

Annual Report FY23

State of Minnesota Department of Public Safety

Office of Traffic Safety

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Office of Traffic Safety

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The Minnesota Department of Public Safety / Office of Traffic Safety (DPS/OTS) has prepared this report of our activities and accomplishments for the 2023 federal fiscal year Annual Report. While Minnesota continues to work tirelessly to prevent serious and fatal motor vehicle crashes on its roadways, 2023 was challenging but provided opportunity. We continue to see positive trends for the second year in a row. Preliminary statistics indicate that Minnesota will experience an approximate 8 percent reduction in fatalities compared to 2022. When combined with the near 10 percent reduction in 22, we have nearly erased the horrific increases that commenced in 2019-2020. While this represents a positive trend, much work remains. Poor decisions by drivers and a significant disregard for the rules of the road continue to challenge us each day. The ongoing staffing and operational challenges faced by our law enforcement partners remains a significant concern and has only exacerbated the difficulties we have experienced with our behavior-based traffic safety programs which rely on these critical partners.

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

Demonstration of a Commitment to High Performance and Excellence

During 2023 we are anticipating a reduction in fatalities of at least 8 percent. This is a substantial accomplishment that could not have been achieved if not for the commitment, work, passion, and professionalism of each and every member of the Office of Traffic Safety. This extends to our many partners in the Toward Zero Deaths program as well. Our ability to deliver was recognized by a great deal of interest and success during our last legislative session. The State of Minnesota has made an unprecedented investment in improving traffic safety by investing nearly \$20 million dollars in efforts that will be led by DPS/OTS in partnership with the MN Departments of Transportation and Health. This will include the first ever legislatively authorized Advisory Council on Traffic Safety. The second major initiative is the creation and funding for a Data Analytics and Innovation Center that will also become part of DPS/OTS. Together, these two initiatives will lead to great success, lives saved, and improved program development and delivery.

Innovation and Creativity

Building on success from 2022 and into 2023, we have leveraged the additional resources and programs that the Bipartisan Infrastructure Law made possible for our program areas. We have continued to support innovative approaches to our traffic law enforcement services as well in the closely related area of Public Participation and Engagement. DPS/OTS Staff and our partners and contractors are interacting with our communities on a regular basis. DPS/OTS is also in process of hiring two contract positions that will serve as our first ever engagement and outreach coordinators.

Supporting our DWI Courts is having a positive effect on DWI recidivism rates as is our Judicial Outreach liaison position. In support of these, in 2023 DPS/OTS has contracted for the first ever Probation Liaison position. Effective Probation programs and post-conviction supervision are critical to preventing reoffending and we are confident this will be yet another vital component to our overall strategy. And finally, our DWI/Traffic Safety Officer program continues to set new standards for excellence. The 29 officers in this program are consistently responsible for almost 9 percent of the impaired driving arrests taking place on any given weekend. The success of this program is unquestioned, and we will continue to improve and expand as resources allow.

Strategic Support of Key Traffic Safety Partners

The Office of Traffic Safety again awarded 21 Safe Roads grants to various entities across the state, several of which cover multiple counties. Working through our Toward Zero Deaths program, DPS/OTS supports nine Regional Coordinators across the state as well as statewide communications position and a soon to be added Statewide Program Coordinator. The Regional Coordinators provide support and leadership to both the funded Safe Roads groups as well as to approximately 30 other unfunded coalitions.

DPS/OTS supports 35 Impaired Driving/Traffic Safety Officer grants and programs in the following state agencies: five traffic safety support positions at the Bureau of Criminal Apprehension (BCA), ignition interlock program with Driver and Vehicle Services (DVS), the statewide DRE/SFST program Coordinator with the State Patrol, and a Responsible Beverage Server Training Coordinator with the Alcohol and Gambling Enforcement Division (AGED). With the legalization of cannabis in Minnesota, our DRE program is set for a major expansion in both numbers and technology.

Our support of traffic law enforcement services continues with a very high rate of engagement and participation despite challenges faced by many of our partner agencies. In FFY 2023 DPS/OTS provided 56 multi-agency enforcement grants assisting 72 sheriffs' offices, 222 police departments, two university police departments, and all districts of the State Patrol. Through a different grant with OTS, the State Patrol has also helped maintain the number of DREs active in the State at 323 officers representing 145 agencies. Also, 426 officers were trained in Advanced Roadside Impaired Driving Enforcement (ARIDE), 440 officers were trained in Standardized Field Sobriety Test (SFST), and 637 officers received DWI update training.

Data Driven Programming, Research, and Evaluation

Continuing our work from 2023, in FFY 2024 DPS/OTS is engaged in an unprecedented data management, analysis, research, and analytics project. This began with an internal process being led by an expert IT Development contractor; Peppertech, Inc. The internal data needs, process, and organization assessment have been completed and the project is now moving into the implementation stage. The additional of the legislatively authorized Data Analytics and Innovation Center are at the heart of this effort. In addition, DPS/OTS was able to leverage additional assistance from the Minnesota IT Modernization Fund which has allowed us to enter into a analytic platform development process with Google that will include tools such as artificial intelligence, machine learning capability and other cutting edge technology that will result in stronger, better and deeper data analysis process in support of our work.

Minnesota utilizes a robust problem identification process through the analysis of crash data by the two and one-half researchers and the one and one-half Fatality Analysis Reporting System (FARS) analysts on staff. An additional coordinator serves as the lead for the Traffic Records Coordinating Committee. We continue to use data as our foundation for all our programs and projects. As we stand up the Data Analytics and Innovation Center, we anticipate adding additional staff to our research team.

Proactive Recognition for Outstanding Work in the field of Traffic Safety

With all the challenges currently facing our law enforcement partners it more important than ever to recognize the excellent and lifesaving work they accomplish each shift. Multiple agencies, law enforcement leaders as well as individual officers from across the State were recognized for outstanding efforts during the year at county board meetings, city council meetings, or agency roll call briefings. In addition, we were able to recognize Minnesota's top impaired driving enforcement officers, troopers, and deputies once again at the annual DWI all-star event during a Minnesota Twins game at Huntington Bank Stadium. DPS/OTS has also recognized our traffic safety legislative champions for all the support they provided to our mission during the last legislative session.

Public Participation and Engagement and Community Outreach

Beginning with the development of the first ever Triennial Highway Safety Plan, Minnesota DPS/OTS has continued to expand and improve our outreach and engagement efforts. We have the first of two contractors hired who will assist us in designing and delivering a robust and comprehensive out reach plan with the goal or creating a sustainable connection to our underserved/overrepresented communities. Providing these communities with a positive and proactive avenue to communicate their needs, ideas, and concerns will serve our mission well. As the concept and practice of Public Participation and Engagement continues to evolve and develop, MN DPS/OTS will ensure that we are doing all that we can to ensure equity and engagement are part of every project and program we deliver.

The trends that we have seen developing in 2023 continue to be positive, but significant existing and emerging factors pose challenges. While a 8% reduction in our overall fatalities is positive, we all understand that even one fatality is too many. And we must find more effective ways to stem the tide of serious injury crashes. As we move forward with our mission in 2024 and beyond, we acknowledge that improvements in a number of our program areas will need to be made. Our Triennial Highway Safety Plan has been constructed to do just that. We will employ additional resources (state and federal) to employ effective countermeasures tactics and strategies. Following these deployments, the DPS/OTS is committed to a thorough evaluation of each of our projects and programs to ensure that we are doing everything possible to improve overall traffic safety across all of Minnesota. Specifically, we will be evaluating and adjusting in the following performance target areas where we have not met our identified performance targets:

While we acknowledge that 2023 was an improvement over 2022 overall, we also acknowledge that we have much work to do in many areas in order to improve safety for all Minnesotans and those who use our roads. The staff and leadership of DPS/OTS are proud of our work and the accomplishments we have made with our traffic safety partners working toward a common goal: Zero Deaths. We look forward to continuing this work in the upcoming years.

Sincerely,

Michael J. Hanson

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

The Office of Traffic Safety Mission

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

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

Toward Zero Death encompasses:

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

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

TZD Mission

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

TZD Vision

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

Community Involvement

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

- Hubert H. Humphrey

Community events attended by OTS staff, grantees and partners are done so to provide education and outreach to the public. These traffic safety events are shared with the DPS Commissioner's office as this has been a marked priority for DPS. Through interaction with the public to provide training of traffic safety topics such as child passenger safety car seat check events and free rides at bars for New Year's .

Some highlights of 2023 that were attended throughout the state of Minnesota.

- OTS Deputy Director attended Coffee with Cops event in Champlin to Officers, DRE and DRE Instructor and Commissioner to share traffic safety needs and information with local officers.
- OTS Director presented keynote to Warning Lites Company Annual Safety meeting.
- Roseau Public Health and Lifecare Medical Center initiated a hospital based car seat program with staff nurses, member of Lifecare administration in Roseau.
- Two LEL's attended Lifesavers conference and invited Minnesota tribal police departments, Lower Sioux Tribal PD, Red Lake Tribal PD and White Earth Tribal PD.
- OTS Director presented a traffic safety update to the Executive Board of Directors for the Minnesota Safety Council
- Motorcycle Safety Coordinator presented motorcycle safety tips at Brainerd Lakes TZD to promote the Facebook campaign.
- LEL attended N St. Paul Historic Cruz with thousand there to educate on traffic safety, seat belt usage, engage with the public and support law enforcement. Were over 50 users to ride the seat belt convincer
- LEL attended St. Paul Safe Summer Nights to bring awareness to the public about seat belt usage with the seat belt convincer.
- LEL attended the Lower Sioux Tribal Police Department Nation Night Out to support tribal PD and the local community.
- NW TZD Coordinator attended Lake of the Woods Drug Free Community Coalition with LOW DFC grantees, EMS, educators, public health, local ministry and law enforcement in Baudette. To encourage high school students to be drug and alcohol free
- OTS Director attended the Rochester Safe City Nights event.
- OTS Staff attended the State Fair to help educate the public on traffic safety issues through games, giveaways, and conversation.
- LEL attended Lower Sioux community event in Redwood. An opportunity for community members to gather and interact with each other, law enforcement and first responders
- Regional Coordinators held several round table discussions

Performance Measure

*Performance measurement is generally defined as **regular measurement of outcomes and results, which generates reliable data on the effectiveness and efficiency of programs.***

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

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

- FARS annual file (all fatality measures)
- Vehicle miles traveled (MnDOT data)
- State observational survey of seatbelt use (seat belt use rate)
- State crash data file (serious injuries, 2019-2022 and 2023 YTD counts featuring over 11 months of preliminary data for the FY23 estimated in-progress performance)
- Annual attitude and behavioral survey of Minnesota residents
- DWI incident data from DVS
- Due to differing national and state definitions, some core outcome measures (i.e., alcohol impaired driving fatalities) may differ from literature produced by the State (i.e., Minnesota Motor Vehicle Crash Facts, Impaired Driving Facts).

Minnesota made tremendous progress in traffic safety over the past few decades. Our yearly traffic fatality counts had been declining and the state had one of the lowest fatality rates in the nation. After years of success, all that progress came to a halt when the COVID-19 pandemic hit. Since the pandemic, Minnesota has been in correction mode trying to get back on track.

Minnesota is on track to meet or exceeded the 2023 target in 4 of the 11 measures:

- Bicyclist fatalities: 8 (Target – 9)
- Pedestrian fatalities: 47 (Target – 47)
- Speeding-Related fatalities: 121 (Target – 127)
- Unrestrained MVO fatalities: 92 (Target – 94)

Targets were not met in these areas:

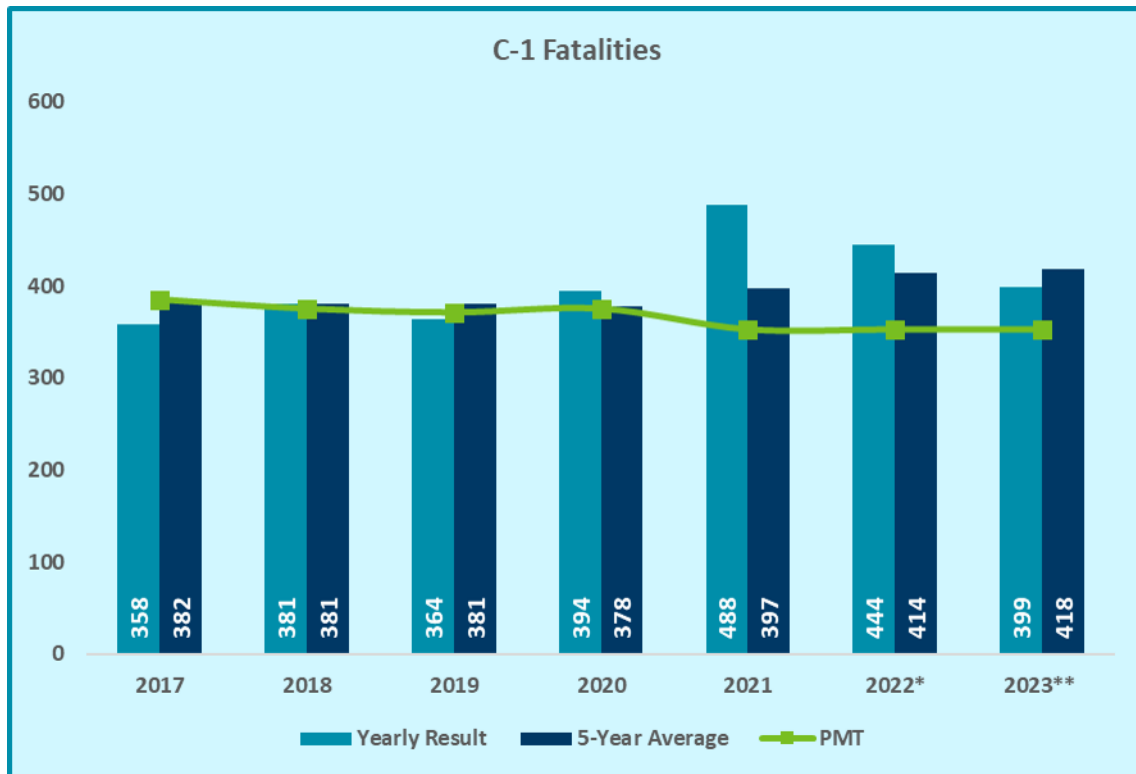
- Traffic Fatalities: 414.2 (Target – 352.4)
- Serious injuries – 1,744.6 (Target – 1,463.4)
- Fatalities per 100 million VMT: 0.711 (Target - 0.582)
- Alcohol-Impaired driving fatalities: 113 (Target – 103)
- Drivers under age 21 involved in fatal crashes: 53 (Target – 48)
- Motorcyclist fatalities: 63 (Target – 56)
- Unhelmeted motorcyclist fatalities: 39 (Target – 38)

A chart featuring Minnesota's performance measure targets and results for FY21 and FY22 is included on the next page. Following the performance measure chart are graphs for each of the performance measures. These graphs provide reference to the yearly results (State data), the five year averages (FARS or State data) and the performance measure targets (displayed as "PMT") established in annual HSP documents.

MN Performance Measure Targets and Results						
Performance Measure:	Target Period	Target Year(s)	Target Value FY23 HSP	Data Source	FY23 Progress Results*	On Track to Meet FY23 Target: Yes/No/In-Progress
(C-1) Total Traffic Fatalities	5 year	2019-2023	352.4	FARS+State	414.2	No
(C-2) Serious Injuries in Traffic Crashes	5 year	2019-2023	1,463.4	State	1,744.6	No
(C-3) Fatalities/VMT	5 year	2019-2023	0.582	State	0.711	No
(C-4) Unrestrained MVO Fatalities	5 year	2019-2023	94	FARS+State	92	Yes
(C-5) Alcohol-Impaired Driving Fatalities	5 year	2019-2023	103	FARS+State	113	No
(C-6) Speeding-Related Fatalities	5 year	2019-2023	127	FARS+State	121	Yes
(C-7) Motorcyclist Fatalities	5 year	2019-2023	56	FARS+State	63	No
(C-8) Unhelmeted Motorcyclist Fatalities	5 year	2019-2023	38	FARS+State	39	No
(C-9) Drivers Under Age 21 Involved in Fatal Crashes	5 year	2019-2023	48	FARS+State	53	No
(C-10) Pedestrian Fatalities	5 year	2019-2023	47	FARS+State	47	Yes
(C-11) Bicyclist Fatalities	5 year	2019-2023	9	FARS+State	8	Yes
(B-1) Observed Seat Belt Use	Annual	2023	92.0%	NHTSA Survey	94.2%	Yes

* FY23 Progress Results utilized FARS data for 2019-2021 and 2022-2023 YTD state data number/trend estimations to create a 5yr average for C-1 through C-11.

Performance Measures: Total Traffic Fatalities



* Projected

** Projected with estimation of YTD 2023

Target: 352.4 in 2022 and 352.4 in 2023

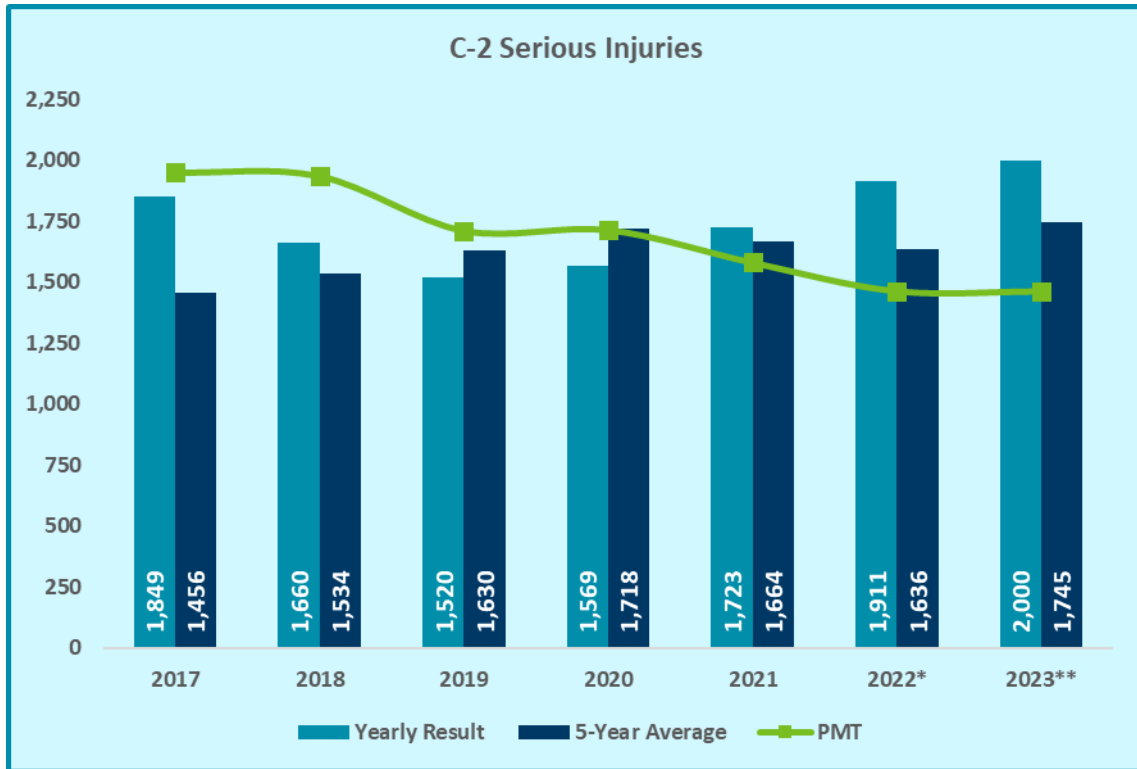
Status: Target not met in 2022 and will not be met in 2023.

This performance measure target is based on a moving five year average of FARS data and is determined in conjunction with MnDOT. The last two years on Minnesota roads have seen large increases in the annual number of fatalities which has impacted the five year averages.

Minnesota will adjust the upcoming 2025 Annual Grant Application:

- Working with our partners we will continue to focus on the four primary behavioral contributors to fatal and serious injuries; seep, impairment, distraction, and seat belt usage. We anticipate being able to employ advanced analytical tools to assist in this effort.

Performance Measures: Serious Injuries



** Projected

** Projected with estimation of YTD 2023

Target: 1,463.4 in 2022 and 1,463.4 in 2023

Status: Target not met in 2022 and will not be met in 2023.

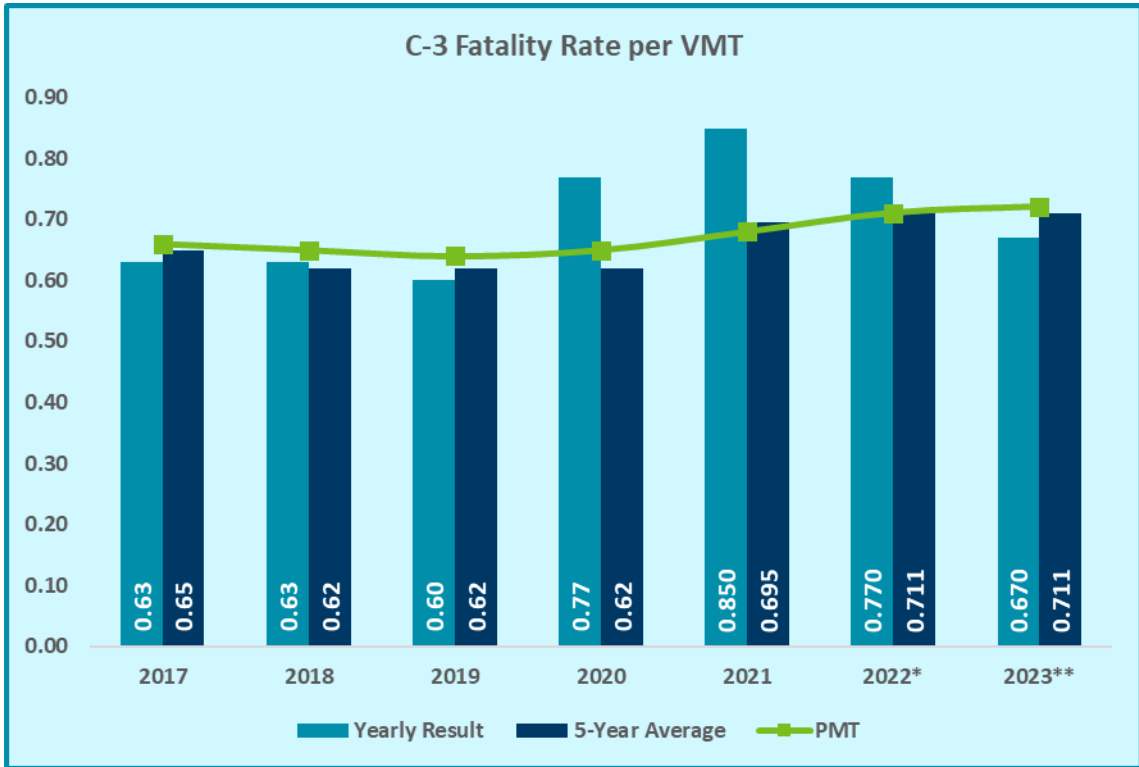
This performance measure target is based on a moving five year average of State crash data and is determined in conjunction with MnDOT. The last two years on Minnesota roads have seen large increases in the annual number of serious injuries (and fatalities) which has impacted the five year averages.

For a seriously injured person, the time between sustaining an injury and receiving definitive care can be an important predictor of survival. Survival diminishes with time, but a trauma system can improve survival through shortened transit times and better trauma care.

Minnesota will adjust the upcoming 2025 Annual Grant Application:

- Working with our partners we will continue to focus on the four primary behavioral contributors to fatal and serious injuries; seep, impairment, distraction, and seat belt usage. We anticipate being able to employ advanced analytical tools to assist in this effort.

Performance Measures: Fatality Rate per VMT



* * Projected

** Projected with estimation of YTD 2023

Target: 0.582 in 2022 and 0.582 in 2023

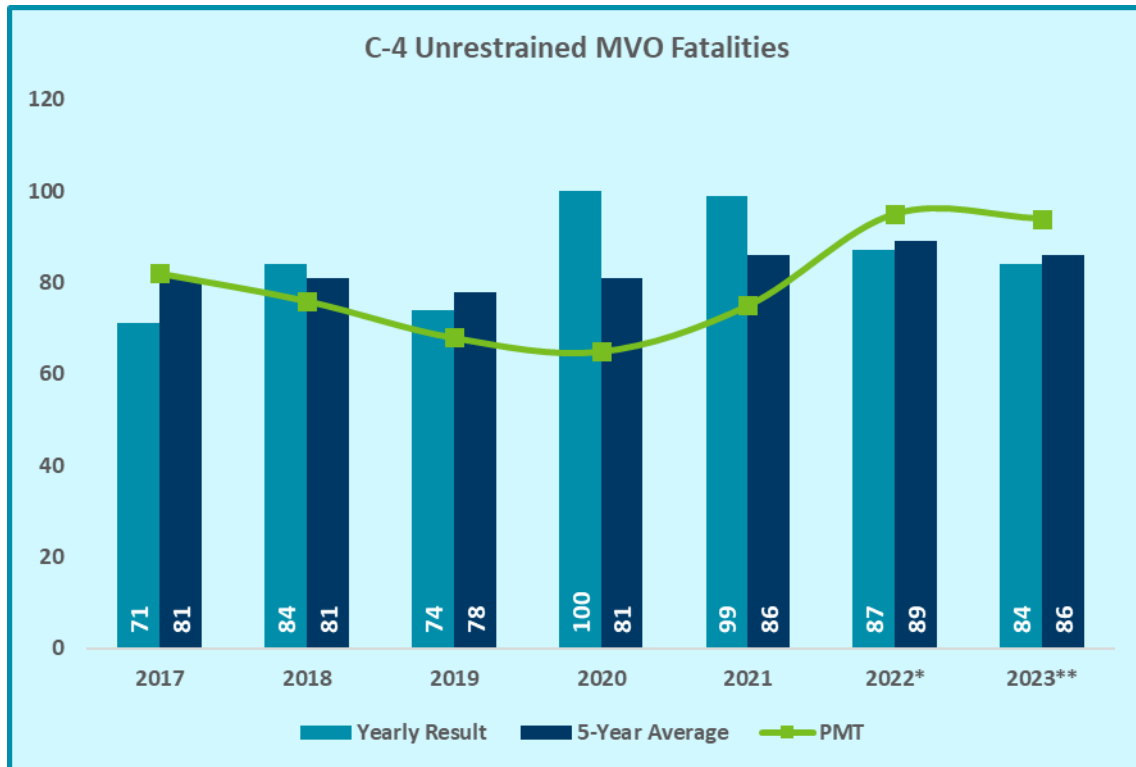
Status: Target not met in 2022 and will not be met in 2023.

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

Minnesota will adjust the upcoming 2025 Annual Grant Application:

- Working with our partners we will continue to focus on the four primary behavioral contributors to fatal and serious injuries; seep, impairment, distraction, and seat belt usage. We anticipate being able to employ advanced analytical tools to assist in this effort.

Performance Measures: Unrestrained MVO Fatalities



* Projected

** Projected with estimation of YTD 2023

Target: 95 in 2022 and 94 in 2023

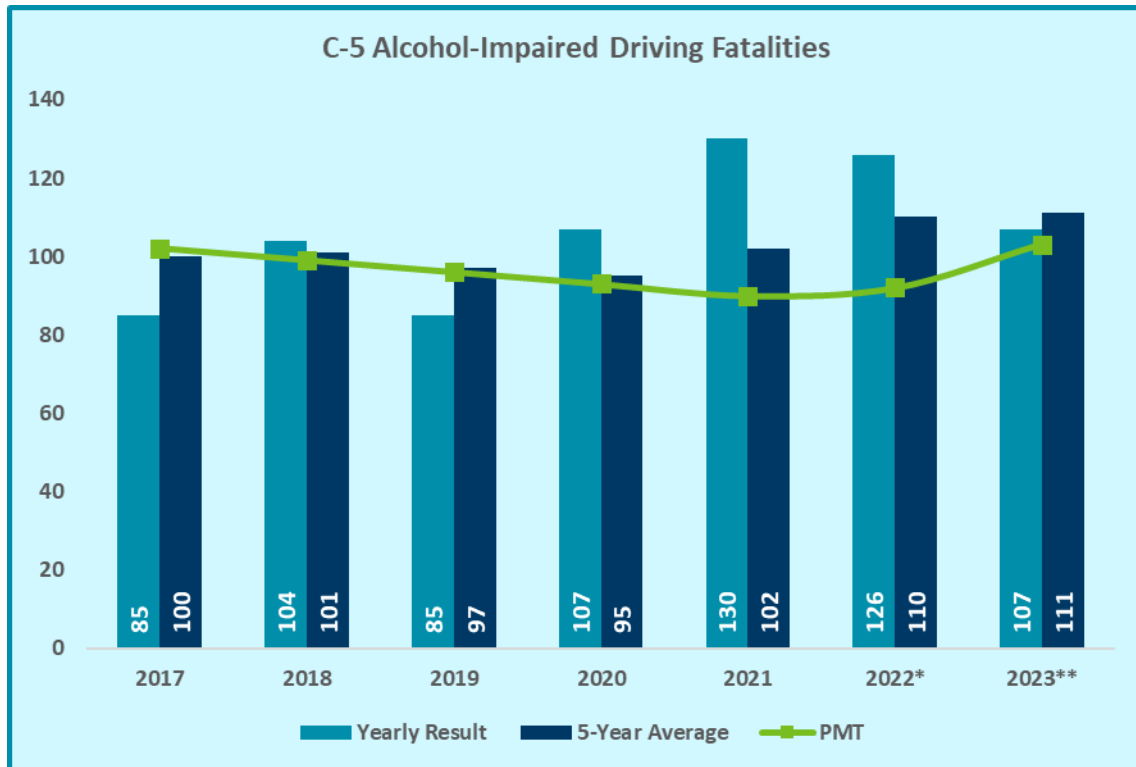
Status: Target met in 2022 and may be met in 2023.

This performance measure target is based on a moving five year average of FARS data. Since FARS data has not been finalized yet for 2022, State data for 2022 and 2023 was used in projections and estimations.

For 2023 Minnesota remains a high use state for seat belts with our most recent observational Seatbelt Survey indicating a 94.2% compliance rate.

- Currently, OTS and its partners in MDH, MnDOT and TZD are creating a project that will provide data on speeding, seatbelt use, impaired driving, and careless driving across this state. A component of this project will examine how current marketing strategies may not be as effective towards speeding, unbelted or careless drivers. The development of relevant and effective messaging will be based on what we learn from this study.
- We are building out new and innovative media and outreach efforts specifically targeting the demographics that are over represented in unrestrained crashes.

Performance Measures: Alcohol-Impaired Driving Fatalities



* Projected

** Projected with estimation of YTD 2023

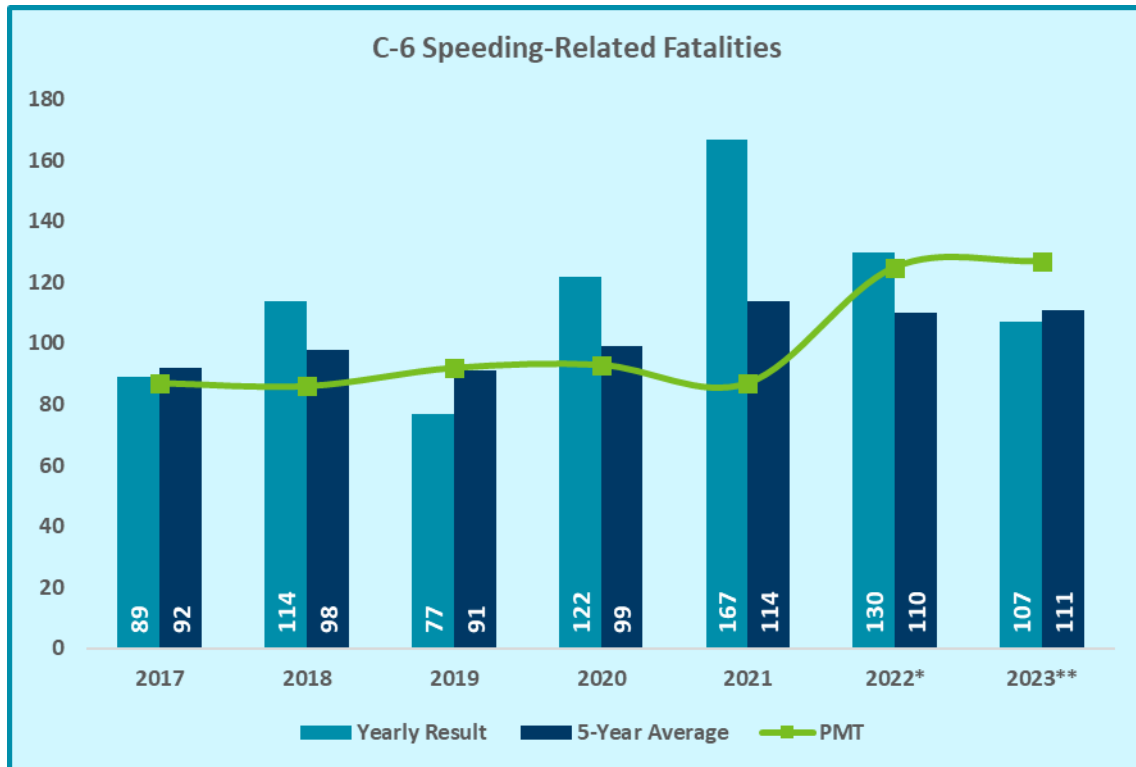
Target: 92 in 2022 and 103 in 2023

Status: Target not met in 2022 and will not be met in 2023.

This performance measure target is based on a moving five year average of FARS data. Since FARS data has not been finalized yet for 2022, State data for 2022 and 2023 was used in projections and estimations. The State has many creative programs aimed at reducing impaired driving fatalities and is eager to implement new ideas.

DPS/OTS will continue and expand if possible, our Impaired Driving/Traffic Safety Officer program. Complementing that will be an expansion our support for the DWI Court program. We anticipate expanding to 20 Supported DWI Courts, several of which provide services to multiple counties. And finally, the addition of our Probation Liaison will further assist in reducing recidivism.

Performance Measures: Speeding Fatalities



* * Projected

** Projected with estimation of YTD 2022

Target: 125 in 2022 and 127 in 2023

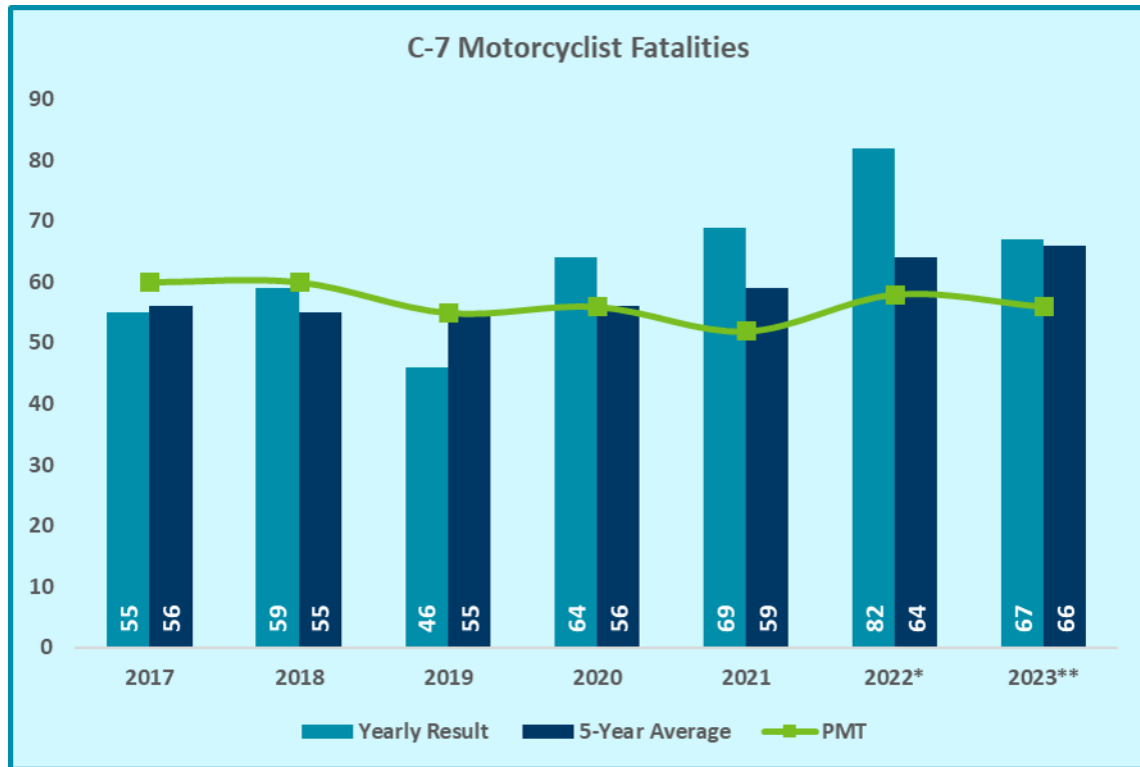
Status: Target met in 2022 and may be met in 2023.

This performance measure target is based on a moving five year average of FARS data. Since FARS data has not been finalized yet for 2022, State data for 2022 and 2023 was used in projections and estimations. Speeding-related fatalities for the year of 2022 increased over the previous year

Minnesota will continue to support

- Communications office at DPS, leadership at MnDOT, and our partners at TZD, .
- The HEAT, and original project 2020 initiatives while also expanding, our outreach and educational efforts while also looking for additional ways to support enforcement efforts. We will use our limited enforcement funds to target the roadway segments that are most prone to speeding and speed related crashes.

Performance Measures: Motorcycle Fatalities



* Projected

** Projected with estimation of YTD 2022

Target: 58 in 2022 and 56 in 2023

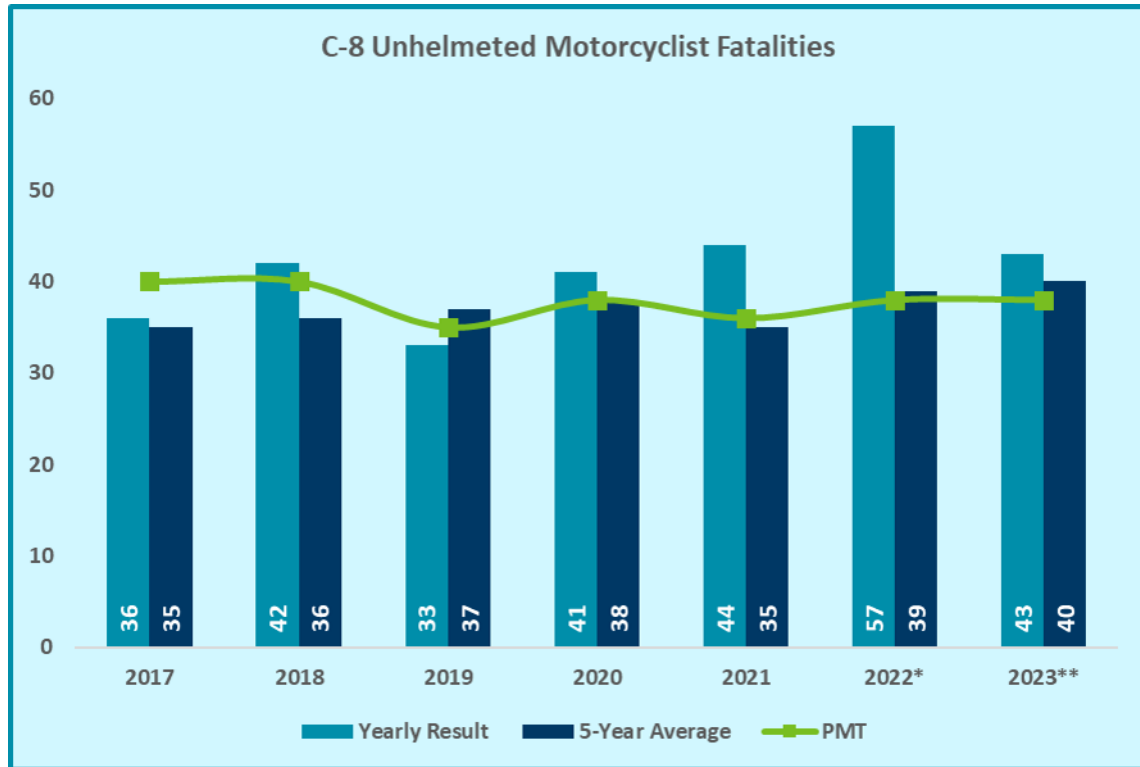
Status: Target not met in 2022 and will not be met in 2023.

This performance measure target is based on a moving five year average of FARS data. Since FARS data has not been finalized yet for 2022, State data for 2022 and 2023 was used in projections and estimations.

Minnesota will adjust the upcoming 2025 Annual Grant Application:

- DPS-OTS will support and expand our Motorcycle Safety Training programs to extent that resources allow. Our core outreach and messaging will include ongoing education on the importance of using all types of safety equipment including helmets. DPS-OTS will also include passenger vehicle driver education and raise the awareness of motorcycles on our roads.

Performance Measures: Unhelmeted Motorcyclist Fatalities



* Projected

** Projected with estimation of YTD 2022

Target: 38 in 2022 and 38 in 2023

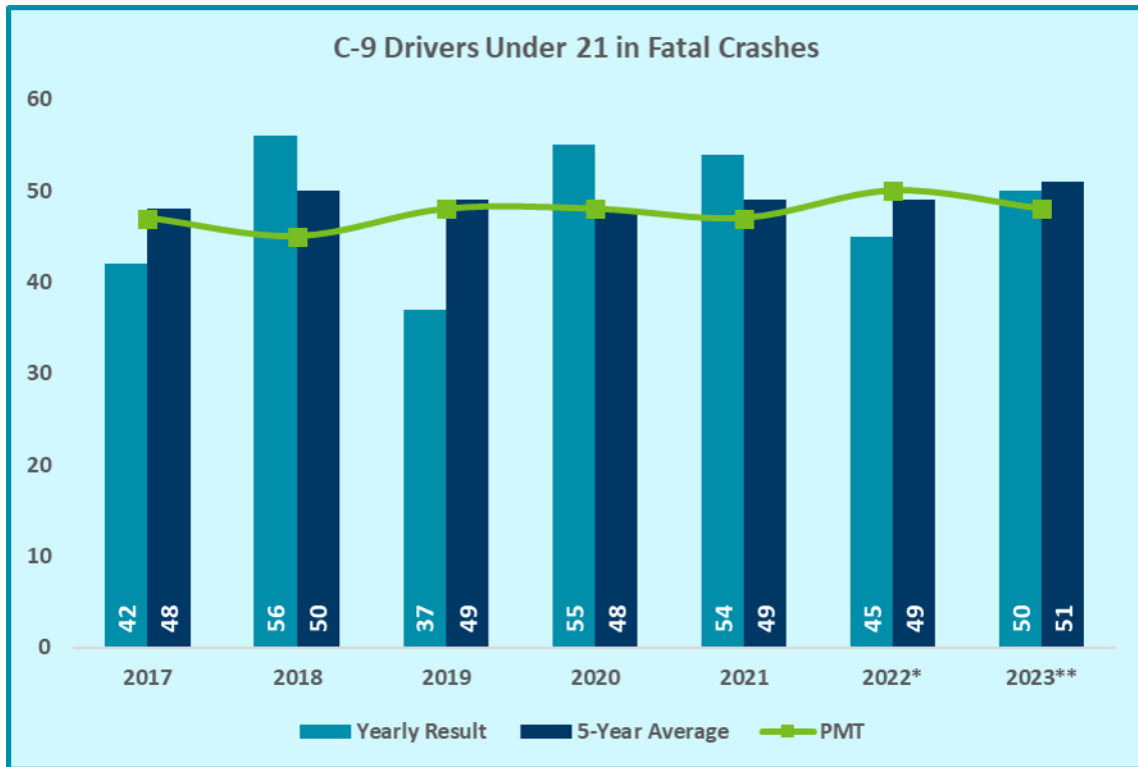
Status: Target not met in 2022 and will not be met in 2023.

This performance measure target is based on a moving five year average of FARS data. Since FARS data has not been finalized yet for 2022, State data for 2022 and 2023 was used in projections and estimations. Increases in motorcyclist fatalities in the past few years and also equated to increases in unhelmeted motorcyclist fatalities.

Minnesota will adjust the upcoming 2025 Annual Grant Application:

- DPS-OTS will support and expand our Motorcycle Safety Training programs to extent that resources allow. Our core outreach and messaging will include ongoing education on the importance of using all types of safety equipment including helmets. DPS-OTS will also include passenger vehicle driver education and raise the awareness of motorcycles on our roads.

Performance Measures: Drivers Under 21 in Fatal Crashes



* Projected

** Projected with estimation of YTD 2022

Target: 50 in 2022 and 48 in 2023

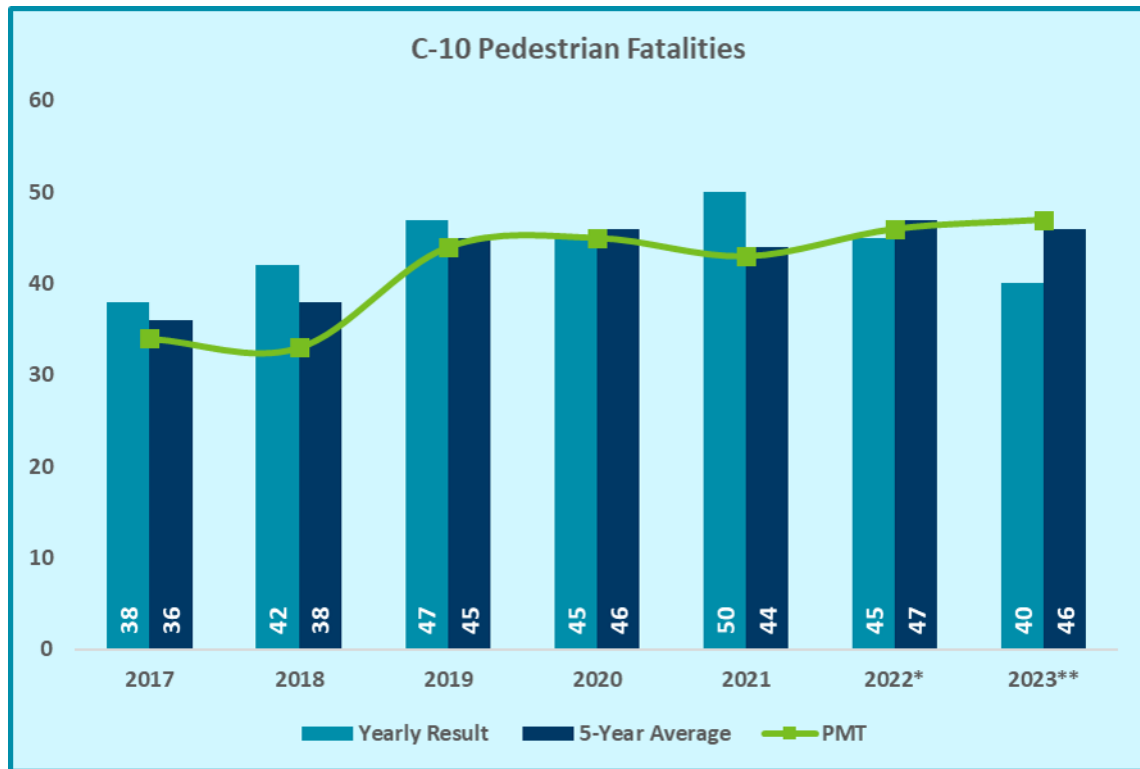
Status: Target not met in 2022 and will not be met in 2023.

This performance measure target is based on a moving five year average of FARS data. Since FARS data has not been finalized yet for 2022, State data for 2022 and 2023 was used in projections and estimations.

Minnesota will adjust the upcoming 2025 Annual Grant Application:

- DPS-OTS and our Teen Driver Safety Task Force will continue to seek new and innovative ways to train and educate our younger drivers. Working with the Advisory Council on Traffic Safety and our partners at Driver and Vehicle Services we will begin to evaluate the MN Driver’s Education program with an eye on a potential NHTSA assessment. DPS-OTS is also partnering with the MN State Patrol, MN-DOT, and MN Dept. of Health in bringing the Project Teen Impact Program to all Minnesota Schools

Performance Measures: Pedestrian Fatalities



* Projected

** Projected with estimation of YTD 2022

Target: 46 in 2022 and 47 in 2023

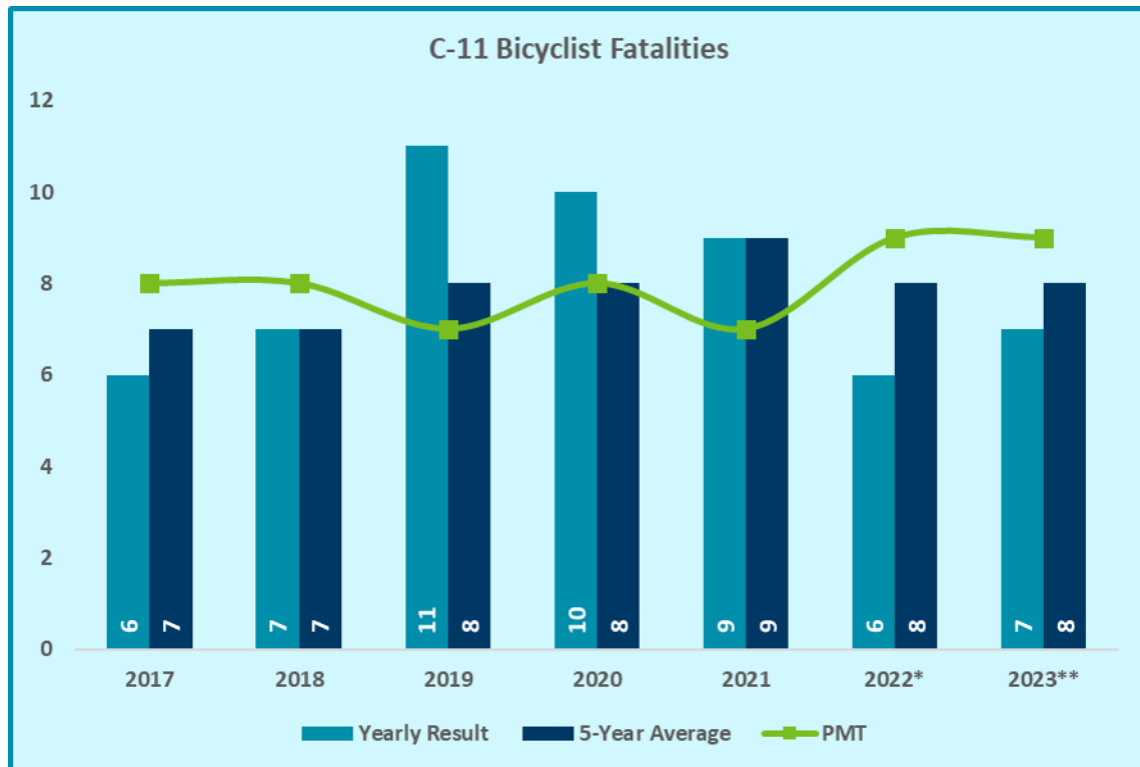
Status: Target not met in 2022 may be met in 2023.

This performance measure target is based on a moving five year average of FARS data. Since FARS data has not been finalized yet for 2022, State data for 2022 and 2023 was used in projections and estimations.

Minnesota will continue to support

- The work with MnDOT to expand both education and outreach projects as well as enforcement efforts.

Performance Measures: Bicyclist Fatalities



* Projected

** Projected with estimation of YTD 2022

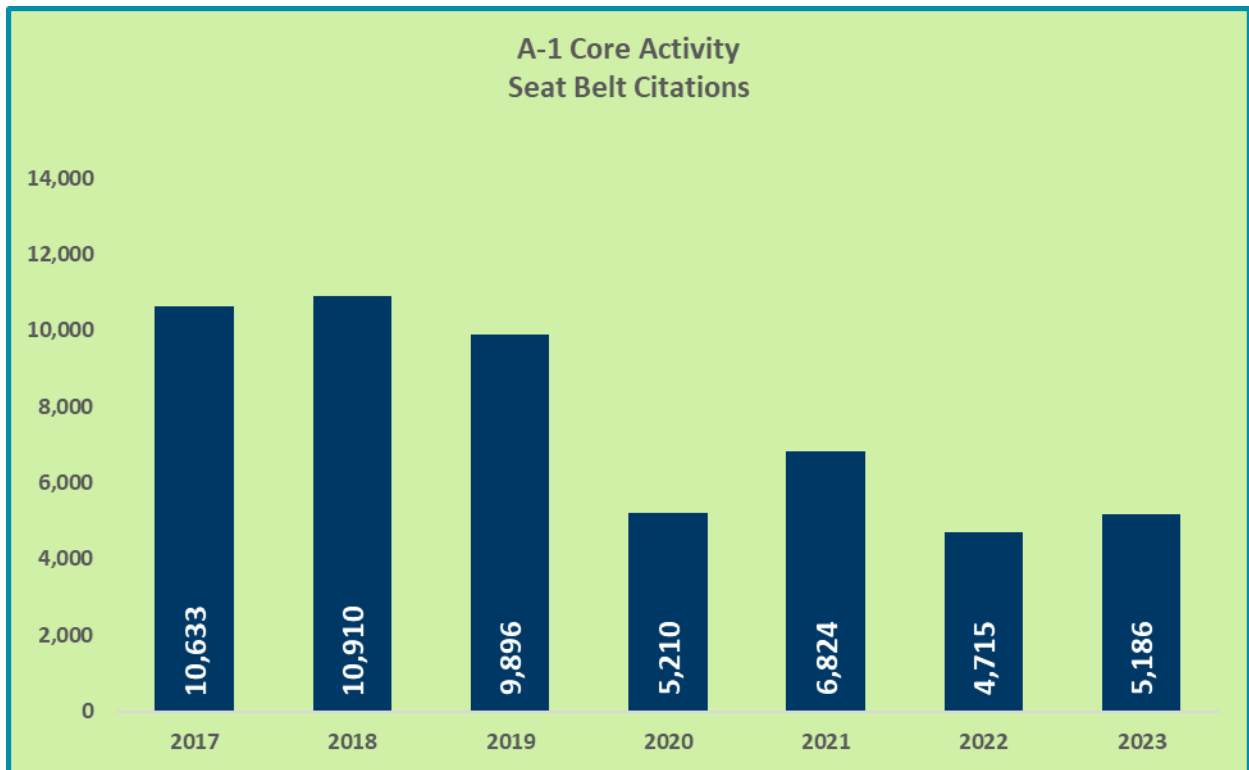
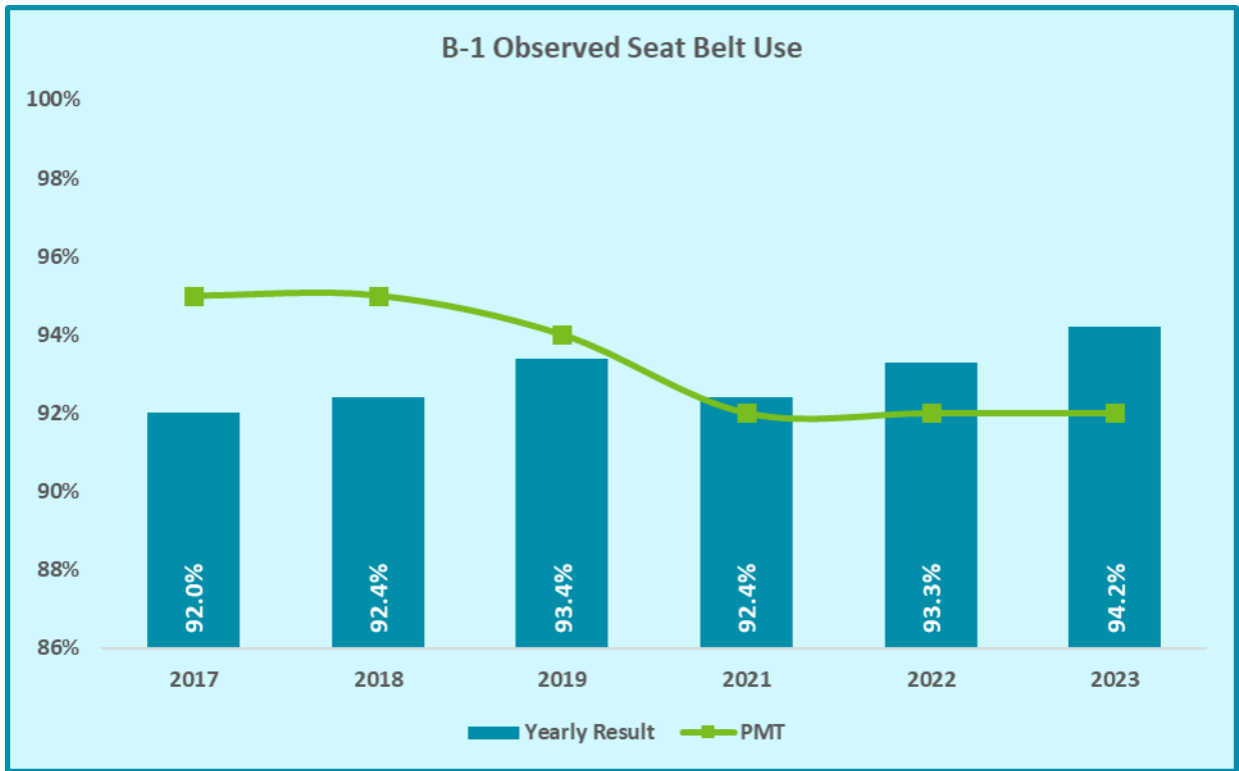
Target: 9 in 2022 and 9 in 2023

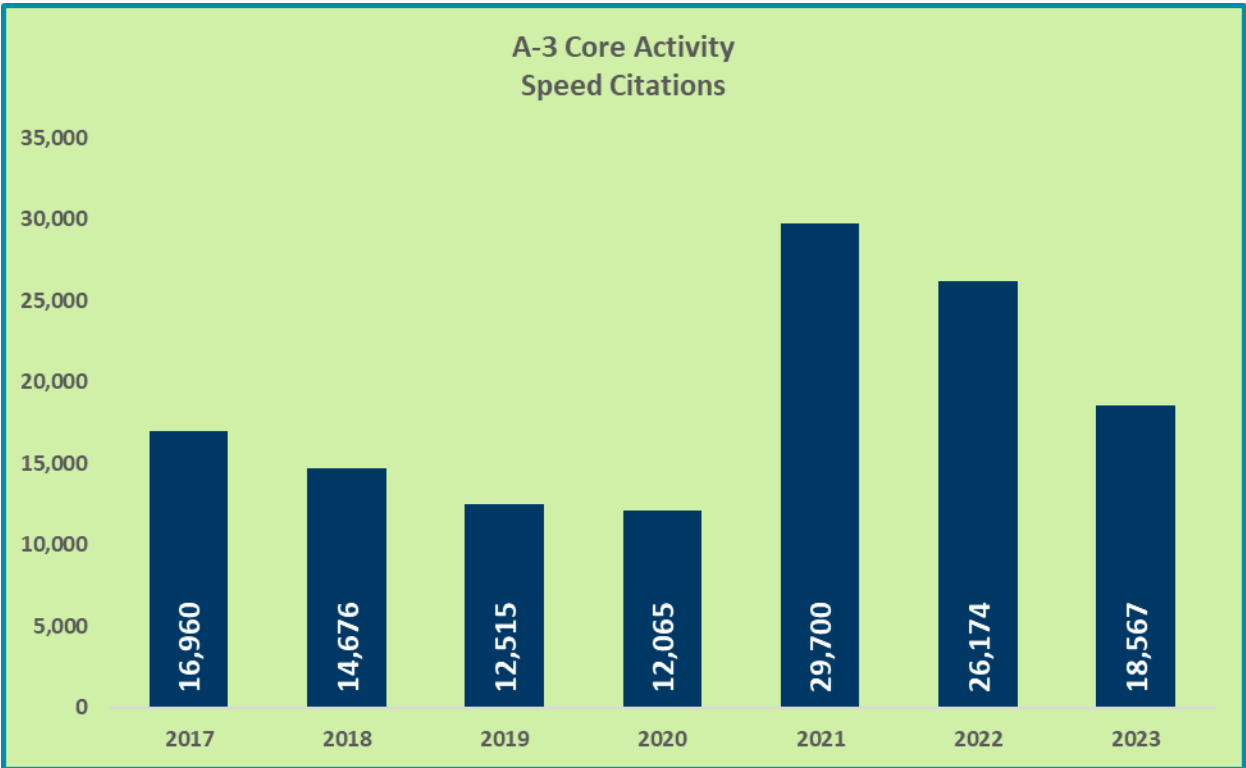
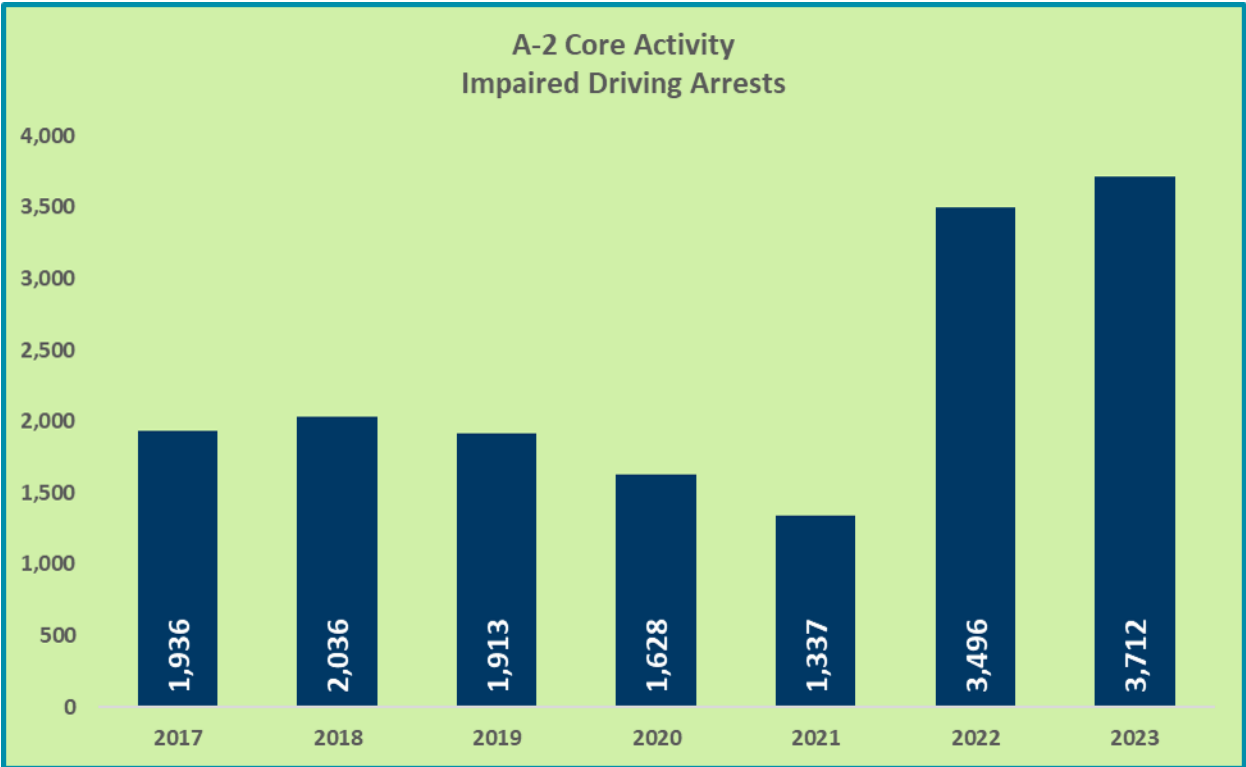
Status: Target met in 2022 and may be met in 2023.

This performance measure target is based on a moving five year average of FARS data. Since FARS data has not been finalized yet for 2022, State data for 2022 and 2023 was used in projections and estimations. Bicyclist fatalities in Minnesota are relatively isolated incidents and tend to occur in urban areas.

Minnesota will continue to support safety projects which focus on preventing bicyclist fatalities:

- Partnering with the Cycling Savvy Organization we are beginning to distribute high quality bicycle education materials.





Enforcement Activity Totals, FY23

Source: ROAR database

Citations / Results					Move		DWI		Total FY23
	Seat Belt	Impaired	Speed	Pedestrian	Over	Distracted	Officers	DDACTS	
Seat Belt	2,925	631	519	140	21	441	404	105	5,186
Child Restraint	68	72	46	16	1	31	103	4	341
DWI	45	1,248	76	2	4	49	2,264	24	3,712
Not A Drop/Zero Tolerance	1	40	3	0	0	2	83	0	129
Speed	1,454	4,127	8,733	156	123	1,069	2,457	448	18,567
Fail to Use Due Care	11	61	22	3	0	20	38	4	159
DAR/DAS/DAC	681	2,559	812	99	30	667	2,472	131	7,451
Move Over Law	11	66	41	0	88	17	95	0	318
Use of Wireless Equipment	855	587	475	197	26	2,580	420	129	5,269
	133	554	198	3	4	152	501	23	1,568
Citations Total	6,184	9,945	10,925	616	297	5,028	8,837	868	42,700
Warnings Total	7,286	24,906	11,956	270	469	6,154	19,810	1,076	71,927
Enforcement Activity Total	13,470	34,851	22,881	886	766	11,182	28,647	1,944	114,627
Agencies Participating	218	228	210	6	54	218	28	56	1,018
Officers Working	791	1,156	975	30	104	825	41	162	4,084
Hours Worked	7,947	30,342	12,239	715	467	7,047	31,602	1,644	92,002
Mileage	121,728	481,436	218,111	4,099	8,030	98,685	497,687	21,884	145,160
Total Stops	14,618	45,502	23,725	1,437	842	13,014	41,026	2,505	142,669
People Taken Into Custody	164	1,893	206	6	13	177	3,141	56	5,656
# Vehicles Towed	67	833	112	2	5	61	1,583	18	2,681
# Designated Drivers Contacted	44	245	38	0	4	32	645	8	1,016
Contacts Per Hour	1.83	1.49	1.93	2.00	1.80	1.84	1.29	1.52	1.55

Program Area and Projects, by Performance Measures

Program Area and Projects	C-1 Traffic Fatalities	C-2 Serious Injuries	C-3 Fatalities/VMT	C-4 Unrestrained Fatalities	C-5 Impaired Driving Fatalities	C-6 Speeding-Related Fatalities	C-7 Motorcyclist Fatalities	C-8 Unhelmeted Motorcyclist Fatalities	C-9 Drivers Under 21 in Fatal Crashes	C-10 Pedestrian Fatalities	C-11 Bicyclist Fatalities	B-1 Observed Seat Belt Use Rate
Occupant Protection												
Child Passenger Hospital Support	●	●	●	●								
Liaison Occupant Protection	●	●	●	●					●			
Support OP/Professional Development	●	●	●	●								
Car Seats for Needy Families	●	●	●	●								
Children and Restraint Systems (CARS)	●	●	●	●								
Seat Belt Use Observational Survey												●
Impaired Driving												
Courts Alcohol Impaired	●	●	●		●							
Enforcement DWI Officers	●	●	●		●							
Ignition Interlock (Vendor Oversight)	●	●	●		●							
Drug Recognition Expert/DRE	●	●	●		●							
Ignition Interlock (Judicial)	●	●	●		●							
State Judicial Outreach Liaison (SJOL)	●	●	●		●							
Responsible Server Training Impaired	●	●	●		●							
Traffic Safety Resource Prosecutor	●	●	●		●							
Police Traffic Services												
Cities & Counties Enforcement	●	●	●	●	●	●			●	●		
Law Enforcement Liaisons	●	●	●	●	●	●			●	●		
State Patrol Professional Development	●	●	●									
State Patrol TZD Enforcement	●	●	●	●	●	●			●	●		
Community Programs												
Multicultural Driver Education	●	●	●						●			
Network of Employers Traffic Safety/NETS	●	●	●	●	●	●						
Novice Drivers Education and Outreach	●	●	●						●			
Safe Roads Coalitions	●	●	●	●	●	●						
School Bus Stop Arm Camera	●	●	●							●		
Senior Driver Working Group	●	●	●									
Regional Coordinators Toward Zero Death	●	●	●	●	●	●			●	●		
Community Outreach Coordinator	●	●	●	●	●	●			●	●		
Motorcycle Safety												
Motorcycle Rider Training	●	●	●				●	●				
Motorcycle Rider Training/Equipment/Supplies	●	●	●				●	●				
Motorcycle Rider Testing and Licensing	●	●	●				●	●				
MCY Safety Public Information/Media	●	●	●				●	●				
Media												
Creative Contract	●	●	●	●	●	●	●	●	●			
Media Relations	●	●	●	●	●	●	●	●		●		
Paid Media	●	●	●	●	●	●						

Planning and Administration

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

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

Planning and Administration					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-01-01	Shannon Ryder	402	\$524,000.00	\$505,172.28	96.41%
		Total:	\$524,000.00	\$505,172.28	96.41%

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

Expenditure Summary - FY23

Funding/Program Area	Budget	Expenditures	Spent
164	\$8,311,150.00	\$7,813,210.40	94.01%
DUI_AL	\$1,568,150.00	\$1,280,652.89	81.67%
II_AL	\$1,100,000.00	\$883,205.48	80.29%
TOX_DG	\$1,780,000.00	\$1,764,603.89	99.14%
EDU_AL	\$100,000.00	\$34,135.95	34.14%
ENF_AL	\$2,950,000.00	\$2,525,081.87	85.60%
PM_AL	\$1,363,000.00	\$1,325,530.32	97.25%
402	\$9,887,500.00	\$8,671,781.82	87.70%
Planning & Administration	\$524,000.00	\$505,172.28	96.41%
Occupant Protection	\$617,000.00	\$508,464.53	82.41%
Police Traffic Services	\$4,173,000.00	\$3,821,489.44	91.58%
Traffic Records	\$941,000.00	\$674,163.90	71.64%
Community Programs	\$3,375,500.00	\$2,916,349.45	86.40%
Motorcycle	\$257,000.00	\$246,142.22	95.78%
405B	\$850,000.00	\$664,868.26	78.22%
405C	\$2,247,000.00	\$1,250,684.05	55.66%
405D	\$4,486,600.00	\$3,889,267.02	86.69%
405F	\$120,000.00	\$119,992.50	99.99%
405H	\$90,000.00	\$74,216.17	82.46%
Total Expenditures:	\$26,542,250.00	\$22,484,020.22	84.71%

Staff Funding					
Project #	Staff	Funding	Obligated	Expended	Spent
23-02-22	Occupant Protection	402OP	\$97,000.00	\$96,647.80	99.64%
23-03-22	Impaired	405D	\$260,000.00	\$239,345.98	92.06%
23-04-22	Enforcement	402PT	\$280,000.00	\$278,620.18	99.51%
23-05-22	Traffic Records	405C	\$300,000.00	\$198,288.58	66.10%
	Traffic Records	402TR	\$280,000.00	\$257,238.62	91.87%
23-06-22	Community Programs	402CP	\$180,000.00	\$143,906.13	79.95%
23-07-22	Motorcycle	402MC	\$152,000.00	\$151,142.22	99.44%
		Total:	\$1,549,000.00	\$1,365,189.51	88.13%

Program coordinators are the primary points of contact for the wide variety of stakeholders and customers OTS works with. These stakeholders and customers include: the Minnesota Legislature, members of the media, our grantees, the public, and our many other traffic safety partners. Our coordinators also provide subject area expertise, ensure project activities are well documented, and comply with state and federal rules, requirements, and procedures. The work the program coordinators do in maintaining compliance while providing resources to our partners is what enables the important work of preventing crashes, serious injuries, and death to continue in Minnesota.

This year has continued to present challenges in staff turnover. Two of our program coordinators left OTS for other positions, and several others have had to shift their responsibilities. Both coordinators who left were in the area of crash and traffic records, so the loss has been felt the most there. We were able to fill both positions with well qualified persons who have added a tremendous amount of new energy to the positions. However, these are complex program areas, and it will take time for the new coordinators gain effectiveness and efficiency.

The success of the program coordinators as well as many of the OTS grantees depends on the quality work of our Research and Evaluation team. This team manages and distributes data that allows highway safety planners to focus resources where they are needed at the appropriate time, and to meet reporting requirements. They also provide information to the research organizations, the media and the public so that the impact of poor choices by road users can be used to prevent the same mistakes from recurring. This is a complex and demanding function in the highway safety system and OTS is fortunate to have this dedicated team.

Occupant Protection

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

Child Passenger Hospital Support					
Performance Measures: C-1, C-2, C-3, C-4					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-02-01	Irene Jones	405OP	\$120,000.00	\$119,820.32	99.85%
		Total:	\$120,000.00	\$119,820.32	99.85%

The Child Passenger Hospital Support project was awarded to The Family Birth Center at Regions Hospital in St. Paul and it has allowed them to continue providing their innovative inpatient car seat consultation service. This service offers car seat installation and usage education to parents of newborn babies prior to their discharge. The Goal of this project is to provide car seat consultation services to all parents of newborn babies, much like lactation consultations.

The inpatient car seat consultation service, in addition to hosting community-based events, will continue to reach multiple communities, reaching diverse populations with these events/services. This program continues to be successful and may expand to other facilities.

Child Passenger Liaison					
Performance Measures: C-1, C-2, C-3, C-4					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-02-04	Irene Jones	405OP	\$270,000.00	\$194,869.87	72.17%
		Total:	\$270,000.00	\$194,869.87	72.17%

The child passenger liaison project is to promote occupant protection in more rural areas of the state and ensure that occupant protection services received are as high quality and readily available as the metro area services. Specific outreach/engagement efforts have been created/developed in underserved and/or socioeconomically disadvantage communities. Activities were provided by three CPS Liaisons (North, Northeast, and South).

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

Support Occupant Protection					
Performance Measures: C-1, C-2, C-3, C-4					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-02-07	Irene Jones	405OP	\$40,000.00	\$9,806.54	24.52%
		Total:	\$40,000.00	\$9,806.54	24.52%

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

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

Annual Seatbelt Study					
Performance Measures: B-1					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-02-08	Allison Hawley	402	\$100,000.00	\$87,320.00	87.32%
		Total:	\$100,000.00	\$87,320.00	87.32%

The annual seat belt observational survey, compliant with NHTSA guidelines, determines Minnesota’s seat belt use rate based on proven methodology. Demographic data collected as part of this survey allows OTS to identify potential targets for future occupant passenger protection programs. We believe in data driven solutions, and crash data analyses have been proven effective at helping to direct traffic safety efforts, thereby helping Minnesota’s seat belt enforcement and outreach efforts.

The overall observational seatbelt rate in 2023 was 94.2%, which is higher than 2022 (93.3%) and the highest statewide seat belt use rate in Minnesota since 2014. While male pickup truck occupants remain among those with the lowest seat belt use in the state, their 89.9% rate in 2023 is the highest it has been in ten years. Despite these improvements, male pickup truck occupants, rural drivers (especially on local roads) and young adults age 16-29 continue to be worthy targets for enhanced occupant protection programs. Though there remains considerable work to do to improve seat belt usage in Minnesota, these survey results suggest that our targeted outreach and enforcement efforts appear to be having a positive effect.

Impaired Driving

Purpose Statement: The work of reducing alcohol-impaired driving fatalities through education, enforcement, outreach, and recognition must be continued because fatalities in crashes involving an alcohol-impaired driver represent more than one-fifth (19.89) of the motor vehicle fatalities in Minnesota (2018-2022).

Impaired Driving Leadership Summit

This NHTSA facilitated Leadership Summit was designed to assist states in bringing together a leadership team that has the commitment, motivation, and resources to create or enhance the State's comprehensive impaired driving system. Discussion at the Leadership Summit included: the need to better share data, remove data silos, better integrate data systems, involve additional disciplines in traffic safety such as probation, involve additional agencies such as the Department of Corrections, and expand DWI Courts and chemical use assessments.

Minnesota has implemented the following after the summit:

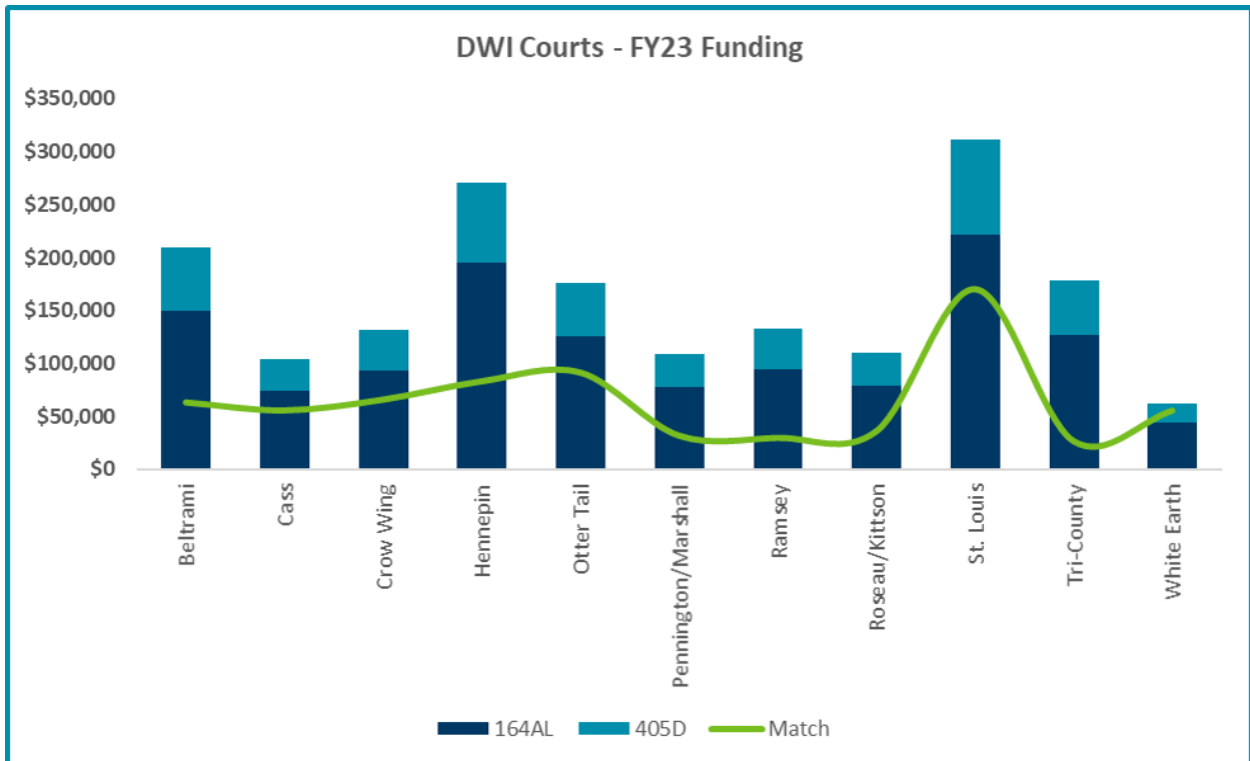
- The Traffic Safety Data Analytics and Innovation Manager, Kurt Rohrig, presented to the DWI Taskforce on his work with data analytics and integration. This has resulted in people from the taskforce reaching out and contributing ideas that they would like to see in future working sessions.
- The DWI Taskforce is creating a new data sub-committee, which will be chaired by Duane Siedschlag. Recruitments are being made for an initial working session.
- OTS is receiving improved data from the Bureau of Criminal Apprehension lab, including poly-drug use data and improved toxicology turnaround times.
- OTS is receiving improved data from the Driver and Vehicles Services ignition interlock unit, including the number of individuals required to participate in the program and the number of participant failed starts.
- OTS met with the Minnesota Department of Health (MDH) regarding a need for suicide screenings within DWI Courts in order to help prevent suicides after an impaired driving arrest. A screening protocol was shared with probation and DWI Courts.
- All DWI Courts that have a grant with OTS have implemented Screening, Brief Intervention and Referral to Treatment (SBIRT). This evidence-based approach helps to identify individuals who may be at risk of reoffending, and will assist with reducing recidivism.
- A new grant project started for Statewide Probation/Parole Outreach Liaisons (SPOLs). The grant was awarded to the Department of Corrections, and two Corrections Agents will work to reduce impaired driving recidivism through the use of probation best practices. They will also serve as a statewide resource for probation and parole agencies.
- The Advisory Council on Traffic Safety was created and held their first meeting in September 2023. The council will improve traffic safety for all users on all Minnesota roads by consulting with and advising the governor and states agencies on policies, programs, and services.

Standardized Field Sobriety Testing & Drug Evaluation Assessment					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-03-00	Kammy Huneke	405D	\$30,000.00	\$16,189.02	53.96%
Total:			\$30,000.00	\$16,189.02	53.96%

A team of subject matter experts conducted a comprehensive review of the Standardized Field Sobriety Testing (SFST) and Drug Recognition Evaluator (DRE) programs using an organized, objective approach and well-defined procedures that provided an overview of the program’s current status, noting the program’s strengths and weaknesses, and provided priority recommendations that OTS has begun to implement.

Substance Abuse Courts (DWI Courts)					
Performance Measures: C-1, C-2, C-3, C-5					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-03-01	Duane Siedschlag	405D	\$576,600.00	\$515,197.68	89.35%
		164_DUI_AL	\$1,568,150.00	\$1,280,652.89	81.67%
Total:			\$2,144,750.00	\$1,795,850.57	83.73%

Substance abuse courts provide judicial leadership, multidisciplinary collaboration and local planning including substance abuse issues when working with repeat DWI offenders. Eighteen DWI courts receive funding via eleven grants.



In Minnesota, 41 percent of DWI offenders are repeat offenders. Many of these offenders have serious substance abuse problems. In order to eliminate the impaired driving problem, a comprehensive alcohol program must also address the offender’s abuse of impairing substances. The objectives include: enhancing public safety by reducing the recidivism rate of hard core DWI offenders, increasing the percentage of repeat offenders that reinstate driving privileges and drive legally, restoring repeat DWI offenders to law-abiding citizens and reducing the cost to DWI offenders by breaking the cyclical process of repeated impaired driving arrests.

Court Teams also assist participants with obtaining valid driving privileges, obtaining housing and with finding gainful employment, as needed. Many participants also were rewarded by having relationships restored with family and loved ones. The Courts continue to provide resources for several participants having thoughts of suicide as well as assisting members of the Red Lake, Leech Lake and White Earth Nations of Indigenous Peoples.

Since the 2007 inception of DWI Courts in Minnesota, only 5.25% of participants have received a subsequent impaired driving conviction!

During this federal fiscal year

- 197 participants admitted into the program
- 109 participants graduated
- 35 participants terminated
- 255 participants currently enrolled
- 16 graduates from DWI court incurred an additional DWI arrest (8.1% recidivism rate in FY23)
- 91 participants obtained a restricted license with ignition interlock
- 24 participants obtained a full-unrestricted license

Dashboard Impaired					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-03-02	Nick White	405D	\$40,000.00	\$37,447.59	93.62%
		405C	\$380,000.00	\$56,032.00	14.75%
		Total:	\$420,000.00	\$93,479.59	22.26%

Dashboard project provides software licensing and an analyst to integrate several different state databases relevant to DWI events. Analysis was also conducted in order to rebuild the Dashboard next year.

The analyst plots incidents of DWI arrests from eCharging events and alcohol-related crashes resulting in injury or fatality from MnCrash, the state crash reporting system. The analyst also provides plotting of on-sale liquor establishments, provided by other public safety stakeholders. Utilizing a mapping tool to accurately capture GEO coordinates will greatly reduce or eliminate the need for manual intervention to plot events.

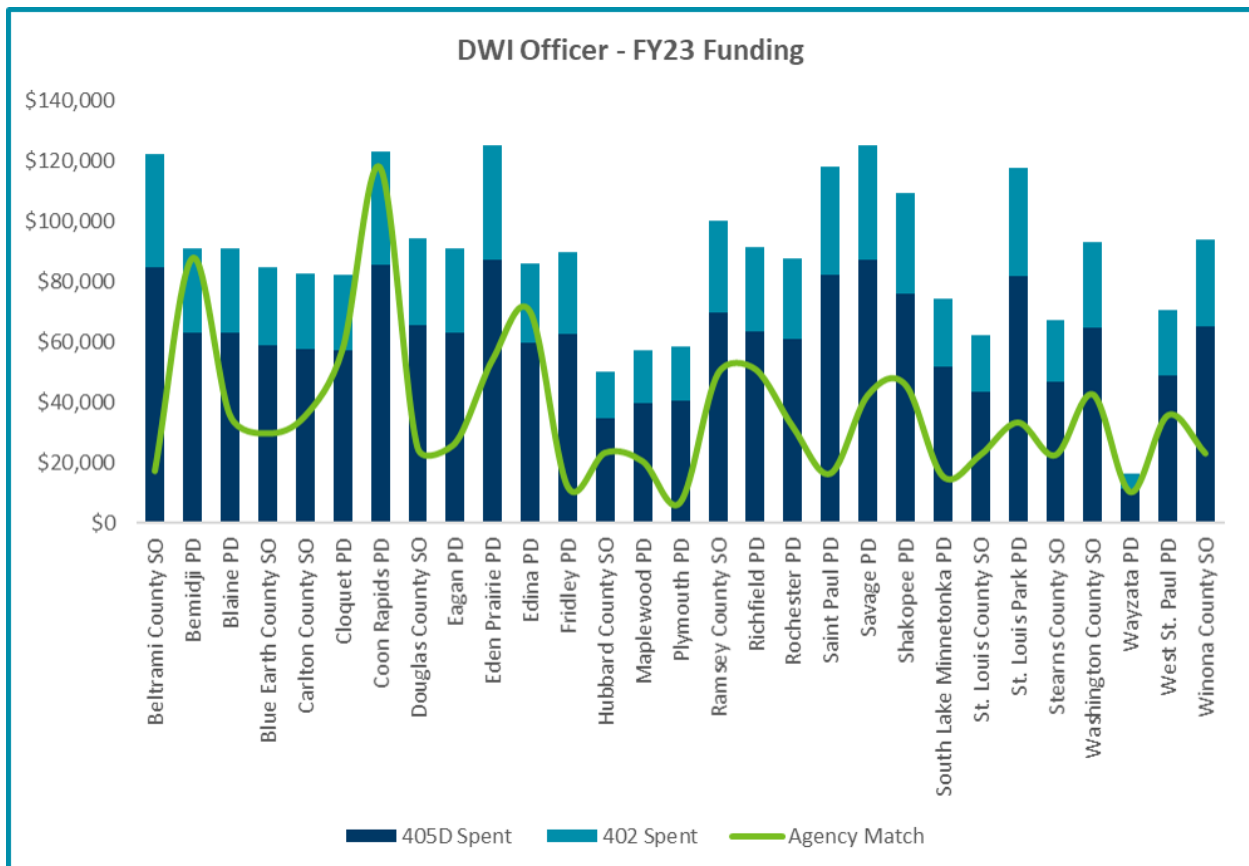
The dashboard feature allows users to determine the GPS location of alcohol related crashes, the location of impaired driving arrests and the location of on and off sale liquor establishments. This allows law enforcement agencies to focus high visibility impaired driving enforcement saturations in areas of need. By focusing saturations in areas of need, law enforcement can assist with the goal of preventing impaired driving fatalities on Minnesota roadways. During the grant period 5,754 locations unmatched DWI locations were cleaned up for better geocoding number of backlog locations was brought down from 9,324 to 3,570.

DWI Traffic Safety Officers

Performance Measures: C-1, C-2, C-3, C-5

Project #	Coordinator	Funding	Obligated	Expended	Spent
23-03-03	Duane Siedschlag	402	\$930,000.00	\$778,488.02	83.71%
		405D	\$2,120,000.00	\$1,774,769.93	83.72%
		Total:	\$3,050,000.00	\$2,553,257.95	83.71%

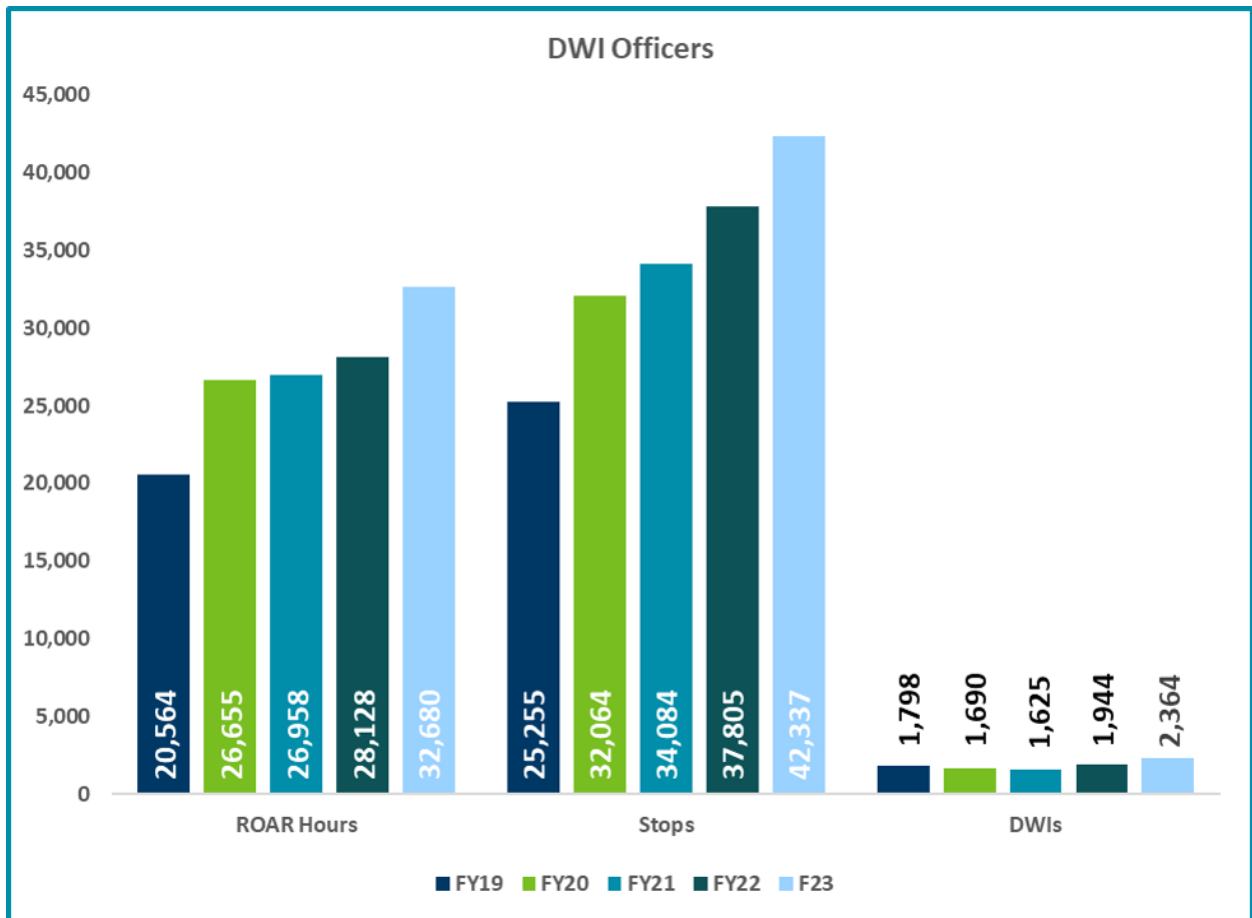
This project supported 29 selected agencies by providing straight time and overtime funding to pay the salary of a dedicated impaired driving traffic safety enforcement officer. In 2022, the National Safety Council estimated the cost of alcohol related crashes in Minnesota was \$408 million. During 2022, 21% of crashes resulting in serious injury and 33% of fatal crashes were alcohol-related. The highest concentration of alcohol-related crashes occurred between 5:00 p.m. and 5:00 a.m. The grantees are directed to focus their DWI Traffic Safety Officer during this time period to reduce alcohol-related crashes. The DWI Traffic Safety Officers are also expected to enforce the risky driving behaviors of speeding, seat belt nonuse and distraction, with an emphasis on impaired driving enforcement.



During this federal fiscal year, 29 DWI Officers resulted in the following:

- 42,337 total enforcement traffic stops
- 3,264 DWI arrests, including 762 (32.2%) for impaired other than alcohol
- 3,262 total arrests
- 510 seatbelt and child restraint citations
- 2,534 speed citations
- 2,529 drivers cited for driving after license withdrawal (revocation, suspension or cancellation)
- 461 drivers cited for hands-free violations.

The grant period saw a record number of traffic stops made by the Officers and Deputies, in sharp contrast to the nationwide trend in law enforcement to reduce traffic stops. The project also saw a record number of impaired driving arrests and the 2,364 arrests in this project were 8.8% of the 26,751 arrests state-wide between October 1, 2022 and September 30, 2023. The 29 DWI Traffic Safety officers make up only 0.25% of the licensed peace officers currently employed in Minnesota. Agencies are struggling to recruit and retain officers across the state. Two agencies were forced to



reassign their DWI Traffic Safety Officer during quarter four. Despite the staffing concerns of many of the partner agencies, the DWI Traffic Safety Officer project still saw increases all measurable results of the enforcement efforts. This is a testament to the resolve of the DWI Traffic Safety Officers and of the commitment exhibited by these agencies to improve traffic safety. Minnesota is experiencing a decline of about 30% in alcohol impaired fatalities compared to 2022.

Of the funds encumbered for this project, the 29 agencies spent 78.15% of the 402 funding and 78.15% of the 405D funding. The agencies' match contribution was 41.7% of the total expended. It should be noted that 2 agencies (Edina PD and St. Louis County SO) suspended this project during quarter four due to staffing issues.

Effective adjudication of impaired driving cases is a vital component in the effort to reduce impaired driving-related, fatalities and injuries, particularly those involving repeat impaired driving offenders. Having consistent court consequences across the state is vital to ensure recidivism is reduced. The OTS awarded a grant for a State Judicial Outreach Liaison (SJOL) to the American Bar Association (ABA) to serve as a liaison between NHTSA, OTS, and the judges of all ten of Minnesota's Judicial Districts.

State Judicial Outreach Liaison (SJOL)					
Performance Measures: C-1, C-2, C-3, C-5					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-03-04	Duane Siedschlag	405D	\$50,000.00	\$47,838.82	95.68%
Total:			\$50,000.00	\$47,838.82	95.68%

The SJOL provides training to judges on new traffic safety laws and DWI court rulings. The SJOL has been beneficial in helping to resolve a search warrant issue related to drug impaired driving that was occurring in a northern county. Law enforcement in that county report an increase in positive search warrant resolutions as the year progressed. The SJOL is also monitoring an unusual practice in a northeast county involving probation officers reporting instances of impaired driving to the sheriff's deputies.

SJOL program highlighted activities:

- Impaired Driving and criminal vehicular operation search warrant training provided to law enforcement to overcome long-standing issues related to showing inconsistency in drug impaired driving cases.
- Provided a training session at the state's Toward Zero Deaths annual traffic safety conference.
- Presented with other state JOLs on sentencing practices and assessment tools for an ABA webinar.
- Presented to over 50 judges in Minnesota on the benefits of starting a DWI Court.
-

As the problem of drug impaired driving continues to increase, the SJOL has provided guidance to law enforcement, prosecutors and judges to help understand the implications of Minnesota's recent legislation legalizing cannabis. This has been an invaluable resource as Minnesota traffic safety stakeholders respond to this legislative action.

Ignition Interlock (Vendor Oversight)					
Performance Measures: C-1, C-2, C-3, C-5					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-03-05	Nick White	164_IT_AL	\$550,000.00	\$376,826.00	68.51%
		Total:	\$550,000.00	\$376,826.00	68.51%

Ignition Interlock vendor oversight is administered by vehicle services, in collaboration with the OTS to increase the use of ignition interlock in the state by training and educating offenders, those involved with offenders, and the general public.

Repeat offenders and offenders with high BAC are required to install ignition interlock in order to maintain driving privileges. Ignition Interlock is mandatory for those cancelled inimical to public safety. DPS continues to review possible changes to the law to increase the use of the device.

Program participation increased 12% over FY22, related statistics:

- 15,519 individuals utilizing ignition interlock
- 17,145 vehicles were prevented from starting when alcohol was detected
- 4,043 drivers graduated from the ignition interlock program

This year, individuals covered under the grant processed 47,984 documents, responded to 7,807 emails, answered 211 calls, and completed 653 unannounced service center inspections. The Ignition Interlock Unit continues to work with a one day backlog for document processing. This meets the goal of increasing program participation to reduce impaired driving.

BCA Lab Technicians Administrative Support					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-03-09	Nick White	405D	\$400,000.00	\$355,508.79	88.88%
		Total:	\$400,000.00	\$355,508.79	88.88%

BCA lab project provides funding for two full time toxicology scientists also a toxicology supervisor. The supervisor oversees the alcohol testing operations of the Calibration and Toxicology Laboratories. The toxicologists are responsible for testing blood and urine samples collected by law enforcement from suspected impaired drivers. The toxicologists will confirm for most drug classes as identified in the screen for drug recognition evaluator (DRE) cases and for other DWI cases. The toxicologists also continue to conduct toxicology screens for drugs identified as impairing and of high use in MN drivers.

Minnesota continues to see a rise in poly-substance impaired driving. This project allows the BCA to gather additional data on substances used in addition to alcohol, by motorists. By testing the urine samples beyond the triage stage, the toxicologists learn what substances supplement the driver's impairment. This data is shared with traffic safety stakeholders throughout the state and can be useful in educating legislators determined to strengthen existing impaired driving laws.

The data is also useful to the Minnesota Department of Health to determine how to address alcohol impairment that is enhanced by other impairing substances and what underlying addictions may be present.

In grant period, the addition of another supervisor, the operations of the calibration, alcohol, and toxicology sections have been streamlined, resulting in a reduction in backlog, and shortened turnaround times. In quarter one, the average turnaround time for toxicology cases was 157 days, and by the end of the quarter four, the average turnaround time was reduced to 67 days.

eCharging					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-03-10	Nick White	164_TOX_DG	\$1,780,000.00	\$1,764,603.89	99.14%
		405C	\$577,000.00	\$526,080.21	91.18%
		Total:	\$2,357,000.00	\$2,290,684.10	97.19%

The eCharging system provides electronic workflow, data integration, validation, and signing capability for traffic related charging documents that flow between law enforcement, prosecutors, and the court entities across the state of Minnesota.

Connecting with the driver’s license database provides immediate driver’s license information to law enforcement, including arrest data and prior DWI convictions. eCharging automates, simplifies and expedites an otherwise complex and time consuming arrest process. Peace officers and agencies faithfully use the online arrest program because of its simplicity, efficiency, and the elimination of procedural errors.

In the grant period, 26,751 DWI arrests were processed in eCharging, representing 99.98% of the total number of submissions. This was an increase of 1,269 DWI arrests over the prior year. The events were created by 4,560 peace officers from 375 different law enforcement agencies.

eCharging allows Minnesota peace officers to create and receive an approved electronic search warrant back from a judge in 15 minutes or less.

Minnesota is the only state in the U.S. that has a fully integrated online system that processes search warrants from the peace officer’s application through the judge’s approval.

In the grant period, 7,753 DWI blood/urine search warrants for DWI/Criminal Vehicular Homicide or Criminal Vehicular Operation were processed through eCharging. This was an increase of 608 over the prior year.

The purchase of 162 breath alcohol testing instruments was made to complete the fleet swap out of aging devices currently being used around the state. These instruments will ensure the efficiency and accuracy of breath alcohol testing by law enforcement. In addition, a Gas Chromatograph Mass Spectrometer was purchased for the lab to assist with faster toxicology sample testing.

The DRE Data Entry and Management project provides for the purchase of software and hand-held tablets for Minnesota Drug Recognition Evaluators (DREs) in Minnesota. The DRE Data Entry and Management System is a comprehensive data collection and reporting tool that improves the efficiency, management, and monitoring of the state’s DRE program.

Drug Recognition Evaluator (DRE)					
Performance Measures: C-1, C-2, C-3, C-5					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-03-12	Kammy Huneke	405C	\$191,000.00	\$0.00	0.00%
		405D	\$800,000.00	\$726,951.57	90.87%
		Total:	\$991,000.00	\$726,951.57	73.36%

The DRE project did not expend 405c funds in the grant period due to that we are still awaiting approval from the DPS-MNIT security team and the project governance board.

Funding was provided to the State Patrol to coordinate traffic law enforcement training courses, train instructors, and supply materials. Classes were provided without charge to state, municipal, and county officers as requested, with a priority given to enforcement officers that were required to take courses prior to working OTS/NHTSA funded overtime shifts.

The Drug Recognition Evaluator (DRE) coordinator is responsible for contracting and training troopers, local and tribal officers, and county deputies to teach traffic enforcement training courses and for organizing traffic enforcement training courses for multiple purposes and roles, including:

- New and current DREs (Drug Evaluation and Classification Program, recertification course)
- Law enforcement officers (Standardized Field Sobriety Testing—SFST, Advanced Roadside Impaired Driving)
- Enforcement (ARIDE, SFST instructor course)
- New and current phlebotomists (initial and refresher courses)
- New judges (Minnesota Judicial Branch’s New Judge Orientation)
- Provided instruction to several prosecuting attorney groups on cannabis

An administrative support position was added to assist the State DRE Coordinator. The NHTSA/IACP 16 hour ARIDE curriculum is being utilized as of October 2023. With the 2023 legislative session, we are able to provide additional resources for our partner agencies and are working on agreement for their support of the DRE program. The DRE Steering Committee is reviewing State SFST program standards. The DPS-OTS is also promoting the use of our TSRP.

These course offerings allowed officers working on enforcement program projects to obtain and maintain their required training (required trainings include SFST and ARIDE completed within the last 60 months). Courses were assessed after each session via course evaluations to guarantee that course material continues to meet the training needs of law enforcement officers.

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

Course	Number of Courses Presented	Number of LEO Trained
SFST	37	440
ARIDE	33	426
DWI Update	60	637
DRE School	3	88
Law Enforcement Phlebotomist	2	20

At the end of grant period, Minnesota had 323 certified DREs representing 145 agencies. There are currently 144 trained SFST instructors and 84 certified DRE instructors. There were 307 Drug Influence Evaluations for enforcement purposes during FY23. DRE enforcement evaluations resulted in the identification of 44%* of drug impaired drivers as polydrug/poly-category users (under the influence of more than one drug and/or drug category at time of evaluation). These results do not include pending toxicology reports. DRE opinion and toxicology results were found to match in 78% of measured incidents.

*Results do not include pending toxicology reports.

- Depressants = 20.75%
- Stimulants = 63.21%
- Hallucinogens = 0%
- Dissociative Anesthetic = 3.77%
- Narcotic Analgesics = 31.13%
- Inhalants = 0%
- Cannabis = 26.42%

Integrated Judicial and Administrative Ignition Interlock					
Performance Measures: C-1, C-2, C-3, C-5					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-03-13	Nick White	164_IT_AL	\$550,000.00	\$506,379.48	92.07%
Total:			\$550,000.00	\$506,379.48	92.07%

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

The OTS issued grants to four judicial districts and four probation agencies. The eight grantees use vendors with real-time reporting capabilities, which enables probation to address breath fails and missed rolling retests within a short period of time.

In the grant period, the program assisted 538 participants with installing an ignition interlock device and monthly fee assistance.

Many program participants would not be able to afford to install a device without financial assistance. With the availability of grant funds, more participants are able to enroll quickly and efficiently to regain their driving privileges with the restriction of an ignition interlock device. The requests to participate in Ignition Interlock with grant funds far exceeds the number allowed due to funding restraints.

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

Impaired driving often begins with over-indulgence in alcoholic beverages at bars and restaurants, and ends with an impaired driver behind the wheel. While the impaired driver bears the ultimate responsibility for this dangerous behavior, servers at establishments that serve alcohol play a role in this potentially deadly sequence of events. Preventing the over-serving of alcohol contributes to the goal of preventing impaired driving fatalities.

Responsible Server Training Impaired					
Performance Measures: C-1, C-2, C-3, C-5					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-03-18	Nick White	164_EDU_AL	\$120,000.00	\$34,135.95	28.45%
Total:			\$120,000.00	\$34,135.95	28.45%

This project was not started until June, six training sessions were completed around the state, bringing the number of regional alcohol awareness trainers up to 173 individuals representing 58 Minnesota Counties.

The Responsible Beverage Service Training (RBST) Program provides training through the Minnesota Alcohol and Gambling Enforcement Division (AGED) to law enforcement and public health individuals in each region of Minnesota to prepare them to provide consistent, quality training to local liquor establishment servers and managers on the responsible service of alcohol.

Training curriculum will continue to be updated and focus on preventing impaired driving crashes, injuries, and deaths by training the staff of on-sale establishments to recognize impairment and providing them with strategies to prevent over-serving alcohol to their customers. Curriculum is currently being developed to address the recent legalization of cannabis, including THC infused beverages and THC edibles that are available at on-sale establishments.

Traffic Safety Resource Prosecutor (TSRP)					
Performance Measures: C-1, C-2, C-3, C-5					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-03-21	Nick White	405D	\$240,000.00	\$185,016.14	77.09%
Total:			\$240,000.00	\$185,016.14	77.09%

Effective prosecution of impaired driving cases is a vital component in the effort to reduce impaired driving-related fatalities and injuries, and relies on up-to-date training for prosecutors on the latest impaired legislation and litigation techniques, access to expert case consultation, and research assistance. The OTS awarded a grant for a Traffic Safety Resource Prosecutor (TSRP) to the Minnesota County Attorneys' Association (MCAA) to serve as a liaison between NHTSA, OTS, and the county and city prosecutors.

The TSRP trains prosecutors on new traffic safety laws and DWI court rulings, conducts case consultation, maintains a website for resources for prosecutors and city attorneys, and conducts community outreach with MADD, schools and other groups. The TSRP has continued to expand virtual trainings, which has been beneficial for prosecutors and other stakeholders working outside the metro area who previously experienced difficulty attending meetings in person. Participation by people outside of the Minneapolis/St. Paul metro area has continued to increase.

TSRP program related statistics:

- Trial Advocacy training – attended by 36 prosecutors
- Impaired Driving: New Laws, New Issues, and New Decisions training – attended by 25 attorneys and six law enforcement officers
- Lethal Weapon: DWI Homicide training – attended by 27 prosecutors and 11 law enforcement officers

As the problem of drug impaired driving continues to increase, the TSRP met the needs of law enforcement and prosecutors for training in this area by offering several virtual training sessions over the course of the year. A large number of law enforcement officers attend these online trainings. This ensures consistent information is getting out to those that need it to continue to combat impaired driving in Minnesota and contributes to the goal of preventing impaired driving fatalities.

Police Traffic Services

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

Minnesota Cities and Counties Enforcement					
Performance Measures: C-1, C-2, C-3, C-4, C-5, C-6, C-9, C-10					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-04-01	Shannon Grabow	164_ENF_AL	\$2,250,000.00	\$1,928,416.59	85.71%
		402	\$1,771,000.00	\$1,428,712.48	80.67%
		405B	\$550,000.00	\$434,388.09	78.98%
		405H	\$90,000.00	\$74,216.17	82.46%
		Total:	\$4,661,000.00	\$3,865,733.33	82.94%

Drunk driving, speeding, unbuckled motorists, distracted driving, and pedestrian safety are the focus areas of this high-visibility enforcement project. The enforcement hours are timed with NHTSA’s enforcement calendar to maximize the impact of the paid media campaigns running concurrently. To assist agencies in educational efforts, the Office of Communication (OOC) provides sample news releases, talking points for news conferences, sample social media posts and letters to the editor for use during the campaign.

In order to reduce traffic fatalities and serious injuries, this project used data-driven traffic safety policing to improve compliance with traffic laws. In addition to statewide enforcement events, traffic fatality and serious injury data were used to determine areas in need of additional enforcement campaigns.

56 multi-agency enforcement grants assisted 72 sheriffs’ offices, 222 police departments, two university police departments, and all districts of the State Patrol. Through a different grant with OTS, the State Patrol has also helped maintain the number of DREs active in the State at 323 officers representing 145 agencies. Also, 426 officers were trained in Advanced Roadside Impaired Driving Enforcement (ARIDE), 440 officers were trained in Standardized Field Sobriety Test (SFST), and 637 officers received DWI update training.

FY23 Enforcement (Statewide Totals)							
Event Type	DWI Arrests	Child Restraint Citations	Seat Belt Citations	Speed Citations	Use of Wireless Device Citations	Failure to Use Due Care Citations	Move Over Citations
Distracted	51	31	453	1,093	2,620	21	17
Impaired Driving	1,395	84	723	4,431	635	69	71
Move Over	5	1	21	127	26	0	89
Pedestrian	2	16	140	156	197	3	0
Seat belt	47	69	2,956	1,464	865	11	11
Special Projects	32	4	110	470	139	4	0
Speed	234	130	1,710	23,881	1,278	39	142
Enforcement Totals:	1,766	335	6,113	31,622	5,760	147	330

Recognition Alcohol/Drug Impaired Enforcement					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-04-03	Duane Siedschlag	402	\$10,000.00	\$9,386.76	93.87%
		Total:	\$10,000.00	\$9,386.76	93.87%

Enforcement is an important component in our mission to reduce traffic deaths and injuries, and keeping law enforcement officers motivated to excel in their enforcement efforts brings us closer to achieving that goal. Recognizing excellent work is a strategy that has resulted in enhanced enforcement performance. Minnesota awards agencies for superior performance in traffic, media, and public outreach during the previous year’s grant-funded activities by presenting them with the Commissioner’s Enforcement Award. The award includes the opportunity for the grant lead to attend an out-of-state traffic safety conference and allows for extra attendees at the statewide TZD conference.

Challenge Coins:

The four Law Enforcement Liaisons reported issuing a total of 13 Challenge Coins to officers for outstanding traffic enforcement activities during the grant period.

Hat-Trick Recognition:

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

During the grant period, a total of 160 reported Hat-Tricks were submitted for consideration. After a verification process, 13 nominations failed. Of the 147 that passed the verification process, 48 Officers, Deputies and Troopers were recognized with a custom hockey puck for a first time Hat-Trick and 99 sticks were awarded.

Grand Slam Recognition:

Officers who achieved four DWI arrests in one shift are recognized by receiving a customized baseball bat with their name, agency, and BAC Average for the arrests. In the grant period, 13 Grand Slams to 11 total officers were recognized.

ACE Plaque Recognition:

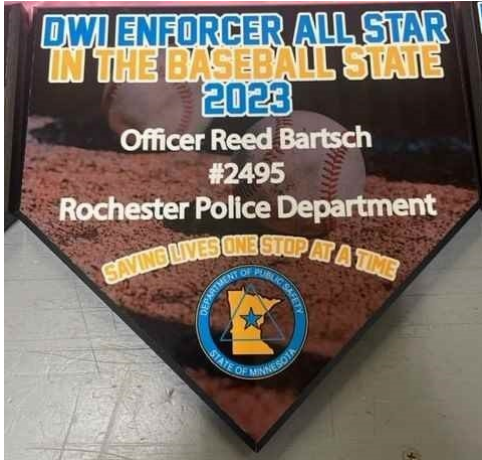
Officers who achieved five DWI arrests in one shift are recognized by receiving a customized ACE Plaque. The plaque consists of a fighter jet with the officer’s name, date of ACE and shoulder patch. A centered star contains the BAC level of the arrest or marijuana leaf in the case of drug-impaired arrest. In the grant period, the Office of Traffic Safety recognized 1 trooper as ACE Impaired Driving enforcer on two occasions.

DWI Enforcer All-Star Recognition:

The DWI Enforcer All-Stars are the state’s leading law enforcement officers for arresting drunk drivers and preventing alcohol-related crashes. The All-Stars include law enforcement and prosecutors from the Twin Cities' metro area and Greater Minnesota. Awardees are selected for outstanding service in enforcement and in prosecution of impaired driving during the previous calendar year by a committee comprised of OTS Staff.



In the grant period, 63 law enforcement officers and prosecutors with a combined total of 4,447 DWI arrests across Minnesota were recognized as DWI All-Stars. Each All-Star was presented with a customized Home Plate plaque and the recipients were recognized before a Minnesota Twins baseball game at Target Field on August 20, 2023. A sponsor provided the recipients with game tickets. Additionally, 81 officers and deputies were recognized as Honorable Mention recipients and received a custom souvenir towel from the plaque vendor.



The top enforcer for the Minnesota State Patrol was provided the opportunity to throw out the ceremonial first pitch!

Law Enforcement Liaisons

Performance Measures: C-1, C-2, C-3, C-4, C-5, C-6, C-9, C-10

Project #	Coordinator	Funding	Obligated	Expended	Spent
23-04-05	Duane Siedschlag	402	\$387,000.00	\$384,920.00	99.46%
		Total:	\$387,000.00	\$384,920.00	99.46%

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

FY23 Law Enforcement Liaison Activity Summary by Region	Metro	NE	NW	Southern	Total
Law Enforcement Agencies in Area	92	73	105	140	410
Funded Site Visits	251	116	185	95	647
Unfunded Site Visits	0	8	25	7	40
City Council/County Board Meetings	3	2	0	1	6
Safe Road Meetings	13	9	13	10	45
Fatal & Serious Review Meetings	5	7	12	11	35
TZD Program Meetings	58	8	66	58	190
Education/Outreach Events	22	0	14	9	45
Chief's/Sheriff's Meetings	39	2	7	5	53
Traffic Safety Conferences/Webinars	17	4	10	31	62
Law Enforcement Recognition Events	115	17	49	34	215
Other Events	7	1	8	3	19

State Patrol Administrative Support					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-04-07	Kammy Huneke	402	\$65,000.00	\$65,000.00	100.00%
		Total:	\$65,000.00	\$65,000.00	100.00%

State Patrol Administrative Support project allows the Minnesota State Patrol to employ a full-time staff member to assist with the management of the State Patrol's grants from the OTS-DPS. The position also is responsible to assist the DRE Coordinator throughout the fiscal year. The project pays 75% of the employee's wages.

In addition to compiling and filing reimbursement claims, progress reports, and providing support for configuration of ROAR events for all State Patrol districts, the support employee provided regular reporting on targeted and special enforcement efforts for which overtime hours were funded through the OTS-DPS enforcement grant, as well as cumulative and specialized reporting on enforcement results and metrics.

State Patrol Enforcement					
Performance Measures: C-1, C-2, C-3, C-4, C-5, C-6, C-9, C-10					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-04-08	Kammy Huneke	402	\$670,000.00	\$583,793.59	87.13%
		164_ENF_AL	\$700,000.00	\$596,665.28	85.24%
		405B	\$300,000.00	\$230,480.17	76.83%
		Total:	\$1,670,000.00	\$1,410,939.04	84.49%

Drunk driving, speeding, unbuckled motorists, distracted driving, and pedestrian safety are the focus areas of this high-visibility enforcement project. The enforcement hours are timed with NHTSA's enforcement calendar to maximize the impact of the paid media campaigns running concurrently. To assist agencies in educational efforts, the office of communication provides sample news releases, talking points for news conferences, sample social media posts and letters to the editor for use during the campaign.

In order to reduce traffic fatalities and serious injuries, this project used data-driven traffic safety policing to improve compliance with traffic laws. In addition to statewide enforcement events, traffic fatality and serious injury data were used to determine areas in need of additional enforcement campaigns. In total, 13,916.75 hours of overtime enforcement were funded and 23,317.25 hours were agency-funded.

MSP Speed Enforcement			
Dates	Funding	Citations	Warnings
July 1-31, 2023	402	24,399	26,512

MSP Distracted Enforcement			
Dates	Funding	Citations	Warnings
April 1-30, 2023	402	900	1,084

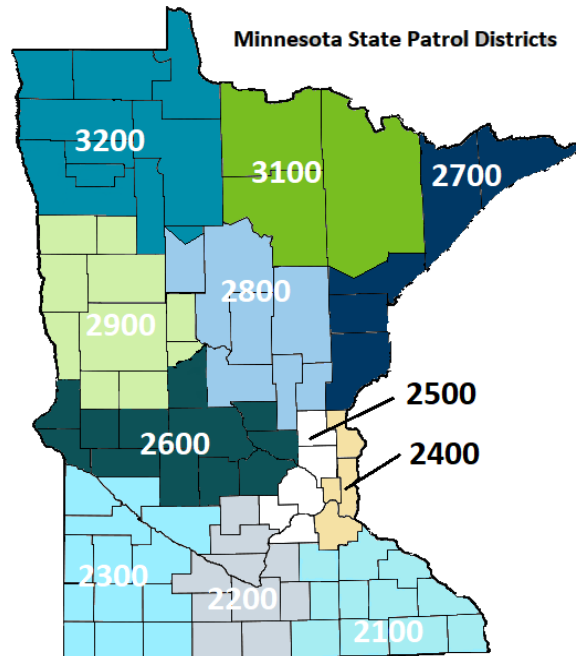
MSP Seat Belt Enforcement			
Dates	Funding	Citations	Warnings
May 22-June 4, 2023	405b	2,996	3,065
September 17-23, 2023			

MSP Move Over Enforcement			
Dates	Funding	Citations	Warnings
August 31, 2023	402	181	262

MSP HEAT Enforcement			
Dates	Funding	Citations	Warnings
Oct. 1, 2022 - Sept 30, 2023	402	18,823	20,570

MSP Project 20(23) Enforcement			
Dates	Funding	Citations	Warnings
May 1 - Sept 30, 2023	402	2,101	703

MSP Alcohol & Drug Impaired Enforcement		
Dates	Funding	DWI Arrests
October 29-31, 2022	164AL	321
November 3-5, 2022		
November 23-26, 2022		
December 1-3; 8-10; 15-17; 22-24; 29-31, 2022		
February 11-12, 2023		
March 16-18, 2023		
Every Thu-Sun, May 11-September 2, 2023		
August 18-September 4, 2023		
MSP Districts: 2100 – Rochester 2200 – Mankato 2300 – Marshall 2400 – Oakdale 2500 – Golden Valley 2600 – Saint Cloud 2700 – Duluth 2800 – Brainerd 2900 – Detroit Lakes 3100 – Virginia 3200 – Thief River Falls		



One roll-over simulator was purchased for seat belt education at fairs, public events, media events, high schools, safety camps, conferences, and public service announcements.



State Patrol Professional Development					
Performance Measures: C-1, C-2, C-3					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-04-09	Kammy Huneke	402	\$15,000.00	\$14,734.76	98.23%
		Total:	\$15,000.00	\$14,734.76	98.23%

In order to maintain the excellent performance we expect from our law enforcement officials, it is important that we provide them with opportunities for professional development with the goal of keeping pace with changing best practices and evolving countermeasure strategies. This project provided for State Patrol member attendance at traffic safety conferences.

- Lifesavers National Conference on Highway Safety Priorities – Seattle, Washington – four attendees
- Towards Zero Deaths Conference - Saint Cloud, Minnesota – 37 attendees

These conferences brought together key local, state, and national traffic safety professionals to discuss important issues, share strategies, highlight successes, and recognize important contributions to traffic safety. Grant funded conference attendees were required to submit a report detailing which classes were attended and how they planned to share the knowledge they gained at the conference amongst their traffic safety partners. This project contributed to the overall performance target of reducing traffic fatalities by encouraging the learning and sharing of the most up-to-date and relevant traffic safety knowledge and techniques.

Enforcement Mobilization Participation, FY23

Click it or Ticket

						Seat Belt		Child Restraint		Other	
County	Agency	Hours	Night Total		Contacts Per Hour	Cita- tions	Warn- ings	Cita- tions	Warn- ings	Cita- tions	Warn- ings
			Hours	Stops							
Aitkin	Aitkin PD	24	12	36	1.5	0	0	0	0	0	31
	Hill City PD	24	12	31	1.29	3	6	1	0	5	17
		48	24	67	1.4	3	6	1	0	5	48
Anoka	Centennial Lakes PD	10.5	6	26	2.48	2	2	0	0	5	13
	Columbia Heights PD	8.5	0	21	2.47	5	1	0	0	3	5
	Coon Rapids PD	18	12	44	2.44	8	1	0	0	15	14
	Fridley PD	14	6.5	36	2.57	2	1	0	0	9	9
	Lino Lakes PD	18	9	28	1.56	2	2	1	0	9	12
	Ramsey PD	14	9	26	1.86	0	6	0	0	1	12
	St Francis PD	19	2	32	1.68	7	6	0	0	5	4
		102	44.5	213	2.15	26	19	1	0	47	69
Becker	Becker Co Sheriff	11.75	4.75	22	1.87	7	5	0	0	3	7
		11.75	4.75	22	1.87	7	5	0	0	3	7
Beltrami	Bemidji PD	4	2	7	1.75	0	0	0	0	1	5
		4	2	7	1.75	0	0	0	0	1	5
Benton	Benton Co Sheriff	28	8	43	1.54	1	1	0	0	7	31
	Foley PD	20	18	51	2.55	0	6	0	0	2	41
	Rice PD	16.25	0	18	1.11	2	3	0	0	3	9
		64.25	26	112	1.73	3	10	0	0	12	81
Blue Earth	Blue Earth Co Sheriff	45	21	58	1.29	7	5	0	0	10	16
	Eagle Lake PD	9	9	7	0.78	0	1	0	0	0	3
	Lake Crystal PD	4	3	10	2.5	0	2	0	0	1	7
	Madison Lake PD	3	3	4	1.33	0	0	0	0	0	4
		61	36	79	1.47	7	8	0	0	11	30
Carlton	Carlton Co Sheriff	13	13	19	1.46	0	1	0	0	3	12
	Cloquet PD	12	8	20	1.67	9	1	0	0	2	3
		25	21	39	1.56	9	2	0	0	5	15
Carver	Carver Co Sheriff	18	10.5	36	2	4	0	0	0	13	15
	Chaska PD	6	2	18	3	19	0	0	0	2	0
		24	12.5	54	2.5	23	0	0	0	15	15
Cass	Cass Co Sheriff	42	26	39	0.93	1	2	0	0	4	27
	Lake Shore PD	12	12	19	1.58	0	0	0	0	5	12
	Pine River PD	24	4	32	1.33	11	0	0	0	6	10
	Walker PD	24	1.5	42	1.75	1	0	0	0	4	31
		102	43.5	132	1.4	13	2	0	0	19	80
Chippewa	Chippewa Co Sheriff	14	6	21	1.5	2	0	0	0	4	17
	Montevideo PD	6	5	15	2.5	4	0	0	0	4	5
		20	11	36	2	6	0	0	0	8	22
Chisago	Chisago Co Sheriff	10	6	18	1.8	0	11	0	0	1	2
	Lakes Area PD	5	3	11	2.2	0	1	0	0	1	6
		15	9	29	2	0	12	0	0	2	8

Minnesota DPS/OTS FY23

Annual Report

Enforcement Mobilization Participation, FY23

Click it or Ticket

						Seat Belt		Child Restraint		Other	
County	Agency	Hours	Night Hours	Total Stops	Contacts Per Hour	Cita- tions	Warn- ings	Cita- tions	Warn- ings	Cita- tions	Warn- ings
Clay	Clay Co Sheriff	30	12	63	2.1	39	0	0	0	4	10
	Dilworth PD	10	3	19	1.9	8	0	0	0	2	9
	Moorhead PD	22	16.25	44	2	5	7	0	0	8	20
		62	31.25	126	2	52	7	0	0	14	39
Cottonwood	Cottonwood Co Sheriff	9.5	6.5	14	1.47	0	0	0	0	1	12
		9.5	6.5	14	1.47	0	0	0	0	1	12
Crow Wing	Baxter PD	5	2	10	2	0	1	0	0	2	6
	Crosby PD	5	3	7	1.4	0	0	0	0	1	4
	Nisswa PD	10	5	18	1.8	2	6	0	0	0	9
	Pequot Lakes PD	5	2	6	1.2	3	0	0	0	3	0
		25	12	41	1.6	5	7	0	0	6	19
Dakota	Apple Valley PD	2	0	3	1.5	0	0	0	0	1	1
	Burnsville PD	9.5	2.5	14	1.47	1	0	0	0	0	3
	Eagan PD	20	6	44	2.2	1	3	0	0	2	26
	Farmington PD	4	0	8	2	2	3	0	0	1	2
	Hastings PD	12	0	19	1.58	0	2	0	0	0	8
	Inver Grove Heights PD	20	6	52	2.6	2	8	0	0	9	25
	Lakeville PD	35	9	74	2.11	2	5	0	0	15	34
	Mendota Heights PD	4	4	4	1	0	0	0	0	0	2
	Rosemount PD	17.5	11.5	28	1.6	1	0	0	0	1	18
		124	39	246	1.79	9	21	0	0	29	119
Dodge	Dodge Co Sheriff	8	0	11	1.38	1	0	0	0	4	7
	Kasson PD	8	2	13	1.63	8	2	0	0	2	2
		16	2	24	1.5	9	2	0	0	6	9
Douglas	Alexandria PD	7.5	6	12	1.6	0	3	0	0	1	6
	Douglas Co Sheriff	21	5	24	1.14	2	1	1	0	4	15
	Osakis PD	20.25	4.5	32	1.58	0	2	0	0	4	16
		48.75	15.5	68	1.44	2	6	1	0	9	37
Fillmore	Fillmore Co Sheriff	10	0	13	1.3	0	0	0	0	0	13
		10	0	13	1.3	0	0	0	0	0	13
Freeborn	Albert Lea PD	17	4	42	2.47	0	0	0	0	6	39
		17	4	42	2.47	0	0	0	0	6	39
Goodhue	Goodhue Co Sheriff	12.25	4.25	34	2.78	17	0	0	0	3	7
	Red Wing PD	6.75	2.75	12	1.78	0	0	0	0	0	10
	Zumbrota PD	7	2	17	2.43	1	8	0	0	3	3
		26	9	63	2.33	18	8	0	0	6	20
Grant	Grant Co Sheriff	9	0	8	0.89	0	0	0	0	1	7
		9	0	8	0.89	0	0	0	0	1	7

Enforcement Mobilization Participation, FY23

Click it or Ticket

						Seat Belt		Child Restraint		Other	
County	Agency	Hours	Night Hours	Total Stops	Contacts Per Hour	Cita-tions	Warn-ings	Cita-tions	Warn-ings	Cita-tions	Warn-ings
	Brooklyn Park PD	28	15	46	1.64	0	5	0	0	0	29
	Champlin PD	23	16	39	1.7	1	0	0	1	18	17
	Corcoran PD	4.75	0.25	9	1.89	0	0	0	0	3	3
	Crystal PD	4	0	12	3	4	0	0	0	5	4
	Eden Prairie PD	53.5	6	86	1.61	11	20	0	0	28	30
	Edina PD	33	6	39	1.18	10	4	0	0	13	15
	Hopkins PD	25	10	41	1.64	12	4	0	0	6	13
	Metropolitan Airport PD	44	28	85	1.93	25	5	1	1	27	11
	Minnestricta Public Safety	8	0	10	1.25	1	0	0	0	6	2
	Mnettonka PD	36	4.75	69	1.92	20	4	0	0	23	14
	Mnettonka PD agency funded	6	1	13	2.17	5	0	0	0	4	1
	New Hope PD	14	8	30	2.14	1	1	0	0	16	19
	Orono PD	19	3	30	1.58	8	7	0	0	3	12
	Plymouth PD	30	0	56	1.87	1	0	0	0	10	31
	Richfield PD	15	3	27	1.8	12	4	0	0	2	3
	Rogers PD	9.25	9.25	15	1.62	11	4	0	0	1	4
	South Lake Mnettonka PD	41	21.5	75	1.83	27	5	1	1	23	14
	St Louis Park PD	5	3	10	2	0	0	0	0	6	5
	West Hennepin Public Safety	32	13.5	55	1.72	6	0	0	0	28	32
		467	149.25	810	1.81	180	64	2	3	244	270
Houston	Caledonia PD	12	0	25	2.08	8	1	0	0	7	9
	Houston Co Sheriff	16	0	23	1.44	3	0	0	0	8	11
		28	0	48	1.76	11	1	0	0	15	20
Hubbard	Hubbard Co Sheriff	26.5	3.25	45	1.7	2	1	0	0	3	31
		26.5	3.25	45	1.7	2	1	0	0	3	31
Isanti	Braham PD	11.5	11.5	17	1.48	0	0	0	0	2	10
		11.5	11.5	17	1.48	0	0	0	0	2	10
Itasca	Keewatin PD	15	12	26	1.73	0	4	0	0	0	19
	Nashwauk PD	9	4	10	1.11	0	1	0	0	0	5
		24	16	36	1.42	0	5	0	0	0	24
Kandiyohi	Kandiyohi Co Sheriff	30	5	34	1.13	1	0	0	0	7	20
	Willmar PD	30.5	3	36	1.18	0	0	0	0	9	22
		60.5	8	70	1.16	1	0	0	0	16	42
Lac Qui Parle	Lac Qui Parle Co Sheriff	4	2	4	1	0	1	0	0	2	0
		4	2	4	1	0	1	0	0	2	0
Lake of Woods	Lake of the Woods Co Sheriff	4	2.5	5	1.25	0	1	0	0	1	3
		4	2.5	5	1.25	0	1	0	0	1	3
Le Sueur	Le Sueur Co Sheriff	25	18.5	34	1.36	1	1	0	0	6	23
	Le Sueur PD	12.75	9.25	15	1.18	0	0	0	0	2	8
		37.75	27.75	49	1.27	1	1	0	0	8	31
Lincoln	Lincoln Co Sheriff	9.25	3.5	14	1.51	0	2	0	0	2	10
		9.25	3.5	14	1.51	0	2	0	0	2	10

Enforcement Mobilization Participation, FY23

Click it or Ticket

						Seat Belt		Child Restraint		Other	
County	Agency	Hours	Night Hours	Total Stops	Contacts Per Hour	Cita- tions	Warn- ings	Cita- tions	Warn- ings	Cita- tions	Warn- ings
	Marshall PD	7.25	0	17	2.34	5	2	0	0	0	5
		14.75	1	35	2.37	8	7	0	0	2	14
MSP	MSP - District 2100	147	87.5	302	2.05	97	39	0	0	81	96
	MSP - District 2200	28	4.5	67	2.39	21	3	0	0	12	28
	MSP - District 2300	97	50.75	181	1.87	44	36	3	1	42	83
	MSP - District 2400	168.75	68	341	2.02	66	10	2	0	183	83
	MSP - District 2500	236.75	142	449	1.9	121	53	1	2	159	131
	MSP - District 2600	155	89.25	323	2.08	39	22	2	0	152	135
	MSP - District 2700	113.5	68.25	185	1.63	95	17	0	0	55	56
	MSP - District 2800	99.5	63	185	1.86	65	43	0	1	38	77
	MSP - District 2900	94	70.5	191	2.03	50	52	0	1	35	80
	MSP - District 3100	118	76	233	1.97	109	36	2	3	60	66
	MSP - District 3200	90	63.5	163	1.81	27	45	0	1	44	50
		1,347.50	783.25	2620	1.97	734	356	10	9	861	885
Marshall	Marshall Co Sheriff	8	6	19	2.38	0	0	0	0	1	17
		8	6	19	2.38	0	0	0	0	1	17
McLeod	Glencoe PD	13.75	5	31	2.25	1	2	0	0	6	18
	Hutchinson PD	15	2.5	32	2.13	3	7	0	0	2	17
	McLeod Co Sheriff	24.75	23.75	37	1.49	0	1	1	0	5	23
		53.5	31.25	100	1.96	4	10	1	0	13	58
Morrison	Little Falls PD	16	8	35	2.19	0	3	0	0	5	23
	Morrison Co Sheriff	8	6	13	1.63	0	3	0	0	1	8
	Motley PD	4	1	9	2.25	4	3	0	0	1	1
		28	15	57	2.02	4	9	0	0	7	32
Mower	Austin PD	6	3	12	2	0	0	0	0	3	9
	Mower Co Sheriff	18	6.75	44	2.44	1	11	1	0	3	23
		24	9.75	56	2.22	1	11	1	0	6	32
Nicollet	Mankato Dept of Public Safety	20.75	2	56	2.7	9	4	0	0	6	32
	Nicollet Co Sheriff	6	0	6	1	0	0	0	0	3	4
	North Mankato PD	16	6	32	2	4	0	0	0	0	24
	St Peter PD	13.5	13.5	31	2.3	0	0	0	0	2	22
		56.25	21.5	125	2	13	4	0	0	11	82
Nobles	Jackson Co Sheriff	10.5	4	24	2.29	0	3	0	0	1	20
	Nobles Co Sheriff	10	5	17	1.7	0	0	0	0	0	16
	Worthington Dept of Public Safety	34.5	21.25	63	1.83	0	1	8	0	2	25
		55	30.25	104	1.94	0	4	8	0	3	61
Olmsted	Olmsted Co Sheriff	69	33.25	112	1.62	33	6	0	0	36	35
	Rochester PD	21	11	32	1.52	1	0	0	0	18	7
		90	44.25	144	1.57	34	6	0	0	54	42
Otter Tail	Fergus Falls PD	25.5	17.5	34	1.33	0	0	0	0	5	27
	Perham PD	6	1	11	1.83	0	0	0	0	2	10
		31.5	18.5	45	1.58	0	0	0	0	7	37

Enforcement Mobilization Participation, FY23

Click it or Ticket

						Seat Belt		Child Restraint		Other	
County	Agency	Hours	Night Hours	Total Stops	Contacts Per Hour	Cita-tions	Warn-ings	Cita-tions	Warn-ings	Cita-tions	Warn-ings
	Thief River Falls PD	24.25	17.75	31	1.28	14	4	0	0	3	8
		48.25	25.25	56	1.16	14	7	0	0	4	25
Pine	Pine Co Sheriff	14.5	5	18	1.24	0	9	0	0	0	8
		14.5	5	18	1.24	0	9	0	0	0	8
Pipestone	Pipestone Co Sheriff	8	3	12	1.5	11	0	0	0	2	0
		8	3	12	1.5	11	0	0	0	2	0
Polk	Crookston PD	20	4	36	1.8	0	0	0	0	4	19
	Polk Co Sheriff	6.5	2.5	8	1.23	2	0	0	0	2	2
		26.5	6.5	44	1.52	2	0	0	0	6	21
Ramsey	Blaine PD	17	8	32	1.88	1	2	0	0	1	15
	Maplewood PD	20	10	40	2	8	0	0	0	22	7
	Mounds View PD	8	2	17	2.13	16	0	0	0	0	0
	North St Paul PD	1.5	1.5	3	2	1	1	0	0	0	0
	Spring Lake Park PD	11.5	9	22	1.91	2	0	0	0	4	5
	St Paul PD	234.25	93.5	621	2.65	296	23	14	1	137	39
	West St Paul PD	4	4	10	2.5	0	0	0	0	0	11
		296.25	128	745	2.15	324	26	14	1	164	77
Redwood	Redwood Co Sheriff	11	8	23	2.09	1	0	0	0	2	13
	Redwood Falls PD	9	9	16	1.78	5	0	0	0	2	2
		20	17	39	1.93	6	0	0	0	4	15
Renville	Buffalo Lake PD	6.25	3.25	10	1.6	0	0	0	0	2	6
	Fairfax PD	5.25	1.25	9	1.71	1	1	0	0	0	4
	Renville Co Sheriff	42	24	57	1.36	0	3	0	0	8	47
		53.5	28.5	76	1.56	1	4	0	0	10	57
Rice	Faribault PD	8	4	14	1.75	2	7	0	0	2	3
	Lonsdale PD	4	3	5	1.25	0	0	0	0	0	4
	Northfield PD	8.25	0	13	1.58	8	0	0	0	1	6
		20.25	7	32	1.53	10	7	0	0	3	13
Scott	Elko New Market PD	6	3	7	1.17	0	0	0	0	0	7
	Jordan PD	12	6	27	2.25	6	1	0	0	6	14
	New Prague PD	12	6	29	2.42	0	0	0	0	0	23
	Savage PD	24	11	49	2.04	2	1	0	0	4	25
	Scott Co Sheriff	18	9	44	2.44	3	0	0	0	6	24
	Shakopee PD	12	6.25	26	2.17	2	1	0	0	9	11
		84	41.25	182	2.08	13	3	0	0	25	104
Sherburne	Becker PD	8	0	10	1.25	7	2	0	0	1	1
	Big Lake PD	8	4	15	1.88	0	0	0	0	7	6
	Elk River PD	12	0.5	29	2.42	18	2	0	0	11	3
		28	4.5	54	1.85	25	4	0	0	19	10
Sibley	Gaylord PD	5	5	11	2.2	0	0	0	0	3	5
		5	5	11	2.2	0	0	0	0	3	5

Enforcement Mobilization Participation, FY23

Click it or Ticket

					Seat Belt		Child Restraint		Other		
County	Agency	Hours	Night Total		Contacts Per Hour	Cita-tions	Warn-ings	Cita-tions	Warn-ings	Cita-tions	Warn-ings
			Hours	Stops							
St. Louis	Breitung Township PD	12	6	14	1.17	3	1	0	0	1	10
	Duluth PD	42	16	65	1.55	5	16	0	0	11	30
	Ely PD	6	3	9	1.5	1	1	0	0	1	7
	Gilbert PD	12	6	36	3	0	7	0	0	3	29
	Hermantown PD	12.25	6.25	23	1.88	4	0	0	0	0	14
	Hibbing PD	12	6	27	2.25	0	0	0	0	3	20
	St Louis Co Sheriff	17	4	23	1.35	0	5	0	0	0	12
	Virginia PD	6.25	2.75	14	2.24	0	4	0	0	1	7
			119.5	50	211	1.87	13	34	0	0	20
Stearns	Belgrade PD	15.5	6.5	29	1.87	2	6	1	0	4	17
	Cold Spring/Richmond PD	9	4	23	2.56	6	0	0	0	5	8
	Melrose PD	12	0	20	1.67	3	0	0	0	1	15
	Paynesville PD	7.75	0	11	1.42	7	1	0	0	1	3
	Sartell PD	31.5	13.5	67	2.13	0	0	1	0	12	50
	Sauk Centre PD	16.5	1.5	52	3.15	11	5	0	1	12	20
	St Cloud PD	28.25	20.5	51	1.81	15	4	0	0	4	14
	St Joseph PD	3	3	10	3.33	0	0	0	0	2	5
	Stearns Co Sheriff	5	5	10	2	0	0	0	0	0	6
		128.5	54	273	2.21	44	16	2	1	41	138
Steele	Blooming Prairie PD	4	0.5	12	3	2	0	0	0	1	1
	Steele Co Sheriff	8	8	17	2.13	1	0	0	0	4	11
		12	8.5	29	2.56	3	0	0	0	5	12
Swift	Benson PD	5.75	5.75	7	1.22	1	0	0	0	2	5
	Swift Co Sheriff	18	9	22	1.22	0	0	0	0	1	20
		23.75	14.75	29	1.22	1	0	0	0	3	25
Todd	Long Prairie PD	12	3	13	1.08	0	9	0	0	0	2
	Todd Co Sheriff	44.25	32.25	28	0.63	1	3	0	0	1	16
		56.25	35.25	41	0.86	1	12	0	0	1	18
Wabasha	Wabasha PD	6	0	8	1.33	0	0	0	0	1	5
		6	0	8	1.33	0	0	0	0	1	5
Wadena	Wadena Co Sheriff	8.75	6.5	23	2.63	0	0	0	0	2	22
		8.75	6.5	23	2.63	0	0	0	0	2	22
Washington	Bayport PD	5	0	6	1.2	0	0	0	0	1	5
	Forest Lake PD	4	0	4	1	2	1	0	0	1	1
	Washington Co Sheriff	44	18.5	57	1.3	10	4	0	0	11	23
	White Bear Lake PD	8	0	20	2.5	13	0	0	0	3	1
	Woodbury Public Safety	54.75	32.25	113	2.06	14	3	1	5	23	26
		115.75	50.75	200	1.61	39	8	1	5	39	56
Watonwan	Watonwan Co Sheriff	18	5	28	1.56	8	12	1	0	2	12
		18	5	28	1.56	8	12	1	0	2	12

Enforcement Mobilization Participation, FY23

Click it or Ticket

County	Agency	Hours	Night Hours	Total Stops	Contacts Per Hour	Seat Belt		Child Restraint		Other	
						Cita-tions	Warn-ings	Cita-tions	Warn-ings	Cita-tions	Warn-ings
Wilkin	Wilkin Co Sheriff	3.25	0	7	2.15	1	0	0	0	0	5
		3.25	0	7	2.15	1	0	0	0	0	5
Winona	Goodview PD	28	28	38	1.36	1	2	0	0	3	17
	Winona Co Sheriff	5	5	12	2.4	1	0	0	0	1	9
		33	33	50	1.88	2	2	0	0	4	26
Wright	Annandale PD	4.25	2.25	8	1.88	0	4	0	0	0	4
	Buffalo PD	17	13	23	1.35	0	0	0	0	6	12
	Wright Co Sheriff	38.25	26	72	1.88	12	10	0	0	11	32
		59.5	41.25	103	1.71	12	14	0	0	17	48
Yellow Medicine	Granite Falls PD	6.5	3.5	8	1.23	0	1	0	0	1	7
	Yellow Medicine Co Sheriff	17	4.75	27	1.59	1	4	0	0	1	19
		23.5	8.25	35	1.41	1	5	0	0	2	26
Total		4,417.25	2,116.25	8,144	1.81	1,716	761	43	19	1,841	3252

Enforcement Mobilization Participation, FY23

Drive Sober or Get Pulled Over

County	Participating Agency	Citations and Contacts			
		Hours Worked	DWIs	Warnings	Per Hour
Aitkin	Aitkin PD	53.75	2	53	6.97
		53.75	2	53	6.97
Anoka	Columbia Heights PD	26.25	1	56	12.52
	Fridley PD	16	0	24	4
	Lino Lakes PD	46.5	1	68	13.24
	St Francis PD	8	0	8	2
		96.75	2	156	31.76
Becker	Becker Co Sheriff	35	3	36	5.91
		35	3	36	5.91
Benton	Benton Co Sheriff	49.25	1	41	13.37
		49.25	1	41	13.37
Blue Earth	Blue Earth Co Sheriff	11	0	14	3
	Eagle Lake PD	37	0	41	8.64
	Madison Lake PD	9	0	10	5
		57	0	65	16.64
Carlton	Cloquet PD	32	0	23	5.4
		32	0	23	5.4
Carver	Carver Co Sheriff	35.75	6	24	6.35
	Chaska PD	11	0	26	5.11
		46.75	6	50	11.45
Cass	Lake Shore PD	18	0	25	3.03
	Pine River PD	20	0	30	2.4
		38	0	55	5.43
Chippewa	Chippewa Co Sheriff	40	0	44	10.53
	Montevideo PD	19.5	0	18	5.1
		59.5	0	62	15.63
Chisago	Chisago Co Sheriff	15	1	16	3.27
	Lakes Area PD	6	0	1	1.5
		21	1	17	4.77
Clay	Clay Co Sheriff	29	1	24	5.28
	Dilworth PD	11	0	17	4
	Moorhead PD	33.5	0	42	18.39
		73.5	1	83	27.67
Cottonwood	Cottonwood Co Sheriff	21	0	27	8.04
	Mountain Lake PD	32	0	17	8.49
		53	0	44	16.53
Crow Wing	Brainerd PD	37	1	16	8.54
	Breezy Point PD	30	3	26	4.2
	Crow Wing Co Sheriff	6.5	0	4	1.08
	Nisswa PD	14	0	24	5.38
		87.5	4	70	19.19
Dakota	Eagan PD	12	0	20	4.5
	Inver Grove Heights PD	6	0	10	2
	Lakeville PD	6	0	10	1.83
		24	0	40	8.33

Enforcement Mobilization Participation, FY23

Drive Sober or Get Pulled Over

County	Participating Agency	Citations and Contacts			
		Hours Worked	DWIs	Warnings	Per Hour
Dodge	Dodge Co Sheriff	28.5	0	34	8.07
	Kasson PD	28	1	32	4.25
		56.5	1	66	12.32
Douglas	Alexandria PD	12	0	10	2.83
	Douglas Co Sheriff	18.5	0	6	0.95
	Osakis PD	6	0	2	1.67
		36.5	0	18	5.45
Fillmore	Fillmore Co Sheriff	10	0	12	3.8
		10	0	12	3.8
Freeborn	Albert Lea PD	67.75	1	140	28.54
		67.75	1	140	28.54
Grant	Grant Co Sheriff	31	0	21	7.72
		31	0	21	7.72
Hennepin	Brooklyn Park PD	12.5	1	11	3.44
	Champlin PD	4	0	2	1
	Crystal PD	16.25	1	16	3.21
	Dayton PD	10	0	10	1.1
	Eden Prairie PD	8	0	12	1.38
	Edina PD	8	0	8	2.13
	Hopkins PD	18.5	1	11	2.58
	Maple Grove PD	7.5	0	6	1.33
	Medina PD	16	0	36	4.5
	Metropolitan Airport PD	8	0	5	1.38
	Mnettonka PD	24	0	30	5.25
	New Hope PD	8	0	13	2.13
	Orono PD	6	1	9	1.67
	Osseo PD	8	0	5	1.13
	Plymouth PD	24	0	27	4.13
	Robbinsdale PD	9	2	14	1.67
	Rogers PD	1.5	0	5	4
	South Lake Minnetonka PD	4	0	1	2
	St Louis Park PD	5.5	1	4	1.09
Wayzata PD	8	0	9	1	
		206.75	7	234	46.09
Houston	Caledonia PD	12	1	19	3.17
	Houston Co Sheriff	42	0	41	7.67
		54	1	60	10.83
Hubbard	Hubbard Co Sheriff	10.5	0	11	2.09
		10.5	0	11	2.09
Isanti	Cambridge PD	1.75	0	2	2.29
		1.75	0	2	2.29
Itasca	Grand Rapids PD	31.75	2	44	8.24
	Keewatin PD	5	0	6	1.2
	Nashwauk PD	8	0	8	2.25
		44.75	2	58	11.69

Enforcement Mobilization Participation, FY23

Drive Sober or Get Pulled Over

County	Participating Agency	Hours Worked	DWIs	Citations and Contacts	
				DWIs	Warnings
Lac Qui Parle	Lac Qui Parle Co Sheriff	20	0	20	5.14
		20	0	20	5.14
Lake of Woods	Lake of the Woods Co Sheriff	16	0	7	0.88
		16	0	7	0.88
Le Sueur	Le Sueur Co Sheriff	111.5	1	159	48.27
		111.5	1	159	48.27
Lincoln	Lincoln Co Sheriff	1.5	0	3	2
		1.5	0	3	2
Lyon	Lyon Co Sheriff	8.5	1	10	4.15
		8.5	1	10	4.15
Marshall	Marshall Co Sheriff	16	0	9	1.5
		16	0	9	1.5
McLeod	Glencoe PD	12	0	15	3
	Hutchinson PD	12	0	18	6
	McLeod Co Sheriff	19	1	18	7.11
		43	1	51	16.11
Mower	Austin PD	32	2	44	12.13
	Mower Co Sheriff	41	3	27	11.08
		73	5	71	23.21
MSP	MSP - District 2100	50.75	2	51	7.22
	MSP - District 2200	24.5	1	34	12.4
	MSP - District 2300	110.25	2	149	13.76
	MSP - District 2400	60.75	2	79	12.29
	MSP - District 2500	71.5	4	69	25.73
	MSP - District 2600	75.5	7	88	12.88
	MSP - District 2700	55	2	73	11.77
	MSP - District 2900	93.25	2	176	49.22
	MSP - District 3100	8	0	16	1.75
	MSP - District 3200	79	0	109	30.11
		628.5	22	844	177.1
Nicollet	Mankato Dept of Public Safety	43.5	5	36	6.56
	Nicollet Co Sheriff	1.5	0	0	0.67
	North Mankato PD	12	0	17	5.5
	St Peter PD	10	0	21	11.5
		67	5	74	24.22
Nobles	Jackson Co Sheriff	32	1	33	14.08
	Nobles Co Sheriff	13.5	0	14	4.11
	Worthington Dept of Public Safety	49.5	0	53	32.83
		95	1	100	51.02
Olmsted	Olmsted Co Sheriff	40.5	2	45	7.29
	Rochester PD	28.5	1	31	6.59
		69	3	76	13.89
Otter Tail	Fergus Falls PD	34.25	0	57	10.75
		34.25	0	57	10.75

Enforcement Mobilization Participation, FY23

Drive Sober or Get Pulled Over

County	Participating Agency	Citations and Contacts			
		Hours Worked	DWIs	Warnings	Per Hour
Pennington	Pennington Co Sheriff	24	0	16	4
	Thief River Falls PD	30	0	18	3.75
		54	0	34	7.75
Pine	Pine Co Sheriff	46	0	82	15.13
		46	0	82	15.13
Pipestone	Pipestone Co Sheriff	5	0	5	3.2
		5	0	5	3.2
Ramsey	Maplewood PD	4	0	13	3.25
	Mounds View PD	7	0	4	1.43
	New Brighton Dept of Public Safety	29	2	11	2.96
	North St Paul PD	16.5	2	13	2.43
	St Anthony PD	12	0	10	0.83
	St Paul PD	205.5	31	312	67.47
		274	35	363	78.36
Redwood	Redwood Co Sheriff	11.5	0	20	6.53
	Redwood Falls PD	9	0	8	4.67
		20.5	0	28	11.2
Renville	Buffalo Lake PD	12.75	0	10	3.09
	Fairfax PD	10.75	0	15	5.47
	Renville Co Sheriff	89.5	0	91	17.37
		113	0	116	25.94
Rice	Faribault PD	32	1	36	6.25
	Lonsdale PD	16	0	18	2.5
	Northfield PD	38.25	2	60	6.08
		86.25	3	114	14.83
Scott	Belle Plaine PD	8	0	4	0.75
	Savage PD	8	1	1	1.13
	Scott Co Sheriff	16	0	26	3.88
		32	1	31	5.75
Sherburne	Big Lake PD	18.5	0	35	6.49
	Elk River PD	8	1	10	1.63
		26.5	1	45	8.11
Sibley	Gaylord PD	9.75	1	3	1.91
	Winthrop PD	7	0	10	3.5
		16.75	1	13	5.41
St. Louis	Breitung Township PD	32	1	21	3.75
	Duluth PD	23	0	40	6.34
	Ely PD	16	0	11	2
	Floodwood PD	4	0	4	1.75
	Hermantown PD	48	1	89	12
	Hibbing PD	16	0	28	3
	Virginia PD	16	1	12	2
		155	3	205	30.84

Enforcement Mobilization Participation, FY23

Drive Sober or Get Pulled Over

County	Participating Agency	Citations and Contacts			
		Hours Worked	DWIs	Warnings	Per Hour
Stearns	Sartell PD	16	2	14	5.13
	Sauk Centre PD	5	1	11	2.2
	St Cloud PD	11	0	13	3.6
	Stearns Co Sheriff	9	0	11	4
	Waite Park PD	4.25	0	8	2.12
		45.25	3	57	17.05
Steele	Blooming Prairie PD	26.75	1	12	1.64
	Steele Co Sheriff	6	0	14	6.5
		32.75	1	26	8.14
Stevens	Stevens Co Sheriff	6	0	6	2.75
		6	0	6	2.75
Swift	Benson PD	4	0	15	1.75
	Swift Co Sheriff	50	0	58	14.85
		54	0	73	16.6
Todd	Long Prairie PD	28	0	12	8.82
	Todd Co Sheriff	72	0	76	16.36
		100	0	88	25.18
Wabasha	Plainview PD	12	0	8	1.49
	Wabasha PD	8	1	4	0.63
		20	1	12	2.11
Wadena	Wadena Co Sheriff	14	0	36	13.6
		14	0	36	13.6
Washington	Bayport PD	5.5	0	8	1.64
	Cottage Grove PD	24	0	19	4.75
	Oak Park Heights PD	14	0	9	1.92
	Oakdale PD	16	2	8	2.75
	Washington Co Sheriff	51.5	1	45	9.16
	Woodbury Public Safety	22.25	1	25	8.17
		133.25	4	114	28.39
Watonwan	Watonwan Co Sheriff	12	0	8	1.5
		12	0	8	1.5
Wilkin	Wilkin Co Sheriff	8	0	8	1
		8	0	8	1
Winona	Goodview PD	15.25	0	23	3.2
	Winona PD	9	0	14	2.83
		24.25	0	37	6.04
Wright	Buffalo PD	20	0	33	3.61
	Wright Co Sheriff	140.75	1	192	37.49
		160.75	1	225	41.09
Yellow Medicine	Granite Falls PD	29.5	0	33	17.27
	Yellow Medicine Co Sheriff	30.5	0	61	15
		60	0	94	32.27
Total		3,929	125	4,718	1,100

Traffic Records

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

Crash Outcome Data Evaluation Systems (CODES)					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-05-01	Brendan Wright	405C	\$100,000.00	\$32,695.09	32.70%
		Total:	\$100,000.00	\$32,695.09	32.70%

CODES links motor vehicle crash data with hospital treatment information, while providing linked crash and hospital-injury data in aggregate form. Data linkages have been finalized for six (2016-21) of the ten years set in the initial goal. Work is underway to finalize the remaining four years (2013-15, 2022) in the next fiscal year, and to investigate the feasibility of extending available linked data back to 2006 in future cycles. Better linkages to EMS, trauma and mortality data are also in progress. Continuous work brings us closer to the goal of having the injury severity data linked to long term hospital outcomes and integrating the outcomes to crash data.

MNIT Support and Service ROAR					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-05-03	Kammy Huneke	402	\$30,000.00	\$17,227.61	57.43%
		Total:	\$30,000.00	\$17,227.61	57.43%

Countermeasure: Data Collection and Analysis DPS-OTS enforcement grantees are required to collect and report traffic stop data that occurs during federally funded overtime shifts using the Real Time Officer Activity Reporting (ROAR) web-based application. Approximately 300 agencies and more than 4,500 officers, deputies, and troopers throughout Minnesota log overtime enforcement activities in the ROAR system.

The project funded a MNIT developer’s time for enhancements and bug fixes. A new version of ROAR was deployed in late 2023.

E-Grants					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-05-04	Kristen Oster	402	\$60,000.00	\$29,917.15	49.86%
		Total:	\$60,000.00	\$29,917.15	49.86%

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

MNIT Support OPUE					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-05-05	Kammy Huneke	402	\$21,000.00	\$18,540.00	88.29%
		Total:	\$21,000.00	\$18,540.00	88.29%

The MnIT project supported a web-based learning management system to provide an automated process for traffic safety educational programs and training needs confirmation (certificates for education credits). Through the data collection and analysis countermeasure, the project supported the DPS-OTS enforcement projects.

Data Evaluation Project					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-05-06	Shannon Ryder	402	\$300,000.00	\$226,972.50	75.66%
		Total:	\$300,000.00	\$226,972.50	75.66%

Assess and advise OTS and their partners regarding traffic safety data and operational systems, data gaps, data services, policy, strategies, practices, data sharing agreements, partner relationships and system integrations, business strategies, vision, plans, and organizational design and transformation needed to help the organization get positioned to achieve zero deaths and serious injuries on Minnesota traffic ways.

Assist with the formation of the business vision, goals and objectives for OTS and partners to achieve traffic safety goals. Develop an OTS data analytics platform product roadmap and supporting program/project plan(s) that will guide data transformation (people, process, technology) project priorities. Provide project management services to manage the plan. This includes the development and execution of a corresponding communications plan.

Establish requirements, designs, and implement this technical data platform. This includes: Improve policies, data strategies, data design, and best practices. Develop methods and practices for data integration, system upgrades and maintenance

Strengthen relationships among key traffic safety stakeholders and data sharing agreements
 Improve data system integrations to, obtain, clean, enhance, and integrate data needed into the OTS data platform in an efficient and effective manner for both manual and machine processing
 Assist with implementing the business vision, strategies, goals, and objectives outlined in the planning portion of the project. This includes driving innovation through data evaluation and collaborative research activities and methods. It also includes, organizational design, role designs, business process and practice changes, technical process and practice changes, and the coaching and mentoring staff and partners for them to effectively use the data and collaborate using data.

MnCrash project covers technical resources (a system architect and two developers) who work with MnCrash to maintain and enhance the quality of the data, the ease and efficiency of the law enforcement user experience, and the extraction and distribution of data to the public and other stakeholders. This team also works on system-specific data requests and resolves technical problems that arise with the system.

MNCrash Updates					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-05-07	Allison Hawley	402	\$50,000.00	\$41,051.67	82.10%
		405C	\$350,000.00	\$315,885.19	90.25%
		Total:	\$400,000.00	\$356,936.86	89.23%

This year’s maintenance, system updates and enhancements included development of user interface changes intended to align with MMUCC 5 Edition guidelines. Implementation of those changes were postponed pending release of 6 Edition guidelines in early 2024. A review of all pending changes will be completed prior to implementation to make sure they also meet MMUCC 6th Edition standards.

A *Tip of the Week* feature was added to the MnCrash home page to provide quick information to all users that helps them better navigate the system and answer common questions that enhance data quality and improve the user experience.

Traffic Incident Management					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-05-08	Duane Siedschlag	402	\$100,000.00	\$65,081.73	65.08%
		Total:	\$100,000.00	\$65,081.73	65.08%

Traffic Incident Management project will assist DPS-OTS with further development of the curriculum and related materials for a full-scale, state wide Traffic Incident Management strategy. This course development includes media as well as classroom materials. Struck-by events continue to pose a significant threat to first responders, citizens, maintenance personnel and other that work at roadside or respond to roadside incidents. A robust and recognized Traffic Incident Management is key to reducing this risk and the secondary events that can and do occur when traffic flow is disrupted. Early indications from the State Patrol (who is leading the deployment) clearly demonstrate the benefits of utilizing T.I.M. best practices by realizing a significant reduction in struck-by incidents the Troopers reported.

In the initial phases of this project, significant work went into researching and learning not only what Minnesota was doing in general with Traffic Incident Management but also how that compared with the national standards. In the ensuing time, the project has rapidly progressed from the exploratory phase to the operational phase. We have identified and planned a strong process that will enable the Departments of Public Safety and Transportation to work together to roll out a strong and effective T.I.M. training program that will benefit all motorists and will protect our first responders.

MMUCC					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-05-09	Allison Hawley	405C	\$90,000.00	\$85,814.76	95.35%
		Total:	\$90,000.00	\$85,814.76	95.35%

MMUCC seeks to update the Minnesota Crash Reporting Interface (MnCrash) to be in greater alignment with Model Minimum Uniform Crash Criteria (MMUCC) guidelines while continuing to meet the high standards of user-centered design. Work to meet the MMUCC 5th Edition guidelines is complete. This includes:

- Recommendations for changes to data elements in the MnCrash interface that were developed and refined through user testing with law enforcement officers across the state.
- Development of an interactive user manual that documents the functions, features and business rules of the MnCrash system. User testing ensured the manual terminology was in plain language and easily understood and navigated by the user population. This resulted in a clickable user manual that was well received by law enforcement officers.
- Changes to the existing supplemental training materials, including the online training module and the training videos on the MnCrash Dashboard.

While these efforts helped the state to meet the MMUCC 5th Edition guidelines, anticipation of the release of the MMUCC 6th Edition guidelines in early 2024 led to implementation postponements in order to assure that these changes would remain in alignment with the newest guidelines. Work with the contractor (University of Minnesota HumanFIRST laboratory) will extend into fiscal year 2024 to assure that all recommendations and changes meet the new 6th Edition guidelines.

Publication Automation					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-05-10	Brendan Wright	402	\$100,000.00	\$18,262.50	18.26%
		Total:	\$100,000.00	\$18,262.50	18.26%

Publication Automation was completed in fiscal year 2023. It created an automated method for producing the yearly *Minnesota Motor Vehicle Crash Facts* publication through a shell program written in SAS that combines existing code, plot results, and output tables into an integrated report derived from multiple databases. This has significantly reduced the time and effort needed to produce the annual 120+ page report filled with narrative, complex data tables, data visualizations, and information from a wide range of sources.

Trauma Data Improvements					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-05-11	Brendan Wright	405C	\$150,000.00	\$35,888.22	23.93%
Total:			\$150,000.00	\$35,888.22	23.93%

The main goal of this project is to improve the timeliness of motor vehicle crash cases reported to the trauma system by utilizing syndromic surveillance. The number of facilities automatically reporting traumatic brain injury (TBI) and spinal cord injury (SCI) data to us through the Encounter Alert System (EAS) continues to increase; it now includes 29 hospitals and clinics from three health care systems. Efforts are underway to expand the data collected and analysis performed on trauma cases. This includes more effective integration with Emergency Departments, expanding the number of health systems participating in the program, and better understanding of the extent of TBI that results from motor vehicle crashes (as well as the costs they incur).

Community Programs

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

Conference Annual Toward Zero Death					
Performance Measures: C-1, C-2, C-3, C-4, C-5, C-6, C-9, C-10					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-06-01	Kristen Oster	402	\$290,000.00	\$281,738.37	97.15%
		Total:	\$290,000.00	\$281,738.37	97.15%

Over twenty years of collective Minnesota TZD efforts are attributed to fewer traffic deaths. Data for the last five years shows the need to be more aggressive to enhance our efforts to achieve greater outcomes. One effective strategy to understand the overall problem and assess the effectiveness of implemented countermeasures and share their outcomes is the annual TZD Conference. This conference provides an opportunity for all traffic safety stakeholders to share information and leverage resources and across the state, while generating new innovative ideas and solutions.

Multicultural Adult Driver Education Project					
Performance Measures: C-1, C-2, C-3, C-9					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-06-02	Kat Vue	402	\$30,000.00	\$15,750.49	52.50%
		Total:	\$30,000.00	\$15,750.49	52.50%

Available crash data includes role, gender, and age, but does not provide ethnicity or cultural information. It is hoped that this project, which targets multicultural drivers ages 18 and older, will help to identify traffic safety problems associated with ethnic or cultural differences. The project used pre- and post-class quizzes to evaluate changes in participant knowledge. Two agencies were selected for the grant, the City of New Brighton and Crystal Police Department.

City of New Brighton held three sets of classes. November, February, and the third in September educating over 50 students. The student body was from either lower income households or culturally diverse households, primarily Hispanic and Somali. In addition to the course instruction, behind the wheel training was added to the New Brighton project work plan. The behind the wheel portion was added when several students provided feedback stating it would be helpful to have driving experience with an instructor to prepare for driving.

Crystal PD also held three sets of driver’s education courses, the students were from diverse backgrounds, and for most of those individuals, and English was their second language. The courses were held in April, June, and September.

Each set of courses consisted of six class sessions, each student completed a 20-question pre-test and post-test. Of those students who attended, 100% scored higher on the traffic safety knowledge quiz after they had completed the course.

In addition to course instruction, a Minnesota Driver’s Manual was distributed to each student in either the Standard English version, the Spanish version, or the English Language Learners version. The Multicultural Adult Driver Education project contributes to meeting the State’s highway safety performance targets by providing education to the underserved multicultural population with no prior driver’s education in efforts to reduce traffic fatalities and serious injuries.

Program Travel					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-06-03	Tanya Boothe	402	\$55,000.00	\$44,277.19	80.50%
		Total:	\$55,000.00	\$44,277.19	80.50%

The OTS Program Travel funds staff to travel in state and out of state to attend conferences, training and meetings to connect with peers and community members. A way to stay up to date on current training and safety trends. For the grant period staff attended in person and virtually when available any traffic safety trends to share throughout the state of Minnesota.

Attending these events allows OTS Grant Coordinators and their peers to share ideas and skills to increase the safety of Minnesota roads.

- One staff attended Transportation Research Board Annual Conference.
- Two attended the NHTSA Forum.
- Two attended MADD Conference.
- Five staff attended LifeSavers Annual Conference.
- One staff attended the NHTSA Communication Forum.
- Two staff attended AIIPA Conference.
- Two Impaired Driving Coordinator’s attended National Alliance to Stop Impaired Driving Conference.
- Four staff attended IACP Conference.
- Five staff attended the GHSA Annual Conference.
- Motorcycle Safety Coordinator attended the Motorcycle Safety Association Conference.
- One staff attended TSI Effective Public Speaking training.
- All OTS staff attended Total Zero Death Annual Conference.
- One staff presented at the National Association of Women Hwy Safety Leaders Conference.

Network of Employers for Traffic Safety (NETS)					
Performance Measures: C-1, C-2, C-3, C-4, C-5, C-6					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-06-04	Kat Vue	402	\$75,000.00	\$68,665.95	91.55%
		Total:	\$75,000.00	\$68,665.95	91.55%

The Minnesota Safety Council’s NETS Program provides educational materials, training and resources to employers and other traffic safety partners throughout Minnesota. This outreach helps support statewide enforcement efforts.

The Safety Council continued to carry out engagement with employers, using creative measures, networking with traffic safety partners, and the media to share traffic safety messages.

NETS program accomplishments:

- Exhibited at 14 safety and health events reaching 5,058 employees providing traffic safety educational resources about speeding, distractions, fatigue, pedestrian safety, and impaired driving.
- Provided seven webinars for employers and traffic safety partners statewide throughout the grant cycle.
- Co-partnered with Minnesota Municipal Utilities to provide distracted driving training to 125 employees in six cities throughout the state.
- Partnered with the regional and state TZD coordinators to support yearly mobilizations on impairment, distractions, seat belt, and speed enforcement.
- Provided media opportunities throughout the year to share new campaigns, MN NETS website and support for mobilizations.
- Wrote and distributed a quarterly two-page NETS Newsletter to over 5,000 MN employees and Traffic Safety partners.
- Developed and distributed NETS focused press releases to various media outlets focusing on the Quarterly Drive Safely.
- Implemented presence on social media by creating a MN NETS Facebook and LinkedIn page
- Co-partnered with law enforcement and traffic safety partners to provide a press event honoring our roadside heroes in support of Crash Responder Safety Week.
- Co-partnered with AAA to provide the MN Drugged Driving Summit.
- Implemented the Impaired is Impaired Campaign.

The Network of Employers project contributes to meeting the State’s highway safety performance targets by providing education and outreach to the public in efforts to reduce traffic fatalities and serious injuries.

Novice Drivers Education and Outreach					
Performance Measures: C-1, C-2, C-3, C-9					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-06-05	Kat Vue	402	\$12,500.00	\$0.00	0.00%
Total:			\$12,500.00	\$0.00	0.00%

No activity, based on data the decision to fund a teen pilot program in connection with the regional coordinators grant was determined a better option for outreach to Novice drivers.

Senior Driver Working Group					
Performance Measures: C-1, C-2, C-3					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-06-06	Kat Vue	402	\$25,000.00	\$21,542.83	86.17%
		Total:	\$25,000.00	\$21,542.83	86.17%

Senior drivers are disproportionately involved in fatal and injury crashes compared to the rest of the driving population and their involvement in all types of crashes has been increasing over the past several years.

Activities included:

- Attended meetings with the Minnesota legislature to advocate for older driver safety
- Attended the National Aging Road Users
- Presented older driver information at the Twin Cities Metro area conference, St. Cloud area conference, and the Rochester area conference
- Presented results of senior driver work at TZD conference, MN Drug Summit, South Central EMS providers and medical directors, TZD workshops, MN Safety Council, MN TRIAD, and LeSueur Co. TZD community event
- Provided requested education related to older driver safety, assessment, and options for learning the patient
- Presented about older driver safety and DOSCI in Minnesota at the Lifesavers Conference in Seattle, Washington
- Created virtual versions of the DOSCI screen and forms
- Distributed over 300 DOSCI cards to law enforcement agencies
- Distributed over 700 DOSCI cards to law enforcement Liaisons

The Senior Driver Working Group project contributes to meeting the State’s highway safety performance targets by providing education and outreach in efforts to reduce traffic fatalities and serious injuries.

Regional Coordinators Toward Zero Death					
Performance Measures: C-1, C-2, C-3, C-4, C-5, C-6, C-9, C-10					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-06-07	Jay Bock	402	\$435,000.00	\$412,748.70	94.88%
		Total:	\$435,000.00	\$412,748.70	94.88%

In Spring 2023, the regional coordinators held six workshops, with an attendance total of 542. In addition, two regions held smaller round tables, three in South Central TZD region and four in West Central TZD region, totaling 181 attendees. Total participation was 723 attendees, which is a significant increase from the year’s prior total of 559.

Innovative/new regional TZD accomplishments to highlight:

One of the outcomes in the West Central Regional workshop was that they were able to create two other safe road coalitions in Mille Lacs County and Kanabec County, which have not had a strong coalition for approximately five years. They also have built a relationship with a member of the Mille Lacs band of the Ojibwe tribe, who has been working with the regional TZD coordinator on a regular basis to help in the Native American schools in Mille Lacs County. They have done both in-class traffic safety presentations as well as bringing equipment in, such as the seatbelt convincer, reaching about 100 students.

The regional coordinators are continuing their work, utilizing the state’s 5-year Strategic Highway Safety Plan, by setting up both regional and state action teams around specific behaviors or target audiences.

The Younger Driver State Action Team researched, tested and is currently implementing the Impact Teen Drivers program throughout the state. About 20 participants attended a “Train-the-trainer” day long event, which included most of the regional coordinators and Minnesota State Patrol troopers and public information officers that will assist in delivering the curriculum. Impact Teen Driver is a program that develops, promotes, and facilitates evidence-based education, focusing on reckless and distracted driving, watching your speed, not driving impaired, and overall, being a responsible driver and passenger. The goal is to focus our educational efforts on the 10th grade demographics as this is the age group of teens just receiving their license or are currently in driver education. With the remainder of the students being passengers, the program addresses both younger drivers and passengers as passenger fatalities make up 50% of the total fatalities of younger drivers. Surveys will provide us with information needed to recognize gaps in education and other demographic data as well as evaluate the program. We are in the initial stage of implementation by starting with presenting educational modules to 10th grade students in 2-3 schools in every region in 2023-2024. Each year, our goal is to build on that by adding a few more schools each year until we eventually reach all high school 10th graders in our state. There is a closed caption version of the educational modules for the hearing impaired and we are also looking into a Spanish version. . As of Sept. 30, 2023, the program has reached about 400 students.

The Older Driver State Action Team has been working on development of updated resource guidebook for people ages 65 and older. They are also developing an educational outreach toolkit for communities as well as physician outreach tools.

TZD Regional Workshops

East Central: 77
Metro: 107
Southeast: 125
Northwest: 73
Northeast: 80
Southwest: 80

West Central Roundtables

January 7 Detroit Lakes: 23
June 14 Fergus Falls: 24
March 14 Moorhead: 33
September 12 Alexandria: 34

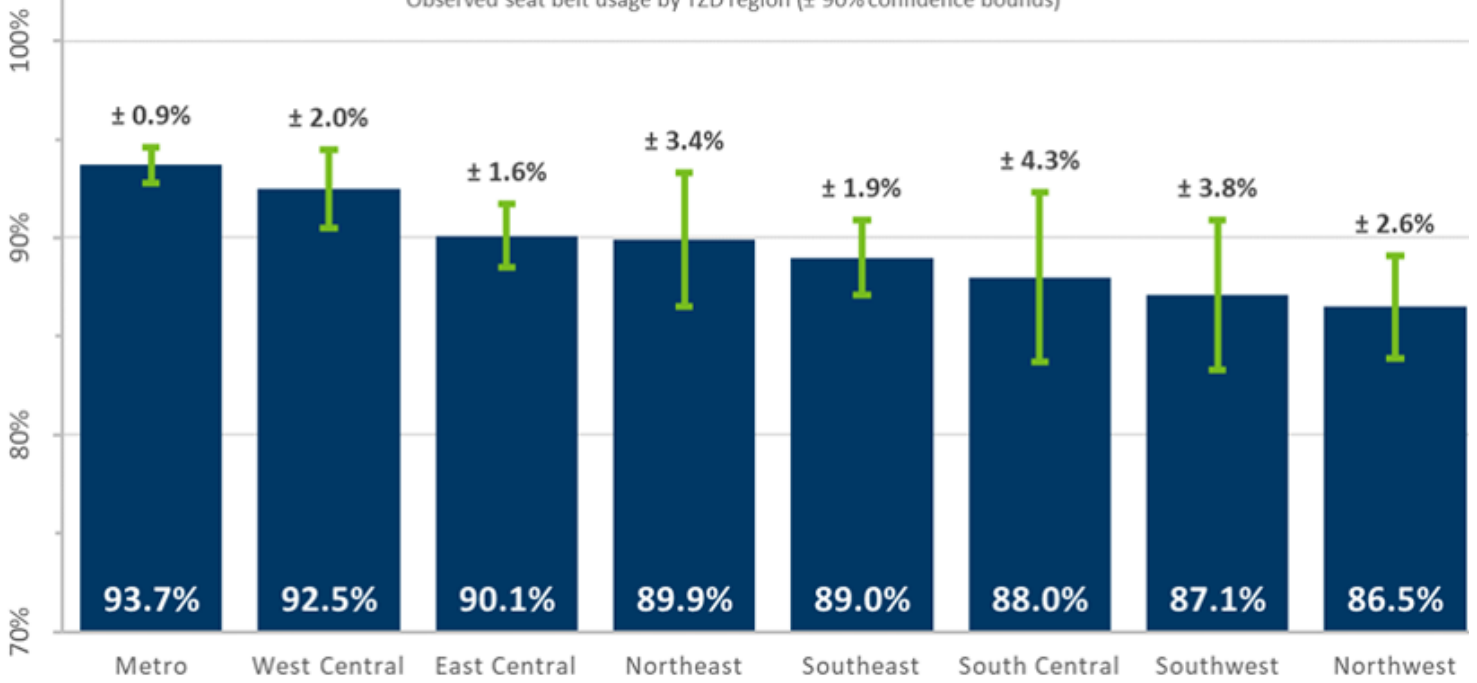
South Central Roundtables

April 24 St. James: 20
March 2 Mankato: 28
May 8 Worthington: 19

The Toward Zero Deaths grant has impacted the lives of Minnesotans in many ways. The key take-away from the program is the overall reduction in roadway fatalities over the last 20 years. Although it is difficult to link the lower fatality numbers directly to the TZD investment, it is understood that peer to peer state analysis indicates that Minnesota has been a leader in reducing traffic crashes and deaths. The main areas of TZD investment can be seen in the education of roadway users/passengers, the increased efforts of law enforcement, and the inclusion of government agencies, all partnering to make Minnesota a safer place to commute, travel and ride.

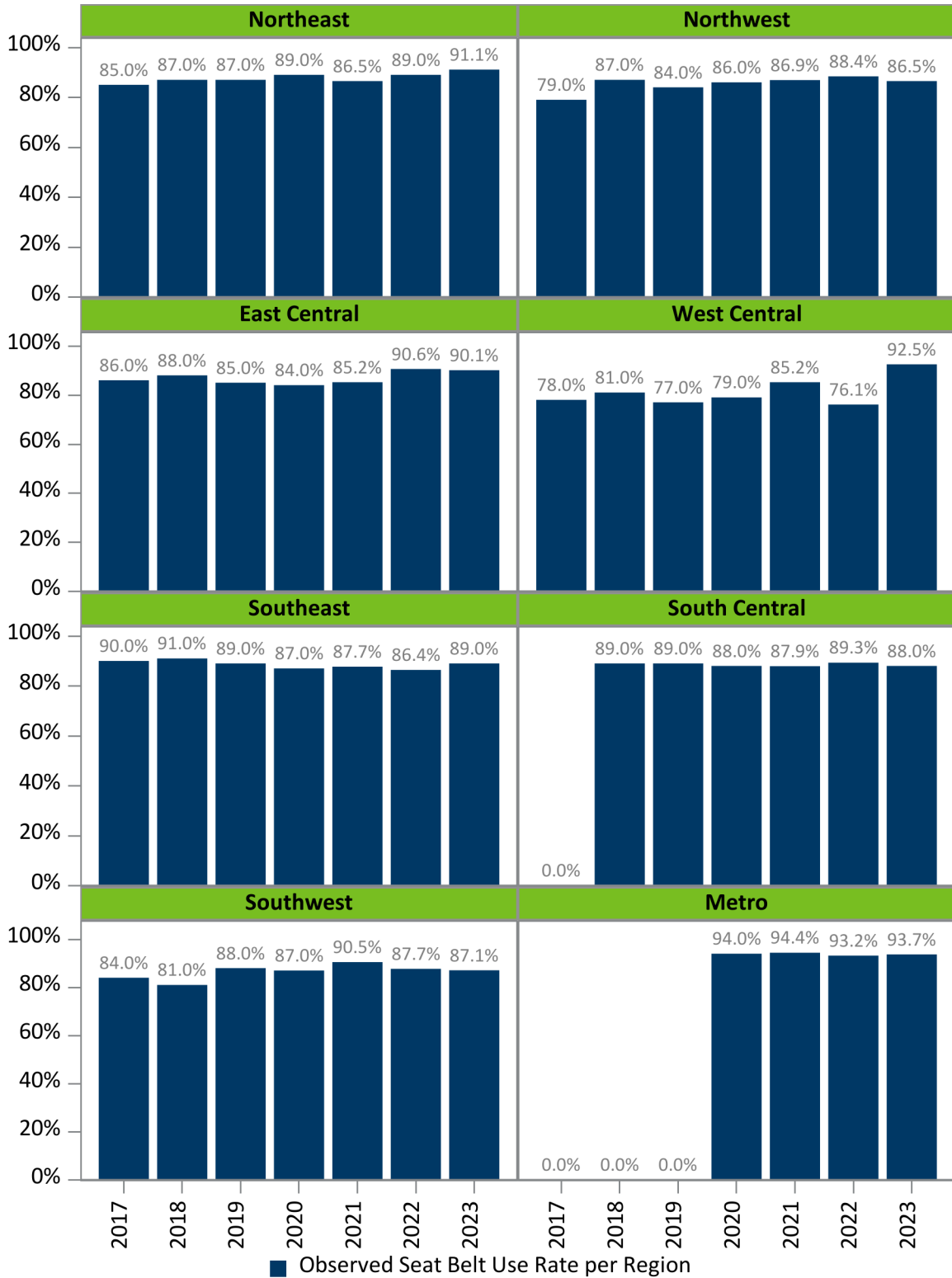
2023 Regional Seat Belt Surveys

Observed seat belt usage by TZD region (\pm 90% confidence bounds)



TZD Region	Sites Surveyed
Northeast	41
Northwest	52
East Central	45
West Central	45
Southeast	44
South Central	52
Southwest	56
Metro	164
Total Sites	499

Regional Observational Seatbelt Survey Historical Results



Safe Roads Coalitions					
Performance Measures: C-1, C-2, C-3, C-4, C-5, C-6, C-9, C-10					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-06-08	Kat Vue	402	\$500,000.00	\$410,785.93	82.16%
		Total:	\$500,000.00	\$410,785.93	82.16%

The Safe Roads Coalitions work to educate, support, and prepare traffic safety stakeholders from across the state so that they can work effectively and cooperatively to reduce serious injuries and fatalities. During the grant period, 21 coalitions met four times or more and included representatives from all four ‘E’s (Education, Emergency Medical and Trauma Services, Enforcement, and Engineering). Over 180 fatal and serious injury crashes were reviewed, the effectiveness of past activities was assessed, and new activities were implemented. Over the course of the year, all coalitions successfully implemented public information and earned media campaigns for enhanced enforcement efforts and implemented at least one additional activity.

Other coalition activities included:

- Conducting sober cab information campaigns
- Organizing CarFit events
- Coordinating victim impact presentations and mock crashes
- Facilitating responsible server trainings
- Leading motorcycle safety awareness campaigns
- Leveraging medical clinics for teen driver safety awareness
- Participating in local events (including but not limited to: National Night out, Rural Safety day, county fairs)

The Safe Roads Coalitions project contributes to meeting the State’s highway safety performance targets by providing education and outreach to their area served in efforts to reduce traffic fatalities and serious injuries.

Community Education and Betterment					
Performance Measures: C-1, C-2, C-3, C-4, C-5, C-6, C-9, C-10					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-06-09	Shannon Grabow	402	\$150,000.00	\$5,780.00	3.85%
		Total:	\$150,000.00	\$5,780.00	3.85%

This project has begun and will continue in the next grant year. The initiative seeks to align the communities and law enforcement officers to discuss and define respectful traffic stops. Building these relationships and developing an education template for use moving forward will assist diverse communities by having a better bond with law enforcement.

Professional Development Project Directors					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-06-10	Kammy Huneke	402	\$35,000.00	\$24,375.88	69.65%
		Total:	\$35,000.00	\$24,375.88	69.65%

Sending traffic safety stakeholders to industry-specific conferences and seminars contributes to Minnesota’s goal of reducing traffic fatalities and injuries by exposing those individuals who are already committed to local traffic safety to new and innovative ideas. Stakeholders who are selected can then implement new traffic safety strategies within their own communities, share ideas with other stakeholders across the state, and contribute to Minnesota’s statewide plan to reduce traffic fatalities and injuries.

In FY22, nine outstanding traffic safety stakeholders were selected to attend traffic safety conferences/seminars. Five traffic safety advocates attended the Lifesaver’s Conference, two attended the Governor’s Highway Safety Association annual meeting, one attended the National Highway Safety Association Nationwide Speed Campaign, and one attended the International Association of Chiefs of Police Impaired Driving and Traffic Safety Conference. Funds covered registration and limited accommodation costs.

Behavior Survey and Evaluation					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-06-11	Brendan Wright	402	\$150,000.00	\$0.00	0.00%
		Total:	\$150,000.00	\$0.00	0.00%

No activity unable to select a vendor

Community Outreach Coordinator					
Performance Measures: C-1, C-2, C-3, C-4, C-5, C-6, C-9, C-10					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-06-12	Kat Vue	402	\$150,000.00	\$0.00	0.00%
		Total:	\$150,000.00	\$0.00	0.00%

No Activity unable to select a vendor

Administrative Support TZD Outreach					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-06-13	Craig Flynn	402	\$105,000.00	\$104,010.07	99.06%
		Total:	\$105,000.00	\$104,010.07	99.06%

The Minnesota TZD program aims to create a culture for which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement, and emergency medical and trauma services. Efforts are driven by data, best practices, and research. CTS works with approximately 150 stakeholders each year through coordination of the TZD Leadership Team, Co-Chairs, Program Team, Communications Subcommittee, and Legislative Subcommittee meetings. We maintain an electronic distribution list with over 5,000 stakeholders who receive approximately 20-25 announcements each year. In a typical month our Facebook posts reach over 11,000 and we see almost 4,500 Twitter impressions. Finally, we coordinate four Traffic Safety hot dish events each year which reach, on average, between 150-250 people each.

Motorcycle Safety

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

Minnesota Motorcycle Safety Program

Performance Measures: C-1, C-2, C-3, C-7, C-8

Motorcycle Rider Training

Motorcycle Rider Testing and Licensing

Motorcycle Safety Public Information and Media Relations

Motorcycle Rider Training Equipment and Supplies

Motorcycle Transport

Mechanical Services

Motorcycle Research Study

Coordinator	Funding	Obligated	Expended	Spent
Jay Bock	State	\$1,158,727.00	\$467,966.47	40.39%
	Total:	\$1,158,727.00	\$467,966.47	40.39%

Motorcycle Rider Training The Minnesota State Colleges & University system provided twenty-two different sites for on-cycle training courses for riders of varying skill levels. These sites were located in counties containing 65% of the state’s registered motorcycles and trained 4,457 (up from 4,291 in 2022) students in 2022. Students received an electronic evaluation survey with the program, instructors, and courses uniformly given excellent ratings. Through Basic Rider Course participant surveys, 77.3% of respondents reported their skills were much improved and 19.47% reported their skills were somewhat improved, for an overall improvement percentage of 96.77% from returned evaluations.

Motorcycle Rider Testing and Licensing In an effort to increase the number and percentage of motorcyclists who hold a motorcycle license endorsement, evening skills testing hours were offered at select exam stations throughout the state. Over 700 permitted motorcycle riders took advantage of the evening testing program and 3,711 motorcyclists enrolled in a Basic Rider Course.

Motorcycle Rider Training Equipment and Supplies Curriculum and site training supplies were distributed before the rider training season began, and throughout the season as supplies are needed. OTS insures 335 training motorcycles, 27 transport trailers, and 54 instructor motorcycles when they are being used for demonstrations in intermediate, advanced and expert rider courses. The goal of this project is to have training sites that are well supplied and to have all equipment insured. Through participant satisfaction surveys, we were able to determine that 47% of students rated the equipment as in good condition. The program is in the process of completing a purchase of 50 new motorcycles to add to the fleet for 2024. Replacement motorcycles haven’t been added to the fleet for several years making the goal to purchase 20-40 cycles annually over for the next 5-8 years to refresh the inventory and update the training motorcycles.

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

Mechanical Services Training motorcycles and the trailers that transport them were winterized in the fall, had a full tune up and pre-season maintenance completed before the start of the training season, and were repaired during the training season (April through October). This also includes supplies (fuel & parts, etc.) as needed throughout the seven-county metropolitan area. These weekly runs are made to maintain, replace parts, stock fuel and change out motorcycles as needed to keep the sites student ready for scheduled courses.

Motorcycle Research Study					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-07-07	Jay Bock	State	\$7,500.00	\$0.00	0.00%
		Total:	\$7,500.00	\$0.00	0.00%

No Activity unable to select a vendor

Media

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

Creative Media Contract					
Performance Measures: C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-8, C-9					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-08-01	Shannon Grabow	164_PM_AL	\$1,182,000.00	\$1,181,792.75	99.98%
		402 CP	\$1,228,000.00	\$1,227,850.00	99.99%
		402 MCY	\$95,000.00	\$95,000.00	100.00%
		405F	\$120,000.00	\$119,992.50	99.99%
		State	\$12,718.75	\$12,718.75	100.00%
		Total:	\$2,637,718.75	\$2,637,354.00	99.99%

The DPS-OTS contracts with Linnihan Foy Advertising to provide creative services for impaired driving, seat belt, motorcycle, speed, distracted driving, and pedestrian safety concepts to place across multiple platforms. As the full-service media agency, Linnihan Foy negotiates, and places paid media buys with media outlets that are pre-approved by DPS-OTS.

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

Each campaign’s purpose is reviewed and evaluated to ensure the right message will be delivered to the right audience, using the most appropriate platforms.

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

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

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

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

Local communities benefit from all media placements.

Impaired Driving Recap

Objectives/Strategy

Execute a statewide reach and impression-driving campaign increasing awareness of impaired driving messaging during peak Holiday and special-event gatherings where alcohol and drugs are likely to be consumed. Ultimately, our objective is to influence behavior and dramatically decrease impaired driving in conjunction with increased DWI enforcement efforts.

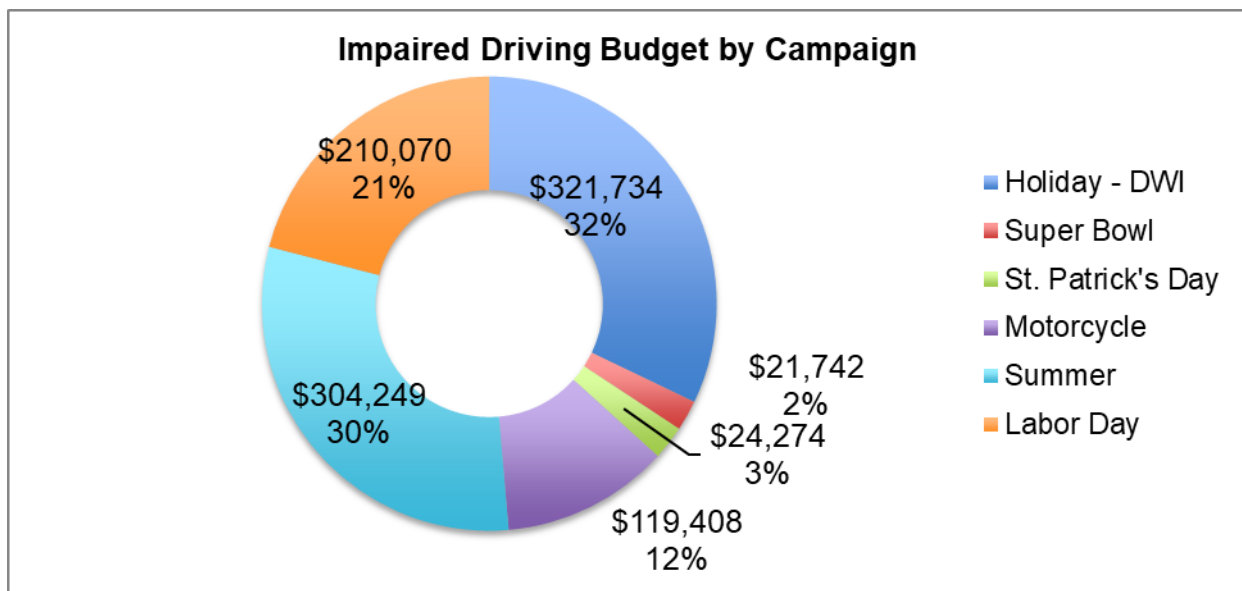
Impaired Details

Total budget: \$1,000,000

Total paid media: \$1,001,477 (including agency fees)

Primary Demo: A18-49

Secondary Demo: M18-34



Holiday – DWI Media Summary

Flight Dates: 11/23/22-12/31/22
Total Campaign Spend: \$321,734

Developed in FFY22, this video was placed in a variety of platforms during the holiday campaign.

OTT/CTV (Over-the-top Digital Video)

Total purchased budget: \$19,998
Total Impressions: 500,362
Markets: Statewide



Cable TV

Total purchased budget: \$14,973
Total TRP's: 54.68
Markets: Mpls-St. Paul DMA – Interconnect coverage

Radio

Total purchased budget: \$84,892
Total TRPs: 1,125
Total Spots: 7,928x
Rated Markets: Duluth, Mpls-St. Paul, Rochester, and St. Cloud
Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

Digital Audio

SXM Media - Pandora
Total purchased budget: \$15,000
Total impressions: 623,211
Coverage: Statewide, Hispanic Targeting included



Out-Of-Home

OOH Billboards (46x), Bar/Restaurant Media (50 locations - posters, floor graphics, table tents, mirror clings), Light Rail Wrap (Green Line)

Total purchased budget: \$78,228
Total Impressions: 6,465,212
Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud, and statewide coverage

Sponsorships

Gopher Sports – Audio, social, display, in-stadium executions
Total purchased budget: \$21,000
Markets: Mpls-St. Paul

Digital/Social

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

Total purchased budget: \$49,243
Total impressions: 10,763,726
Coverage: Statewide



Super Bowl Media Summary

Flight Dates: 2/6/23-2/12/23

Total Campaign Spend: \$21,742 (including agency fees)

Out-Of-Home/Sponsorships

Light Rail Wrap (Green Line)

Total purchased budget: \$10,125

Total impressions: 275,702

Markets: Mpls-St. Paul

Digital/Social

Digital Video, Display, Facebook, Instagram

Total purchased budget: \$8,872

Total impressions: 2,876,571

Coverage: Statewide

Social Media
Meta: Facebook & Instagram



St. Patrick's Day Media Summary

Flight Dates: 3/13/23-3/18/23

Total Campaign Spend: \$24,274 (including agency fees)

Out-Of-Home

Light Rail Wrap (Green Line)

Total purchased budget: \$10,125

Total impressions: 275,702

Markets: Mpls- St. Paul

Digital/Social

Digital Video, Display, Facebook, Instagram

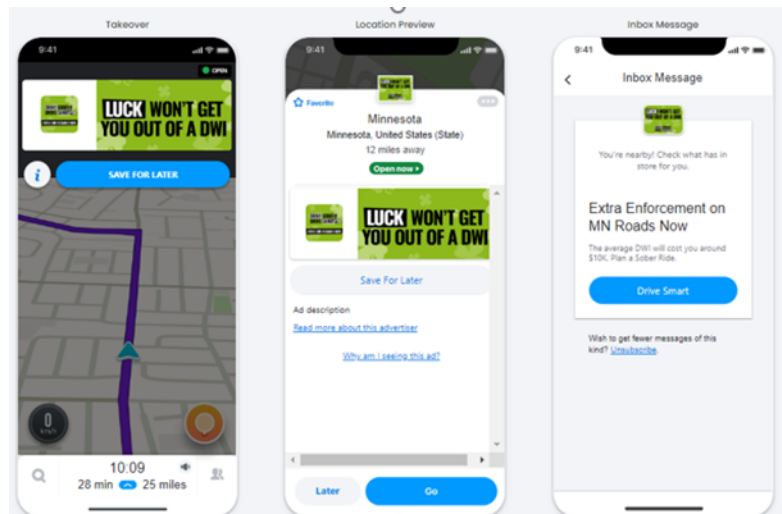
Total purchased budget: \$11,404

Total impressions: 3,850,190

Coverage: Statewide

WAZE App

Geo targets people getting directions – matches the geography + likely drivers + possible drinking overlaps.



Motorcycle Media Summary

Flight Dates: 6/26/23-9/4/23

Total Campaign Spend: \$119,408 (including agency fees)

Radio

KFAN - Chris Hawkey Endorsement Spots

Total purchased budget: \$25,003

Coverage: Mpls-St. Paul

Out-Of-Home

OOH Billboards (32x), Bar Media (85 locations - posters, floor graphics, table tents, mirror clings)

Total purchased budget: \$55,000

Total impressions: 3,447,874

Markets: Statewide

Digital/Social

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

Total purchased budget: \$25,005

Total impressions: 9,608,928

Coverage: Statewide



Summer Media Summary

Flight Dates: 5/22/23-8/17/23

Total Campaign Spend: \$304,249 (including agency fees)

OTT/CTV (Over-the-top Digital Video)

Total purchased budget: \$45,001

Total Impressions: 1,405,719

Markets: Statewide

Radio

Total purchased budget: \$62,771

Total TRPs: 819.7

Total Spots: 1,701x

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

Digital Audio

SXM Media - Pandora

Total purchased budget: \$15,000

Total impressions: 979,828

Coverage: Statewide



Out-Of-Home

OOH Billboards (7x), Bar/Restaurant Media (55 locations – posters, floor graphics, table tents, mirror clings), THC Store Media (25 locations – posters, clings, standees), Light Rail Wrap (Green Line)

Total purchased budget: \$90,469

Total impressions: 9,667,400

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

Sponsorships

Gopher Sports – Audio, social, display, in-stadium executions

Total purchased budget: \$4,500

Markets: Mpls-St. Paul

Digital/Social

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

Total purchased budget: \$49,997

Total impressions: 14,008,557

Coverage: Statewide



Labor Day Media Summary

Flight Dates: 8/18/23-9/4/23

Total Campaign Spend: \$210,070 (including agency fees)

OTT /CTV (Over-the-top Digital Video)

Total purchased budget: \$10,000

Total Impressions: 322,086

Markets: Statewide

Radio

Total purchased budget: \$54,181

Total TRPs: 691

Total Spots: 4,921x

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

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



Digital Audio

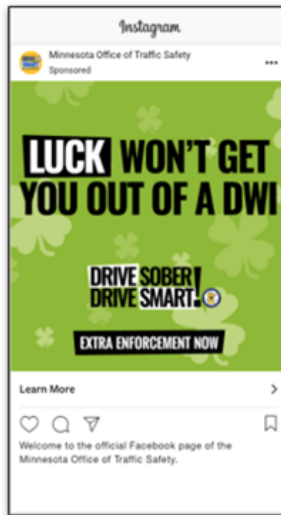
SXM Media - Pandora
Total purchased budget: \$10,000
Total impressions: 690,030
Coverage: Statewide

Out-Of-Home

OOH Billboards (40x), Bar Media (55 locations - posters, table tents, floor graphics, mirror clings), THC Store Media (25 locations – posters, clings, standees), Light Rail Wrap (Green Line)
Total purchased budget: \$85,712
Total impressions: 7,871,042
Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud, and statewide coverage

Digital/Social

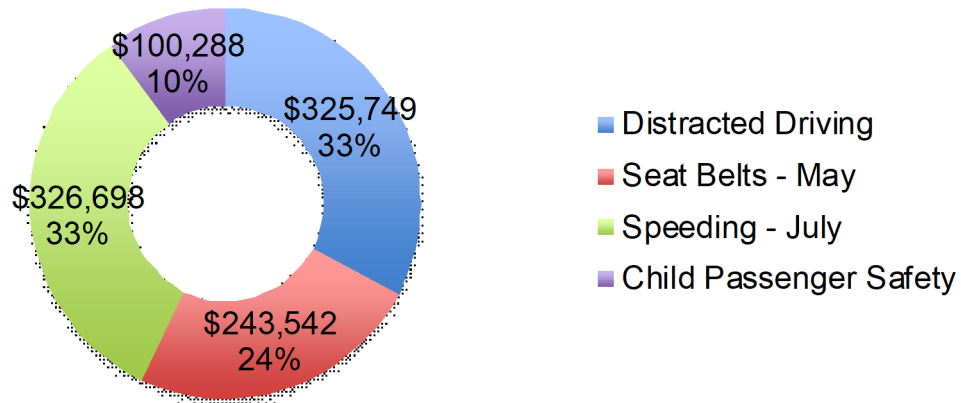
Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers
Total purchased budget: \$24,977
Total impressions: 9,067,878
Coverage: Statewide



*Digital Delivery –
Diverse Local Placements*



Community Programs Budget by Campaign



Distracted Driving Media Summary

Objectives/Strategy

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

Distracted Driving Details

Total budget: \$325,000
 Total paid media: \$325,749 (including agency fees)
 Flight Dates: 4/1/23-4/30/23
 Demo: A18-49

OTT/CTV (Over-the-top Digital Video)

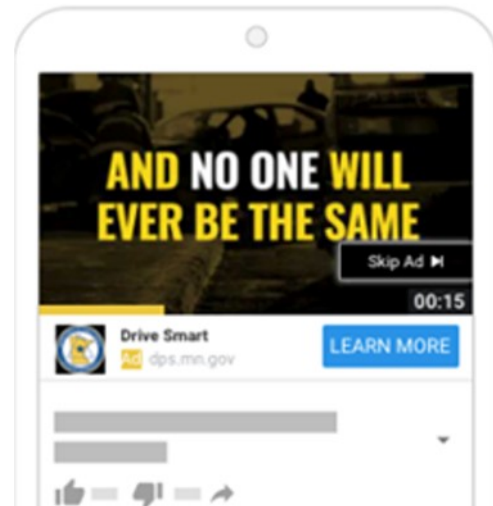
Total purchased budget: \$10,000
 Total Impressions: 282,4672
 Markets: Statewide

Cable TV

Total purchased budget: \$9,938
 Total TRP’s: 33.9
 Markets: Mpls-St. Paul DMA – Interconnect coverage

Radio

Total purchased budget: \$78,400
 Total TRPs: 868.80
 Total Spots: 8,060x
 Rated Markets: Duluth, Mpls-St. Paul, Rochester, and St. Cloud
 Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)



Google and YouTube Display – General Audience



Digital Audio

SXM Media - Pandora

Total purchased budget: \$15,000

Total impressions: 657,008

Coverage: Statewide

Out-Of-Home

OOH Billboards (44x), Bus Kings and Sides – 60x,

GSTV (Gas Station TV - 570 locations)

Total purchased budget: \$93,607

Total impressions: 21,747,525

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

Moorhead, Rochester, St. Cloud

Sponsorships

Gopher Sports – Audio, social, display, in-stadium executions

Total purchased budget: \$25,000

Markets: Mpls-St. Paul



Digital/Social

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

Total purchased budget: \$54,804

Total impressions: 12,515,862

Coverage: Statewide

Bus Kings and Sides (signage on the side and back of a bus) can be viewed by people driving in cars, walking, biking, or sitting in local business offices looking out windows.



Seat Belts Media Summary

Objectives/Strategy

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

Seat Belts Details – May

Total budget: \$245,000
 Total paid media: \$243,542 (including agency fees)
 Flight Dates: 5/22/23-6/4/23
 Demo: M18-34



OTT/CTV (Over-the-top Digital Video)

Total purchased budget: \$21,069
 Total Impressions: 498,212
 Markets: Statewide

Cable TV

Total purchased budget: \$8,777
 Total TRP's: 19.8
 Markets: Mpls-St. Paul DMA – Interconnect coverage

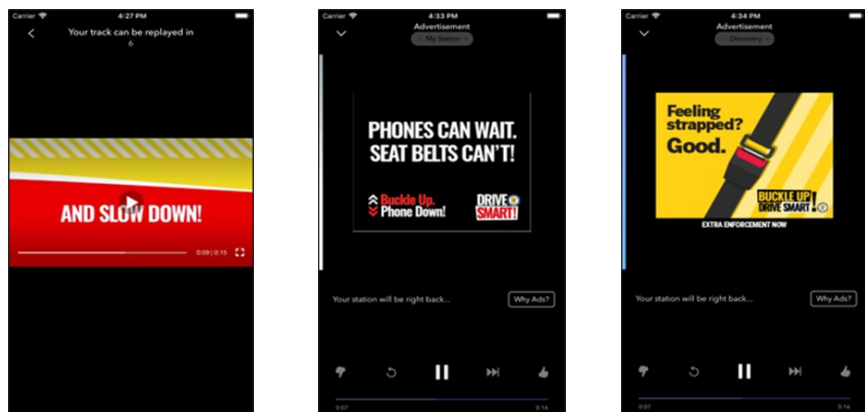
Radio

Total purchased budget: \$56,244
 Total TRPs: 578.8
 Total Spots: 6,214x
 Rated Markets: Duluth, Mpls-St. Paul, Rochester and St. Cloud
 Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

Digital Audio

SXM Media - Pandora
 Total purchased budget: \$13,460
 Total impressions: 610,707
 Coverage: Statewide

Digital Audio – Pandora Placements



Out-Of-Home

OOH Billboards (52x), GSTV (Gas Station TV – 800 locations)

Total purchased budget: \$65,682

Total impressions: 12,653,357

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

Sponsorships

Gopher Sports – Audio, social, display, in-stadium executions

Total purchased budget: \$15,000

Markets: Mpls-St. Paul



Digital/Social

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

Total purchased budget: \$33,910

Total impressions: 13,021,168

Coverage: Statewide



Speeding Media Summary

Objectives/Strategy

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

Speeding Details – July

Total budget: \$325,000

Total paid media: \$326,698 (including agency fees)

Flight Dates: 7/1/23-7/31/23

Demo: A18-49



Minnesota DPS/OTS FY23
Annual Report

OTT/CTV (Over-the-top Digital Video)

Total purchased budget: \$10,000
Total Impressions: 282,694
Markets: Statewide

Developed in FFY22, Don't get Tagged for Speeding is a 30-second video that was placed in a variety of digital video platforms during the speed campaign.



Cable TV

Total purchased budget: \$9,988
Total TRP's: 38.5
Markets: Mpls-St. Paul DMA – Interconnect coverage

Radio

Total purchased budget: \$77,363
Total TRPs: 854.1
Total Spots: 8,143x
Rated Markets: Mpls-St. Paul
Rated Markets: Duluth, Mpls-St. Paul, Rochester and St. Cloud
Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)



Digital Audio

SXM Media - Pandora
Total purchased budget: \$15,000
Total impressions: 680,152
Coverage: Statewide

Out-Of-Home

OOH Billboards (44x), Bus Kings and Sides (60x), GSTV (Gas Station TV – 554 locations)
Total purchased budget: \$94,643
Total impressions: 23,212,972
Coverage: Statewide

Sponsorships

Gopher Sports – Audio, social, display, in-stadium executions
Total purchased budget: \$25,000
Markets: Mpls-St. Paul

Gopher Sports Package – Football head coach, PJ Fleck delivers messages placed on multiple digital platforms

Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers
Total purchased budget: \$55,704
Total impressions: 17,130,875
Coverage: Statewide



Child Passenger Safety Media Summary

Objectives/Strategy

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

Child Passenger Safety Details

Total budget: \$100,000
Total paid media: \$100,288 (including agency fees)
Flight Dates: 9/17/23-9/23/23
Demo: W18-49

OTT/CTV (Over-the-top Digital Video)

Total purchased budget: \$5,347
Total impressions: 176,654
Coverage: Statewide

Cable TV

Total purchased budget: \$8,653
Total TRP's: 17.9
Markets: Mpls-St. Paul DMA – Interconnect coverage

Radio

Total purchased budget: \$24,000
Total TRPs: 387.7
Total Spots: 621x
Rated Markets: Duluth, Mpls-St. Paul, Rochester, and St. Cloud

Digital Audio

SXM Media - Pandora
Total purchased budget: \$5,000
Total impressions: 316,447
Coverage: Statewide

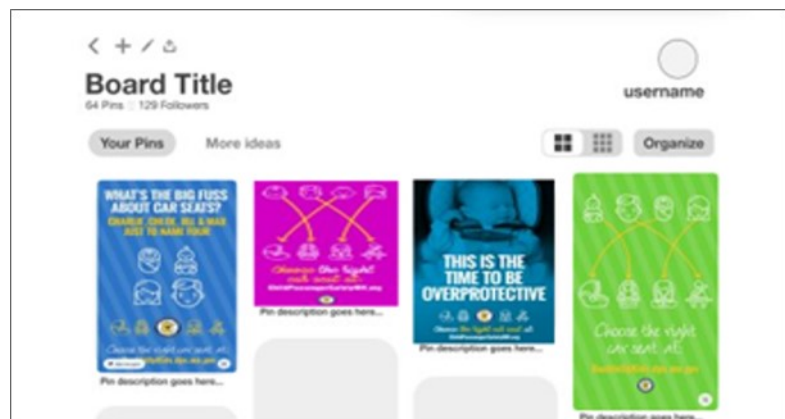
Out-Of-Home

Posters – pediatric hospitals and clinics (30 locations), daycare centers (75 locations)
Total purchased budget: \$30,290
Total impressions: 1,890,000
Markets: Statewide

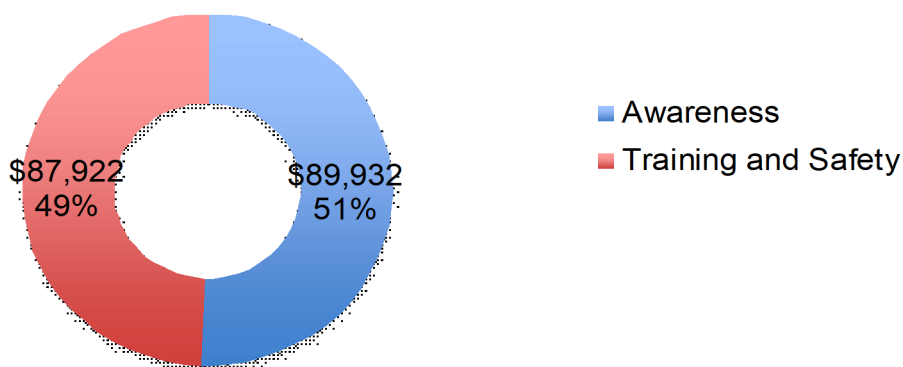
Digital/Social

Digital video, Facebook, Instagram, Pinterest
Total purchased budget: \$14,998
Total impressions: 3,014,176
Coverage: Statewide

Digital Audio – Pandora Placements



Motorcycle Budget by Campaign



Motorcycle Awareness Media Summary

Objectives/Strategy

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

Motorcycle Awareness Details

Total budget: \$90,000

Total paid media: \$89,932 (including agency fees)

Flight Dates: 5/1/23-5/28/23

Demo: A18-49



Digital Audio

SXM Media - Pandora

Total purchased budget: \$16,736

Total impressions: 1,111,733

Coverage: Statewide

Out-Of-Home

OOH Billboards (5), Truck sides – Infinity Wraps (20x), GSTV (Gas Station TV – 450 locations)

Total purchased budget: \$42,464

Total impressions: 18,532,958

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



Digital/Social

Digital Video, Display, Facebook, Instagram

Total purchased budget: \$19,932

Total impressions: 5,420,589

Coverage: Statewide

Motorcycle Training and Safety Media Summary

Objectives/Strategy

Raise awareness and increase enrollment in Motorcycle Training and Safety courses in select statewide markets, while simultaneously reinforcing the critical importance of wearing proper safety gear, ultimately leading to increased adoption

Motorcycle Training and Safety Details

Total budget: \$90,000

Total paid media: \$87,922 (including agency fees)

Flight Dates: 4/17/23-5/14/23

Demo: M25-54

Digital Audio

SXM Media -Pandora

Total purchased budget: \$15,000

Total impressions: 733,424

Coverage: Statewide

Radio

Total purchased budget: \$39,982

Total TRPs: 172.0

Total Spots: 590x

Rated Markets: Mpls-St. Paul

Spot Markets: Statewide coverage with Ampers radio (diverse targeting)

Digital/Social

Digital Video, Display, Facebook, Instagram, Search

Total purchased budget: \$22,140

Total impressions: 3,859,195

Coverage: Statewide



Media Relations Contract					
Performance Measures: C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-8, C-9					
Project #	Coordinator	Funding	Obligated	Expended	Spent
23-08-02	Shannon Grabow	164_PM_AL	\$190,000.00	\$143,737.57	75.65%
		402	\$190,000.00	\$140,183.26	73.78%
		Total:	\$380,000.00	\$283,920.83	74.72%

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

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

Educating Minnesotans on new laws:

Effective July 1, 2022, (Sec. 151.72 MN Statutes) Minnesota legalized the sale of certain cannabinoid products. DPS was tasked with developing messaging to increase awareness of this new law and worked with DPS’ media contractor to develop and place messaging regarding edible cannabinoid products.

Effective Aug. 1, 2023, Minnesota became the 23rd state to enact legislation legalizing adult-use recreational cannabis. With any new law, the DPS OOC and OTS worked with stakeholders to develop messaging to educate Minnesotans on the new law, cannabis use, drugged driving, traffic safety and enforcement with impaired driving. Messaging continues to be impaired is impaired, regardless of substance, and driving high is a DWI.

Speed-related fatalities and serious injuries continued to be a priority and therefore focused heavily on additional speed messaging throughout the year. The OOC and the OTS conducted ongoing social media outreach, blog development, and events to talk about the dangers of speed. In addition, staff members from the OTS and OOC participated in the Speed Action Team that was developed to analyze speed related data and implement a statewide strategic speed management plan.

Costs also include salaries, fringe benefits, indirect costs, and in-state travel for communications staff. Beginning Jan. 4, 2023, this project added a portion of salary costs for a web site designer (7 percent) and a social media coordinator (17 percent); and increased the graphic designer (30 percent) and purchasing salary costs (35 percent) to better align with work being performed. In FFY24, additional a portion of salary costs for video production.

Media Relations Activities during FFY23:

News Conference prior to impaired driving campaign

Streamed live on Jul 25, 2023 - 371 views

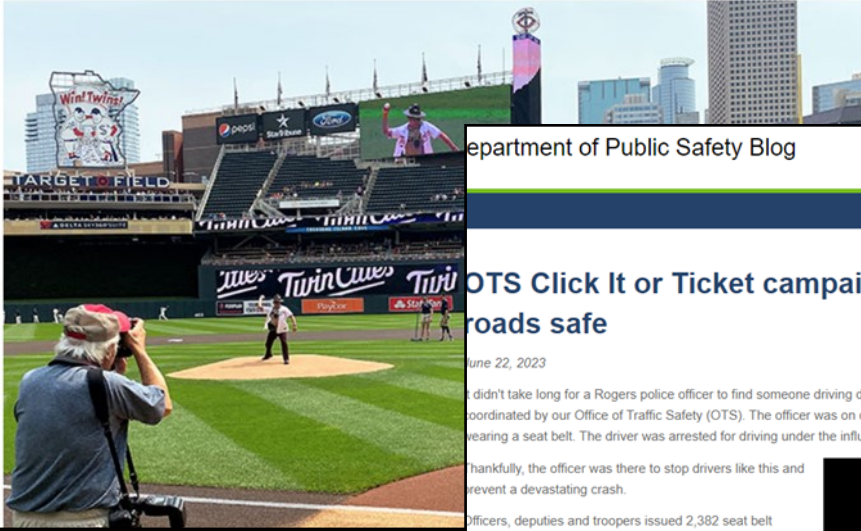


The Minnesota departments of Public Safety and Natural Resources discuss how to keep people safe on the road and trails and water as cannabis becomes legal Aug. 1.

Blog Posts:

DWI All-Stars — honored at Twins game — took more than 4,000 impaired drivers off Minnesota roads

Aug. 21, 2023



OTS Click It or Ticket campaign keeps Minnesota's roads safe

June 22, 2023

It didn't take long for a Rogers police officer to find someone driving dangerously during the recent Click It or Ticket campaign coordinated by our Office of Traffic Safety (OTS). The officer was on duty for all of three minutes when they pulled over a driver for not wearing a seat belt. The driver was arrested for driving under the influence.

Thankfully, the officer was there to stop drivers like this and prevent a devastating crash.

Officers, deputies and troopers issued 2,382 seat belt citations from May 22 to June 4. OTS brought together 286 law enforcement agencies in Minnesota for the campaign, which included enforcement, education and awareness efforts to get Minnesota drivers to drive smart.

Most Minnesotans don't give buckling up a second thought because it's such a simple way to stay safe," said OTS Director Mike Hanson. "If you don't like seat belts, ask your loved ones if they hope you get home alive. Think about your choice to be



OTS: Minnesota's summer off to deadliest start in 10 years

July 6, 2023

We call the days between Memorial Day and Labor Day "the 100 deadliest days" to be on Minnesota's roads. So far this year, that name is turning out to be all too true.

Preliminary figures show 46 people have lost their lives in crashes during the first 25 days of the current 100 days.

That means this summer is off to one of the deadliest starts on our roads in more than 10 years. Sadly, those crashes are all about speed, lack of seat belt use, impairment and distraction.

"You might be a good driver, but that won't stop the driver in the next car over from weaving into your lane or cutting you off," Minnesota State Patrol Lt. Gordon Shank said. "Following traffic laws won't just save you from a citation — it could save your life."

Speed continues to be one of the leading causes of fatal and serious injury crashes across Minnesota. To help motorists make safe driving decisions, our Office of Traffic Safety (OTS) launched a speeding extra enforcement and awareness campaign July 1. It runs through July 31. The campaign is aimed at bringing law enforcement partners together to stop speeders from endangering their own lives and the lives of others.

While getting a ticket may be a primary concern when speeding, drivers should worry about far more dangerous consequences. In 2022, preliminary figures show 129 people died in speed-related crashes.

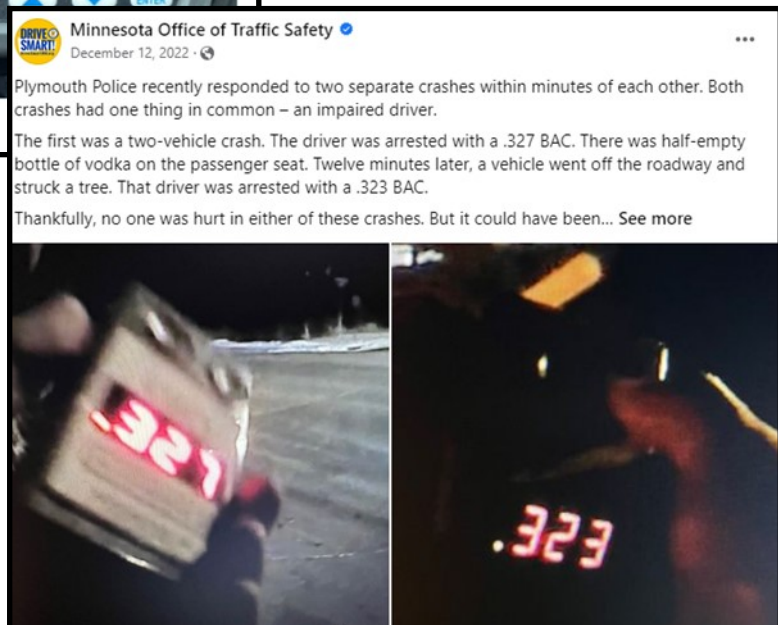
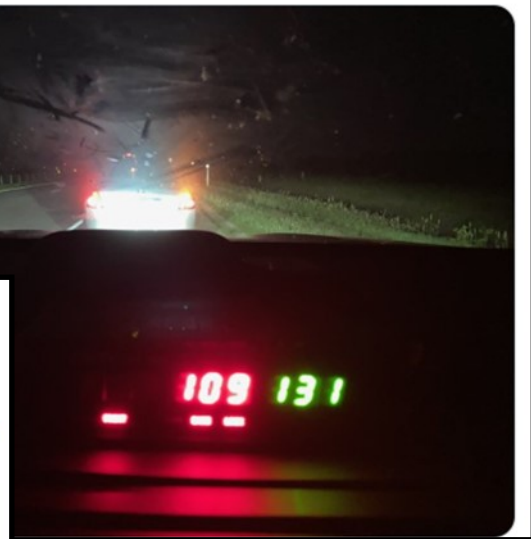
Speeding is getting worse in our state. It contributed to an average of 85 deaths per year from 2013-2017, but an average of 122 deaths



Minnesota observational data shows a 10% increase in citations for front seat occupants. There are signs of improvement so far this year in unbelted drivers, but the number of citations is one too many. And we've lost many more than just one.

Social Media Support During Campaigns:

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



Additional Social media Support for General Traffic Safety:

MN Traffic Safety @MnDPS_OTS · Oct 27
 More than 10,000 crashes happened on snowy roads in 2022.

As the snow flies, remember to slow down, increase your following distance and turn on your headlights. #WinterDriving #DriveSmart



CRASH FACTS Friday

10,063 The number of crashes in 2022 that occurred on snow-covered roads.

MN Traffic Safety @MnDPS_OTS · Aug 21
 Congratulations to this year's DWI All-Star Enforcer team. More than 60 officers, deputies and troopers from across the state were honored during Sunday's Twins game for their efforts to get impaired drivers off the road. In total, they arrested 4,447 impaired drivers in 2022.



Minnesota Office of Traffic Safety
 March 16 · 🌐

St. Patrick's Day is Friday and the risk of impaired driving is high. While this weekend is time for fun, driving is not a drinking game.

There will be extra DWI enforcement on Minnesota roads. Don't push your luck and plan a sober ride.

Learn more in our latest DPS blog.



DRIVING IS NOT A DRINKING GAME

EXTRA ENFORCEMENT NOW

DRIVE SOBER! DRIVE SMART!

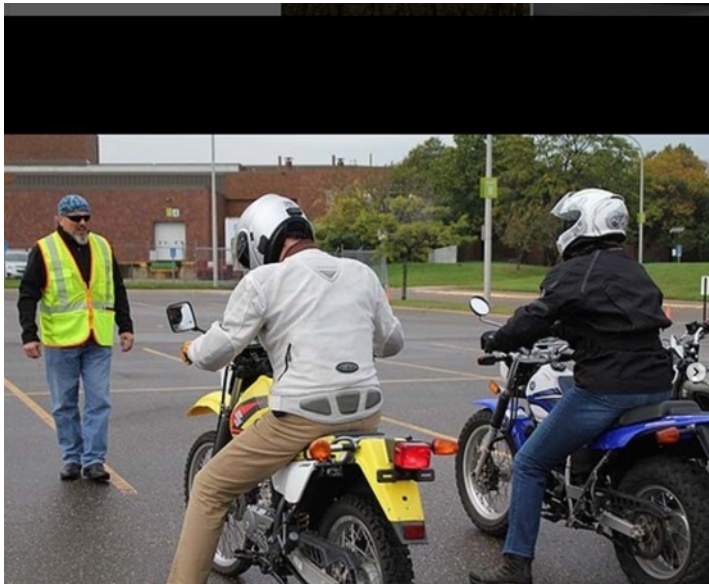
DPS.MN.GOV
No luck of the Irish for drunk drivers
 Whether you're hitting a St. Patrick's Day parade or celebrating with a green beer at a local bar...



Minnesota Office of Traffic Safety

April 11

Temps are rising, snow is melting, and Minnesotans are ready to embrace the change of seasons. As the weather warms up and you mix in your favorite drinks with outdoor activities, make sure to plan for a sober ride. Stay safe. Drive sober. Drive smart.



minnesota_dps • Minnesota

minnesota_dps • 65. That's how many motorcyclists died on Minnesota's roads this year.

Forty-one of the 65 motorcyclists who died weren't wearing a helmet.

Seventeen of the fatal crashes involved excessive speeds, as high as 70 miles over the posted speed limit. Other factors include impaired and distracted driving, lack of protective gear, unendorsed ridership, and limited experience or lack of training.

Minnesota Motorcycle Safety Center safety coordinator Jay Bock has three important tips for riders:

- Take a training course.
- Wear all the protective gear.
- Never ride while impaired.

Edited • 6w

zapa1_1947 Motorcycle drivers are crazy the way they drive it seems like they just wanna die

6w • Reply

View hidden comments

These comments were hidden because they may be misleading, offensive or spam. People can still tap to view them.

List of Acronyms and Definitions

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

List of Acronyms and Definitions

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

List of Acronyms and Definitions

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

List of Acronyms and Definitions

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

Appendix B

Enforcement Calendar - FFY23



Enforcement Dates

- DWI (optional): Oct. 29-31; 2022 - Halloween
- DWI (optional): Nov. 3-5; 2022 - Deer hunting opener
- DWI: Nov. 23-26; Dec. 1-3; 8-10; 15-17; 22-24; 29-31, 2022
- DWI (optional): Feb. 11-12, 2023 - Super Bowl
- DWI (optional): March 16-18, 2023 - St. Patrick's Day celebrations
- Distracted: April 1-30, 2023
- DWI (optional): Every Thursday-Saturday, May 11- Sept. 2, 2023
- Seat belts and child restraints: May 22 - June 4, 2023
- Speed: July 1 - 31, 2023
- DWI: Aug. 18 - Sept. 4, 2023
- Move Over (optional): Aug. 31, 2023
- Seat belts and child restraints: Sept. 17-23, 2023

Short Report Due Dates (Each agency required to submit)

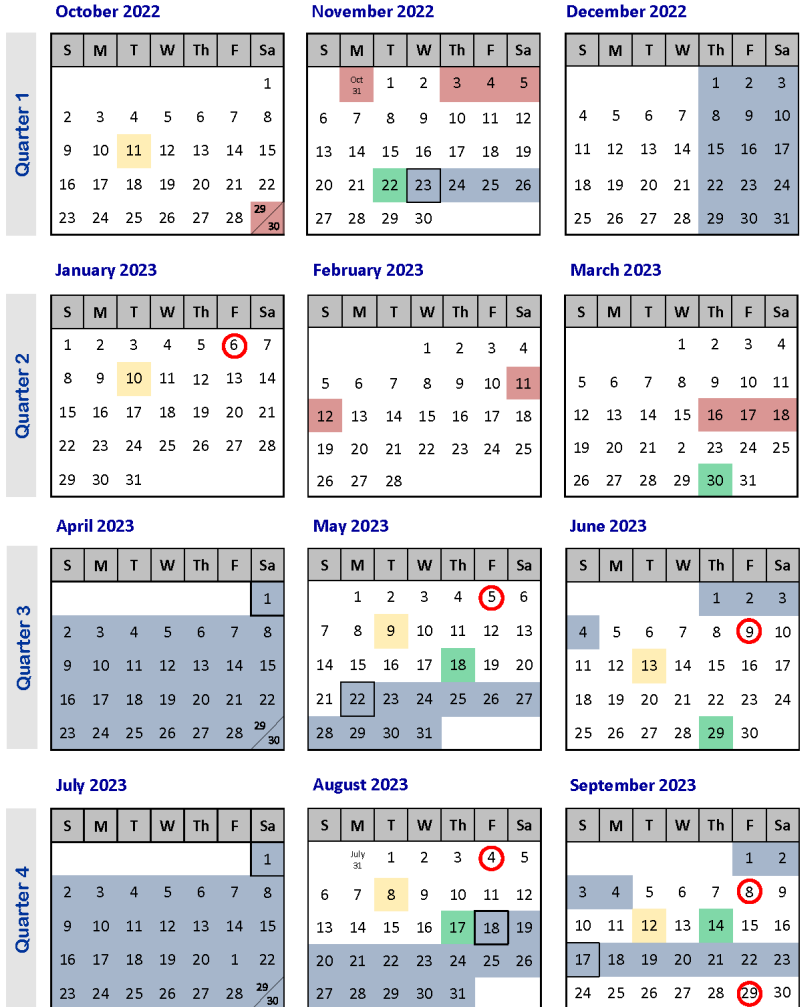
- Jan. 6: DWI arrests, highest B.A.C., from Nov. 23 - Dec. 31, 2022
- May 5: Use of wireless device citations, from April 1-30, 2023
- June 9: Seat belt/child restraint citations from May 22–June 4, 2023
- Aug. 4: Speed citations from July 1-31, 2023
- Sept. 8: DWI arrests, highest B.A.C., from Aug. 18 - Sept. 4, 2023
- Sept. 29: Seat belt/child restraint citations from Sept. 17-23, 2023

Short Report Due Dates

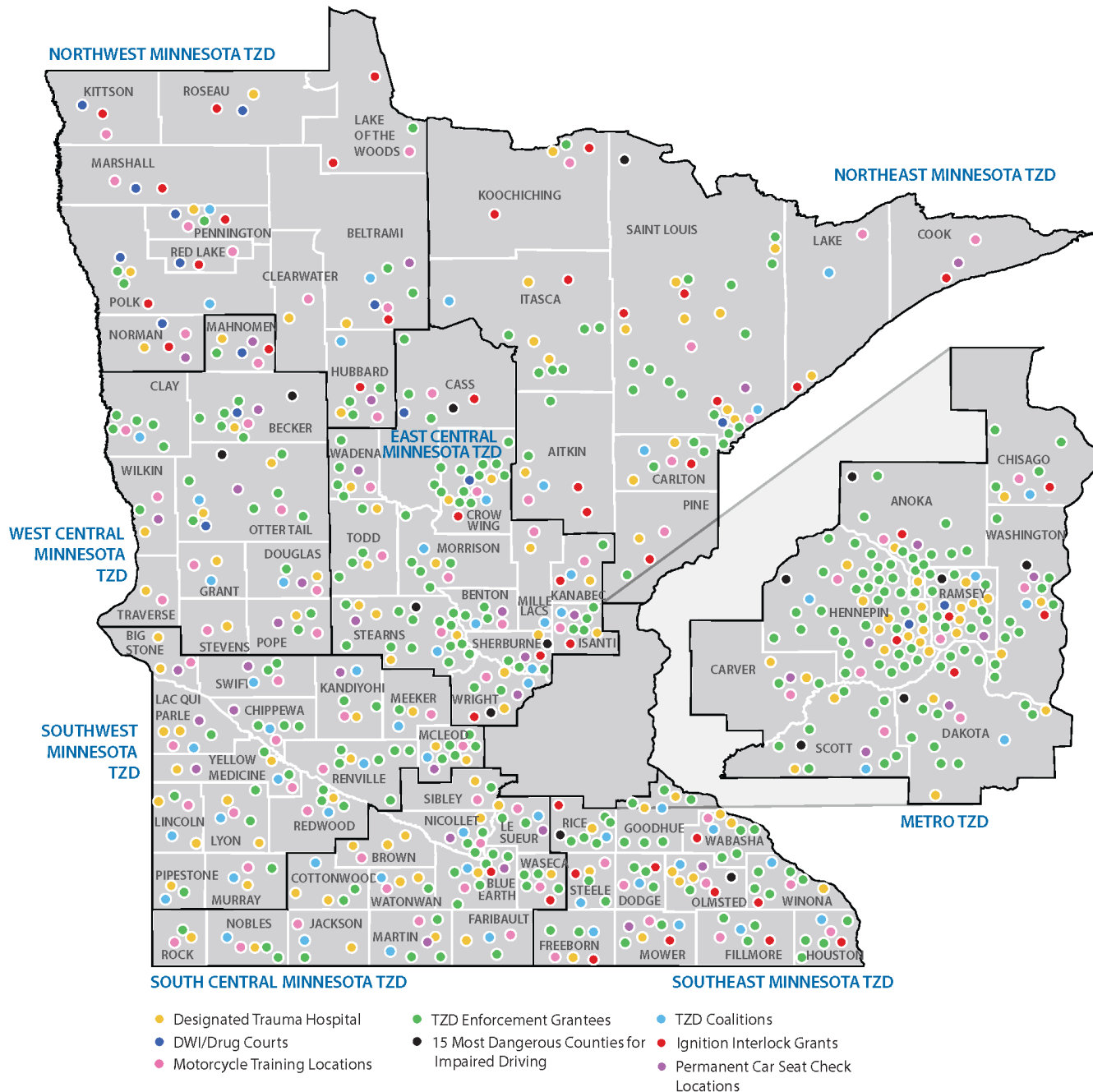


- Announcement to Media
- Enhanced Enforcement
- Statewide Results to Media
- Optional DWI Enforcement
- Statewide Enforcement

Enforcement Grant recipients should collaborate with Toward Zero Deaths education and outreach programs to support enforcement campaigns.



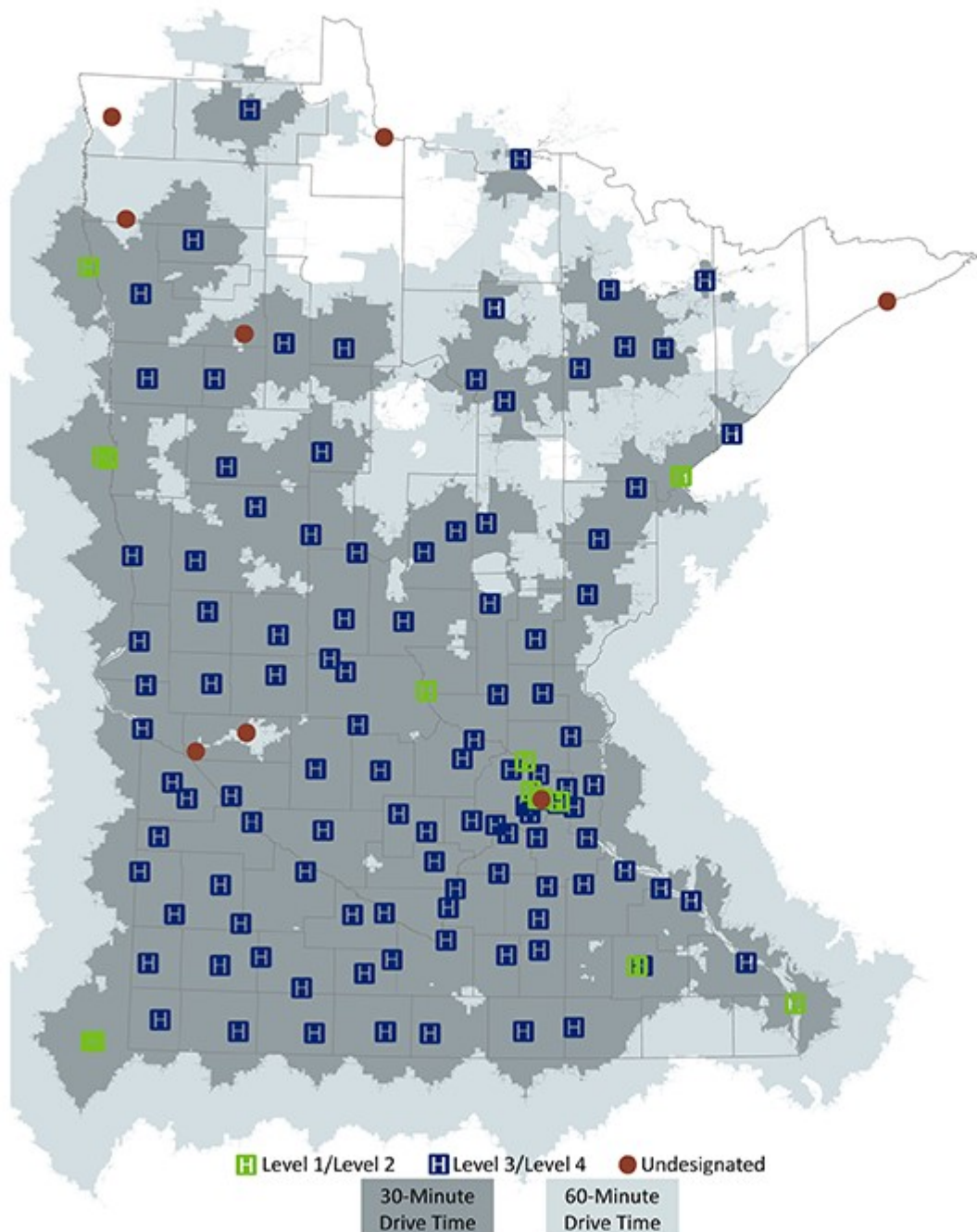
Local Minnesota Traffic Safety Initiatives



MinnesotaTZD.org/programs

Do you live close to a trauma hospital?

98% of Minnesotans live within 60 minutes of a trauma hospital.



Drive times to designated trauma hospitals; MDH Statewide Trauma System, 2022