

2017 MINNESOTA

ANNUAL REPORT



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Annual Report “Quick Review” Checklist

Included in Annual Report

(Yes or No)

Required Elements

- Yes (pages 25-57, A-E)..... Describe each project/activity funded and implemented under the HSP along with the amount of Federal funds obligated and expended (like projects/activities can be aggregated)
- Identify and describe each project on the list submitted with the HSP
 - Describe all activities funded and implemented
 - Identify the amount of Federal funds obligated and expended on each project
 - Ensure that new (and amended projects for which any changes to the HSP were submitted) are included
- Yes (pages 42-45)..... Describe the State’s evidence-based enforcement program activities
- Yes (page 57)..... Explain the reason for any project that was not implemented
- Yes (pages 25-57)..... Describe how funded projects from the prior year contributed to meeting the Highway safety targets
- Yes (pages 58-69)..... Report on the purchase of paid media within programs or as a summary
- Yes (pages 21-24)..... Provide the results of the annual State Attitudes Survey if conducted

Included in Annual Report

Recommended Elements (Optional) (Yes or No)

- Yes..... Cover Page
- Yes (page 2)..... Table of Contents
- Yes (page 3)..... Message from the Governor’s Representative/Coordinator
- Yes (pages 6-8)..... Executive Summary
- Yes (pages 4-5)..... Mission and Vision Statements
- Yes (pages 4-8)..... Statewide SHSO Program Overview
- Yes (pages A-D)..... Fiscal Overview of Obligations and Expenditures
- Yes (page 6)..... Legislative Update
- Yes (pages 3-57)..... Traffic Safety Partners and Other Safety Plans
- Yes (pages 4-57)..... Future Plans and Targets
- Yes..... Report Design

Office of Traffic Safety Director Sends a Special Message, Highlighting Minnesota's Accomplishments

The Minnesota Department of Public Safety -- Office of Traffic Safety (DPS-OTS) is pleased to provide our federal fiscal year (FFY) 2017 Annual Report. We have much to be thankful for as we look at the progress in keeping Minnesotans safe – from fewer incidents of unbuckled people dying to improved laws on impaired driving. This report details accomplishments and demonstrates continued implementation of proven countermeasures and innovative approaches for reducing fatalities and serious injuries on Minnesota roadways. The following six fundamental building blocks guide these advances:

1. Demonstration of Consistent High Performance

Minnesota continues to be ranked as having one of the three lowest fatality rates per vehicle miles traveled in the nation, as a low incidence state for impaired driving in fatal crashes, and as a high seatbelt use state.

2. Implementation of Technological Enhancements

The OTS funded the addition of an electronic warrant module to the e-charging system, an on-line curriculum on occupant protection for law enforcement officers required to have such a course every five years in order to work OTS overtime hours, and the new MNCrash records system.

3. Strategic Support of Traffic Safety Partners

The OTS awarded grants to 20 Safe Roads coalitions, 11 DWI courts and eight judicial interlock programs. In addition, 55 multi-agency enforcement grants covered 64 sheriffs' offices, 230 police departments, three tribal enforcement agencies, one university police department, and all districts of the State Patrol. Through a different grant with OTS, the State Patrol increased the number of Drug Recognition Evaluators active in the state to 199, and trained 654 officers in ARIDE, and 545 officers in SFST; finally, they provided 541 officers with the DWI update class. Nine coordinators/experts on staff, as well as, four law enforcement liaisons and two child passenger safety liaisons outside of the office are available to provide best practices and guidance to project directors.

4. Employment of Data-Driven Programming, Research, and Evaluation

OTS identifies problems through analysis of crash data by the two and one half researchers and the one and one-half FARS analysts on staff. Whenever possible, our projects provide references to chapters and sections in *Countermeasures That Work* and the state's Strategic Highway Safety Plan focus area in the annual *OTS Highway Safety Plan*. The *Countermeasures That Work* publication does not cover administrative or management topics, community programs, or research studies and evaluation; therefore, those projects do not include references to it.

5. Proactive Recognition

Based on multi-agency enforcement efforts throughout the year and active participation in community awareness activities, one law enforcement grantee received the 2017 DPS Commissioner's Award during a recognition luncheon and 16 other agencies were recognized during the year at their county board or city council meetings.

6. Increased Traffic Safety Education Efforts

The OTS and Office of Communications together provided updated supplemental materials for traffic safety advocates, as well as, media, education, and law enforcement professionals. The materials convey important traffic safety messages, resources for parents and guardians of teen drivers and of children traveling in child seats; and used new creative messaging for a variety of media platforms to reach targeted audiences through an increased and improved emphasis on social media.

We are proud of our work and the accomplishments made with our traffic safety partners working on a common goal: Toward Zero Deaths. We look forward to continuing this work in the upcoming years. A comprehensive review of the individual projects conducted through the 2017 Highway Safety Plan follows the performance measure discussion in the body of this report.

Sincerely,

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

State of Minnesota • Office of Traffic Safety • Annual Report • 2017

Introduction and Statewide Highway Safety Office Program Overview

Minnesota Office of Traffic Safety (OTS) MISSION: To prevent traffic deaths and serious injuries by changing human behavior in Minnesota through policy development and support, stakeholder engagement, program delivery leadership, and research and evaluation.

The umbrella campaign under which OTS's efforts are conducted is called Toward Zero Deaths (TZD). In addition to the OTS and Minnesota State Patrol's (MSP) efforts within the Department of Public Safety (DPS) to improve roadway behavior, TZD encompasses:

- Participation from city, county, and tribal law enforcement personnel
- Roadway engineering/related prevention strategies in conjunction with the Minnesota Department of Transportation (MnDOT)
- Hospital and trauma oversight by the Minnesota Department of Health (MDH)
- Initial medical responses from Emergency Medical Services (EMS)
- Partnerships with judiciary affiliates
- Numerous and ongoing media relationships
- Many other stakeholders with direct and indirect interests in traffic safety

The OTS is mindful that fulfilling the mission demands concentrated and coordinated efforts involving a large number of traffic safety agents each working within their own sphere of influence. The mission statement for the wider TZD effort is:

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

The Minnesota OTS's VISION: All programs initiated and supported by OTS 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. The vision of the wider TZD effort is:

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

Vision Components

Turning the OTS vision into reality will take more than hard work by the OTS staff. It will take the collaborative efforts of traffic safety agents at all levels of government, a dedication to traffic safety and personal responsibility by individuals throughout Minnesota, and a renewed commitment to excellence related to all of our programs. The following 6 components must be in place to revolutionize the culture, accomplish our mission, and achieve the long-term vision of zero traffic fatalities in Minnesota:

1. Informed Public

A well-informed populace views traffic safety as an important health issue, supports traffic safety legislation and enforcement, and understands and values the benefits of driving safely (and the dangers of not doing so). The public perception that traffic violations are likely to result in negative consequences (i.e. arrests, citations, fines, and injuries) is also an important component. Creative, persistent media and public information efforts aimed to keep the public informed are critical pieces to the solution.

2. Safety Partnerships

Supporting and working alongside traffic safety and injury prevention groups, organizations, and agencies sharing the vision is a priority. Activities enriching partnerships and contributing to an increased sense of community are valuable.

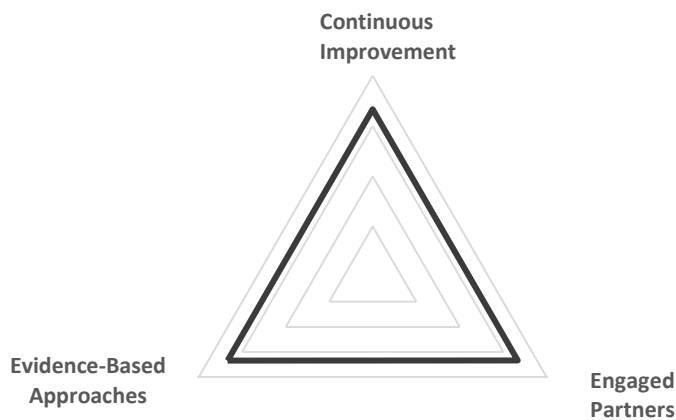
3. **Efficient/Effective Traffic Law Enforcement**
 Law enforcement agencies working on improving traffic safety require various types of support to be effective and efficient. A well-trained and equipped enforcement community motivated to enforce traffic safety laws, has the time available to do so, and is able to support their actions successfully when testifying in court, is necessary for success. Collaborative, planned efforts by multiple agencies working together are valued, as are efficient law enforcement procedures allowing officers to be quickly back on the road after an arrest.

4. **Improved Data and Records**
 The problem identification and project/target group selection process relies on information from the crash database and linkages to other data systems. Support of fiscal and administrative systems and procedures insures confidence in the accuracy of claims, vouchers, and fiscal reports.

5. **Well-Managed/Innovative/Proactive Projects**
 Work continues with considering and implementing strategies and countermeasures proven to be effective. Identification of new approaches and solutions to seemingly intractable problems, and quick and appropriate reactions to emerging traffic safety problems are essential. Well-trained and dedicated traffic safety professionals working within the OTS, as well as data systems providing information needed to identify problems, help us to carefully construct thoughtful traffic safety projects.

6. **Customer Service and Communication**
 Products and services provided to citizens, agencies, and organizations must be high-quality and useful. As effective customer service agents we try to anticipate the needs of our customers, as well as respond quickly and accurately when information is requested. Outstanding communication is a key value within the DPS-OTS; both practiced and encouraged within our relationships with partners, the media, and other internal and external customers.

The TZD Program Values Shared by the OTS



Executive Summary and Other Important Highlights

Compiling and analyzing accurate crash data is critical to the OTS, as it allows invested stakeholders to better address traffic safety issues by understanding why and where crashes are occurring, and who is ultimately impacted. A conglomeration of these statistics are collated to annually produce two significant publications:

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

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

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

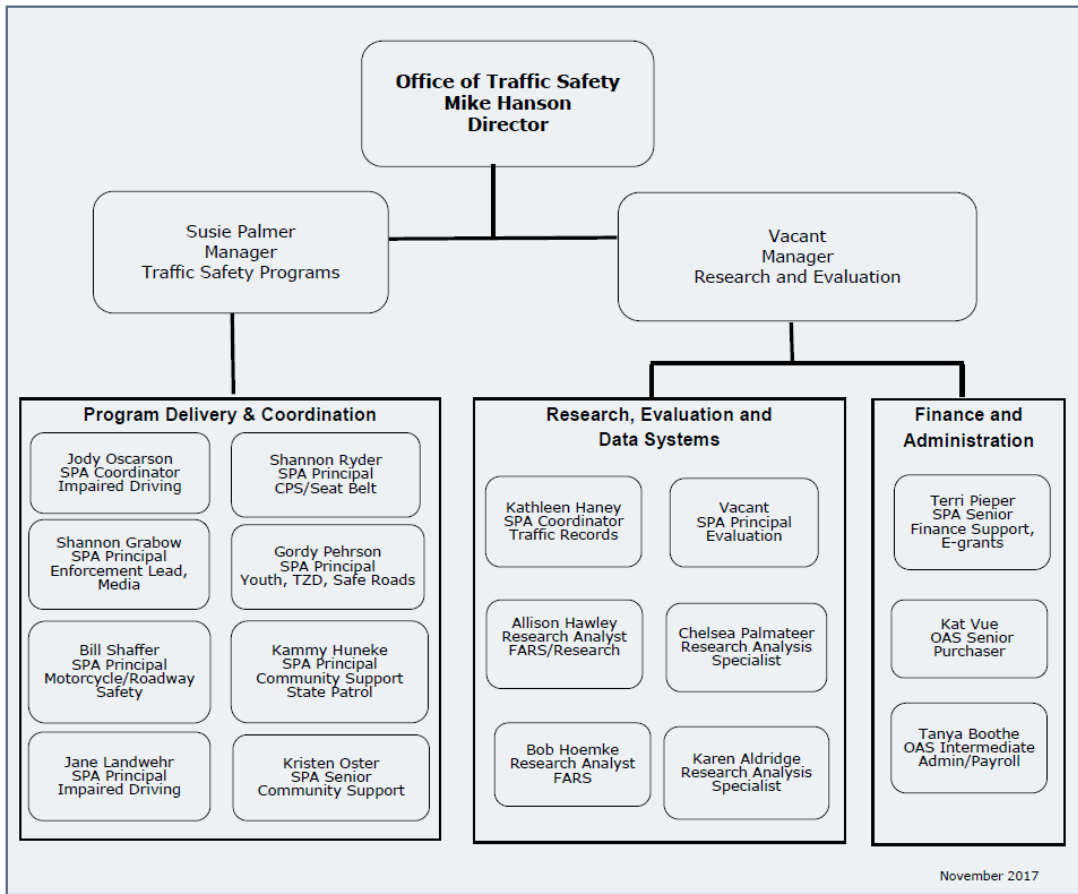
Legislative Updates

During the legislative session, there were two significant bills that passed affecting OTS.

- 1) The OTS was appropriated funding in the biennial budget to maintain the new MN Crash System.
- 2) Chapter 83 of the 2017 Session Laws (<https://www.revisor.mn.gov/laws/?id=83&year=2017&type=0>) went into effect on July 1, 2017. The legislative change was in response to recent U.S. Supreme Court and Minnesota Supreme Court decisions related to impaired driving. The new law requires a search warrant for blood or urine tests. It also allows for the administrative driver's license revocation for a test failures of blood or urine when there is a search warrant for the search. In addition, it makes it a crime to refuse a blood or urine test based upon a search warrant.

OTS Organizational Structure

The OTS, as of this writing, is comprised of 18 staff. The office organizational chart directly following, includes staff names, position titles, and areas of responsibility.



Contacting the Minnesota OTS

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Or

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

Accolades

The OTS appreciates the Region 5 NHTSA Office for its accessibility, guidance and support throughout the year. We are thankful for our partners and stakeholders for their interest, collaboration and hard work; as well as the OTS staff who exert remarkable talent, matched by passionate effort. All of us contribute to the collective goal of creating a safer Minnesota.

Performance Measures

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

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

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

The number of traffic fatalities continued to climb nationally in 2016 but Minnesota was one of only 12 states with a decrease, and fatalities are projected to decrease again in 2017. Minnesota met or exceeded the 2016 target in 8 of the 12 measures. As more people are buckling up, and vehicle manufacturers continue adding safety features, some of the crashes historically leading to death, are now resulting in injury instead.

Comparing calendar years 2015 and 2016, Minnesota made progress towards 2017 targets in the following 7 measures:

- Traffic Fatalities ▼ 411 to 392
- Fatalities per 100 million vehicle miles traveled ▼ 0.72 to 0.67
- Unrestrained occupant fatalities ▼ 85 to 72
- Alcohol-impaired driving fatalities ▼ 117 to 93
- Motorcyclist fatalities ▼ 61 to 56
- Unhelmeted motorcyclist fatalities ▼ 38 to 36
- Drivers age 20 or under involved in fatal crashes ▼ 60 to 52
- Bicyclist fatalities ▼ 10 to 7

Unfortunately, progress was not made in these areas:

- Speed related fatalities ▲ 84 to 92
- Pedestrian fatalities ▲ 39 to 58
- Seat Belt use rate: 92%

Minnesota's crash reporting system, MNCrash, went live on January 1, 2016 and incorporated the new MMUCC 4th edition injury definitions; the number of serious injuries saw a marked increase and the OTS is doing further research to see if additional training is necessary.

- Serious Injuries ▲ 1,127 to 1,992

**Minnesota Performance Measure Data
2011-2016**

Core Outcome Measures		Prior 5 Years					2016	2016 Target	2017 Target	2018 Target
		2011	2012	2013	2014	2015				
Traffic Fatalities	Total	368	395	387	361	411	392	400	385	375
	Rural	247	269	256	262	274	232			
	Urban	121	126	131	99	135	159			
Serious Injuries		1,159	1,268	1,216	1,044	1,127	1,992	2,000	1,950	1,935
Fatalities Per 100 Million Vehicle Miles Traveled	Total	0.65	0.69	0.68	0.63	0.72	0.67	0.68	0.65	0.62
	Rural	1.00	1.10	1.10	1.12	1.17	NA			
	Urban	0.38	0.39	0.39	0.29	0.40	NA			
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	265	270	259	270	280	251			
	Restrained	128	129	149	156	156	146			
	Unrestrained	106	101	80	93	85	72	88	82	76
	Unknown	31	40	30	21	39	33			
Alcohol-Impaired Driving Fatalities (BAC= .08+)**		109	114	95	108	117	93	104	102	99
Speeding-Related Fatalities		86	91	84	111	84	92	89	87	86
Motorcyclist Fatalities	Total	42	55	61	46	61	56	60	60	60
	Helmeted	13	11	16	9	18	17			
	Unhelmeted	19	33	34	29	38	36	40	40	40
	Unknown	10	11	11	8	5	3			
Drivers Involved in Fatal Crashes	Total	503	537	559	525	589	565			
	Aged Under 15	2	0	0	0	0	3			
	Aged 15-20	54	47	49	38	60	49			
	Aged Under 21	56	47	49	38	60	52	49	47	45
	Aged 21 & Over	446	488	504	484	522	503			
Unknown Age	1	2	6	3	7	10				
Pedestrian Fatalities		39	38	32	15	39	58	35	34	33
Bicyclist & Other Cyclist Fatalities		5	7	6	5	10	7	8	8	8
Distracted Driving Measure										
% of contributing factors in multi-vehicle crashes that were "Inattention/Distraction"		22.7%	24.1%	21.8%	20.3%	22.7%	See Note	22.9%	22.8%	22.7%
Older Driver Measure										
% of drivers in fatal crashes who were 85 or more years old		3.6%	3.7%	1.9%	2.9%	2.5%	2.5%	3.0%	3.0%	3.0%
Core Behavioral Measure		2012	2013	2014	2015	2016	2017			
Observed Seat Belt Use Rate		94%	95%	95%	94%	93%	92%	95%	95%	95%
Core Activity Measure (FFY) ***		2012	2013	2014	2015	2016	2017			
Seat Belt Citations		21,524	24,686	24,778	15,917	13,146	10,633			
Impaired Driving Arrests		3,330	3,071	3,004	3,045	2,195	1,936			
Speeding Citations		18,141	26,578	25,704	19,691	17,090	16,960			

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

Additional Measures Include:

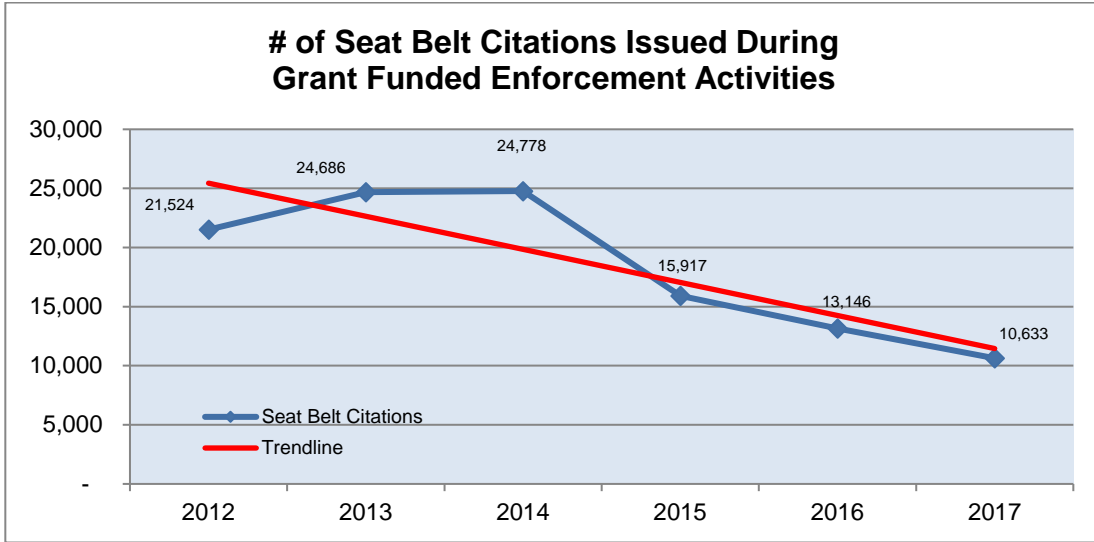
- Distracted Driving (included in the table directly above)
This measure represents the percentage of contributing factors in multi-vehicle crashes that were coded as “Inattention/Distraction.” The information on distracted driving is in a different (expanded) format in MNCrash that does not allow a direct comparison with prior years. A new measure will be developed.
- Older Drivers (85+) (included in table directly above)
This category of drivers tend to be overrepresented in fatal crashes - the associated measure offers a percentage of total drivers involved in fatal crashes.
- Child Passenger Safety
Minnesota Passenger Safety Statute 169.685 (amended in 2009) requires all children age 7 and under to ride in federally approved car or booster seats unless the child is 4'9" or taller. Minnesota has focused on making correct booster seat use a priority. This measure looks at observed booster seat usage of passengers aged 4 to 7.

Child Passenger Safety Measure	Booster Seat Survey		2017 Target
	2011	2014	
Observed correct use of booster seat of children 4–7 years of age.	64.1%	72.9%	78.0%

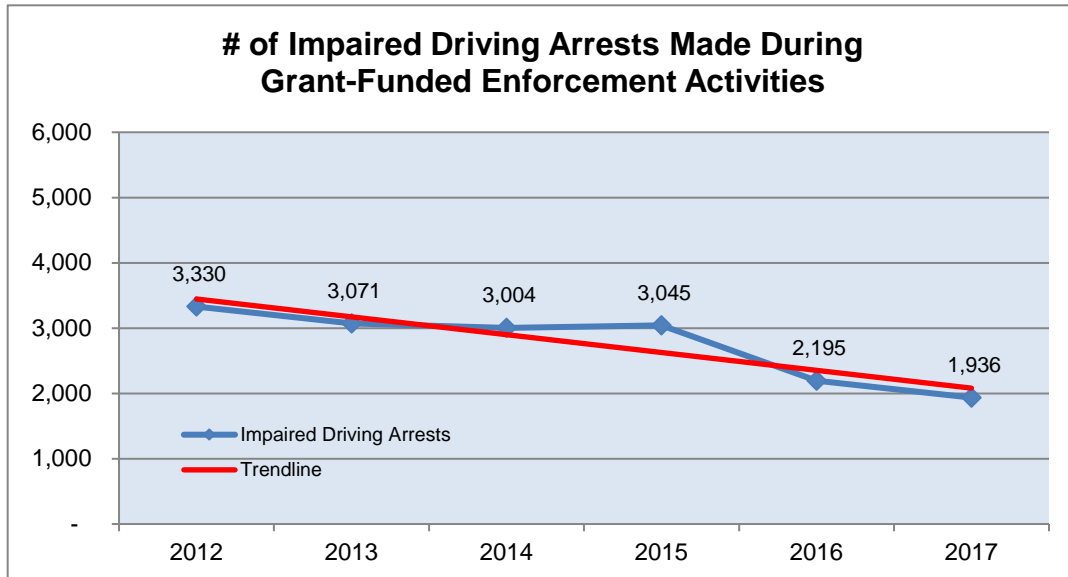
There are not enough data points to look at for prediction so the political climate and robust child passenger protection program were considered when setting this target. It should be noted that the observation is for correctly using a booster seat for this age group and not merely being restrained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

Minnesota Activity Measures

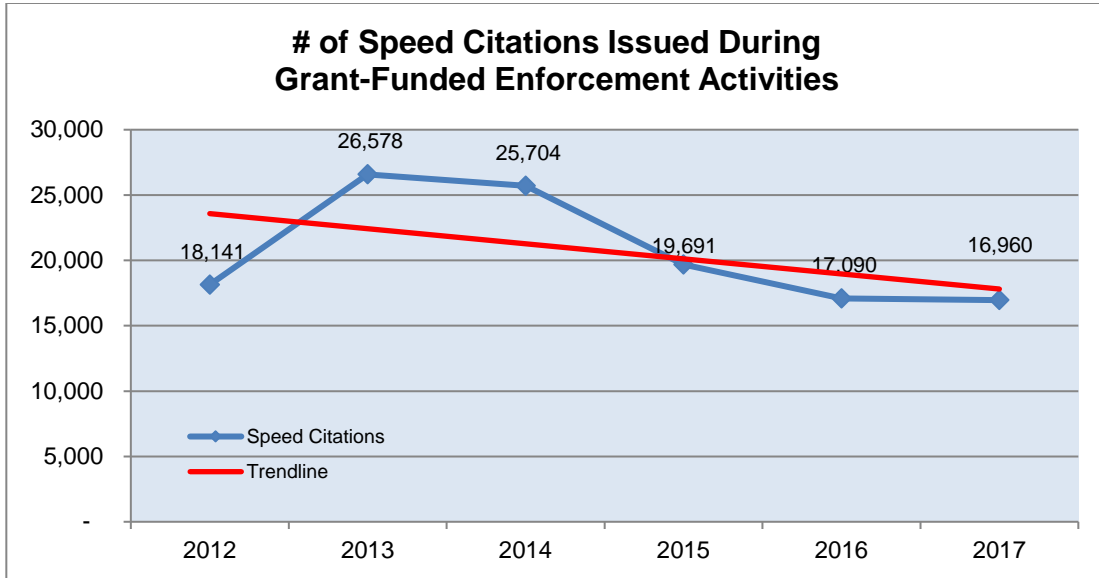
A-1) Seat belt citations issued during grant-funded enforcement activities



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

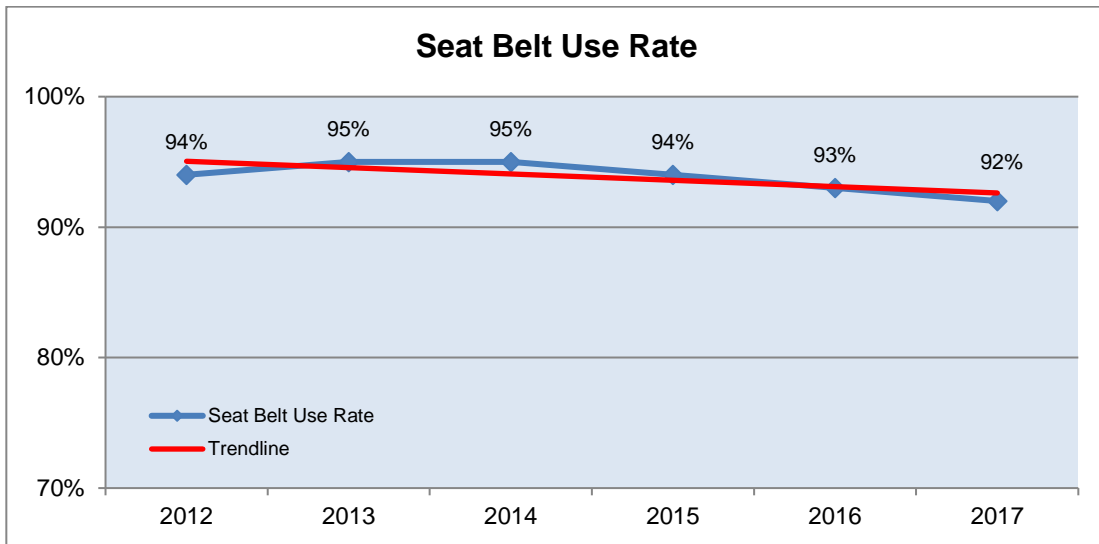


A-3) Speeding citations issued during grant-funded enforcement activities



Minnesota Behavioral Measure

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



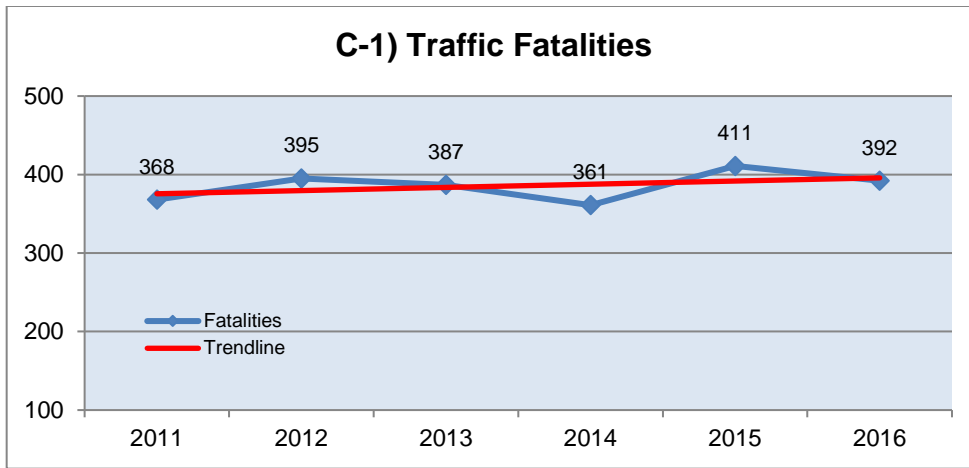
Target = Increase Seatbelt Use: To ▲ statewide observed seatbelt use of front seat outboard occupants in passenger vehicles 8 percentage points from the 2009 usage rate of 90% percent to 98% percent by December 2015.

Status = Remains high and has plateaued

Minnesota's observed seatbelt use rate has continued to rise; however, remains in the 93-95% range.

2017 Minnesota Seat Belt Use Survey Results

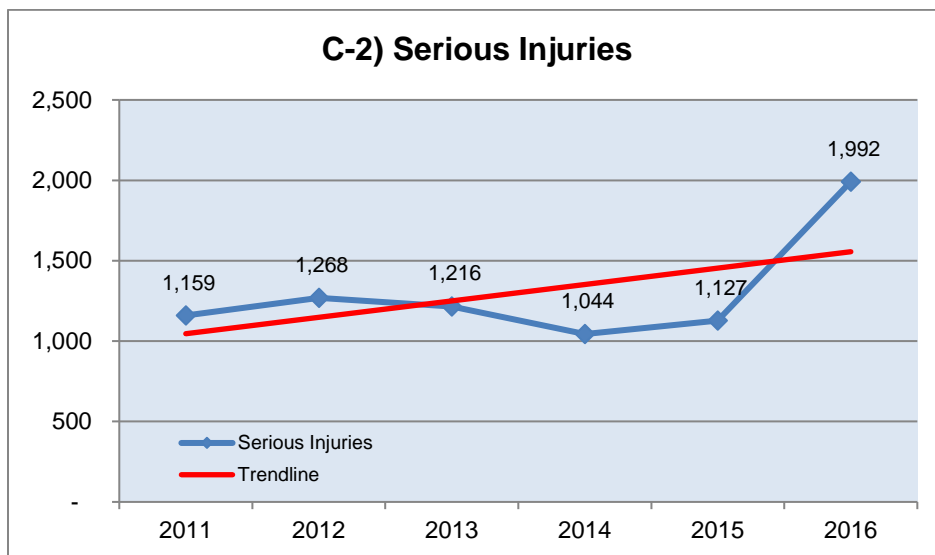
Group/ Subgroup	All Vehicles	Car	SUV	Van/ Minivan	Pickup Truck
Overall	92.0%	91.9%	93.6%	95.3%	86.4%
Site Type					
Intersection	91.8%	91.7%	93.5%	95.2%	86.2%
Mid-Block	93.7%	100.0%	92.4%	N/A	88.5%
Ramp	95.7%	94.9%	97.5%	96.7%	92.0%
Time of Day					
7–9 a.m.	92.1%	94.8%	89.9%	94.1%	88.8%
9–11 a.m.	91.4%	94.2%	92.8%	96.3%	82.3%
11 a.m.–1 p.m.	93.0%	91.4%	94.6%	97.4%	90.7%
1–3 p.m.	90.6%	90.9%	93.1%	91.6%	84.6%
3–5 p.m.	93.1%	91.9%	94.6%	94.9%	90.6%
5–7 p.m.	91.9%	90.0%	94.4%	98.9%	83.0%
Day of Week					
Monday	92.4%	94.7%	93.7%	94.8%	84.9%
Tuesday	93.9%	93.7%	95.2%	95.9%	91.8%
Wednesday	93.4%	92.4%	95.9%	90.8%	91.3%
Thursday	91.4%	86.0%	91.5%	99.2%	96.5%
Friday	90.3%	89.8%	91.1%	95.5%	84.4%
Saturday	91.4%	94.9%	95.0%	95.4%	75.3%
Sunday	91.7%	91.0%	94.1%	97.9%	86.2%
Weather					
Sunny	92.2%	93.6%	94.1%	95.0%	81.5%
Cloudy	91.8%	89.4%	94.0%	95.8%	90.3%
Rainy	92.9%	99.5%	88.2%	93.5%	94.4%
Sex					
Male	90.1%	90.0%	93.0%	94.2%	85.4%
Female	94.0%	93.8%	94.1%	96.8%	90.9%
Age					
0-10	82.7%	90.2%	70.8%	100%	77.2%
11-15	98.3%	96.4%	99.5%	99.7%	94.8%
16-29	90.3%	91.2%	91.7%	94.7%	77.4%
30-64	92.9%	93.0%	93.9%	95.1%	89.3%
65+	90.7%	89.5%	95.1%	95.4%	81.5%
Position					
Driver	91.6%	91.7%	93.3%	95.0%	85.8%
Passenger	93.3%	92.8%	94.7%	96.3%	88.5%



Target = Reduce Fatalities: To ▼ traffic fatalities to fewer than 400 by December 2016

Status: Target Met

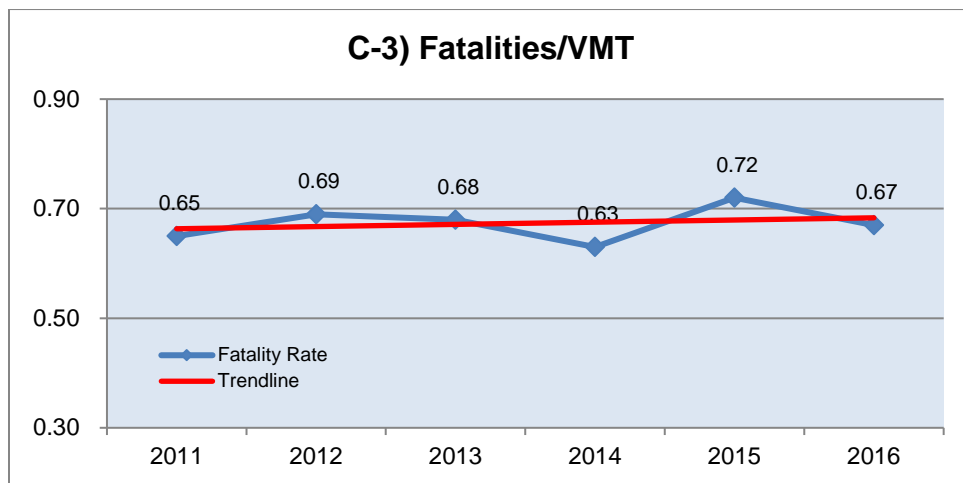
The SHSO worked with our partners at MnDOT to set the 2018 target and adjusted targets for 2016 and 2017. Fatalities in 2017 are projected to be even lower than 2016.



Target = Reduce Serious Injuries: To have fewer than 2,000 serious traffic injuries by December 2016

Status: Uncertain Progress

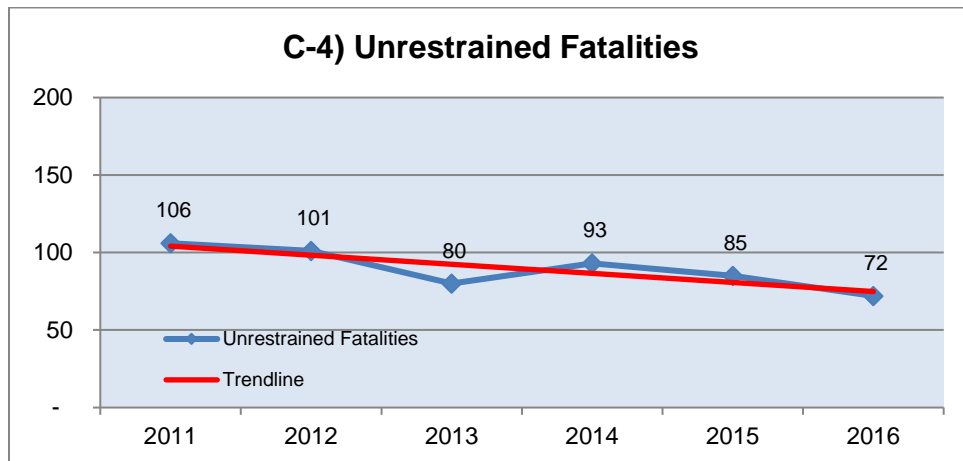
The SHSO worked with our partners at MnDOT to set the 2018 target and adjusted targets for 2016 and 2017. Minnesota's crash reporting system, MNCrash, went live on January 1, 2016 and incorporated the new MMUCC 4th edition injury definitions; the number of serious injuries saw a jump and the OTS is doing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



Target = Reduce Fatalities per 100 Million VMT: To ▼ fatality rate to no greater than 0.68 by December 2016

Status: Target Met, Steady Progress

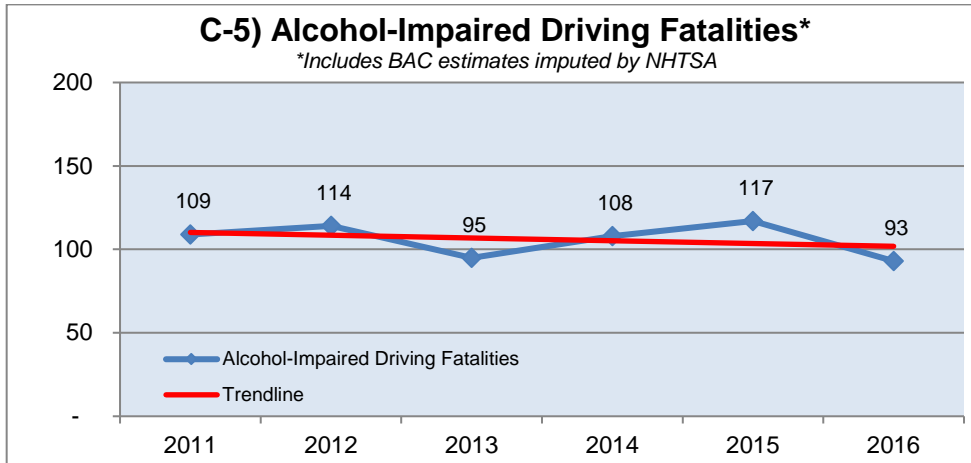
The state-calculated rate for 2016 is 0.67 and projected to be one of the lowest in the nation.



Target = Unrestrained Fatalities: To ▼ unrestrained passenger vehicle occupant fatalities in all seating positions to no more than 88 by December 2016

Status: Target Met, Steady Progress

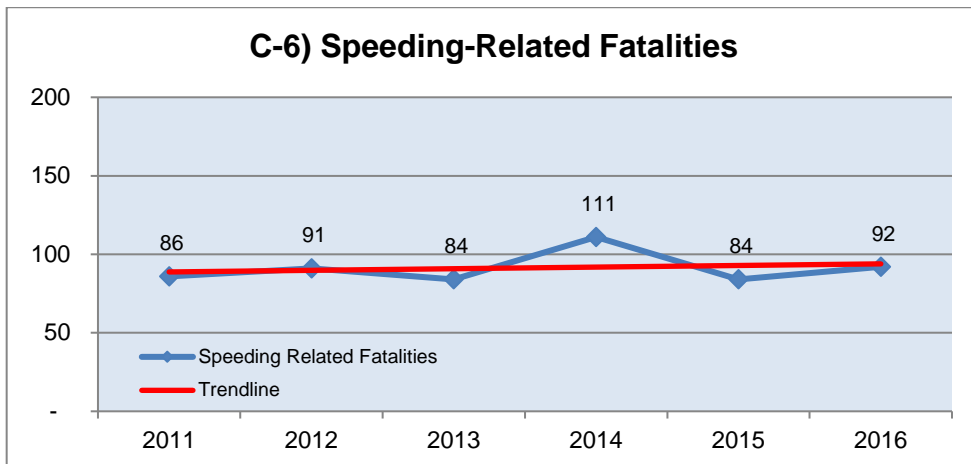
Though more Minnesotans than ever are wearing seatbelts, those choosing not to buckle continue to make up a large percentage of those killed in crashes.



Target = Alcohol-Impaired Driving Fatalities (BAC=.08+): To ▼ alcohol impaired driving fatalities to no more than 104 by December 2016

Status: Target Met but Plateaued

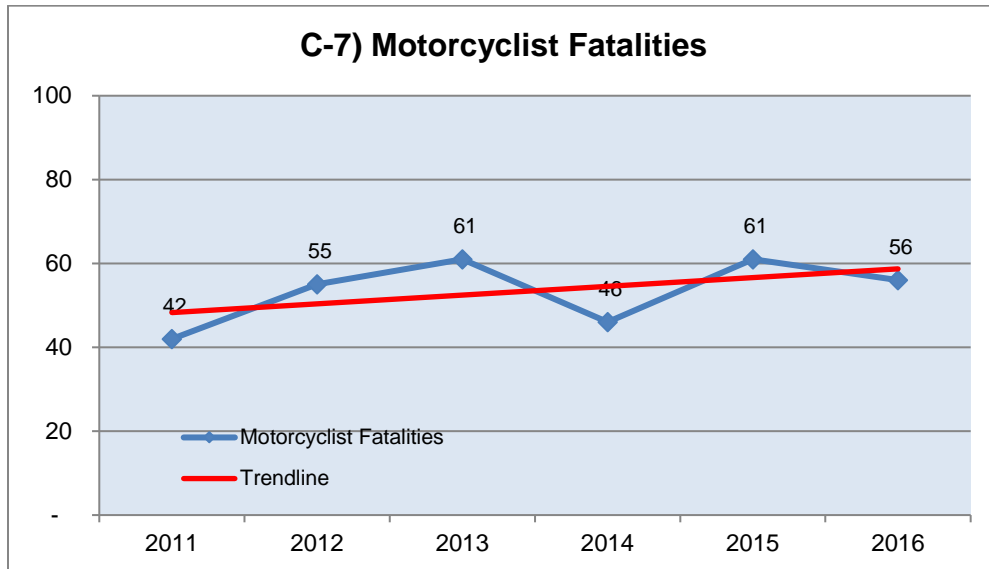
Although there is fluctuation in the number of alcohol-impaired driving fatalities from year to year, the overall outcome is trending downward and the 2016 target was met.



Target = Speeding-Related Fatalities: To ▼ speeding-related fatalities to no more than 89 by December 2016

Status: Minimal Improvement

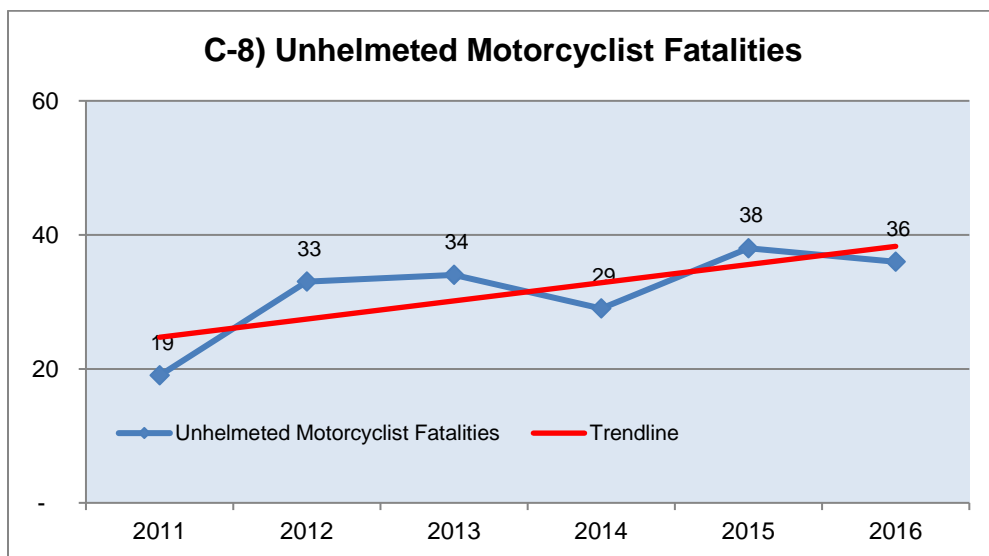
These numbers have fluctuated somewhat (i.e. up-tick in 2014); however little improvement is captured over time



Target = Motorcyclist Fatalities: To ▼ the number of motorcyclist fatalities to no more than 60 by December 2016

Status: Target Met, but plateaued

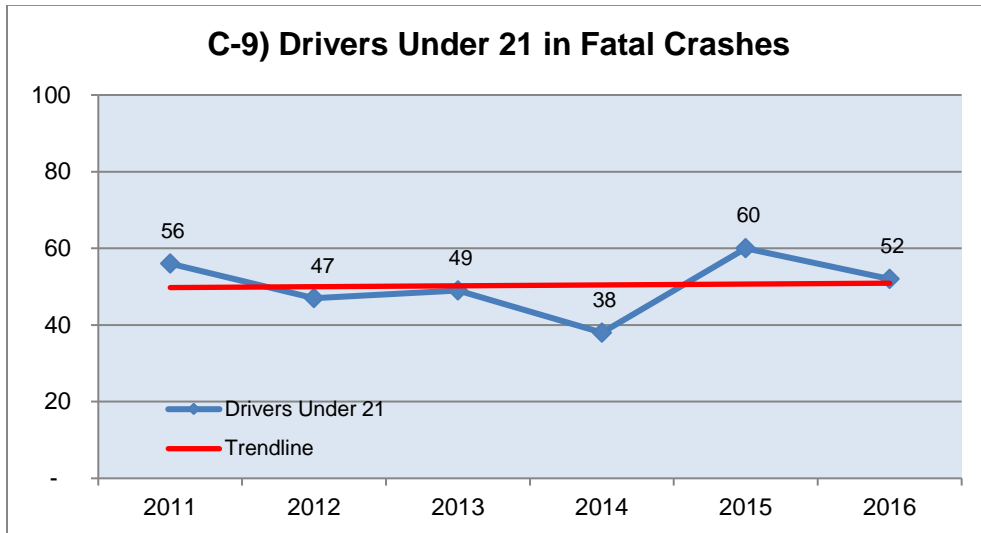
Motorcyclist fatalities continue to hover around 60 per year.



Target = Unhelmeted Motorcyclist Fatalities: To ▼ the number of Unhelmeted motorcyclist fatalities to no more than 40 by December 2016

Status: Target Met, but plateaued

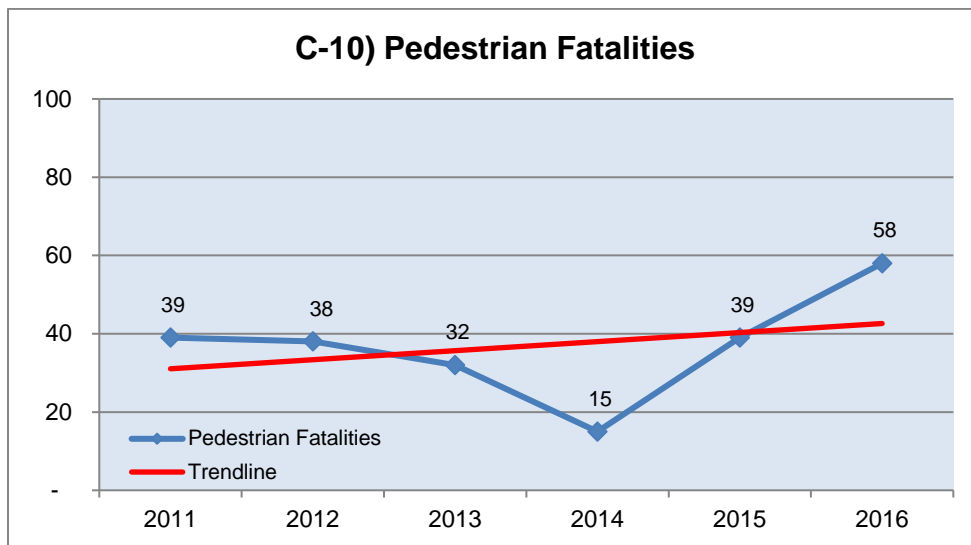
Motorcyclist fatalities, including those not wearing a helmet, are not decreasing



Target = Drivers Under 21 in Fatal Crashes: To ▼ the number of drivers age 20 or younger involved in fatal crashes to no more than 49 by December 2016

Status: Target Not Met, Plateaued

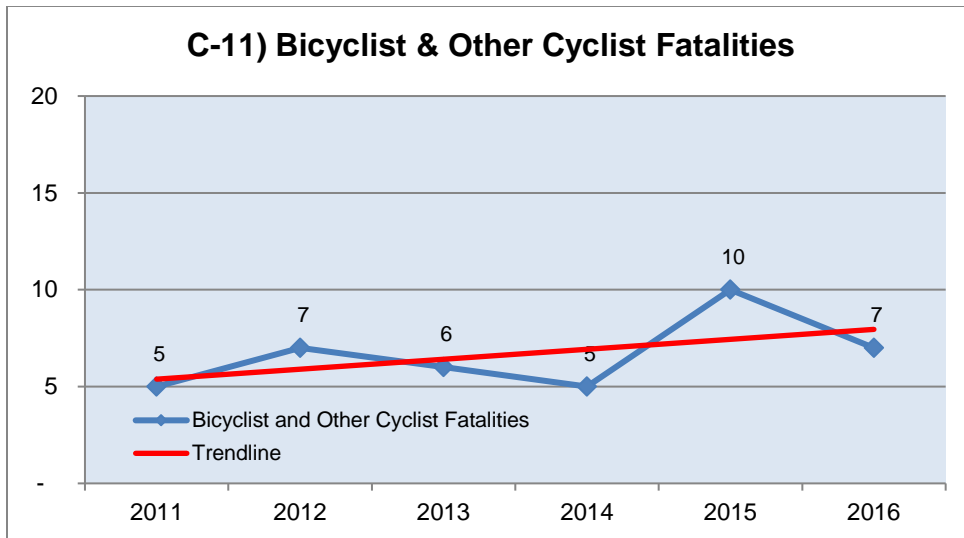
The overall trend is flat and the 2016 target has been met. Due to changing demographics, it is suggested that in the future, NHTSA consider referencing the percentage of drivers in fatal crashes rather than the number.



Target = Pedestrian Fatalities: To ▼ the increasing trend of pedestrian fatalities to no more than 35 by December 2016

Status: Target Not Met, Increase seen

Pedestrian fatalities continue to be isolated events and appropriate countermeasures elusive. The overall trend is plateauing. Minnesota recorded a low number of pedestrian fatalities in 2014; however, the number jumped in 2016. Pedestrian fatalities in 2017 have returned to previous averages.

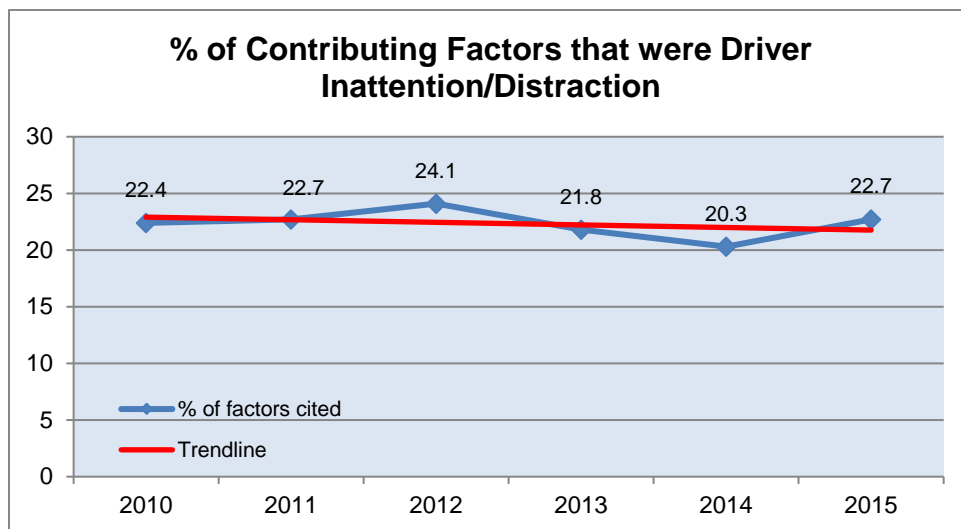


Target = Cyclist Fatalities: To maintain the trend of cyclist fatalities of no more than 8 by December 2016

Status: Target Met

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

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



Status: This measure looks at contributing factors in multi-vehicle crashes. It is the percentage of all contributing factors cited that were cited as “Driver Inattention/Distracted”. The overall goal is for this number to decrease but Minnesota anticipates some fluctuation as more attention is brought to this topic. The information on distracted driving is in a different (expanded) format in MNCrash that does not allow a direct comparison with prior years. A new measure will be developed.

Minnesota Telephone Survey Method and Results

This telephone survey was conducted between July 24th and August 31st, 2017, through a randomly generated sample of telephone numbers. The telephone sample included both landlines and cellular phones. The proportion of cellular phone to landline surveys was determined based on National Health Interview Survey (NHIS) data for “cell only” and “cell mostly” households. Dual users (i.e., households having both cell phones and landlines) were not excluded from the cellular sample, nor were they excluded from the landline sample. The specific number of respondents in each of the various subpopulations examined is reflected in the following table:

Audience	Total Completed Surveys
Total Population	934
<i>Subpopulations</i>	
Young Unmarried Males (ages 18-34)	218
Urban	498
Rural	436
Males	578
Females	356
Age under 35	276
Age 35 and over	658

Impaired driving

A-1: In the past 6 months, how many times have you driven a motor vehicle within 2 hours after drinking one or more alcoholic beverages?

2017 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
None	84%	74%	85%	82%	87%	80%	87%	84%	83%
1	6%	10%	6%	7%	6%	8%	5%	4%	7%
2	5%	7%	5%	5%	5%	6%	4%	6%	5%
3	1%	2%	1%	1%	1%	2%	0%	1%	1%
4	1%	2%	1%	2%	0%	1%	2%	3%	1%
5 times or more	3%	5%	3%	4%	2%	4%	2%	4%	3%
Refused	0%	0%	0%	0%	1%	0%	0%	0%	0%
Mean	.5	.9	.5	.6	.3	.7	.3	.6	.5

Overall, the statewide proportion of respondents who have never driven after consuming an alcoholic beverage has remained consistent in recent years. Females were notably more likely to report never driving after having an alcoholic drink compared with males (87 percent v. 80 percent).

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

2017 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	73%	84%	72%	72%	74%	77%	70%	74%	73%
No	26%	16%	27%	27%	25%	22%	30%	26%	26%
Don't know	1%	0%	1%	1%	1%	1%	1%	0%	1%

Overall, 73 percent of all respondents reported that they had read, seen, or heard about police enforcement of drunk driving, compared to a significantly higher percentage (84 percent) of target group respondents.

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

2017 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	47%	58%	46%	48%	47%	45%	50%	66%	39%
Somewhat likely	41%	36%	42%	41%	42%	42%	41%	29%	46%
Not likely	7%	4%	8%	8%	6%	9%	5%	4%	9%
Don't know	4%	2%	4%	4%	5%	4%	5%	1%	6%

Among all respondents, 47 percent believed it was “very likely” that they would be arrested for driving after drinking, continuing an increasing trend each year since 2012. Among subpopulations, younger respondents (and young, unmarried males) were considerably more likely to believe they would be arrested for driving after drinking compared with their counterparts, and younger respondents were more likely to believe they would be arrested for driving after drinking than older respondents.

Seatbelt use

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

2017 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	57%	70%	55%	57%	56%	63%	50%	62%	54%
No	41%	29%	43%	41%	42%	36%	46%	36%	44%
Don't Know	2%	1%	2%	2%	2%	1%	3%	2%	2%

Statewide, 57 percent of respondents were aware of seatbelt enforcement efforts by police in 2017, showing an increase in awareness from previous years. Most respondents were similarly likely to be aware of such efforts, though young, unmarried, male respondents were notably more likely to be aware of such efforts than other respondents.

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

2017 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
All of the time	90%	87%	91%	93%	86%	88%	93%	89%	91%
Most of the time	7%	9%	7%	5%	10%	8%	6%	8%	6%
Some of the time	2%	1%	2%	1%	2%	2%	1%	1%	2%
Rarely	0%	1%	0%	0%	1%	1%	0%	0%	0%
Never	1%	2%	1%	1%	1%	2%	0%	1%	1%

Similar to the trends seen in previous years, roughly nine in ten respondents (90 percent) reported wearing seatbelts “all of the time,” whereas almost none said they wear seatbelts “rarely” or “never.” Among subgroups, younger respondents and men were slightly less likely to wear seatbelts all of the time than older respondents and women. Young unmarried males were less likely than other respondents to wear seatbelts all of the time, and they were also more likely to say they “never” wear a seatbelt.

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

2017 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	33%	28%	33%	31%	35%	29%	36%	40%	30%
Somewhat likely	34%	47%	33%	34%	34%	34%	35%	37%	33%
Somewhat unlikely	18%	18%	18%	18%	17%	21%	15%	15%	18%
Very unlikely	16%	8%	16%	16%	14%	17%	14%	8%	19%

The percentage of residents who believed it was “very likely” they would be ticketed for not wearing a seatbelt increased to 33 percent in 2017, up from 33 percent in 2016. Among subpopulations, rural drivers were more likely to believe they would be ticketed than urban drivers (35 percent v. 31 percent), and women were more likely to believe they would be ticketed than men (36 percent v. 29 percent). In addition, older drivers were more likely than younger drivers to believe that it is “very unlikely” that they would get a ticket if they didn’t wear a seatbelt (19 percent v. 8 percent).

Speeding

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

2017 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Most of the time	18%	22%	17%	16%	22%	22%	14%	19%	18%
Half the time	19%	24%	18%	22%	15%	20%	18%	21%	18%
Rarely	39%	41%	39%	42%	35%	40%	38%	39%	39%
Never	23%	13%	24%	20%	27%	17%	28%	21%	23%
Don't know	1%	0%	1%	1%	2%	0%	2%	1%	1%
Refused	0%	1%	0%	0%	0%	1%	0%	0%	0%

Around one-third of drivers (37 percent) said that they drive faster than 60 mph in a 55 mph zone at least “half the time.” Men were more likely to speed than women, while rural drivers were more likely than urban drivers to say that they speed “most of the time” in this situation.

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

2017 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	64%	59%	64%	61%	67%	64%	63%	61%	65%
No	35%	37%	35%	37%	31%	34%	36%	38%	34%
Don't know	2%	4%	1%	1%	2%	2%	1%	2%	1%

Statewide, almost two-thirds (64 percent) of respondents reported having heard, read, or seen something about speed enforcement efforts by police in the past 6 months. Nearly all of the subpopulations examined responded similarly, though urban drivers were somewhat less likely than rural drivers to be aware of such efforts (61 percent v. 67 percent).

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

2017 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	31%	34%	31%	30%	34%	26%	36%	43%	26%
Somewhat likely	42%	44%	42%	42%	43%	43%	42%	37%	45%
Somewhat unlikely	14%	18%	14%	17%	10%	17%	12%	12%	15%
Very unlikely	7%	4%	8%	7%	8%	9%	6%	7%	7%
Don't know	5%	1%	5%	4%	5%	5%	4%	1%	6%

Most respondents perceived they were either “very likely” (31 percent) or “somewhat likely” (42 percent) to be ticketed for speeding. Among subpopulations, rural respondents were more likely to believe that it was “very likely” they would be ticketed for speeding, women were more likely to believe they would be ticketed than men, and younger drivers were more likely to believe they would be ticketed than older drivers.

Highway Safety Program Areas

Program Area: Planning and Administration

Purpose Statement: Planning and Administration provides for the overall management, support, training, and operations of the Office of Traffic Safety (OTS)

Performance Measure:

Effective and efficient program administration impacts all of the performance measures

Summary: The State Highway Safety Office (SHSO) needs strong and effective leadership and support services to improve traffic safety behaviors. The activities undertaken by the Planning and Administration project include:

- Providing leadership and guidance to staff
- Hiring staff and prioritizing problems and solutions based on crash data
- Seeking approval of and providing information for the state biennial budget process
- Directing and testifying on state legislation as appropriate
- Seeking approval from NHTSA on the Highway Safety Plan, 405 applications, and other matters as required
- Providing support services for and oversight of OTS staff

Overall costs are funded by NHTSA 402 funding (50%) and state trunk highway funding (50%).

Planning and Administration Objectives:

- Leadership and direction are provided for the OTS
- Sufficient staff are available to complete the work in a timely manner
- Deadlines are met and rules and requirements followed

Results:

- During much of federal 2017, the OTS was short two coordinator positions.
 - The permanent state program administrator principal position in the occupant protection area was vacated in January and was filled in May.
 - The permanent state program administrator principal position in the evaluation area was vacated in November and was not filled. This position is on hold, pending a need for it.
 - A new director was appointed effective November 16th. The OTS is currently without the Research and Evaluation manager (since November 1st).
- The 2017 Highway Safety Plan, 405 (Occupant Protection, Traffic Records, Impaired Driving, and Motorcycle Safety) Applications, and 2016 Annual Evaluation Report were sent on time and in acceptable formats to address the requirements of the FAST Act as directed by NHTSA.
- The OTS had a management review for federal years 2015, 2016, and 2017 conducted by a team from Region V of the NHTSA during 2017. There was one finding; the link between the risk assessment results and on-site monitoring was not to be found in the OTS Manual.

Minnesota's programs are effective and well managed with a heavy emphasis on problem identification and use of proven countermeasures. Minnesota continues to have one of the lowest fatality rates in the nation, one of the higher seat belt use rates, and one of the lowest rates of alcohol involvement in fatal crashes.

Late in the 2016 federal year, the OTS developed a procedure to check and ensure no person or agency awarded a grant or contract was debarred or suspended from receiving federal funds. For 2017, the short snapshot printed from the federal System for Award Management was placed in the project file. In the future, those snapshots will be uploaded into the e-grants system for all projects over \$150,000 and for a random sampling of smaller projects.

Due to the problems associated with travel during winter weather, on-site monitoring is conducted each year in March through August. Projects to receive an on-site monitoring visit are selected in January of each year. Considerations when selecting those sites include: experience in years; past success with OTS grants and contracts; timeliness and accuracy of reports, invoices, and other paperwork; score on the risk assessment (low, medium, or high), and dollar size of the grant or contract. On-site monitoring is conducted by someone other than the OTS coordinator assigned to the grant or contract. All grants and contracts have a desk review conducted by the OTS coordinator (one of the staff classified as a State

Program Administrator) assigned to the project for every report and invoice received. All invoices must include documentation of all purchases and all time must be tracked by day unless a person works full time on the program. Twice a year, those working full time on the program sign a sheet stating they did not use any time for non-program related activity or if they did, state what other program reimbursed those activities.

Future Strategies:

The most innovative area in the administration of OTS in recent years has been the development and implementation of electronic systems to improve operations and procedures for OTS and our partners alike.

- The crash records system was completely re-designed and replaced and became operational on January 1, 2016. The ease of use of officers entering into the crash record system is of particular note.
- The e-grants system that tracks and manages grant applications, awards, and reports, is fully operational but continually improving.
- During 2017, the electronic search warrant process was developed and became operational as part of the DWI electronic charging system.
- The Real-time Officer Activity Reporting system (ROAR) continues to track enforcement actions and events as they occur, again making life easier for both OTS and our enforcement partners.
- During 2017, the occupant protection class required for officers working NHTSA funded overtime became an on-line course.

Project Summaries

Project # 17-01-01 2017 Planning & Administration

The OTS uses P&A funds to support the office's and staff's operational costs such as technical and administrative support, rent, supplies, phones, general mailings, in-state travel, employee development, and certain staff salaries. Staff funded positions during 2017 include: one full-time director, two full-time managers, two full-time support staff, two full-time state program administrators (commonly referred to as a coordinators within the office), and one half time accounting officer.

50% NHTSA 402 funds

50% hard match state funds

Program Area: 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

Performance Measures:

A-1) Seatbelt citations issued during grant-funded enforcement activities, C-1) Traffic Fatalities, C-2) Serious Injuries, C-4) Unrestrained passenger vehicle occupant fatalities, all seat positions

Summary: Much of Minnesota's traffic safety program is devoted to changing the behavior of those motorists who do not use seatbelts or properly restrain children in child safety seats. The OTS devotes one program coordinator to administer the OTS's occupant protection (OP) and Child Passenger Safety (CPS) programs. The OP/CPS coordinator is involved with law enforcement efforts and educational programs to increase seatbelt and correct child restraint use. Activities aimed to increase the use of restraints are critical components of enforcement, public information, and teen outreach projects. The combination of enforcing Minnesota's seatbelt law and visible public information about these efforts is a critical mission aimed at increasing belt use statewide. The October and May mobilizations (described in the Police Traffic Services section) are part of the statewide efforts to increase seatbelt use. The CPS program leads efforts to support the education of parents/caregivers on how to properly transport children in child restraint systems.

Occupant Protection Program Objectives:

- Increase the rate of seatbelt use in Minnesota
- Target Minnesotans with the lowest seatbelt use rates
- Decrease the percentage of unrestrained fatalities and serious injuries
- Decrease the percentage of misused child restraint systems, especially in diverse communities
- Partner with other agencies and individuals dedicated to increasing seatbelt use and improving Minnesota's seatbelt policies

Results:

- Belt use observed at 92% statewide in 2017
- Seatbelt use among male front seat occupants = 90%
- 1,284 child safety restraint systems were distributed to low income families with education provided by a variety of trained CPS advocates (primarily through public health agencies)
- Increasing seatbelt usage has been included as an emphasis area in the Strategic Highway Safety Plan (SHSP)

Future Strategies:

In FFY 2017, the OTS will continue to implement seatbelt enforcement programs in conjunction with the October TZD enforcement wave and the national "Click it or Ticket" mobilization in May. The emphasis continues to be placed on evening hours and high-visibility enforcement (HVE). The OTS will also continue to publicize training opportunities to interested advocates (led by certified CPS instructors).

Project Summaries (402, 405b, State)

Child restraints are inspected throughout the state via 67 permanent fitting stations as well as 104 clinics where parents and caregivers can schedule an appointment or drive up. The goal is to provide parents/ care givers the necessary tools and resources needed to comfortably and confidently install a child restraint themselves.

- 13 thirty-two hour CPS technician classes (Carlton, Crow Wing, Mahnomon, Olmstead, Polk, Saint Louis, Sherburne, Scott, Washington Counties)
- 1 eight hour CPS technician recertification class
- 156 new (732 in total) nationally certified CPS technicians

Project # 17-02-01 CPS and OP Coordination (402)

The OTS employs staff to manage projects and serve as points of contact for the various program areas to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well documented and follow all applicable and relevant state and federal rules, requirements, and procedures. This project provides for the full-time child passenger safety and seat belt coordinator in the office.

Project # 17-02-02 CPS Support (402)

The trained CPS advocates committed to assisting parents and caregivers, provide education related to the correct installation of child restraints. These advocates work closely with the OTS to receive the most up-to-date class materials and seek assistance in publicizing upcoming classes or clinics through the website. Training is provided for CPS advocates at the TZD conference (in 2017, 83 CPS advocates, partners, and stakeholders attended). Additionally, the OTS provides free *Safe Ride News* subscriptions to 650 Minnesota CPS technicians, along with 400 LATCH manuals.

The C.A.R.S. / Daycare & Foster Care training curriculum was updated and all instructors were vetted and registered through the Develop / Achieve site. The training is conducted for individuals and groups, and it is mandated through legislation that all foster and daycare provider receive this training.

The CPS advisory board was registered as a task force on the State of Minnesota Boards and Commissions.

C.A.R.S, Technician training, and the Technician refresher courses have been approved by the POST Board for continuing education credit. Peace officers who successfully complete these courses will receive between 3 and 24 Continuing Education Units (CEUs).

Project # 17-02-03 CPS to Kids in Motion /Life Savers (402)

The OTS sent two members of the Minnesota CPS Advisory Taskforce to the Kids in Motion Conference in Broomfield, Colorado. The two members brought back valuable information that was incorporated into our own statewide TZD Conference (information presented within CPS breakout sessions).

Project # 17-02-04 Belt Enforcement for Patrol (405b)
Also see projects 17-03-05, 17-04-03, and 17-04-10

The OTS funds strong enforcement programs to develop coordinated traffic safety programs that include well-publicized, highly-visible enforcement as a priority. The OTS enforcement calendar must be followed closely to ensure enforcement and paid media are running concurrently. This effort includes two DWI campaigns, two seatbelt campaigns, a distracted driving campaign, and speed enforcement. Using 405b funding, this project also funds the seatbelt portion of the enforcement grant within the Minnesota State Patrol (MSP).

Project # 17-02-05 Cities and Counties TZD Belt Enforcement (402)
Also see projects 17-03-06 and 17-04-04

This project provides city and county law enforcement agencies overtime funding for increased seat belt enforcement during October and May for the *Clickit or Ticket* campaign. The OTS funds strong enforcement programs that develop a coordinated traffic safety program that includes well publicized, highly-visible enforcement as a priority. To encourage cooperation, only one grant per county with the exception of Hennepin and St. Louis counties. Counties are required to develop specific goals to reduce fatalities and serious injuries, increase seat belt usage and decrease impaired driving. The OTS enforcement calendar must be followed which includes two DWI mobilizations, two seat belt mobilizations, a distracted driving campaign, and speed enforcement to assure enforcement and paid media are running concurrently. Based on problem identification, specific grants are provided additional funds to focus on DWI. High-visibility enforcement is required including earned media and roadway signage. The DPS Office of Communications provides media kits to assist with the educational effort. This project is conducted is specifically for seat belt enforcement, but is in conjunction with 17-04-04 which focuses on speed and distracted enforcement; and 17-03-06 which focuses on impaired driving enforcement.

Project # 17-02-06 Occupant Protection Usage and Enforcement (OPUE) for Officers (402)

An online version of the OPUE education requirement was created to replace the classroom curriculum. This project is complete, working well, and available for officers to take (Peace Officer Standards and Training [POST] credits provided). To date, 808 officers have completed the online training.

Project # 17-02-07 **Seatbelt Use Survey (402)**

The OTS facilitates the annual implementation and methodology of a seatbelt use observation survey set forth by NHTSA. Minnesota collects additional information on vehicle type, age, gender and cellular phone use. This observational survey determines the statewide seatbelt usage rate and allows the OTS to collect demographic data to help target the passenger protection program audience, judge the success of the efforts to influence Minnesotans to wear their seatbelts, and assess the TZD Enforcement efforts.

Project # 17-02-08 **Child Seats for Needy Families (State Funds)**

Fines for failure to comply with the child passenger safety laws are dedicated to the Minnesota Child Restraint and Education Account, the primary state means for providing car seats to low-income families. The OTS uses the funds to provide child safety seats to trained child passenger safety specialists who distribute them in association with offering education to families. A total of 1,284 seats were distributed to 108 organization throughout the state.

Project # 17-02-09 **Southern Child Passenger Safety (CPS) Liaison**

While most of the state has CPS support, more CPS support is needed in the southern area of Minnesota. To accomplish this, a contract was written for a southern liaison to advocate CPS efforts in this area. This position was not filled.

Project # 17-02-10 **Association of Minnesota Public Educational Radio Stations (AMPERS)**

Research has shown that minority populations are overrepresented in traffic crashes fatalities. The OTS increases and supports child passenger safety by targeting and reaching communities not served through traditional media by providing CPS radio messaging to members of the Somali, Hispanic and Native American communities. The messages focus on child passenger safety in their native language, using messages targeted to their community. Utilizing 8 minority-based radio stations throughout Minnesota 1,486 CPS messages were aired during the grant cycle.

Project # 17-02-11 **Northern Child Passenger Safety Liaison (MAHUBE)**

While most of the state has CPS support, more CPS support is needed in the northern area of Minnesota. To accomplish this, a contract was written for a northern CPS liaison to advocate CPS efforts in this area. The northern CPS liaison provided Child and Restraint System (C.A.R.S) trainings, Minnesota Department of Public Safety sessions (16-hour practitioner trainings), car seat inspection clinics, technician trainings, practitioner re-certifications, numerous media and community events, as well as general CPS support for the northern area of Minnesota.

Project # 17-02-12 **Mom Enough (ME)**

Two podcasts related to CPS safety were recorded and aired. To promote these podcasts, at least two months out of the year, the slideshow was available on the ME homepage; and other resources, links and educational materials were posted on the DPS and partner websites. In addition, ME promoted DPS events and information on Facebook, Twitter and via e-mail, more so during child passenger safety week in September.

Program Area: Impaired Driving

Purpose Statement: Fatalities in crashes involving an alcohol-impaired driver represent almost one-third (29%) of the total motor vehicle fatalities in Minnesota

Performance Measures:

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

C-5) Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above

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

The cornerstone for Minnesota's traffic safety program remains our strong high visibility enforcement projects. Research indicates high visibility enforcement is the most effective deterrent in changing people's drinking and driving behavior. It is vital for reducing impaired driving fatalities and serious injuries. The OTS continues to encourage the use of roadway signs, earned media, reflective vests and other useful tools to increase the visibility of law enforcement's activity. Saturation patrols were funded statewide; however, additional funding was provided for the top 14 counties where nearly 66 percent of the impaired driving fatalities and serious injuries occurred. Community education programs have been developed in several of these counties.

Minnesota continuously seeks to improve current impaired driving projects. In addition, new projects are developed that support the statewide goal to reduce alcohol-impaired deaths and serious injuries. Careful consideration is taken to determine how new projects can be implemented and woven into the current strong impaired driving program.

Impaired Driving Program Objectives:

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

Results:

- Based on data from the Fatality Analysis Reporting System (FARS), the percentage of alcohol impaired (0.08 alcohol concentration or above) driving fatalities declined slightly from 23% in 2015 to 19% in 2016
- Alcohol-related serious injuries increased from 212 in 2015 to 337 in 2016
- Minnesota experienced a decrease in DWI arrests from 25,336 in 2015 to 23,392 in 2016 but this is most likely due to the Supreme Court challenge which required a search warrant for blood and urine tests. Since Minnesota law didn't allow for those arrested due to a warrant test there wasn't a revocation of a driver's license unless the person pled guilty. This problem was fixed by the legislature this past year and went into effect July 1. Enforcement efforts will continue to focus on high visibility to continue to create a strong general deterrence.
- All law enforcement officers that work funded programs take required training
- The Traffic Safety Resource Prosecutor provided several courses, webinars, and training tools to assist prosecutors with successfully prosecuting DWI cases

- Two statewide impaired driving mobilizations were conducted, one in December and one in August/September. Additional year-long sustained enforcement efforts were conducted in the 14 counties with the highest number of alcohol-related fatalities and serious injuries. To increase the effectiveness of this enforcement effort, paid media was purchased and earned media encouraged.
- 73 percent of telephone survey respondents report they recently had read, seen or heard about alcohol-impaired driving enforcement efforts by police in the past 30 days
- 87 percent of respondents statewide believe it is Very or Somewhat Likely someone will be arrested if they drive after drinking
- Minnesota has sixteen DWI courts and eight Drug Courts that accept DWI offenders which covers nearly one-fourth of Minnesota's counties
- More than 10,000 (10,523) individuals are currently using an ignition interlock and another 25,500 drivers have graduated from the ignition interlock program since its inception. There are eight judicial districts that are integrating ignition interlock in the courts as part of an interlock project with OTS.
- The use of e-Charging and e-Citation was expanded throughout the state: Minnesota's e-Charging system is now submitting 99.5% of all DWIs electronically to Driver and Vehicle Services. A new eWarrant system is now in place within eCharging which is helping officers handle warrant arrests much faster, some in as little time as ten minutes. The combined eCharging program also won an award at this past years Association of Transportation Safety Information Professionals Traffic Records Forum. Minnesota's proposal, titled "Extreme Integration" took first place in Best Practices. This presentation spoke to the eCharging, DWI Dashboard and eWarrants that is combined in one program.

Future Strategies:

Minnesota will continue to fund programs that reduce the number of alcohol-related fatalities and serious injuries. In FFY 2018, enforcement saturations will focus on the 13 counties with the highest number of alcohol-related fatalities and serious injuries. Strategies to increase the visibility of the enforcement effort will continue to expand. Paid and earned media will continue to enhance all enforcement efforts.

The Traffic Safety Resource Prosecutor will expand the opportunities to reach out to criminal justice stakeholders to educate them on the importance of a DWI arrest and conviction and the proper judicial procedures. DWI e-Charging will continue to train new law enforcement regarding eCharging so that we can continue the 99.5% use. By the end of September there were 12 DWI Officers on the road and 1,248 arrests made.

Project Summaries (164, 410 and 405d)

Project # 17-03-01 Impaired Driving Coordination (164)

The OTS employs staff to manage projects and serve as points of contact for the various program areas to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well documented and follow all applicable and relevant state and federal rules, requirements, and procedures. This project funded the senior, full-time impaired driving project coordinator in the office.

Project # 17-03-02 Additional Impaired Driving Coordination (164)

The OTS employs staff to manage projects and serve as points of contact for the various programs to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well managed and follow all applicable and relevant state and federal rules, requirements, and procedures. This project funds the second full-time impaired driving project coordinator in the office and a quarter time of each of two other project coordinators who are assigned primarily to the enforcement projects.

Project # 17-03-03 Drug Recognition Evaluators (DRE) & Traffic Law Enforcement Training (405d)

The OTS contracts with the Minnesota State Patrol to train and coordinate instructors for courses that are known to enhance traffic enforcement and are sanctioned by NHTSA and IACP. These courses are Standardized Field Sobriety Testing (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE), SFST-DWI Update (*Update*), Drug Evaluation and Classification/Drug Recognition Evaluator (DRE). In addition, the Minnesota State Patrol coordinated Law Enforcement

Phlebotomy training in conjunction with Dakota County Technical College (DCTC). Since law enforcement learns most effectively when taught by highly qualified peers, the Minnesota State Patrol contracts with and trains troopers, local and tribal officers, and county deputies to instruct these courses. The following chart indicates the number of courses provided and the number of law enforcement officers trained.

Course	Number of Courses Provided	Number of LEO Trained
SFST	25	545
ARIDE	32	654
DWI Update	27	541
DRE	2	40
Law Enforcement Phlebotomist	2	17
SFST/DRE Instructor	1	27
Law Enforcement Phlebotomist	1	10

Project #17-03-04 Project was TBD – no activity

The 2017 planning process had this project set up. As the budgets were set up in the SWIFT state system with project numbers by the time the change was finalized, it was too late to change project numbers.

Project # 17-03-05 MN State Patrol DWI Enforcement (164)
See also projects 17-04-03 and 17-02-04, 17-04-10

The OTS funds strong enforcement programs that develop a coordinated traffic safety program that includes well publicized, highly visible enforcement as a priority. The OTS enforcement calendar must be followed which includes two DWI mobilizations, two seat belt mobilizations, a distracted driving campaign, and speed enforcement to assure enforcement and paid media are running concurrently. This project funds the impaired driving portion of the enforcement grant with the Minnesota State Patrol.

Project # 17-03-06 Cities and Counties DWI Enforcement (164, 405d)
See also projects 17-02-05 and 17-04-04

The OTS funds strong enforcement programs that develop a coordinated traffic safety program that includes well publicized, highly-visible enforcement as a priority. To encourage cooperation, only one grant per county will be accepted with the exception of Hennepin and St. Louis counties. Counties are required to develop specific goals to reduce fatalities and serious injuries, increase seat belt usage and decrease impaired driving. The OTS enforcement calendar must be followed which includes two DWI mobilizations, two seat belt mobilizations, a distracted driving campaign, and speed enforcement to assure enforcement and paid media are running concurrently. Based on problem identification, the top 14 counties that accounted for 66 percent of the state’s drunk-driving deaths are provided additional funds to focus on DWI. High-visibility enforcement is required including earned media and roadway signage. The DPS Office of Communications provides media tools to assist with the educational effort. This project is conducted in conjunction with 17-02-05 which focuses on seat belt enforcement; and 17-04-04 which focuses on speed and distracted driving enforcement.

Project # 17-03-07 Judicial Ignition Interlock Programs (164)

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

The OTS issued eight grants to six judicial districts and two probation agencies. The districts have contracted with specific vendors through an RFP process. The eight districts are using a wireless vendor which enables probation to address breath fails and missed rolling retests within a short period of time. This project has brought the judicial system to use interlock not

just with the grant but all over. As of this writing, there have been over eight hundred people that have been helped through this program.

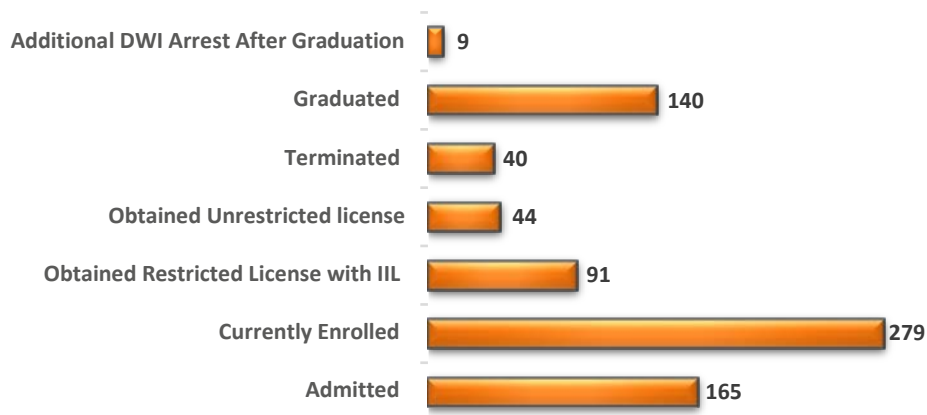
Project # 17-03-08 DWI Courts (164)

This project supports courts that provide judicial leadership, multidisciplinary collaboration and local planning, including substance abuse issues when working with repeat DWI offenders: 16 DWI courts receive funding from OTS. Forty-one percent of DWI offenders are repeat offenders. Many of these offenders have serious alcohol abuse problems. In order to eliminate the impaired driving problem, a comprehensive alcohol program must also address the offender’s abuse of alcohol. The Objectives include: enhancing public safety by reducing 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.

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

- 165 participants were admitted into the program
- 140 participants graduated
- 40 participants were terminated
- 279 participants are currently enrolled
- 9 graduates from DWI court incurred an additional DWI arrest
- 91 participants obtained a restricted license with ignition interlock
- 44 participants obtained a full unrestricted license

Participants



Project #17-03-09 DWI Court Assessment Training

This project wasn’t started as the courts were trying to determine costs associated with the training and the court coordinator then left her position.

Project # 17-03-10 Alcohol Media Relations (405d)

See also project 16-06-04

This project provides print and electronic materials on alcohol-related traffic safety issues, as well as media relations services. The earned media materials include, but are not limited to:

- Brochures, posters, and other printed materials
- Five TZD Enforcement campaign template materials (posted to the website)
- Production costs for public service announcements (PSAs) and paid ads
- Individuals to develop the public information and media relations efforts

Costs also include salaries, fringe benefits, indirect costs, and travel for communications staff. This project is conducted in conjunction with Project 17-06-04, which focuses on issues other than impaired driving.

Project # 17-03-11 DWI Paid Media (164, 405d)

See also Project 17-06-07 and the Paid Media section of this report.

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

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

- Out-of-home advertising (OOH)
- Digital billboards
- Indoor posters at hospitality establishments (i.e. restaurant and bar restrooms)
- Cinema advertising
- Social media promoted posts (i.e. Facebook and Twitter)
- Gas station TV and pump-toppers

Project# 17-03-12 DWI Dashboard (405d)

The OTS contracted with Bureau of Criminal Apprehension (BCA) to create a system to allow DWI analysis to be performed. Using data from multiple sources the DWI Dashboard project will allow for those in the criminal justice system and traffic safety officials to evaluate countermeasures, identify problematic components of the impaired driving system, provide stakeholders with timely information and reduce administrative costs for system stakeholders, and increase system efficiencies. Stakeholders have been able to query the database and receive reports. They are also able to get thematic and analytic maps and use these tools to plan for impaired driving enforcement.

Project # 17-03-13 BCA Fulltime Lab Technician (164)

This project was started to address the increase in drug impaired driving in Minnesota. The OTS contracted with the Bureau of Criminal Apprehensions (BCA) lab to hire two additional toxicologists to help reduce the time that law enforcement has to wait to get results of drug tests. In addition, the lab agreed to conduct a study of previous test samples that had been triaged to see what other drugs would be found. They have been able to continue going through tests to determine all substances that were in a person's system while driving. This effort will continue.

Project # 17-03-14 DWI Electronic Charging System (164)

The Office of Traffic Safety (OTS) contracted with the Bureau of Criminal Apprehension (BCA) to enhance and further deploy the DWI eCharging program. The eCharging system connects with the driver license database to provide immediate driver license information to law enforcement, including arrest data and prior DWI convictions. The use of eCharging automates, simplifies, and expedites an otherwise complex and time consuming arrest process. DWI and Implied Consent forms and information are transmitted electronically to the state's license agency to immediately record the DWI offense on the DWI offender's driving record and revoke driving privileges. eCharging is also used to electronically transmit the DWI arrest information to the applicable prosecutor for the filing of criminal charges. This year electronic search warrant was added to eCharging. The officer can transmit the search warrant via eCharging to the Judge, who can electronically sign the warrant and send back to the officer. This saves time, officer resources, and traveling.

The acceptance of and reliance on the eCharging system for DWI arrest processing continued to increase during this federal fiscal year (FFY). During FFY 2017, 99% of the DWIs submitted to the Department of Public Safety (nearly 2,000 per month) were sent via eCharging.

A total of 24,048 DWI/Implied Consent events were processed via eCharging during FFY 2017. During that same time 603 law enforcement personnel from 97 agencies were formally trained to use eCharging to process and report their DWI arrests during training sessions at 38 locations across the state.

Proposed changes to the DWI and Implied Consent Laws were passed by the 2017 legislature. These law changes positively addressed the adverse impact of several higher court rulings, and significant changes had to be made to the eCharging programming to accommodate the law changes.

A proposal for presentation was submitted to the Association of Transportation Safety Information Professionals for consideration at their annual national conference. The eCharging presentation was titled “Extreme Integration”. The proposal was presented at their New Orleans Conference in August, and was selected for first place in the 2017 Traffic Records Forum’s Best Practices Competition.

Project # 17-03-15 Ignition Interlock (164)

This project is administered by the Department of Public Safety (DPS) Driver and Vehicle Services (DVS), in collaboration with the Office of Traffic Safety (OTS) to increase the use of ignition interlock in the state by training and educating those involved with DWI offenders. The ignition interlock law has been in place for over six years and the DPS continues to review possible changes to the law to increase the use of the device. Ignition Interlock is mandatory for those cancelled inimical to public safety.

Program related statistics:

- 10,523 individuals currently utilizing ignition interlock
- 25,500 drivers have graduated from ignition interlock
- \$105 (average cost of installation)
- \$70 (removal cost)
- \$98 (average monthly calibration fee)

The 2017 Statewide Telephone Survey asked 934 people if they were aware of the Minnesota Ignition Interlock law:

2017 Only	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	934	218	716	498	436	578	356	276	658
Yes	46%	52%	45%	45%	47%	59%	33%	36%	50%
No	52%	46%	53%	53%	50%	39%	64	63%	47%
Don't know	2%	2%	3%	2%	3%	2%	3%	1%	3%

Project # 17-03-16 MN State Patrol DWI Travel (405d)

See also project 17-04-11

This project allowed for opportunities for select Minnesota State Patrol (MSP) staff to attend in-state and out-state conferences intended to share information on traffic safety issues and programs as well as build networks to further the efforts of traffic safety in Minnesota. Forty-one (41) MSP law enforcement personnel attended the 2016 Towards Zero Deaths Conference in Duluth, Minnesota. One district Captain attended the 2017 Operation C.A.R.E. (Collision Awareness Reduction Efforts) conference in Oklahoma City, OK in September. Attendees were chosen because of their involvement in regional TZD coordination.

Project # 17-03-17 RAVE and Server Trainer Programs (405d)

The DPS Alcohol and Gambling Enforcement Division (AGED) developed training resources for local law enforcement agencies to implement Place of Last Drink (POLD) programs to address impaired driving problems. When initiating traffic stops where alcohol impairment is suspected, officers question the driver to identify where the place of last drink occurred. If voluntarily offered, the information is entered into a short online report that provides administrative personnel with data that identifies potential over-serving tendencies of on-sale establishments. Subsequent actions to address the problems can be determined by enforcement administration.

In FFY17, AGED Staff worked with the enforcement agencies in the 10 Counties with the highest number of impaired driving deaths. Of the agencies within these 10 Counties, 20 have implemented the POLD/RAVE program. Six additional agencies that are not in the 10 Counties with the highest number of impaired driving deaths, have implemented POLD/RAVE.

AGED Staff also conducted 16 classes to train 61 individuals as new Regional Alcohol Server Awareness Trainers. The Regional Alcohol Server Awareness Trainers conducted 221 server training classes, training 3,971 servers.

Project# 17-03-18 DWI Officer (164,405d)

This project supports twelve full time officers in a dedicated DWI officer role. The officers work peak hours when drinking and driving occur and are employed by separate Minnesota law enforcement agencies located throughout the state. The work done through this project has helped to make Minnesota roads safer by taking impaired drivers off the road. Throughout this fiscal year, the 12 DWI Officers issued 1,248 DWIs; towed 1,163 vehicles, and taken 1,672 people into custody.

Project # 17-03-19 Traffic Safety Resource Prosecutor (TSRP) (405d)

There is a need for prosecutor training, case consultation, and research assistance in regards to impaired driving in Minnesota. The OTS contracts for a Traffic Safety Resource Prosecutor through the Minnesota County Attorneys' Association to serve as a liaison between the NHTSA and OTS, and the county and city prosecutors. This position trains prosecutors on new traffic safety laws and DWI court rulings, conducts case consultation, produces a monthly newsletter, maintains a website for resources for prosecutors and city attorneys and conducts community outreach with MADD, schools and other groups.

There were over 12 trainings conducted by Minnesota's TSRP throughout the state, which included training on breath testing, McNeely cases, legislative updates, ignition interlock, DWI Trial and toxicology for prosecutors.

Project # 17-03-20 Project was TBD – no activity

The 2017 planning process had this project set up. As the budgets were set up in the SWIFT state system with project numbers by the time the change was finalized, it was too late to change project numbers.

Project # 17-03-21 DWI Enforcement Recognition (405d)

See also project 17-04-07

Criteria for three levels of enforcement recognition were developed by OTS staff; one level for multiple agencies to be recognized as outstanding agencies on a quarterly basis, another level to recognize officers who achieve three DWI arrests in one shift, and a higher level that highlights one Enforcement Grantee's success during a grant year.

For the quarterly recognition, each Law Enforcement Liaison (LEL) chose one outstanding agency to receive traffic safety equipment, such as a PBT, or specialized PIT training. Officers who achieve three DWI arrests in one shift are recognized by receiving a Hat Trick Hat and Pin for their first Hat-Trick, and a customized hockey stick and puck for subsequent Hat Tricks.

For the higher level of achievement, a recognition committee selected the Ramsey County Toward Zero Deaths (TZD) Enforcement Grant, comprised of 9 local agencies within Ramsey County, to receive the 2016 Commissioner's Enforcement Award. The OTS Enforcement Coordinator and Enforcement Liaison presented a plaque signed by the Commissioner and the OTS Director to each agency in the grant at a luncheon. Additionally, the fiscal lead for the grant will be sent to the Lifesaver's Conference in San Antonio, Texas.

Project # 17-03-22 Law and Legal Training (405d)

An additional Spring 2017 DWI & Traffic Safety Law webinar was available for law enforcement in March 2017 and it continues to be available indefinitely for viewing. The webinar was attended by 589 people and approved for 1.0 hours of POST credit. The webinar covered the topics of Process of DWI Vehicle Forfeiture; DWI Dashboard; and electronic search warrants. The webinar was presented by Bill Lemons (Traffic Safety Resource Prosecutor), Helen Brosnahan (Assistant Dakota County Attorney), and Gary Kalstabakken (Bureau of Criminal Apprehension).

The 2017 DWI & Traffic Safety Law webinar was available for viewing by law enforcement beginning June 2017 and it continues to be available for viewing indefinitely. The webinar was attended by 1,555 people and approved for 1.0 hours of POST credit. The webinar covered the topics of the new legislative changes impacting DWI arrests and the requirement of obtaining a search warrant for blood or urine tests. The webinar discussed electronic search warrants and updates to the DWI eCharging program. The webinar was presented by Bill Lemons (Traffic Safety Resource Prosecutor), Don Marose (Minnesota State Patrol and DRE Coordinator), and Michael Asleson (DWI eCharging Deployment Manager). In addition,

Melissa Eberhart (Minnesota State Patrol, Policy and Risk Manager) assisted with the planning and content of the webinar.

Project # 17-03-23 Impaired Driving Facts Book

Minnesota's Impaired Driving program supports projects that evaluate the problem of impaired driving. The *Impaired Driving Facts* book provides a view of impaired driving statistics and facts for the state of Minnesota. The book documents detailed information on impaired driving arrests, crashes, serious injuries, and fatalities – information that is in high demand.

Project # 17-03-24 DWI Enforcement Liaisons (405d)

See also project 17-04-06.

The OTS contracts for the professional and technical services of experienced law enforcement officers to encourage and assist state, county, tribal, and municipal law enforcement agencies in increasing the attention given to traffic safety and OTS programs. This contractor position is known as a Law Enforcement Liaison (LEL). The LEL's main function is to serve as a link for the OTS to promote participation in the enforcement programs promoted by the OTS and increase traffic safety prioritization with our law enforcement partners.

Working in partnership through the TZD Enforcement Program to reduce fatalities and serious injuries, there were 54 multi-agency grants awarded, involving a total of 298 law enforcement agencies. The 14 Counties with the highest number of alcohol-related fatalities and severe injuries were eligible for additional funding for year-round impaired driving enforcement. An additional 16 non-funded agencies participated in the program by reporting their data to OTS after enforcement waves.

Project # 17-03-25 TIRF Recommendation (Ignition Interlock Vendor Oversight) (405d)

The Ignition Interlock Device Program was implemented on July 1, 2011. Minnesota began a vendor oversight program through a project created by the Office of Traffic Safety (OTS) and Driver and Vehicles Services (DVS). In 2016 two individuals were contracted to continue the vendor oversight program to address and resolve issues with the certified vendors or service centers. These two individuals also conduct site visits and investigations and report findings to DVS and OTS. They are also involved in the yearly vendor certification process, as well as annual vendor meetings held by DVS.

The contractors have created a vendor oversight manual and several documents that have been reviewed and approved by DVS. These are utilized in the oversight of service centers and ignition interlock vendors, to ensure compliance with the Ignition Interlock Device Program. The contractors continually communicate and interact with all stakeholders through verbal, written, and in-person means in order to bring current ignition interlock monitoring issues to light.

Project # 17-03-26 Project Directors to Conference (405d, 402)

See also project 17-06-15.

The OTS was unable to move forward with this project during the 2017 fiscal year. The Governor of Minnesota restricted travel to North Carolina, where the conference was being held. This project is on track for the 2018 fiscal year.

Project # 17-03-27 DWI Creative Contract (405d)

See also project 17-06-11.

Creative services for the OTS are handled through a professional technical contract with the creative agency, Johnson Group. This project covers creative services for paid media, related to impaired driving. In 2017, this project funded new creative messaging for impaired driving. In addition, under project 17-06-11, creative messaging was developed for seat belt usage.

Project # 17-03-28 State and Local Match for DWI (410, 405d)

This project is a placeholder to record required matching funds and maintenance of effort. Requirements were met for 405d match and for maintenance of effort.

Program Area: Police Traffic Services

Purpose Statement: Effective and efficient traffic law enforcement is the core of a sound traffic safety program

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

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

Minnesota's *Toward Zero Deaths* Enforcement Program incorporates the national and statewide mobilizations as part of the overall plan. Based on problem identification, additional funding is provided to specific law enforcement agencies to conduct highly-visible enforcement focused on specific behaviors, such as DWI. Agencies participate in the national mobilizations and report their successes through a website. Minnesota has been fortunate to have very committed law enforcement liaisons that keep the program a priority locally and aid agencies in a myriad of ways.

Police Traffic Services Program Objectives:

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

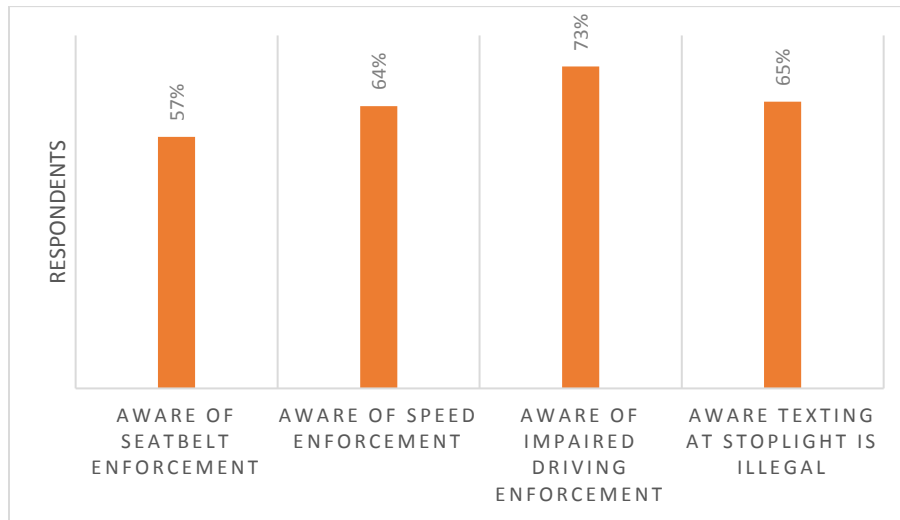
Results:

- In FFY 2017, there were 54 TZD Enforcement grants, comprised of 309 agencies (local, tribal and sheriff) plus the Minnesota State Patrol
- In 2016, 392 people died on Minnesota roadways, down from 411 in 2015
- The number of serious injuries increased by 8%, from 1,044 in 2014 to 1,127 in 2015
- Seat belt use, as shown by observational surveys, was 92% in 2017
- In 2015, 137, or 33 percent, of the fatalities were alcohol related, 26 percent of fatalities were in alcohol impaired crashes
- In 2017, telephone surveys indicate that 57% of state wide respondents are aware of seatbelt enforcement
- In 2017, telephone surveys indicate that 64% of state wide respondents are aware of speed enforcement
- In 2017, telephone surveys indicate that 73% of state wide respondents have noticed impaired driving enforcement efforts
- In 2017, telephone surveys indicate that 65% of state side respondents are aware that it is illegal to text while stopped at a stoplight

People Arrested/Citations Issued:

- DWIs on NHTSA overtime: 1,936 and during overtime events by agency-funded officers: 52
- Child Seat Citations on NHTSA overtime: 296 and during overtime events by agency funded officers: 3
- Seat Belt Citations on NHTSA overtime: 10,633 and during overtime events by agency funded officers: 161
- Speed /citations on NHTSA overtime: 16,960 and during overtime events by agency funded officers: 114
- Texting Citations on NHTSA overtime: 1,120 and during overtime events by agency funded officers: 34
- Inattentive Driving Citations on NHTSA overtime: 496 and during overtime events by agency funded officers: 20
- Move Over Citations on NHTSA overtime: 574 and during overtime events by agency funded officers: 12

2017 Telephone Survey Results



Future Strategies:

Overall, the Minnesota public and enforcement communities identify with and support the enforcement programs. Evidence strongly supports that the combined efforts of increased enforcement with paid and earned media that supports the enforcement message have a positive impact on improving driver behavior. The telephone survey conducted in July 2017 supports that evidence and indicated that there is a strong correlation between perceived risk of a citation and behavior.

For the third year, the OTS required 100 percent of funded enforcement be High-Visibility Enforcement (HVE). We are starting to get anecdotal evidence that we are missing a good number of drug impaired DWIs. Beginning with FFY 2017, Advanced Roadside Impaired Driving Enforcement (ARIDE) was added to the training requirements for officers involved in the TZD enforcement program. In addition, the Occupant Protection Usage for Enforcement (OPUE) was revised and moved to an online curriculum for officers to complete. In FFY 2017, training requirements included “refreshers” of the required courses every five years. National best practices and local successes will continue to be incorporated into our successful program as well as those suggested by our federal partners.

Training Requirements

Course	Length	Type
Standardized Field Sobriety Testing (SFST)	16 hours	classroom
Drugs That Impair Driving (DTID)	6 or 8 hours	classroom
OR Advanced Roadside Impaired Driving Enforcement (ARIDE)	10 hours	classroom
Occupant Protection Usage and Enforcement (OPUE)	3 hours	classroom

Refresher Courses

Course	Length	Type
Standardized Field Sobriety Testing (SFST)	4 hours	classroom
Advanced Roadside Impaired Driving Enforcement (ARIDE)	5 hours	online
Occupant Protection Usage and Enforcement (OPUE)	3 hours	online

Project Summaries (402 and 405e)

Project # 17-04-01 Enforcement Coordination (402)

The OTS employs staff to manage projects and serve as points of contact for the various program areas to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well documented and follow all applicable and relevant state and federal rules, requirements, and procedures. This project provides for three quarters time of a coordinator to focus on enforcement projects (with the other one-quarter of the position funded out of the impaired driving area).

Project # 17-04-02 Enforcement Coordination II (402)

The OTS employs staff to manage projects and serve as points of contact for the various program areas to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well documented and follow all applicable and relevant state and federal rules, requirements, and procedures. This project provides for three quarters time of a coordinator to focus on enforcement projects (with the other one-quarter of the position funded out of the impaired driving area).

Project # 17-04-03 Minnesota State Patrol TZD Enforcement (MSP) (405b)

See also projects 17-03-05, 17-02-04, and 17-04-10

The OTS funds strong enforcement programs that develop a coordinated traffic safety program that includes well publicized, highly visible enforcement as a priority. The OTS enforcement calendar must be followed which includes two DWI mobilizations, two seat belt mobilizations, a distracted driving campaign, and speed enforcement to assure enforcement and paid media are running concurrently. This project funds the non-impaired driving portion of the enforcement grant with the Minnesota State Patrol.

Project # 17-04-04 Cities and Counties TZD Enforcement (402)

See also project 16-03-06; and 16-02-05

The OTS funds strong enforcement programs that develop a coordinated traffic safety program that includes well publicized, highly-visible enforcement as a priority. To encourage cooperation, only one grant per county will be accepted with the exception of Hennepin and St. Louis counties. Counties are required to develop specific goals to reduce fatalities and serious injuries, increase seat belt usage and decrease impaired driving. The OTS enforcement calendar must be followed which includes two DWI mobilizations, two seat belt mobilizations, a distracted driving campaign, and speed enforcement to assure enforcement and paid media are running concurrently. Based on problem identification, the top 14 counties that accounted for 66 percent of the state's drunk-driving deaths are provided additional funds to focus on DWI. High-visibility enforcement is required including earned media and roadway signage. The DPS Office of Communications provides media tools to assist with the educational effort. This project is conducted in conjunction with 17-02-05 which focuses on seat belt enforcement; and 17-03-06 which focuses on impaired driving enforcement.

Project # 17-04-05 Minnesota State Patrol Federal Project Support (402)

The MSP is a significant partner in the TZD program, with a large number of troopers involved in organizing and working enforcement shifts. Clerical support is essential to maintain a smooth flow of the work in Central Headquarters (CHQ). The OTS provides funding for the hours worked on NHTSA grants, TZD invoicing, and data collection.

Project # 17-04-06 Enforcement TZD Liaisons (402)

See also project 17-03-24

The OTS contracts for the professional and technical services of experienced law enforcement officers to encourage and assist state, county, tribal, and municipal law enforcement agencies in increasing the attention given to traffic safety and OTS programs. This contractor position is known as a Law Enforcement Liaison (LEL). The LEL's main function is to serve as a link for the OTS to promote participation in the enforcement programs promoted by the OTS and increase traffic safety prioritization with our law enforcement partners.

Working in partnership through the TZD Enforcement Program to reduce fatalities and serious injuries, there were 54 multi-agency grants awarded, involving a total of 298 law enforcement agencies. An additional 16 non-funded agencies participated in the program by reporting their data to OTS after enforcement waves.

Project # 17-04-07 Enforcement Recognition (402)

See also project 17-03-21

Criteria for two levels of enforcement recognition were developed by OTS staff; one level for multiple agencies that are recognized as outstanding agencies on a quarterly basis, and another higher level that highlights one Enforcement Grantee's success during a grant year.

For the quarterly recognition, each Law Enforcement Liaison (LEL) chose one outstanding agency to receive traffic safety equipment, such as a LIDAR or radar, or specialized PIT training.

For the higher level achievement, a recognition committee selected the Ramsey County Toward Zero Deaths (TZD) Enforcement Grant, comprised of 9 local agencies within Ramsey County, to receive the 2016 Commissioner's Enforcement Award. The OTS Enforcement Coordinator and Enforcement Liaison presented a plaque signed by the Commissioner and the OTS Director to each agency in the grant at a luncheon. Additionally, the fiscal lead for the grant will be sent to the Lifesaver's Conference in San Antonio, Texas.

Project # 17-04-08 Project was TBD – no activity (402)

The 2017 planning process had this project set up to purchase equipment for awarding recognized enforcement agencies; as a federally reimbursed project is no longer allowed to only purchase equipment, this work is bundled into project 17-04-07, Enforcement Recognition. As the budgets were set up in the SWIFT state system with project numbers by the time that change was finalized, it was too late to change project numbers.

Project # 17-04-09 Real-Time Officer Activity Reporting (ROAR) (405b)

The OTS requires all enforcement grantees to collect and report traffic stop data that is then used for program evaluation and media purposes. Developed in 2012, the Real-Time Officer Activity Reporting (ROAR) System requires the entry of agencies' individual eligible officers into a roster that includes the dates on which the officers completed required training. Lead grant officers enter "enforcement events" or traffic stops into the system's electronic calendar as they occur. This data is available to the OTS and grantees immediately after it's entered. This project provides for costs to continue to maintain, support and further develop the system. Approximately 300 agencies and more than 4,500 officers, deputies, and troopers throughout Minnesota have been trained and are using ROAR to log overtime enforcement traffic data.

Project # 17-04-10 Electronic Sign Rental (405b)

See also projects 17-03-05, 17-02-04 and 17-04-03

High visibility enforcement has been shown to be the most effective when combined with public education. In order to make enforcements more visible, electronic changeable message boards have been successful in notifying the motoring public of DWI enforcement zones. This project provided for the rental of these signs by the MSP for speed and seatbelt HVE in the metro area.

Project # 17-04-11 Minnesota State Patrol Travel to Conferences (405b)

See also project 17-03-16

The project allowed for opportunities for select MSP staff to attend in-state and out-state conferences intended to share information on traffic safety issues and programs, as well as build networks to further the efforts of traffic safety in Minnesota. Forty-one (41) MSP law enforcement personnel attended the 2016 Towards Zero Deaths Conference in Duluth, Minnesota. Attendees were chosen because of their involvement in regional TZD coordination.

Evidence-Based Enforcement

Enforcement Philosophy

By ruling of the State of Minnesota Supreme Court, check-points have been declared unconstitutional. As a result, enhanced enforcement consists of high-visibility saturation efforts, concentrating on roadways and areas suggested by traffic volume and/or crash history. All enforcement projects funded by the OTS are required to utilize high-visibility tactics, including the use of vests and signs announcing the type of enforcement (i.e., speed, seatbelts, DWI, distracted) and the participation of multiple agencies and squads when possible. The requirements for evidenced-based performance plans for enforcement programs are met by OTS' enforcement projects.

Minnesota's enforcement efforts have strong earned media components and the major ones (April distracted driving, the May mobilization, Labor Day crackdown, and the July speed wave) have significant paid media components. In addition, paid media is conducted throughout the year in the 14 (out of a total of 87) counties with the highest number of alcohol-related deaths and serious injuries. The OTS requires multi-agency collaboration for grant-funded enforcement projects in order to:

- Increase communication about and coordination of activities
- Maximize the impact on the public's perception
- Decrease duplicative paperwork and media efforts
- Allow for flexibility of funding within partner agencies (if an agency cannot fill a shift another agency in the grant may be able to use it)

All enforcement project awards are based on competition among applications received (responses to the request for proposals were accepted in spring of 2016 for grants to be conducted during FFY 2017). We strongly encourage that high visibility enforcement efforts involve the Minnesota State Patrol, Sheriff's Office, and at least one municipal agency - at least two squads are required in even the smallest population sites. Applicants must partner with at least one other agency in the grant application. Each grant must identify one agency as the fiscal agent for the state and oversee the grant for the other agencies.

Crash Data and Selecting Grantees

The OTS is most concerned with traffic deaths and serious injuries when looking at crash data and associated "grids." The grids offer an organized format that represents the collected data and related variables. This includes and is not limited to: population, number of motor vehicles miles traveled, and number of crashes (including those with serious injury, crashes killing an occupant, crashes involving speed or alcohol or those where seatbelts were/were not worn or distracted driving was involved). This data is sorted to provide information on rates and absolute number by county. Evaluators review the enforcement grant applications and assign points to each application for problem over-involvement. Except for Hennepin County (the most populous including Minneapolis) and Saint Louis (the largest in area including Duluth), only one grant application per county is accepted.

For each of the 87 counties, data is collected and reviewed for a 3-year period. While well over half the state's population lives in the Minneapolis/Saint Paul metro area counties; only about 30% of roadway deaths and serious injuries occur in this region. If the OTS looked solely at the numbers of deaths and serious injuries, areas representing the majority of the problems would not receive enforcement funding. Therefore, the OTS defines over-involvement in two ways: 1) By size of the problem (expressed by the number of deaths and serious injuries) and 2) By the severity of the problem (expressed by the death/serious injury rate by vehicle miles traveled and by population in each county). Counties are compared to the state as a whole as if it were a county, and over-involvement points are assigned based on the rates in which they were over the statewide average. Points are also assigned depending on ranking order (number of deaths and severe injuries).

Some of the OTS's enforcement efforts are statewide, and some are specific to a limited number of OTS identified counties with the most serious problems. All are based on problem identification. Research shows that high visibility enforcement (HVE) is effective, therefore, agencies are required to use these techniques (this includes utilizing portable roadway signs and vests provided by OTS). For most rural/smaller agencies, HVE is not easily accomplished due to lack of available officers and squads; however, signs and vests can still be used even when there are only two squads on a particular stretch of roadway.

Community and political support is critical in sustaining traffic enforcement in counties and cities. The public information and media efforts conducted on the local level are largely responsible for gaining that support. In addition, the OTS and our

enforcement liaisons take advantage of opportunities to make presentations to city council and county board meetings. The presentations (usually related to the award of a piece of equipment provided to the enforcement agency by the OTS) discuss why traffic safety is so important, provide local statistics, praise the enforcement agencies for their work, and thank the councils/boards for their support.

Required Officer Training

Officers being reimbursed with NHTSA funds, regardless of the project, are required to have completed:

- Standardized Field Sobriety Training (SFST); a two day course with actual drinking subjects both days
- Advanced Roadside Impaired Driving Enforcement (ARIDE) either on-line or in classroom format
- 3-hour Occupant Protection Usage and Enforcement training (course distilled from the NHTSA TOPS curriculum) that is available online.

The instructors and materials for these classes are provided by the Minnesota State Patrol through a grant with the OTS. Officers are required to have completed the classes within the last five years or to have since completed an update class for each required course.

Law Enforcement Liaisons

Minnesota hired its first LEL in June of 1994 and four liaisons have been on-board since October 1 of 1994. The LELs live and work within the enforcement agencies in their assigned areas. The liaisons are contractors (not employees of the state) and the OTS accepts proposals related to these positions every three to five years when a Request for Proposals is let. The LELs work with agencies in-person and on-line and attend area and statewide meetings of chiefs and/or sheriffs. The liaisons encourage placing a high priority on traffic safety and the OTS program participation and share rich experiences related to effective tactics and strategies. Ultimately, the LELs create a connection between law enforcement agencies and the OTS, which has led to enforcement becoming a robust partner.

One Grant per Agency

Minnesota writes only one enforcement grant per group of agencies. "Saturation" are considered Special Traffic Enforcement Programs (STEP projects) and aim to:

- Publicize the up-coming enforcement
- Increase enforcement activities for a specified period of time
- Publicize results of the enforcement after completion

High Visibility DWI Enforcement

Several years ago, the Minnesota OTS piloted an ultra-high visibility project in Anoka County; a suburban metropolitan county. All agencies in Anoka County including the MSP, Sheriff's Office and every municipal agency, participated in the monthly saturation efforts during inclement weather/winter months and more frequently during months when DWI crashes most often occur. The project concentrated a large number of squads on selected roadways. It also utilized large, portable electronic message signs while officers wore reflectorized vests to identify the event as DWI enforcement. The project was successful and presented at several regional meetings and national conferences. The high visibility tactics increased the public's perception of the likelihood of being arrested for DWI. The basics of the project have essentially been incorporated into all the enforcement projects, with some modifications in the number of squads used, based on populations and unique circumstances.

The Basic Grant and Enforcement Calendar

The statewide grants provide annual funding based on applications received in response to Request for Proposals (RFPs). As described above, only multiple agency grant applications were accepted and no agency received more than a single grant for traffic safety work. At least 92% of the grant funds were used for overtime enforcement during time periods specified in the annual enforcement calendar. The remaining funds were used for overtime dispatch/administrative services and/or up to half the cost of traffic safety enforcement equipment. Mileage was reported as local match.

Safe Road grants are awarded to community coalitions (include civilians from public health, education, emergency medical services, engineering, and enforcement). In FFY 2017, the enforcement time periods included:

October 14-30.....	(Seatbelts)
November 23-December 30 *weekends.....	(DWI)
April 10-23.....	(Distracted driving)
May 22-June 4.....	(Seatbelts)
July 7-23.....	(Speed)
August 18–September 3.....	(DWI)
August 31.....	(**Ted Foss Move-Over Law)

*weekends defined as Thursday, Friday, and Saturday nights
 **vehicles move over when encountering emergency vehicles

The OTS oversees contracts to purchase media related to enforcement. In addition, grantee agencies must publicize their efforts with the help of Safe Roads Coalitions if any are in existence in the area and utilize media materials prepared by the DPS’s Office of Communications. The agencies (both enforcement and organized TZD coalitions) often do much more than simply disseminate targeted news releases before and after each wave. Kick-off news conferences are scheduled and conducted, media-related interviews are sought, and reporters are encouraged to ride along with patrolling officers. Letters are written to editors and some stakeholders are proficient in finding businesses to support enforcement efforts (i.e. providing coupons to reward positive behavior; creating messages on changeable outdoor signs; and including messages within prom flower containers, pizza boxes, and dry cleaning bags).

Selected TZD Enforcement Grants: Additional DWI enforcement

In the 14 counties with the highest number of alcohol-related deaths and serious injuries, TZD enforcement grants have additional requirements related to DWI enforcement. In most cases, at minimum, the MSP districts schedule monthly saturations in these counties. During the summer and in metropolitan areas, the events are more frequent. Each saturation event includes officers from at least one sheriff’s department, one local police departments, and the MSP; however, it is not uncommon to see over five agencies working together in the metro and St. Cloud areas. The local agencies participating as grantees are reimbursed for overtime hours; however, the OTS continues to encourage departments to send additional on-duty officers to the events as well. Liaisons provide caps with the TZD enforcement logos on them to officers responsible for their first “hat trick” – three DWIs in a single shift. Engraved uniform pins and non-regulation hockey sticks are provided for attaining subsequent hat tricks.

Law Enforcement Recognition

The OTS believes that it is important and effective to have a recognition program for officers who enforce and publicize the enforcement of traffic laws. Those citizens who believe the motivation is fiscal gain as opposed to saving lives and preventing injuries need to be educated. As a quarterly award for outstanding efforts, two agencies from each LEL’s region received their choice of: LIDAR, radar, five PBTs or five PIT training registrations. Further, each year, one agency is selected by the OTS and the OOC (based on liaison nominations) to attend a Commissioner’s award luncheon serving approximately 100 people. The outstanding grant in 2017 was the Saint Paul/Ramsey County collaborative with nine agencies partnering. These events were resounding successes. Nearly all enforcement-related leaders attended: sheriffs, chiefs, enforcement leaders, and officers who were grant points-of-contact, as well as, local politicians.

A DWI “All Star” event is held annually at a Minnesota Twins baseball game. The event honors officers arresting the highest numbers of impaired drivers in the previous year. This recognition is held on the playing field, prior to the game. Each officer is presented with a baseball bat with his/her name on it. The highest enforcer in the state throws the first pitch. The population of the jurisdiction for which the officers are working is informally considered by the OTS in the selection process of the nominations received so that officers from smaller communities are honored. The event is extremely popular with law enforcement personnel and their families – they receive tickets for the game from a sponsoring private organization (AAA of Minnesota and Iowa).

Mobilizations and Crackdowns

Because the reports we require are very short and to the point, the mobilizations and crackdowns cover a larger number of agencies than the grant programs. To participate in the mobilizations and crackdowns, agencies must at a minimum, issue pre/post news releases, increase patrols/enforcement of the chosen violation, and report to the OTS the number of violations written during the enforcement period (due within a week after the wave). Any/all officers can participate; there are no training requirements. Agencies are not allowed to report together on mobilization results; each agency must report their own data. Agencies are strongly encouraged by the LELs to participate in mobilizations and crackdowns (grantees are required to participate under their grant agreements). Every wave of enforcement (see previous calendar of dates) is a time to collect the mobilization data.

Enforcement Performance

There are enforcement objectives that the OTS carefully factors-in when considering funding individual projects for a subsequent year. In particular, in a separate section of the application, agencies must compare past funded enforcement actions with the averages of all agencies and explain plans for increasing activities where below the state average.

Additionally, each grantee must write at least three measurable, time-specific objectives of their own. For example: "Increase seatbelt use as shown by informal surveys from a baseline of 72% in June of 2016 to 90% in June of 2017". In annual final reports, agencies discuss their progress towards meeting these goals.

E-Charging

The e-charging system, developed by the BCA and partially funded by the OTS, allows officers to electronically file DWI paperwork on-line through a web-based application. The system significantly cuts down on the time it takes to complete the paperwork and ensure the correct forms are completed. In addition, the system retrieves information from the driver's license record (i.e. prior offenses) so officers know with certainty what the charges for the current offenses should be. In 2014, 97.571% of DWI arrests were processed on-line using this system. In 2017 nearly 99% of DWIs processed went through the system. With OTS grant funding, the BCA continues to provide system-related technical training, as well as make modifications. During 2017, a new module was completed which involves the electronic obtaining and filing of warrants (related to U.S. Supreme Court McNealy decision). Along with the change in Minnesota law in 2017, the new module will bring back reporting to Driver and Vehicle Services on non-alcohol drug use.

ROAR and Continuous Follow Up

In order to be reimbursed for overtime enforcement, the OTS requires agencies to track a great deal of data and shift resources based on analytic outcomes. The Real-time Officer Activity Report (ROAR) is the creation of a Saint Paul PD officer and an IT employee within the same agency. The purpose of developing the program was to take the paperwork process and transition it to a relatively simple automated application. Currently, officers enter relevant data from their vehicles as stops occur. After the OTS observed a demonstration of the program, a grant partnership was developed for the purpose of law enforcement to utilize the system statewide. This was accomplished and all enforcement plans and results as they occur are provided by the system.

ROAR Highlights and Associated Examples

- Grant administrators enter detailed plans (i.e. dates, times, locations) for HVE of each of the four focus areas (seatbelts, DWI, distracted driving, and speed) into the system. This allows the information to be available for others needing to view it.
- Authorized personnel (i.e. lead fiscal agents, supervisors, and certain OTS personnel) have the ability to retrieve results at their leisure. The system has the ability to sort results based on query perimeters set by individual users.
- As an evening of enforcement progresses, authorized personnel have the ability to review real-time activity logged by officer and by agency. At the conclusion of an event (scheduled ending time when all officers have completed data entry), results are automatically tabulated, containing for example, overall stops per hour by agency, as well as illustrations (i.e. bar graphs) reflecting citation results (seatbelts, DWI, distracted driving, and speed).
- After each quarter, the enforcement coordinator will share comparisons of results, taking into account the number of officers working the various events. Based on these analytics, agencies may opt to re-designate enforcement roadways or encourage officers to pay closer attention to seatbelt violations, for example.
- The ROAR system is also capable of tracking officers' training (training requirements exist for officers working on grant-funded time).
- Considering how many agencies and individual officers information must be summarized accurately, from the agencies' viewpoints, this system has greatly simplified reporting.
- To receive OTS reimbursement, agencies are required to utilize ROAR for all associated hours worked. The program also assists agencies and the OTS with monitoring and rectifying discrepancies (i.e. comparing dispatch logs to activities entered in ROAR). Future ROAR revisions may include modules intended to assist agencies with preparing invoices for submission to OTS.

Program Area: Traffic Records

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

Performance Measures: All performance measures depend on quality data

Summary: Traffic records form the foundation for managing traffic safety programs and associated policies within the state. The Traffic Records Coordinating Committee (TRCC) is an ongoing forum charged with making significant improvements in the coordination and sharing of highway safety data and traffic records systems in Minnesota. This group includes policy-level and program-level representatives from traffic safety, highway infrastructure, law enforcement, adjudicatory groups, public health, injury control, private industry, motor vehicle and driver licensing agencies, and motor carrier agencies. Its mission is to strive for high quality traffic records data, information, and systems in order to improve roadway transportation safety.

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

Traffic Records Program Objectives:

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

Results:

- The TRCC continues to meet regularly and is moving forward in planning effective strategies for data systems improvements. This includes ensuring that associated stakeholders are informed of upcoming changes and innovations, as well as implementing improvements.
- MNCrash (Minnesota's new crash records database) launched January 1, 2016 on time and on budget and continues to function efficiently and effectively
- NHTSA showed support for a human factors driven approach when creating the crash data collection system
- The OTS research and evaluation staff performs problem identification and program evaluation, and currently has three researchers producing documents concerning Minnesota's traffic safety. As referred to numerous instances within this report, two major publications produced by the OTS are *Minnesota Motor Vehicle Crash Facts* and *Minnesota Impaired Driving Facts*. These reports are information-rich resources for those interested in traffic crash and impaired driving issues in Minnesota.

Future Strategies:

The MNCrash system will continue to evolve and improve. A two year project to assess data quality improvements was undertaken and continues next year. The Minnesota CODES database will be brought up to date and include EMS data. The TRCC will update the Traffic Records Strategic Plan.

Project Summaries (402, 405c)

Project # 17-05-01 Traffic Records Coordination (402)

The OTS employs staff to manage projects and serve as points of contact for the various program areas to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well documented and follow all applicable and relevant state and federal rules, requirements, and procedures. This project provided for the full-time traffic records coordinator who also serves as the chair of the traffic records coordinating committee.

Project # 17-05-02 Problem Identification and Systems (402)

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

Project # 17-05-03 FARS Support (405c)

The Fatality Analysis Reporting System (FARS) program has expanded to include pre-crash elements. The work load warranted additional staff time for this project. Federal funds cover the salary, fringe benefits, and indirect costs associated with this half-time position (with the other half funded by 17-05-02).

Project # 17-05-04 Traffic Records Coordinating Committee (TRCC) (405c)

The TRCC functioned without costs (except for funds made available for traffic records system representatives to attend the annual International Forum on Traffic Records & Highway Information Systems). The TRCC continues to meet regularly and vets applications for 405c funding.

Project # 17-05-05 State and Local Traffic Records (402, 405c)

This project is a placeholder to record required matching funds.

Project # 17-05-06 e-Grants Support (402)

The OTS has implemented a web based grant application and management system. This project covered a portion of the costs for Agate Software Inc. to maintain the system and provide updates and improvements. All grant applications, progress reports, and requests for reimbursement for OTS grants are processed in the e-Grants system.

Project # 17-05-07 Crash Records Analysis (405c)

This was the first year of a two-year project to analyze the data collected in the new MNCrash system. Human factors researchers began a systematic study of the data to compare quality of data from the legacy system with the new system. The study will also analyze the MNCrash data for inconsistencies or deficiencies to be corrected via training or system changes.

Project # 17-05-08 Crash Records Maintenance and Enhancements (405c)

This on-going project covered costs associated with maintaining and enhancing MNCrash. These roles have been taken over by the State and in the future much of the cost will be State funded.

Project # 17-05-09 Mapping Enhancements for MNCrash (405c)

This on-going project covered costs associated with work conducted by the Minnesota Geospatial Information Office to provide and maintain MnDOT base map information in a format the MNCrash system utilizes. The result of this effort was increased timeliness and accuracy of location data. In the future much of the cost will be State funded.

Project # 17-05-10 Transition from DVS Crash to MNCrash (405c)

All of the analysis programs the OTS uses had to be rewritten for the changes in data collected and data structure of the MNCrash system. SAS was contracted with to provide support and knowledge transfer. The OTS took over the majority of responsibilities for MNCrash so a retired DVS employee was contracted with to provide knowledge transfer and gap analysis. These two functions were made separate projects in 2018.

Community Programs

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

Community involvement is essential to raise awareness of and decrease traffic related serious injuries and fatalities. Community members who are aware of the risks and costs of traffic crashes are more likely to devote resources and commitments to becoming traffic safety proponents. Community involvement is fostered through the development of Paid Media and Media Relations, supporting efforts of the *Toward Zero Deaths (TZD)* Safe Roads Coalitions, implementation of the Network of Employers for Traffic Safety (NETS) Programs, facilitating the Annual TZD Conference, active participation in TZD Regional Workshops, and providing Regional TZD Support.

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

Communities Program Objectives:

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

Results:

- Numerous public information/education activities, as well as paid media, increased Minnesotans' awareness of our traffic safety issues and initiatives
- Increased the use of social media and online venues to enhance messaging to target audiences
- Reached minority communities not served through traditional media through Ampers radio stations
- Addressed older driver issues through the Mobility for Minnesota's Aging Population group
- Complimented legislation requiring driver educators to offer teen driver safety parent awareness classes by providing Point of Impact program materials and surveying participating parents
- Telephone surveys of various sub-populations in Minnesota were conducted to assess awareness of enforcement efforts and self-reported changes in behavior
- TZD annual conference, eight regional workshops, and two stakeholders' breakfasts were conducted to provide outreach to partners
- There were 20 TZD Safe Roads Coalitions in 2017: coalitions continue to work on county-wide programs, as well as regional traffic safety activities
- The TZD Program continues to coordinate efforts to advance traffic safety with regional partnership projects

Future Strategies:

For 2018, the OTS will continue to support various community programs. The OTS will continue to challenge complacency toward traffic crashes through our Public Information & Education (PI&E) and paid media efforts as well as working through the TZD Safe Roads Coalitions to enhance local ownership in addressing traffic safety issues. The TZD conference will continue to address traffic safety solutions from specific disciplines, as well as from a multi-disciplinary angle, by offering breakout sessions that provide information on best practices and effective countermeasures to community stakeholders. Workshops will help facilitate the implementation of TZD efforts in communities within each region. Focus will continue to address specific populations, behaviors, and other needs, as identified through data analysis.

Project Summaries (402, 405e, 406)

Project # 17-06-01 Community Programs Coordinator (402)

The OTS employs staff to manage projects and serve as points of contact for the various program areas to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well documented and follow all applicable and relevant state and federal rules, requirements, and procedures. This project funded the full-time community programs project coordinator in the office.

Project # 17-06-02 Evaluation Coordination (402)

The OTS employs staff to manage projects and serve as points of contact for the various program areas to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well documented and follow all applicable and relevant state and federal rules, requirements, and procedures. This project funded a full-time coordinator in the office to handle surveys and evaluation of projects for a little over a month in federal 2017; the project was not filled after that point and plans to do so are on hold.

Project # 17-06-03 Community Programs Additional Coordination (402)

This project was not conducted in federal 2017.

Project # 17-06-04 Traffic Safety Media Relations (402)

See also the Paid Media section of this report.

This project provides print and electronic materials on traffic safety issues, as well as media relations services. The materials include, but are not limited to brochures, posters, other print materials, five *TZD Enforcement* wave template materials posted to the Web site, production costs for public service announcements and paid ads, and individuals to develop the public information and media relations efforts. Costs also include salaries, fringe benefits, indirect costs, and travel for communications staff. Alcohol and impaired driving related tasks undertaken are covered in project 17-03-10.

Project # 17-06-05 Safe Roads (402)

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

The 20 Grantees were given a menu of options for activities based on best practices and proven success in impacting traffic safety. Data for their specific county was used to identify their choices of approved optional grant activities. In addition to required grant activities, the grant applications included specific options to implement activities involving local governments, worksites, schools, liquor establishments, and the media. Time was reimbursed for the coordination of working coalitions comprised of community partners to assist in implementing the strategies and approved grant activities.

Project # 17-06-06 Network of Employers for Traffic Safety (NETS) (402)

NETS is a program dedicated to helping employers prevent vehicle related injuries involving their employees and employee family members by reducing crash risks. This project provides appropriate traffic safety materials and employee focused awareness/education programs to employers. A portion of a Minnesota Safety Council staff member's time, sub-contracted presenters, as well as project-related printing and travel costs were provided.

Project # 17-06-07 Paid Media (402, 406, 405e)

See also the Traffic Safety Media Relations section of this report.

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

In addition to the primary mediums of Broadcast TV, Cable TV, and Radio, other media elements are utilized to reach the intended targets of each campaign. These include Out-of-Home Advertising: Digital Billboards, Indoor Posters at hospitality

establishments (restaurant and bar restrooms), cinema advertising, social media promoted posts (Facebook and Twitter) and gas station TV and pump-toppers.

Project # 17-06-08 **Toward Zero Deaths Conference (402)**

The annual TZD Conference provides a venue for sharing information on progress made since 2001, for sharing best practices in the areas of engineering, enforcement, education, and emergency services, and for charting the course for a future with fewer traffic fatalities and life changing injuries. The conference provides breakout sessions that cover the four “E’s”, as well as plenary sessions that will motivate and educate the audience. Attendance of sessions that cover other disciplines is encouraged. Leadership from multiple state agencies reinforce the need for everyone to work together to reach the goal of zero deaths and serious injuries on Minnesota roads. Over 900 individuals attended the November, 2016 conference in Duluth, Minnesota.

Project # 17-06-09 **Regional Support (402)**

This project provides administrative leadership for the TZD program so citizens, public officials, other traffic safety professionals and the media have a local resource for information about TZD issues. Each region in Minnesota has individual data pointing to different target audiences and different contributing factors. Regional coordination is needed to maximize traffic safety partner buy in and partnering, as well as enhance the use of data driven approaches to reducing fatal and serious injury crashes.

Regional workshops were held in all eight TZD regions. Regional seatbelt surveys were conducted in seven of the eight regions to monitor progress. The Metro Region did not conduct a seat belt survey because the statewide survey covers this area. Regional steering committees were held at least quarterly and Regional media events were held to support May “Click it or Ticket” and Labor Day Crackdown mobilizations.

Project # 17-06-10 **Mobility for Minnesota’s Aging Population (402)**

The project was undertaken by the Metropolitan Area Agency on Aging who let contracts for the group chairperson’s time and the group’s support (such as calling meetings and writing up notes). Despite the agency’s name, the work is not concentrated on the metro areas. Six meetings were held during the year. A survey of past, current and possible members of the work group was undertaken to identify why people participate, why they don’t, and on what activities they would like the group to engage and focus. Those results are being used. During 2017, a website was established for the MMAP and members from the Minnesota Safety Council and the University of St. Kates School of Occupational Health collaborated on a curriculum for drivers’ education teachers to use for older adults who would like a refresher course.

Project # 17-06-11 **Media Creative Contract (402)**

Creative services for the OTS are handled through a professional technical contract with the creative agency, Johnson Group. This project covers creative services for paid media, related to seat belts, child seats, speeding, distracted driving and other identified problems. In 2017, new creative messaging was developed for seat belt usage for the use of TV spots, radio ads, and digital platforms. In addition, new collateral materials were designed under this project for the production of window clings and posters. Media creative contracts related to impaired driving are covered under 17-03-27.

Project # 17-06-12 **AMPERS Non English Speaking TS Law (402)**

OTS used Association of Minnesota Public Educational Radio Stations (AMPERS) radio stations to reach minority communities not served through traditional media. With AMPERS, OTS was able to provide outreach to members of the Somali, Hispanic and Native American communities. Media messages focused on distracted driving, seat belt, and impaired driving in their native language and targeted to their community.

Project # 17-06-13 **Telephone Surveys and Evaluation (402)**

Speeding continues to be a relatively common behavior, as only 23 percent of statewide respondents reported that they “never” speed in a 55 mph zone, and 35% of respondents reported driving more than 5 mph over the speed limit at least half the time. Even so, 31% of respondents believe a speeding driver is ‘very likely’ to be ticketed, and 58% stated that they believed they could be stopped for driving 1-5mph over the speed limit. Furthermore, while young, unmarried males are more likely than others to believe that speeders are likely to be ticketed, this group is also more apt to speed. This suggests that this behavior is not necessarily linked to the perception that the behavior will result in punishment.

The percentage of Minnesotans who report wearing their seat belts all of the time has remained relatively steady since 2012. Younger respondents and men (including young unmarried males), and respondents in rural areas are less likely to wear seat belts than other groups, indicating that these audiences remain key targets for messaging in the future.

Overall, attitudes and behaviors regarding impaired driving have remained fairly consistent since 2012. Young, unmarried males were considerably more likely than others to drive after drinking (26% v. 15%), up from 2016. Similar to the trend seen for not wearing a seat belt, younger male drivers are more likely to believe that they would be stopped and arrested for driving after drinking. In addition, younger male drivers were more likely to have personally driven through areas of increased enforcement. Again, this seems to indicate that perceptions of the risk of punishment do not necessarily translate into better behaviors.

Most Minnesotans are aware of texting and driving laws, and most have seen or heard information about texting and driving. However, 40 percent admitted to utilizing their cell phones while driving for purposes other than talking at least 'every once in a while'.

Drugged driving is an activity exhibited by only a small portion of Minnesotans, and most believe that drugged driving is a similar or higher threat than drunk driving. Furthermore, most Minnesotans are aware that someone can be arrested for driving while impaired by medications or drugs.

Among all respondents, 6 percent reported falling asleep while driving, down slightly from 2016. In addition, young unmarried males were far more likely to have done so (13 percent) than others (5 percent).

Statewide, 72 percent of drivers had heard or seen messaging about being more aware of motorcycle riders, comparable to 2016 (75 percent). Awareness levels were particularly high among young, unmarried males (81 percent) compared with others (71 percent).

With the exceptions of "Toward Zero Deaths" and "Speak Up," awareness of all of the slogans tested in 2016 decreased slightly in the 2017 survey. Overall, "Click It or Ticket" remains the most widely-recognized slogan (82 percent), followed by "Plan a Sober Ride" (63 percent) and "You Drink, You Drive, You Lose" (61 percent). In addition, younger drivers tended to be more aware of traffic safety slogans than older drivers.

Consistent since 2012, TV has remained the most frequently cited source of awareness for slogans, with billboards and outdoor signs second. Though younger respondents are more likely than older respondents to see messaging in social media and online advertisements, these media sources remain a niche source of awareness of traffic safety slogans.

Project # 17-06-14 Program Travel (402)

This project funds out-of-state travel by OTS staff to conferences and meetings. During 2017, four OTS staff attended the GHSA Annual conference, three OTS staff attended the Region 5 Leadership Meeting, two OTS staff attended the NHTSA program management class, one OTS staff attended the NHTSA financial management class and two OTS staff attended the Traffic Records Forum. Participation in the annual Lifesavers conference was not allowed by the Governor and no one was able to attend the Transportation Research Board annual meeting.

Project # 17-06-15 Project Directors to Conference (402)

Also see project 17-03-26 (405d)

The OTS was unable to move forward with this project during the 2017 fiscal year. The Governor of Minnesota restricted travel to North Carolina, where the conference was being held. This project is on track for the 2018 fiscal year.

Project # 17-06-16 Enforcing Pedestrian Laws (402)

Between 2010 and 2015, 209 pedestrians were killed in Minnesota. One in four of those were in Hennepin County with a majority of those in the city of Minneapolis. Minnesota crash data show that approximately half the time the driver made the error in judgment and half the time the pedestrian made the error. Grants were written with the Minneapolis Police Department and the Ramsey County Sheriff's Office to conduct high-visibility enforcement and increase the number of citations written to pedestrians and drivers in an aim to decrease the number of pedestrian fatalities.

Program Area: Motorcycle Safety

Purpose Statement: Minnesota motorcycle crash fatalities are not decreasing along with the overall decrease in fatalities.

Performance Measures:

C-7) Motorcyclist Fatalities and C-8) Unhelmeted Motorcyclist Fatalities

Summary: In 2016, 54 motorcycle riders and passengers were killed in 50 crashes. This was an 11% decrease from 2015's total of 61 motorcyclist crash fatalities. The number of registered motorcycles decreased 4% from 238,243 to 227,746.

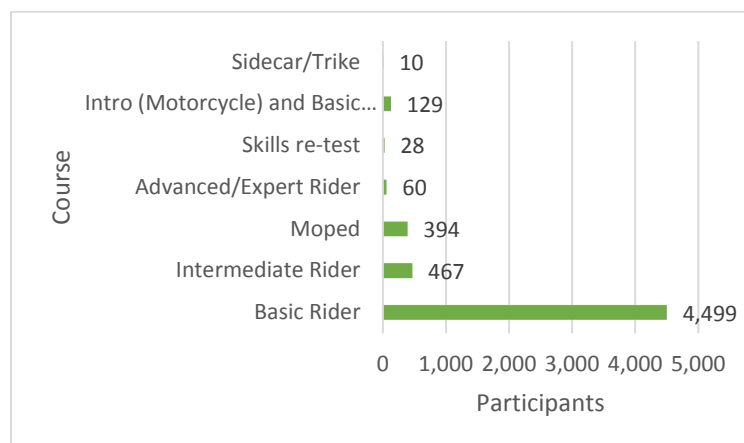
The Minnesota Motorcycle Safety Program (MMSP) conducts rider training courses, targeted public information campaigns, and an evening testing program for motorcycle license endorsement to improve motorcyclist safety. The MMSP developed and rolled out new campaign concepts for protective gear, rider training, impaired riding, and motorist awareness in 2016 and continued the second year of this campaign in 2017 with fresh ad concepts.

Motorcycle Safety Program Objectives:

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

Results:

- The number of motorcyclist fatalities decreased from 61 in 2015 to 54 in 2016
- The number of unhelmeted motorcyclist fatalities decreased from 37 in 2015 to 36 in 2016
- The percentage of unhelmeted motorcyclist fatalities increased from 61% in 2015 to 67% in 2016
- The number of fatalities involving a motorcycle operator with a BAC of .08 or above decreased from 13 in 2015 to 8 in 2016
- The rate of motorcycle fatalities per 10,000 registered motorcycles decreased from a rate of 2.6 in 2015 to 2.4 in 2016
- Total 2017 course enrollment was 5,587. The MMSP offers several types of courses. Rider training course totals were:
 - 4,499 in the Basic Rider Course
 - 467 in the Intermediate Rider Course
 - 394 in the Moped Course
 - 60 in the Skills Re-test Course
 - 28 in the Introduction to a Motorcycle Course
 - 129 in the MN Advanced and Expert Rider Courses
 - 10 in the Sidecar/Trike Course
- In 2017, the MMSP conducted the second year of a planned three year ad campaign to encourage riders to wear full protective gear, ride sober, and build their operator skill level.



Future Strategies:

A Section 405f funded motorist awareness ad campaign is planned again for 2018. New ad concepts following the new safety campaign look developed in 2016 will be launched in 2018, during the months of April – July. The ads will focus on the themes of protective gear, rider training, impaired riding, and motorist awareness. Finally, the MMSP will continue to support coordinated, multi-jurisdictional enforcement efforts around specific riding events with media and public information and materials support.

Project Summaries (402, 2010)

Project # 17-07-01 Motorcycle Programs Coordination (402)

The OTS employs staff to manage projects and serve as points of contact for the various programs to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well managed and follow all applicable and relevant state and federal rules, requirements, and procedures. This project provided for one full-time coordinator to focus on state funded motorcycle projects.

Project # 17-07-02 Motorcycle Safety Support (405f)

Failure to yield the right of way by other motorists in multi-vehicle crashes involving another vehicle and a motorcycle is the most cited contributing factor in Minnesota motorcycle crashes. This project utilized NHTSA Section 405(f) funding to conduct a motorist awareness campaign in Minnesota's top twelve motorcycle crash counties to remind the general driving public to "look twice" for motorcycles. A motorist awareness television spot ran heavily during the months of May and June in these counties.

Project # 17-07-03 Motorcycle Rider Training (State dedicated Motorcycle Safety Fund)

A majority of single vehicle, fatal motorcycle crashes in Minnesota are "run off the road" crashes; with a high number of these being in curves. Additionally, research of motorcycle crash reconstruction reports shows under-use of the front brake in emergency stopping situations; such as another vehicle entering the motorcyclist's path of travel. The Minnesota Motorcycle Safety Program (MMSP) offered seven different, on cycle courses for riders of varying skill levels. The MMSP had 5,587 rider course students in 2017. All students received an electronic survey, and the program, instructors, and courses were uniformly given excellent ratings.

Project # 17-07-04 Motorcycle Public Information and Media Relations (State dedicated Motorcycle Safety Fund)

Motorcycle crashes account for a significant number of Minnesota's highway crash fatalities every year. Both the motorcycling population and the general driving public must be made aware of safety messaging that has the potential to save their lives. A new ad campaign was developed in 2016 and this statewide public information campaign was continued featuring new concepts for training, full protective gear, riding sober, and motorist awareness in 2017. These were also the primary themes included in all of our news releases.

Project # 17-07-05 Motorcycle Testing and Licensing (State dedicated Motorcycle Safety Fund)

In 2016, 47 motorcycle operators were killed. Six or 13% did not have a motorcycle license endorsement. In an effort to increase the number and percentage of motorcyclists who hold a motorcycle license endorsement, evening skills testing hours were offered at nine exam stations throughout the state: 712 permitted motorcycle riders took advantage of the evening testing program, and 4,499 motorcyclists enrolled in a Basic Rider Course in 2017.

Project # 17-07-06 Motorcycle Training Equipment, Insurance and Supplies (State dedicated Motorcycle Safety Fund)

Substantial amounts of equipment and supplies are needed to operate a rider training program. This equipment must also be insured. This project serves to purchase curriculum and site training supplies and distribute them before the rider training season begins; maintain communication with site coordinators and Rider Coaches throughout the season; replenish any supplies that run low; and purchase equipment insurance and maintain an up to date insurance policy.

The motorcycle and transport trailer fleet is fairly up to date with the oldest motorcycles being of the 2004 model year. Training sites were well supplied and all equipment was insured.

Project # 17-07-07 Motorcycle Equipment Transport (State dedicated Motorcycle Safety Fund)

Training motorcycles and the trailers that house them must be deployed to the training sites each spring, moved between sites that share a trailer during the training season, and returned to storage in the fall. Under this project the OTS contracted with a hauler who has a rig capable of towing twenty-five 9,000 pound transport trailers, two 5,000 pound trailers, and two 3,000 pound trailers over long distances. As a result, training motorcycles and their storage trailers were delivered on time to training sites, moved on time between sites that share a trailer, and returned to storage after the training season.

Project # 17-07-08 Mechanical Services (State dedicated Motorcycle Safety Fund)

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

Program Area: Roadway Safety

Purpose Statement: The OTS works in partnership with the MNDOT to conduct hazard elimination.

Summary: Section 164HE funding (transferred to the OTS from the MNDOT due to Minnesota's insufficient sanctions on repeat DWI offenders) has been employed by the MnDOT toward eliminating common roadway hazards through high-value, low-cost countermeasures. These hazard elimination projects are also building new, and strengthening existing, TZD partnerships. In addition, funding for support of the Toward Zero Deaths committees and efforts is provided to the University of Minnesota, Center for Transportation Studies through 402 funds coded as Roadway Safety.

Planned Projects included:

- Intersection conflict warning systems
- Reduced conflict intersections
- Enhanced pavement markings
- Roundabouts
- Turn lanes

Roadway Safety Program Objectives:

- Provide administrative support for the TZD efforts
- Create a safer roadway environment
- Expand projects providing for hazard elimination on roadways

Results:

- Roundabouts and J-turns installed at high-injury crash intersections have been effective in preventing and reducing T-bone crashes

Future Strategies:

In the near future, the old 164HE funds will be completely expended. Newer 164HE funds go directly to MnDOT and do not pass through the OTS in DPS, therefore these engineering projects will not be funded by OTS. OTS will continue to provide funding for the TZD Administrative Support project.

Project Summaries (402, 164HE)**Project # 17-09-01 TZD Program Support (402)**

This project maintains on-going committees working toward efforts designed to reach the goal of reducing traffic deaths to zero. The leadership committee consists of leaders from the DPS (OTS and MSP), MnDOT, Department of Health, and the Center for Transportation Studies (CTS) at the University of Minnesota. The program committee consists of representatives from the various traffic safety stakeholders – traffic safety advocates, consultants, non-profit organizations, and other committees (in addition to the above referenced governmental organizations). In addition, co-chair meetings, and the communications and legislative sub-committees are supported. Funds were used to provide staff support, printing costs, light refreshments for Traffic Safety Forums (formerly called Partners Breakfasts), and costs related to the TZD website. The project is funded through a grant with MnDOT and the CTS.

Project # 17-09-02 Intersection Safety Countermeasure Deployment (164 HE)

MnDOT has identified intersections with a high number of serious crashes that can be made safer through the deployment of intersection safety countermeasures. To improve safety at these intersections, this project deployed rural intersection conflict warning systems and reduced conflict J-turn intersections, turn lanes, and roundabouts.

Project # 17-09-03 Lane Departure

As the 164HE funds that flow through OTS are dwindling, MnDOT chose to put the remaining money in the Intersections and Evaluation and Planning projects instead of Lane Departures.

Project # 17-09-04 Roadway Safety Evaluation and Planning (164 HE)

MnDOT has continued to evaluate roadway safety countermeasures, plans and planning processes. This project has also funded new planning processes undertaken as a result of roadway safety evaluations.

Projects Not Implemented

Project# 17-02-09 Southern CPS Liaison

Although a Request for Proposals was let to fill this position, there were no replies to it received. This likely was at least partly due to the lack of a CPS and belt coordinator within the office to publicize the effort to local agencies.

Project #17-03-04 Project was TBD – no activity

The 2017 planning process had this project set up. As the budgets were set up in the SWIFT state system with project numbers by the time the change was finalized, it was too late to change project numbers.

Project #17-03-09 DWI Court Assessment Training

This project wasn't started as the courts were trying to determine costs associated with the training and the court coordinator then left her position.

Project # 17-03-20 Project was TBD – no activity

The 2017 planning process had this project set up. As the budgets were set up in the SWIFT state system with project numbers by the time the change was finalized, it was too late to change project numbers.

Project # 17-03-23 Impaired Driving Facts

This project was to provide funding for printing of the annual Impaired Driving Facts publication. Due to the learning curve to produce crash report runs from the new system, the researchers did not have time to complete this during 2017.

Project # 17-03-26 Project Directors to Conferences

This project was to provide for reimbursement for local project directors expenses to attend the Lifesavers conference. Travel to North Carolina was forbidden by the executive branch of government; therefore, the project could not be conducted.

Project # 17-04-08 Project was TBD – no activity (402)

The 2017 planning process had this project set up to purchase equipment for awarding recognized enforcement agencies; as a federally reimbursed project is no longer allowed to only purchase equipment, this work is bundled into project 17-04-07, Enforcement Recognition. As the budgets were set up in the SWIFT state system with project numbers by the time that change was finalized, it was too late to change project numbers.

Project # 17-04-10 Electronic Sign Rental

This project was to provide for funding for rental of electronic message boards to be placed on roadways in support of high visibility enforcement. Agencies were able to obtain donations of the rental instead of charging the program.

Project # 17-06-03 Additional Community Program Coordinator

An additional community coordinator was not needed to be funded from this project; the person taking that position was paid from planning and administration (17-01-01) instead due to her overall mix of projects managed.

Project # 17-06-15 Project Directors to Conferences

This project was to provide for reimbursement for local project directors expenses to attend the Lifesavers conference. Travel to North Carolina was forbidden by the executive branch of government; therefore, the project could not be conducted.

Project # 17-09-03 Lane Departures

As the 164HE funds that flow through OTS are dwindling, MnDOT chose to put the remaining money in the Intersections and Evaluation and Planning projects instead.

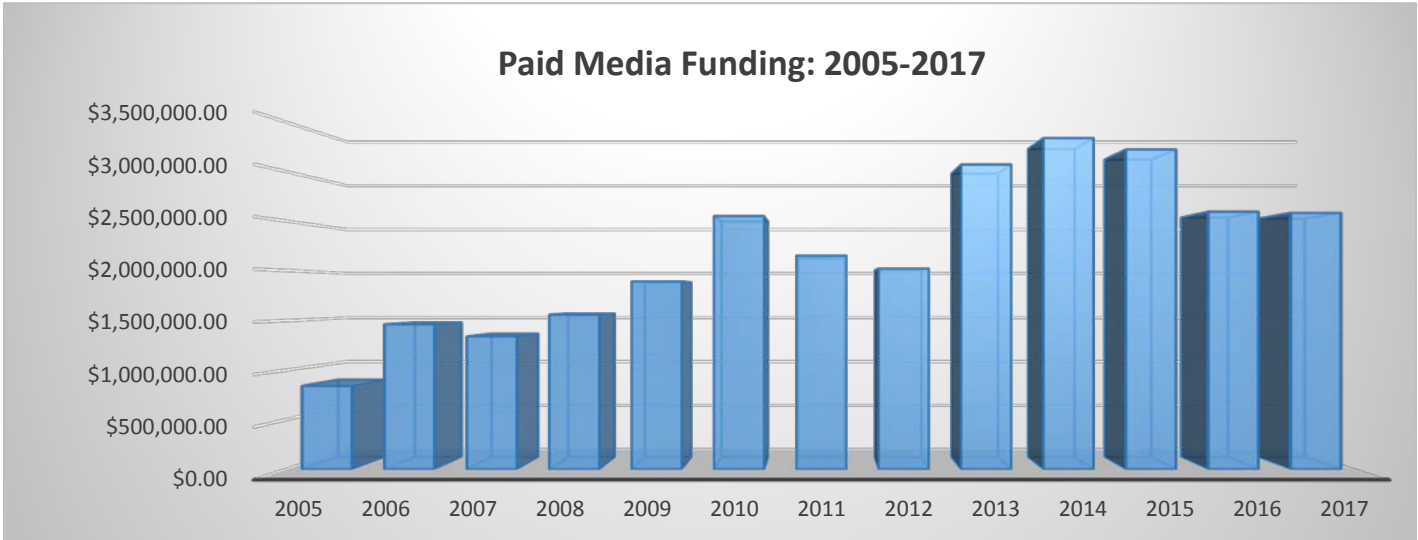
FFY 2017 Paid Media Report and Recap

Paid Media Principles

The OTS continues to employ paid media advertising in its communications plan. 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 also complements national paid media and enforcement.

Paid media has increased since 2005 when the OTS began funding its education component, but has been down slightly in the last three fiscal years. The education campaign supports increased enforcement and coincides with increased seatbelt usage rates and decreases in alcohol-related traffic fatalities.

The following table shows funding by FFY.



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

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

Federal Fiscal Year	Funding Amount
2005	\$840,000.00
2006	\$1,462,250.00
2007	\$1,340,000.00
2008	\$1,560,000.00
2009	\$1,890,000.00
2010	\$2,550,000.00
2011	\$2,150,000.00
2012	\$2,020,000.00
2013	\$3,070,000.00
2014	\$3,337,350.00
2015	\$3,222,000.00
2016	\$2,593,150.00
2017	\$2,581,000.00

The analysis, negotiation, and placement of media for the OTS are handled through a professional technical contract with the marketing communications agency Linnihan Foy Advertising. Each campaign’s purpose is thoroughly reviewed and evaluated to ensure the right message will be delivered to the right audience, using the most appropriate medium(s). The primary target for impaired driving paid media are men, ages 18-34, with a skew towards men with less education and lower household income. Digital Facebook advertising layers in additional behavioral targeting to focus on users who participate in risky activities or appear to be heavy drinkers.

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

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

For digital advertising, the focus has been utilizing the behavioral targeting competencies of Facebook, as well as the high reaching capabilities of top local websites. On local websites, the implementations have gone beyond standard iAB 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 out-of-home (OOH) advertising and digital impressions, programming sponsorships, and editorial opportunities such as radio drive-time, on-air interviews.

Impaired Driving Recap

Objectives/Strategy

Execute a highly intrusive, multi-media campaign garnering critical-mass reach and impression levels of the impaired driving message, with special emphasis on informing and educating citizens of increased DWI enforcement periods, and ultimately decreasing drunk driving citations

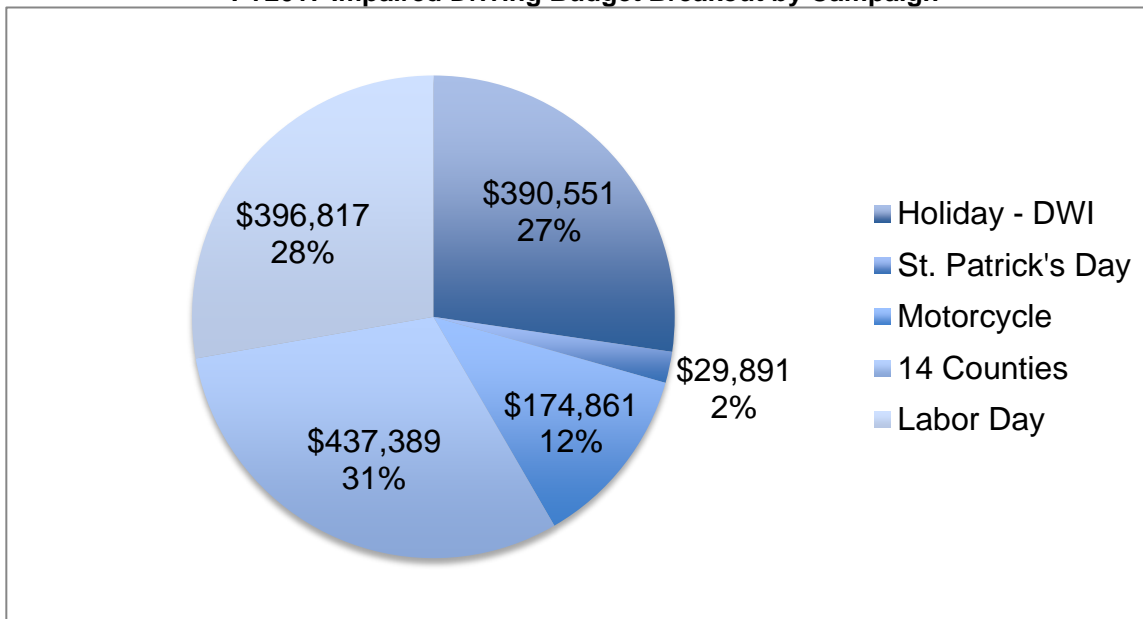
Impaired Details

Total budget: \$1,433,060

Total paid media: \$1,429,509 (including agency fees)

Demo: M18-34

FY2017 Impaired Driving Budget Breakout by Campaign



Holiday – DWI Media Summary

Flight Dates: 11/23/16-12/31/16

Total Campaign Spend: \$390,551 (including agency fees)

Television and Cable

Total purchased budget: \$91,214

Total TRPs: 463.5

Total Spots: 275

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

Radio

Total purchased budget: \$70,363

Total TRPs: 960

Total Spots: 2,537

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

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

Pandora

Total purchased budget: \$19,868

Total impressions: 2,344,700

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (19x), Bar Media (50x), Gas Station TV (163x)

Total purchased budget: \$89,079

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

Digital/Social

Digital Video, Display, Facebook, Instagram _

Total purchased budget: \$85,465

Total impressions: 7,736,405

Coverage: Statewide

St. Patrick's Day Media Summary

Flight Dates: 3/16/17-3/18/17

Total Campaign Spend: \$29,891 (including agency fees)

Radio

Total purchased budget: \$11,458

Total TRPs: 197.8

Total Spots: 553

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

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

Out-Of-Home/Sponsorships

OOH Billboards (16x)

Total purchased budget: \$7,405

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

Digital

Digital Video, Display, Facebook, Instagram _

Total purchased budget: \$8,597

Total impressions: 565,803

Coverage: 14 Counties

Motorcycle Media Summary

Flight Dates: 7/3/17-8/13/17

Total Campaign Spend: \$174,861 (including agency fees)

Pandora

Total purchased budget: \$19,750

Total impressions: 2,619,690

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (19x), Bar Media (46x), Gas Station TV (120x)

Total purchased budget: \$104,935

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

Digital/Social

Digital Video, Display, Facebook, Instagram _

Total purchased budget: \$34,863

Total impressions: 4,313,553

Coverage: Statewide

14 Counties Media Summary

Flight Dates: 6/26/17-8/13/17

Total Campaign Spend: \$437,389 (including agency fees)

Television and Cable

Total purchased budget: \$62,179

Total TRPs: 304.1

Total Spots: 612

Markets: Duluth, Mpls-St. Paul and Rochester

Radio

Total purchased budget: \$43,051

Total TRPs: 808

Total Spots: 1,788

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

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

Pandora

Total purchased budget: \$34,880

Total impressions: 3,742,581

Coverage: 14 Counties

Out-Of-Home/Sponsorships

OOH Billboards (11x), Bar Media (55x), Movie Theaters (289x) Light Rail Wrap (Green Line)

Total purchased budget: \$134,911

Markets: Duluth, Mpls-St. Paul, Rochester, St. Cloud and 14 county coverage

Digital/Social

Digital Video, Display, Facebook, Instagram

Total purchased budget: \$124,037

Total impressions: 15,007,127

Coverage: 14 Counties

Labor Day Media Summary

Flight Dates: 8/18/17-9/17/17

Total Campaign Spend: \$396,817 (including agency fees)

Television and Cable

Total purchased budget: \$79,563

Total TRPs: 472.6

Total Spots: 750

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

Radio

Total purchased budget: \$70,245

Total TRPs: 936.8

Total Spots: 3,529

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

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

Pandora

Total purchased budget: \$12,500

Total impressions: 1537,202

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (19x), Bar Media (100x), Movie Theaters (241x), Gas Station TV (196x), Light Rail Wrap (Green Line)

Total purchased budget: \$110,760

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

Digital/Social

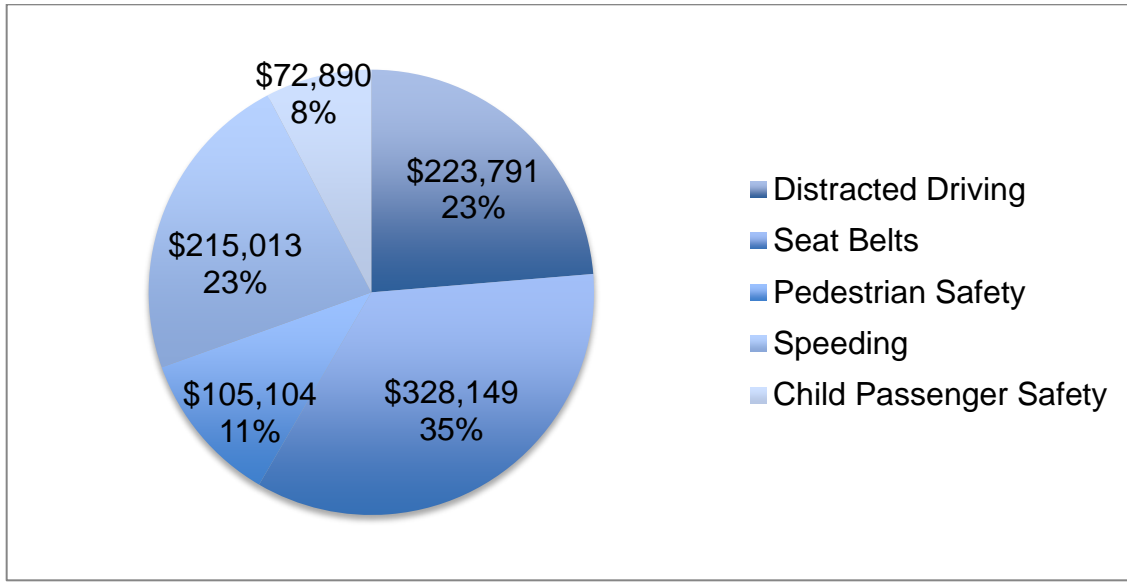
Digital Video, Display, Facebook, Instagram

Total purchased budget: \$88,749

Total impressions: 8,996,108

Coverage: Statewide

Non-Impaired Driving Recap



Distracted Driving Media Summary

Objectives/Strategy

Generate statewide awareness of the dangers associated with distracted driving, while simultaneously educating constituents around and reinforcing key brand position of "Don't Text and Drive."

Distracted Driving Details

Total budget: \$225,000

Total paid media: \$223,791 (including agency fees)

Flight Dates: 4/10/17-4/23/17

Demo: A18-49

Television and Cable

Total purchased budget: \$62,204

Total TRPs: 469.7

Total Spots: 640

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

Radio

Total purchased budget: \$52,656

Total TRPs: 553.5

Total Spots: 2,466

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

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

Pandora

Total purchased budget: \$8,000

Total impressions: 908,847

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (19x), Gas Station TV (194x)

Total purchased budget: \$42,154

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

Digital/Social

Digital Video, Display, Facebook, Instagram_

Total purchased budget: \$39,089

Total impressions: 5,141,399

Coverage: Statewide

Seat Belts Media Summary

Objectives/Strategy

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

Seat Belts Details

Total budget: \$350,000

Total paid media: \$328,149 (including agency fees)

Flight Dates: 5/22/17-6/4/17

Demo: M18-34

Television and Cable

Total purchased budget: \$65,303

Total TRPs: 435.3

Total Spots: 656

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

Radio

Total purchased budget: \$58,218

Total TRPs: 749

Total Spots: 2,548

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

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

Pandora

Total purchased budget: \$11,274

Total impressions: 1,355,165

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (19x), Gas Station Media (60x concrete floor graphics, window clings), Truck side Wraps (15x), Movie Theaters (278x)

Total purchased budget: \$113,714

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

Digital/Social

Digital Video, Display, Facebook, Instagram

Total purchased budget: \$49,015

Total impressions: 6,200,762

Coverage: Statewide

Pedestrian Safety Media Summary

Objectives/Strategy

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

Pedestrian Safety Details

Total budget: \$100,000

Total paid media: \$105,104 (including agency fees)

Flight Dates: 6/5/17-7/9/17

Demo: A18-49

Radio

Total purchased budget: \$14,544

Total TRPs: 134.8

Total Spots: 321

Markets: Mpls-St. Paul

Pandora

Total purchased budget: \$18,800

Total impressions: 2,632,999

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (5x), Bus Tails (25x), Bus Kings (25x)

Total purchased budget: \$38,012

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

Digital/Social

Display, Facebook, Instagram

Total purchased budget: \$24,998

Total impressions: 5,185,176

Coverage: Statewide

Speeding Media Summary

Objectives/Strategy

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

Speeding Details

Total budget: \$200,000

Total paid media: \$215,013 (including agency fees)

Flight Dates: 7/7/17-7/23/17

Demo: A18-49

Radio

Total purchased budget: \$79,019

Total TRPs: 966

Total Spots: 3,489

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

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

Pandora

Total purchased budget: \$12,500

Total impressions: 1,768,630

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (22x), Gas Station Media (60x pump toppers)

Total purchased budget: \$62,581

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

Digital/Social

Digital Video, Display, Facebook, Instagram

Total purchased budget: \$43,413

Total impressions: 6,930,523

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: \$81,000

Total paid media: \$72,890 (including agency fees)

Flight Dates: 9/17/17-9/23/17

Demo: W18-49

Radio

Total purchased budget: \$25,704

Total TRPs: 497.7

Total Spots: 542

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

Pandora

Total purchased budget: \$4,000

Total impressions: 603,892

Coverage: Statewide

Out-Of-Home/Sponsorships

Posters – pediatric hospitals and clinics (30x), daycare centers (90x)

Total purchased budget: \$30,150

Markets: Statewide

Digital/Social

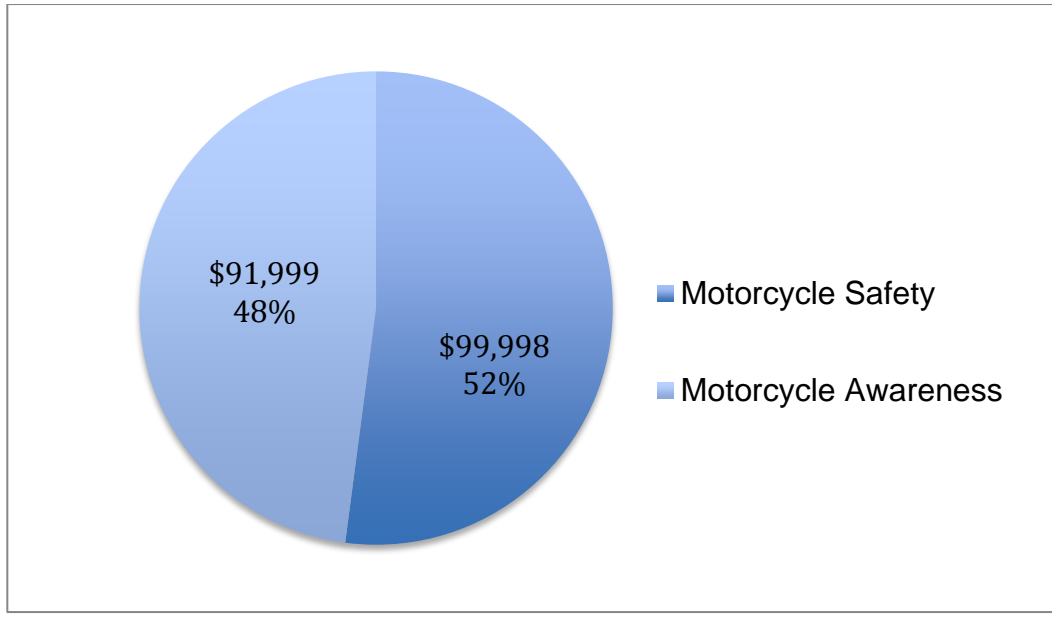
Facebook, Instagram

Total purchased budget: \$5,948

Total impressions: 335,365

Coverage: Statewide

Motorcycle Recap



Motorcycle Training and Safety Media Summary

Objectives/Strategy

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

Motorcycle Training and Safety Details

Total budget: \$100,000

Total paid media: \$99,998 (including agency fees)

Flight Dates: 4/17/17-6/11/17

Demo: M25-54

Radio

Total purchased budget: \$41,249

Total TRPs: 343.1

Total Spots: 281

Markets: Mpls-St. Paul

Pandora

Total purchased budget: \$10,000

Total impressions: 989,572

Coverage: Statewide

Out-Of-Home/Sponsorships

Gas Station Media (80x pump toppers)

Total purchased budget: \$30,000

Markets: Statewide

Digital/Social

Facebook, Instagram

Total purchased budget: \$9,999

Total impressions: 673,346

Coverage: Statewide

Motorcycle Awareness Media Summary

Objectives/Strategy

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

Motorcycle Awareness Details

Total budget: \$92,000

Total paid media: \$91,999 (including agency fees)

Flight Dates: 5/22/17-6/25/17

Demo: M25-54

Out-Of-Home/Sponsorships

OOH Billboards (14x), Truck sides – Infinity Wraps (10x)

Total purchased budget: \$62,355

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

Digital/Social

Digital Video, Display, Facebook, Instagram

Total purchased budget: \$21,594

Total impressions: 3,800,790

Coverage: Statewide

Federal 2017

NHTSA \$

	Code	Budget Amount	Vouchers Sum to Date	Local Benefit	Match
0101 Planning and Administration	PA 1701	\$457,000.00	\$439,097.90	\$0.00	\$446,893.04
Subtotal P&A 402		\$457,000.00	\$439,097.90	\$0.00	\$446,893.04
0201 CPS/OP Coordination	OP 1702	\$115,000.00	\$71,163.12	\$0.00	\$0.00
0202 CPS Support	OP 1702	\$42,000.00	\$36,764.80	\$36,764.80	\$0.00
0203 CPS to Lifesavers	OP 1702	\$2,000.00	\$2,011.99	\$2,011.99	\$0.00
0204 Belt Enforcement for Patrol	M1HVE1702	\$300,000.00	\$280,763.85	\$0.00	\$35,883.54
0205 Belt Enforcement for Cities and Counties	M1HVE1702	\$825,000.00	\$694,951.69	\$694,951.69	\$136,446.03
0206 Web Based OPUE	OP 1702	\$6,000.00	\$5,975.00	\$0.00	\$0.00
0207 Seat Belt Use Survey	OP 1702	\$70,000.00	\$67,313.47	\$0.00	\$0.00
0208 Matching Funds & MOE	state				\$172,329.57
0209 Southern CPS liaison	OP 1702	\$47,000.00	\$0.00	\$0.00	\$0.00
0210 Ampers	OP 1702	\$20,000.00	\$20,000.00	\$14,705.00	\$0.00
0211 Northern CPS Liaison	OP 1702	\$82,000.00	\$81,037.26	\$81,037.26	\$0.00
0212 Mom Enough	OP 1702	\$10,000.00	\$10,000.00	\$5,295.00	\$0.00
Subtotal 402	OP	\$394,000.00	\$294,265.64	\$139,814.05	\$136,446.03
Subtotal 405b	405b	\$1,125,000.00	\$975,715.54	\$694,951.69	\$35,883.54
0301 Impaired Driving Coordination	164PA 1703	\$175,000.00	\$125,172.49	\$0.00	\$0.00
	AL 1703		\$0.00	\$0.00	\$0.00
0302 Alcohol Coordination Assistance	164PA 1703	\$200,000.00	\$161,837.43	\$0.00	\$0.00
	AL 1703		\$0.00	\$0.00	\$0.00
0303 DRE and Traffic Training	M6OT 1703	\$500,000.00	\$435,869.29	\$217,934.66	\$0.00
0304 Evidentiary Machines for BCA	164AL 1703	\$0.00	\$0.00	\$0.00	\$0.00
0305 Patrol Impaired Driving Enforcement	164AL/405d 1703	\$750,000.00	\$554,064.15	\$0.00	\$157,895.56
0306 Cites & Counties DWI Enforcement	164AL 1703	\$2,450,000.00	\$2,216,807.30	\$2,216,807.30	\$414,820.27
0307 Integrated Judicial & Administrative II	M6OT 1703	\$600,000.00	\$458,836.70	\$458,836.70	\$0.00
0308 DWI Courts	164AL 1703	\$715,000.00	\$713,932.26	\$713,932.26	\$271,740.35
"" ""	M6OT 1703	\$1,100,000.00	\$707,364.68	\$707,364.68	\$383,000.20
0309 DWI Court Assessment Training	M6OT 1703	\$40,000.00	\$0.00	\$0.00	\$0.00
0310 DWI Media Relations at OOC	M6OT 1703	\$150,000.00	\$104,084.42	\$0.00	\$0.00
	164PM				
0311 DWI Paid Media Contract	1703	\$1,433,000.00	\$1,429,192.15	\$1,429,192.15	\$0.00

0312 DWI Dashboard	M6OT 1703	\$195,000.00	\$67,430.78	\$0.00	\$0.00
0313 BCA Full-time Lab Technician	M6OT 1703	\$250,000.00	\$215,858.94	\$0.00	\$0.00
0314 DWI E-Charging	M6OT 1703	\$260,000.00	\$234,356.75	\$0.00	\$0.00
0315 Ignition Interlock	164AL 1703	\$400,000.00	\$272,112.68	\$0.00	\$0.00
0316 Patrol DWI Conference Travel	M6OT 1703	\$7,000.00	\$5,908.65	\$0.00	\$0.00
0317 RAVE & Server Train the Trainer	M6OT 1703	\$102,000.00	\$100,731.27	\$100,731.27	\$0.00
0318 DWI Officers	164AL 1703	\$1,134,000.00	\$1,104,527.73	\$1,104,527.73	\$0.00
" "	M6OT 1703	\$556,000.00	\$357,980.98	\$357,980.98	\$240,529.81
0319 TSRP	M6OT 1703	\$200,000.00	\$150,443.34	\$150,443.34	\$0.00
0320 TBD	M6OT 1703	\$0.00	\$0.00	\$0.00	\$0.00
0321 DWI Enforcement Recognition	M6OT 1703	\$25,000.00	\$11,022.01	\$11,022.01	\$0.00
0322 Law and Legal Training	M6OT 1703	\$50,000.00	\$9,257.08	\$9,257.08	\$0.00
0323 Impaired Driving Facts	M6OT 1703	\$4,000.00	\$0.00	\$0.00	\$0.00
0324 DWI Enforcement Liaisons	M6OT 1703	\$140,000.00	\$121,734.37	\$0.00	\$0.00
0325 Ignition Interlock Vendor Oversight	M6OT 1703	\$165,000.00	\$133,818.82	\$0.00	\$0.00
0326 Project Directors to Conferences	M6OT 1703	\$0.00	\$0.00	\$0.00	\$0.00
0327 DWI Creative Contract	M6OT 1703	\$100,000.00	\$55,080.68	\$55,080.68	\$0.00
0328 State DWI Match for 405d	state		\$0.00	\$0.00	\$7,109,155.20

All Impaired Driving		\$11,701,000.00	\$9,607,577.37	\$7,533,110.84	\$8,577,141.39
Subtotal AL			\$0.00	\$0.00	\$0.00
Subtotal 164AL		\$5,449,000.00	\$4,483,726.47	\$3,657,549.64	\$844,456.18
Subtotal 164PA		\$375,000.00	\$287,009.92	\$0.00	\$0.00
Subtotal 164PM		\$1,433,000.00	\$1,429,192.15	\$1,429,192.15	\$0.00
		<i>\$7,257,000.00</i>	<i>\$6,199,928.54</i>	<i>\$5,086,741.79</i>	<i>\$844,456.18</i>
Subtotal 405d		\$4,444,000.00	\$3,169,778.76	\$2,068,651.40	\$7,732,685.21

0401 Enforcement Coordination 1	PT 1704	\$100,000.00	\$77,996.86	\$0.00	\$0.00
0402 Enforcement Coordination 2	PT 1704	\$78,000.00	\$77,387.30	\$0.00	\$0.00
0403 Patrol TZD Enforcement	M1*PT1704	\$250,000.00	\$225,213.81	\$0.00	\$72,750.80
0404 Cities & Counties TZD Enforcement	PT 1704	\$800,000.00	\$686,583.17	\$686,583.17	\$133,275.42
0405 Patrol Project Support	PT 1704	\$50,000.00	\$35,018.89	\$0.00	\$0.00
0406 Enforcement Liaisons	PT 1704	\$205,000.00	\$182,602.60	\$182,602.60	\$0.00
0407 Enforcement Recognition	M1*PT1704	\$55,000.00	\$54,764.24	\$52,087.99	\$0.00
0408 TBD	M1*PT1704	\$0.00	\$0.00	\$0.00	\$0.00
0409 ROAR	M1*PT1704	\$45,000.00	\$0.00	\$0.00	\$0.00
" "	PT 1704	\$20,000.00	\$7,119.81	\$0.00	\$0.00
0410 Electronic Sign Rental	M1*PT1704	\$20,000.00	\$0.00	\$0.00	\$0.00
0411 Patrol Travel	M1*PT1704	\$7,000.00	\$5,908.64	\$0.00	\$0.00
Subtotal PT 402	PT	\$1,253,000.00	\$1,066,708.63	\$869,185.77	\$133,275.42
Subtotal 405bsubtotal	M1*PT	\$377,000.00	\$285,886.69	\$52,087.99	\$75,375.80

0501 Traffic Records Coordination	TR 1705	\$150,000.00	\$118,903.64	\$0.00	\$0.00
0502 Problem Identification	TR 1705	\$225,000.00	\$172,845.38	\$0.00	\$0.00
0503 FARS Support	M3DA 1705	\$80,000.00	\$26,308.85	\$0.00	\$0.00
0504 TRCC	M3DA 1705	\$15,000.00	\$7,652.14	\$0.00	\$0.00
0505 State and Local TR	state&local		\$0.00	\$0.00	\$130,775.00
0506 E Grants Support	TR 1705	\$35,000.00	\$30,644.07	\$0.00	\$0.00
0507 Crash Records Analysis	M3DA 1705	\$75,000.00	\$17,805.00	\$0.00	\$0.00
0508 Crash Records Enhancements	M3DA 1705	\$400,000.00	\$193,715.42	\$0.00	\$0.00
0509 MNGEO Mapping	M3DA 1705	\$40,000.00	\$32,645.28	\$0.00	\$0.00
0510 SAS/MNCrash Programming	M3DA 1705	\$100,000.00	\$93,178.89	\$0.00	\$0.00
Subtotal TR 402	TR 1705	\$410,000.00	\$322,393.09	\$0.00	\$0.00
Subtotal Data 405c	405c 1705	\$710,000.00	\$371,305.58	\$0.00	\$130,775.00

0601 Community Programs Coordination	CP 1706	\$120,000.00	\$106,500.64	\$0.00	\$0.00
0602 Evaluation Coordination	CP 1706	\$120,000.00	\$14,955.41	\$0.00	\$0.00
0603 Additional CP Coordinators	CP 1706	\$100,000.00	\$0.00	\$0.00	\$0.00
0604 Media Relations	M1*CP1706	\$0.00	\$0.00	\$0.00	\$0.00
"*****"	CP 1706	\$195,000.00	\$117,452.13	\$117,452.13	\$0.00
0605 Safe Roads	CP 1706	\$450,000.00	\$296,159.04	\$296,159.04	\$263,287.55
0606 NETS	CP 1706	\$45,000.00	\$35,945.82	\$0.00	\$11,068.99
0607 Paid Media	PM 1706	\$956,000.00	\$944,908.48	\$944,908.48	\$0.00
0608 TZD Conference	CP 1706	\$181,500.00	\$181,500.00	\$90,750.01	\$0.00
0609 Regional Support	CP 1706	\$150,000.00	\$149,359.20	\$149,359.20	\$0.00
0610 Older Driver Working Group	CP 1706	\$25,000.00	\$5,177.38	\$0.00	\$0.00
0611 Creative Contract	CP 1706	\$55,000.00	\$54,932.23	\$54,932.23	\$0.00
0612 AMPERS	CP 1706	\$45,000.00	\$45,000.00	\$45,000.00	\$0.00
0613 Telephone Surveys and Evaluation	M1*CP1706	\$0.00	\$0.00	\$0.00	\$0.00
"*****"	CP 1706	\$60,000.00	\$60,000.00	\$0.00	\$0.00
0614 Program Travel	CP 1706	\$30,000.00	\$18,348.88	\$0.00	\$0.00
0615 Project Directors to Conferences	CP 1706	\$0.00	\$0.00	\$0.00	\$0.00
0616 Enforcing Pedestrian Laws	CP 1706	\$75,000.00	\$63,021.25	\$63,021.25	\$13,402.47
0618 Parent Involvement Class	CP 1706	\$5,000.00	\$645.75	\$0.00	\$0.00
Subtotal CP 402	CP 1706	\$1,656,500.00	\$1,148,997.73	\$816,673.86	\$287,759.01
Subtotal PM 402	PM 1706	\$956,000.00	\$944,908.48	\$944,908.48	\$0.00
Subtotal 405b	M1*CP	\$0.00	\$0.00	\$0.00	\$0.00

0701 Motorcycle Coordination	MC 1707	\$112,000.00	\$111,338.33	\$0.00	\$0.00
0702 Motorcycle Support	M9MA 1707	\$92,000.00	\$91,998.85	\$91,998.85	\$0.00
0703 to 0709 State MC Safety Program	state		\$0.00	\$0.00	\$983,769.45

Subtotal MC 402		\$112,000.00	\$111,338.33	\$0.00	\$953,769.45
Subtotal 405F		\$92,000.00	\$91,998.85	\$91,998.85	\$30,000.00
0901 TZD Support	RS 1709	\$91,405.00	\$78,173.88	\$0.00	\$0.00
0902 Intersections	164HE 1709	\$701,106.13	\$3,615,384.58	\$0.00	\$0.00
0903 Lane Departures	164HE 1709		\$0.00	\$0.00	\$0.00
0904 Evaluation and Planning	164HE 1709		\$27,197.85	\$0.00	\$0.00
Subtotal RS 402		\$91,405.00	\$78,173.88	\$0.00	\$0.00
Subtotal 164HE		\$5,199,380.13	\$3,642,582.43	\$0.00	\$0.00

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