

**MINNESOTA FY12  
ANNUAL EVALUATION REPORT**



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# Minnesota Annual Evaluation Report

## Introduction

*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 State of Minnesota values the United States Department of Transportation funding that is received to carry out this mission.

The Minnesota Department of Public Safety (DPS), Office of Traffic Safety (OTS) uses this funding (as well as others) to support a variety of programs designed to change driver and passenger behavior. All of the supported projects have one common goal: to drive the number of traffic fatalities and serious injuries in Minnesota to zero. Many innovative and comprehensive projects were planned and completed.

Minnesota is proud of its work, including some of its established projects such as: the *Toward Zero Deaths (TZD)* law enforcement project which combines all the various enforcement initiatives; and its nationally-recognized communications project which develops and places earned and paid media, as well as providing communication outreach on traffic safety efforts. A number of these projects are components of Minnesota's Strategic Highway Safety Plan (SHSP) which was initiated in FFY 2004 and completed in FFY 2005. In FFY 2007, the SHSP was updated to align with SafeTEA-LU requirements and all sponsoring state agencies (Health, Transportation and Public Safety) signed on. The SHSP will now be updated to align with Moving Ahead for Progress in the 21st Century (MAP-21).

The partnerships between the OTS, the Minnesota Department of Transportation (Mn/DOT), and other safety partners remain strong. The OTS and the entire *TZD* group remains dedicated to strong partnerships working toward this goal.

### Highlights:

- Minnesota's traffic fatalities continue to decrease
  - 368 in 2011 compared to 625 in 2000
  - Less than half of what they were 30 years ago (863 in 1980)
- Minnesota consistently has one of the lowest fatality rates in the nation
  - 2010's rate of 0.73 was the second lowest state rate in the nation (latest year national numbers available)
  - 2011's rate is even lower (0.65)
- Minnesota has a high seat belt use rate
  - 93.6% in 2012
- Minnesota continues to combat alcohol-related fatalities
  - There were 109 fatalities in 2011 that involved a driver with a BAC of .08 or above
- Minnesota has passed key traffic safety legislation
  - Ignition interlock, effective July 1, 2011
  - Booster seat, July 2009
  - Primary seat belt enforcement, June 2009
  - Nighttime and passenger restrictions for teen drivers, August 2008
  - Anti-texting, emailing, internet access while driving, August 2008

The OTS would like to acknowledge the support of the National Highway Traffic Safety Administration (NHTSA) Region 5 Office for its guidance throughout the fiscal year. Staff as a whole, from the Administrator to the receptionist, are accessible and helpful.

This report, which is required by the NHTSA, provides the following information:

- An overview of the major program areas pursued in FFY 2012 (October 1, 2011 through September 30, 2012), highlights of some selected projects, and future strategies to consider. These can be found in the first two sections: program overviews and noteworthy practices.
- A report on Paid Media buys and results comprises the third section.
- A traffic safety trends in Minnesota section which has been enhanced with expanded performance measures that will be used in all states comprises the fourth section.
- A financial summary of the costs associated with the projects supported in FFY 2012 makes up the final section.

Anyone seeking additional information or interested in learning more about traffic safety efforts in Minnesota may contact the OTS at the following address:

Office of Traffic Safety  
Minnesota Department of Public Safety  
445 Minnesota Street, Suite 150  
St. Paul, MN 55101-5150

Or visit our website: [Office of Traffic Safety Website](#)

# Overviews

## Planning & Administration

Sound Planning and Administration – the foundation for effective, innovative, and carefully managed programs

Achieving the goals of the Highway Safety Program takes concentrated and coordinated efforts by a large number of traffic safety agents, each working within their own sphere of influence. The Planning & Administration (P&A) program is responsible for coordinating, managing, and, as far as possible, leading those efforts.

The Office of Traffic Safety (OTS) continues to stress the *–Toward Zero Deaths*” (TZD) initiative – a partnership of engineering, enforcement, education, and emergency medical services sharing the vision of ever-decreasing numbers of traffic fatalities.

### Planning & Administration Program Objectives:

- Programs and projects conducted by or through the OTS will be well run. Problems will be identified, objectives will be set, strategies will be designed and evaluations will be conducted.
- Innovative projects will be designed, implemented and evaluated. Current projects will be continually improved and re-evaluated.
- Financial and programmatic issues will be handled in accordance with governing statutes and procedures of the state and federal agencies.
- The expenditures for P&A will not exceed the 10% maximum cap set by the NHTSA and the total costs of P&A will be split between the state and the NHTSA.
- A full complement of staff will be employed by the Office of Traffic Safety to effectively manage internal operations and external outreach. The full complement of staff consists of one director, two managers, 11 coordinators, three research analysts, one FARS analyst and two administrative/support positions.
- The office will be organized and equipped to most effectively and efficiently support operations of all program areas.
- The Traffic Safety Programs manager and other OTS staff, as appropriate, will continue to dedicate time to partner with the Department of Transportation to update the Strategic Highway Safety Plan (SHSP) and to work on strategies outlined in the document.

### Results:

- Programs and projects are managed and monitored so they have the best possible chance for success and for showing the success in evaluations.
- The project funds one director, two managers, two support staff, up to half of a state program coordinator, and half of an accounting officer in addition to portions of general DPS work. Costs are split evenly between federal 402 and state funds. The other program coordinators and the research analysts are funded in specific program areas.
- The state accounting system (SWIFT), the NHTSA’s Grant Tracking System, and the OTS’ internal spreadsheets provide the OTS with the financial information needed to effectively manage the budget and adhere to financial statutes and procedures.
- The State implemented SWIFT on July 1, 2011. The new system continues to evolve to accommodate all users’ needs. The e-grants system continues to develop and all of the FFY13 grants are processed through the e-grants system. The DPS continues to work diligently to make improvements.
- In December of 2011 Donna Berger accepted the role of Director of the Office of Traffic Safety and the office continues its mission with the consistent leadership she provides. The Research, Evaluation and Traffic Records Manager position is filled by Kathleen Haney in a work out of class assignment. The Traffic Records position is vacant for the time being.
- The Office hired a program coordinator to fill behind the coordinator who was promoted within the office.

- The OTS has developed and implemented a more structured approach to training new employees.
- The TZD partnership and leadership teams continue to meet and work progresses on the implementation of the Strategic Highway Safety Plan.

**Future Strategies:**

The OTS strives to continually improve training opportunities and the office environment to retain qualified staff. Activities from the SHSP continue to be merged into the various traffic safety programs. The SHSP will be updated to reflect the requirements of MAP-21.

**Occupant Protection**

In 2012, 93.6% of Minnesotans wear seat belts – Enforcement of the primary bill will help to reach the final 7%

Much of Minnesota’s traffic safety program is devoted to changing the behavior of those motorists who do not use seat belts or properly restrain children in child safety seats. The OTS devotes one program coordinator to administer the OTS’ occupant protection (OP) and Child Passenger Safety (CPS) programs. The OP/CPS coordinator is involved with law enforcement efforts and educational programs to increase seat belt use and correct child restraint use. Activities aimed to increase the use of restraints are critical components of enforcement, public information, and teen outreach projects. The combination of enforcing Minnesota’s seat belt law and visible public information about these efforts is a critical mission aimed at increasing belt use statewide. The May and October mobilizations are part of the statewide efforts to increase belt use. In 2011 an additional seat belt enforcement wave was added in April to focus on teen drivers after school in rural Minnesota. The Child Passenger Safety (CPS) program leads efforts to support the education of parents/caregivers on how to properly transport children in child restraint systems.

**Occupant Protection Program Objectives:**

- Increase the rate of seat belt use in Minnesota
- Target Minnesotans with the lowest seat belt use rates
- Decrease the percentage of unrestrained child occupant fatalities and serious injuries
- Decrease the percentage of misuse of child restraint systems
- Partner with other agencies and individuals dedicated to increasing seat belt use and improving Minnesota’s seat belt policies

**Results:**

- Belt use reached 93.6% statewide in 2012 using NHTSA’s new seat belt survey design criteria
- Seat belt use among 16-29 year olds reached a new high of 93.3%
- Seat belt use for pickup truck drivers went down slightly from 88% in 2011 to 87.2% in 2012
- 2,026 child safety restraint systems were distributed to low income families with education provided by a variety of trained CPS advocates, primarily through public health agencies

**Future Strategies:**

For 2013, the OTS will continue to implement seat belt enforcement programs in conjunction with an October *TZD Enforcement* wave, April *TZD Enforcement* young driver wave, and the National *Click it or Ticket* Mobilization in May. Educating Minnesotans about the requirements of the booster seat law will continue. Emphasis will remain on belt enforcement in the evening hours when a higher percentage of severe injuries and fatalities are known to be unbelted. The OTS will also continue to publicize training opportunities led by certified CPS instructors for advocates interested in CPS.

## **Impaired Driving**

Support for a broad-range of impaired driving programs – effective in changing the behavior of a vast array of impaired drivers

Minnesota supports a comprehensive impaired driving program that evaluates the complex problem of impaired driving and determines programs that are effective in reducing alcohol-related deaths and severe injuries. An effective impaired driving program must support projects that are successful on a broad range of impaired driving issues from young and inexperienced drinking drivers to hard core drinking drivers.

Minnesota continuously seeks to improve current impaired driving projects. In addition, new projects are developed that support the statewide goal to reduce alcohol-impaired deaths and severe injuries. Careful consideration is taken to determine how new projects can be implemented and woven into the current strong impaired driving program. In the past, Minnesota has been fortunate to develop synergy by combining NHTSA funding with Enforcing Underage Drinking Laws (EUDL) funds received from the Federal Department of Justice, Office of Juvenile Justice & Delinquency Prevention. These funds are designed to be administered to enforce underage drinking laws and to reduce youth alcohol access and use. While limited funding will still be available for the 2013 fiscal year, future funding will be eliminated and OTS will redirect funds to support programs designed to reduce drinking and driving by the underage population.

### **Impaired Driving Program Objectives:**

- Decrease the percentage of alcohol-impaired fatalities and alcohol-related serious injuries
- Increase the number of Driving While Impaired (DWI) arrests – an arrest is a key deterrent for impaired driving
- Educate key stakeholders of the impaired driving arrest process (both law enforcement and the courts), on proper procedures, and the importance of their role in the procedure
- Promote partnerships within communities that include the courts, law enforcement, health departments, engineers, and emergency services that support and encourage traffic safety initiatives
- Design projects targeted at populations identified as over-represented in alcohol-impaired crashes: Minnesota focuses on 21-34-year-old male drivers
- Increase public awareness of the risks of driving impaired and the impaired driving enforcement efforts through high-visibility enforcement
- Promote the development of problem solving DWI courts that closely monitor repeat impaired driving offenders and consequently reduce recidivism
- Evaluate and promote the use of technologies known to reduce impaired driving; e.g., ignition interlocks
- Support and promote the development of a Model Impaired Driving Records Information System

### **Results:**

- Based on data from the Fatality Analysis Reporting System (FARS), the number of alcohol impaired (0.08 alcohol concentration or above) driving fatalities decreased from 128 in 2010 to 109 in 2011, a nearly fifteen percent reduction. Alcohol-related severe injuries unfortunately increased last year from 280 in 2010 to 301 in 2011. The most significant area of concern remains the 20-29 year-olds; nearly 40 percent of all alcohol impaired fatalities are in that age group and 51 percent of traffic crash fatalities in that age-group were impaired.
- The number of DWI arrests remains rather consistent with the previous year's arrests, 29,443 in 2011 compared to 30,129 in 2010. The number of recorded DWI arrests for 2011 will increase slightly in the next few months as additional offenses are received from law enforcement. The number of 2011 arrests falls within the low range compared to past years. Antidotal information received from law enforcement indicates that drinking establishments have parking lots full of cars owned by people making a decision not to drive after drinking. OTS attributes this to high-visibility enforcement efforts encouraged to create a much stronger general deterrence.

- All law enforcement officers that work funded programs are trained in Standardized Field Sobriety Testing (SFST), SFST Drugs that Impair, and Occupant Protection Usage and Enforcement (OPUE). Officers are required to take a DWI Update course if the SFST course was completed more than five years ago. The Traffic Safety Resource Prosecutor provided several courses, webinars and training tools to assist prosecutors with successfully prosecuting DWI cases.
- Two statewide impaired driving mobilizations were conducted, one in December and one in August/September. Additional year-long sustained enforcement efforts were conducted in the 20 counties with the highest number of alcohol-related fatalities and severe injuries. To increase the effectiveness of this enforcement effort, paid media was purchased and earned media encouraged. The enforcement activity resulted in 147,156 stops and 3,324 DWI arrests. Funding for the impaired driving enforcement was provided through the county-wide *Toward Zero Deaths* Enforcement grant. This new consolidated enforcement program provides for a more coordinated and focused enforcement program.
- Minnesota has twelve DWI courts and eight Drug Courts that accept DWI offenders which covers nearly one-fourth of Minnesota's counties. During this year the funded programs admitted 259 people into a DWI Court: 140 graduated, 30 were terminated and 291 are currently enrolled (current enrollees include some from the previous year as the program runs for two years). Ten DWI Court graduates incurred an additional DWI arrest.
- Minnesota's new law that strongly encourages the use of ignition interlock was effective July 1, 2011. Approximately 5,000 DWI offenders are driving legally and safely using ignition interlock and less than one percent have reoffended while in the program. Over 1,800 people have graduated from the program and less than one percent of these have incurred an additional DWI offense after removing ignition interlock. OTS contracted with the Traffic Injury Resource Foundation (TIRF) to review the state's program and offer recommendations for improvement.
- The Minnesota Model Impaired Driving Information System continues to expand and law enforcement's use of the DWI eCharging system has significantly increased. Approximately, 35 to 40% of DWI arrests are processed through the DWI eCharging system totaling over 10,000 arrests. New breath testing instruments that integrate with the DWI eCharging system have been purchased and deployed throughout the state. Additionally, the system integrates the state's lab that processes blood and urine results with the driver license data base, providing immediate and accurate information regarding the offender.
- Minnesota has changed the manner in which telephone surveys are conducted. Instead of surveys being conducted prior and after a mobilization, one survey is conducted in midsummer that provides more in-depth information. Results from the survey that was conducted in July 2012 indicated:
  - Perceived likeliness of being stopped for impaired driving continues to increase; 44% of respondents indicated they'd be "Very likely" to be stopped if they drove when the amount of alcohol in their body was more than the law allows. The highest percentage reported in the past was 42%.
  - Respondents under 35 are statistically more likely to believe someone who drives after drinking will be arrested. This is also the perception among young unmarried males. Females are statistically more likely than males to perceive this level of enforcement.
  - Two-thirds of respondents heard about the increased enforcement and one-third of urban respondents personally experienced driving through an increased impaired driving enforcement area in the past 30 days.
  - Television is the most commonly identified source for awareness of impaired driving messages. The second most common source of the message is electronic roadway signs. Roadway signs are often provided at no costs through our partnership with the Department of Transportation.
  - One-third of respondents were aware of the ignition interlock program, with the highest percentage, 47%, being males over the age of 35.



**Future Strategies:**

The OTS will be changing its focus from alcohol-related crashes to impaired driving crashes, those with an alcohol concentration (AC) level of 0.08 and above. This change will keep Minnesota in line with the focus of the National Highway Traffic Safety Administration. The average alcohol-related fatality has an AC of 0.16 and very few alcohol-related crashes have an AC less than 0.08, therefore problem identification will not significantly change. Impaired driving crash information will be provided to the public and the term drunk driving will be commonly used when working with the media since it provides a more understandable message to the public.

**Enforcement and Education**

In federal fiscal year 2013, OTS will continue to support the two national mobilizations statewide. Additional funding will be provided to the top 25 counties with the highest number of impaired driving fatalities and severe injuries. This additional funding will provide enhanced impaired driving enforcement where nearly 70 percent of impaired driving fatalities and severe injuries occur. High-visibility enforcement will be mandated in all grants. Paid and earned media will continue to support enforcement efforts.

**Community Programs**

Implementation of community programs, such as alternative transportation and employer traffic safety education programs will be encouraged through Safe Roads grants provided to communities. A contractor will be working with four communities to implement a program called "dyRide" that provides a step-by-step approach for implementation of an alternative transportation program.

**DWI Court**

OTS will continue to support the expansion of DWI Courts. In FFY13 there will be 12 funded DWI courts and 8 additional hybrid courts that accept DWI offenders. A statewide Drug Court Conference will be held spring/summer of 2013. A comprehensive evaluation of DWI Courts is expected to be completed in FFY13.

**Training**

Law enforcement will continue to be required to take occupant protection and usage, standardized field sobriety (SFST) and SFST Drugs that Impair in order to work federally funded enforcement. Minnesota is a pilot state for NHTSA's version of the online ARIDE Program. If the pilot is a success, OTS will develop a plan for expansion of the online program. The DRE Training Program is currently on hold until an investigation into allegations regarding law enforcement behavior during training is completed. OTS continues to support the DRE Program and will look for alternative methods to train law enforcement to detect drugs. The Traffic Safety Resource Prosecutor will be reaching out to prosecutors and provide training as needed.

**Ignition Interlock**

Expansion of a strong ignition interlock program will continue to be a focus. An Ignition Interlock Criminal Justice Training day will be held in February. To encourage our judicial partners to promote safe and legal driving through the use of ignition interlocks, grants will be provided to counties that are willing to implement a judicial ignition interlock program that coordinates with the current administrative ignition interlock program. A contractor will be hired to create a service provider and vendor oversight program to help maintain the integrity of the program.

**Technology**

Two deployment managers have been hired to deploy the DWI eCharging program statewide. Officers that have been trained find the program greatly expedites the DWI process and the system assures swift and certain sanctions for those that drive impaired. Once all DWI arrests are processed through the system, OTS will have immediate access to a multitude of data elements regarding an arrest.

## Police Traffic Services

Effective and efficient traffic law enforcement – the core of a sound traffic safety program

Police Traffic Services focuses on training, equipping, motivating, and mobilizing law enforcement on traffic safety issues with impaired driving and the use of passenger protection as the highest priorities.

Minnesota's *Toward Zero Deaths* Enforcement Program incorporates the national and statewide mobilizations as part of the overall plan. Based on problem identification, additional funding is provided to specific law enforcement agencies to conduct highly-visible enforcement focused on specific behaviors, e.g. DWI. Some agencies which are unable to commit the resources to being a full TZD Enforcement partner enter the *TZD Enforcement Challenge*, a smaller grant award based on an agency's commitment to traffic safety. Others agencies participate in the national mobilizations and report their successes through a website. Minnesota has been fortunate to have very committed law enforcement liaisons that keep the program a priority locally and aid agencies in a myriad of ways.

### Police Traffic Services Program Objectives:

- Reduce the number of traffic fatalities and serious injuries
- Increase seat belt use as shown by observational studies
- Decrease impaired driving as shown by the percentage of crash deaths that are alcohol-impaired
- Maintain the number of agencies participating in the national mobilizations
- Maintain the percentage of Minnesotans covered by agencies participating in the Minnesota *TZD* Enforcement Programs and national mobilizations
- Increase the perception of the likelihood of receiving a citation or being arrested for violating traffic laws through conducting highly-visible enforcement
- Increase the public's recognition of law enforcement traffic safety emphasis waves

### Results:

- In 2011, 368 people died on Minnesota roadways: this is the lowest number since 1944
- The number of serious injuries reached a new record low of 1,159 in 2011
- Seat belt use, as shown by observational surveys, reached a new high of 93.6% in 2012
- The 109 alcohol impaired fatalities in 2011 was the second lowest number since Minnesota began tracking this number in 1984
- Two-thirds of Minnesota counties participate in the *TZD* Enforcement Program. The 290 law enforcement agencies that receive funding stopped 147,156 people which resulted in 3,324 DWI arrests, 21,519 seat belts citations and 106,453 total citations.
- Minnesota has changed the manner in which telephone surveys are conducted. Instead of surveys being conducted prior and after a mobilization, one survey is conducted in midsummer that provides more in-depth information. Results from the survey that was conducted in July 2012 indicated:
  - Fifty-one (51) percent of survey respondents have read, seen or heard about seat belt law enforcement efforts in the past 30 days. In particular, 57% of males have noticed these efforts versus 45% of females.
  - Thirty-five (35) percent of respondents indicated they'd be "Very likely" to be issued a citation if they did not wear their seat belt and 27% of respondents indicated they would "Very likely" be issued a speed citation if they traveled over the speed limit.
  - Nearly three-quarters (74 percent) of respondents recall seeing or hearing the *Click It or Ticket* slogan in the past 30 days. Young respondents (under 35), and especially young urban respondents, are most likely to be familiar with *Click It or Ticket*.

### Future Strategies:

Overall, the Minnesota public and enforcement communities identify with and support the enforcement programs. Evidence strongly supports that the combined efforts of increased enforcement with paid and earned media that supports the enforcement message have a positive impact on improving driver behavior. The telephone survey conducted in July 2012 supports that evidence and indicated that there is a strong correlation between perceived risk of a citation and behavior. The OTS will continue to

emphasize high-visibility enforcement and nighttime seat belt enforcement. National best practices and local successes will continue to be incorporated into our successful program as well as those suggested by our federal partners.

In cooperation with the City of Saint Paul, the OTS has developed a Real-time Online Activity Reporting System (ROAR). ROAR collects officer activity during grant funded shifts and compiles the information into reports that can be used to provide oversight of the program. As a result, law enforcement will be spending more time on the road conducting high-visibility enforcement and less time doing administrative activity. The program was piloted in FFY12 and all law enforcement agencies will be required to use it in FFY13.

## **Traffic Records**

Accurate, complete, timely & accessible data – the foundation of any traffic safety program and the only method for evaluating progress

Traffic records form the foundation for managing safety programs and traffic safety policies within the state. The 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 from traffic safety, highway infrastructure, law enforcement, adjudication, public health, injury control, private industry, motor vehicle and driver licensing agencies, and motor carrier agencies. Its mission is to ensure high quality traffic records data, information, and systems in order to improve roadway transportation safety.

The TRCC's goals are to make improvements in the NHTSA "6-pack": improvements in six areas across six systems. Projects are designed to improve the timeliness, accuracy, accessibility, completeness, uniformity and integration of traffic related data held in the crash, driver license, motor vehicle registration, roadway, EMS/injury surveillance, and citation/adjudication systems.

### **Traffic Records Program Objectives:**

- Ensure the collection of complete, timely, and accurate data
- Foster productive partnerships
- Seek input from traffic records stakeholders
- Enhance, maintain and integrate high quality data
- Make data available for analysis in problem identification and program evaluation

### **Results:**

- Expanded use of the web based crash report entry feature (98+% of crashes are reported electronically) has led to significant gains in the timeliness of crash data
- The TRCC continues to meet regularly and plan effective strategies for data systems improvements by moving ahead to make sure all system stakeholders are informed of upcoming changes and innovations and that the TRCC does its best to implement improvements
- The DPS in partnership with MnDOT contracted with a business analyst to complete requirements gathering for a replacement Crash Records system
- The OTS has two researchers who produce documents concerning Minnesota's motor vehicle crashes. Two major publications produced by the OTS are *Minnesota Motor Vehicle Crash Facts* and *Minnesota Impaired Driving Facts*. These reports are excellent resources for persons interested in traffic crash and impaired driving issues in Minnesota. The OTS research and evaluation staff performs problem identification and program evaluation.

### **Future Strategies:**

The Crash Records System project will continue with the requirements document driving a Request for Information to be released in early 2013. Minnesota will need to have a Traffic Records Assessment in 2013 as well. When the results of the assessment are complete the TRCC will update the Statewide Traffic Information Systems Strategic Plan. The Department of Public Safety's Minnesota License and Registration System (MNLARS) will continue in development.

## Community Programs

Community activities and coalitions – dedicated advocates working together to make their roadways safer, bringing people together through regional projects and conferences

Involving people at the community level is essential to raise awareness of and to decrease traffic fatalities and serious injuries. Communities that are aware of the relative costs and risks posed by traffic crashes are more likely to devote energy and resources to becoming proponents of traffic safety. Community involvement is fostered through the development of Paid Media and Media Relations, implementation of the Network of Employers for Traffic Safety (NETS) Programs, supporting efforts of the *Toward Zero Deaths (TZD) Safe Roads Coalitions*, facilitating the Annual *TZD* Conference, and providing Regional *TZD* Support.

Collectively, these community programs develop partnerships with community members who are concerned with traffic safety issues and work within healthcare, education, engineering, emergency response, law enforcement, the judicial system, local businesses and faith communities. Communities are empowered to utilize evidence-based solutions to address traffic safety issues identified by local crash data. Evaluation of public perceptions and program interventions also play a part. With engaged community members focusing on traffic safety issues, the OTS' goal of moving toward zero deaths becomes more attainable.

### Communities Program Objectives:

- Increase Minnesotans' awareness of traffic safety issues and enforcement activity through public education and media relations
- Increase awareness of the *TZD* Program mission, goals, strategies and evaluation measures throughout Minnesota
- Encourage the formation of regional partnerships
- Expand the number of active coalitions and diverse backgrounds of members in all areas of the state, with an emphasis on rural areas

### Results:

- Numerous public information/education activities, as well as paid media, increased Minnesotans' awareness of our programs and traffic safety issues
  - Increased the use of social media and online venues to target messaging
- Both ends of the age spectrum were addressed; one through an Older Driver Working Group and the other through an education program aimed at parents of teen drivers
- Telephone surveys of Minnesotans were conducted to assess awareness of enforcement efforts and self-reported changes in behavior
- *TZD* annual conference and stakeholders' breakfasts were conducted to provide outreach to partners
- The number of *TZD Safe Roads Coalitions* increased from 16 in 2011 to 22 in 2012: coalitions continue to work together on regional activities and sharing information
- The *TZD* Program continues to coordinate efforts to advance traffic safety with regional partnership projects including regional seat belt surveys

### Future Strategies:

For 2013, the OTS will continue to support various community programs. The OTS will continue to challenge complacency toward traffic crashes through our Public Information & Education (PI&E) and paid media efforts as well as working through the *TZD Safe Roads Coalitions* to enhance local ownership in addressing traffic safety issues. The *TZD* conference will continue to offer breakout sessions that provide information on best practices and effective countermeasures to community stakeholders. These sessions will continue to address traffic safety solutions from specific disciplines, as well as from a multi-disciplinary angle. Focus will continue on older drivers and teens as well as other needs identified through data analysis.

## Motorcycle Safety

Minnesota continued to see a decrease in motorcycle fatalities in 2011

In 2011, 42 motorcycle riders and passengers were killed in crashes. This is the first time Minnesota has had three consecutive years of a reduction in motorcycle crash fatalities, and 40% fewer than the 72 deaths in 2008. Licensed operators and registered motorcycles continued to grow to new all-time highs of 398,092 and 232,274 respectively. The Minnesota Motorcycle Safety Program (MMSP) conducts rider training courses, targeted public information campaigns, and an evening testing program for motorcycle license endorsement to improve motorcyclist safety.

### Motorcycle Safety Program Objectives:

- Reduce the number of motorcyclist fatalities
- Reduce the rate of motorcyclist fatalities per 10,000 registered motorcycles
- Reduce the number of unhelmeted motorcyclist fatalities
- Reduce the number of fatalities involving a motorcycle operator with a BAC of .08 or above

### Results:

- The number of motorcyclist fatalities decreased from 45 in 2010 to 42 in 2011
- The number of unhelmeted motorcyclist fatalities decreased from 54 in 2008, 38 in 2009 to 26 in 2010, and continued to decrease to just 19 in 2011
- The percentage of unhelmeted motorcyclist fatalities also decreased from 57.8% in 2010 to 54.8% in 2011
- The number of fatalities involving a motorcycle operator with a BAC of .08 or above, which had increased from 11 in 2009 to 14 in 2010, decreased to just 6 in 2011; the best year on record
- The rate of motorcycle fatalities per 10,000 registered motorcycles decreased from a previous record low rate of 2.0 in 2010 to a new record low rate of 1.8 in 2011
- The crash rate per registered motorcycle decreased from 60 crashes per 10,000 registered motorcycles in 2010 to 56 in 2011
- Registered motorcycles reached a record high of 232,274 in 2011
- Rider course participation decreased by 11% in 2011. Total course enrollment was 6,754. The MMSP offers several types of courses. Rider training course totals were:
  - 5,880 in the Basic Rider Course
  - 348 in the Experienced Rider Course
  - 215 in the Moped Course
  - 99 in the Skills Re-test Course
  - 57 in Group Riding Courses
  - 59 in the Introduction to a Motorcycle Course and Basic Rider Course Refresher
  - 84 in the Civilian Police Motorcycle Course
  - 12 in the Sidecar/Trike Course
- In 2011, the MMSP conducted the first year of a two year campaign to encourage riders to take both basic and advanced training courses

### Future Strategies:

The MMSP will conduct a rider responsibility campaign in 2013. Additionally, a NHTSA Section 2010 funded motorist awareness effort will be conducted again in Minnesota's ten highest motorcycle crash counties. Finally, the MMSP will continue to support coordinated, multi-jurisdictional enforcement efforts around specific riding events with media and public information and materials support.

## Roadway Safety

The Office of Traffic Safety in partnership with the Minnesota Department of Transportation (MnDOT) and Minnesota County Engineers.

Section 164 Hazard Elimination funding, transferred to the OTS from the MnDOT because of Minnesota's insufficient sanctions on repeat DWI offenders, has been employed by the OTS toward eliminating common roadway hazards through high value, low cost countermeasures. These hazard elimination projects also are building new and strengthening existing *Toward Zero Deaths* partnerships.

Project installations included additional cable median barriers; intersection conflict warning systems; reduced conflict intersections; enhanced pavement markings; and turn lanes. Additionally a road safety audit was conducted on stretches of U.S. Highway 14, and work was begun on a best practices pedestrian and bicycle safety handbook.

### Roadway Safety Program Objectives:

- Create a safer roadway environment
- Expand projects that provide for hazard elimination on our roadways

### Results:

- Projects were awarded that included systematic lane departure and intersection improvements and projects previously identified in Road Safety Audits
- Cable median barriers installed on high volume roadway medians have been very effective in reducing median cross over crashes
- Crash records indicate that a majority of fatal and severe injury crashes are caused by vehicles leaving the roadway. Four types of enhanced pavement markings: wide pavement markings, wet reflective pavement markings, rumble strips, and rumble stripEs have been installed as a part of the statewide pavement marking project
- Of 87 counties that began work on road safety plans, 70 have been completed or are in the final phases of plan completion
  - The remaining 17 counties have begun their road safety plans
- All MnDOT districts have completed their road safety plans

### Future Strategies:

Complete road safety plans for the remaining 17 counties through workshops with *Toward Zero Deaths* partners. Complete a pedestrian and bicycle safety best practices handbook for state and county engineers. Expand the miles of cable median barriers installed. Expand the installation of intersection conflict warning systems and reduced conflict intersections at locations with a high number of serious and fatal crashes.

# Noteworthy Practices

## Enforcement

### TZD Enforcement

#### **Problem Statement:**

The three most significant contributing factors in a fatal or serious injury crash continue to be speeding, not wearing a seat belt and impaired driving. In 2011, 368 people died in traffic crashes, 109 of those were alcohol impaired, speed was a contributing factor in 86 of the fatalities, and only 128 of the vehicle occupants who died were known to be wearing a seat belt. Fear of being issued a citation or being arrested is the strongest deterrent in changing driving behavior. Law enforcement does not always have time during their regularly scheduled duties to conduct focused traffic safety enforcement so federally funded grants are a large part of the *Toward Zero Deaths* enforcement program.

#### **Objectives:**

- Increase the visibility of the enforcement effort which will be measured by increasing the perceived risk of being issued a citation for speeding or not wearing a seat belt or being arrested if the person drives impaired
- Increase DWI arrests in the 20 counties with the highest number of alcohol-impaired fatalities and severe injuries – a known deterrent for impaired driving
- Increase the number of seat belt citations written
- Decrease the number of unbelted vehicle occupants who die or are severely injured in a traffic crash
- Decrease the number of speed related fatalities and severe injuries on specific roadways
- Decrease alcohol impaired fatalities and severe injuries in Minnesota – specifically in the 20 highest counties

#### **Strategies:**

The Office of Traffic Safety will fund strong enforcement programs that develop a coordinated traffic safety program that includes well publicized, highly-visible enforcement as a priority. To encourage cooperation, only one grant per county will be accepted with minimal exception. Counties are required to develop specific goals to reduce fatalities and severe injuries, increase seat belt usage and decrease impaired driving. The OTS enforcement calendar must be followed which includes two DWI mobilizations, two seat belt mobilizations and speed enforcement to assure enforcement and paid media are running concurrently. Based on problem identification, specific grants are provided additional funds to focus on specific problem areas, e.g., DWI or seat belt usage. High-visibility enforcement is required that includes earned media and roadway signage. The DPS Office of Communications provides media kits to assist with the educational effort.

**Results:**

**Project Enforcement Activity**

During FFY12, law enforcement working grant funded overtime through the TZD Enforcement Program stopped 147,156 vehicles and issued 106,453 citations, which included 3,324 people that were arrested for driving impaired, 21,519 seat belt citations and 18,115 speed citations. Below are citations that were issued through the program.

Program	DWI	SEABELTS	SPEED	DAR/DAS/DAC	CHILD RESTRAINTS	DESIGNATED DRIVER	TOTAL CITATIONS (NOT WARNINGS)	TOTAL VEHICLE STOPS
<b>FFY 2012</b>								
TZD Enforcement Grants	3,324	21,519	18,115	5,749	1,021	3,683	106,453	147,156

**Mobilization Results**

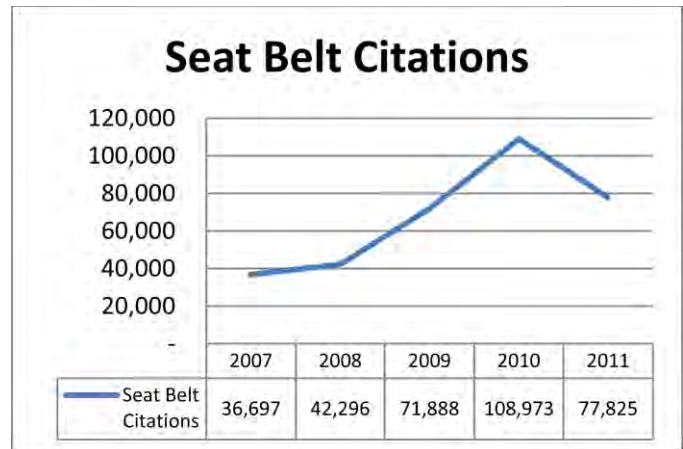
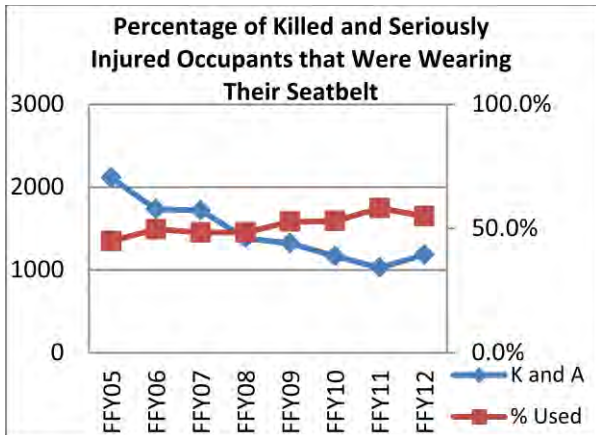
Minnesota conducted two seat belt mobilizations, two impaired driving mobilizations and summertime speed enforcement. All law enforcement throughout the state was asked to participate in the events. Approximately 300 law enforcement agencies participated in each of the mobilizations and issued 20,794 seat belt citations, 4,382 impaired driving arrests and 18,834 speed citations.

	October Seat belt Mobilization	December Impaired Driving	May Seat belt Mobilization	July Speed	Labor Day Crack down Impaired Driving
Number of seat belt/speed/DWI offenses	8,367	2,566	12,427	18,834	1,816
Number of Participating Agencies	250	314	312	271	309



### Seat Belt Citations

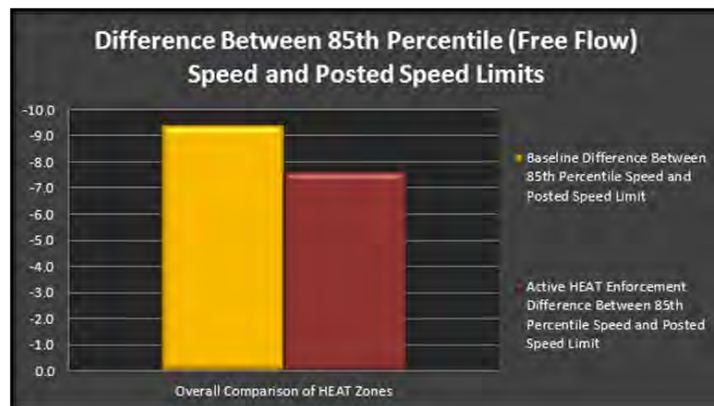
The number of seatbelt citations significantly increased in 2009 and 2010 after the passage of the primary seat belt law. As a result of the increase in compliance, citations decreased in 2011 to 77,825. As of November 1, 2012, 61,911 seat belt citations were issued statewide in 2012 and 20,992 of those were reported as issued during the May and October mobilizations. Unfortunately, the percentage of motor vehicle occupants killed or severely injured that were known to be wearing their seat belt decreased slightly and consequently the number of fatalities and severe injuries increased.



### HEAT Program Outcome

One goal of the HEAT Program is to positively affect roadway speeds on selected corridors throughout the state by increasing the level of enforcement. The 85th percentile speed is an objective measure of roadway speeds being collected before and during the HEAT program.

This graph shows a comparison of the average difference between the 85th percentile speed and posted speed limits before HEAT and During Active HEAT Patrols. Prior to HEAT, most drivers were traveling an average of 9.4 mph over the posted speed limit; during active HEAT Patrols most drivers were traveling 7.6 mph over the posted speed limit



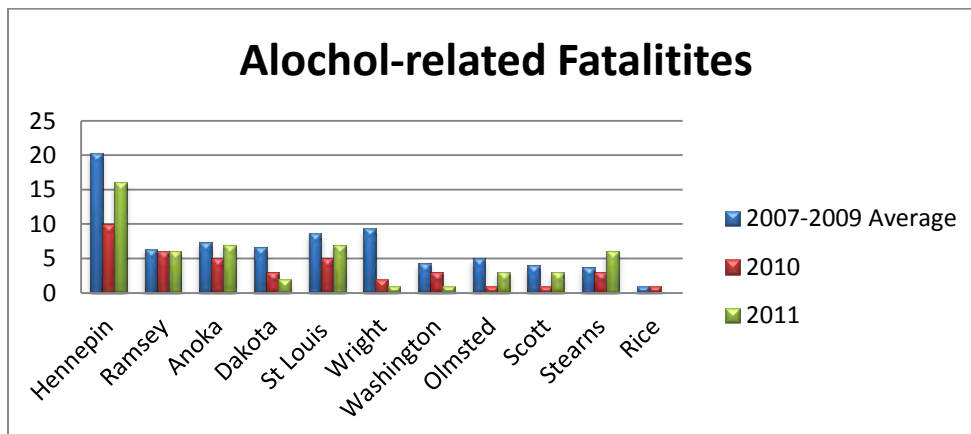
### DWI Arrest Data

The chart below compares FFY10, FFY11 and FFY12 DWI arrests that occurred in each of the 13 counties with the highest number of fatal and serious alcohol injuries. DWI arrests in the 13 counties have declined similarly to arrests statewide. FFY12 is incomplete due to process delays and pending court cases, therefore final numbers will not demonstrate such a significant drop in arrests. While it is difficult to determine a cause of the decrease, antidotal information from law enforcement is that impaired drivers continuously are more difficult to find.

County	10/1/2009-9/30/2010	10/1/2010-9/30/2011	10/1/2010-9/30/2011
Anoka	1,714	1,533	1,380
Carver	265	331	313
Dakota	2,116	2,065	1,846
Hennepin	6,403	6,569	6,830
Olmsted	882	904	800
Ramsey	3,015	2,694	2,611
Rice	344	316	316
Scott	778	671	599
Sherburne	501	430	508
Stearns	964	995	996
St Louis	1,468	1,277	1,185
Washington	1,124	1,033	961
Wright	499	580	577
<b>Total</b>	<b>30,809</b>	<b>29,415</b>	<b>28,232</b>

### Alcohol-related Fatality Comparison

Crash information is not available for the 2012 calendar year until spring of 2013. The chart below compares the number fatalities that were alcohol-related in 2010 and 2011 to the baseline of 2007-2009 average. Only counties that consistently participated in the over-time impaired driving enforcement program in past years were included in this comparison. While alcohol-related fatalities did increase in 2011 in many of the counties, alcohol-related fatalities decreased in all but one of the counties compared to the baseline of the 2007 to 2009 average.



## Phone Survey Results

- 35% of respondents indicated that they were “Very Likely” to get a ticket if they were not wearing a seat belt
- 44% of respondents indicated they’d be “Very likely” to be stopped if they drove when the amount of alcohol in their body was more than the law allows
- *Click It or Ticket* is the slogan with the highest recall in the past 30 days. Nearly three-quarters (74 percent) of respondents recall seeing or hearing the *Click It or Ticket* slogan in the past 30 days.
- The highest location where respondents received the message regarding increased enforcement was TV and the second highest location was roadway signs. These signs are used at a minimal cost in the TZD Enforcement Program to increase the visibility of the enforcement effort.

**Funding Source(s):** 20.608     164 Funding  
                                 20.601     410 Funding  
                                 20.602     406 Funding  
                                 20.608     405 Funding

### Contact Information:

**Name:** Jean Ryan  
**Title:** Impaired Driving Program Coordinator  
**Agency:** Office of Traffic Safety  
**Phone:** (651) 201-7074  
**Email:** [jean.m.ryan@state.mn.us](mailto:jean.m.ryan@state.mn.us)

## Enforcement + Technology

### 2012 Ignition Interlock

**Target:**

Drivers arrested for driving impaired

**Problem Statement:**

Repeat driving while impaired (DWI) is a serious problem in Minnesota. Forty percent of those arrested for DWI for the first time will reoffend and half of repeat DWI offenders will be rearrested. Ignition interlock programs (II) are an increasingly important tool being used nationally to reduce impaired driving. II is a breath-testing system installed on a motor vehicle that prevents the vehicle from operating when a certain level of blood alcohol is detected. In 2010, legislation was passed that required the use of ignition interlock with new administrative sanctions. This law went into effect July 1, 2011.

**Objectives:**

- Create a strong ignition interlock program that uses known best practices
- Increase the use of ignition interlock by DWI offenders
- Educate criminal justice stakeholders on how the ignition interlock device works and the effectiveness of the device
- Increase the awareness of the driving public of the ignition interlock program

**Strategies:**

OTS will provide funding to state's licensing agency to assist the agency in creating a more effective ignition interlock program. DWI offenders will be clearly informed on how to participate in the program. If it is determined that the person is unable to afford ignition interlock, the device will be provided at a reduced fee. Employment variances will be provided to drivers that only drive employer owned vehicles during the course of work. Program participation will be increased by educating DWI offenders and criminal justice stakeholders on the benefits of using the ignition interlock device. Handouts on how to get enrolled in the program will be created and distributed to licensing agents, law enforcement, probation and other locations where DWI offenders receive information. Additionally, the public will be informed about the program through the media, when feasible. National best practices will be reviewed and incorporated into the program when possible.

**Results:**

- Currently, 6,906 DWI offenders have participated or are currently enrolled in the ignition interlock program. Below is a breakdown of information regarding participants.

	Currently Enrolled	Graduated	Re-offended while in the program	Re-offended after removing the device	Voluntarily withdrew from the program	Reduced Fees Granted	Employment Variances
Number of Participants	5,025	1,881	45	11	69	220	142

- Participants are located in all of Minnesota's 87 counties with the majority (76%) being male and first- and second-time offenders (58%).
- Eleven drivers had an impaired driving offense after removing the ignition interlock device, while 45 drivers had an impaired driving offense while enrolled in the ignition interlock program; both are less than 1%. It is estimated that at least 700 impaired driving offenses were prevented due to the ignition interlock program.
- The average monthly calibration cost is \$94.00. Installation fees average \$88.00 and the average removal fee is \$45.00.

- In addition to billboards and media releases, multiple presentations were provided to criminal justice stakeholder throughout the state.
- Challenges with implementing the program continue to be: managing the growing number of interested potential participants, and assuring that participants clearly understand the consequences for program violations.
- Traffic Injury Research Foundation (TIRF) conducted an ignition interlock program review and recommended the following:
  - A vendor oversight program: OTS will be hiring a contractor in FFY13 to develop and implement a program that oversees service providers and installers.
  - Additional education of criminal justice stakeholders: In addition to continuing outreach to stakeholders, there will be a one day Alcohol Interlock Criminal Justice Training on February 22, 2013.
- A statewide telephone survey was conducted in July of 2012 which showed one-third of those surveyed were aware of ignition interlock. It also showed that males are statistically more likely than females to be aware (41 percent versus 25 percent) of this law. Also, respondents ages 35 and over are statistically more likely than younger respondents to be aware of this law.

**Funding Source:** 20.601 410 Funding

**Contact Information:**

**Name:** Jody Oscarson  
**Title:** Impaired Driving Program Coordinator  
**Agency:** Office of Traffic Safety  
**Phone:** (651) 201-7069  
**Email:** [jody.oscarson@state.mn.us](mailto:jody.oscarson@state.mn.us)

**2012 Breath Test Enhancement and eCharging Project**

**Problem Statement:**

Nearly 40% of people arrested for impaired driving are repeat DWI offenders. It is known that quick adjudication of penalties and administrative action will reduce re-offense. The current system is slow and antiquated. It takes a significant amount of time for documents to be sent to key system stakeholders and at times they are not received. Timely and accurate information is essential for an effective adjudication process.

In addition to a slow process, DWI arrests are very complicated and time consuming. For a law enforcement officer that does not commonly arrest people for impaired driving, the process can be daunting. Many forms are required to be manually completed with redundant information often causing errors on the documents. For an offender to be successfully prosecuted it is pertinent that the process is completed properly and accurately.

Law enforcement uses breath, urine and blood tests to determine if a person is in violation of Minnesota *per se* DWI law. The blood, breath and urine results are an integral piece of information for successful development of a Model Impaired Driving Records Information System (MIDRIS). The current instruments are archaic and cannot be integrated with the eCharging system because they use a dial up modem to pull data from the instruments.

**Objectives:**

The objective of this project is to develop a Model Impaired Driving Records Information System (MIDRIS) that effectively accomplishes the following:

- Appropriately identify, charge, and sanction impaired driving offenders, based on their driving history

- Manage impaired driving cases from arrest through the completion of court and administrative sanctions
- Provide stakeholders with adequate and timely information necessary to fulfill their responsibilities
- Reduce administrative costs for system stakeholders and increase system efficiencies

**Strategies:**

The Office of Traffic Safety has contracted with the Bureau of Criminal Apprehension (BCA) to enhance the eCharging system to include administrative forms that are required for a DWI arrest. This system will connect with the driver license database to provide immediate information to law enforcement on previous arrest data and driver license information and automatically populate required forms. Further, forms will be sent electronically to the state’s licensing agency to immediately record the offense on the DWI offender’s driving record and revoke driving privileges.

Evidentiary breath testing instruments will be replaced with new instruments statewide. Test results from the new instruments along with blood and urine results from the BCA lab will be integrated with the eCharging system. By integrating the new breath testing instruments and blood and urine results with eCharging, the AC level and all information collected by the instrument will automatically be added to the DWI administrative forms that are transmitted to the state’s licensing agency.

**eCharging Results**

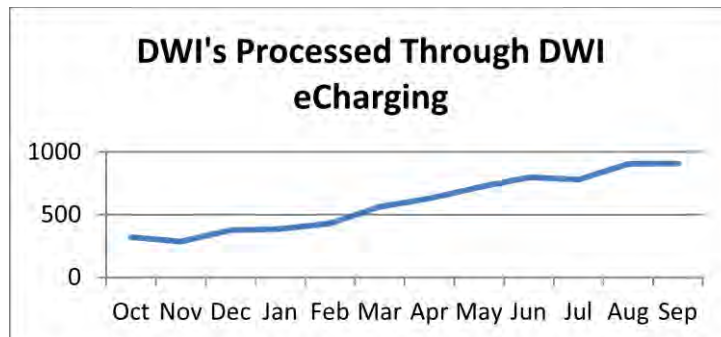
The DWI eCharging application is in the process of being deployed statewide, with additional refinements made to the system application.

The following development items were completed for DWI eCharging during FFY12:

- Creation of DWI wizard to improve system usability – feedback has been extremely positive
- Integration with new breath testing instruments; importing data from the instruments and a PDF copy of the certification document created by the instrument
- Compliance with DWI law changes to the vehicle forfeiture law that took effect in August 2012
- Notifications and workflow escalations for incomplete DWIs: this will assure that law enforcement does not forget to complete the DWI process and send the information into the state’s licensing agency
- Ability to turn the packet of DWI forms into an incident report and refer the documents to the prosecuting agency for filing the criminal complaint

The following deployment results were accomplished during the year

- Two DWI deployment managers were hired and are currently deploying DWI eCharging to law enforcement agencies
- DWI eCharging is currently being used by 167 law enforcement agencies
- Additional law enforcement agencies are scheduled for deployment, including the two largest in the state, Minneapolis and St. Paul Police Departments
- A total of 7,102 DWIs were processed using the system, approximately 25% of DWIs that will occur during the FFY
- Usage of the system continues to increase rapidly; 909 DWIs were processed in eCharging in September of 2012, compared to 256 in September of 2011, an increase of 355%
- On average, it takes officers 17 minutes to complete the DWI arrest forms



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Percent of Total DWI Processed through e-Charging	15%	14%	18%	19%	21%	27%	30%	35%	38%	37%	43%	44%

**Breath Testing Instruments Results:**

The breath testing instrument replacement project was completed in FFY12 and all instruments were successfully replaced with new instruments. Following are highlights of the project:

- The Attorney General's Office and Department of Administration thoroughly reviewed and approved the contract
- A Contract was signed which included language that stated that Minnesota did not own the Source Code but the vendor will make it available upon request and comply with judicial and administrative orders
- A validation process was completed that included:
  - Vigorous testing of eight instruments per agreement with NHTSA
  - Accuracy and linearity testing
  - Detailed mouth alcohol studies
  - Chemical interferent studies
  - Instrument flags and responses
  - Test aspects of software and communication package
  - NHTSA standards for instrument acceptance
  - ISO standards for Calibration Labs
  - Additional Black Box testing
  - Blood, Urine and Breath correlation study
- Some of the new technology and features for the DMT-G are:
  - Dual technology allows for AC measurements using IR and fuel cell
  - Dry gas allows for tighter control test results
  - Powerful embedded PC
  - Real-time graphics display of breath profile and alcohol curve during a subject test
  - Full page printouts of breath profile and alcohol curve on the test record
  - Standard white paper
  - Touch screen graphics display
  - Real-time critical instrument data such as internal voltages, temperatures etc. (locally or remotely)
  - Local access to previous tests
  - Breath test results are displayed in real time without any delay
  - Operator comments included in downloaded record
  - Breath test results are transferred in near real time for immediate use with eCharging
- The NHTSA portability requirement was complied with and included the following features:
  - Lightweight, portable unit capable of being used on AC power or 12VDC
  - Tested as a portable unit
  - Was installed in Minnesota State Patrol Batmobile
- Currently, 280 instruments are deployed and being used in the following capacity:
  - 203 test locations
  - 41 in the lab for training
  - 10 Minnesota State Patrol portable devices
  - 10 floats that will be used for replacing devices as they are repaired
- Nearly 3,500 law enforcement officers were certified on how to properly use the new breath testing instruments
- Required rule changes were completed authorizing the use of the new breath testing instruments to certify alcohol concentration levels

- Breath testing instruments were integrated with the DWI eCharging system providing electronic test results and certification documents
- The blood and urine results from the BCA lab were integrated with the DWI eCharging system

**Funding Source(s):** 20.608 164 Funding

**Contact Information:**

**Name:** Jean Ryan  
**Title:** Impaired Driving Program Coordinator  
**Agency:** Office of Traffic Safety  
**Phone:** (651) 201-7074  
**Email:** [jean.m.ryan@state.mn.us](mailto:jean.m.ryan@state.mn.us)

**Real-Time Officer Activity Reporting (ROAR)**

**Problem Statement:**

Collecting accurate traffic data for overtime enforcement shifts in a timely manner has been a difficult task.

**Objectives:**

- Use a web-based system to collect all overtime enforcement activity to improve the accuracy of the data and to ensure the data may be accessed in a timely manner
- Create an easier way to monitor grant activity

**Strategies:**

Enhance the existing ROAR system so it may be used for administration of Toward Zero Deaths Enforcement Grants and be deployed to all enforcement grantees statewide to track grant funded overtime enforcement activity. ROAR was developed by the St. Paul PD to track officer activity efficiently and in real time. The system was modified for use by multiple agencies and piloted by TZD Enforcement grantees. As a result of the overwhelmingly positive reaction, ROAR is now a requirement of these grants for FFY13.

**Results:**

- All enforcement agency grantees (approximately 290) have been trained and are using ROAR
- Approximately 4300 enforcement personnel have created ROAR accounts
- Beginning 10/1/2012, all overtime enforcement data is electronically collected
- Beginning 10/1/2012, overtime enforcement data is able to be accessed for media and monitoring purposes

**Funding Source(s):** 402 Funding

**Contact Information:**

**Name:** Lori Bounds  
**Title:** E-Grants Coordinator  
**Agency:** Office of Traffic Safety  
**Phone:** (651) 201-7077

**Email:** [loretta.bounds@state.mn.us](mailto:loretta.bounds@state.mn.us)



## Judicial

### **2012 DWI Courts**

#### **Target:**

Repeat DWI Offenders

#### **Problem Statement:**

Thirty-nine percent of DWI offenders are repeat offenders. Many of these offenders have severe alcohol abuse problems. In order to eliminate the impaired driving problem, a comprehensive alcohol program must also address the offender's abuse of alcohol.

#### **Objectives:**

- Enhance public safety by reducing the recidivism rate of hard core DWI offenders
- Increase the percentage of repeat offenders that reinstate driving privileges and drive legally
- Restore repeat DWI offenders to law-abiding citizens
- Reduce the cost to DWI offenders by breaking the cyclical process of repeated impaired driving arrests

#### **Strategies:**

This project supports courts that provide judicial leadership, multidisciplinary collaboration and local planning including substance abuse issues when working with repeat DWI offenders. The DWI Court will follow the ten guiding principles:

- Target the population – identifying a subset of the DWI offender population for inclusion in the DWI court program
- Perform a clinical assessment
- Develop a treatment plan
- Supervise the offender
- Forge agency, organization, and community partnerships
- Take a judicial leadership role
- Develop case management strategies
- Address transportation issues
- Evaluate the program
- Create a sustainable program

#### **Results:**

- Minnesota has 12 DWI courts and eight additional courts that accept DWI offenders, which covers nearly one-fourth of Minnesota's counties. Eleven of the counties receive funding from the OTS.
- During this federal fiscal year, DWI Courts that were funded by OTS resulted in the following:
  - 259 people were admitted into a DWI Court
  - 140 participants graduated
  - 30 participants were terminated
  - 291 participants are currently enrolled
  - 10 graduates from DWI court incurred an additional DWI arrest
- The following are the results of DWI Court participation since their inception:
  - 794 participants were admitted into the program
  - 458 graduated
  - 125 terminated (two re-enrolled in the program after being terminated)
  - 32 incurred an additional DWI arrest
  - 107 incurred an additional Driving After Withdrawal violation
  - 352 obtained a valid driver license

- OTS has contracted with Northwest Professional Consortium, Inc. to conduct a comprehensive process, outcome and cost analysis of Minnesota's DWI Courts. A final report is expected by October of 2013.

**Funding Source:** 20.608 164 Funding

**Contact Information:**

**Name:** Jody Oscarson  
**Title:** Impaired Driving Program Coordinator  
**Agency:** Office of Traffic Safety  
**Phone:** (651) 201-7069  
**Email:** [jody.oscarson@state.mn.us](mailto:jody.oscarson@state.mn.us)

## Occupant Protection Use

Using seat belts and booster seats remain the key to avoiding serious injury should a crash occur. One of the Office of Traffic Safety's main objectives is to increase seat belt and booster seat use in Minnesota. The passage of the primary enforcement seat belt law and the booster seat law both in 2009 strengthened that commitment. The OTS conducted an observational survey in 2012 using the new NHTSA criteria.

### Daytime Seat Belt Use Survey

#### **Objectives:**

- Design a new seat belt observation survey methodology for 2012 that meets the requirements set forth by the National Highway Traffic Safety Association (NHTSA)
- Meet the new accuracy requirements established by NHTSA
- Conduct the new seat belt use survey during June 2012
- Collect additional data on seat belt users and non-users

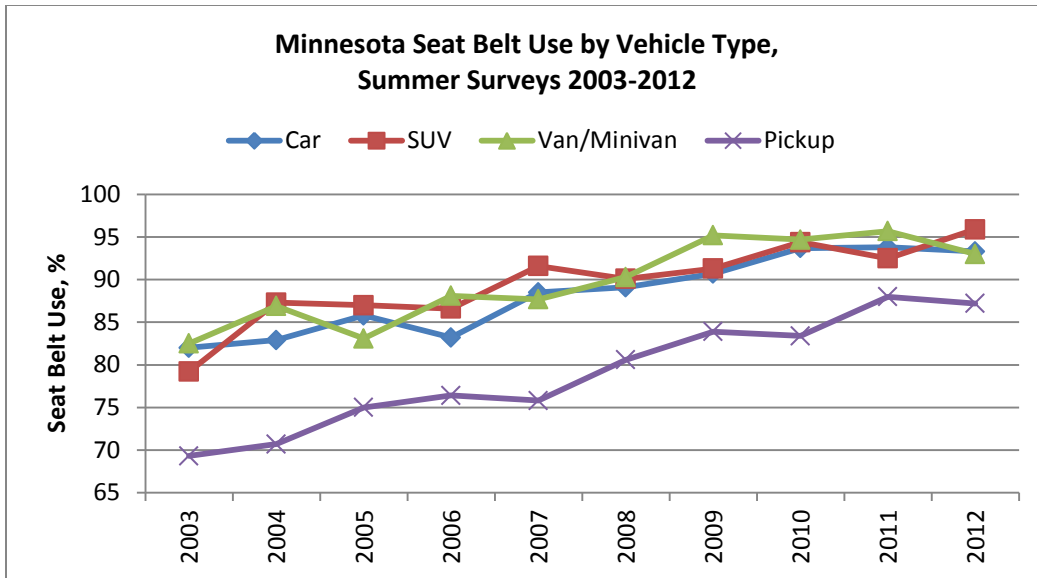
#### **Strategy:**

The June survey employed the new NHTSA approved methodology. This observation survey determines the statewide seat belt use rate and allows the OTS to collect demographic data to help target the passenger protection program, judge the success of the efforts to convince Minnesotans to wear their seat belt, and assess the *Click It or Ticket* May enforcement mobilization. Because of the differences between the new and previous survey designs OTS also conducted the previous design in August allowing the OTS to compare results from both observation surveys. Differences in the results were negligible.

The goal is to observe seat belt use of selected road segments. Mapping tools were used to identify an intersection or interchange that occurred within the road segment. If no intersection or interchange occurred within the road segment then any suitable point within the segment was used for observing seat belt use. The selected observation sites accurately represent front-outboard vehicle occupants in eligible commercial and noncommercial vehicles (i.e., passenger cars, vans/minivans, sport-utility vehicles, and pickup trucks) in Minnesota, while following federal guidelines for seat belt survey design. Each survey was analyzed by a highly recognized and respected survey statistician. The long range goal is to achieve 100% seat belt use and in turn reduce traffic fatalities and serious injuries.

#### **Results:**

- The June observational survey of seat belt use in Minnesota resulted in a 93.6 percent seat belt use rate
- Observational data was available to the NHTSA by the established timeline
- A cell phone use rate (4.4%) was calculated for Minnesota drivers; this was slightly lower than the same cell phone use rate in 2011
- Seat belt use is available by vehicle type, age group, gender, and seating position of occupant(s)
- Seat belt use among male front seat occupants was above 90% (90.4% in 2011 and a record high 91.9% in 2012)
- Seat belt use was lowest for pickup truck occupants and dropped to 87.2% in 2012 from 88% in 2011



**Funding Sources:** NHTSA Section 402 funding

**Contact Information:**

Hal Campbell  
 Evaluation Coordinator  
 Office of Traffic Safety  
 (651) 201-7078  
 E-mail: [hal.campbell@state.mn.us](mailto:hal.campbell@state.mn.us)

## **Evaluation of the Primary Seat Belt Law**

### **Objectives:**

- Analyze the impact of Minnesota's Primary Seat Belt Law on crash fatalities and injuries in Minnesota
- Analyze the impact of the law on avoided hospital charges
  - Tax dollars that would have paid for expenses charged to Medicare, Medicaid and other government insurers
- Analyze the impact of the law on seat belt use
- Report on Minnesotans' support for primary enforcement of the seat belt law

### **Strategy:**

The first goal is to use Minnesota Crash Records for analysis first comparing actual crash data from July 2009 through June 2011 to expected data based on trends from July 2004 through June 2009 and second, comparing the expected post law change injury types estimated from the July 2006 through June 2009 crash data to the actual post primary crash data from July 2009 through June 2011. A second goal is to review results of seat belt use and public opinion surveys.

### **Results:**

- The study estimates 68 – 92 fewer fatalities from motor vehicle crashes and 320 – 550 fewer serious injuries since the primary seat belt law went into effect
- An estimated \$45 million in avoided hospital charges plus more in benefits from continued productivity and earnings
- A direct savings of nearly \$10 million tax dollars that would have paid for expenses charged to government insurers
- Over 70% of Minnesotans support the primary seat belt law

**Funding Sources:** NHTSA Section 402 funding

### **Contact Information:**

Hal Campbell  
Evaluation Coordinator  
Office of Traffic Safety  
(651) 201-7078  
E-mail: [hal.campbell@state.mn.us](mailto:hal.campbell@state.mn.us)

## TZD Regional Seat Belt Surveys

### **Problem Statement:**

The annual seatbelt survey is designed to calculate a statewide usage rate and not designed to break down into different areas of the state. The Minnesota TZD effort has defined regions throughout the state to localize efforts and solutions. The TZD regions need a way to track seatbelt usage in their region to enhance problem identification and for use in evaluating programs.

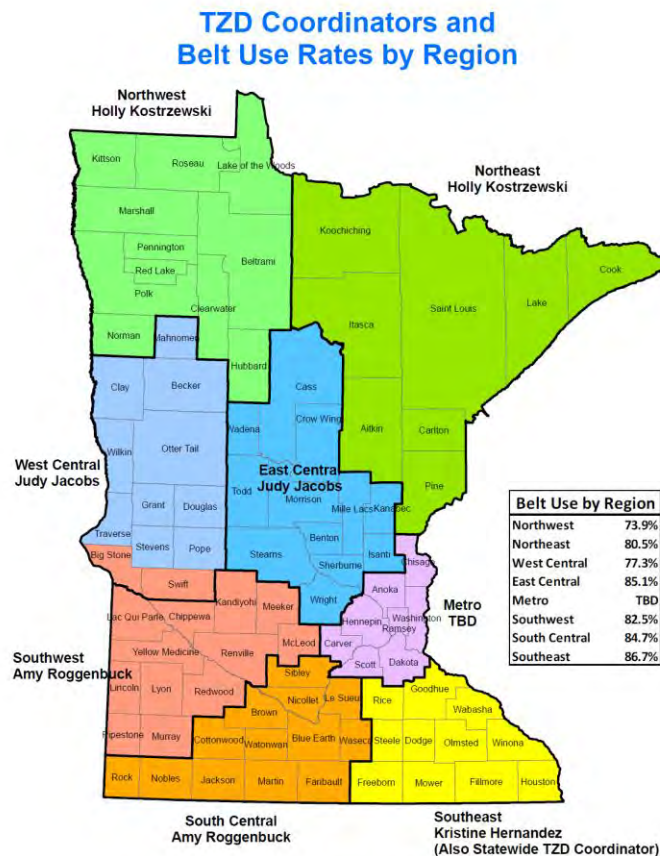
### **Objectives:**

- Design and conduct regional seatbelt observation surveys

### **Strategy:**

Using the NHTSA produced guidelines contained in *How Often Do People Use Safety Belts in Your Community?* the TZD regional coordinators conducted region wide seat belt observation surveys.

### **Results:**



**Funding Sources:** NHTSA Section 402 funding (very small amount)  
Observation costs were paid by the regions

### **Contact Information:**

Kristine Hernandez  
TZD Regional Coordinator  
(507) 286-7601  
E-mail: [kristine.hernandez@state.mn.us](mailto:kristine.hernandez@state.mn.us)

## Toward Zero Deaths + Community Programs

### **2012 Toward Zero Deaths Regional Support & Regional Impaired Driving Support**

#### **Problem Statement:**

The *Toward Zero Deaths* (TZD) program acknowledges that a decrease in traffic fatalities and serious injuries cannot be done with education or enforcement alone. Collaboration among the partners is needed to help the communities integrate all four “E’s” in their activities (Enforcement, Education, EMS, and Engineering) as well as the business and justice system partners. Each region in Minnesota has individual data pointing to different target audiences and different contributing factors. Regional coordination is needed to maximize traffic safety partner buy-in and partnering, as well as enhance the use of data driven approaches to reducing fatal and serious injury crashes.

#### **Objectives:**

- Reduce the number of fatalities and serious injuries in each region of Minnesota
- Increase the seat belt use rate in each region of Minnesota
- Increase awareness of the TZD Program mission, goals, data driven strategies and evaluation measures throughout the diverse regions of Minnesota
- Increase number and diversity of groups and attendees that participate in regional steering committees, traffic safety grant programs and regional workshops

#### **Strategies:**

- Assign 4 TZD regional coordinators covering 7 regions
- Areas of coverage-
  - 11 counties in northwestern Minnesota, 8 counties in northeastern Minnesota
  - 12 counties in southwestern Minnesota 13 counties in south central Minnesota
  - 11 counties in southeastern Minnesota
  - 12 counties in east central Minnesota, 10 counties in west central Minnesota
  - No coordinator is in place in the metro area at this time

#### **Results:**

##### Quantitative

- Seatbelt use rates for each region:
  - South East 86.7%
  - South West 82.5%
  - North East 80.5%
  - South Central 84.7%
  - North West 73.9%
  - East Central 85.1%
  - West Central 77.3%
- Regional workshop attendance in 2012:
  - Total of all 7 regions: 387
  - South East – 165
  - South West and South Central held a joint workshop – 140
  - North East – 125
  - North West – 65
  - East Central established in March 2012-no workshop held in 2012
  - West Central established in March 2012-no workshop held in 2012

- In 2012 a coordinator was hired to cover the metro area but resigned after two months; a new coordinator will be on board in 2013 to cover the metro area

**Qualitative:**

- Included in bylaws of Regional Trauma Advisory Committees that the TZD regional coordinator participate on the committee in each region
- Parent education class survey to drivers educators coordinated by TZD regional coordinators in each region
- Support of current traffic safety coalitions in region, as well as encouragement for formation of new coalitions
- Presentations made by TZD regional coordinators about local data, evidence based strategies and the TZD program at:
  - Worksites
  - Peer group meetings (i.e. county engineers, public health directors, sheriff's associations, chiefs of police associations)
  - Regional development commissions
  - Public health advisory boards
  - County and District Safety Plan workshops
  - Conferences (e.g. Tribes and Transportation, EMS, MNDOT statewide trainings and many more)

**Funding Source(s):** 402 funds and 410 funds

**Contact Information:**

Donna Berger  
 Director  
 Office of Traffic Safety  
 (651) 201-7061  
 E-mail: [donna.berger@state.mn.us](mailto:donna.berger@state.mn.us)

**Public Information and Education**

**Problem Statement:**

Each year in Minnesota, hundreds are killed in traffic crashes. Unbelted occupants, speeding, impaired driving and inattentive driving are the main factors noted in crash reports that contribute to the occurrence and severity of crashes. Changing these risky driving behaviors will reduce fatalities and severe injuries on Minnesota roadways.

**Objectives:**

- Educate the public about traffic safety issues
- Reach various target markets on the dangers of specific driving habits
- Promote change in risky driving behaviors to reduce fatalities and severe injuries on Minnesota roadways
- Assist traffic safety partners by providing needed materials for them to use as traffic safety ambassadors in communities statewide

**Strategies:** Execute a grant with the DPS, Office of Communications (OC) to utilize their marketing, graphics and media relations expertise to support the OTS initiatives and grantee activities, and to conduct ongoing outreach to the general public. OTS believes enforcement and education are most effective when working in tandem.



## Results:

### Earned Media

- The high-level intensity of both proactive and reactive communications throughout FFY 2012 secured significant media coverage throughout the year. Efforts primarily focused on promoting enforcement activity, but sustained coverage by seeking out trends, facts, topical items and other news hooks to sustain news.
- Used comprehensive editorial calendar to sustain news coverage before, during and after enforcement campaigns by seeking out fresh news hooks and opportunities.
- Provided editorial calendar updates to partners for awareness of upcoming media pushes.
- In addition to major enforcement campaigns, promoted campaigns surrounding holiday travel periods and celebratory days (St. Patrick's, Super Bowl, Halloween, Thanksgiving, etc.). Supported these efforts by distributing news releases and radio/TV PSAs and using paid media.
- Issued more than 50 news releases.
- Leveraged paid radio media (Dec. DWI, May CIOT, Labor Day DWI and "43 targeted DWI counties") with extensive on-air interview opportunities with local law enforcement representatives across the state.
- Supported May *Click It or Ticket* major enforcement campaigns with innovative news ideas: May *Click It or Ticket* — rooftop news conference featuring dynamic and dramatic digital billboards for visual.
- Executed and publicized effective teen-focused projects to address the continuing issue of teen drivers. Teen deaths have decreased significantly in recent years.
  - Teen programming included the popular TV commercial challenge contest that encourages teens to create and produce TV spots with a focus on seat belts.
  - Teen driving skills course promotion (partnership with Ford and St. Cloud State University).
- Executed and publicized impaired driving projects. This included announcement and sustaining messages of 2011 December DWI enforcement as well as news pitches to support 2012 Labor Day campaign. Another media event was the "DWI Enforcer All-Stars" — the state's top DWI enforcers. Event held at Minnesota Twins' Target Field prior to Twins baseball game to showcase the all-stars.
- Supported and advised Minnesota Department of Transportation with new pedestrian safety campaign (earned media/paid media).
- Communication activities supported all enforcement efforts with development of media material for grantee use, as well as innovative materials for grantees to communicate the message around their communities (posters, brochures, window clings, banners, yard signs, Designated Driver Gift Cards, bar coasters).
- Supplied partners with many media materials to support media efforts — template news releases (including sustaining news templates for major efforts), news conference ideas, teen outreach/social networking outreach ideas, talking points, fact sheets and more.
- Contributed to development of *Toward Zero Deaths* communications and incorporated the brand in all appropriate public messaging, collateral materials and TV advertising. Participated in various TZD meetings.
- Monitored media coverage, find opportunities to insert OTS into a message.

### Social Media

- Executed and publicized efforts with a social media angle: increased Facebook "likes" to more than 18,000; secured nearly 1,000 Twitter "followers."
- Added videos to YouTube
- Built social media calendar for the year to sustain a presence on these sites.

### Online

- Continued leading new OTS website updates for topical and relevant updates.
- Built talking points and resource webpage for partners to reference for evergreen traffic safety issues.

- Continued to develop, update and manage microsites (that serve as landing pages for ad campaigns) and MinnesotaCrashVictims.org. (This site was developed in FY09 and presents the stories and the faces behind crash data. Families can upload stories and photos of loved ones killed in traffic crashes.)
- Advised outside panel on updates to state's *Toward Zero Deaths* website redesign.

#### Creative

- Improved and updated creative stable. Produced new:
  - DWI TV; including specific Halloween DWI TV spot featuring real costumed DWI offenders and St. Patrick's Day TV.
  - Speeding enforcement campaign (print/TV/radio).
  - Seat belt (TV/radio).
  - Ignition interlock.
- Produced DWI-related "digital short" — Urinal Cake Man — to serve as social media/viral video element.
- Began development of parent-teen driving educational video and teen print execution.
- Produced/developed ongoing creative needs such as scripts, Web ads, PSAs, etc. to support paid media and PSA elements.

#### Outreach/Collateral

- Continued to revise, update and reproduce PI&E material to reflect a uniform/cohesive look for materials. Included are brochures and promotional items relating to belt use, CPS and impaired driving and more.
- Oversaw and coordinated online ordering resource catalog for partners. Distributed thousands of items to multiple private partners, schools, law enforcement, safety groups and others.
- Produced new items such as banners, window clings, yard/stake signs to promote enforcement.
- Continued partnerships with major beer distributors to promote DWI enforcement through distribution of bar coasters and window clings.
- Continued partnerships with Holiday Stationstores (gas/convenience store) to support May *Click It or Ticket* effort. Stores displayed window clings and posted on their website. Holiday provided CIOT-branded coupons provided to partners to help with outreach at high school/college locations.

**Funding Source(s):** 402, 164PM

#### **Contact Information:**

Shannon Swanson  
 Public Information Coordinator  
 Office of Traffic Safety  
 (651) 201-7063  
 E-mail: [shannon.swanson@state.mn.us](mailto:shannon.swanson@state.mn.us)

### **2012 TZD Safe Roads Program**

**Target:** TZD Safe Roads provides grant funding for local coalitions outside the Twin Cities Metropolitan Area to address traffic deaths and serious injuries in their communities. For maximum impact, TZD Safe Roads funding supported local coalitions in areas with traffic deaths and serious injuries that were above state averages in one or more key categories.

**Problem Statement:** Minnesota has too many deaths and serious injuries on its roads that occur in specific locations more often than the rest of the state.

**Objectives:**

To focus community efforts, data is used to identify locations and the appropriate strategies for combating the traffic related crashes. The data used to determine areas of need are:

- Alcohol-related traffic deaths and injuries as a rate based on population or vehicle miles traveled (VMT)
- Non-use of seat belts in traffic deaths and injuries as a rate based on population or vehicle miles traveled (VMT)
- Speed-involved crashes as a rate based on population or vehicle miles traveled (VMT)
- One of the top twenty counties with the highest number of traffic related deaths or serious injuries

**Strategies:**

Grantees were given a menu of options for activities that are based on best practices with the strongest track record of success in impacting traffic safety. The data for their specific community informed their choices of options. The applications only came from those identified options to develop activities working with local governments, worksites, schools, liquor establishments, courts, hospitals and the media. The salary was paid for the coordination of community partners to carry out the strategies and the activities to support them.

CONTRIBUTING FACTOR	OPTION	EXAMPLE ACTIVITIES
Impaired Driving, Speed, Seatbelt Use	High-visibility campaign conducted in conjunction with law enforcement <b>(Required)</b>	<ul style="list-style-type: none"> <li>• Distribution of information during mobilization periods (lawn signs, posters, social media, changeable message signs, and media interviews): Labor Day and December (DWI), July (speeding), and May and October (seat belt use). Utilize materials on the OTS website. (<a href="http://www.dps.state.mn.us/ots/enforcement_programs/default.asp">http://www.dps.state.mn.us/ots/enforcement_programs/default.asp</a>)</li> <li>• Mock crashes for youth involving enforcement officers that take place during and refer to seat belt mobilizations (May and October) to encourage seat belt use. Utilize the mock crash guide on OTS website. (<a href="http://www.dps.state.mn.us/ots/resource_catalog/forms/Mock_Crash_Guide.pdf">http://www.dps.state.mn.us/ots/resource_catalog/forms/Mock_Crash_Guide.pdf</a>)</li> <li>• Organization of media efforts, such as interviews and news conferences that take place during mobilizations and involve law enforcement in planning and in speaking.</li> </ul>
Impaired Driving, Speed, Seatbelt Use	Collaborations with local employers to develop workplace traffic safety-related policies	<ul style="list-style-type: none"> <li>• Collaborations with employers in the area to develop workplace policies with defined sanctions for non-compliance in one or more of the following areas: seat belt use, alcohol use, speeding, auto cell phone use.</li> <li>• Assistance with workplace training once policies are in place utilizing Network of Employers for Traffic Safety resources (<a href="http://www.mnsafetycouncil.org/nets/">http://www.mnsafetycouncil.org/nets/</a>)</li> </ul>
Impaired Driving, Speed, Seatbelt Use	Local government education	<ul style="list-style-type: none"> <li>• Partnerships with local governing bodies to improve ordinances related to traffic safety (e.g. social host ordinance).</li> <li>• Presentations to city and/or county officials on traffic safety issues, problems, and solutions to increase support for law enforcement and change the culture that accepts traffic crashes without complaint...</li> </ul>
Impaired Driving, Speed, Seatbelt Use	Court monitoring program	<ul style="list-style-type: none"> <li>• Mobilization of community volunteers to determine and track outcomes of DWI cases.</li> <li>• Analysis and reporting of DWI conviction rates and sentences by individual judges in your area.</li> </ul>
Impaired Driving	Support for DWI court	<ul style="list-style-type: none"> <li>• In areas where there is no DWI court, research, outline the benefits, and share information with county officials and community members.</li> <li>• In areas where there is a DWI court, develop activities in collaboration with the court to support reduced recidivism.</li> </ul>

Impaired Driving	Collaborations to improve enforcement at liquor establishments	<ul style="list-style-type: none"> <li>• Development of a method to track the point (s) of alcohol sale for those arrested for impaired driving.</li> <li>• Development and implementation of an action plan in collaboration with law enforcement and businesses to address on-sale locations with high drinking and driving levels.</li> <li>• Partnerships with liquor establishment management to increase or clarify their support of responsible server practices.</li> </ul> <p><i><u>This does not include providing the server training itself.</u></i></p>
Impaired Driving	Development of sober cab and alternative transportation	<ul style="list-style-type: none"> <li>• Development of a plan and related activities to launch or reinforce sober cab and alternative transportation options. Utilize the Safe Ride Guide on the TZD website. (<a href="http://www.minnesotatzd.org/network/state/saferide/guide.html">http://www.minnesotatzd.org/network/state/saferide/guide.html</a>)</li> </ul>

### Results: Funds Used and Projects Completed

Community	402 Funds	410 Funds	Projects Completed
Beltrami County	\$1,517.46	\$2,151.28	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Sober cab activities</li> </ul>
Crow Wing County	\$3,581.76	\$5,652.07	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Worksite education and policy efforts</li> </ul>
Dodge County	\$23,086.20	\$0	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Worksite education and policy efforts</li> </ul>
Douglas County	\$12,539.63	\$9,301.15	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Worksite education and policy efforts</li> <li>• Local government education</li> <li>• Collaborations with liquor establishment to improve enforcement</li> </ul>
Fillmore County	\$6,559.16	\$6,559.16	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Worksite education and policy efforts</li> <li>• Local government education</li> </ul>
Goodhue County	\$19,540.00	\$0	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Local government education</li> </ul>
Houston County	\$4,375.00	\$13,125.00	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Collaborations with liquor establishment to improve enforcement</li> <li>• Sober cab activities</li> </ul>
Isanti County	\$13,328.00	\$0	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Local government education</li> </ul>
Kanabec County	\$13,995.04	\$0	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Local government education</li> </ul>

Kandiyohi County	\$23,845.06	\$0	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Worksite education and policy efforts</li> <li>• Local government education</li> </ul>
Morrison County	\$8,071.51	\$9,907.82	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Sober cab activities</li> </ul>
Mower County	\$10,120.66	\$10,206.66	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Court monitoring</li> </ul>
Olmsted County	\$12,458.19	\$9,792.77	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• DWI Court</li> <li>• Worksite education and policy efforts</li> </ul>
Otter Tail County	\$5,517.78	\$10,945.82	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• DWI Court</li> <li>• Worksite education and policy efforts</li> <li>• Collaborations with liquor establishment to improve enforcement</li> <li>• Sober cab activities</li> </ul>
Rice County	\$5,995.01	\$15,523.27	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Court monitoring</li> <li>• Sober cab activities</li> <li>• Local government education</li> </ul>
Northern St. Louis County and Eastern Itasca County	\$5,193.51	\$14,898.33	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• DWI Court</li> <li>• Worksite education and policy efforts</li> <li>• Collaborations with liquor establishment to improve enforcement</li> <li>• Local government education</li> </ul>
Southern St. Louis County and Northern Carlton County	\$9,152.50	\$3,836.80	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Worksite education and policy efforts</li> <li>• Local government education</li> </ul>
Sherburne County	\$2,894.46	\$1,131.02	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Sober cab activities</li> <li>• Local government education</li> </ul>
Steele County	\$11,597.33	\$11,682.82	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Worksite education and policy efforts</li> </ul>
Wabasha County	\$22,986.40	\$0	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Worksite education and policy efforts</li> </ul>

Winona County	\$11,476.20	\$11,562.20	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Worksite education and policy efforts</li> <li>• Local government education</li> </ul>
Wright County	\$7,869.50	\$13,960.50	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Collaborations with liquor establishment to improve enforcement</li> <li>• Sober cab activities</li> </ul>

**Funding Source(s):** 402 funds and 410 funds

**Contact Information:**

Gordy Pehrson  
 TZD Safe Roads, Teen, and Underage Drinking Coordinator  
 Office of Traffic Safety  
 (651) 201-7072  
 E-mail: [gordy.pehrson@state.mn.us](mailto:gordy.pehrson@state.mn.us)

**2012 Teen Driving Initiatives**

**Problem Statement:** While many agencies, organizations and individuals are working to reduce the number of teen crashes, injuries and deaths, more needs to be done to target teens and the parents of teen drivers with effective traffic safety interventions and innovative programs.

**Objectives:**

- Reduce the number of crashes, injuries and deaths involving novice teen drivers by increasing parent awareness of teen driver safety issues and enhancing parental involvement in developing a safer teen driver.
- Enhance the awareness and availability of existing teen advanced safe-driving skills and crash avoidance programs.

**Strategies:**

In partnership with the Minnesota Safety Council Teen Safe Driving Coalition, the Office of Traffic Safety developed materials and other resources to conduct a community-based class for parents and their soon to be teen drivers. The “*Teen Drivers: The Parent’s Role*” materials were designed to be implemented as a component of driver education classroom programs with presentations from law enforcement officers and other community members concerned with teen driver safety issues.

The program goals are to:

- Increase parental awareness of teen driving risks and laws
- Increase awareness of the important role parents play in influencing their teens to drive safely
- Provide resources for parents to help them effectively fulfill their role

To effectively reach teens and parents from Greater Minnesota, the Minnesota Department of Public Safety, Office of Traffic Safety partnered with the Minnesota Highway Safety & Research Center to conduct a weekend crash avoidance skills driving event, “*Teen Driving Skills and Parent Awareness Program*,” featuring four ½ day programs that included a 1.5 hour long class designed to enhance parental awareness and involvement with teen driving issues.

**Results:**

Pilots, (conducting at least one class), of the “Teen Drivers: The Parent’s Role” program were completed in seventeen communities that didn’t have an existing parent class. All pilot participants made the decision to continue offering additional parent classes in their communities. Additionally, the materials were used to enhance existing parent classes in four other communities.

Programs were evaluated by administering pre- and post-class parent awareness surveys that measured changes in parental knowledge and confidence in understanding teen driving risks and laws. Increases in correct responses to each of the survey questions ranged from 3.5% to 56.5% respectively. Parental confidence of understanding teen driving laws increased by 38%. Program evaluations showed 99.5% of parents will use the information from the class to help their teen become a safer driver and 98.5% would recommend the class to other parents. A full 63% of the parents rated the class as excellent, 35% good, and only 2% fair.

The “Teen Driving Skills and Parent Awareness Program” was held on August 11 & 12, 2012. A total of 219 teens were trained on collision avoidance, skid recovery, off-road recovery, speed selection and in-car distraction crash avoidance skills. In addition, 211 parents participated in the 1.5 hour long parental awareness classes.

**Funds Used:**

With the exception of OTS staff time, no federal funds were used for the development and implementation of the “Teen Drivers: The Parent’s Role” programs.

The Office of Traffic safety was awarded a *Ford Driving Skills for Life* grant, presented by the Governors Highway Safety Association (GHSA) for the “Teen Driving Skills and Parent Awareness Program”.

**Funding Source(s):** 402 funds and Ford/GHSA funds

**Contact Information:**

Gordy Pehrson  
TZD Safe Roads, Teen, and Underage Drinking Coordinator  
Office of Traffic Safety  
(651) 201-7072  
E-mail: [gordy.pehrson@state.mn.us](mailto:gordy.pehrson@state.mn.us)

# FFY 2012 Paid Media Report

## Paid Media Principles

The Minnesota Department of Public Safety, Office of Traffic Safety (OTS) continues to employ paid media advertising in its communications mix. Paid media is used primarily in conjunction with enforcement, usually statewide mobilizations targeting seat belt use, impaired driving, and speeding. Paid media also complements national paid media and enforcement.

Paid media has increased in recent fiscal years, supporting increased enforcement and coinciding with increases in seat belt use and decreases in alcohol-related traffic fatalities, along with a continued and significant drop in total traffic fatalities. This year some funds were used to invest in new creative. The following table shows funding by FFY.

Year	Funds Used
2004	\$387,500
2005	\$840,000
2006	\$1,462,250*
2007	\$1,340,000**
2008	\$1,560,000
2009	\$1,890,000
2010	\$2,550,000
2011	\$2,150,000
2012	\$2,020,000

\* 2006 Includes special MnDOT funding of \$343K to support speed enforcement effort

\*\* 2007 Includes special MnDOT funding of \$150K to support speed enforcement

The analysis, negotiation, and placement of media for the OTS are handled through a professional technical contract with marketing communications agency Campbell-Mithun and Compass Point Media. Each campaign's purpose is thoroughly reviewed and evaluated to make sure the right message will be delivered to the right audience with the right medium(s). The primary target for seat belt and impaired driving paid media are men 18-34, with a skew towards less education, and lower household income. Digital Facebook Advertising layers in additional behavioral targeting to focus on users who participate in risky activities or appear to be heavy drinkers/partiers.

In addition to the primary mediums of Broadcast TV, Cable TV and Radio, other media elements are utilized to reach the intended targets of each campaign. These include Out-of-Home Advertising: Digital Billboards, Indoor Posters at hospitality establishments (restaurant and bar restrooms), and gas station pump-toppers. For Digital Advertising the focus has been utilizing the behavioral targeting capabilities of Facebook as well as the high reach capabilities of top local websites. On the local websites the executions have gone beyond standard iAB advertisements on Sports, Entertainment, and Homepages to include Homepage Takeovers during key high traffic days/holidays that include in-banner video to connect with the audience.

Paid advertising often is negotiated to deliver a value-added return, including bonus or PSA spots, additional OOH and Digital Impressions, programming sponsorships, and editorial opportunities such as radio drive-time on-air interviews.

In addition to paid media, the OTS extends the reach and frequency of its messaging through creative partnerships which deliver primarily unfunded and pro bono. Such partnerships include major and significant marketers and franchises in Minnesota, including the Minnesota Timberwolves and Minnesota Twins Baseball.



## May Mobilization Click It or Ticket Campaign

### Objectives & Strategy:

- Execute statewide campaign to increase public awareness of enforcement of seat belt laws and the importance of wearing a seat belt
- Negotiate radio and TV in top stations in metro and out-state to ensure strong statewide message
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, etc.
- Secure various appearances and on-air interview opportunities

### Results:

- **May Mobilization *Click It or Ticket* Paid Media Campaign**
  - Total budget \$200,000; **total paid media \$199,555** including traffic (\$1,455) and agency fees
  - Flight Dates: May 14-27, 2012
  - Target: M 18–34, blue-collar professions, HHI <\$30K, little or no college

#### RADIO

- **Total Radio Purchased: \$94,011**
- Radio Markets included: Alexandria, Austin, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, Hibbing/Virginia, International Falls, Little Falls, Mankato, Marshall, Minneapolis, Mora, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington
- Total Radio Stations Purchased: 76
- Total Radio Spots Purchased: 3,584
- Measured Market TRPS/Impressions:
  - Duluth: 361.4 TRPs / 92,039 GIMPs
  - Mankato: 362.0 TRPs / 67,793 GIMPs
  - Minneapolis/St. Paul: 254.2 TRPs / 983,700 GIMPs
  - Rochester: 363.4 TRPs / 75,307 GIMPs
  - St. Cloud: 317.2 TRPs / 91,347 GIMPs
- Total Radio Measured Gross Impressions: 1,310,186
- Total estimated number of on-air Interviews: 59 for a value of \$6,960
- Total estimated number of News, Weather, Traffic Sponsorships: 271 for a value of \$1,780
- 1,202 PSAs/Bonus Spots for a value of \$22,331
- **Total Radio Added Value: \$31,071**

#### TELEVISION/CABLE

- **Total TV Purchased: \$42,878**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Duluth: 41R / 2.0x / 82 TRPs
  - Mankato: 30R / 2.3x / 78.2 TRPs (Does not include MPLS Spill)
  - Minneapolis/St. Paul: 38R / 2.1x / 79.8 TRPs
  - Rochester: 34R / 2.3x / 78.2 TRPs
- Total Spots Purchased: 580
- Total PSAs: 150
- **Total TV Added Value: \$4,481**

#### OUT-OF-HOME/SPONSORSHIPS

- **Total OOH Purchased: \$61,211**
- Pumptoppers: 189 stations throughout Minnesota, 945 total ad facings: **\$37,314**
- MnTwins: ½ Inning Home Plate Signage for all Home Games, Twins Radio, Urinal Posters in May: **\$23,897**
- **OOH Added Value: Window clings at 189 stations: \$1,040**

## Speed and General Campaigns

### Rural Belts

#### **Objectives & Strategy:**

- Execute a mass media campaign with the objective to increase public awareness of increased seatbelt enforcement in the 10 rural counties with the worst seat belt usage
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, and on-air interviews

#### **Results:**

- **Rural Belts Paid Media Campaign**

- Total budget \$30,000; **total paid media \$23,515** including agency fees and traffic (\$135)
- Flight Dates: March 26<sup>th</sup> through April 8<sup>th</sup> 2012
- Target: M 18–34, blue-collar professions, HHI <\$30K, little or no college

#### RADIO

- **Total Radio Purchased: \$13,926**

- Radio Markets included: Bemidji, Duluth, Ely, Faribault Grand Rapids, Hibbing/Virginia, Little Falls, Marshall, Rochester, St. Cloud, Winona
- Total Radio Stations Purchased: 23
- Total Radio Spots Purchased: 814
- Measured Market TRPS/Impressions:
  - Duluth: 170.2 TRPs / 84,346 GIMPs
  - Rochester: 192.6 TRPs / 78,801 GIMPs
  - St. Cloud: 220.2 TRPs / 124,400 GIMPs
- Total Radio Measured Gross Impressions: 287,547
- Total estimated number of on-air Interviews: 21 for a value of \$1,796
- Total estimated number of News, Weather, Traffic Sponsorships: 98 for a value of \$287
- 284 PSAs/Bonus Spots for a value of \$4,051
- **Total Radio Added Value: \$6,134**

#### OUT-OF-HOME

- **Total OOH Purchased: \$8,682**
  - Pumptoppers: 41 stations throughout Minnesota, 164 total ad facings: **\$8,682**
  - **OOH Added Value: Window clings at 30 stations: \$165**

#### DIGITAL

- **Total Digital Purchased: \$772**
  - Facebook: 3,899,789 impressions \$772

### Distracted Driving

#### **Objectives & Strategy:**

- Execute statewide mass media campaign to drive awareness of increased Distracted Driving enforcement in April as well as during —Bck to School” in September
- Negotiate TV on top stations in metro and out-state to ensure strong statewide message
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, interviews, etc.

#### **Results:**

- **Distracted Driving Paid Media Campaign**

- Total Budget: \$170,000; **total paid media: \$157,180** including agency fees and traffic (\$1,678)
- Flight Dates: April 9<sup>th</sup> through April 22<sup>nd</sup>, September 10<sup>th</sup> through 16<sup>th</sup>, 2012
- Target: A 18–49

#### RADIO

- **Somali and Hispanic Radio Only**
- **Total Radio Purchased: \$2,806**

- Radio Markets included: Minneapolis
- Total Radio Stations Purchased: 2
- Total Radio Spots Purchased: 92
- Measured Market TRPS/Impressions:
  - Minneapolis/St. Paul: N/A
- 30 PSAs/Bonus Spots for a value of \$394
- **Total Radio Added Value: \$394**

#### TELEVISION/CABLE

- **Total TV Purchased: \$89,141**
- **Flight 1 Details:**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Duluth: 50R / 2.1x / 105 TRPs
  - Mankato: 34R / 1.5x / 51 TRPs (Does not include MPLS Spill)
  - Minneapolis/St. Paul: 58R / 2.5x / 145 TRPs
  - Rochester: 50R / 2.1x / 105 TRPs
- Total Spots Purchased: 534
- Total PSAs: 113
- Total TV Added Value: \$6,901
- **Flight 2 Details:**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Duluth: 30R / 1.7x / 51 TRPs
  - Mankato: 26R / 1.8x / 46.8 TRPs (Does not include MPLS Spill)
  - Minneapolis/St. Paul: 39R / 1.7x / 66.3 TRPs
  - Rochester: 27R / 1.5x / 40.5 TRPs
- Total Spots Purchased: 163
- Total PSAs: 29
- Total TV Added Value: \$1,385
- **Total TV Added Value: \$8,286**

#### OUT-OF-HOME/SPONSORSHIPS

- **Total OOH/Sponsorships Purchased: \$58,272**
- **MN Twins:** ½ Inning Home Plate Signage for all Home Games, Twins Radio and Urinal Posters in April **\$47,794**
- **MN Timberwolves:** Courtside Signage, Outdoor LED Boards and PA Announcements **\$10,478**

#### DIGITAL

- **Total Digital Purchased: \$5,283**
- Facebook: 27,292,405 impressions: \$5,283

### Teen-Parent

#### **Objectives & Strategy:**

- Execute a TV campaign that supports messaging that targets parents to talk to their teens about driving, as well as set rules and limitations. Timing centered around prom/ end of school year

#### **Results:**

- **Teen/Parent Media Campaign**
  - Total Budget: \$30,000; **total paid media: \$26,813** including agency fees (Traffic fees included with Distracted Driving)
  - Flight Dates: April 23<sup>rd</sup> through May 6<sup>th</sup>, 2012
  - Target: A 35-54

#### TELEVISION/CABLE

- **Total TV Purchased: \$26,813**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Minneapolis/St. Paul: 45R / 1.9x / 85.5 TRPs

- Total Spots Purchased: 34
- Total PSAs: 8
- **Total TV Added Value: \$6,309**

### Speeding Campaign

#### **Objectives & Strategy:**

- Execute a campaign that supports statewide speed enforcement in July. Goal of increased public awareness of enhanced speed enforcement, the dangers of illegal or unsafe speed, and the importance of observing posted speed limits.

#### **Results:**

- **Speeding Paid Media**
  - Flight Dates: July 9<sup>th</sup> through July 22<sup>nd</sup> 2012
  - Total Funding \$400,000.0; **total paid media \$399,845** including traffic (\$1,516) and agency fees.
  - Target: A 18 – 49, single, blue-collar profession, HHI<\$30K

#### RADIO

- **Total Radio Purchased: \$139,674**
- Radio Markets included: Alexandria, Austin, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, Hibbing/Virginia, International Falls, Little Falls, Mankato, Marshall, Minneapolis, Mora, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington
- Total Radio Stations Purchased: 72
- Total Radio Spots Purchased: 3,358
- Measured Market TRPS/Impressions:
- Duluth: 351.6 TRPs / 300,172 GIMPs
- Mankato: 300.4 TRPs / 171,800 GIMPs
- Minneapolis/St. Paul: 299.7 TRPs / 4,432,400 GIMPs
- Rochester: 362.4 TRPs / 288,073 GIMPs
- St. Cloud: 384.2 TRPs / 366,800 GIMPs
- Total Radio Measured Gross Impressions: 5,559,245
- Total estimated number of on-air Interviews: 65 for a value of \$8,601
- Total estimated number of News, Weather, Traffic Sponsorships: 192 for a value of \$476
- 1,238 PSAs/Bonus Spots for a value of \$17,554
- **Total Radio Added Value: \$26,631**

#### TELEVISION/CABLE

- **Total TV Purchased: \$88,709**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Duluth: 50R / 3.0x / 150 TRPs
  - Mankato: 38R / 1.6x / 60.8 TRPs (Does not include MPLS Spill)
  - Minneapolis/St. Paul: 52R / 3.8x / 197.6 TRPs
  - Rochester: 57R / 2.7x / 153.9 TRPs
- Total Spots Purchased: 876
- Total PSAs: 185
- **Total TV Added Value: \$4,091**

#### OUT-OF-HOME/SPONSORSHIPS

- **Total OOH Purchased: \$169,946**
- Pumptoppers: 186 stations throughout Minnesota, 930 total ad facings: **\$49,577**
  - Also includes Fillboards and Floor Graphics at 22 stations
- Digital OOH: 15 boards, 375,000 spots/flips : **\$64,053**
- MnTwins: ½ Inning Home Plate Signage for all Home Games, Twins Radio and Urinal Posters in July: **\$47,795**
- Mn Timberwolves: Courtside Signage during select games **\$5,515**

- OOH Added Value: 186 window clings: \$1,023

## **VMAs “Buckle Up Teens”**

### **Objectives & Strategy:**

- Purchase units within MTV VMA awards to support the *Buckle Up, Teens! TV Commercial Challenge*

### **Results:**

- **2012 MTV VMAs**
  - Total Budget: \$3,243; **total paid media: \$3,243** including agency fees (Traffic included under Distracted)
  - Flight Dates: September 6<sup>th</sup> 2012 plus re-runs through September 16<sup>th</sup>.
  - Target: A18-49

#### TELEVISION/CABLE

- **Total TV Purchased: \$3,243**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Duluth: 1R / 1.4x / 1.4 TRPs
  - Minneapolis/St. Paul: 1R / 1.4x / 1.4 TRPs
  - Rochester: 1R / 1.4x / 1.4 TRPs
- Total Spots Purchased: 18

## **Child Passenger Safety**

### **Objectives & Strategy:**

- Execute a TV, Digital, and Print campaign that supports National Child Passenger Safety Week and drives awareness on the importance of properly using child seats and booster seats

### **Results:**

- **Child Passenger Safety Media Campaign**
  - Total Budget: \$30,000; **total paid media: \$27,750** including agency fees and traffic (\$204)
  - Flight Dates: September 16<sup>th</sup> through September 23<sup>rd</sup>, 2012
  - Target: W18-49 plus Somali target (print)

#### TELEVISION/CABLE

- **Total TV Purchased: \$22,481**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Minneapolis/St. Paul: 40R / 1.6x / 64 TRPs
- Total Spots Purchased: 113

#### DIGITAL

- **Total Digital Purchased: \$4,320**
- Facebook: 23,191,554 impressions: \$4,320

#### PRINT

- 1x ¼ Page 4C add in Somalis Today: **\$745**

## **Other General Buys**

### **Objectives & Strategy:**

- Additional General funds used to sponsor the Minnesota Twins and Minnesota Timberwolves during time periods outside of major campaigns. Funds also used to purchase Digital OOH to showcase —Hights” spot during Click It or Ticket news conference.
  - **Total Paid Media: \$48,052** including agency fees

## **Motorcycle Awareness Campaign**

### **Objectives & Strategy:**

- Execute a campaign to drive awareness and remind the general driving audience to “look twice” for motorcyclists.

### **Results:**

- **Motorcycle Awareness Paid Media**
  - Total Budget: \$120,000 ; **total paid media: \$118,983** including agency fees and traffic (\$1,252)
  - Flight Dates: May 28<sup>th</sup> through June 24<sup>th</sup>, 2012
  - Target: A 18-49

#### TELEVISION/CABLE

- **Total TV Purchased: \$84,937**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Duluth: 56R / 3.0x / 168 TRPs
  - Minneapolis/St. Paul: 65R / 3.2x / 208 TRPs
  - Rochester: 59R / 2.8x / 165.2 TRPs
- Total Spots Purchased: 862
- Total PSAs: 184
- **Total TV Added Value: \$4,687**

#### OUT-OF-HOME/SPONSORSHIPS

- **Total OOH Purchased: \$32,794**
- MnTwins: ½ Inning Home Plate Signage for all Home Games in June: **\$32,794**

## **Impaired Campaigns**

### **December Impaired**

#### **Objectives & Strategy:**

- Execute a TV campaign to promote DWI enforcement in December to encourage motorists to plan ahead for a sober ride

### **Results:**

- **December Impaired Safety Media Campaign**
  - Total Budget: \$200,000; **total paid media: \$95,589** including agency fees and traffic (\$1,500)
  - Flight Dates: December 5<sup>th</sup> through December 31<sup>st</sup>, 2012
  - Target: M 18–34, blue-collar professions, HHI <\$30K, little or no college

#### TELEVISION/CABLE

- **Total TV Purchased: \$83,474**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Duluth: 54R / 2.9x / 156.6 TRPs
  - Mankato: 44R / 2.8x / 123.2 TRPs (Does not include MPLS Spill)
  - Minneapolis/St. Paul: 53R / 3.8x / 201.4 TRPs
  - Rochester: 49R / 3.0x / 147 TRPs
- Total Spots Purchased: 2,256
- Total PSAs: 491
- **Total TV Added Value: \$16,639**

#### DIGITAL

- **Total Digital Purchased: \$10,615**
- Facebook: 40,253,519 impressions: \$10,615

## Extended Impaired Driving Campaign

### Objectives & Strategy:

- Execute a mass media campaign to drive awareness of increased DWI enforcement in the state's 13 deadliest counties for drunk driving
- Negotiate TV on top stations in Twin Cities and other markets to ensure strong message in targeted areas
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, interviews, etc.

### Results:

- **Extended Impaired Paid Media Campaign**
  - Total Budget: \$300,000; **total paid media: \$305,139** including agency fees and traffic (\$2,552)
  - Flight Dates: March 12<sup>th</sup>-March 18<sup>th</sup>; April 30<sup>th</sup>-May 6<sup>th</sup>; June 4<sup>th</sup>-June 10<sup>th</sup>; June 18<sup>th</sup>-July 8<sup>th</sup>; July 23<sup>rd</sup>-July 29<sup>th</sup>, 2012.
  - Target: M 18-34, blue-collar professions, HHI <\$30K, little or no college

### RADIO

- **Total Radio Purchased: \$74,073**
- Radio Markets included: Duluth, Ely, Faribault, Hibbing/Virginia, Minneapolis, Mankato, Rochester, and St. Cloud.
- Total Radio Stations Purchased: 26
- Total Radio Spots Purchased: 1,835
- Measured Market TRPS/Impressions:
- **Flight 1 Details (3/12-3/18, 4/30-5/6, 6/4-6/10, 6/18-6/30)**
  - Duluth: 318.6 TRPs / 80,969 GIMPs
  - Minneapolis/St. Paul: 311.9 TRPs / 1,216,600 GIMPs
  - Rochester: 323.4 TRPs / 66,851 GIMPs
  - St. Cloud: 317.5 TRPs / 90,900 GIMPs
- **Flight 2 Details (7/1-7/8, 7/23-7/29)**
  - Duluth: 96.2 TRPs / 24,445 GIMPs
  - Minneapolis/St. Paul: 84.2 TRPs / 327,300 GIMPs
  - Rochester: 102.4 TRPs / 21,139 GIMPs
  - St. Cloud: 95.3 TRPs / 27,300 GIMPs
- Total Radio Measured Gross Impressions: 1,855,504
- Total estimated number of on-air Interviews: 55 for a value of \$12,185
- Total estimated number of News, Weather, Traffic Sponsorships: 96 for a value of \$215
- 621 PSAs/Bonus Spots for a value of \$21,309
- **Total Radio Added Value: \$33,709**

### TELEVISION/CABLE

- **Total TV Purchased: \$149,647**
- **Flight 1 Details (3/12-3/18, 4/30-5/6, 6/4-6/10, 6/18-6/30) Extended IDC 1<sup>st</sup> Half**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Duluth: 46R / 2.5x / 115 TRPs
  - Mankato: 22R / 1.3x / 28.6 TRPs (Does not include MPLS Spill)
  - Minneapolis/St. Paul: 53R / 4.6x / 243.8 TRPs
  - Rochester: 49R / 3.0x / 147 TRPs
- Total Spots Purchased: 855
- Total PSAs: 435
- Total TV Added Value: \$3,160
- **Flight 2 Details (6/11-6/24) Supplemental Weight #1**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Duluth: 39R / 1.7x / 66.3 TRPs
  - Mankato: 34R / 1.5x / 51 TRPs (Does not include MPLS Spill)
  - Minneapolis/St. Paul: 42R / 1.7x / 71.4 TRPs
  - Rochester: 37R / 1.7x / 62.9 TRPs

- Total Spots Purchased: 984
- Total PSAs: 94
- Total TV Added Value: \$1,782
- **Flight 3 Details (7/1-7/8, 7/23-7/29) Extended IDC 2<sup>nd</sup> Half**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Duluth: 33R / 2.5x / 82.5 TRPs
  - Minneapolis/St. Paul: 31R / 2.9x / 89.9 TRPs
  - Rochester: 30R / 2.5x / 75 TRPs
- Total Spots Purchased: 473
- Total PSAs: 287
- Total TV Added Value: \$982
- **Flight 4 Details (7/23-7/29, 8/13-8/26) Supplemental Weight #2**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Duluth: 52R / 2.6x / 135.2 TRPs
  - Mankato: 46R / 2.2x / 101.2 TRPs (Does not include MPLS Spill)
  - Minneapolis/St. Paul: 56R / 2.6x / 145.6 TRPs
  - Rochester: 52R / 2.3x / 119.6 TRPs
- Total Spots Purchased: 747
- Total PSAs: 273
- Total TV Added Value: \$3,263
- **Grand Total TV Added Value: \$9,187**

#### OUT-OF-HOME/SPONSORSHIPS

- **Total OOH/Sponsorships Purchased: \$54,817**
- Digital OOH: 15 boards with 222,724 total spots: \$23,824
- MN Twins: Urinal Posters and Twins Radio in June: \$15,000
- MN Timberwolves: Courtside Signage, Outdoor LED Boards and PA Announcements \$15,993

#### DIGITAL

- **Total Digital Purchased: \$23,543**
- Facebook: 13,459,379 impressions: \$4,379
- Star Tribune: 2,975,000 impressions including Homepage Takeovers, Sports, Entertainment and bonus ROS \$19,164

#### PRINT

- **Total Print Purchased: \$508**
- Mankato State University, 1x ½ PG 4C: \$508

### **Motorcycle Impaired Riding Campaign**

#### **Objectives & Strategy:**

- Execute a media campaign that drives awareness of increased DWI enforcement for motorcyclists

#### **Results:**

- **Motorcycle Impaired Riding Paid Media Campaign**
  - Total Budget: \$90,000; **total paid media: \$88,941** including agency fee (Traffic included under Extended Impaired.
  - Flight Dates: June 25<sup>th</sup> – July 22<sup>nd</sup> and August 13<sup>th</sup> – September 2<sup>nd</sup>, 2012
  - Target: M 35-54, blue-collar professions, little or no college

#### TELEVISION/CABLE

- **Total TV Purchased: \$62,492**
- **Flight 1 Details (6/25-6/30)**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Duluth: 27R / 1.6x / 43.2 TRPs



- Minneapolis/St. Paul: 28R / 1.5x / 42 TRPs
- Rochester: 34R / 1.3x / 44.2 TRPs
- Total Spots Purchased: 146
- Total PSAs: 21
- Total TV Added Value: \$644
- **Flight 2 Details (7/2-7/22, 8/13-9/2)**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Duluth: 62R / 3.9x / 241.8 TRPs
  - Minneapolis/St. Paul: 68R / 3.7x / 251.6 TRPs
  - Rochester: 71R / 3.5x / 248.5 TRPs
- Total Spots Purchased: 591
- Total PSAs: 354
- Total TV Added Value: \$4,208
- **Total TV Added Value: \$4,852**

#### OUT-OF-HOME/SPONSORSHIPS

- **Total OOH/Sponsorships Purchased: \$26,449**
- Urinal Posters: 115 –seedy bar” locations, 345 facings. Also includes 130 mirror clings at 65 bars: \$26,449

### **Labor Day Impaired Driving Campaign**

#### **Objectives & Strategy:**

- Execute statewide mass media campaign to drive awareness of increased DWI enforcement surrounding the Labor Day Holiday
- Negotiate TV on top stations in metro and out-state to ensure strong statewide message
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, interviews, etc.

#### **Results:**

- **Labor Day Impaired Paid Media Campaign**
  - Total Budget: \$230,000; **total paid media: \$382,802** including agency fees and traffic (\$3,661)
  - Flight Dates: August 13<sup>th</sup> through September 2<sup>nd</sup>, 2012
  - Target: M 18–34, blue-collar professions, HHI <\$30K, little or no college

#### RADIO

- **Total Radio Purchased: \$120,904**
- Radio Markets included: Alexandria, Austin, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing/Virginia, International Falls, Little Falls, Mankato, Minneapolis, Mora, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona,
- Total Radio Stations Purchased: 66
- Total Radio Spots Purchased: 3,817
- Measured Market TRPS/Impressions:
  - Duluth: 480 TRPs / 121,893 GIMPs
  - Mankato: 259.2 TRPs / 48,324 GIMPs
  - Minneapolis/St. Paul: 505.5 TRPs / 1,671,600 GIMPs
  - Rochester: 466.8 TRPs / 96,490 GIMPs
  - St. Cloud: 449.7 TRPs / 128,700 GIMPs
- Total Radio Measured Gross Impressions: 2,067,007
- Total estimated number of on-air Interviews: 61 for a value of \$7,682
- Total estimated number of News, Weather, Traffic Sponsorships: 303 for a value of \$732
- 1,251 PSAs/Bonus Spots for a value of \$23,157
- **Total Radio Added Value: \$31,571**

#### TELEVISION/CABLE

- **Total TV Purchased: \$65,840**

- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Duluth: 40R / 3.3x / 132 TRPs
  - Mankato: 42R / 1.8x / 75.6 TRPs (Does not include MPLS Spill)
  - Minneapolis/St. Paul: 46R / 4.4x / 202.8 TRPs
  - Rochester: 41R / 3.1x / 127.1 TRPs
- Total Spots Purchased: 1,000
- Total PSAs: 150
- **Total TV Added Value: \$2,397**

#### OUT-OF-HOME/SPONSORSHIPS

- **Total OOH/Sponsorships Purchased: \$140,535**
- Digital OOH: 15 boards with a grand total of 83,327 spots: \$11,912
- Urinal Posters: 238 locations with a total of 414 poster facings. Also includes mirror clings at 74 venues with a total of 148 facings: \$33,035
- MN Twins: ½ Inning Home Plate Signage for all Home Games, Twins Radio and Urinal Posters in August and September \$95,588

#### DIGITAL

- **Total Digital Purchased: \$45,731**
- Facebook: 13,459,379 impressions: \$7,175
- Star Tribune: 2,050,000 impressions including Homepage Takeovers, Sports, Entertainment and bonus ROS \$16,544
- Centro: 2,451,572 impressions including Homepage Takeovers, Sports, Outdoors, and Bonus ROS on DuluthNewsTribune.com, SCTimes.com and PostBulletin.com: \$22,012

#### PRINT

- **Total Print Purchased: \$6,130**
- CityPages, 2x ½ PG 4C: \$4,540
- Vitamn, 2x ½ PG 4C: \$1,590

### **Impaired - Interlock Campaign**

#### **Objectives:**

- Execute a media campaign driving awareness of the ignition interlock program available for DWI offenders

#### **Results:**

- **Interlock Paid Media Campaign**
  - Total Budget: \$100,000; **total paid media: \$70,755** including agency fees
  - Flight Dates: September 3<sup>rd</sup> through September 20<sup>th</sup>, 2012
  - Primary Target: M 18–34, blue-collar professions, HHI <\$30K, little or no college
  - Secondary Target: A 25-54

#### OUT-OF-HOME

- **Total OOH Purchased: \$67,227**
- Urinal Posters: 116 venues, 376 posters: \$27,521
- Digital OOH: 15 boards with a total of 101,579 spots: \$39,706

#### DIGITAL

- **Total Digital Purchased: \$3,528**
- Facebook: 23,797,218 impressions: \$3,528

## **Paid Media Recap**

### **Total Budget: \$2,020,000**

- Total Expenditures: \$1,948,162

### **Total General Budget: \$700,000**

- Rural Belts: \$23,515
- Distracted Driving: \$157,180
- Teen-Parent: \$26,813
- Speeding: \$399,845
- Buckle Up Teens contest: \$3,243
- Child Passenger Safety: \$27,750
- Other Programs: \$48,052
- **Total Expenditures: \$686,398**

### **Total Impaired Driving Budget: \$1,000,000**

- December Impaired: \$95,589
- Extended Impaired: \$305,139
- Motorcycle Impaired: \$88,941
- Labor Day Impaired: \$382,802
- Ignition Interlock: \$70,755
- **Total Expenditures: \$943,226**

### **Total Click it or Ticket Budget: \$200,000**

- May Click it or Ticket: \$199,555
- **Total Expenditures: \$199,555**

### **Total Motorcycle Awareness Budget: \$120,000**

- Motorcycle Awareness: \$118,983
- **Total Expenditures: \$118,983**



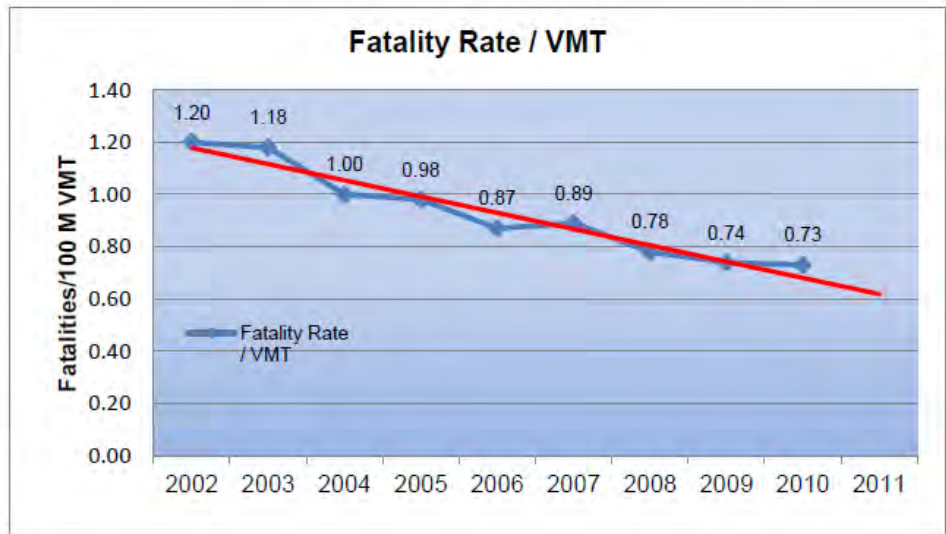
## Minnesota Performance Measures

<p><b>Goal: Fatalities</b>  <b>Making Progress</b></p>	<p>To decrease traffic fatalities <u>28</u> percent from the <u>2005-2009</u> calendar year average of <u>488</u> to <u>350</u> by December 2015.</p>
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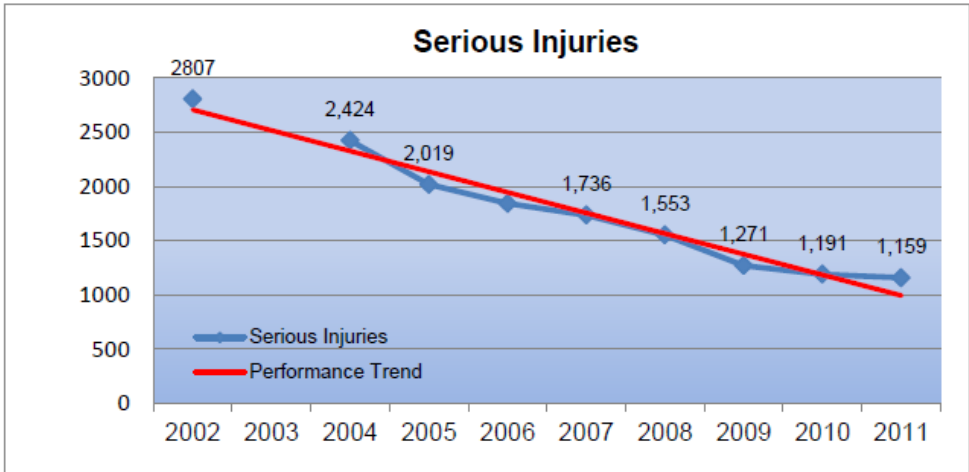
**Status:** In 2011, Minnesota reached a new record low in fatalities at 368. A new goal of no more than 350 deaths by 2014 has been adopted by the TZD community.

<p><b>Goal: Fatality Rate/VMT</b>  <b>Making Progress</b></p>	<p>To decrease fatalities/VMT from the <u>2005-2009</u> calendar year average of <u>0.85</u> to <u>0.60</u> by December 2015.</p>
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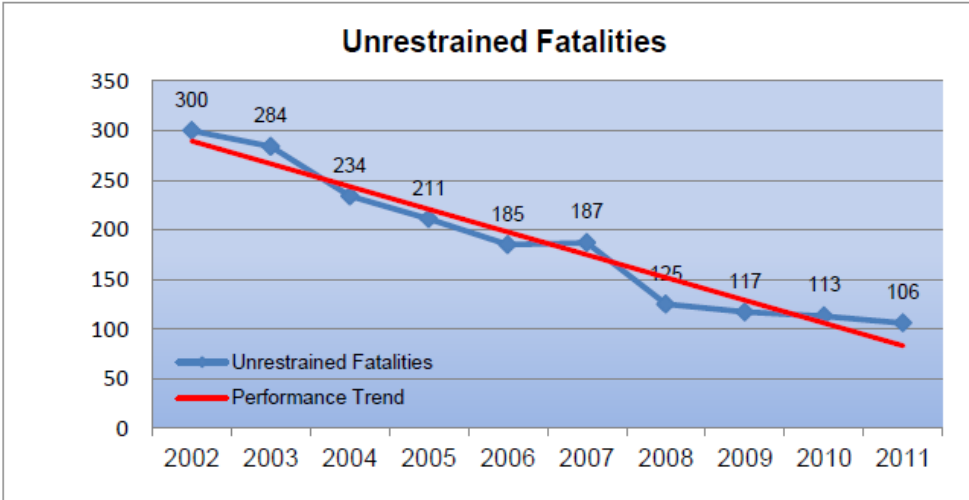
**Status:** The 2010 Minnesota Fatality Rate per 100 million vehicle miles travelled is 0.73, second lowest in the nation. Minnesota is making good progress toward the goal of 0.60 by 2015.

**Goal: Serious Injuries**      To decrease serious traffic injuries 50 percent from the 2005-2009  
**Making Slow Progress**      calendar year average of 1,685 to 850 by December 2015.



**Status:** The number of serious injuries in 2011 was 1,159: 32 fewer than 2010 but above the projected trendline. The goal of no more than 850 serious injuries by 2015 may be ambitious.

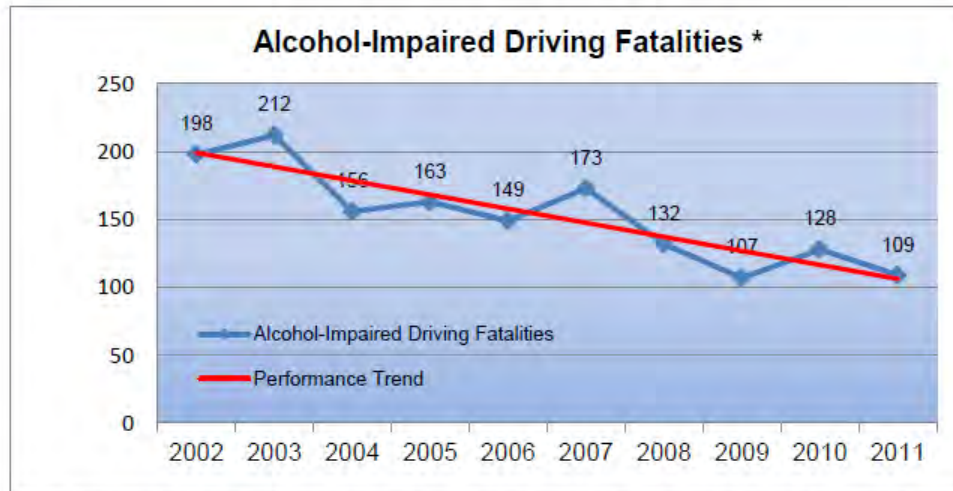
**Goal: Unrestrained Fatalities**  
**Goal Not Met**      To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 51 percent from the 2005-2009 calendar year average of 165 to 80 by December 2015.



**Status:** The 2010 goal of 100 or fewer was not met and the total for 2011 was 106. This goal may be revisited. Even though more Minnesotans than ever are wearing seat belts, those choosing not to buckle continue to make up a larger percentage of those killed in crashes.

**Goal: Alcohol-Impaired Driving Fatalities (BAC=.08+) \***

**Making Progress** To decrease alcohol impaired driving fatalities 45 percent from the 2005-2009 calendar year average of 145 to 80 by December 2015.

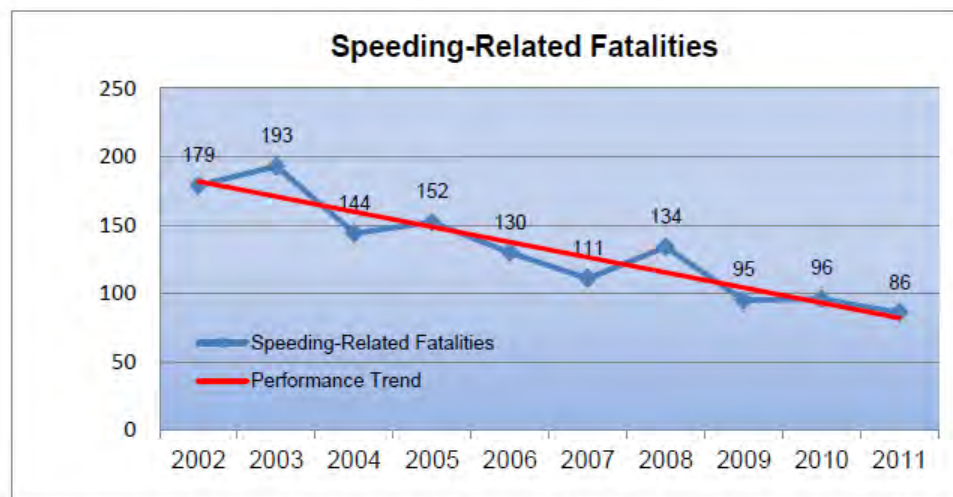


**Status:** Although there is fluctuation in the number of alcohol-impaired driving fatalities from year to year, the overall trend is downward and 2011's 109 Impaired Driving deaths is 25% lower than the 2005-2009 average.

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

**Goal: Speeding-Related Fatalities**

**Making Progress** To decrease speeding-related fatalities 35 percent from the 2005-2009 calendar year average of 124 to 80 by December 2015.

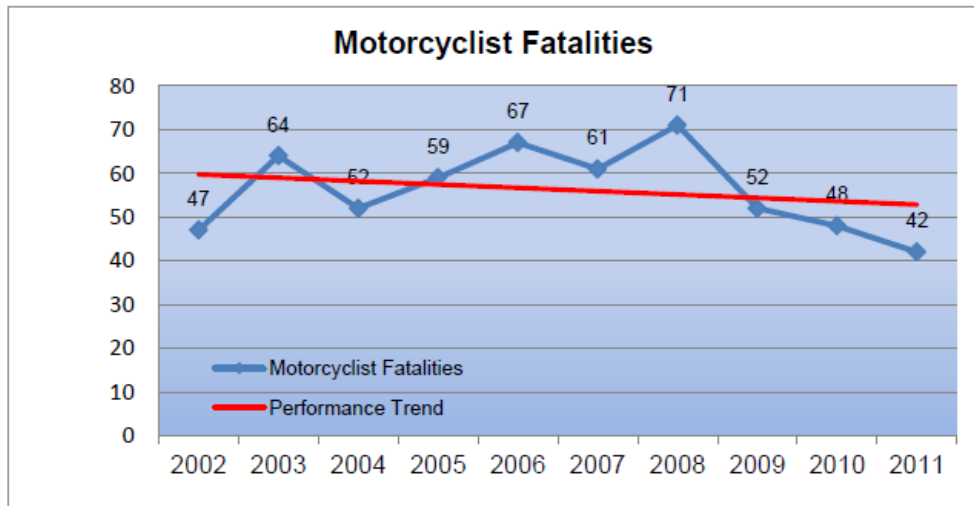


**Status:** Although there is some fluctuation in this number, the overall trend is downward and the goal for 2015 is within reach.



**Goal: Motorcyclist Fatalities**

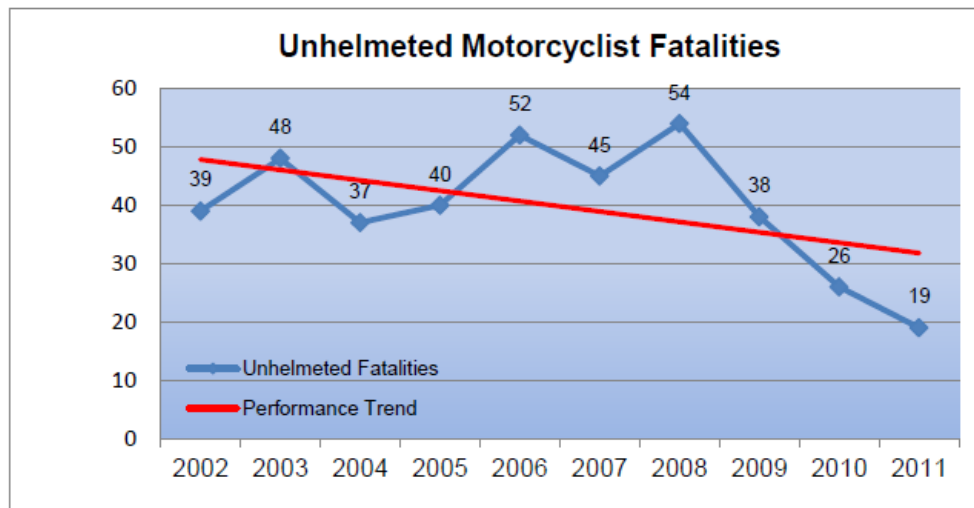
**Goal Met** To reduce the number of motorcyclist fatalities from the 2005-2009 calendar year average of 62 to no more than 60 by December 2015.



**Status:** For the first time, Minnesota has had three consecutive years of a decrease in motorcyclist fatalities. Unfortunately, fatalities are showing an increase in 2012.

**Goal: Unhelmeted Motorcyclist Fatalities**

**Goal Met** To decrease unhelmeted motorcyclist fatalities 13 percent from the 2005-2009 calendar year average of 46 to 40 by December 2015.

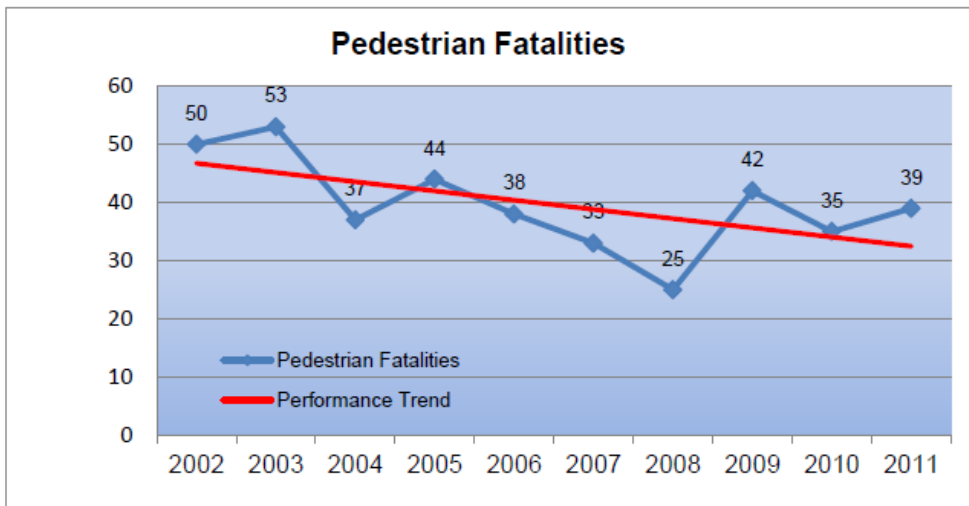


**Status:** Motorcyclist fatalities, including those not wearing a helmet, have decreased in Minnesota in recent years. However there has been an increase in 2012. This goal will be revised when 2012 data are complete.



**Goal: Pedestrian Fatalities**

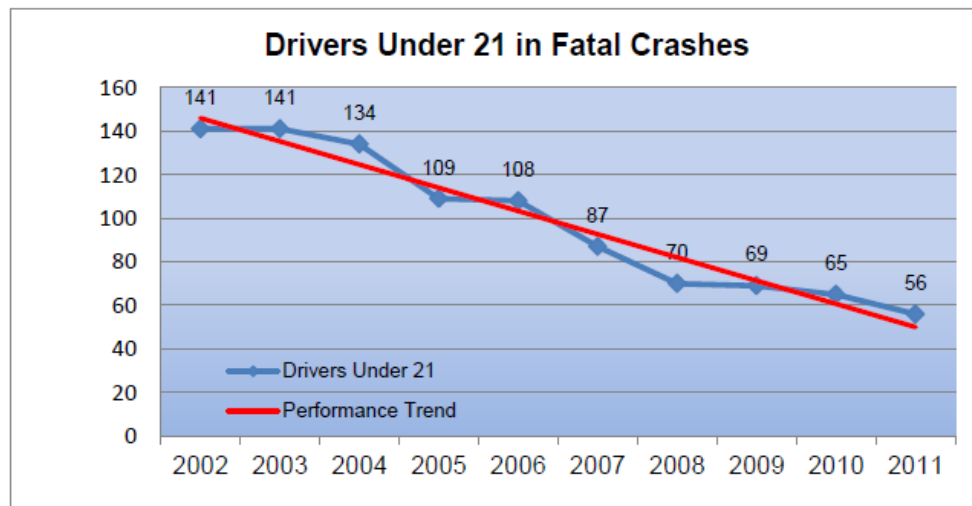
**Progress** To reduce pedestrian fatalities 16 percent from the 2005-2009 calendar year average of 36 to 30 by December 2015.  
**Uncertain**



**Status:** Pedestrian fatalities continue to be isolated events and appropriate countermeasures elusive. The overall trend is downward but preliminary 2012 numbers show no improvement. TZD officials are targeting both motorists and pedestrians with a safety campaign.

**Goal: Drivers Under 21 in Fatal Crashes**

**Making Progress** To decrease drivers age 20 or younger involved in fatal crashes 38 percent from the 2005-2009 calendar year average of 89 to 55 by December 2015.

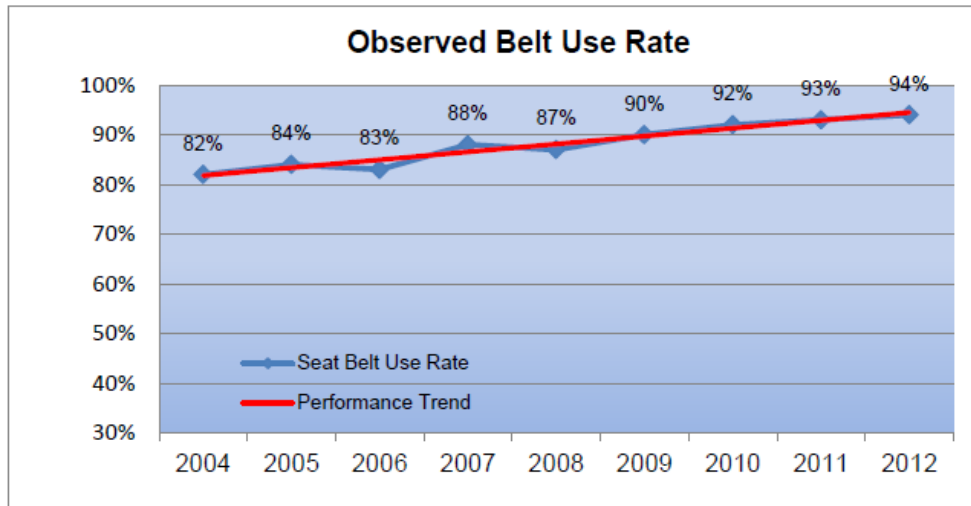


**Status:** Minnesota is well on the way to meeting this goal.

**Goal: Observed Belt Use**

**Making  
Progress**

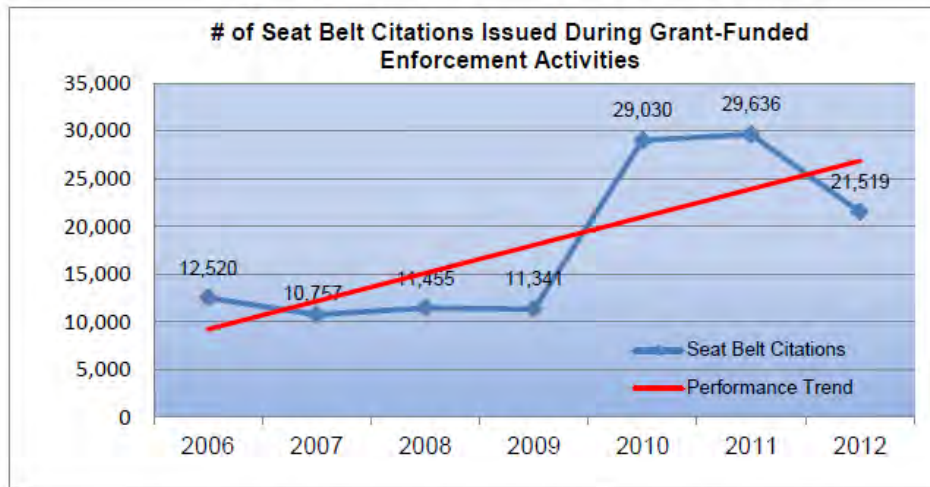
To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 8 percentage point(s) from the 2009 calendar year usage rate of 90% percent to 98% percent by December 2015.



**Status:** Minnesota's observed seat belt use rate has continued to rise. The rate in 2012 was 93.6%, still a bit shy of the 2010 goal of 94%. The goal of 98% set for 2015 is very ambitious but progress continues to be made.

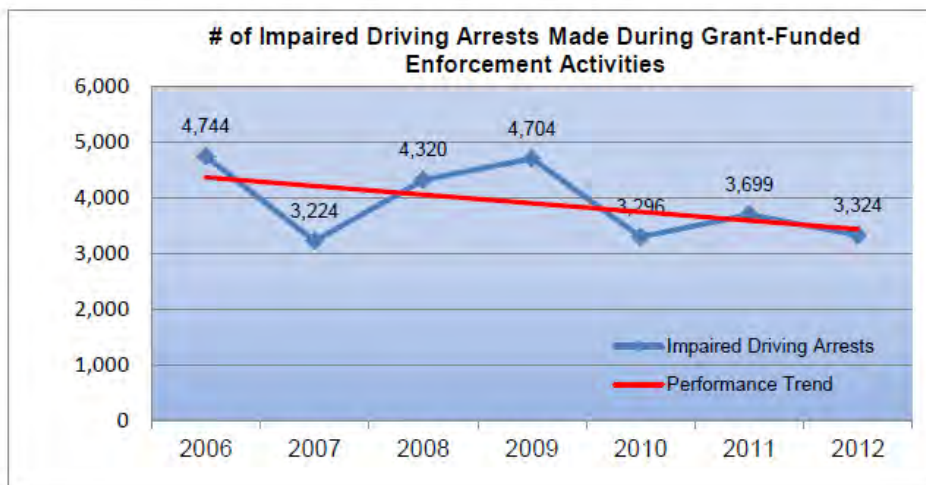
## Minnesota Activity Measures

### Measure: Seat Belt Citations

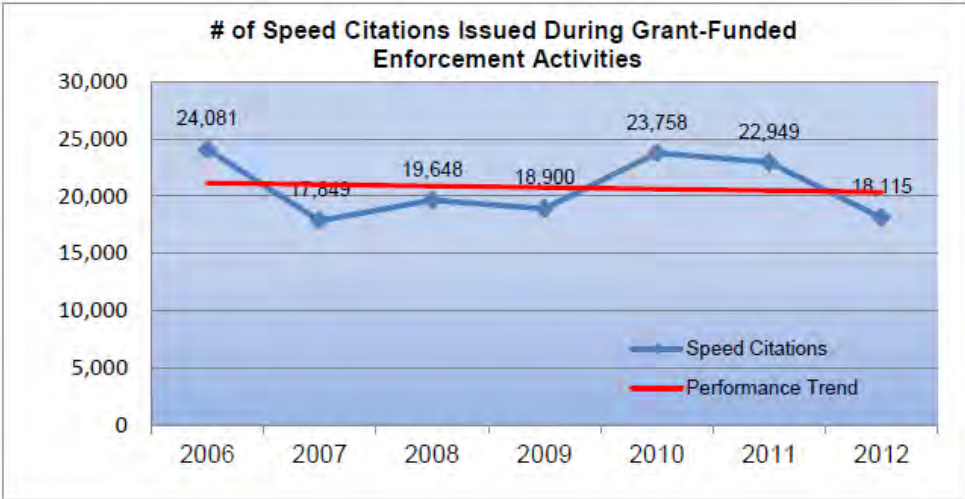


FY10 reflects the first year of Minnesota's Primary enforcement law.

### Measure: Impaired Driving Arrests



**Measure: Speeding Citations**



FY10 numbers include citations issued under the Highway Enforcement of Aggressive Traffic (HEAT) project.

**MINNESOTA DEPARTMENT OF PUBLIC SAFETY  
OFFICE OF TRAFFIC SAFETY  
444 CEDAR ST. #150  
SAINT PAUL, MN 55101  
[ots.dps.mn.gov](http://ots.dps.mn.gov)**



## 2012 Minnesota HSP FINANCIALS

	NHTSA Code	Federal NHTSA Expended	Federal \$ of Local Benefit	State and Local Matching Funds
<b>01 P&amp;A</b>				
0101 Planning and Administration	PA 1201	\$299,326.18	\$0.00	\$308,854.68
0102 P&A Finance	PA 1201	\$20,827.32	\$0.00	\$20,827.32
<b>Subtotal P&amp;A 402</b>		<b>\$320,153.50</b>	<b>\$0.00</b>	<b>\$329,682.00</b>
<b>02 Occupant Protection</b>				
0201 CPS/OP Coordination	OP 1202	\$94,817.27	\$0.00	\$0.00
0202 Youth Belt Coordination	OP 1202	\$38,668.12	\$0.00	\$0.00
0203 CPS Support	OP 1202	\$89,311.80	\$89,311.80	\$0.00
0204 Mahube Van for CPS	OP 1202	\$30,000.00	\$30,000.00	\$0.00
0205 Special CPS Support	K3 1202	\$35,143.69	\$35,143.69	\$30,126.00
0206 Seat Belt Use Surveys (Daytime)	OP 1202	\$82,310.44	\$0.00	\$0.00
0207 CPS & OPUE for officers	OP 1202	\$0.00	\$0.00	\$0.00
0208 Child Seats for Needy Families	state	\$0.00	\$0.00	\$17,815.00
0209 Innovative Seat Belt Materials	K4OP 1202	\$1,351.77	\$1,351.77	\$0.00
0210 Primary Seat Belt Law Evaluation	K2 1202	\$27,698.66	\$0.00	\$0.00
0211 Belt Enforcement for Patrol	K2 1202	\$300,000.00	\$0.00	\$87,987.16
0212 Belt Enforcement for Locals	K2 1202	\$596,104.84	\$596,104.84	\$220,661.52
<b>Subtotal 405</b>	<b>K2</b>	<b>\$923,803.50</b>	<b>\$596,104.84</b>	<b>\$308,648.68</b>
<b>Subtotal 2011</b>	<b>K3</b>	<b>\$35,143.69</b>	<b>\$35,143.69</b>	<b>\$30,126.00</b>
<b>Subtotal 402</b>	<b>OP</b>	<b>\$335,107.63</b>	<b>\$119,311.80</b>	<b>\$17,815.00</b>
<b>Subtotal K4 406</b>	<b>K4OP</b>	<b>\$1,351.77</b>	<b>\$1,351.77</b>	<b>\$0.00</b>
<b>03 Impaired Driving</b>				
0301 Alcohol Coordination	164PA 120	\$112,592.08	\$0.00	\$0.00
	AL 1203	\$0.00	\$0.00	\$0.00
0302 Youth Alcohol Coordination	164PA 120	\$38,997.93	\$0.00	\$0.00
	AL 1203	\$0.00	\$0.00	\$0.00
0303 Alcohol Coordination Assistance	164PA 120	\$97,075.38	\$0.00	\$0.00
	AL 1203	\$0.00	\$0.00	\$0.00
0304 DWI/DRE Officer Training pre/post Cor	K8 1203	\$0.00	\$0.00	\$0.00
0305 DRE and Advanced Training	K8 1203	\$198,119.58	\$99,059.80	\$0.00
0306 Batmobile Redux	K8 1203	\$0.00	\$0.00	\$0.00
0307 Patrol Impaired Driving Enforcement	K8 1203	\$591,781.59	\$0.00	\$164,749.20
0308 Cities & Counties DWI Enforcement	164AL 1203	\$1,972,577.78	\$1,972,577.78	\$0.00
0309 Impaired Driving Equipment	K8 1203	\$7,611.33	\$7,389.57	\$0.00
0310 DWI Enforcement Challenge	K8 1203	\$5,825.00	\$5,825.00	\$1,858.97
0311 DWI Prosecutor and Officer Support	K8 1203	\$182,668.05	\$91,334.04	\$0.00
0312 Model Assessment & Treatment Count	K8 1203	\$0.00	\$0.00	\$0.00
0313 DWI Courts	164AL 1203	\$1,141,766.01	\$1,141,766.01	\$0.00
0314 AL Focused Safe Roads	K8 1203	\$144,561.07	\$144,561.07	\$43,403.92
0315 Impaired Driving Facts	K8 1203	\$2,868.24	\$0.00	\$0.00
0316 Alcohol Media Relations	K8 1203	\$238,953.85	\$0.00	\$0.00
0317 DWI Paid Media	K8PM 1203	\$944,592.32	\$0.00	\$0.00
0318 DWI Enforcement Liaisons	K8 1203	\$126,894.79	\$126,894.79	\$0.00

## 2012 Minnesota HSP FINANCIALS

	NHTSA Code	Federal NHTSA Expended	Federal \$ of Local Benefit	State and Local Matching Funds
0319 Regional Alcohol Support	K8 1203	\$32,420.24	\$32,420.24	\$0.00
0320 DWI E-Charging & MIDRIS	164AL 1203	\$403,285.44	\$362,956.90	\$0.00
0321 Project Directors to Conferences	K8 1203	\$19,165.51	\$19,165.51	\$0.00
0322 Innovative DWI Materials	K8 1203	\$4,683.03	\$4,683.03	\$0.00
0323 Ignition Interlock	K8 1203	\$53,729.16	\$0.00	\$0.00
0324 BCA Evidentiary Machines	164AL 1203	\$1,293,788.53	\$970,341.40	\$0.00
0325 DWI Evaluation and Research	K8 1203	\$28,165.00	\$0.00	\$0.00
0326 Patrol DWI Out-of-state Travel	K8 1203	\$17,589.20	\$0.00	\$0.00
0327 Investigating non-interlock devices	K8 1203	\$0.00	\$0.00	\$0.00
0328 Drug Detecting Lab Improvements	K8 1203	\$81,890.63	\$32,756.25	\$0.00
0329 2012 410 for use in 2013	K8 1203	\$0.00	\$0.00	\$0.00
0330 State DWI Match for 410	state		\$0.00	\$9,233,830.31
0331 EUDL	OJDP		\$0.00	\$0.00
0332 DWI Coordinating Committee	K8 1203	\$14,687.50	\$0.00	\$0.00
0333 DRE Re-charge per Mgmt Review				\$0.00
2009 cost, moved to K8 410	K8 1203		\$245,000.00	\$0.00
""amount moved from 164AL	164AL 1203		-\$245,000.00	\$0.00
<b>Subtotal AL 402</b>	<b>AL 1203</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Subtotal 164AL</b>	<b>164AL 1203</b>	<b>\$4,566,310.06</b>	<b>\$4,202,642.09</b>	<b>\$0.00</b>
<b>Subtotal 164PA</b>	<b>164PA 1203</b>	<b>\$248,665.39</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Subtotal K8PM</b>	<b>K8PM 1203</b>	<b>\$944,592.32</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Subtotal K8 410</b>	<b>K8 1203</b>	<b>\$1,996,721.47</b>	<b>\$809,089.30</b>	<b>\$9,443,842.40</b>
<b>04 Police Traffic Services</b>				
0401 Enforcement Coordination 1	PT 1204	\$85,755.49	\$0.00	\$0.00
0402 Enforcement Coordination 2	PT 1204	\$31,765.46	\$0.00	\$0.00
0403 LEL Training to MN	PT 1204	\$0.00	\$0.00	\$0.00
0404 Patrol TZD Enforcement	PT 1204	\$45,417.34	\$0.00	\$2,679.60
0405 Cities & Counties TZD Enforcement	PT 1204	\$616,409.84	\$616,409.84	\$120,976.67
0406 TZD Liaisons	PT 1204	\$181,928.31	\$181,928.31	\$77,150.71
0407 Enforcement Challenge	PT 1204	\$30,042.24	\$30,042.24	\$6,295.15
0408 Mobilization Incentives	K4PT 1204	\$23,615.97	\$23,616.47	\$0.00
	PT 1204	\$204,650.80	\$204,650.80	\$0.00
0409 HEAT Speed Enforcement	K4PT 1204	\$416,410.10	\$416,410.10	\$120,059.37
0410 HEAT Support	K4PT 1204	\$41,701.29	\$41,701.29	\$0.00
0411 DDACTS	K4PT 1204	\$0.00	\$0.00	\$0.00
<b>Subtotal PT 402</b>	<b>PT 1204</b>	<b>\$1,195,969.48</b>	<b>\$1,033,031.19</b>	<b>\$207,102.13</b>
<b>Subtotal K4PT 406</b>	<b>K4PT 1204</b>	<b>\$481,727.36</b>	<b>\$481,727.86</b>	<b>\$120,059.37</b>
<b>05 Traffic Records</b>				
0501 Traffic Records Coordination	TR 1205	\$96,182.75	\$0.00	\$0.00
0502 Problem Identification	TR 1205	\$171,755.05	\$0.00	\$0.00
0503 E Grants Support	TR 1205	\$77,500.00	\$0.00	\$0.00
0504 TRCC	TR 1205	\$0.00	\$0.00	\$0.00

## 2012 Minnesota HSP FINANCIALS

	NHTSA Code	Federal NHTSA Expended	Federal \$ of Local Benefit	State and Local Matching Funds
TRCC	K9 1205	\$0.00	\$0.00	\$0.00
0505 Crash Records Database Solution	K9 1205	\$21,755.00	\$0.00	\$0.00
0506 TIS Replace Crash Data Module	K9 1205	\$0.00	\$0.00	\$0.00
0507 Technology Mgmt at MSP	K9 1205	\$74,092.00	\$0.00	\$0.00
0508 E-Citations at BCA	K9 1205	\$133,700.00	\$133,700.00	\$0.00
0509 MNSTAR Improvements	K9 1205	\$34,351.40	\$34,351.40	\$0.00
0510 MNLARs Support	K9 1205	\$0.00	\$0.00	\$0.00
0511 FARS	DTNS	\$0.00	\$0.00	\$0.00
0512 2013 408 Placeholder	K9 1205	\$0.00	\$0.00	\$0.00
0513 State and Local TR	state&loca	\$0.00	\$0.00	\$372,297.88
0514 ROAR	TR 1205	\$11,162.47	\$10,046.22	\$0.00
<b>Subtotal TR 402</b>	<b>TR 1205</b>	<b>\$356,600.27</b>	<b>\$10,046.22</b>	<b>\$0.00</b>
<b>Subtotal Data K9 408</b>	<b>K9 1205</b>	<b>\$263,898.40</b>	<b>\$168,051.40</b>	<b>\$372,297.88</b>
<b>06 Community Programs</b>				
0601 Community Programs Coordination	CP 1206	\$24,801.27	\$0.00	\$0.00
0602 Evaluation Coordination	CP 1206	\$103,299.03	\$0.00	\$0.00
0603 Distracted Driving & Emerging Issues C	CP 1206	\$21,767.80	\$0.00	\$0.00
0604 Media Relations	CP 1206	\$204,712.23	\$0.00	\$0.00
0605 General Telephone Surveys	CP 1206	\$50,040.80	\$0.00	\$0.00
0606 Safe Roads	CP 1206	\$216,410.40	\$216,410.40	\$87,697.46
0607 NETS	CP 1206	\$57,112.98	\$7,586.55	\$15,143.24
0608 Program Travel	CP 1206	\$26,858.23	\$0.00	\$0.00
0609 Paid Media	PM 1206	\$199,266.15	\$0.00	\$0.00
406 HEAT	K4PM	\$686,608.27	\$0.00	\$0.00
0610 TZD Conference	CP 1206	\$123,600.00	\$74,160.00	\$43,470.00
0611 Regional Support	CP 1206	\$49,143.94	\$49,143.94	\$0.00
0612 Teen Driving Initiatives	CP 1206	\$6,132.97	\$6,132.97	\$0.00
0613 Buckle Up Teens! Ad Contest	not GTS	\$0.00	\$0.00	\$0.00
0614 Strategies Decreasing Racial Profiling	K10 1206	\$0.00	\$0.00	\$0.00
0615 Older Driver Working Group	CP 1206	\$4,867.35	\$0.00	\$0.00
<b>Subtotal CP 402</b>	<b>CP 1206</b>	<b>\$888,747.00</b>	<b>\$353,433.86</b>	<b>\$146,310.70</b>
<b>Subtotal Paid Media 402</b>	<b>PM 1206</b>	<b>\$199,266.15</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Subtotal Paid Media 406</b>	<b>K4PM 1206</b>	<b>\$686,608.27</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Subtotal Racial Profiling</b>	<b>K10 1206</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>07 Motorcycle Safety</b>				
0701 Motorcycle Coordination	MC 1207	\$98,238.41	\$0.00	\$0.00
0702 Motorcycle Support	K6 1207	\$118,050.30	\$0.00	\$0.00
0703 to 0709 State MC Safety Program	state	\$0.00	\$0.00	\$888,226.77
0710 2012 Section 2010	K6 1207	\$0.00	\$0.00	\$0.00
<b>Subtotal MC 402</b>	<b>MC 1207</b>	<b>\$98,238.41</b>	<b>\$0.00</b>	<b>\$888,226.77</b>



## 2012 Minnesota HSP FINANCIALS

	NHTSA Code	Federal NHTSA Expended	Federal \$ of Local Benefit	State and Local Matching Funds
<b>Subtotal K6 2010</b>	<b>K6 1207</b>	<b>\$118,050.30</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>09 Roadway Safety</b>				
0901 TZD Support	RS 1209	\$65,500.00	\$0.00	\$0.00
0902 County & District Safety Plans	164HE 120	\$833,397.17	\$833,397.17	\$0.00
0903 Low Cost Countermeasures	164HE 120	\$59,275.36	\$0.00	\$0.00
0904 Cable Medium Barriers	164HE 120	\$0.00	\$0.00	\$0.00
0905 Safety Analyst Software	164HE 120	\$0.00	\$0.00	\$0.00
0906 Better Roads	164HE 120	\$2,688,759.61	\$1,317,430.26	\$0.00
0907 Safe Intersection CWS	164HE 120	\$0.00	\$0.00	\$0.00
0908 Trunk Highway Road Safety Audit	164HE 120	\$24,701.50	\$51,661.05	\$0.00
0909 Best Pedestrian and Bike Safety	164HE 120	\$5,745.92	\$5,745.92	\$0.00
0910 Reduced Conflict Intersections	164HE 120	\$1,262,167.94	\$0.00	\$0.00
<b>Subtotal RS 402</b>		<b>\$65,500.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Subtotal 164HE</b>		<b>\$4,874,047.50</b>	<b>\$2,208,234.40</b>	<b>\$0.00</b>
<b>NHTSA 402 includes PM</b>		<b>\$3,459,582.44</b>	<b>\$1,515,823.07</b>	<b>\$1,644,136.60</b>