project provides for a full-time and a half time Office of Traffic Safety staff positions to manage and coordinate the majority of the federally funded Safe Roads and TZD projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to assist and support traffic safety programs at the local level including paid media and media relations as well as community coalitions, the TZD Conference and the TZD Regions. 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

**Funding:** \$175,000 Section 402

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-06-02

**Project Title:** Evaluation Coordination

**C.T.W.:** Not applicable

**SHSP Focus:** Management Systems

**Description:** This project provides for a full-time Office of Traffic Safety staff position 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.

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| <b>Evaluation</b>        | The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken. |
| <b>Directing Agency:</b> | DPS: OTS  |
| <b>Funding:</b>          | \$120,000 Section 402   |
| <b>Match:</b>            | \$0   |
| <b>Local Benefit:</b>    | \$0   |

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| <b>Project Number:</b>   | 15-06-03   |
| <b>Project Title:</b>    | Media and Special Projects Coordination  |
| <b>C.T.W.:</b>           | Not applicable   |
| <b>SHSP Focus:</b>       | Management Systems   |
| <b>Description:</b>      | This project provides for one and one-quarter Office of Traffic Safety staff positions to manage and coordinate special projects (In squad computers and DWI Officers), and projects related to media, publicity, and educational materials, and other issues as they emerge. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goals of these positions is to provide direction and expertise on new issues as they arise, as well as, provide direction to and work with the Office of Communications on paid and earned media. 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. |
| <b>Evaluation</b>        | The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.  |
| <b>Directing Agency:</b> | DPS: OTS   |
| <b>Funding:</b>          | \$175,000 Section 402  |
| <b>Match:</b>            | \$0  |
| <b>Local Benefit:</b>    | \$0  |

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|------------------------|--------------------------------|
| <b>Project Number:</b> | 15-06-04                       |
| <b>Project Title:</b>  | Traffic Safety Media Relations |
| <b>C.T.W.</b>          | Chapter 2; Section 3.1         |

**SHSP Focus:** Unbelted, Speed, Inattentive Driving

**Description:** This project provides print and electronic materials on traffic safety issues, as well as media relations services. The earned media materials to be provided include, but are not limited to, brochures, enforcement media wave packets, production costs for public service announcements and paid ads, 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 one full-time equivalent staff that develop and direct the public information and education efforts. This project is conducted in conjunction with 15-03-11 which focuses on alcohol and impaired-driving related tasks.

**Evaluation** Evaluation will be based on reports of frequency and reach of messages and random telephone surveys on public recognition of messages and knowledge of activities.

**Directing Agency:** DPS/OTS through a grant with the Office of Communications

**Funding** \$250,000 Section 406

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-06-05

**Project Title:** Safe Roads

**C.T.W.** Not applicable

**SHSP Focus:** Impaired Roadway Users, Unbelted, Inattentive Drivers, Speed

**Description:** Local coalitions with representation required from law enforcement, schools, public health, emergency medical services, traffic engineering, businesses, hospitals, and child passenger safety advocates submit applications for project funding for a single year of community focused traffic safety activities in response to a Request for Proposals. Requirements of the grant include over-involvement in some area of traffic fatalities and serious injuries, local coalitions meeting at least six times a year, quarterly fatal review committees to discuss and identify trends in local traffic deaths and serious injuries, and assisting law enforcement with outreach and publicity to support enhanced high-visibility enforcement efforts. Safe Roads grants are focused on connecting crash data with local collaborations and activities that are proven to have an impact on reducing deaths and serious injuries. Workshops with the local Safe Roads project coordinators will be held in each region.

**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 through grants to local governments or non-profit entities

**Funding:** \$550,000 Section 402

**Match:** \$300,000

**Local Benefit:** \$550,000

Project Number: 15-06-06

**Project Title:** NETS

**C.T.W.** Chapter 2 ; Section 3.2 and Chapter 4 ; Section 3.1

**SHSP Focus:** Impaired Roadway Users, Unbelted, Inattentive Drivers, Speed

**Description:** The Minnesota chapter of the Network of Employers for Traffic Safety (NETS) is coordinated by the Minnesota Safety Council ([www.mnsafetycouncil.org](http://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 employers and community coalitions.

**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

**Funding:** \$60,000 Section 402

**Match:** \$20,000

**Local Benefit:** \$0

Project Number: 15-06-07

**Project Title:** Paid Media

**C.T.W.** Chapter 2; Section 3.1

**SHSP Focus:** Unbelted, Inattentive Drivers, Speed

**Description:** Paid media provides the highest yield for reaching the specific high risk audience (18-34 year old males) with our traffic safety messages. The best 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 contract 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, distracted driving and other identified problems. Paid Media related to impaired driving is covered under 15-03-12.

**Evaluation** Evaluation will be based on reports of frequency and reach of messages and random telephone surveys on public recognition of messages and knowledge of activities.

**Directing Agency:** DPS: OTS through a contract with a professional media purchaser.

**Funding** \$571,000 Section 406, \$225,000 Section 405e, \$129,000 Section 402

**Match:** \$0

**Local Benefit:** \$0

Project Number: 15-06-08

**Project Title:** Toward Zero Deaths Conference

**C.T.W.** Not applicable

**SHSP Focus:** All Areas

**Description:** The OTS presents a yearly conference for 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). The conference is scheduled for November 14 and 15 of 2013. 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, emergency services and child passenger safety, 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 MnDOT which in turn writes a grant for conference planning services with the Center for Transportation Studies at the University of Minnesota.

**Funding** \$185,350, Section 402

**Match:** \$90,000

**Local Benefit:** \$90,000

Project Number: 15-06-09

**Project Title:** Regional Support

**C.T.W.** Not Applicable

**SHSP Focus:** Unbelted, Impaired Roadway Users, Culture/Awareness

**Description:** The eight MnDOT districts will be provided funding to partially fund five TZD regional coordinators to support regional activities and provide assistance to current traffic safety advocates and coalitions as well as educating and encouraging formation of new coalitions where a need exists. The regional coordinators will facilitate communication among local traffic safety stakeholders including but not limited to engineers, public health, emergency responders and local law enforcement to address issues at the local level. Funding includes salary, fringe benefits, indirect costs and a limited amount of out-of-state travel.

**Evaluation** The success of the project will be determined by the partnerships created and the level of awareness and participation of traffic safety stakeholders. The number of traffic fatalities and serious injuries will ultimately determine success.

**Directing Agency:** MnDOT with a grant from DPS: OTS

**Funding** \$154,000 Section 402

**Match:** \$0 (MnDOT's \$485,000 contribution is also from federal fund)

**Local Benefit:** \$154,000

Project Number: 15-06-10

**Project Title:** Mobility for Minnesota's Aging Population (MMAP)

**C.T.W.** Chapter 7; Section 1.2

**SHSP Focus:** Older Drivers

**Description:** The MMAP is a partnership of a variety of organizations interested in mobility as Minnesotans age. OTS will fund a part time contract at the

|                          |   |
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|                          | Minnesota Board on Aging to schedule meetings, provide minutes and support services for the MMAP group. In addition, the chair of the committee will receive a small stipend for his time and leadership in keeping the projects moving ahead. Finally, limited amount of support in terms of printing or producing information will be provided. |
| <b>Evaluation</b>        | Evaluation will be based upon how successful MMAP is in moving projects ahead and keeping interest up from within the group.  |
| <b>Directing Agency:</b> | DPS-OTS through a grant the Minnesota Board on Aging in the Minnesota Department of Human Services  |
| <b>Funding</b>           | \$25,000 Section 402  |
| <b>Match:</b>            | \$0   |
| <b>Local Benefit:</b>    | \$0   |

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| Project Number:          | 15-06-11   |
| <b>Project Title:</b>    | Media Creative Contract  |
| <b>C.T.W.</b>            | Chapter 2; Section 3.1   |
| <b>SHSP Focus Area:</b>  | Culture/Awareness  |
| <b>Description:</b>      | 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 contract to DPS will assess the best plan for paid advertising for the various campaigns within the available funding. This project covers creative services for paid media, related to seat belts, child seats, speeding, distracted driving and other identified problems. Media creative contracts related to impaired driving is covered under 15-03-30. |
| <b>Evaluation</b>        | Evaluation will be based on reports of frequency and reach of messages and random telephone surveys on public recognition of messages and knowledge of activities.   |
| <b>Directing Agency:</b> | DPS:OTS writes a contract with a professional media purchaser.   |
| <b>Funding</b>           | \$50,000 Section 406   |
| <b>Match:</b>            | \$0  |
| <b>Local Benefit:</b>    | \$0  |

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| <b>Project Number:</b>   | 15-06-12   |
| <b>Project Title:</b>    | Non-English speaking TS Law  |
| <b>C.T.W.</b>            | Chapter 2; Sections 28, 30, 31, 34, 35   |
| <b>SHSP Emphasis:</b>    | Unbelted, Impaired Roadway Users, Inattentive Drivers  |
| <b>Description:</b>      | OTS will use Ampers radio stations reach minority communities not served through traditional media. With Ampers, OTS will be able to provide outreach to members of the Somali, Hispanic and Native American communities. Media messages will focus on distracted driving, seat belt, and impaired driving in their native language and targeted to their community. |
| <b>Evaluation</b>        | End of the year report   |
| <b>Directing Agency:</b> | DPS: OTS through grant with Ampers   |
| <b>Funding</b>           | \$60,000, Section 402  |
| <b>Match:</b>            | \$0  |
| <b>Local Benefit:</b>    | \$0  |

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|-------------------------|--|
| <b>Project Number:</b>  | 15-06-13   |
| <b>Project Title:</b>   | Telephone Surveys and Evaluation   |
| <b>C.T.W.</b>           | Not Applicable   |
| <b>SHSP Focus Area:</b> | Data Management  |
| <b>Description:</b>     | A random telephone survey of Minnesotans, with males aged 18-34 over-represented, will be conducted for the purpose of examining attitudes and behaviors regarding traffic safety issues and awareness of various efforts to promote safer driving in the state. The survey will also look at how various groups of subpopulations differ in their responses. The telephone survey is conducted over three to four weeks during the summer. A balance of phone surveys will be conducted by calling landline and cell phones. A traffic safety behaviors report will be generated. This written report will assess changes in attitudes and knowledge about seat belt use, speed, and impaired driving in the state, as well as other subjects of special interest. Media awareness of enforcement campaigns will also be reported. Contract costs include survey administration, weighting and analyzing the data, and reporting the survey results. This will be completed by a contractor paid out of this project. This survey will help to better understand the impacts that these efforts are having. |

**Evaluation:** The evaluation will be administrative in nature, considering analysis-driven results that clearly provide recommendations for developing or changing programs for the next fiscal year.

**Directing Agency:** DPS-OTS through a contract with a private firm

**Funding:** \$60,000 Section 402

**Match:** \$0

**Local Benefit:** \$0

Project Number: 15-06-14

**Project Title:** Program Travel

**Target Population:** OTS staff

**C.T.W.** Not applicable

**SHSP Focus:** Management Systems

**Description:** 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 and conferences to include the winter Region 5 leadership meeting, Lifesavers, and the annual GHSA conference. In addition, the project provides for staff to attend the recommended NHTSA courses provided through TSI on instructor development, training specific to staff's area of work and the NHTSA general courses on project management and financial accounting

**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 to a conference are required to submit a report on the trip's benefits and new ideas encountered upon return.

**Directing Agency:** OTS/DPS

**Funding** \$30,000 Section 402

**Match:** \$0

**Local Benefit:** \$0

Project Number: 15--06--15

**Project Title:** Observational Survey of Distracted Driving

**C.T.W.** Chapter 4; Section 1.2

**SHSP Focus Area:** Inattentive Driving

**Description:** Minnesota will use sites from the random, statistically valid, NHTSA – approved survey of seat belt use to capture distracted driving data to support law enforcement efforts as well as judge the success of Minnesota’s no texting law. The observational survey of distracted driving will aid in the evaluation of the *Distracted Driving* April enforcement campaign. This will be the first time OTS will observe and collect distracted driving data. A request for proposals will be issued and proposals evaluated to select a contractor to conduct this independent study. A statewide report on distracted driving will be generated for OTS. Contract costs include determining what to observe, develop the electronic data collection instrument, data collection, data analysis, and generating the statewide distracted driving report.

**Evaluation:** Evaluation is administrative for this project – the survey will be completed in a timely manner and the results will be reported on schedule. The results of the survey will be used understand the prevalence of distracted driving in Minnesota and to target media messages aimed at reducing distracted driving.

**Directing Agency:** DPS–OTS through a contract with a private firm

**Funding:** \$60,000 Section 402

**Match:** \$0

**Local Benefit:** \$0

Project Number: 15- 06-16

**Project Title:** Enforcing Pedestrian Laws

**C.T.W.** Chapter 8; Section 4.4

**SHSP Emphasis:** Pedestrians

**Description:** Pedestrians and motorists are equally responsible for pedestrian safety. According to Minnesota Crash Facts, 2013, motorist behaviors cause about half of all pedestrian-vehicle crashes and pedestrian behaviors cause the other half. Pedestrian behaviors that primarily cause pedestrian-vehicle crashes include inattention, crossing mid-block, walking along the roadway and ignoring sign or signals. Because there is a high-percentage of pedestrians on college campuses, colleges and university police departments, as well as populous cities, will add funds to existing enforcement grant for patrol of campuses for those pedestrians and drivers not obeying pedestrian laws. Along with earned media, *Share the Road* materials from MnDOT will supplement the education campaign to raise awareness of pedestrian-related crashes.

|                          |   |
|--------------------------|---|
| <b>Evaluation</b>        | Compare pedestrian involved crash data before and after stepped up enforcement. |
| <b>Directing Agency:</b> | DPS/OTS with grants   |
| <b>Funding</b>           | \$50,000 Section 402  |
| <b>Match:</b>            | \$10,000  |
| <b>Local Benefit:</b>    | \$50,000  |

|                          |   |
|--------------------------|---|
| Project Number:          | 15-06-17  |
| <b>Project Title:</b>    | Parental Involvement Survey   |
| <b>C.T.W.</b>            | Chapter 6; Section 3.1  |
| <b>SHSP Focus Area:</b>  | Younger Drivers   |
| <b>Description:</b>      | New legislation in Minnesota requires Driver Education Providers to provide a parent awareness program that is focused on teen driving. The OTS will develop a survey to be set to parents after their teen receives their license. The parental involvement survey is one component of the Point of Impact Teen Driver Safety Parent Awareness Program. The survey will be designed, distributed, and analyzed within OTS. |
| <b>Evaluation:</b>       | Evaluation is administrative for this project – the survey will be developed in a timely manner and in accordance with appropriate survey methodology. Results from the survey will be used toward evaluating parental involvement and the Point of Impact program.   |
| <b>Directing Agency:</b> | DPS-OTS   |
| <b>Funding:</b>          | \$5,000 Section 402   |
| <b>Match:</b>            | \$0   |
| <b>Local Benefit:</b>    | \$0   |

|                         |  |
|-------------------------|--|
| Project Number:         | 15-06-18   |
| <b>Project Title:</b>   | Parental Involvement Class Support   |
| <b>C.T.W.</b>           | Chapter 6; Sections 1, 3, 4  |
| <b>SHSP Focus Area:</b> | Younger Drivers  |
| <b>Description:</b>     | While many agencies, organizations and individuals are working to reduce the number of teen crashes, injuries and deaths, more needs to be done to educate and engage parents. This project will provide funding to support the implementation of community-based parental |

awareness/education classes that will be legislatively required of driver education providers effective January 1, 2015 using the Point of Impact curriculum developed by OTS.

**Evaluation:** Project success will be measured by the number of driver education providers that attend Point of Impact train-the-trainer regional workshops and the evaluation of parental awareness class outcomes.

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

**Funding:** \$20,000 Section 402

**Match:** \$0

**Local Benefit:** \$0

| <b>Community Programs</b>      |                                   |             |                    |                  |                      |
|--------------------------------|-----------------------------------|-------------|--------------------|------------------|----------------------|
| <b>Project Numbers 15-06-#</b> |                                   |             |                    |                  |                      |
| <b>#</b>                       | <b>Title</b>                      | <b>Code</b> | <b>Federal</b>     | <b>Match</b>     | <b>Local Benefit</b> |
| 01                             | Community Programs Coord.         | CP          | \$175,000          | \$0              | \$0                  |
| 02                             | Evaluation Coordinator            | CP          | \$120,000          | \$0              | \$0                  |
| 03                             | Distracted, Media & Other Coord.  | CP          | \$175,000          | \$0              | \$0                  |
| 05                             | Safe Roads                        | CP          | \$550,000          | \$300,000        | \$550,000            |
| 06                             | NETS                              | CP          | \$60,000           | \$20,000         | \$0                  |
| 08                             | TZD Conference                    | CP          | \$185,350          | \$90,000         | \$90,000             |
| 09                             | Regional Support                  | CP          | \$154,000          | \$0              | \$154,000            |
| 10                             | MMAP                              | CP          | \$25,000           | \$0              | \$0                  |
| 12                             | Non-English TS Laws               | CP          | \$60,000           | \$0              | \$0                  |
| 13                             | Telephone Surveys & Evaluation    | CP          | \$60,000           | \$0              | \$0                  |
| 14                             | Program Travel                    | CP          | \$30,000           | \$0              | \$0                  |
| 15                             | Obser. Survey: Distracted Driving | CP          | \$60,000           | \$0              | \$0                  |
| 16                             | Enforcing Pedestrian Laws         | CP          | \$50,000           | \$10,000         | \$50,000             |
| 17                             | Parental Involvement Survey       | CP          | \$5,000            | \$0              | \$0                  |
| 18                             | Parental Involvement Support      | CP          | \$20,000           | \$0              | \$0                  |
|                                |                                   |             |                    |                  | -                    |
|                                | <i>Subtotal CP</i>                | <i>CP</i>   | <i>\$1,729,350</i> | <i>\$420,000</i> | <i>\$844,000</i>     |
| 04                             | Media Relations                   | K4CP        | \$250,000          | \$0              | \$0                  |
| 11                             | Creative Contract                 | K4CP        | \$50,000           | \$0              | \$0                  |
|                                | <i>Subtotal</i>                   | <i>406</i>  | <i>\$300,000</i>   | <i>\$0</i>       | <i>\$0</i>           |
| 07                             | 406 Paid Media                    | K4PM        | \$571,000          | \$0              | \$0                  |
|                                | <i>Subtotal</i>                   | <i>406</i>  | <i>\$571,000</i>   | <i>\$0</i>       | <i>\$0</i>           |
|                                | <i>Subtotal all 406</i>           |             | <i>\$871,000</i>   | <i>\$0</i>       | <i>\$0</i>           |
| 07                             | Distracted Driving Paid Media     | 405e        | \$225,000          | \$0              | \$0                  |
|                                | <i>Subtotal</i>                   | <i>405e</i> | <i>\$225,000</i>   | <i>\$0</i>       | <i>\$0</i>           |
| 07                             | 402 Paid Media                    | PM          | \$129,000          | \$0              | \$0                  |
|                                | <i>Subtotal</i>                   | <i>PM</i>   | <i>\$129,000</i>   | <i>\$0</i>       | <i>\$0</i>           |
|                                | <b>Total Community Programs</b>   |             | <b>\$2,954,350</b> | <b>\$420,000</b> | <b>\$844,000</b>     |



## 15-07 Motorcycle Safety

The number of motorcycle rider and passenger fatalities increased for the second consecutive year from 55 in 2012 to 60 in 2013. Crash fatalities per 10,000 registered motorcycles also increased from 2.3 to 2.5 per 10,000 registered motorcycles. On a positive note, the overall crash rate decreased from 66 crashes per 10,000 registered motorcycles in 2012 to 54 crashes per 10,000 registered motorcycles in 2013.

While Minnesota riders as a whole were crashing less, they were more likely to die when they did crash. The fatal crash rate per 100 crashes was 4.7 in 2013, tying it with 2006 as the highest year on record. This was due in part to a few double fatal crashes as there were seven passengers killed in 2013. Passenger fatalities have been trending upward for the past few years. Minnesota also had seven deer crash fatalities in 2013 which is another factor contributing to this high rate as almost ten percent of our motorcycle-deer crashes result in a fatality. Deer crash fatalities have been trending upward for the past decade.

The number of registered motorcycles fell from 237,278 in 2012 to 235,909 in 2013. Interestingly, this is the first time the number of registered motorcycles has declined in Minnesota since 1996 when Minnesota had 112,551 registered motorcycles in the state.

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 thirty years and is continually improving. Projects 15-07-04 through 15-07-09 are funded with state funds obtained through an additional license fee charged to each person with a motorcycle endorsement.

**Project Number:** 15-07-01

**Project Title:** Motorcycle Coordination

**C.T.W.:** Not applicable

**SHSP Focus:** Management Systems

**Description:** This project provides for a full-time Office of Traffic Safety (OTS) staff person to manage and coordinate the state funded projects of the Minnesota Motorcycle Safety Program (MMSP) and, if received by Minnesota, the Section 405e 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 the OTS' motorcycle safety initiatives and the Minnesota Motorcycle Safety Program.

**Directing Agency:** DPS: OTS

**Funding:** \$125,000 Section 402

**Match:** \$1,048,000 in state motorcycle safety funding

**Local Benefit:** \$0

**Project Number:** 15-07-02

**Project Title:** Motorcycle Safety Support

**C.T.W.:** Chapter 4; Section 2

**SHSP Focus:** Motorcyclists

**Description:** This project will fund a targeted motorist awareness campaign in Minnesota's twelve highest motorcycle crash counties. The campaign will feature both paid and earned media activities.

**Evaluation:** The evaluation will be administrative, consisting of the successful execution of a motorist awareness campaign by the DPS' Office of Communications (OOC).

**Directing Agency:** DPS: OTS through a grant to DPS' OOC.

**Funding:** \$92,000 Section 405f and \$300 Section 2010

**Match:** \$25,200

**Local Benefit:** \$0

**Project Number:** 15-07-03

**Project Title:** Research Helmet Non Use

**C.T.W.** Chapter 5; Section 1.1

**SHSP Focus Area:** Motorcyclist, Data Management

**Description:** Minnesota currently does not have a mandatory helmet use law for motorcyclists 18 or older. Of the 1,143 motorcyclists injured in 2013, only 34% were known to be wearing a helmet. There were 60 motorcycle fatalities, and only 23% were known to be wearing a helmet. OTS will issue a request for proposals to survey licensed motorcyclists about helmet use and conduct focus groups to learn about their perceptions, opinions, beliefs and attitudes of wearing a helmet vs. not wearing a helmet. The contractor will submit a final report to OTS on helmet non-use with recommendations to increase helmet use.

**Evaluation:** Evaluation is administrative for this project – the survey and focus

groups will be completed in a timely manner. The report will be used to evaluate progress in increasing voluntary helmet use.

**Directing Agency:** DPS-OTS through a contractor

**Funding:** \$75,000 Section 402

**Match:** \$0

**Local Benefit:** \$0

**Project Number:** 15-07-04

**Project Title:** Rider Training

**C.T.W.:** Chapter 3; section 2

**SHSP Focus:** Lane Departure, 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, moped and civilian police motor 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.

**Funding:** \$0

**Match:** \$480,000 in state funding

**Local Benefit:** \$0e

**Project Number:** 15-07-05

**Project Title:** Public Information and Media Relations

**C.T.W.:** Chapter 2; Section 2

**SHSP Focus:** Impaired Roadway Users, Motorcyclists

**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' OOC.

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

**Directing Agency:** DPS: OTS through an Intra-agency Agreement with DPS' OOC.

**Funding:** \$0

**Match:** \$280,000 in state funding

**Local Benefit:** \$0

**Project Number:** 15-07-06

**Project Title:** Motorcycle Testing and Licensing

**C.T.W.:** Chapter 3; Section 1

**SHSP Focus:** Management Systems, Motorcyclists

**Description:** This project conducts evening hours for 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

**Funding:** \$0

**Match:** \$43,000 in state funding

**Local Benefit:** \$0

**Project Number:** 15-07-07

**Project Title:** Equipment and Supplies

**C.T.W.:** Chapter 3; Section 2

**SHSP Focus:** Lane Departures, Motorcyclists

**Description:** This project provides training supplies, equipment, curriculum materials, and necessary insurances.

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

**Directing Agency:** DPS: OTS

**Funding:** \$0

**Match:** \$115,000 in state funding

**Local Benefit:** \$0

**Project Number:** 15-07-08  
**Project Title:** Transport Services  
**C.T.W.:** Chapter 3; section 2  
**SHSP Focus:** Management Systems  
**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 contracted private and state haulers.  
**Evaluation:** An administrative evaluation will be conducted comparing planned and completed activities.  
**Directing Agency:** DPS: OTS  
**Funding:** \$0  
**Match:** \$30,000.00 in state funding  
**Local Benefit:** \$0

**Project Number:** 15-07-09  
**Project Title:** Mechanical Services  
**C.T.W.:** Chapter 3; Section 2  
**SHSP Focus:** Lane Departure, Motorcyclists  
**Description:** This project provides for the maintenance and repair of 350 training fleet motorcycles and 28 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  
**Funding:** \$0  
**Match:** \$125,000 in state funding  
**Local Benefit:** \$0

## Motorcycle Safety

### Project Numbers 15-07-#

| #  | Title                            | Code  | Federal          | Match                 | Local Benefit      |
|----|----------------------------------|-------|------------------|-----------------------|--------------------|
| 01 | Motorcycle Coordination          | MC    | \$125,000        | \$0                   | \$0                |
| 03 | Motorcycle Helmet Survey         | MC    | \$ 75,000.00     | \$0                   | \$0                |
|    | <i>Subtotal MC</i>               | MC    | <i>\$200,000</i> | <i>\$0</i>            | <i>\$0</i>         |
| 02 | Motorcycle Support               | K6    | \$300            | \$200                 | \$0                |
|    | <i>Subtotal</i>                  | 2010  | <i>\$300</i>     | <i>\$200</i>          | <i>\$0</i>         |
| 02 | Motorcycle Support               | 405f  | \$92,000         | \$25,000              | \$0                |
|    | <i>Subtotal</i>                  | 405f  | <i>\$92,000</i>  | <i>\$25,000</i>       | <i>\$0</i>         |
| 04 | Rider Training                   | State | \$0              | \$480,000             | \$0                |
| 05 | MC Public Info & Media Relations | State | \$0              | \$280,000             | \$0                |
| 06 | MC Testing & Licensing           | State | \$0              | \$43,000              | \$0                |
| 07 | MC Equipment & Supplies          | State | \$0              | \$115,000             | \$0                |
| 08 | MC Transport Services            | State | \$0              | \$30,000              | \$0                |
| 09 | MC Mechanical Services           | State | \$0              | \$125,000             | \$0                |
|    | <i>Subtotal State Match</i>      | state | <i>\$0</i>       | <i>\$1,073,000</i>    | <i>\$0</i>         |
|    |                                  |       |                  | <i>Match for 402</i>  | <i>\$1,048,000</i> |
|    |                                  |       |                  | <i>Match for 405f</i> | <i>\$25,000</i>    |
|    | <b>Total Motorcycle</b>          |       | <b>\$292,300</b> | <b>\$1,073,000</b>    | <b>\$0</b>         |

## 15-09 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 safety improvements to 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.

|                          |  |
|--------------------------|--|
| <b>Project Number:</b>   | 15-09-01   |
| <b>Project Title:</b>    | Towards Zero Deaths Support  |
| <b>C.T.W.:</b>           | Not applicable   |
| <b>SHSP Focus Area:</b>  | Management Systems   |
| <b>Description:</b>      | 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, MnDOT, 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 the above governmental organizations. A third, high level Executive Advisory Committee was formed in 2013. In addition, working group and co-chair meetings are supported. Funds will be used to provide staff support for the committees and the overall TZD effort, printing costs, light refreshments for quarterly Traffic Safety Forums, and costs to update the TZD website. |
| <b>Evaluation:</b>       | The membership and the projects generated by the committee will be reviewed for continued growth and progress.   |
| <b>Directing Agency:</b> | DPS: OTS through a grant with the Center for Transportation Studies at the University of MN.   |
| <b>Funding:</b>          | \$92,400 Section 402   |
| <b>Match:</b>            | \$0  |
| <b>Local Benefit:</b>    | \$0  |

|                        |   |
|------------------------|---|
| <b>Project Number:</b> | 15-09-02                                      |
| <b>Project Title:</b>  | Intersection Safety Countermeasure Deployment |

**C.T.W.** Not applicable  
**SHSP Focus:** Intersections  
**Description:** MnDOT has identified intersections with a high number of serious crashes that can be made safer through the deployment of intersection safety countermeasures. This project will deploy rural intersection conflict warning systems, reduced conflict U-turn intersections, turn lanes, and roundabouts to improve safety at these intersections.  
**Evaluation:** An administrative evaluation will be conducted comparing planned and completed projects.  
**Directing Agency:** MnDOT through a grant from DPS/OTS.  
**Funding:** \$5,500,000 Section 164HE  
**Match:** \$0  
**Local Benefit:** \$0

Project Number: 15-09-03  
**Project Title:** Lane Departure Countermeasure Deployment  
**C.T.W.** Not applicable  
**SHSP Focus:** Lane Departure  
**Description:** MnDOT has identified roadways with a high number of lane departure crashes. This project will deploy lane departure countermeasures including cable median barriers, curve chevrons, guard rails, rumble strips, rumble stripes, and wider fog lines.  
**Evaluation:** An administrative evaluation will be conducted comparing planned and completed projects.  
**Directing Agency:** MnDOT through a grant from DPS/OTS.  
**Funding:** \$5,500,000 Section 165HE  
**Match:** \$0  
**Local Benefit:** \$0

Project Number: 15-09-04  
**Project Title:** Roadway Safety Evaluation and Planning  
**C.T.W.** Not applicable  
**SHSP Focus:** Management Systems  
**Description:** MnDOT will be evaluating roadway safety countermeasures, plans and planning processes. This project will also fund any new planning processes undertaken as a result of these roadway safety evaluations.  
**Evaluation:** An administrative evaluation will be conducted comparing planned and



completed activities.

**Directing Agency:** MnDOT through a grant from DPS/OTS.

**Funding:** \$500,000 Section 164HE

**Match:** \$0

**Local Benefit:** \$0

## Roadway Safety

### Project Numbers 15-09-#

| #  | Title                          | Code      | Federal             | Match      | Local Benefit |
|----|--------------------------------|-----------|---------------------|------------|---------------|
| 01 | TZD Support                    | RS        | \$92,400            | \$0        | \$0           |
|    | <i>Subtotal</i>                | <i>RS</i> | <i>\$92,400</i>     | <i>\$0</i> | <i>\$0</i>    |
| 02 | Intersection Countermeasures   | 164HE     | \$5,500,000         | \$0        | \$0           |
| 03 | Lane Departure Countermeasures | 164HE     | \$5,500,000         | \$0        | \$0           |
| 04 | Evaluation and Planning        | 164HE     | \$500,000           | \$0        | \$0           |
|    | <i>Subtotal</i>                |           | <i>\$11,500,000</i> | <i>\$0</i> | <i>\$0</i>    |
|    | <b>Roadway Safety Total</b>    |           | <b>\$11,592,400</b> | <b>\$0</b> | <b>\$0</b>    |

## Appendix 1

Data From:

Minnesota Population Projections by Age and Gender, 2010-2060

Minnesota State Demographic Center, February 2013

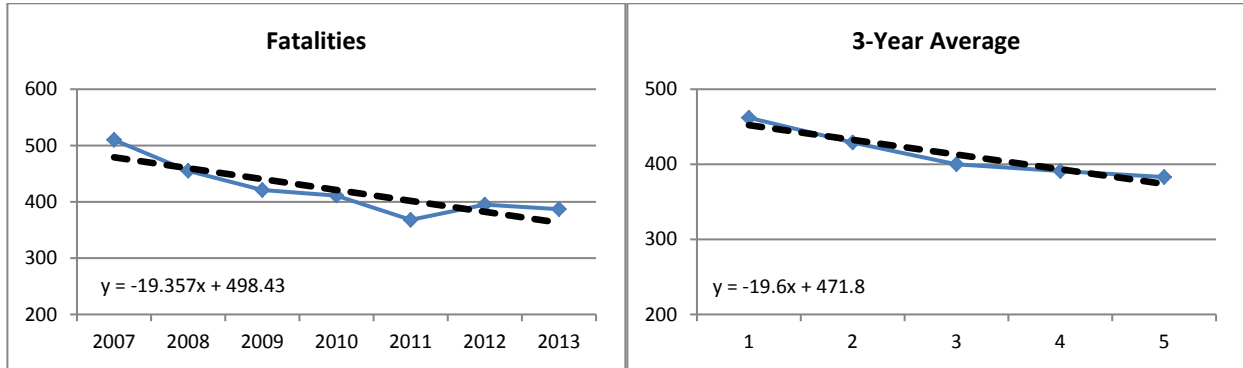
| Year<br>AGE  | 2012             |                  |                  | 2015             |                  |                  | 2020             |                  |                  |
|--------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|              | Total            | Male             | Female           | Total            | Male             | Female           | Total            | Male             | Female           |
| <b>Total</b> | <b>5,397,916</b> | <b>2,678,562</b> | <b>2,719,354</b> | <b>5,537,387</b> | <b>2,747,063</b> | <b>2,790,324</b> | <b>5,772,259</b> | <b>2,862,099</b> | <b>2,910,160</b> |
|              |                  |                  |                  | 3%               | 3%               | 3%               | 4%               | 4%               | 4%               |
| <b>0-4</b>   | 351,564          | 179,334          | 172,230          | 361,190          | 184,238          | 176,952          | 385,131          | 196,430          | 188,701          |
|              |                  |                  |                  | 3%               | 3%               | 3%               | 6%               | 6%               | 6%               |
| <b>5-9</b>   | 365,742          | 186,687          | 179,055          | 372,424          | 189,862          | 182,562          | 378,948          | 193,207          | 185,741          |
|              |                  |                  |                  | 2%               | 2%               | 2%               | 2%               | 2%               | 2%               |
| <b>10-14</b> | 359,759          | 184,431          | 175,328          | 375,839          | 192,777          | 183,062          | 393,826          | 201,608          | 192,218          |
|              |                  |                  |                  | 4%               | 5%               | 4%               | 5%               | 4%               | 5%               |
| <b>15-19</b> | 358,682          | 183,471          | 175,211          | 355,506          | 181,539          | 173,967          | 379,487          | 194,248          | 185,239          |
|              |                  |                  |                  | -1%              | -1%              | -1%              | 7%               | 7%               | 6%               |
| <b>20-24</b> | 354,455          | 181,329          | 173,126          | 344,727          | 177,243          | 167,484          | 335,048          | 171,575          | 163,473          |
|              |                  |                  |                  | -3%              | -2%              | -3%              | -3%              | -3%              | -2%              |
| <b>25-29</b> | 371,690          | 185,872          | 185,818          | 367,343          | 183,563          | 183,780          | 355,309          | 179,634          | 175,675          |
|              |                  |                  |                  | -1%              | -1%              | -1%              | -3%              | -2%              | -4%              |
| <b>30-34</b> | 372,997          | 189,422          | 183,575          | 398,568          | 199,802          | 198,766          | 392,019          | 194,854          | 197,165          |
|              |                  |                  |                  | 7%               | 5%               | 8%               | -1%              | -1%              | -1%              |
| <b>35-64</b> | 2,132,974        | 1,066,484        | 1,066,490        | 2,152,120        | 1,076,975        | 1,075,145        | 2,181,945        | 1,090,034        | 1,091,911        |
|              |                  |                  |                  | 1%               | 1%               | 1%               | 1%               | 0%               | 1%               |
| <b>65-69</b> | 227,809          | 110,508          | 117,301          | 265,827          | 129,443          | 136,384          | 318,154          | 155,297          | 162,857          |
|              |                  |                  |                  | 17%              | 17%              | 16%              | 10%              | 11%              | 10%              |
| <b>70-74</b> | 164,603          | 77,493           | 87,110           | 189,022          | 89,707           | 99,315           | 247,000          | 118,536          | 128,464          |
|              |                  |                  |                  | 15%              | 16%              | 14%              | 17%              | 17%              | 16%              |
| <b>75-79</b> | 124,320          | 55,686           | 68,634           | 135,015          | 61,258           | 73,757           | 167,809          | 77,481           | 90,328           |
|              |                  |                  |                  | 9%               | 10%              | 7%               | 15%              | 16%              | 14%              |
| <b>80+</b>   | 213,321          | 77,845           | 135,476          | 219,806          | 80,656           | 139,150          | 237,583          | 89,195           | 148,388          |
|              |                  |                  |                  | 3%               | 4%               | 3%               | 8%               | 11%              | 7%               |

## Appendix 2

### Fatalities

| Forecast Year      |      |      | 1    | 2    | 3    | 4    | 5    | 6    | 7    |
|--------------------|------|------|------|------|------|------|------|------|------|
| Actual Year        | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
| Traffic Fatalities | 510  | 455  | 421  | 411  | 368  | 395  | 387  | 382* | 363* |
| 3-Year Averages    |      |      | 462  | 429  | 400  | 391  | 383  | 354* | 335* |
| PM Target          |      |      |      |      |      |      |      | 375  | 350  |

\*Projected

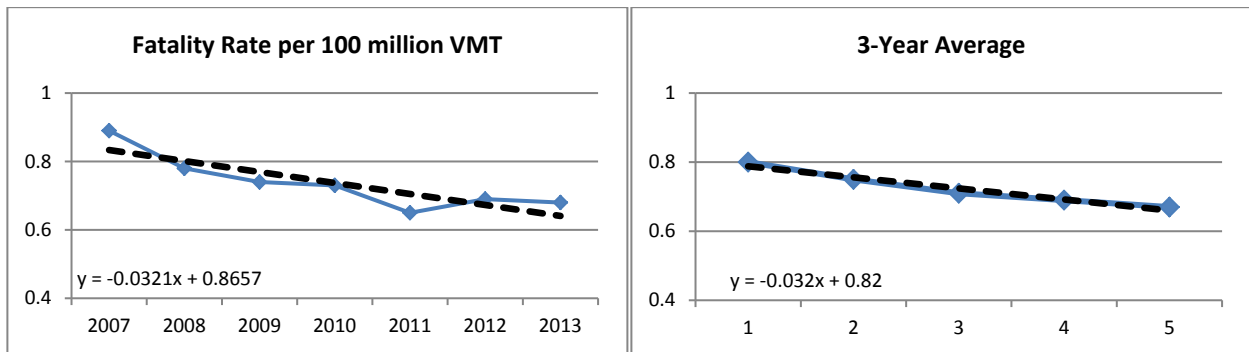


Minnesota has made remarkable gains in traffic safety over the past ten years. As to be expected, the yearly gains are becoming smaller. The performance measure targets are set between the projections based on yearly numbers and those based on 3-year averages.

### Fatality Rate

| Forecast Year      |      |      | 1    | 2    | 3    | 4    | 5    | 6     | 7     |
|--------------------|------|------|------|------|------|------|------|-------|-------|
| Actual Year        | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014  | 2015  |
| Traffic Fatalities | 0.89 | 0.78 | 0.74 | 0.73 | 0.65 | 0.69 | 0.68 | 0.67* | 0.64* |
| 3-Year Averages    |      |      | 0.80 | 0.75 | 0.71 | 0.69 | 0.67 | 0.63* | 0.60* |
| PM Target          |      |      |      |      |      |      |      | 0.64  | 0.60  |

\*Projected



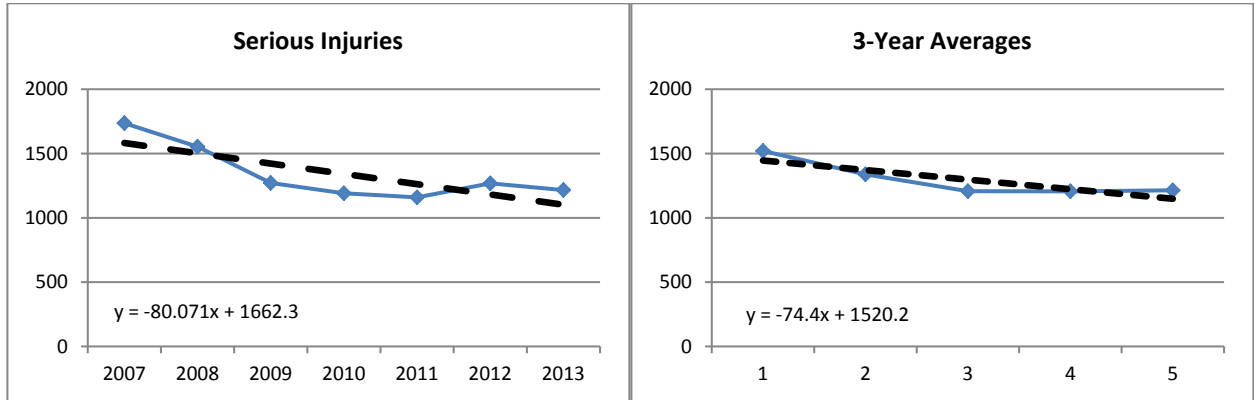
Minnesota has seen fairly consistent gains in VMT as fatalities continue to decrease. The performance measure targets are set nearly mirroring the projections based on the 3-year averages.

Appendix 2

Serious Injuries

| Forecast Year      |       |       | 1     | 2     | 3     | 4     | 5     | 6      | 7      |
|--------------------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| Actual Year        | 2007  | 2008  | 2009  | 2010  | 2011  | 2012  | 2013  | 2014   | 2015   |
| Traffic Fatalities | 1,736 | 1,553 | 1,271 | 1,191 | 1,159 | 1,268 | 1,216 | 1,182* | 1,102* |
| 3-Year Averages    |       |       | 1,520 | 1,338 | 1,207 | 1,206 | 1,214 | 1,074* | 1,000* |
| PM Target          |       |       |       |       |       |       |       | 950    | 850    |

\*Projected

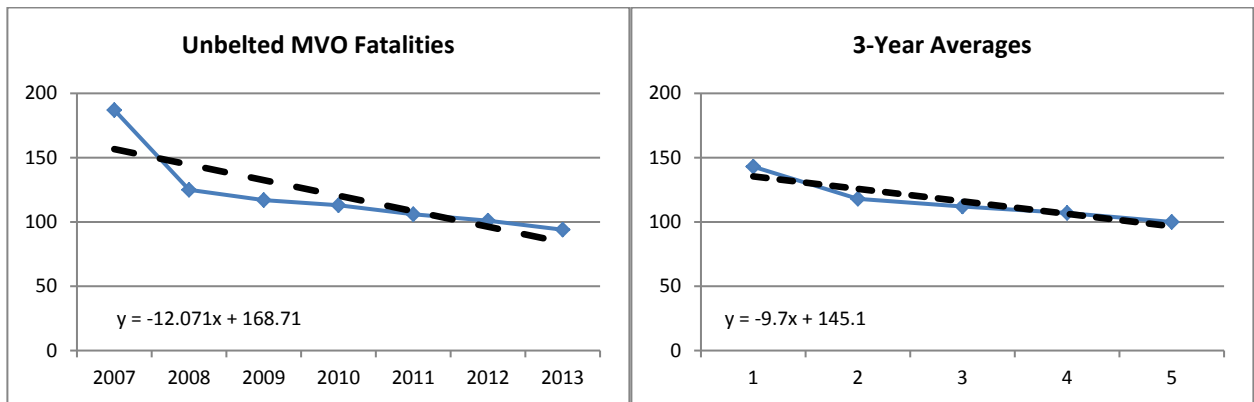


Although serious injuries have not enjoyed as dramatic a decline in recent years in Minnesota the trend is still a downward one. For the performance measure targets Minnesota chooses to align with the TZD targets.

Unrestrained Occupant Fatalities

| Forecast Year      |      |      | 1    | 2    | 3    | 4    | 5    | 6    | 7    |
|--------------------|------|------|------|------|------|------|------|------|------|
| Actual Year        | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
| Traffic Fatalities | 187  | 125  | 117  | 113  | 106  | 101  | 94   | 96*  | 84*  |
| 3-Year Averages    |      |      | 143  | 118  | 112  | 107  | 100  | 88*  | 77*  |
| PM Target          |      |      |      |      |      |      |      | 95   | 90   |

\*Projected



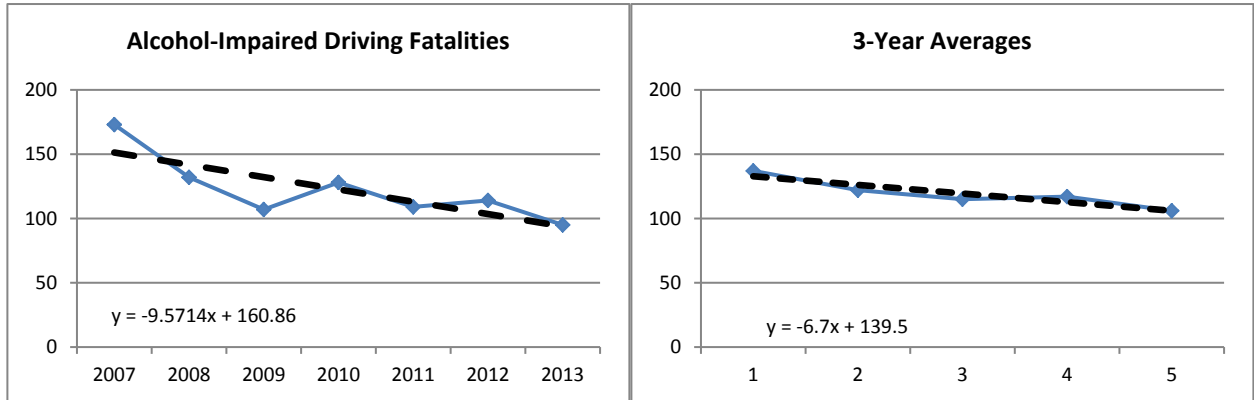
As with many trends in Minnesota, the number of unrestrained occupant fatalities has seen a leveling off after many years of great progress. It is unrealistic to expect high continual gains. The performance measure targets reflect a more realistic trend line.

Appendix 2

**Alcohol Impaired Driving Fatalities**

| Forecast Year      |      |      | 1    | 2    | 3    | 4    | 5    | 6    | 7    |
|--------------------|------|------|------|------|------|------|------|------|------|
| Actual Year        | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
| Traffic Fatalities | 173  | 132  | 107  | 128  | 109  | 114  | 95   | 103* | 94*  |
| 3-Year Averages    |      |      | 137  | 122  | 115  | 117  | 106  | 99*  | 93*  |
| PM Target          |      |      |      |      |      |      |      | 100  | 90   |

\*Projected

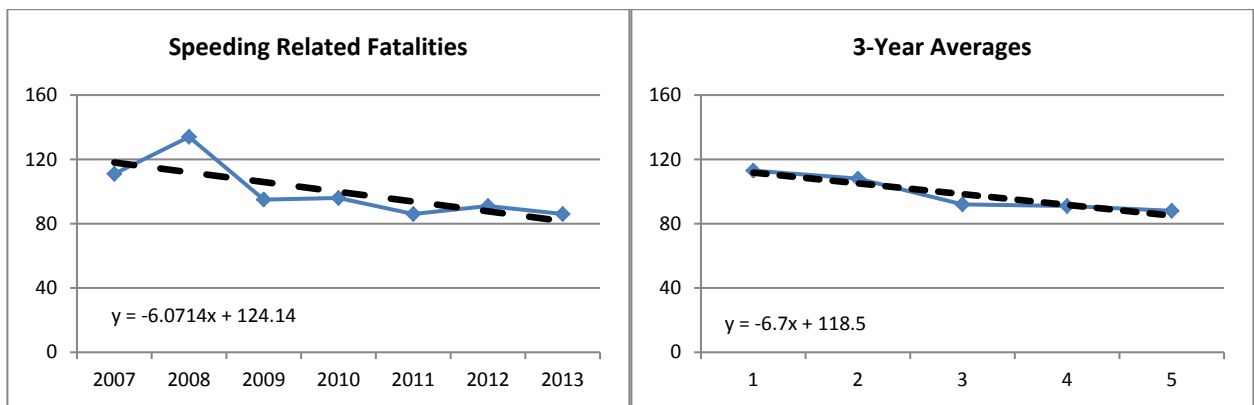


The number of alcohol impaired driving fatalities continues the downward trend. The performance measure targets are aligned with the projection of the 3-year averages.

**Speeding Related Fatalities**

| Forecast Year      |      |      | 1    | 2    | 3    | 4    | 5    | 6    | 7    |
|--------------------|------|------|------|------|------|------|------|------|------|
| Actual Year        | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
| Traffic Fatalities | 111  | 134  | 95   | 96   | 86   | 91   | 86   | 88*  | 82*  |
| 3-Year Averages    |      |      | 113  | 108  | 92   | 91   | 88   | 78*  | 72*  |
| PM Target          |      |      |      |      |      |      |      | 80   | 75   |

\*Projected



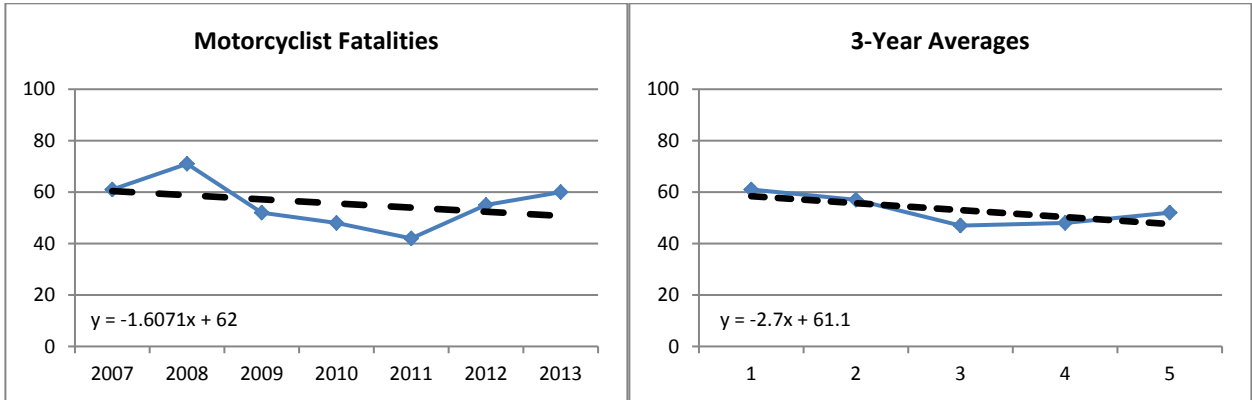
Minnesota has made remarkable gains in traffic safety over the past ten years. As to be expected, the yearly gains are becoming smaller. The performance measure targets are set between the projections based on yearly numbers and those based on 3-year averages.

Appendix 2

Motorcyclist Fatalities

| Forecast Year      |      |      | 1    | 2    | 3    | 4    | 5    | 6    | 7    |
|--------------------|------|------|------|------|------|------|------|------|------|
| Actual Year        | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
| Traffic Fatalities | 61   | 71   | 52   | 48   | 42   | 55   | 60   | 52*  | 51*  |
| 3-Year Averages    |      |      | 61   | 57   | 47   | 48   | 52   | 45*  | 42*  |
| PM Target          |      |      |      |      |      |      |      | 47   | 45   |

\*Projected

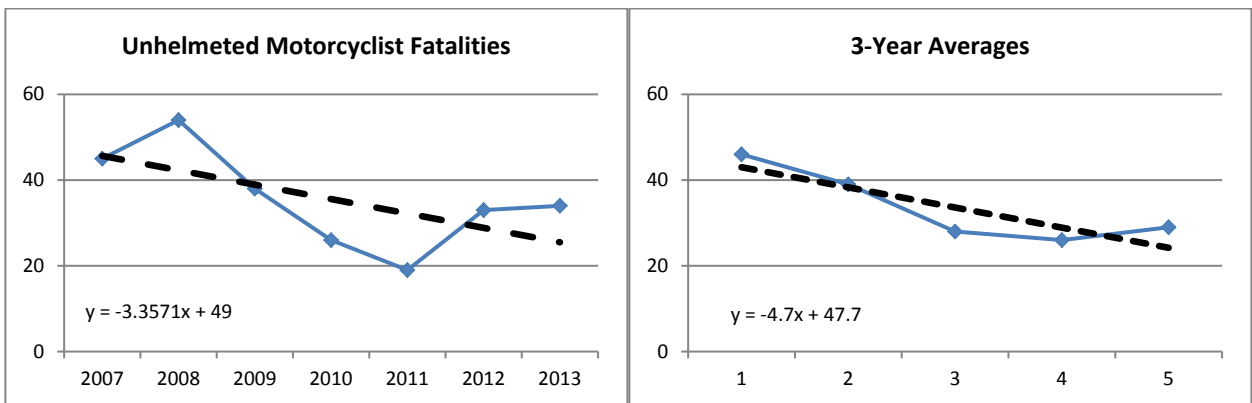


The performance measure targets are set between the projections based on yearly numbers and those based on 3-year averages.

Unhelmeted Motorcyclist Fatalities

| Forecast Year      |      |      | 1    | 2    | 3    | 4    | 5    | 6    | 7    |
|--------------------|------|------|------|------|------|------|------|------|------|
| Actual Year        | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
| Traffic Fatalities | 45   | 54   | 38   | 26   | 19   | 33   | 34   | 29*  | 26*  |
| 3-Year Averages    |      |      | 46   | 39   | 28   | 26   | 29   | 20*  | 15*  |
| PM Target          |      |      |      |      |      |      |      | 28   | 27   |

\*Projected



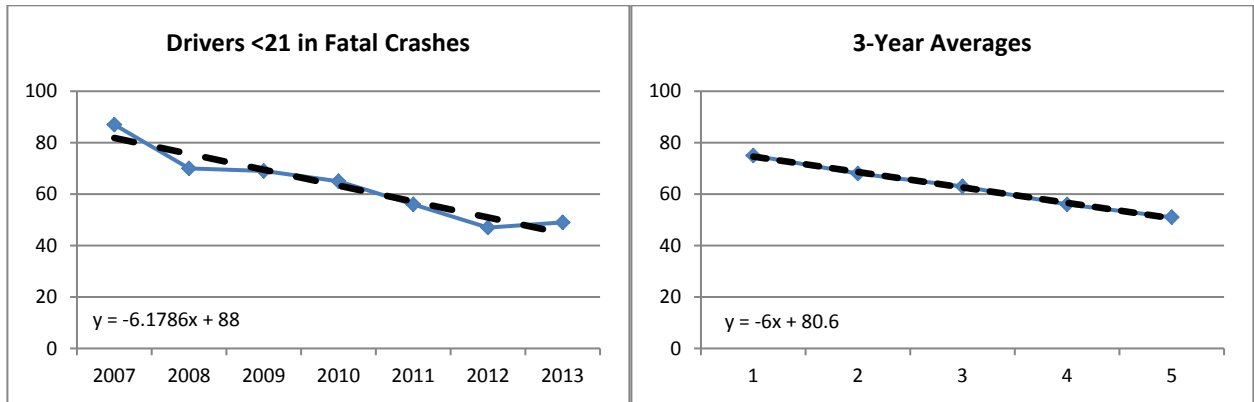
The performance measure targets are aligned with the projection of the yearly number of unhelmeted motorcyclist fatalities.

Appendix 2

Drivers in Fatal Crashes Who Are <21 Years Old

| Forecast Year      |      |      | 1    | 2    | 3    | 4    | 5    | 6    | 7    |
|--------------------|------|------|------|------|------|------|------|------|------|
| Actual Year        | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
| Traffic Fatalities | 87   | 70   | 69   | 65   | 56   | 47   | 49   | 51*  | 45*  |
| 3-Year Averages    |      |      | 75   | 68   | 63   | 56   | 51   | 45*  | 39*  |
| PM Target          |      |      |      |      |      |      |      | 45   | 40   |

\*Projected

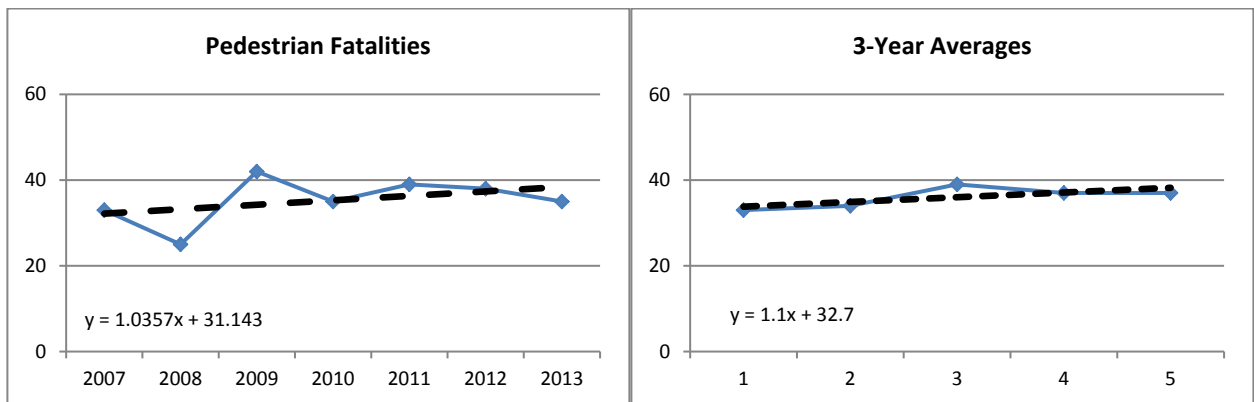


The performance measure targets are aligned with the projection of the 3-year averages.

Pedestrian Fatalities

| Forecast Year      |      |      | 1    | 2    | 3    | 4    | 5    | 6    | 7    |
|--------------------|------|------|------|------|------|------|------|------|------|
| Actual Year        | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
| Traffic Fatalities | 33   | 25   | 42   | 35   | 39   | 38   | 35   | 37*  | 38*  |
| 3-Year Averages    |      |      | 33   | 34   | 39   | 37   | 37   | 39*  | 40*  |
| PM Target          |      |      |      |      |      |      |      | 39   | 38   |

\*Projected



The performance measure targets are set between the projections based on yearly numbers and those based on 3-year averages.

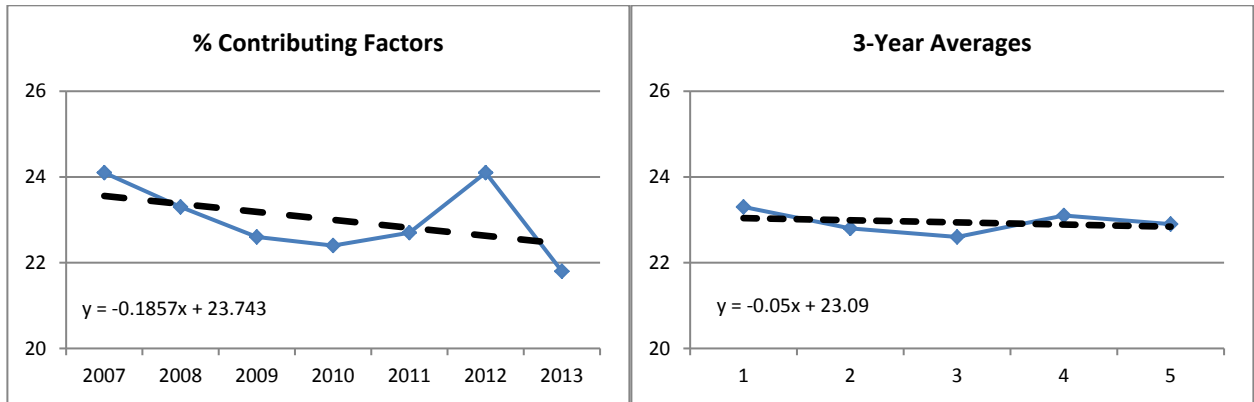


Appendix 2

% of Contributing Factors in multi vehicle crashes where Driver Inattention/Distracted was listed

| Forecast Year      |      |      | 1    | 2    | 3    | 4    | 5    | 6     | 7     |
|--------------------|------|------|------|------|------|------|------|-------|-------|
| Actual Year        | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014  | 2015  |
| Traffic Fatalities | 24.1 | 23.3 | 22.6 | 22.4 | 22.7 | 24.1 | 21.8 | 22.6* | 22.4* |
| 3-Year Averages    |      |      | 23.3 | 22.8 | 22.6 | 23.1 | 22.9 | 22.8* | 22.7* |
| PM Target          |      |      |      |      |      |      |      | 22.8  | 22.7  |

\*Projected

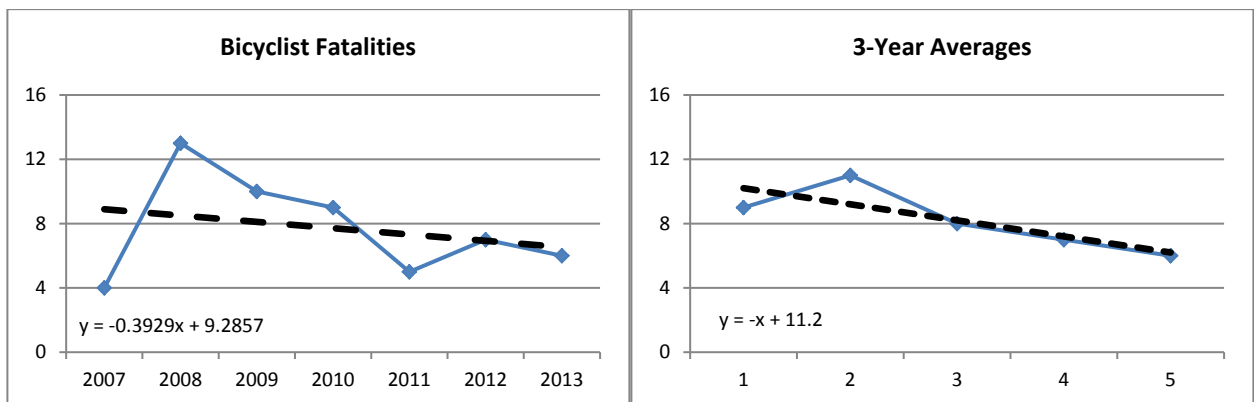


This measure looks at contributing factors in multi-vehicle crashes. It is the percentage of all contributing factors listed that were “Driver Inattention/Distracted”. The performance measure targets are aligned with the projection of the 3-year averages.

Bicyclist Fatalities

| Forecast Year      |      |      | 1    | 2    | 3    | 4    | 5    | 6    | 7    |
|--------------------|------|------|------|------|------|------|------|------|------|
| Actual Year        | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
| Traffic Fatalities | 4    | 13   | 10   | 9    | 5    | 7    | 6    | 7*   | 7*   |
| 3-Year Averages    |      |      | 9    | 11   | 8    | 7    | 6    | 5*   | 4*   |
| PM Target          |      |      |      |      |      |      |      | 6    | 6    |

\*Projected



## Appendix 3

### Maintenance of Effort for MAP 21 405 Projects

#### Motorcycle Safety (\$855,000)

Estimates of average state costs per year in 2010 and 2011 are as follows:

| Agency                      | Tasks Done                          | Cost             |
|-----------------------------|-------------------------------------|------------------|
| MnSCU                       | Rider training                      | \$390,000        |
| Driver and Vehicle Services | Licensing and testing               | \$40,000         |
| Office of Communications    | Public information and paid media   | \$200,000        |
| OTS                         | Motorcycle equipment and supplies   | \$75,000         |
| Contractor                  | Transporting motorcycles            | \$50,000         |
| Contractor                  | Mechanical services for motorcycles | \$100,000        |
|                             | <b>Total</b>                        | <b>\$855,000</b> |

#### Impaired Driving (\$6,600,000)

Estimates of average state costs per year averaged from 2010 and 2011 are as follows:

| Agency                          | Tasks Done  | Cost               |
|---------------------------------|---|--------------------|
| Attorney General's Office       | Litigation of civil hearings  | 2,400,000          |
| Bureau of Criminal Apprehension | Laboratory costs for analyzing blood and urine results and maintaining breath testing instruments | 1,900,000          |
| Driver and Vehicle Services     | Staff and operating costs required to oversee licensing of those arrested for DWI                 | 800,000            |
| Minnesota State Patrol          | Enforcement, court and reporting time for DWIs  | 1,500,000          |
|                                 | <b>Total</b>  | <b>\$6,600,000</b> |

#### Occupant Protection (\$60,000)

The only state requirements for expenditures of funds related to occupant protection are that the fines from child seat citations be used to provide child safety seats for needy families. Citations do not go on drivers' license records and whether or not a seat belt was used cannot be discussed in courts considering suits involving crashes. Ten percent of seat belt fines can be used by the State Patrol for any public information activities and the other 90 percent is used by Emergency Medical Services. The fines for child seat citations have been averaging between \$50,000 and \$60,000 per year.

**Traffic Records (\$375,000)**

The DPS division of Driver and Vehicle Services is responsible for the Crash Record Database. That unit of DVS has been costing about \$375,000 in recent years. The CODES unit at the Department of Health is funded with NHTSA funding. The trauma registry at DOH and other state systems such as Court Administration are not specific to traffic safety and are not counted here.

**APPENDIX A TO PART 1200 –  
CERTIFICATION AND ASSURANCES  
FOR HIGHWAY SAFETY GRANTS (23 U.S.C. CHAPTER 4)**

State: Minnesota Fiscal Year: 2015

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements including applicable Federal statutes and regulations that are in effect during the grant period. (Requirements that also apply to subrecipients are noted under the applicable caption.)

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances:

**GENERAL REQUIREMENTS**

To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for Section 402 and Section 405 grants is accurate and complete. (Incomplete or incorrect information may result in the disapproval of the Highway Safety Plan.)

The Governor is the responsible official for the administration of the State highway safety program through a State highway safety agency that 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 U.S.C. 402(b)(1)(A))

The State will comply with applicable statutes and regulations, including but not limited to:

- 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
- 23 CFR Part 1200 – Uniform Procedures for State Highway Safety Grant Programs

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).

**FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)**

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, ([https://www.fsrs.gov/documents/OMB\\_Guidance\\_on\\_FFATA\\_Subaward\\_and\\_Executive\\_Compensation\\_Reporting\\_08272010.pdf](https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf)) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
  - (i) the entity in the preceding fiscal year received—
    - (I) 80 percent or more of its annual gross revenues in Federal awards;
    - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
  - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

#### **NONDISCRIMINATION**

**(applies to subrecipients as well as States)**

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 (Pub. 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), and the Americans with Disabilities Act of 1990 (Pub. L. 101-336), as amended (42 U.S.C. 12101, et seq.), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. 6101-6107), which prohibits discrimination on the basis of age; (e) the Civil Rights Restoration Act of 1987 (Pub. L. 100-259), which requires Federal-aid recipients and all subrecipients to prevent discrimination and ensure nondiscrimination in all of their programs and activities; (f) the Drug Abuse Office and Treatment Act of 1972 (Pub. L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (g) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (Pub. L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (h) Sections 523 and 527 of the Public Health Service Act of 1912, as amended (42 U.S.C. 290dd-3 and 290ee-3), relating to confidentiality of alcohol and drug abuse patient records; (i) Title VIII of the Civil Rights Act of 1968, as amended (42 U.S.C. 3601, et seq.), relating to nondiscrimination in the sale, rental or financing of housing; (j) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

**THE DRUG-FREE WORKPLACE ACT OF 1988(41 USC 8103)**

The State will provide a drug-free workplace by:

- 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;
- Establishing a drug-free awareness program to inform employees about:
  - The dangers of drug abuse in the workplace.
  - The grantee's policy of maintaining a drug-free workplace.
  - Any available drug counseling, rehabilitation, and employee assistance programs.
  - The penalties that may be imposed upon employees for drug violations occurring in the workplace.
  - 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).
- Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
  - Abide by the terms of the statement.
  - Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- Notifying the agency within ten days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction.
- 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 –
  - Taking appropriate personnel action against such an employee, up to and including termination.
  - 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.
- Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

**BUY AMERICA ACT**

**(applies to subrecipients as well as States)**

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)), 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)**  
**(applies to subrecipients as well as States)**

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508) which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

**CERTIFICATION REGARDING FEDERAL LOBBYING**  
**(applies to subrecipients as well as States)**

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

1. No 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**  
**(applies to subrecipients as well as States)**

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**  
**(applies to subrecipients as well as States)**

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 participant shall attach an explanation to this proposal.

**POLICY ON SEAT BELT USE**

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov). Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at [www.trafficsafety.org](http://www.trafficsafety.org).

### **POLICY ON BANNING TEXT MESSAGING WHILE DRIVING**

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

### **ENVIRONMENTAL IMPACT**

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 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 is modified in a manner that could result in a significant environmental impact and trigger the need for an environmental review, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 U.S.C. 4321, et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

### **SECTION 402 REQUIREMENTS**

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 U.S.C. 402(b)(1)(B))

At least 40 percent (or 95 percent, as applicable) of all Federal funds apportioned to this State under 23 U.S.C. 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 U.S.C. 402(b)(1)(C), 402(h)(2)), unless this requirement is waived in writing.

The 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 U.S.C. 402(b)(1)(D))

The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))

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:

- Participation in the National high-visibility law enforcement mobilizations;
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
- An annual statewide seat belt use survey in accordance with 23 CFR Part 1340 for the measurement of State seat belt use rates;
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
- Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a).

(23 U.S.C. 402(b)(1)(F))

The State will 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. (23 U.S.C. 402(j))

The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

**I understand that failure to comply with applicable Federal statutes and regulations 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.**

**I sign these Certifications and Assurances based on personal knowledge, after appropriate inquiry, and I understand that the Government will rely on these representations in awarding grant funds.**

  
Signature Governor's Representative for Highway Safety

6-30-2014  
Date

**Donna Berger**  
Printed name of Governor's Representative for Highway Safety

| Program Area                            | Line  | Action | Project          | Description                             | State | Current Fiscal Year Funds | Carry Forward Funds   | Share to Local        |
|---|---|--------|------------------|---|-------|---------------------------|-----------------------|-----------------------|
| <i>NHTSA</i>                            |   |        |                  |   |       |                           |                       |                       |
| <i>NHTSA 402</i>                        |   |        |                  |   |       |                           |                       |                       |
| <i>Planning and Administration</i>      |   |        |                  |   |       |                           |                       |                       |
|   | 1   | Plan   | PA-2015-01-00-00 | Program 2015 PA funds                   |       | \$560,000.00              | \$450,000.00          | \$110,000.00          |
|   | <b>Planning and Administration Total</b>      |        |                  |   |       | <b>\$560,000.00</b>       | <b>\$450,000.00</b>   | <b>\$110,000.00</b>   |
| <i>Motorcycle Safety</i>                |   |        |                  |   |       |                           |                       |                       |
|   | 21  | Plan   | MC-2015-07-00-00 | Program MC funds to 2015                |       | \$0.00                    | \$40,000.00           | \$160,000.00          |
|   | <b>Motorcycle Safety Total</b>                |        |                  |   |       | <b>\$0.00</b>             | <b>\$40,000.00</b>    | <b>\$160,000.00</b>   |
| <i>Occupant Protection</i>              |   |        |                  |   |       |                           |                       |                       |
|   | 2   | Plan   | OP-2015-02-00-00 | Program 2015 OP funds                   |       | \$395,000.00              | \$895,000.00          | \$295,000.00          |
|   | <b>Occupant Protection Total</b>              |        |                  |   |       | <b>\$395,000.00</b>       | <b>\$895,000.00</b>   | <b>\$295,000.00</b>   |
| <i>Police Traffic Services</i>          |   |        |                  |   |       |                           |                       |                       |
|   | 11  | Plan   | PT-2015-04-00-00 | Program PT funds to 2015                |       | \$660,000.00              | \$1,886,000.00        | \$1,719,000.00        |
|   | <b>Police Traffic Services Total</b>          |        |                  |   |       | <b>\$660,000.00</b>       | <b>\$1,886,000.00</b> | <b>\$1,719,000.00</b> |
| <i>Traffic Records</i>                  |   |        |                  |   |       |                           |                       |                       |
|   | 13  | Plan   | TR-2015-05-00-00 | Program TR funds to 2015                |       | \$0.00                    | \$322,000.00          | \$190,000.00          |
|   | <b>Traffic Records Total</b>                  |        |                  |   |       | <b>\$0.00</b>             | <b>\$322,000.00</b>   | <b>\$190,000.00</b>   |
| <i>Community Traffic Safety Project</i> |   |        |                  |   |       |                           |                       |                       |
|   | 16  | Plan   | CP-2015-06-00-00 | Program CP funds to 2015                |       | \$420,000.00              | \$967,350.00          | \$762,000.00          |
|   | <b>Community Traffic Safety Project Total</b> |        |                  |   |       | <b>\$420,000.00</b>       | <b>\$967,350.00</b>   | <b>\$762,000.00</b>   |
| <i>Roadway Safety</i>                   |   |        |                  |   |       |                           |                       |                       |
|   | 24  | Plan   | RS-2015-09-00-00 | Program RS (TZD support) funds to 2015  |       | \$0.00                    | \$92,400.00           | \$0.00                |
|   | <b>Roadway Safety Total</b>                   |        |                  |   |       | <b>\$0.00</b>             | <b>\$92,400.00</b>    | <b>\$0.00</b>         |
| <i>Paid Advertising</i>                 |   |        |                  |   |       |                           |                       |                       |
|   | 20  | Plan   | PM-2015-06-00-00 | Program PM (paid media) funding to 2015 |       | \$0.00                    | \$129,000.00          | \$0.00                |

[https://gts.nhtsa.gov/GTS/reports/new\\_report1.asp?report=1&transid=62211&summary=no&numperpage=24](https://gts.nhtsa.gov/GTS/reports/new_report1.asp?report=1&transid=62211&summary=no&numperpage=24)

6/23/2014

Highway Safety Plan Transaction

State: Minnesota

U.S. Department of Transportation National Highway Traffic Safety Administration

**Highway Safety Plan Transaction**

2015-HSP-1

For Approval

Report Date: 05/2

| Program Area                             | Line    | Action             | Project | Description                              | State          | Current Fiscal Year Funds | Carry Forward Funds | Share to       |
|--|---------|--------------------|---------|--|----------------|---------------------------|---------------------|----------------|
| <b>Paid Advertising Total</b>            |         |                    |         |  | \$0.00         | \$129,000.00              | \$0.00              |                |
| <b>NHTSA 402 Total</b>                   |         |                    |         |  | \$2,035,000.00 | \$4,781,750.00            | \$3,236,000.00      | \$4,504,000.00 |
| <b>405 OP SAFETEA-LU</b>                 |         |                    |         |  |                |                           |                     |                |
| <b>405 Occupant Protection</b>           |         |                    |         |  |                |                           |                     |                |
|  | 4 Plan  | K2-2015-02-00-00   |         | Program K2 (old 405) for 2015            | \$10,000.00    | \$0.00                    | \$51,287.00         |                |
| <b>405 Occupant Protection Total</b>     |         |                    |         |  | \$10,000.00    | \$0.00                    | \$51,287.00         |                |
| <b>405 OP SAFETEA-LU Total</b>           |         |                    |         |  | \$10,000.00    | \$0.00                    | \$51,287.00         |                |
| <b>NHTSA 406</b>                         |         |                    |         |  |                |                           |                     |                |
| <b>406 Safety Belts Paid Media</b>       |         |                    |         |  |                |                           |                     |                |
|  | 18 Plan | K4PM-2015-06-00-00 |         | Program Last of 406 (belt use) funding t | \$0.00         | \$0.00                    | \$571,000.00        |                |
| <b>406 Safety Belts Paid Media Total</b> |         |                    |         |  | \$0.00         | \$0.00                    | \$571,000.00        |                |
| <b>406 Safe Communities</b>              |         |                    |         |  |                |                           |                     |                |
|  | 17 Plan | K4CP-2015-06-00-00 |         | Program last of 406 (belt use) funding t | \$0.00         | \$0.00                    | \$300,000.00        |                |
| <b>406 Safe Communities Total</b>        |         |                    |         |  | \$0.00         | \$0.00                    | \$300,000.00        |                |
| <b>NHTSA 406 Total</b>                   |         |                    |         |  | \$0.00         | \$0.00                    | \$871,000.00        |                |
| <b>408 Data Program SAFETEA-LU</b>       |         |                    |         |  |                |                           |                     |                |
| <b>408 Data Program Incentive</b>        |         |                    |         |  |                |                           |                     |                |
|  | 14 Plan | K9-2015-05-00-00   |         | Program K9 (old TR systems) funding to 2 | \$934,000.00   | \$0.00                    | \$1,980,000.00      | \$400,000.00   |
| <b>408 Data Program Incentive Total</b>  |         |                    |         |  | \$934,000.00   | \$0.00                    | \$1,980,000.00      | \$400,000.00   |
| <b>408 Data Program SAFETEA-LU Total</b> |         |                    |         |  | \$934,000.00   | \$0.00                    | \$1,980,000.00      | \$400,000.00   |
| <b>410 Alcohol SAFETEA-LU</b>            |         |                    |         |  |                |                           |                     |                |
|  | 9 Plan  | K8-2015-03-00-00   |         | Program K8 (410) funds to 2015           | \$150,000.00   | \$0.00                    | \$150,000.00        | \$150,000.00   |
| <b>410 Alcohol SAFETEA-LU Total</b>      |         |                    |         |  | \$150,000.00   | \$0.00                    | \$150,000.00        | \$150,000.00   |

State: Minnesota

U.S. Department of Transportation National Highway Traffic Safety Administration

**Highway Safety Plan Transaction**

2015-MSP-1

For Approval

Report Date: 06/1

| Program Area                                  | Line | Action | Project             | Description                             | State                 | Current Fiscal Year Funds | Carry Forward Funds    | Share to Local         |
|---|------|--------|---------------------|---|-----------------------|---------------------------|------------------------|------------------------|
| <b>410 Alcohol SAFETEA-LU Total</b>           |      |        |                     |   | <b>\$150,000.00</b>   | <b>\$0.00</b>             | <b>\$150,000.00</b>    | <b>\$150,000.00</b>    |
| <b>2010 Motorcycle Safety</b>                 |      |        |                     |   |                       |                           |                        |                        |
| <b>2010 Motorcycle Safety Incentive</b>       |      |        |                     |   |                       |                           |                        |                        |
|   | 22   | Plan   | K6-2015-07-00-00    | Program Last of K6 (mc) funding to 2015 | \$0.00                | \$0.00                    | \$300.00               | \$0.00                 |
| <b>2010 Motorcycle Safety Incentive Total</b> |      |        |                     |   | <b>\$0.00</b>         | <b>\$0.00</b>             | <b>\$300.00</b>        | <b>\$0.00</b>          |
| <b>2010 Motorcycle Safety Total</b>           |      |        |                     |   | <b>\$0.00</b>         | <b>\$0.00</b>             | <b>\$300.00</b>        | <b>\$0.00</b>          |
| <b>2011 Child Seats</b>                       |      |        |                     |   |                       |                           |                        |                        |
| <b>2011 Child Seat Incentive</b>              |      |        |                     |   |                       |                           |                        |                        |
|   | 3    | Plan   | K3-2015-02-00-00    | Program K3 (CPS) funds to 2015          | \$85,000.00           | \$0.00                    | \$134,000.00           | \$99,000.00            |
| <b>2011 Child Seat Incentive Total</b>        |      |        |                     |   | <b>\$85,000.00</b>    | <b>\$0.00</b>             | <b>\$134,000.00</b>    | <b>\$99,000.00</b>     |
| <b>2011 Child Seats Total</b>                 |      |        |                     |   | <b>\$85,000.00</b>    | <b>\$0.00</b>             | <b>\$134,000.00</b>    | <b>\$99,000.00</b>     |
| <b>164 Transfer Funds</b>                     |      |        |                     |   |                       |                           |                        |                        |
| <b>164 Planning and Administration</b>        |      |        |                     |   |                       |                           |                        |                        |
|   | 6    | Plan   | 164PA-2015-03-00-00 | Program 164PA to 2015                   | \$0.00                | \$270,000.00              | \$145,000.00           | \$0.00                 |
| <b>164 Planning and Administration Total</b>  |      |        |                     |   | <b>\$0.00</b>         | <b>\$270,000.00</b>       | <b>\$145,000.00</b>    | <b>\$0.00</b>          |
| <b>164 Alcohol</b>                            |      |        |                     |   |                       |                           |                        |                        |
|   | 7    | Plan   | 164AL-2015-03-00-00 | Program 164AL to 2015                   | \$2,300,100.00        | \$5,985,200.00            | \$8,380,000.00         | \$12,265,000.00        |
| <b>164 Alcohol Total</b>                      |      |        |                     |   | <b>\$2,300,100.00</b> | <b>\$5,985,200.00</b>     | <b>\$8,380,000.00</b>  | <b>\$12,265,000.00</b> |
| <b>164 Paid Media</b>                         |      |        |                     |   |                       |                           |                        |                        |
|   | 8    | Plan   | 164PM-2015-03-00-00 | Program 164PM (paid media) to 2015      | \$0.00                | \$800,000.00              | \$1,400,000.00         | \$0.00                 |
| <b>164 Paid Media Total</b>                   |      |        |                     |   | <b>\$0.00</b>         | <b>\$800,000.00</b>       | <b>\$1,400,000.00</b>  | <b>\$0.00</b>          |
| <b>164 Hazard Elimination</b>                 |      |        |                     |   |                       |                           |                        |                        |
|   | 25   | Plan   | 164HE-2015-09-00-00 | Program 164HE funds to 2015             | \$0.00                | \$0.00                    | \$11,500,000.00        | \$0.00                 |
| <b>164 Hazard Elimination Total</b>           |      |        |                     |   | <b>\$0.00</b>         | <b>\$0.00</b>             | <b>\$11,500,000.00</b> | <b>\$0.00</b>          |



State: Minnesota

U.S. Department of Transportation National Highway Traffic Safety Administration

**Highway Safety Plan Transaction**

2015-HSP-1  
For Approval

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| Program Area                                  | Line    | Action | Project             | Description                              | State                 | Current Fiscal Year Funds | Carry Forward Funds    | Share to Local         |
|---|---------|--------|---------------------|--|-----------------------|---------------------------|------------------------|------------------------|
| <b>164 Transfer Funds Total</b>               |         |        |                     |  | <b>\$2,300,100.00</b> | <b>\$7,055,200.00</b>     | <b>\$21,425,000.00</b> | <b>\$12,265,000.00</b> |
| <b>MAP 21 405b OP High</b>                    |         |        |                     |  |                       |                           |                        |                        |
| <b>405b High HVE</b>                          |         |        |                     |  |                       |                           |                        |                        |
|   | 5 Plan  |        | M1HVE-2015-02-00-00 | Program 405b (high belt use) to 2015     | \$400,000.00          | \$1,250,000.00            | \$1,465,000.00         | \$2,115,000.00         |
| <b>405b High HVE Total</b>                    |         |        |                     |  | <b>\$400,000.00</b>   | <b>\$1,250,000.00</b>     | <b>\$1,465,000.00</b>  | <b>\$2,115,000.00</b>  |
| <b>MAP 21 405b OP High Total</b>              |         |        |                     |  | <b>\$400,000.00</b>   | <b>\$1,250,000.00</b>     | <b>\$1,465,000.00</b>  | <b>\$2,115,000.00</b>  |
| <b>MAP 21 405c Data Program</b>               |         |        |                     |  |                       |                           |                        |                        |
| <b>405c Data Program</b>                      |         |        |                     |  |                       |                           |                        |                        |
|   | 15 Plan |        | M3DA-2015-05-00-00  | Program 405c (new TR systems) funding to | \$2,100,000.00        | \$1,071,000.00            | \$2,134,000.00         | \$1,700,000.00         |
| <b>405c Data Program Total</b>                |         |        |                     |  | <b>\$2,100,000.00</b> | <b>\$1,071,000.00</b>     | <b>\$2,134,000.00</b>  | <b>\$1,700,000.00</b>  |
| <b>MAP 21 405c Data Program Total</b>         |         |        |                     |  | <b>\$2,100,000.00</b> | <b>\$1,071,000.00</b>     | <b>\$2,134,000.00</b>  | <b>\$1,700,000.00</b>  |
| <b>MAP 21 405d Impaired Driving Low</b>       |         |        |                     |  |                       |                           |                        |                        |
| <b>405d Impaired Driving Low</b>              |         |        |                     |  |                       |                           |                        |                        |
|   | 10 Plan |        | M6X-2015-03-00-00   | Program 405d (DWI) to 2015               | \$4,800,000.00        | \$3,000,000.00            | \$4,736,000.00         | \$4,105,000.00         |
| <b>405d Impaired Driving Low Total</b>        |         |        |                     |  | <b>\$4,800,000.00</b> | <b>\$3,000,000.00</b>     | <b>\$4,736,000.00</b>  | <b>\$4,105,000.00</b>  |
| <b>MAP 21 405d Impaired Driving Low Total</b> |         |        |                     |  | <b>\$4,800,000.00</b> | <b>\$3,000,000.00</b>     | <b>\$4,736,000.00</b>  | <b>\$4,105,000.00</b>  |
| <b>MAP 21 405e Distracted Driving</b>         |         |        |                     |  |                       |                           |                        |                        |
| <b>405e Public Education</b>                  |         |        |                     |  |                       |                           |                        |                        |
|   | 19 Plan |        | M8PE-2015-06-00-00  | Program 405e (distracted) Paid Media to  | \$0.00                | \$0.00                    | \$225,000.00           | \$0.00                 |
| <b>405e Public Education Total</b>            |         |        |                     |  | <b>\$0.00</b>         | <b>\$0.00</b>             | <b>\$225,000.00</b>    | <b>\$0.00</b>          |
| <b>405e DD Law Enforcement</b>                |         |        |                     |  |                       |                           |                        |                        |
|   | 12 Plan |        | M8DDE-2015-04-00-00 | Program 405e (distracted enforcement to  | \$75,000.00           | \$0.00                    | \$300,000.00           | \$300,000.00           |
| <b>405e DD Law Enforcement Total</b>          |         |        |                     |  | <b>\$75,000.00</b>    | <b>\$0.00</b>             | <b>\$300,000.00</b>    | <b>\$300,000.00</b>    |
| <b>MAP 21 405e Distracted Driving Total</b>   |         |        |                     |  | <b>\$75,000.00</b>    | <b>\$0.00</b>             | <b>\$525,000.00</b>    | <b>\$300,000.00</b>    |

U.S. Department of Transportation National Highway Traffic Safety Administration

[https://gts.nhtsa.gov/GTS/reports/new\\_report1.asp?report=1&transid=62211&summary=no&numperpage=24](https://gts.nhtsa.gov/GTS/reports/new_report1.asp?report=1&transid=62211&summary=no&numperpage=24)

6/23/2014

State: Minnesota

**Highway Safety Plan Transaction**  
 2015-HSP-1  
 For Approval

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| Program Area                                 | Line    | Action | Project           | Description                       | State | Current Fiscal Year Funds | Carry Forward Funds    | Share to Local         |                        |
|--|---------|--------|-------------------|-----------------------------------|-------|---------------------------|------------------------|------------------------|------------------------|
| <b>NAP 21 405F Motorcycle Programs</b>       |         |        |                   |                                   |       |                           |                        |                        |                        |
| <b>405F Motorcycle Programs</b>              |         |        |                   |                                   |       |                           |                        |                        |                        |
|  | 23 Plan |        | MSX-2015-07-00-00 | Program 405F (MC) funding to 2015 |       | \$25,000.00               | \$1,000.00             | \$91,000.00            | \$0.00                 |
| <b>405F Motorcycle Programs Total</b>        |         |        |                   |                                   |       | <b>\$25,000.00</b>        | <b>\$1,000.00</b>      | <b>\$91,000.00</b>     | <b>\$0.00</b>          |
| <b>MAP 21 405F Motorcycle Programs Total</b> |         |        |                   |                                   |       | <b>\$25,000.00</b>        | <b>\$1,000.00</b>      | <b>\$91,000.00</b>     | <b>\$0.00</b>          |
| <b>NHTSA Total</b>                           |         |        |                   |                                   |       | <b>\$12,914,100.00</b>    | <b>\$17,158,950.00</b> | <b>\$36,798,587.00</b> | <b>\$25,638,000.00</b> |
| <b>Total</b>                                 |         |        |                   |                                   |       | <b>\$12,914,100.00</b>    | <b>\$17,158,950.00</b> | <b>\$36,798,587.00</b> | <b>\$25,638,000.00</b> |