



Alcohol  
and Gambling  
Enforcement

ARMER/911  
Program

Bureau of Criminal  
Apprehension

Driver  
and Vehicle  
Services

Homeland  
Security and  
Emergency  
Management

Minnesota  
State Patrol

Office of  
Communications

Office of  
Justice Programs

Office of  
Traffic Safety

State Fire Marshal  
and  
Pipeline Safety

## Office of Traffic Safety

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Phone: 651.201.7065 • Fax: 651.297.4844 • [dps.state.mn.us](http://dps.state.mn.us)

Curtis Murff  
Region 5 Office  
4749 Lincoln Mall Drive  
Suite 300 B  
Matteson, IL 60443

Dear Mr. Murff,

Each December, the Office of Traffic Safety reports on the activities and projects it supported in the previous federal fiscal year. This year's report covers Federal Fiscal Year 2016 (FFY16), the time period from October 1, 2015 through September 30, 2016. Enclosed are three copies of the Minnesota Office of Traffic Safety's Annual Evaluation Report for FFY16.

Minnesota continues to work Toward Zero Deaths on our roads. Great progress has been made, but we are still far from zero deaths. We work to ensure highway travel in Minnesota is safe, adequate resources are devoted to traffic safety programs, and drivers heed the advice we give every day: Buckle up. Drive Sober. Slow down. Pay Attention.

Best wishes for a safe 2017.

Sincerely,

A handwritten signature in cursive script that reads "Donna Berger".

Donna Berger  
Director, Office of Traffic Safety

445 Minnesota St, Suite 150  
Saint Paul, MN 55101  
Phone: 651-201-7061  
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# 2016 MINNESOTA

## Annual Report



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## Annual Report “Quick Review” Checklist

**Included in Annual Report**  
(Yes or No)

**Required Elements**

- Yes (pages 24-78, 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 51-55)..... Describe the State’s evidence-based enforcement program activities
- Yes (page 69)..... Explain the reason for any project that was not implemented
- Yes (pages 24-68)..... Describe how funded projects from the prior year contributed to meeting the Highway safety targets
- Yes (pages 70-78)..... Report on the purchase of paid media within programs or as a summary
- Yes (pages 28-37)..... Report on any Section 2011 - Child Restraint Grants funds expended
- Yes (pages 21-23)..... Provide the results of the annual State Attitudes Survey if conducted

**Included in Annual Report**  
(Yes or No)

**Recommended Elements (Optional)**

- Yes.....Cover Page
- Yes (page 2).....Table of Contents
- Yes (page 3).....Message from the Governor’s Representative/Coordinator
- Yes (pages 5-7).....Executive Summary
- Yes (pages 4-5).....Mission and Vision Statements
- Yes (pages 4-7).....Statewide SHSO Program Overview
- Yes (pages A-E).....Fiscal Overview of Obligations and Expenditures
- Yes (page 6).....Legislative Update
- Yes (pages 3-68)..... Traffic Safety Partners and Other Safety Plans
- Yes (pages 4-68).....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 introduce our federal fiscal year (FFY) 2016 Annual Report. We have much to be thankful for as we look at the progress in keeping Minnesotans safe – from fewer Driving While Impaired (DWI) incidents to increased traffic safety education efforts. 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

In 2016, Minnesota reliably ranked as one of the lowest fatality rates per vehicle miles traveled in the nation annually, reduced the number of DWI incidents, and maintained seatbelt usage in the 90<sup>th</sup> percentile.

2. Implementation of Technological Enhancements

The OTS introduced a crash records tracking system, increasing data accuracy and usability; implemented a DWI dashboard project for the purpose of collating practical and useful data; executed 81 grants across the state to provide 274 in-squad computers; and provided 209 law enforcement agencies with PBTs and 130 dry gas regulators.

3. Strategic Support of Impaired Driving and Traffic Safety Enforcement Efforts

The OTS allocated grants to 16 DWI courts and 55 multi-agency enforcement grants covering 63 counties (total of 309 agencies), increased the number of Drug Recognition Evaluators, and trained nearly 2,300 law enforcement personnel - a component involving the successful reduction of DWI processing time.

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

The state's ignition interlock program revealed: 175,000 alcohol violations, participants had fewer arrests and reduced recidivism rates compared to non-participants, and 23,155 qualifying drivers participated in the program over a 5-year period.

5. Proactive Stakeholder Partnering and Recognition

Based on coordinated enforcement efforts throughout the year and active participation in community awareness activities, one law enforcement grantee received the 2016 DPS Commissioner's Award during a private recognition luncheon. In addition, due to efficiencies gained in law enforcement workload, Minnesota's e-Charging stakeholders were invited to NHTSA's next Lifesaver's Conference to highlight the program.

6. Increased Traffic Safety Education Efforts

The OTS provided updated supplemental materials for education and law enforcement professionals to convey important traffic safety messages and provide resources to parents and guardians of teen drivers; developed new creative agency messaging for a variety of media platforms to reach targeted audiences; distributed 450 car seats to needy families; and added new training requirements for law enforcement working Toward Zero Deaths (TZD) federal grant-funded shifts.

We are proud of our work, as accomplished through our traffic safety partnerships and the ownership invested in working toward a common goal: TZD. We look forward to continuing this work in the upcoming fiscal year.

A comprehensive review of implemented strategies follows in the body of this report.

Sincerely,

A handwritten signature in black ink that reads "Donna Berger". The signature is written in a cursive, flowing style.

Donna Berger, Director  
Minnesota Office of Traffic Safety

# State of Minnesota • Office of Traffic Safety • Annual Report • 2016

## 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 and county 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
- 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 support and improvement of 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.

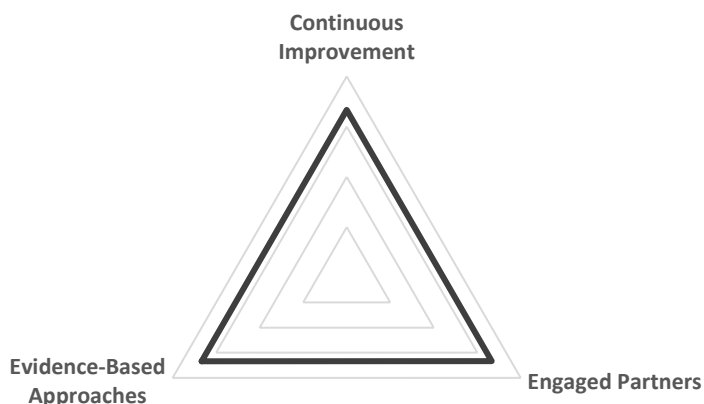
5. Well-Managed/Innovative/Proactive Projects

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:

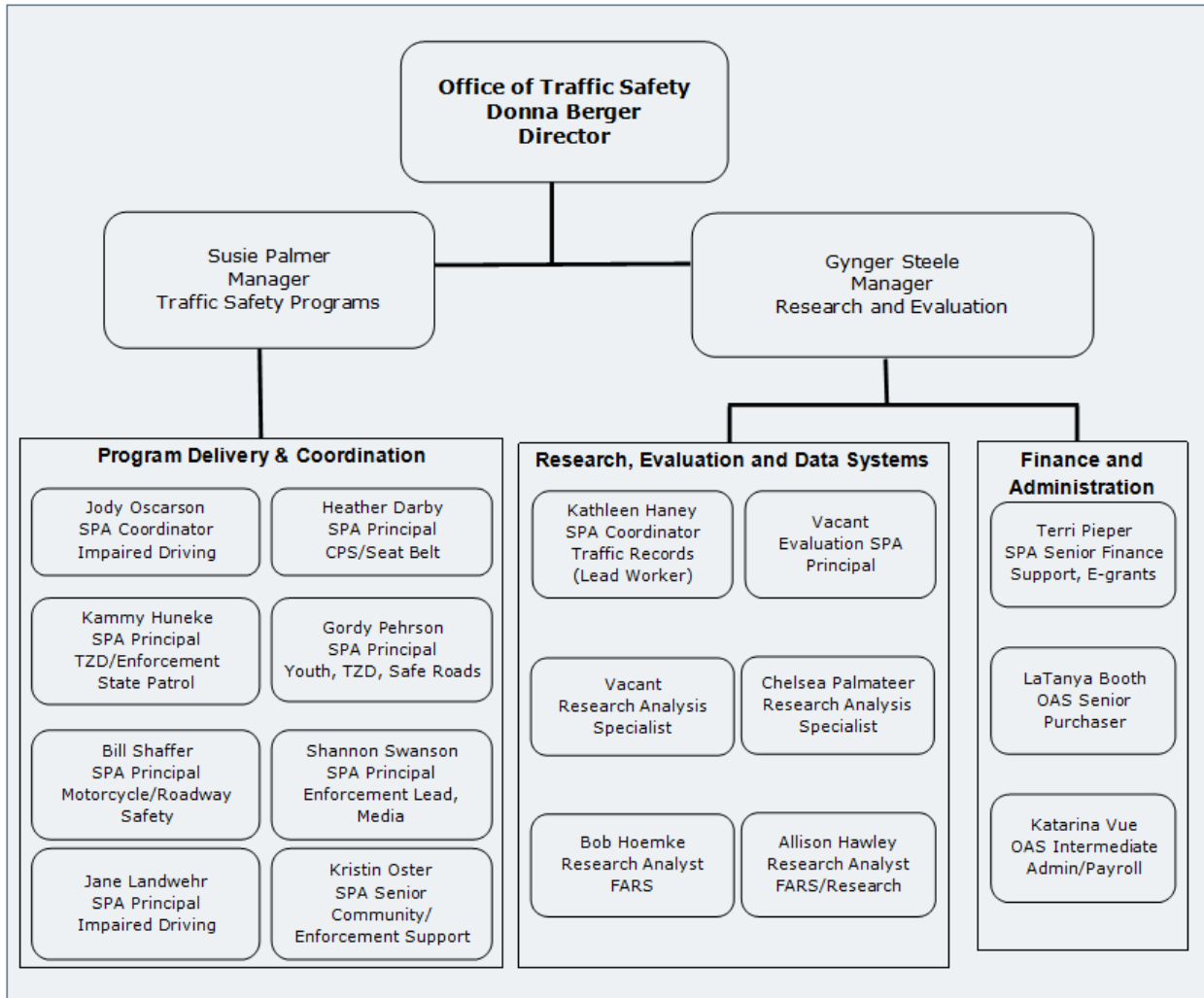
<https://dps.mn.gov/divisions/ots/Pages/default.aspx>

## Legislative Updates

During the legislative session, there was an omnibus bill introduced with OTS-related bills imbedded within it that did not pass. Therefore, there are no legislative updates to include for this reporting period.

## OTS Organizational Structure

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





## Contacting the Minnesota OTS

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

Or

Visit our website at: <https://dps.mn.gov/divisions/ots/Pages/default.aspx>

## 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. Conclusively, 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 of 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).

As did the nation as a whole; in 2015, Minnesota experienced an increase in traffic fatalities. Despite this influx, Minnesota met or exceeded the 2015 target in 4 of the 12 measures. Speed, seatbelt use, and impaired driving continue to be the areas calling for the most intervention. As more citizens are buckling up and vehicles manufacturers adding safety features, some of the crashes historically leading to death, are now resulting in injury instead.

### Comparing calendar years 2014 and 2015, Minnesota made progress towards 2016 targets in the following areas

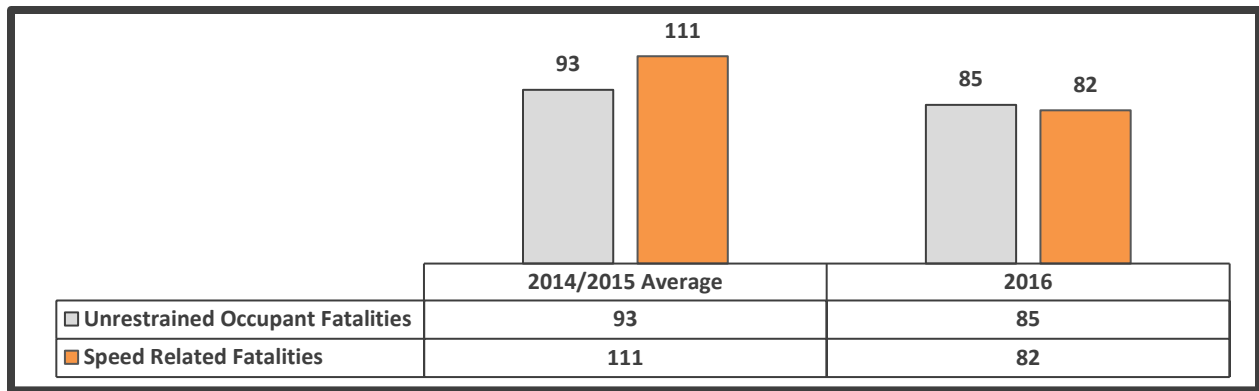
#### Unrestrained occupant fatalities

▼ (93 to 85)

#### Speed related fatalities

▼ (111 to 82)

(Refer to graphic on following page)



**Progress was not made in these areas (up from 2014/2015):**

Traffic Fatalities

▲ (361 to 411)

Serious Injuries

▲ (1,044 to 1,127)

Fatalities per 100 Million Vehicle Miles Traveled

▲ (0.63 to 0.70)

Alcohol-Impaired Driving Fatalities

▲ (106 to 115)

Motorcyclist Fatalities

▲ (46 to 61)

Unhelmeted Motorcyclist Fatalities

▲ (29 to 38)

Drivers Age 20 or Under in Fatal Crashes

▲ (38 to 60)

Pedestrian Fatalities

▲ (15 to 39)

Bicyclist Fatalities

▲ (5 to 10)

Seatbelt Use Rate

◀▶ 93% (stable)

### Minnesota Performance Measure Data: 2010-2015

Preliminary fatality numbers for 2016 are on par with 2015. The 2017 targets have been established, taking into account revised moving averages. The following pages provide Minnesota's performance measurements and targets.

Core Outcome Measures		Prior 5 Years					2015 Target	2016 Target	2017 Target	
		2010	2011	2012	2013	2014				2015
Traffic Fatalities	Total	411	368	395	387	361	411	390	375	367
	Rural	287	247	269	256	262	274			
	Urban	124	121	126	131	99	135			
Serious Injuries		1,191	1,159	1,268	1,216	1,044	1,127	1,144	1,103	1,061
Fatalities Per 100 Million Vehicle Miles Traveled	Total	0.73	0.65	0.69	0.68	0.63	0.70*	0.68	0.67	0.66
	Rural	1.17	1.00	1.10	1.10	1.12	NA			
	Urban	0.39	0.38	0.39	0.39	0.29	NA			
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	298	265	270	259	270	280			
	Restrained	148	128	129	149	156	156			
	Unrestrained	113	106	101	80	93	85	91	86	80
	Unknown	37	31	40	30	21	39			
Alcohol-Impaired Driving Fatalities (BAC=.08+)**		128	109	114	95	106	115	104	100	97
Speeding-Related Fatalities		96	86	91	84	111	82	90	88	86
Motorcyclist Fatalities	Total	48	42	55	61	46	61	60	55	56
	Helmeted	12	13	11	16	9	18			
	Unhelmeted	26	19	33	34	29	38	32	32	33
	Unknown	10	10	11	11	8	5			
Drivers Involved in Fatal Crashes	Total	592	503	537	559	525	589			
	Aged Under 15	1	2	0	0	0	0			
	Aged 15-20	64	54	47	49	38	60			
	Aged Under 21	65	56	47	49	38	60	55	51	47
	Aged 21 & Over	524	446	488	504	484	522			
Unknown Age	3	1	2	6	3	7				
Pedestrian Fatalities		35	39	38	32	15	39	40	35	33
Bicyclist & Other Cyclist Fatalities		9	5	7	6	5	10	7	7	7
Distracted Driving Measure										
% of contributing factors in multi-vehicle crashes that were "Inattention/Distraction"		22.4%	22.7%	24.1%	21.8%	20.3%	22.7%	22.9%	22.8%	22.7%
Older Driver Measure										
% of drivers in fatal crashes who were 85 or more years old		1.7%	3.6%	3.7%	1.9%	2.9%	2.5%	3.0%	3.0%	3.0%
Core Behavioral Measure		2011	2012	2013	2014	2015	2016			
Observed Seatbelt Use Rate		93%	94%	95%	95%	94%	93%	95%	95%	95%
Core Activity Measure (FFY) ***		2011	2012	2013	2014	2015	2016			
Seatbelt Citations		29,636	21,524	24,686	24,778	15,917	13,146			
Impaired Driving Arrests		3,699	3,330	3,071	3,004	3,045	2,195			
Speeding Citations		22,949	18,141	26,578	25,704	19,691	17,090			

\*2015 FARS data unavailable to date (state data represented)

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

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

**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."
- 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 (\*observations made by trained CPS practitioners).

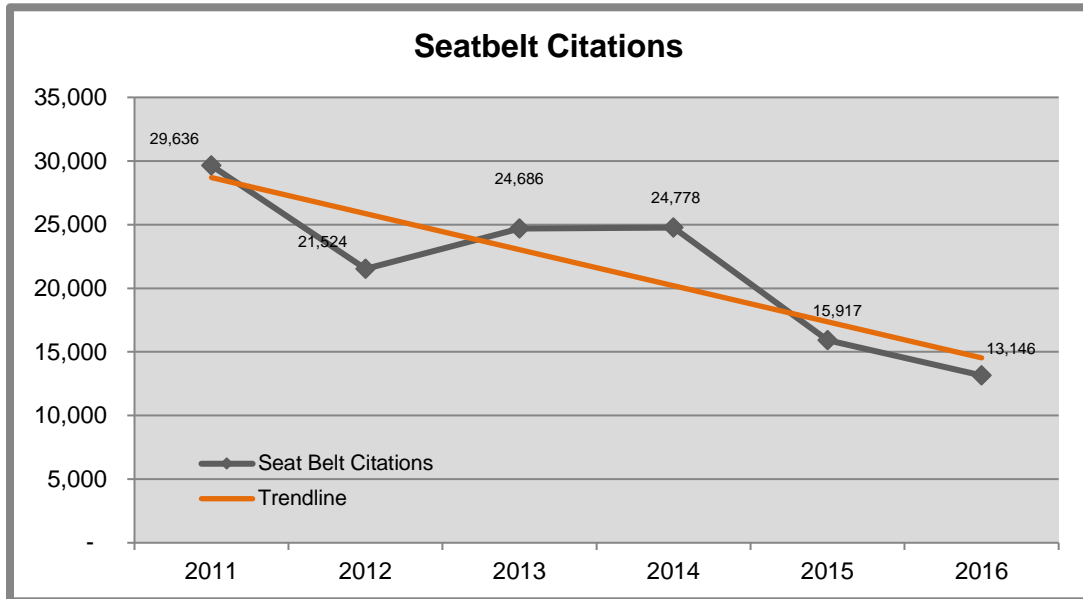
Child Passenger Safety Measure	Booster Seat Survey		2017
	2011	2014	Target
Observed correct use of booster seat of children 4–7 years of age.	64.1%	72.9%	78.0%

\*Observation involves seeking correct booster seat usage, as opposed to counting the number of children simply restrained.

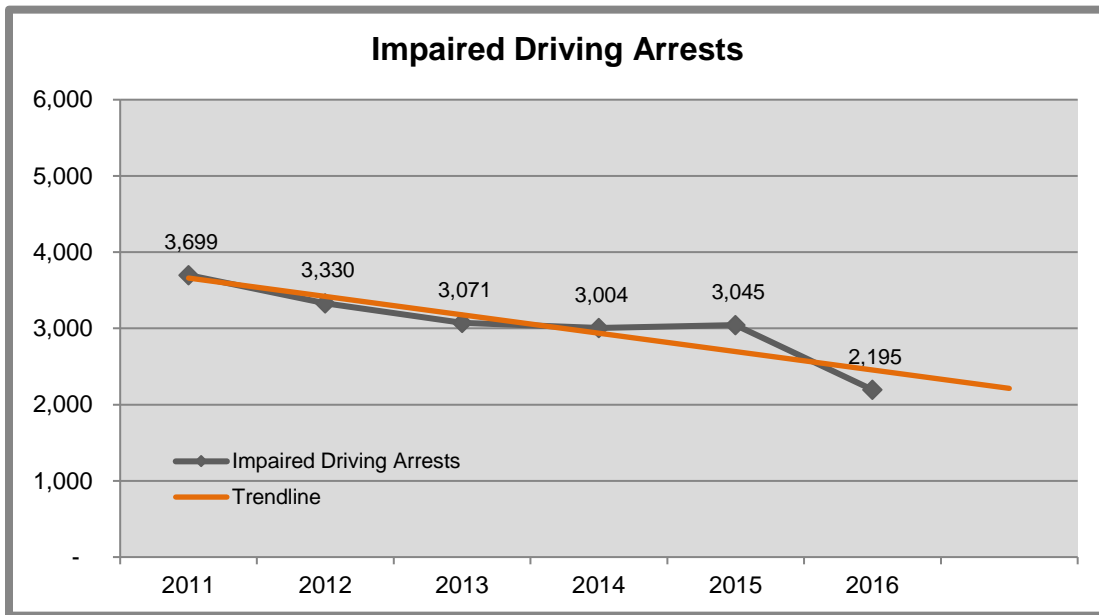
When creating this target, too few data points were available to make an appropriate prediction; therefore, political climate leverage and Minnesota’s robust child passenger protection program were considered.

## Minnesota Activity Measures

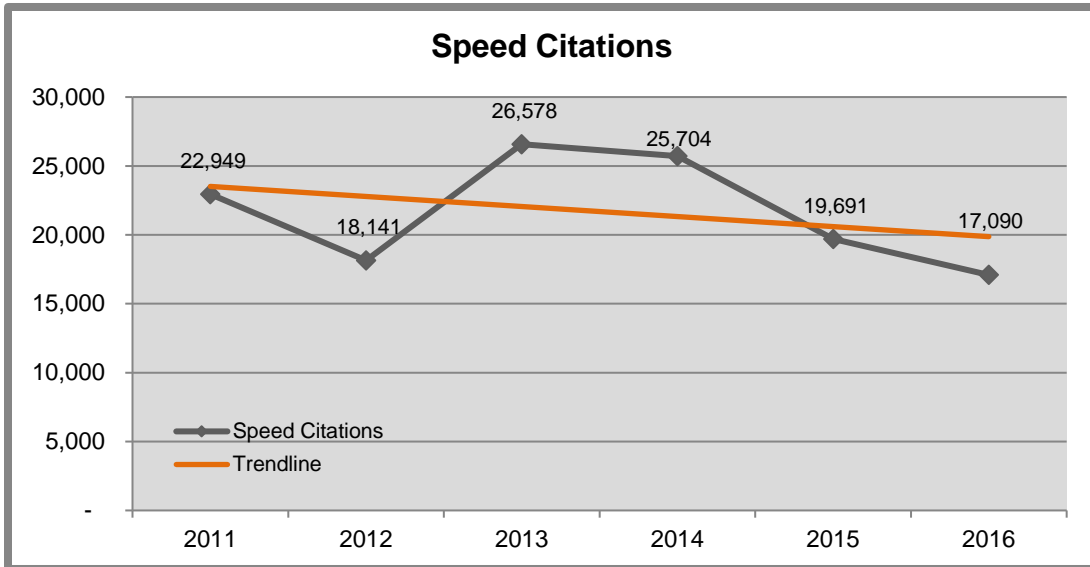
A-1) Seatbelt citations issued during grant-funded enforcement activities



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

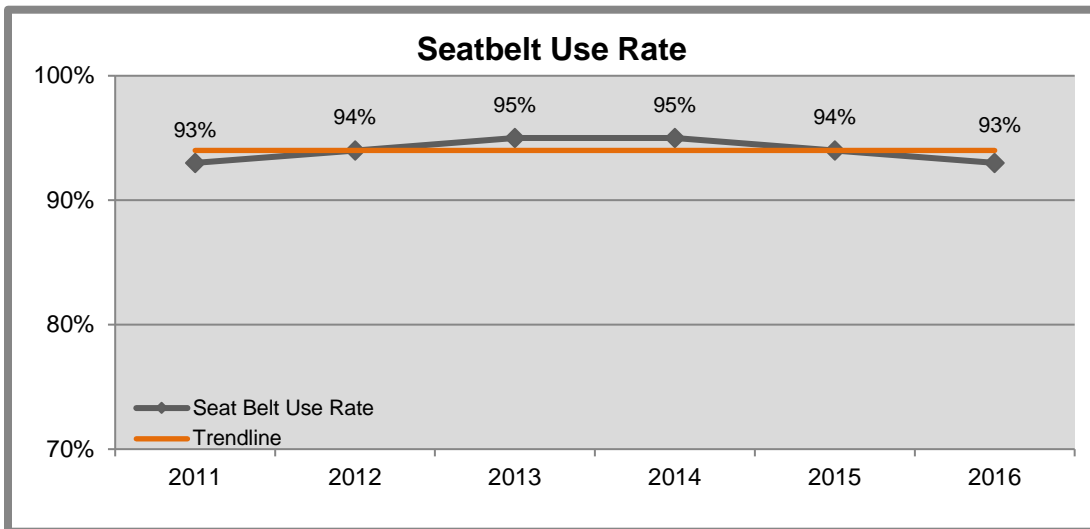


A-3) Speeding citations issued during grant-funded enforcement activities



Minnesota Behavioral Measure

B-1) Observed seatbelt use for passenger vehicles (includes 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.

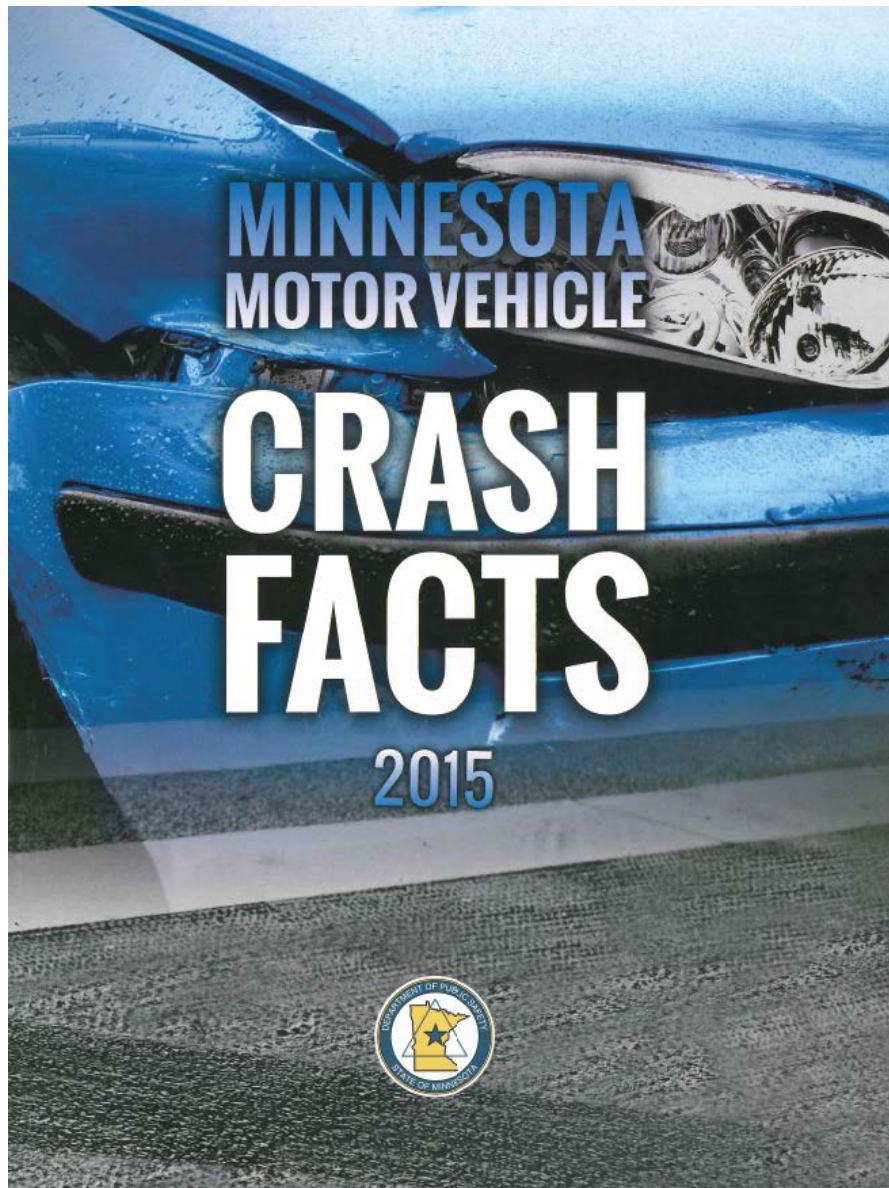
**Status = Remains high and has plateaued**

Minnesota's observed seatbelt use rate has continued to rise; however, remains in the 93-95% range. The target of 98% originally set for 2015 was overly ambitious and a more realistic goal is to maintain the rate. Resultant, the target has been adjusted.

## 2016 Minnesota Seatbelt Use Survey Results

<b>Group/ Subgroup</b>	<b>All Vehicles</b>	<b>Car</b>	<b>SUV</b>	<b>Van / Minivan</b>	<b>Pickup Truck</b>
<b>Overall</b>	93.20%	95.20%	95.20%	92.80%	83.60%
<b>Site Type</b>	93.60%	96.00%	96.20%	92.10%	82.80%
Intersection					
Mid-Block					
Ramp	94.30%	94.40%	94.20%	95.40%	93.10%
<b>Time of Day</b>	96.10%	96.10%	96.10%	98.00%	93.70%
7–9 a.m.					
9–11 a.m.					
11 a.m.–1					
1–3 p.m.					
3–5 p.m.					
5–7 p.m.					
<b>Day of Week</b>	92.30%	91.30%	96.70%	91.00%	87.50%
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					
<b>Weather</b>	93.50%	96.40%	95.30%	92.00%	82.60%
Sunny					
Cloudy					
Rainy	84.60%	83.60%	87.80%	91.70%	78.30%
<b>Sex</b>	90.00%	93.40%	92.60%	89.80%	82.10%
Male					
Female	96.50%	96.60%	97.20%	96.10%	91.50%
<b>Age</b>	100%	100%	100%	100%	100%
0-10					
15-Nov					
16-29					
30-64					
65+					
<b>Position</b>	92.90%	95.10%	95.10%	94.30%	82.10%
Passenger					

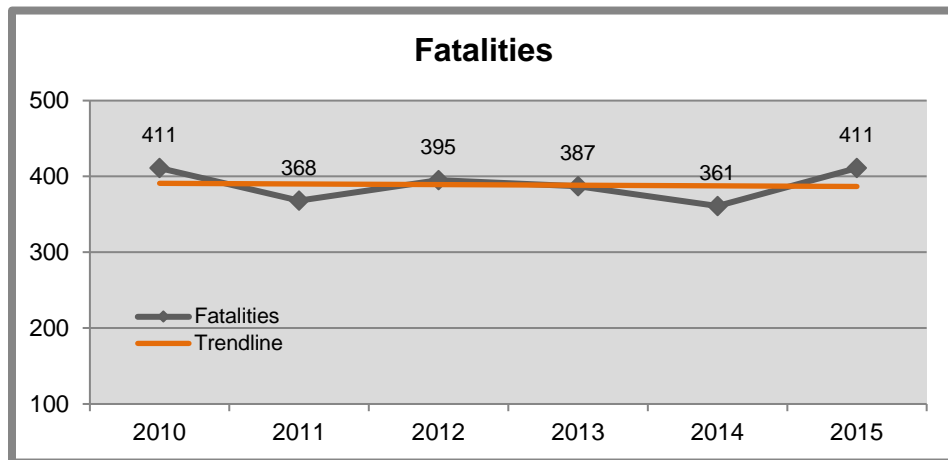
**Outcome Measures (Minnesota Motor Vehicle Crash Facts 2015)**



Progress toward 11 outcome measures are illustrated on the following pages (additional comprehensive data is found on the OTS website at <https://dps.mn.gov/divisions/ots/Pages/default.aspx>):



### C-1) Traffic Fatalities

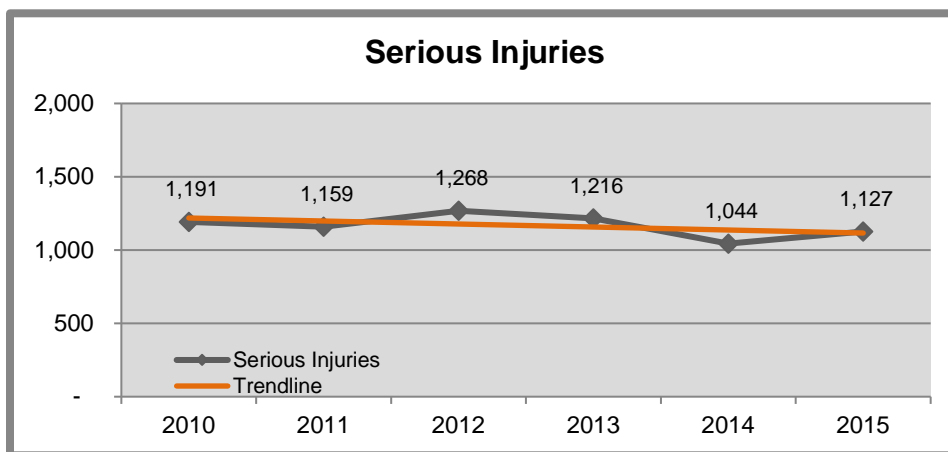


**Target = Reduce Fatalities:** To ▼ traffic fatalities 15 percent from the 2008-2012 calendar years' (average of 410) to an average 350 by December 2015

**Status: Target Unmet**

Removing Minnesota's record low of 368 fatalities in 2011 and 361 in 2014, progress toward zero has been steady and gains slowing. A target of 300 has been set for 2020 by the TZD community. Unfortunately, fatalities in 2016 are projected to be very similar to 2015.

### C-2) Serious Injuries

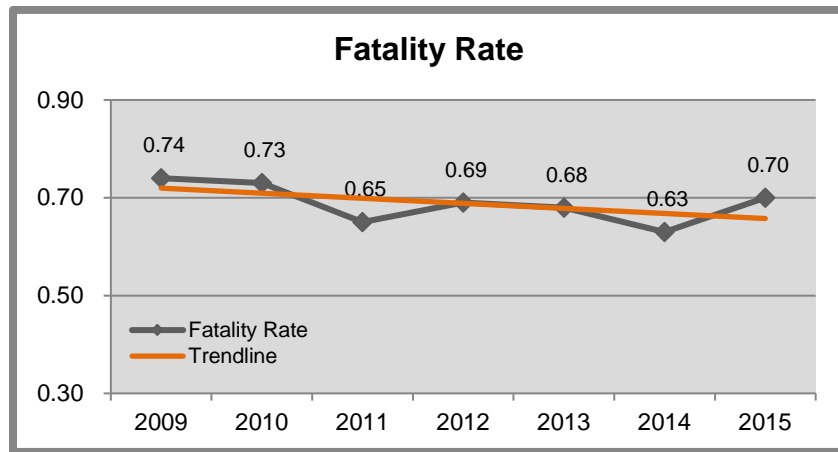


**Target = Reduce Serious Injuries:** To ▼ serious traffic injuries 34 percent from the 2008-2012 calendar years' average of 1,288 to 850 by December 2015

**Status: Making Slow Progress**

The number of serious injuries in 2015 was 1,127 (parallels the projected trend line). Establishing a target of no more than 850 serious injuries by 2015 was overly-ambitious. A target of no more than 850 serious injuries has been set by the TZD community for the year 2020.

**C-3) Fatalities / Million Vehicle Miles Traveled (VMT)**

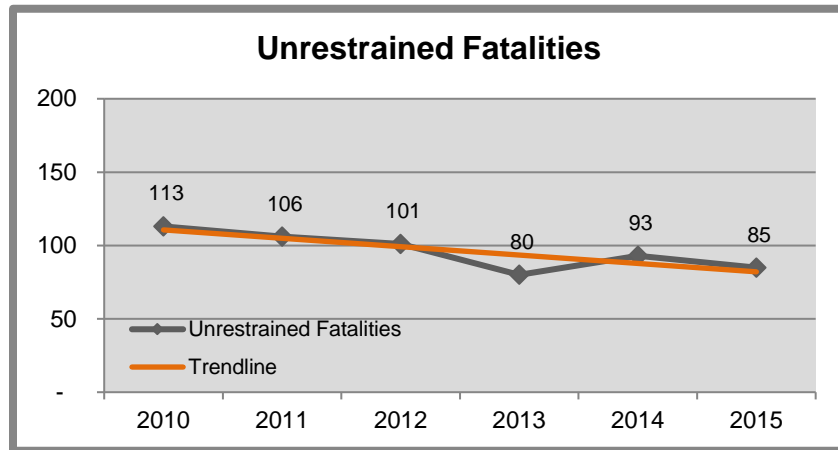


**Target = Reduce Fatalities per 100 Million VMT:** To ▼ fatalities from the 2008-2012 calendar years' average of 0.72 to 0.60 by December 2015

**Status: Steady Progress**

The state-calculated rate for 2015 is 0.70 and projected to be one of the lowest in the nation. Congruent with nationwide statistics, most states are tracking an increase in the fatality rate as well.

**C-4) Unrestrained passenger vehicle occupant fatalities, all seat positions**

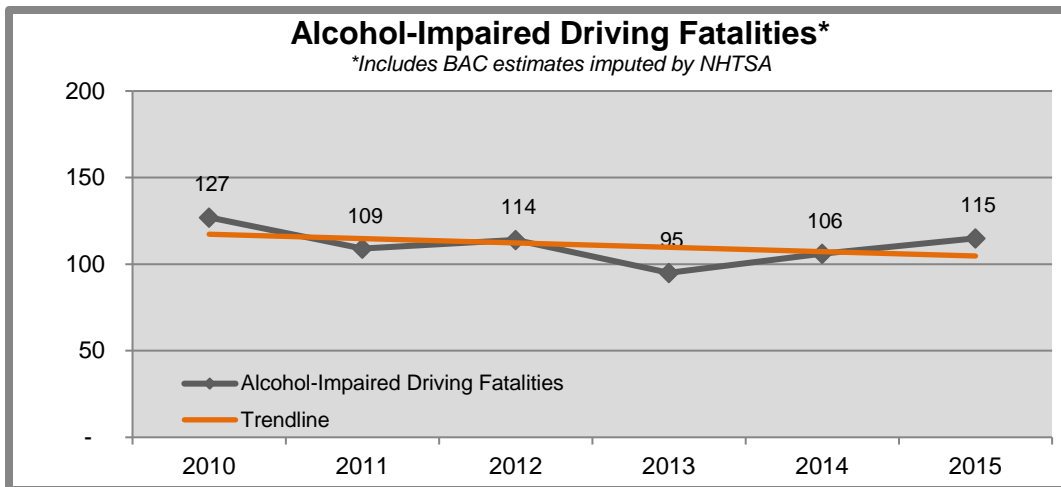


**Target = Unrestrained Fatalities:** To ▼ unrestrained passenger vehicle occupant fatalities in all seating positions by 20 percent (average of 112 in 2008-2012 calendar year to 90 by December 2015)

**Status: 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.

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

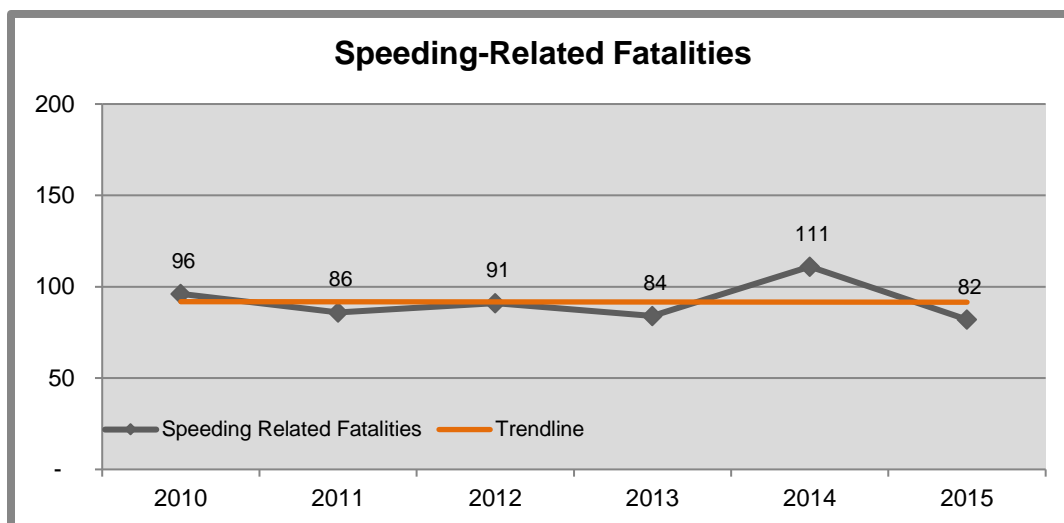


**Target = Alcohol-Impaired Driving Fatalities (BAC=.08+):** To ▼ alcohol impaired driving fatalities 24 percent by December 2015 (from 2008-2012 calendar years' average of 118 to 90).

#### **Status: Plateaued and Trending Downward**

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

### C-6) Speeding-related fatalities

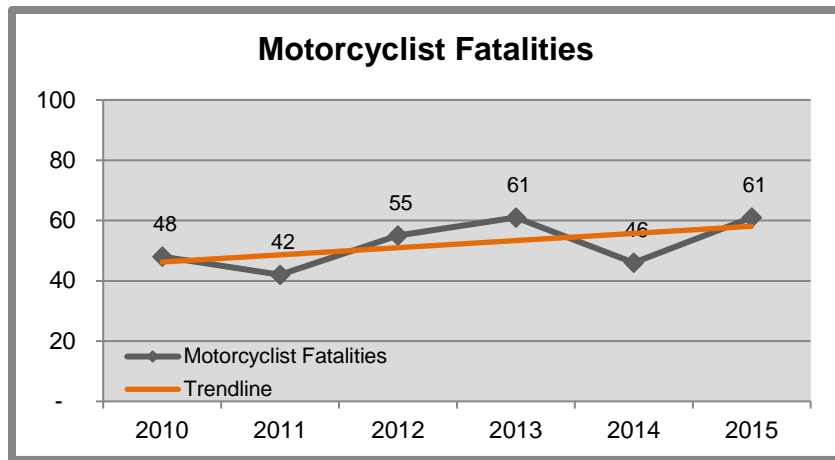


**Target = Speeding-Related Fatalities:** To ▼ speeding-related fatalities 25 percent by December 2015 (from the 2008-2012 calendar years' average of 100 to 75).

#### **Status: Minimal Improvement**

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

### C-7) Motorcyclist fatalities

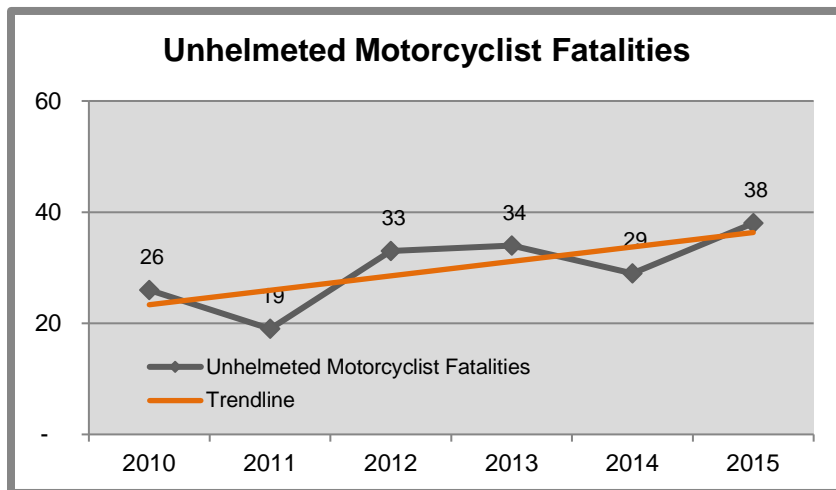


**Target = Motorcyclist Fatalities:** To ▼ the number of motorcyclist fatalities from 54 (2008-2012 calendar years' average) to 45 by December 2015

**Status: Target Unmet**

After three consecutive years of decreased motorcyclist fatalities (2009-2011), these numbers rose in 2012. Unfortunately, motorcyclist fatalities have increased even further in 2015 and 2016.

### C-8) Unhelmeted motorcyclist fatalities

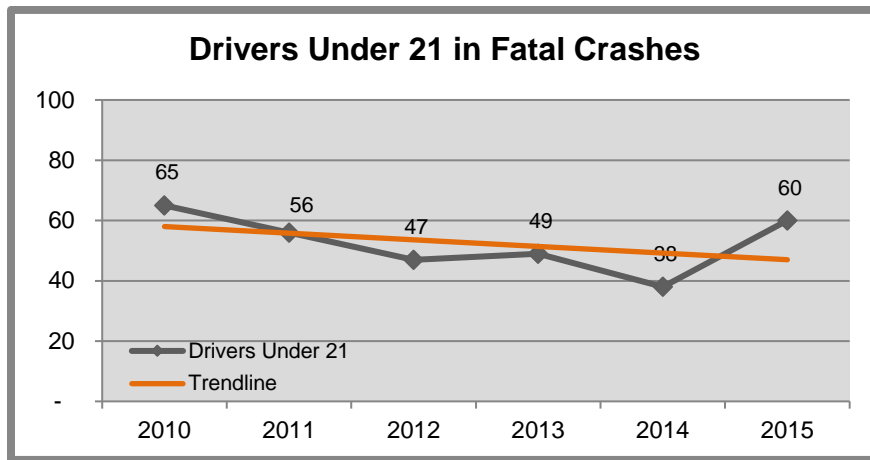


**Target = Unhelmeted Motorcyclist Fatalities:** To ▼ the number of motorcyclist fatalities 20 percent (from 2008-2012 calendar years' average of 24 to 27) by December 2015

**Status: Increasing**

Motorcyclist fatalities, including those not wearing a helmet, are showing a disconcerting increase in Minnesota in recent years.

### C-9) Drivers age 20 or younger involved in fatal crashes

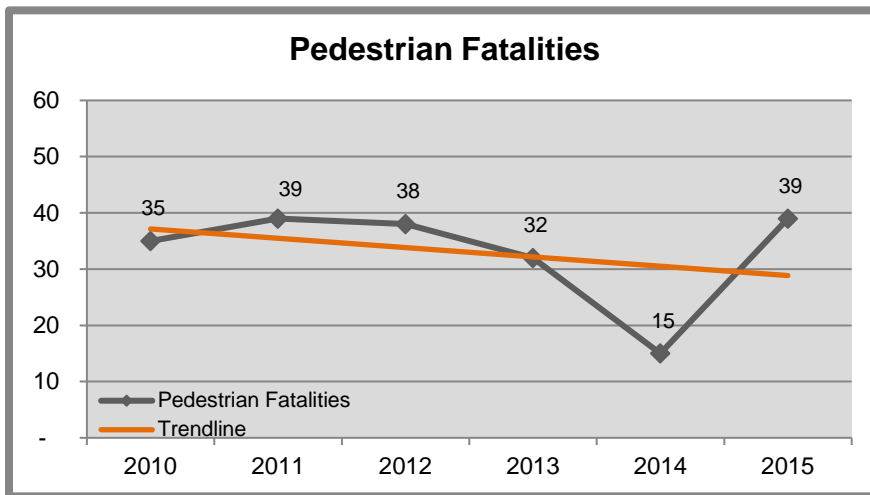


**Target = Drivers Under 21 in Fatal Crashes:** To ▼ the number of drivers age 20 or younger involved in fatal crashes 34 percent (from the 2008-2012 calendar years' average of 61 to 40) by December 2015

**Status: Target Met Early, Then Increased**

The overall trend continues to decrease and the 2015 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.

### C-10) Pedestrian fatalities

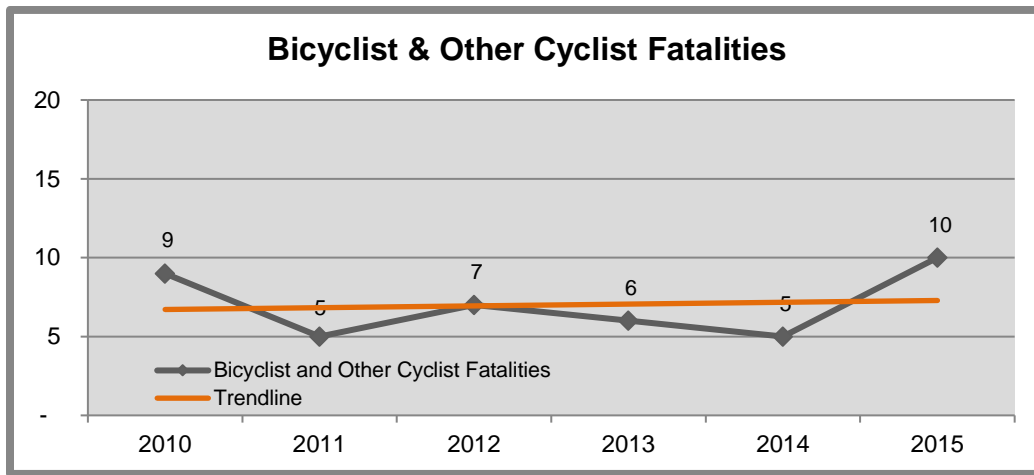


**Target = Pedestrian Fatalities:** To ▼ the increasing trend of pedestrian fatalities from a projected 46 in 2015 to 38 by December 2015

**Status: Target Met**

Pedestrian fatalities continue to be isolated events and appropriate countermeasures elusive. The overall trend is plateauing. Minnesota recorded a relatively low number of pedestrian fatalities in 2014; however, the number returned to previous averages in 2015.

### C-11) Bicyclist & other Cyclist fatalities

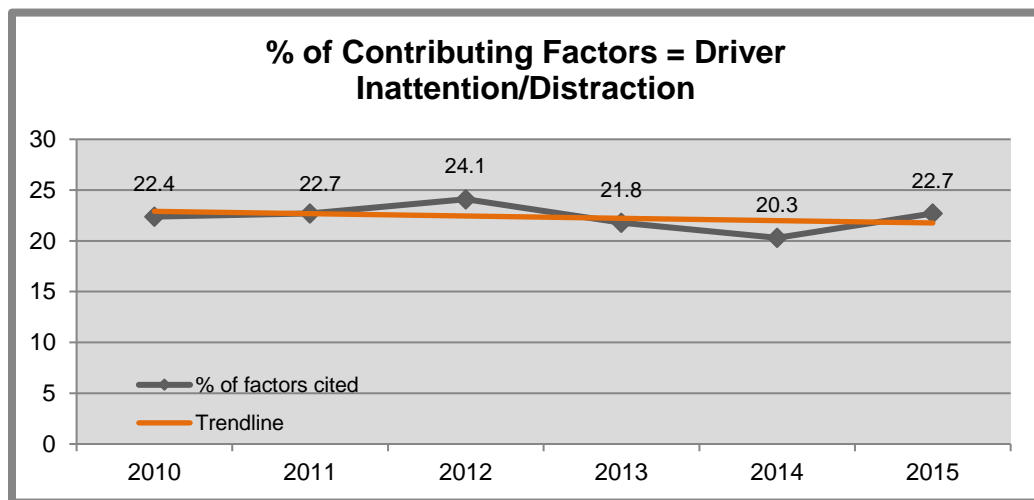


**Target = Cyclist Fatalities:** To avoid increasing the number of fatalities (from the 2011-2013 calendar years' average of 6 to no more than 6) by December 2015

**Status: Target Unmet**

Cyclist fatalities continue to be isolated events and apposite countermeasures obscure. The overall trend is headed downward; 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



**Target = Distracted Driving:** To continue to reduce distraction as a factor in multi-vehicle crashes.

**Status: Target Met and Fluctuating**

This measure reflects contributing factors in multi-vehicle crashes and includes the percentage of elements deemed "Driver Inattention/Distracted". The overall goal is for this number to decrease; however, Minnesota anticipates some fluctuation as more attention is brought to the topic.

## Minnesota Telephone Survey Method and Results

This telephone survey was conducted between August 19th and September 22nd, 2016, 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
<b>Total Population</b>	<b>935</b>
<i>Subpopulations</i>	
Young Unmarried Males (ages 18-34)	218
Urban	513
Rural	422
Males	580
Females	355
Age under 35	283
Age 35 and over	652

### Impaired driving

A-1: In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking one or more alcoholic beverages?

2016 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
<b>None</b>	86%	81%	86%	84%	88%	79%	92%	87%	85%
<b>1</b>	5%	7%	5%	6%	4%	7%	4%	6%	5%
<b>2</b>	6%	6%	6%	6%	6%	9%*	3%	4%	7%
<b>3</b>	1%	4%*	1%	1%	1%	2%	0%	2%	1%
<b>4</b>	1%	0%	1%	1%	0%	1%	1%	1%	1%
<b>5 times or more</b>	1%	1%	1%	1%	1%	2%	0%	0%	1%
<b>Mean</b>	0.3	0.4	0.3	0.4	0.2	0.5	0.2	0.3	0.4

Overall, the statewide proportion of respondents who have never driven after consuming an alcoholic beverage has remained consistent in recent years. Females were significantly more likely to report never driving after having an alcoholic drink compared with males (92 percent v. 79 percent).

A-2: So far in 2016, have you read, seen, or heard anything about police enforcement of drunk driving?

2016 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
<b>Yes</b>	81%	83%	81%	80%	83%	83%	80%	84%	80%
<b>No</b>	17%	17%	17%	18%	16%	16%	18%	15%	18%
<b>Don't know</b>	2%	0%	2%	2%	1%	1%	2%	1%	2%

Overall, 81 percent of all respondents reported that they had read, seen, or heard about police enforcement of drunk driving. This level is relatively consistent across all subpopulations.

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

2016 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
<b>Very likely</b>	43%	59%	41%	39%	49%	41%	45%	64%	34%
<b>Somewhat likely</b>	45%	36%	47%	47%	42%	47%	44%	29%	52%
<b>Not likely</b>	8%	2%	9%	10%	5%	9%	8%	5%	9%
<b>Don't know</b>	3%	2%	3%	3%	3%	3%	3%	1%	4%

Among all respondents, 43 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 rural respondents were more likely to believe they would be arrested for driving after drinking than urban respondents.

**Seatbelt use**

B-1: In the past 30 days, have you read, seen, or heard anything about seatbelt enforcement by police?

2016 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
<b>Yes</b>	<b>40%</b>	44%	40%	39%	42%	42%	38%	46%	38%
<b>No</b>	<b>57%</b>	54%	57%	58%	56%	57%	57%	51%	59%
<b>Don't know</b>	<b>3%</b>	2%	3%	4%	2%	1%	4%	3%	3%

Statewide, 40 percent of respondents were aware of seatbelt enforcement efforts by police in 2016, continuing a trend of slowly declining awareness since 2012. Most respondents were similarly likely to be aware of such efforts, though younger respondents were more likely to be aware of such efforts than older respondents.

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

2016 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
<b>All of the time</b>	91%	84%	92%	93%	89%	89%	94%	86%	93%
<b>Most of the time</b>	5%	9%	5%	4%	7%	7%	4%	8%	4%
<b>Some of the time</b>	2%	3%	2%	2%	3%	2%	3%	5%	1%
<b>Rarely</b>	1%	1%	1%	1%	1%	2%	0%	1%	1%
<b>Never</b>	1%	3%	0%	1%	0%	1%	0%	1%	0%

Similar to the trends seen in previous years, roughly nine in ten respondents (91 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?

2016 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
<b>Very likely</b>	30%	27%	30%	27%	34%	24%	34%	33%	28%
<b>Somewhat likely</b>	36%	35%	36%	36%	37%	34%	39%	39%	35%
<b>Somewhat unlikely</b>	18%	24%	18%	19%	17%	24%	13%	16%	20%
<b>Very unlikely</b>	16%	15%	16%	18%	13%	17%	14%	12%	17%



The percentage of residents who believed it was “very likely” they would be ticketed for not wearing a seatbelt declined to 30 percent in 2016, down from 34 percent in 2015. Among subpopulations, rural drivers were more likely to believe they would be ticketed than urban drivers (34 percent v. 27 percent), and women were more likely to believe they would be ticketed than men (34 percent v. 24 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 (17 percent v. 12 percent).

## Speeding

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

		Target Group		Area		Gender		Age	
2016 Only	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
<b>Most of the time</b>	16%	20%	16%	17%	16%	19%	13%	17%	16%
<b>Half the time</b>	20%	29%	19%	23%	15%	22%	18%	27%	17%
<b>Rarely</b>	45%	39%	46%	45%	47%	44%	47%	40%	48%
<b>Never</b>	17%	10%	18%	15%	21%	14%	21%	16%	18%
<b>Don't know</b>	0%	2%	0%	0%	1%	1%	0%	1%	0%

Around one-third of drivers (36 percent) said that they drive faster than 60 mph in a 55 mph zone at least “half the time.” Men were somewhat more likely to speed “most of the time” than women, while rural drivers were more likely than urban drivers to say that they “never” speed in this situation.

S-2: *In the past 30 days, have you read, seen or heard anything about speed enforcement by police?*

		Target Group		Area		Gender		Age	
2016 Only	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
<b>Yes</b>	44%	41%	44%	47%	40%	41%	46%	49%	42%
<b>No</b>	54%	57%	54%	52%	58%	57%	51%	51%	56%
<b>Don't know</b>	2%	2%	2%	2%	2%	1%	2%	1%	2%

Statewide, 44 percent of respondents reported having heard, read, or seen something about speed enforcement efforts by police in the past 30 days. This is somewhat lower than the levels of 47–56 percent seen in previous years. This trend was similar among nearly all of the subpopulations examined, though urban drivers were somewhat more likely than rural drivers to be aware of such efforts (47 percent v. 40 percent).

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

		Target Group		Area		Gender		Age	
2016 Only	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
<b>Very likely</b>	27%	25%	27%	23%	31%	23%	30%	38%	22%
<b>Somewhat likely</b>	45%	50%	45%	46%	45%	45%	46%	44%	46%
<b>Somewhat unlikely</b>	18%	18%	18%	20%	15%	21%	15%	13%	20%
<b>Very unlikely</b>	7%	4%	8%	8%	6%	8%	7%	5%	9%
<b>Don't know</b>	3%	2%	3%	3%	2%	3%	2%	1%	3%

Most respondents perceived they were either “very likely” (27 percent) or “somewhat likely” (45 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 as needed
- 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 the majority of FFY 2016, the OTS was impacted by employee turnover; mostly related to the comings and goings of research staff. As of this writing, we are in the process of filling a vacant Research Analyst Specialist position. Once this position is filled, the research component of our office will be staffed to satisfaction: 2 Research Analyst Specialists, 1 Research Analyst (FARS) and 1 Research Analyst (.5 FARS + .5 entry level Research Analyst Specialist).
- The 2017 Highway Safety Plan, 405 Applications (Occupant Protection, Traffic Records, Impaired Driving, and Motorcycle Safety), and the 2015 Annual Evaluation Report were sent on-time and in acceptable formats to address the requirements of the FAST Act as directed by NHTSA.

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 seatbelt use rates, and relatively low alcohol involvement in fatal crashes.

Late in the 2016 FFY, the OTS developed a procedure for the purpose of ensuring that no person or agency awarded a grant or contract was debarred or suspended from receiving federal funds. As a matter of procedure, in 2017, the short snapshot printed from the federal System for Award Management will be placed in project files. For 2018, it will be uploaded into the e-grants system.

Due to the problems associated with travel during winter weather, on-site monitoring is conducted each year in March through July. Projects to receive an on-site monitoring visits are decided 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; 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 State Program Administrator staff) assigned to the project; every report and invoice received is reviewed. Invoices must include documentation of purchases and 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 (if they did, the person must state which other program(s) reimbursed those activities).

Although the final numbers are not available to date, much progress has been made in spending-down carry-forward funds. During 2015, the last remaining 408, 410, and pre-MAP (SAFETEA LU) 405 was expended and much progress made on 406, 2011, and 164 funds. Other funding types (402, 405b, 405c, 405d, 405e, and 405f) have not been problematic, considering the timing of the apportionment of money to the states.

#### **Future Strategies:**

The most innovative area in the 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 e-grants system that tracks and manages grant applications, awards, reports, and invoicing functions is fully operational and continually improving. In addition, both the Real-time Officer Activity Reporting (ROAR) system (tracks enforcement actions and events as they occur) and the e-Charging system (processes paperwork related to DWI arrests) continue to maximize efficiency for the OTS and its enforcement partners. During the coming year (FFY 2017), the occupant protection class for officers will become an online course and the crash records system will be replaced. In the future, the e-Charging system will be able to document and handle warrants.

#### **Project Summaries**

##### **Project # 16-01-01      2016 Planning & Administration (P&A)**

The OTS uses P&A funds to support the office's and staffs' 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 within FFY 2016 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), 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:**

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

### **Results:**

- Belt use observed at 93.2% statewide in 2016, statistically, very close to 2014 and 2015
- Seatbelt use among male front seat occupants = 90%.
- 1,460 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)**

### **Project # 16-02-01 CPS and OP Coordination (402)**

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

### **Project # 16-02-02 CPS Support**

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 2015, 163 CPS advocates, partners, and stakeholders attended). Additionally, the OTS provides free *Safe Ride News* subscriptions to 550 Minnesota CPS technicians. More information on training is included in a forthcoming section related to 2011 funding.

**Project # 16-02-03      **CPS to Lifesavers****

The OTS sent one member of the Minnesota State CPS Advisory Board to the Lifesavers Conference in Long Beach, California. This member brought back valuable information that was incorporated into our own statewide TZD Conference (information presented within CPS breakout sessions).

**Project # 16-02-04      **Belt Enforcement for Patrol (405b)****  
*Also see projects 16-03-05 and 16-04-03*

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 mobilizations, two seatbelt mobilizations, 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 # 16-02-05      **Belt Enforcement for Cities and Counties (405b)****  
*Also see projects 16-03-06 and 16-04-04*

As mentioned above, the OTS funds strong enforcement programs to develop a coordinated traffic safety program that includes well-publicized, highly-visible enforcement as a priority. To encourage cooperation, only one grant per county is accepted, with the exception of Hennepin and St. Louis counties. Counties are required to develop specific goals to reduce fatalities and serious injuries, increase seatbelt usage and decrease impaired driving. The OTS enforcement calendar must be followed closely to ensure enforcement and paid media are running concurrently. This initiative includes two DWI mobilizations, two seatbelt mobilizations, a distracted driving campaign, and speed enforcement. High-visibility enforcement is required, including earned media and roadway signage. The DPS-OTS provides media tools to assist with the educational effort. This project is conducted in conjunction with 16-03-06, which focuses on impaired driving enforcement and 16-04-04, which focuses on speed and distracted driving enforcement.

**Project # 16-02-06      **Occupant Protection Usage and Enforcement (OPUE) for Officers****

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, 2,371 officers have completed the online training.

**Project # 16-02-07      **Seatbelt Use Survey****

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. Results are shown on page 13.

**Project # 16-02-08      **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.

**Project # 16-02-09      **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. The southern CPS liaison provided 24 Child and Restraint System (C.A.R.S) trainings, 9 car seat check clinics, 2 technician trainings, 2 Minnesota Practitioner trainings, numerous media and community events, as well as general CPS support for the southern area of Minnesota.

**Project # 16-02-10      **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 17 minority-based radio stations throughout Minnesota, 2,333 CPS messages were aired during the grant cycle.

### **Project # 16-02-11      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 28 Child and Restraint System (C.A.R.S) trainings, 3 Minnesota Department of Public Safety sessions (16-hour practitioner trainings), 16 car seat check clinics, 6 technician trainings, 8 practitioner re-certifications, numerous media and community events, as well as general CPS support for the northern area of Minnesota.

### **Project # 16-02-12      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.

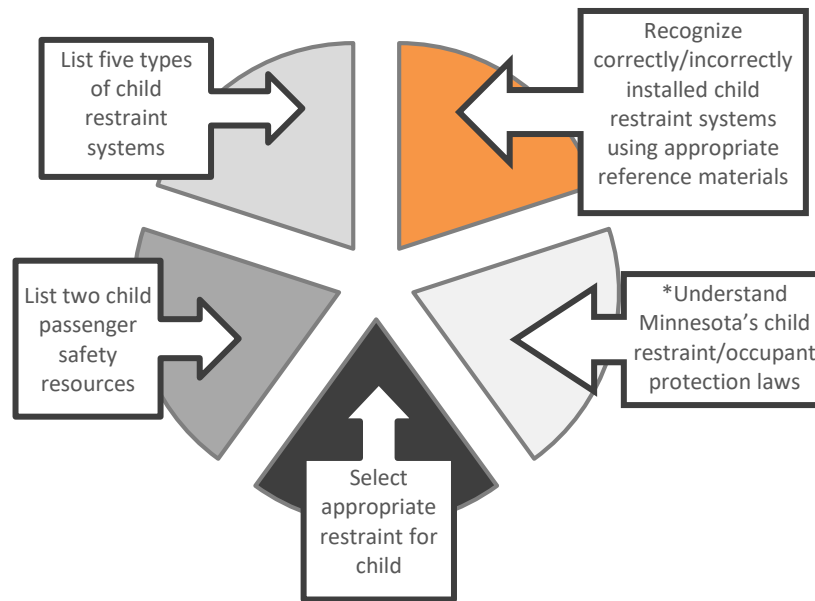
## **Section 2011 Funding Summary**

The CPS trained advocates are committed to assisting and educating parents and caregivers about 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 their upcoming classes or clinics via the OTS web site. As previously mentioned, training is provided for CPS advocates at the annual TZD conference. Additionally, the OTS provides training materials and support for Minnesota CPS technicians and instructors.

### **Results**

- Minnesota passed a booster seat law making it mandatory for children under age 8 and not measuring 4'9" in height, to be secured in child safety seats (includes booster seats)
- Education related to CPS was provided by a variety of trained CPS advocates
- Safety-seat fitting stations, clinics, and classes were advertised on the DPS website, printed materials, locking clips, brochures, equipment, videos, CDs, and within related curricula – more specifically:
  - ✓ 6 CPS curriculum DVDs were distributed to Minnesota's daycare and foster care instructors
  - ✓ 3 CPS safety seats were distributed to national CPS instructors
  - ✓ 14 Simple Steps to Child Passenger Safety DVDs were delivered to CPS instructors
- 159 CPS advocates, partners, and stakeholders attended the annual TZD conference in St. Cloud, Minnesota, featuring 2 days of CPS breakout sessions
- 1 CPS technician attended the annual Lifesaver's conference in Long Beach, California
- CPS Public Service Announcements (PSAs) were produced and aired on local TV stations throughout the year

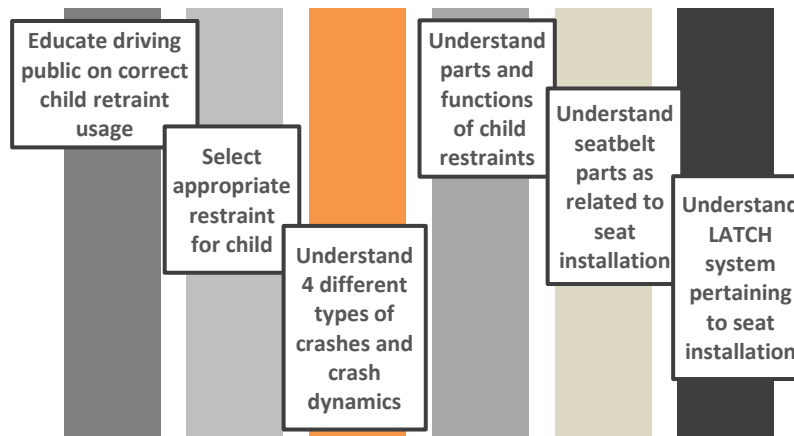
The C.A.R.S. / Daycare & Foster Care trainings were conducted for individuals and groups. Upon completion of these courses, participants are expected to (refer to graphic on following page):



\*This also includes understanding child restraint laws as they pertain to vans, public transit buses and school buses

Specific performance objectives:

### Objectives

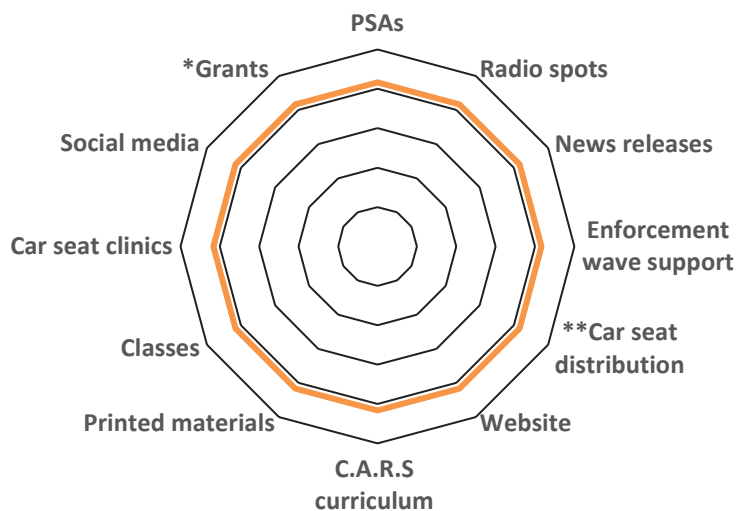


These courses have been approved by the POST Board for continuing education credit. Peace officers who successfully complete this course will receive 3 Continuing Education Units (CEUs). A CD of the entire 3-hour curriculum is available upon request.

CPS Training-Related Statistics (FFY 2016)

- 127 Child and Foster Care Provider classes (located in all 87 Minnesota counties)
- 104 permanent fitting stations to assist parents and caregivers with the correct installation of car seats (located in all 87 Minnesota counties)
- 9 eight-hour refresher classes for MN CPS practitioners (Dakota, Hennepin and Ramsey Counties)
- 10 sixteen-hour MN CPS practitioner classes (Becker, St. Louis, Ramsey and Washington Counties)
- 12 thirty-two hour CPS technician classes (Mahnomon, Ramsey, Hennepin, Dakota, and Anoka Counties)
- 591 nationally certified CPS technicians

The following illustration provides a description of the programs used to educate the public concerning the proper use and installation of child restraints:



\*Grants (include AMPERS, Mom Enough, Southern CPS liaison, Mahube Community Council)  
 \*\*Car seat distribution to needy families in Minnesota (distribution has an educational component)

### Child Restraint Inspection Stations and Clinics

Approximately 5,000 child restraints are inspected throughout Minnesota annually. Below is a list of participating agencies, (practitioners, technicians and instructors) and the counties they serve.

### **Practitioners**

<b>Agency</b>	<b>County</b>
ALBERT LEA PD	FREEBORN
APPLETON AREA HEALTH SERVICES	SWIFT
APPLETON POLICE	SWIFT
ARROWHEAD EARLY HEAD START	ST. LOUIS
AUSTIN PD	MOWER
BARNESVILLE PD	CLAY
BATTLE LAKE PD	OTTER TAIL
BECKER COUNTY COMM. HEALTH SERVICES	BECKER
BELTRAMI COUNTY HUMAN SERVICES	BELTRAMI
BLUE EARTH COUNTY SHERIFF	BLUE EARTH
BRECKENRIDGE POLICE DEPARTMENT	WILKIN
CANNON FALLS PD	GOODHUE
CASS COUNTY PUBLIC HEALTH	CASS
CENTRO	HENNEPIN
CHATFIELD PD	FILLMORE
CHIPPEWA COUNTY MONTEVIDEO HOSPITAL	CHIPPEWA
CLAY COUNTY PUBLIC HEALTH	CLAY
COUNRTYSIDE PUBLIC HELATH	SWIFT
CROW WING CO SHERIFF'S DEPT.	CROW WING
DAKOTA COUNTY PUBLIC HEALTH	DAKOTA
DAWSON AMBULANCE	LAC QUI PARLE
DETROIT LAKES PD	BECKER
DILWORTH PD	CLAY
DODGE COUNTY SHERIFF	DODGE
DOUGLAS COUNTY SHERIFF	DOUGLAS
DULUTH FIRE DEPARTMENT	ST. LOUIS



FAIRMONT POLICE DEPARTMENT	MARTIN
FAIRVIEW MEDICAL CENTER MESABI	ST. LOUIS
FARIBAULT PD	RICE
FILLMORE COUNTY SHERIFF	FILLMORE
FOND DU LAC HEADSTART	CARLTON
FOND DU LAC PUBLIC HEALTH	ST. LOUIS
FOND DU LAC RESERVATION	CARLTON
FREEBORN COUNTY PH	FREEBORN
GRAND RAPIDS PD	ITASCA
GRANT COUNTY SHERIFF	GRANT
HELPING HAND PREGNANCY	NOBLES
HIGHLAND LIFECARE CENTER	RAMSEY
JOHNSON MEMORIAL HOSPITAL	SWIFT
KOOCHICHING COUNTY HEALTH DEPT	KOOCHICHING
LAC QUI PARLE CLINIC	LAC QUI PARLE
LAC QUI PARLE SHERIFF	LAC QUI PARLE
LAKE REGION HELATHCARE	TODD
LAKEWOOD HEALTH SYSTEM	WADENA
LLMP PUBLIC HEALTH	LYON
MAHUBE-OTWA COMMUNITY ACTION PARTNERSHIP	BECKER
MARSHALL PD	LYON
MCLEOD COUNTY PUBLIC HEALTH	MCLEOD
MEEKER MEMORIAL CLINIC	MEEKER
MILACA PD	MILLE LACS
MONTEVIDEO PD	CHIPPEWA
MORRIS PD	STEVENS
NICOLLET COUNTY PUBLIC HEALTH	BROWN
OPEN CITIES HEALTH CENTER	RAMSEY
OPTIONS FOR WOMEN	STEVENS
ORTONVILLE HOSPITAL	BIG STONE
OSAKIS PD	DOUGLAS
OTTERTAIL COUNTY PUBLIC HEALTH	OTTER TAIL
POPE COUNTY PUBLIC HEALTH	POPE
PRAIRIE FIVE HEADSTART	LAC QUI PARLE
RED LAKE COUNTY SHERIFF	RED LAKE
SAUK RAPIDS PD	BENTON
SIBLEY COUNTY PUBLIC HEALTH	SIBLEY
SOUTHWEST HEALTH AND HUMAN SERVICES	LYON
ST FRANCIS REGIONAL MEDICAL CENTER	DAKOTA
ST LOUIS COUNTY SHERIFF	ST. LOUIS
ST PAUL PUBLIC SCHOOLS	RAMSEY
ST. JOSEPH'S AREA HEALTH SERVICES	HUBBARD
STEVENS COUNTY SHERIFF	STEVENS
SWIFT COUNTY SHERIFF	SWIFT
TAPESTRY PREGNANCY & FAMILY RESOURCE CENTER	HENNEPIN
TODD COUNTY SHERIFF	TODD
TRI-COUNTY HOSPITAL	WADENA
UMCM	ST. LOUIS
VIRGINIA POLICE DEPARTMENT	ST. LOUIS
WADENA COUNTY SHERIFF	WADENA
WASECA COUNTY SHERIFF	WASECA
WHITE EARTH HEADSTART	MAHNOMEN
WILKIN COUNTY PUBLIC HEALTH	WILKIN
WINONA COUNTY SHERIFF	WINONA
WINONA PD	WINONA

## CPS Technicians and Instructors

Agency	County
A CHANCE TO GROW	HENNEPIN
ACCORD MEDICAL, INC	HENNEPIN
AITKIN COUNTY HEALTH & HUMAN SERVICES	AITKIN
ALBERT LEA MEDICAL CENTER	FREEBORN
ALBERT LEA PD	FREEBORN
ALEXANDRIA PD	DOUGLAS
ALLINA	CARVER
ALTRU CLINIC CROOKSTON	POLK
ANOKA COUNTY SHERIFF	ANOKA
APPLE VALLEY PD	DAKOTA
ASIAN ASSISTANCE CENTER	RAMSEY
BELTRAMI COUNTY FAMILY HEALTH	BELTRAMI
BEMIDJI PD	BELTRAMI
BENSON PD	SWIFT
BENTON COUNTY HUMAN SERVICES	BENTON
BLAINE POLICE DEPT.	ANOKA
BLOOMINGTON FIRE DEPARTMENT	HENNEPIN
BLOOMINGTON PD	HENNEPIN
BLOOMINGTON PH	HENNEPIN
BLUE EARTH CO COMMUNITY HEALTH	BLUE EARTH
BRAINERD FIRE DEPARTMENT	CROW WING
BROOKLYN PARK POLICE	HENNEPIN
BROWN COUNTY PH	BROWN
BUCKLE UP KIDS.NET	HENNEPIN
BUREAU OF CRIMINAL APPREHENSION	RAMSEY
BURNSVILLE POLICE DEPARTMENT	DAKOTA
CAMBRIDGE HOSPITAL	MILLE LACS
CARLTON COUNTY PUBLIC HEALTH	CARLTON
CARVER COUNTY PH	CARVER
CASS COUNTY HEALTH SERVICES	CASS
CATHOLIC CHARITIES	RAMSEY
CENTRACARE CLINIC	STEARNS
CHASKA PD	CARVER
CHATFIELD EMS TRAINING	FILLMORE
CHILD CARE CHOICES	STEARNS
CHILD CARE RESOURCE & REFERRAL	ST. LOUIS
CHILD PASSENGER SAFETY ASSOC. INC.	RAMSEY
CHILDREN'S HOSPITAL AND CLINICS	HENNEPIN
CHILDREN'S HOSPITAL OF MN	RAMSEY
CHILDREN'S HOSPITALS	GOODHUE
CITY OF BLOOMINGTON PH	HENNEPIN
CITY OF CHANHASSEN	CARVER
CITY OF INVER GROVE HEIGHTS	DAKOTA
CLAY CO PH	CLAY
CLEARWATER COUNTY NURSING	CLEARWATER
CLOQUET ARE FIRE DISTRICT	CARLTON
COLLISION SPECIALISTS INC	MOWER
COMMON HEALTH CLINIC	WASHINGTON
COMMUNITY ACTION PARTNERSHIP FOR RW	RAMSEY
COMMUNITY MEMORIAL HOSPITAL	CARLTON
COOK COUNTY NORTHSORE HOSPITAL	COOK
COOK COUNTY PH	COOK
COON RAPIDS FIRE	ANOKA
COON RAPIDS POLICE DEPT	ANOKA

COTTAGE GROVE PD	WASHINGTON
COTTONWOOD-JACKSON COMMUNITY HEALTH	COTTONWOOD
COUNTRYSIDE PUBLIC HEALTH	LAC QUI PARLE
CPS CONSULTANT	OTTER TAIL
CROW WING COUNTY SOCIAL SERVICES	CROW WING
DAKOTA CO PUBLIC HEALTH	DAKOTA
DAKOTA COUNTY SHERIFF	DAKOTA
DEEPHAVEN PD	HENNEPIN
DEPT OF PUBLIC SAFETY	RAMSEY
DODGE COUNTY PH	DODGE
DOUGLAS COUNTY PUBLIC HEALTH	DOUGLAS
DULUTH FIRE DEPT.	ST. LOUIS
DULUTH PD	ST. LOUIS
EAGAN PD	DAKOTA
EASTSIDE FAMILY CENTER	RAMSEY
ECFE	RICE
EDEN PRAIRIE PD	HENNEPIN
EMS FOR CHILDREN	HENNEPIN
ESSENTIA HEALTH	ST. LOUIS
ESSENTIA HEALTH SAINT JOSEPH'S MEDICAL CENTER	CROW WING
ESSENTIA HEALTH ST. MARY'S	ST. LOUIS
ESSENTIA HEALTH VIRGINIA HOSPITAL	ST. LOUIS
EVERYDAY MIRACLES	HENNEPIN
FAIRVIEW RANGE MEDICAL CENTER	ST. LOUIS
FAIRVIEW RED WING	GOODHUE
FAIRVIEW REGIONAL MEDICAL CENTER	CHISAGO
FAIRVIEW-UMCM	ST. LOUIS
FARMINGTON PD	DAKOTA
FILLMORE COUNTY PUBLIC HEALTH	FILLMORE
FOND DU LAC RESERVATION	CARLTON
FOREST LAKE PD	WASHINGTON
FREEBORN CO. PUBLIC HEALTH	FREEBORN
FRIDLEY FIRE DEPARTMENT	ANOKA
FRIDLEY POLICE DEPT.	ANOKA
GILLETTE CHILDREN'S	RAMSEY
GOLD CROSS AMBULANCE	STEARNS
GOLDEN VALLEY PD	HENNEPIN
GOODHUE COUNTY PH	GOODHUE
GOODHUE COUNTY SHERIFF	GOODHUE
GRAND PORTAGE HEALTH SERVICE	COOK
GRAND RAPIDS PD	ITASCA
HCMC	HENNEPIN
HEAD START	HENNEPIN
HEALTH EAST MEDICAL TRANSPORTATION	DAKOTA
HEALTH EAST & NORTH MEMORIAL	RAMSEY
HEALTH EAST MEDICAL TRANSPORTATION	CHISAGO
HEALTHPARTNERS	HENNEPIN
HELPING HAND PREGNANCY CENTER	JACKSON
HENNEPIN COUNTY FOSTER CARE	HENNEPIN
HENNEPIN COUNTY HUMAN SERVICES DEPT	HENNEPIN
HENNEPIN COUNTY MEDICAL CENTER	HENNEPIN
HERMANTOWN PD	ST. LOUIS
HIAWATHA LAND TRANSIT	WABASHA
HILL CITY PD	AITKIN
HOPKINS PD	HENNEPIN
HOUSTON CO PUBLIC HEALTH	HOUSTON
HUDSON HOSPITAL	RAMSEY
HUMAN SERVICES OF FARIBAULT AND MARTIN COUNTIES	MARTIN

HUTCHINSON PD	MCLEOD
INTER-COUNTY NURSING SERVICE	PENNINGTON
ISANTI COUNTY FAMILY SERVICES	ISANTI
ISANTI COUNTY PH	ISANTI
ISD 181 BRAINERD SCHOOL	CROW WING
KANABEC COUNTY FAMILY SERVICES	KANABEC
KANABEC COUNTY PH	KANABEC
KANDIYOHI CO PUBLIC HEALTH	KANDIYOHI
KANDIYOHI COUNTY SHERIFF	KANDIYOHI
KENYON PD	GOODHUE
KITTSOON MEMORIAL HEALTHCARE CENTER	KITTSOON
LAKE CITY AMBULANCE	WABASHA
LAKE COUNTY HUMAN SERVICES	LAKE
LAKE SUPERIOR LIFE CARE CENTER	ST. LOUIS
LAKEVILLE POLICE DEPT	DAKOTA
LAKEWOOD HEALTH SYSTEM	WADENA
LE SUEUR COUNTY PUBLIC HEALTH NURSING	LE SUEUR
LEECH LAKE BAND OF OJIBWE	CASS
LIFECARE PUBLIC HEALTH	ROSEAU
LINO LAKES PD	ANOKA
LITTLE FALLS PD	MORRISON
LORENZ BUS COMPANY	ANOKA
LUTHERAN SOCIAL SERVICE	HENNEPIN
MAHUBE COMMUNITY COUNCIL	HUBBARD
MANKATO CLINIC	BLUE EARTH
MANKATO PD	BLUE EARTH
MAPLE GROVE PD	HENNEPIN
MAPLEWOOD PD	RAMSEY
MAY CLINIC	OLMSTED
MAYO CLINIC HEALTH SYSTEMS – AUSTIN	MOWER
MAYO CLINIC HELATH SYSTEM AUSTIN	MOWER
MAYO CLINIC- METHODIST HOSPITAL	OLMSTED
MAYO FOUNDATION	OLMSTED
MAYO MEDICAL CENTER	OLMSTED
MAYO PERINATAL CENTER	OLMSTED
MCLEOD CO. PUBLIC HEALTH DEPT	MCLEOD
MDEWAKANTON EMERGENCY SERVICES	SCOTT
MEEKER COUNTY PH	MEEKER
MENDOTA HEIGHTS PD	DAKOTA
MERCY HOSPITAL	CARLTON
MESABI SAFE COMMUNITIES COALITION	ST. LOUIS
MINNEAPOLIS POLICE DEPT	HENNEPIN
MINNESOTA PARENT RESOURCE	HENNEPIN
MINNETONKA PD	HENNEPIN
MINNTONKA LIFE CARE CENTER	HENNEPIN
MN AIR NATIONAL GUARD	ST. LOUIS
MN AIR NATIONAL GUARD	ST. LOUIS
MN DNR	RAMSEY
MN OFFICE OF TRAFFIC SAFETY	RAMSEY
MN VISITING NURSE AGENCY	HENNEPIN
MOORHEAD FIRE	CLAY
MOORHEAD POLICE DEPARTMENT	CLAY
MOOSE LAKE HOSPITAL	CARLTON
MORRISON COUNTY HUMAN SERVICES	MORRISON
MORRISON COUNTY PUBLIC HEALTH	MORRISON
MOWER COUNTY HEALTH AND HUMAN SERVICES	MOWER
MOWER COUNTY PUBLIC HEALTH	MOWER
NEW BEGINNINGS	STEARNS

NEW HOPE POLICE	HENNEPIN
NEW PRAGUE AREA EMS	LE SUEUR
NEW RIVER MEDICAL CENTER	STEARNS
NEW ULM POLICE DEPARTMENT	BROWN
NORMAN-MAHNOMEN PH	NORMAN
NORTH MEMORIAL AMBULANCE SERVICES	CROW WING
NORTH MEMORIAL MEDICAL CENTER	WRIGHT
NORTH MEMORIAL TRAUMA SERVICES	HENNEPIN
NORTH VALLEY PUBLIC HEALTH	MARSHALL
NORTHFIELD CITY HOSPITAL	RICE
NORTHPOINT HEALTH & WELLNESS	HENNEPIN
NORTHWEST COMMUNITY ACTION/ HEAD START	ROSEAU
NPEMS	LE SUEUR
OLMSTED COUNTY PUBLIC HEALTH	OLMSTED
OLMSTED COUNTY SHERIFF	OLMSTED
OLMSTED MEDICAL CENTER	OLMSTED
OPTIONS FOR WOMEN	STEVENS
OSSEO AREA SCHOOLS - ISD279	HENNEPIN
OTTER TAIL COUNTY HUMAN SERVICES	OTTER TAIL
OWATONNA HOSPITAL	RICE
OWATONNA PD	STEELE
PARENT PROVIDER CONNECTION	STEELE
PAYNESVILLE AREA AMBULANCE SERVICE	STEARNS
PERHAM EMS & PERHAM HEALTH	OTTER TAIL
PERHAM HEALTH SANFORD - PERHAM EMS	OTTER TAIL
PERHAM MEMORIAL HOSPITAL	OTTER TAIL
PERHAM PD	OTTER TAIL
PINE COUNTY PUBLIC HEALTH	PINE
PLYMOUTH FIRE	HENNEPIN
PLYMOUTH PD	HENNEPIN
PLYMOUTH VIP AUTO	HENNEPIN
POLINSKY REHAB/ST. MARYS HOSPITAL	ST. LOUIS
POLK COUNTY PH	POLK
POPE COUNTY SHERIFF	POPE
PRAIRIE ISLAND PD	GOODHUE
PRIMROSE SCHOOL OF WOODBURY	RAMSEY
PRINCETON PD	MILLE LACS
PRIOR LAKE POLICE DEPT.	SCOTT
RAMSEY COUNTY PH	RAMSEY
RAMSEY COUNTY SHERIFF'S OFFICE	RAMSEY
RAMSEY PD	ANOKA
REACH UP INC	STEARNS
RED WING PD	GOODHUE
RENVILLE COUNTY PUBLIC HEALTH	RENVILLE
RICE COUNTY NURSING	RICE
RINGDAHL AMBULANCE	OTTER TAIL
SAFE CHILD MN	HENNEPIN
SAFE KIDS FARGO/MERITCARE CHILDREN'S HOSPITAL	CASS
SAFE KIDS GRAND FORKS	POLK
SAFETY GAL CONSULTING	GOODHUE
SAINT MARY'S HOSPITAL MAYO CLINIC	OLMSTED
SANDFORD MEDICAL	CLEARWATER
SANFORD BEMIDJI MEDICAL CENTER	BELTRAMI
SARTELL PD	STEARNS
SAVAGE FIRE DEPARTMENT	SCOTT
SBM FIRE DEPARTMENT	ANOKA
SCOTT COUNTY SHERIFF	SCOTT
SCRMC	RAMSEY

SE KIDS INFANT DEVELOPMENT	BECKER
SHAKOPEE PD	SCOTT
SHERBURNE CO HEALTH & HUMAN SERVICES	SHERBURNE
SIBLEY COUNTY PUBLIC HEALTH	SIBLEY
SIGNATURE SALES	HENNEPIN
SOLUTIONS BEHAVIORAL HEALTHCARE	DOUGLAS
SOUTH LAKE MINNETONKA PD	CARVER
SOUTH ST. PAUL PD	DAKOTA
SOUTHWEST HEALTH AND HUMAN SERVICES	ROCK
SOUTHWEST HEALTH & HUMAN SERVICES REDWOOD COUNTY	REDWOOD
SPRING LAKE PARK FIRE	ANOKA
ST CLOUD HOSPITAL	STEARNS
ST CLOUD POLICE DEPT	STEARNS
ST CLOUD STATE UNIVERSITY	SHERBURNE
ST LOUIS PARK FIRE DEPARTMENT	HENNEPIN
ST LUKE'S HOSPITAL/FREDENBERG FIRE DEPT	ST. LOUIS
ST MARYS HOSPITAL	MOWER
ST PAUL CHILDRENS HOSPITAL	RAMSEY
ST PAUL RAMSEY COUNTY PH	HENNEPIN
ST PETER POLICE DEPARTMENT	NICOLLET
ST. CLOUD HOPITAL	STEARNS
ST. FRANCIS REGIONAL MEDICAL CENTER	SCOTT
ST. GABRIEL'S HOSPITAL	MORRISON
ST. JOHN'S HOSPITAL	RAMSEY
ST. LOUIS PARK FD	HENNEPIN
ST. LUKE'S HOSPITAL	CARLTON
ST. MARY'S HOSPITAL	OLMSTED
ST. MARY'S MEDICAL CENTER	ST. LOUIS
ST. PAUL CHILDREN'S HOSPITAL	HENNEPIN
ST. PAUL PUBLIC SCHOOL	RAMSEY
ST. PAUL RAMSEY COUNTY PH	RAMSEY
ST. PETER PD	NICOLLET
STEARNS CO HUMAN SERVICES	STEARNS
STEELE COUNTY PH	STEELE
STG INTERNATIONAL	DAKOTA
SUPERIOR FIRE DEPARTMENT	ST. LOUIS
THE FAMILY PARTNERSHIP	HENNEPIN
TODD COUNTY PUBLIC HEALTH	TODD
TRAUMA SERVICES UMMC FAIRVIEW	HENNEPIN
TREASURED TYKES	RAMSEY
TRI COUNTY AGENCY	MORRISON
TRI COUNTY HOSPITAL	WADENA
TRI VALLEY OPPORTUNITY COUNCIL	OLMSTED
TRI-VALLEY OPPORTUNITY COUNCIL	POLK
TRI-VALLEY OPPORTUNITY COUNCIL	OTTER TAIL
TRI-VALLEY OPPORTUNITY COUNCIL	RAMSEY
TRI-VALLEY OPPORTUNITY COUNCIL, INC.	POLK
TWO HARBORS POLICE DEPARTMENT	LAKE
U OF M AMPLEITZ CHILDREN'S HOSPITAL	RAMSEY
UCARE	HENNEPIN
UNITED STATES AIR FORCE RESERVE	HENNEPIN
VADNAIS HEIGHTS FIRE DEPARTMENT	RAMSEY
VIRGINIA FIRE DEPARTMENT	ST. LOUIS
WEST HENNEPIN PS	HENNEPIN
WABASHA COUNTY PH	WABASHA
WAITE PARK POLICE DEPARTMENT	STEARNS
WASECA COUNTY PH	WASECA
WASHINGTON COUNTY MEDICAL	WASHINGTON

WASHINGTON COUNTY PUBLIC HEALTH	WASHINGTON
WATONWAN COUNTY HUMAN SERVICES	WATONWAN
WAYZATA FIRE DEPARTMENT	HENNEPIN
WAYZATA PD	HENNEPIN
WELCOME BABY PROGRAM	WATONWAN
WELCOME MANOR FAMILY SERVICES	BLUE EARTH
WEST SIDE COMMUNITY HEALTH SERVICES	RAMSEY
WEST ST. PAUL PD	RAMSEY
WHITE BEAR LAKE PD	RAMSEY
WHITE EARTH COMMUNITY HEALTH	BECKER
WHITE EARTH HEAD START	BECKER
WILKIN COUNTY PUBLIC HEALTH	WILKIN
WILLMAR AMBULANCE	KANDIYOHI
WILLMAR PD	KANDIYOHI
WINONA COUNTY COMMUNITY SERVICES	WINONA
WOMEN'S LIFE CARE CENTER	RAMSEY
WORTHINGTON SPECIALTY CLINICS	NOBLES
WRIGHT COUNTY HUMAN SERVICES	WRIGHT
WRIGHT COUNTY PUBLIC HEALTH	WRIGHT

## **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 within a broad range of impaired driving issues (i.e. the young and inexperienced driver compared to the more experienced, habitually impaired driver).

Our strong, high visibility enforcement projects remain the cornerstone of Minnesota's traffic safety program. 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 25 counties where nearly 70 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 of reducing alcohol-impaired deaths and serious injuries. Careful consideration is taken to determine how new projects can be implemented and woven into the current and strong impaired driving program.

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

- ▼ the percentage of alcohol-impaired fatalities and alcohol-related serious injuries
- ▲ the number and visibility of DWI arrests – arrest is a key impaired driving deterrent
- Educate key stakeholders on impaired driving arrest process (law enforcement and courts), such as proper procedures and the importance of their roles in the processes
- Promote partnerships within communities who support and encourage traffic safety initiatives (i.e. courts, law enforcement, health departments, engineers and emergency services)
- Design projects that target populations identified as over-represented in alcohol-impaired crashes (Minnesota focuses on 21-34 year-old male drivers)
- ▲ public awareness of impaired driving risks and the related HVE efforts
- Promote the continued development of DWI courts that closely monitor repeat impaired driving offenders and subsequently reduce recidivism
- Evaluate and promote the use of technologies known to reduce impaired driving (i.e. ignition interlock)

### **Results:**

- According to FARS, the percentage of alcohol impaired (0.08 alcohol concentration or ▲) driving fatalities remained the same at 25% from 2014
- Alcohol-related serious injuries ▲ last year (210 in 2014 to 212 in 2015)
- Minnesota experienced a ▼ in DWI arrests (25,386 in 2014 to 25,027 in 2015); enforcement efforts will continue to focus on high visibility enforcement to continue to create a strong general deterrence
- All law enforcement officers working funded programs must take required training
- The Traffic Safety Resource Prosecutor (TSRP) provided several courses, webinars, and training tools to assist prosecutors with successfully prosecuting DWI cases
- Two statewide impaired driving mobilizations were conducted - December and August/September. Additional year-long sustained enforcement efforts were conducted in 25 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
- 81 percent of survey respondents reported recently reading, seeing or hearing about alcohol-impaired driving enforcement efforts conducted by police within the previous 30 days
- 88 percent of survey respondents statewide believe it is "very likely" or "somewhat likely" that a driver will be arrested after drinking



- Minnesota has 16 DWI courts and 8 Drug Courts that accept DWI offenders (this covers nearly one-fourth of Minnesota counties)
- 9,986 individuals are currently utilizing an ignition interlock device and another 13,212 drivers have graduated from the ignition interlock program (as part of a pilot with the OTS, five judicial districts integrated ignition interlock programs into their court systems)
- The use of e-Charging and e-Citation was expanded throughout the state: Minnesota's e-Charging system is now transmitting 99% of all DWIs electronically to Driver and Vehicle Services.

**Future Strategies:**

Minnesota will continue to fund programs that reduce the number of alcohol-related fatalities and serious injuries. In FFY 2017, enforcement saturations will focus on 14 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 enforcement efforts.

Efforts to expand the use of ignition interlock will continue, with an additional district being added to the Judicial Interlock Pilot (bringing the number to 6). The TSRP will expand opportunities to reach out to criminal justice stakeholders to provide education on the importance of DWI arrests and convictions and administering the proper associated judicial procedures. The DWI Dashboard (see project# 16-03-12) was released to 17,489 law enforcement officers to utilize. New law enforcement officers will continue to be trained in the operation of DWI e-Charging. In addition, a computer training program is being developed, allowing officers the ability to review the training anytime from their laptops. There are currently 12 full time DWI officers who have made 1,253 DWI arrests.

**Project Summaries (164, 410 and 405d)**

**Project # 16-03-01      Impaired Driving Coordination (164)**

The OTS employs staff to manage projects and serve as points of contact for the various programs of interest 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 applicable state and federal rules, requirements, and procedures. This project funds the senior, full-time impaired driving project coordinator in the office.

**Project # 16-03-02      Additional Impaired Driving Coordination (164)**

Similar to the project description directly above, the OTS employs staff to manage projects and serve as points of contact for the various programs of interest 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 applicable state and federal rules, requirements, and procedures. This project funds the second full-time impaired driving project coordinator in the office, and a quarter of the time for two additional project coordinators assigned primarily to enforcement projects.

**Project # 16-03-03      Drug Recognition Evaluators (DRE) & Traffic Law Enforcement Training (405d)**

The OTS contracts with the MSP to train and coordinate instructors for courses that are known to enhance traffic enforcement and are sanctioned by NHTSA and the International Association of Chiefs of Police (IACP). These courses are Standardized Field Sobriety Testing (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE), DWI-SFST Update (Update), and Drug Evaluation and Classification (aka: DRE school). Since law enforcement learns most effectively when taught by highly qualified peers, the MSP contracts with and trains troopers, local officers, and county deputies to instruct these courses. Course evaluations are provided and reviewed after each class to guarantee course material meets the training needs of law enforcement. The chart on the following page indicates the number of courses provided and the number of law enforcement officers trained.

Course	Number of Courses Provided	Number of LEO Trained
SFST	31	554
ARIDE	30	556
DWI Update	52	718
DRE	1	24
SFST/DRE Instructor	1	27
LE Phlebotomist	1	10

**Project #16-03-04 PBT's for Law Enforcement**

The OTS solicited requests for Alco-Sensor 4 PBTs with a lockout feature to provide law enforcement agencies in Minnesota. There were 209 agencies that received one or more PBTs (a total of 893 PBTs were awarded), along with 130 dry gas regulators.

**Project # 16-03-05 MN State Patrol DWI Enforcement (164)**  
*See also projects 16-04-03 and 16-02-04*

The OTS funds strong enforcement programs that develop a coordinated traffic safety program; this includes well publicized, highly visible enforcement as a priority. To assure enforcement and paid media are running concurrently, the OTS enforcement calendar of events must be followed. Calendar items include two DWI mobilizations, two seatbelt mobilizations, a distracted driving campaign, and speed enforcement. This project funds the impaired driving portion of the enforcement grant with the MSP.

**Project # 16-03-06 Cities and Counties DWI Enforcement (164, 405d)**  
*See also projects 16-02-05 and 16-04-04*

The OTS funds strong enforcement programs that develop a coordinated traffic safety program; this 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 seatbelt usage and decrease impaired driving. To assure enforcement and paid media are running concurrently, the OTS enforcement calendar of events must be followed. Calendar items include two DWI mobilizations, two seatbelt mobilizations, a distracted driving campaign, and speed enforcement. Based on problem identification, the top 25 counties accounting for 61 percent of the state's impaired-driving deaths are provided additional funds to focus on DWI efforts. 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 Project #16-02-05 (focuses on seatbelt enforcement) and Project #16-04-04 (focuses on speed and distracted driving enforcement).

**Project # 16-03-07 Judicial Ignition Interlock Programs (164)**

Minnesota's ignition interlock is primarily administrative. This program provides funding for judicial districts, probation services agencies, or both; to implement an ignition interlock program that utilizes the advantages of a judicial program and is coordinated with the current administrative ignition interlock program.

The OTS issued 6 grants to 5 judicial districts and 1 probation agency. The districts have contracted with specific vendors through a Request for Proposal (RFP) process. The 6 districts are using a wireless vendor, which enables "breath fails" and missed "rolling retests" within a short period of time to be addressed. This project has encouraged the judicial system to expand the breadth of the program (versus maintaining grant funded programming only). To date, 920 people have been provided assistance as it relates to this program. Two additional districts have requested funding.

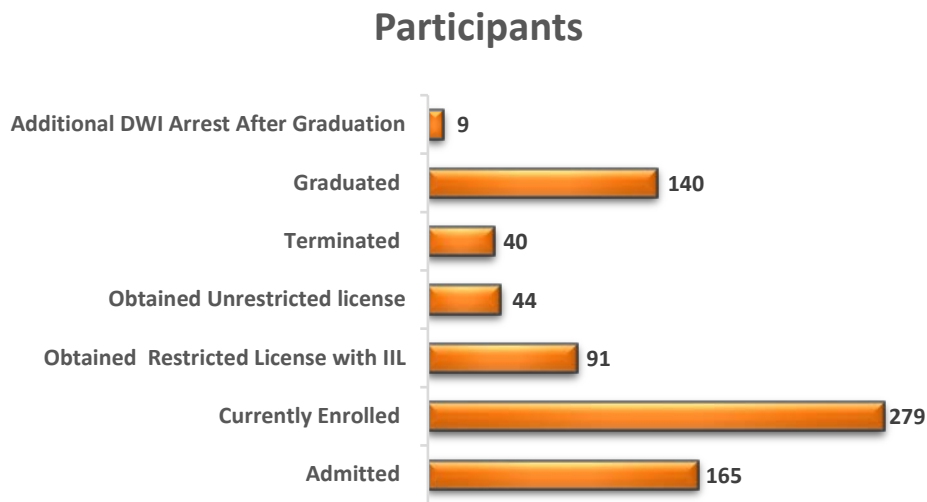
**Project # 16-03-08 DWI Courts (164)**

Sixteen DWI courts receive funding from the OTS and this particular project supports courts providing judicial leadership, multidisciplinary collaboration, local planning, and substance abuse/use resources when working with repeat DWI offenders (repeat offenders = 41%). Many of these offenders have serious alcohol abuse problems and in order to eliminate the impaired driving problem, a comprehensive alcohol program must also address the offender’s alcohol abuse.

Program objectives:

- Enhancing public safety by ▼recidivism rate of resolute DWI offenders
- ▲ percentage of repeat offenders that reinstate driving privileges and drive legally
- Restoring repeat DWI offenders to law-abiding citizens
- ▼the cost to DWI offenders by breaking the cyclical process of repeated impaired driving arrests

The following graphic indicates the OTS funded DWI court participant “results” recorded during the FFY:



**Project #16-03-09 Screening and Brief Intervention with Department of Health Services (DHS) (164)**

Minnesota’s annual report from FFY 2015 described that first time DWI offenders in the city of Duluth were provided a court date two weeks after a triggering offense. During this time, 272 offenders were offered the opportunity to participate in the Screening, Brief Intervention, and Referral to Treatment (SBIRT) Program and 218 had participated. Follow-up would be conducted over the next two years to measure recidivism within this group of participants.

Relative to this reporting period, no other communities expressed interest in participating in the program with the DHS. The Institute of Clinical Systems of Improvement (ICSI) and the 6<sup>th</sup> Judicial District judge continue to conduct speaking engagements based on last year’s successes.

**Project # 16-03-10 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 16-06-04, which focuses on issues other than impaired driving.

**Project # 16-03-11      **DWI Paid Media (164, 405d)****

*See also Project 16-06-07 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 the marketing communications agency Compass Point Media (media division of Campbell-Mithun). Each campaign's purpose is thoroughly reviewed and evaluated to ensure the right message will be delivered to the right audience, utilizing 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 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# 16-03-12      **DWI Dashboard (405d)****

The OTS contracted with the Bureau of Criminal Apprehension (BCA) to work on a project to allow DWI analysis to be performed using data from multiple sources. This project will allow traffic safety officials and those working within the criminal justice system to:

- Evaluate countermeasures
- Identify problematic components of the impaired driving system
- Provide business partners with timely information and reduce administrative costs for system stakeholders
- Increase system efficiencies

The DWI Dashboard was released to over 17,489 law enforcement officers for their use in late fall 2015. This allows stakeholders to query the database, retrieve reports, and receive thematic and analytic maps for the purpose of planning impaired driving enforcement.

**Project # 16-03-13      **BCA Fulltime Lab Technician (164)****

This project was initiated to address the increase in drug impaired driving in Minnesota. The OTS contracted with the BCA lab to hire two additional toxicologists to help reduce drug test result wait times for law enforcement. In addition, the lab agreed to conduct a study of previously tested samples to discover if other drugs are present, and if so, which type(s).

**Project # 16-03-14      **DWI Electronic Charging System (164)****

The OTS contracted with the BCA to enhance and further deploy the DWI e-Charging program. The e-Charging system connects with the driver license database to provide immediate driver's license information (i.e., arrest data and prior DWI convictions) to law enforcement. The system automates, simplifies and expedites an otherwise complex and time consuming arrest process. The DWI and Implied Consent forms and other relevant information are transmitted electronically to the state's licensing agency to immediately record the DWI offense on the driving record and subsequently revoke driving privileges. The system is also used to electronically transmit DWI arrest information to the applicable prosecutor for the filing of criminal charges.

The acceptance of and reliance on the e-Charging system for DWI arrest processing continued to increase during this reporting period. During the last two months of FFY 2016, 99% of the DWI charges submitted to the Department of Public Safety from law enforcement (nearly 2,000 per month) were sent via e-Charging.

Related statistics:

- In FFY 2016, 22,975 DWI/Implied Consent events were processed via e-Charging
- 746 law enforcement personnel from 127 agencies were formally trained to use e-Charging

- 81 training sessions were facilitated at 28 locations across the state

Two Minnesota Court of Appeals rulings (State v. Trahan, October 2015 and State v. Thompson, December 2015) and the U.S. Supreme Court’s ruling in North Dakota (State of North Dakota v. Birchfield, June 2016) collectively required Minnesota peace officers to significantly modify their DWI arrest process and secure a search warrant before collecting a blood or urine sample from a DWI suspect. This new procedural requirement by the higher courts created additional challenges and confusion for peace officers. The OTS again contracted with the BCA to streamline and simplify the search warrant application process within the e-Charging system. The DWI and search warrant modules within e-Charging have been integrated and pilot-testing of the search warrant program began late September 2016.

It should be noted, the NHTSA published a report based on research conducted by the Traffic Injury Research Foundation (TIRF) featuring 6 programs in the United States designed to expedite the DWI arrest process. Minnesota’s e-Charging program was one of the 6 featured programs.

**Project # 16-03-15 Ignition Interlock (164)**

This project is administered by the Driver and Vehicle Services (DVS) division within the DPS, in collaboration with the OTS. The purpose of the program is to increase the use of ignition interlock in the state by training and educating those working with DWI offenders. The ignition interlock law has been in place for over 5 years and the DPS continues to review possible changes to the law to increase use of these devices. Ignition Interlock is mandatory for those deemed inimical to public safety and as a result, have cancelled driving privileges.

Program related statistics:

- 9,986 individuals currently utilizing ignition interlock
- 13,212 graduates
- \$105 (average cost of installation)
- \$70 (removal cost)
- \$98 (average monthly calibration fee)

The 2016 Statewide Telephone Survey asked 935 people if they were aware of the Minnesota Ignition Interlock law:

<b>2016 Only</b>	<b>Statewide</b>	<b>Y.U.M.</b>	<b>Others</b>	<b>Urban</b>	<b>Rural</b>	<b>Male</b>	<b>Female</b>	<b>&lt;35</b>	<b>35+</b>
<b>Sample Size (n)</b>	935	218	717	513	422	580	355	283	652
<b>Yes</b>	53%	53%	53%	53%	52%	60%*	46%	50%	54%
<b>No</b>	45%	45%	45%	44%	46%	37%	52%*	49%	43%
<b>Don't know</b>	3%	2%	3%	3%	2%	3%	2%	1%	3%

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

*See also project 16-04-11*

This project allowed opportunities for select MSP staff to attend in-state and out-of-state conferences intended to share information related to traffic safety issues and programs, as well as build networks to further the efforts of traffic safety in Minnesota. Three MSP lieutenants attended the 2016 Lifesavers Conference in Long Beach, CA. Thirty-six MSP law enforcement personnel attended the 2015 TZD Conference in St. Cloud, Minnesota. These attendees were chosen based on their involvement in regional TZD coordination.

**Project # 16-03-17 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. A subsequent action involved educating the owners or managers of licensed alcohol establishments in safe and responsible alcohol service and take action when employees of the establishment do not comply with alcohol serving laws. This action is called “Retail Alcohol Vendor Enforcement” or “RAVE”.

The POLD/RAVE strategy can also be initiated when responding to calls for service that are not driving related, resulting in reductions in assaults and other alcohol related crimes.

In FFY16, AGED staff worked with the enforcement agencies in 10 counties (140 agencies collectively) with the highest number of impaired driving deaths. Of the agencies, 23 implemented the POLD/RAVE program. Additionally, 4 agencies outside of 10 designated counties chose to implement POLD/RAVE.

With the intention of reducing impaired driving incidents, the AGED staff developed materials to train individuals as Regional Alcohol Server Awareness Trainers. The trained instructors would then educate servers on how to effectively reduce the frequency of over-serving customers. In FFY16, AGED staff facilitated 15 classes and trained 115 new Regional Alcohol Server Awareness Trainers. In turn, these newly educated trainers conducted 230 server training classes, with approximately 4,592 servers in attendance.

**Project# 16-03-18**      **Judicial Liaison**  
(Also see “Projects Not Implemented” Section)

Minnesota’s ignition interlock law requires devices to be used by those who wish to drive after a second or subsequent DWI or a first DWI with a blood alcohol concentration of .16 or above (the DVS division of DPS is responsible for implementing this law). It is conjectured that if judges were to also order appropriate offenders to enroll in the ignition interlock program, the number of users would greatly increase and the roadways safer. Several attempts were made to connect with the courts and the bandwidth to implement this project does not exist at this time.

**Project # 16-03-19**      **DWI Officer (164, 405d, 402)**

This project supports 12 fulltime sworn officers, a squad car, and related traffic safety equipment (to be used solely by DWI officers for DWI enforcement). Throughout this fiscal year, there were 1,253 DWI’s issued, 1,235 vehicles towed and 1,726 impaired drivers taken into custody.

**Project # 16-03-20**      **Traffic Safety Resource Prosecutor (TSRP) (405d)**

In Minnesota, a need exists for prosecutor training, case consultation, and research assistance regarding impaired driving. The OTS contracts for a TSRP to serve as a liaison among stakeholders (i.e. the NHTSA, the OTS, and city/county prosecutors through the Minnesota County Attorneys’ Association). The TSRP trains prosecutors on new traffic safety laws and DWI court rulings, facilitates case consultation, produces a monthly newsletter, maintains a website offering resources for prosecutors and city attorneys, and conducts community outreach with MADD, schools, and other groups.

There were over 12 trainings conducted by the TSRP throughout the state. This included trainings associated with breath-testing, McNeely-related cases, legislative updates, ignition interlock, DWI trials and toxicology.

**Project # 16-03-21**      **DWI Coordinating Committee (405d)**

Proposed by AAA of Minnesota/Iowa, a Sunday newspaper center magazine was created and distributed. This publication was related to impaired driving and extended to a readership of 10,000.

**Project # 16-03-22**      **Impaired Driving Equipment (405d, 164)**  
*Also see Project 16-04-08*

Increasing HVE efforts creates the need for associated equipment. In addition to funding equipment, this project also provided for the recognition of Minnesota’s officers who were responsible for arresting the highest number of impaired drivers. This acknowledgement was named the “All Stars” event and created the opportunity to provide the honorary recipients with a commemorative bat at a Minnesota Twins baseball game. Other recipients were honored outside of this venue with a baseball cap or a non-regulation hockey stick for processing three or more DWI arrests in a single shift (referred to as a hat trick).

This project (16-03-22) and project 16-04-08 were two halves of one project providing recognition to outstanding enforcement agencies every quarter. This project allowed reimbursement for PBTs only and could not be used to pay for anything not directly related to impaired driving (i.e. radar, LIDAR or PIT training courses).

**Project # 16-03-23**      **Enforcement Recognition (402)**  
*See also project 16-04-07*

Criteria for two levels of recognition were developed by OTS staff: One level for multiple agencies to be recognized on a quarterly basis, and another level highlighting one enforcement grantee’s success during a grant year. For the yearly

recognition, an organized committee selected the Brainerd TZD Enforcement Grant comprised of 11 local agencies within Crow Wing County to receive the 2016 Commissioner's Enforcement Award.

**Project # 16-03-24 Law and Legal Training (405d)**

As mentioned in a previous project synopsis within this report, in Minnesota, a need exists for prosecutor training, case consultation, and research assistance regarding impaired driving. The OTS contracts for a TSRP to serve as a liaison among stakeholders (i.e. the NHTSA, the OTS, and city/county prosecutors through the Minnesota County Attorneys' Association). The TSRP trains prosecutors on new traffic safety laws and DWI court rulings, facilitates case consultation, produces a monthly newsletter, maintains a website offering resources for prosecutors and city attorneys, and conducts community outreach with MADD, schools, and other groups. During the year, the TSRP provided 3 webinars for law enforcement officers, training related to legislative and case law updates, implied consent, search warrants for blood tests, and electronic search warrants.

**Project # 16-03-25 Impaired Driving Facts Book (405d)**

Minnesota's Impaired Driving Program supports projects focused on evaluating the problem of impaired driving on Minnesota roadways. The *Impaired Driving Facts* book (in-print and online) provides detailed and high-demand impaired driving facts, sorted by numerous variables (i.e. impaired driving arrests by county, level of alcohol concentration by age, drunk driving related fatal crashes by time of day, etc.).

**Project # 16-03-26 DWI Enforcement Liaisons (164)**

*See also project 16-04-06*

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 55 multi-agency grants awarded, involving a total of 309 law enforcement agencies. Approximately 25 additional non-funded agencies participated in the program by reporting their data to OTS after enforcement waves.

**Project # 16-03-27 Interlock Vendor Oversight (164)**

The Ignition Interlock Device Program was implemented on July 1, 2011. Minnesota began a vendor oversight program through a project created by the OTS and DVS. In 2016, two individuals were contracted to continue the vendor oversight program to address and resolve issues involving certified vendors and/or service centers. The contractors also conducted site visits and investigations and reported findings to DVS and OTS. They were also involved in the annual vendor certification process and attended 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 regularly communicate and interact with stakeholders via verbal, written, and in-person contact for the purpose of bringing current ignition interlock monitoring issues to light.

**Project # 16-03-28 Project Directors to Conference (405d)**

*See also project 16-06-15*

Twelve law enforcement officers, and three Safe Roads Coalition Coordinators were selected by the OTS for their work in helping to rid the roads of impaired drivers. Fourteen of the fifteen selected, traveled to Long Beach California and attended the 2016 Lifesavers Conference, the premier national conference on traffic safety issues and programs. The average rating of the conference provided by the attendees was 8.2 (scale of 1-10 [highest]). In addition to the many sessions provided at the conference, the attendees also reported having opportunities to learn from, and network with, traffic safety professionals from around the country.

**Project # 16-03-29 Ignition Interlock Evaluation (410)**

Results from the evaluation of the Ignition Interlock Program indicates:

- Participants had fewer arrests for DWI and moving violations during the program
- Graduates were 39% less likely to reoffend
- The more severe the DWI violation at the time of arrest, the less likely the driver would complete the program
- Offenders with a BAC > 0.16 were 40% less likely to complete the program
- Offenders who refused testing were 50.8% less likely to complete the program
- Just over 48% of participants completed the program
- The average time for successful program completion is 412 days
- First-time offenders and those with lower BAC values were less likely to recidivate after program completion
- Participants were less likely to recidivate (8% v. 20% for non-program participants)
- Those avoiding failures (failed start-up/rolling retests) during the program were more likely to avoid post-program recidivism
- First time offenders were 11% less likely to recidivate than those with more than one DWI offense
- Participants with a BAC > 0.16 at the time of arrest had an estimated 18% higher risk of recidivism
- IID prevented 12,302 drunk drivers from starting their cars, minivans, SUVs or pickup

**Project # 16-03-30 DWI Creative Contract (405d)**

*See also project 16-06-11 & 16-07-02*

Creative services for the OTS was handled through a professional technical contract with an agency called the Johnson Group. This project covered creative services for paid media related to impaired driving and funded new creative messaging for impaired driving, including motorcycles. In addition, within projects 16-06-11 and 16-07-02, creative messaging was developed for motorcycle safety, training and awareness.

**Project # 16-03-31 State and Local Match for DWI (410, 405d)**

This project is a placeholder to record required matching funds



## Program Area: Police Traffic Services

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

### Performance Measures:

A-1) Seatbelt 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

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

**Summary:** With impaired driving and passenger protection deemed the highest priorities for education and enforcement, Police Traffic Services focuses on training, equipping, motivating, and mobilizing law enforcement.

Minnesota's TZD 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 (i.e. DWI). On a national level, agencies participate in mobilizations and report their outcomes via website portal. On a local level, Minnesota has been fortunate to have committed law enforcement liaisons who assist in keeping the program a priority by working closely with their assigned agencies.

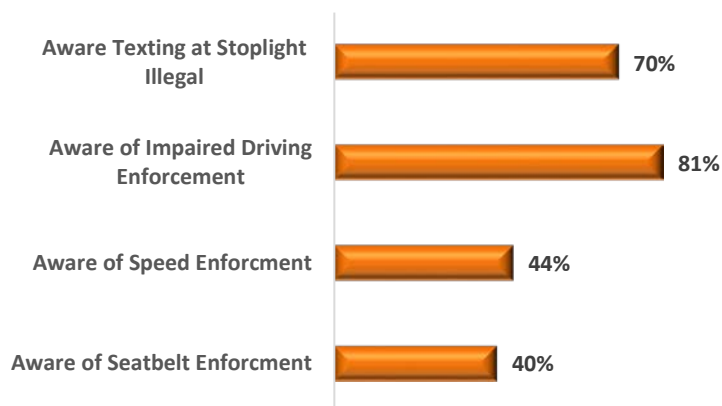
### Police Traffic Services Program Objectives:

- ▼ the number of traffic fatalities and serious injuries
- As validated via observational studies, ▲ seatbelt use
- ▼ impaired driving as demonstrated by the percentage of crash deaths involving alcohol impairment
- Maintain the number of agencies participating in national mobilizations
- Maintain the percentage of Minnesotans covered by agencies participating in the Minnesota TZD Enforcement Programs and national mobilizations
- Through conducting highly-visible enforcement, ▲ the perception as it relates to the likelihood of receiving a citation/being arrested for violating traffic laws
- ▲ the public's recognition of law enforcement's traffic safety emphasis waves

### Results:

- In FFY 2016, there were 55 TZD Enforcement grants involving 309 agencies
- In 2015, 411 people died on Minnesota roadways (▲ from 361 in 2014)
- The number of serious injuries increased by 8% (1,044 to 1,127 in 2015)
- Observational surveys reflect seatbelt usage at 93.2% in 2016
- In 2015, 137 (33%) fatalities were alcohol related; 26 percent are considered alcohol impaired crashes.

### 2016 Telephone Survey Results



## Future Strategies:

Overall, the Minnesota public and enforcement communities identify with and support the enforcement programs. Evidence strongly suggests the idea that combined efforts of increased enforcement with paid and earned media supporting the enforcement message have a positive impact on improving driver behavior. The telephone survey conducted in July 2016 supports that evidence by indicating a strong correlation between perceived citation risk and behavior.

For the second year, the OTS required 100% HVE. Also, in FFY 2016, training requirements (listed directly below) were revised: All officers must complete “refreshers” of the required courses every five years.

### Training Requirements

Course	Length	Type
Standardized Field Sobriety Testing (SFST)	16 hours	classroom
Drugs That Impair Driving (DTID) <b>OR</b> Advanced Roadside Impaired Driving Enforcement (ARIDE) Replaced DTID on Oct. 1, 2015	6 or 8 hours  10 hours	classroom  classroom
Occupant Protection Usage and Enforcement (OPUE)	3 hours	classroom (until 10/1/2015)

### 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 # 16-04-01      **Enforcement Coordination (402)**

The OTS employs staff to manage projects and serve as points of contact for the various programs of interest 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 applicable state and federal rules, requirements, and procedures. This project provides for ¾ time of a Coordinator to focus on enforcement projects (with the other ¼ of the position funded from the impaired driving area).

### Project # 16-04-02      **Enforcement Coordination II (402)**

Similar to the project description directly above, the OTS employs staff to manage projects and serve as points of contact for the various programs of interest 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 applicable state and federal rules, requirements, and procedures. This project provides for ¾ time of a coordinator to focus on enforcement projects (with the other ¼ of the position funded from the impaired driving area).

### Project # 16-04-03      **Minnesota State Patrol TZD Enforcement (MSP) (402)** *See also projects 16-02-04 and 16-03-05*

The OTS funds strong enforcement programs intended to develop a coordinated traffic safety program that includes well-publicized, HVE as a priority. To ensure enforcement and paid media are running concurrently, the OTS enforcement calendar must be followed (includes two DWI mobilizations, two seatbelt mobilizations, a distracted driving campaign, and speed enforcement).

**Project # 16-04-04      **Cities and Counties TZD Enforcement (402, 405e)****

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

The OTS funds strong enforcement programs intended to develop a coordinated traffic safety program that includes well publicized, HVE as a priority. To encourage cooperation, only one grant is allotted 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 seatbelt usage and decrease impaired driving. The designated enforcement calendar must be followed (to ensure enforcement and paid media are running concurrently) and includes: Two DWI mobilizations, two seatbelt mobilizations, a distracted driving campaign, and speed enforcement. Based on problem identification, specific grants are provided additional funds to focus on DWI. High-visibility enforcement is required - this includes earned media and roadway signage. The OTS provides media kits to assist with the educational effort. This project is conducted in conjunction with Project 16-02-05 (focuses on seatbelt enforcement) and Project 16-03-06 (focuses on impaired driving enforcement).

**Project # 16-04-05      **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 to pay for the hours worked on NHTSA grants, TZD invoicing, and data collection.

**Project # 16-04-06      **Enforcement TZD Liaisons (402)****

*See also project 16-03-26*

Participation of law enforcement in traffic safety programs is a key component to achieving reductions in deaths and fatal injuries. Law enforcement is often over-extended and traffic safety may not be a priority. Resultant, the OTS contracts for the professional and technical services of experienced law enforcement officers (i.e. retirees) to encourage and assist state, county, tribal, and municipal law enforcement agencies in increasing their attention to traffic safety and OTS programs (contractors with law enforcement backgrounds are generally able to more easily relate to other law enforcement officers and encourage agencies to direct their efforts toward traffic safety). This contractor position is known as a LEL. The LEL's main function is to serve as a conduit for the OTS to promote participation in the enforcement programs and increase traffic safety prioritization with law enforcement partners.

There were 309 agencies (55 multi-agency grants that included 71 Sheriff's Offices and 238 municipal, university and tribal agencies) working in partnership through the TZD Enforcement program to reduce fatalities and serious injuries. Approximately 25 additional non-funded agencies participated in the program by reporting their data to the OTS after the conclusion of enforcement waves.

**Project # 16-04-07      **Enforcement Recognition (402)****

*See also project 16-03-23*

Criteria for two levels of recognition were developed by OTS staff: One level for multiple agencies to be recognized on a quarterly basis, and another level highlighting one enforcement grantee's success during a grant year. For the yearly recognition, an organized committee selected the Brainerd TZD Enforcement Grant comprised of 11 local agencies within Crow Wing County to receive the 2016 Commissioner's Enforcement Award.

**Project # 16-04-08      **Enforcement Equipment (402)****

*Also see Project 16-03-22*

As part of the Enforcement Recognition program, the four LELs each nominated two agencies per quarter for the "Outstanding Agency Award". Once approved by the OTS grant coordinator, the agencies received their choice of radar, LIDAR, five certificates for police intervention driving, or four preliminary breath testing devices (\*the breath test device is funded by an impaired driving project). A total of 32 awards are made during each grant year; with the last quarter being purchased and billed during the first quarter of the next year.

\*This project (16-04-08) and project 16-03-22 were two halves of one project providing recognition to outstanding enforcement agencies each quarter. Project 16-03-22 could allow reimbursement for PBTs only and could not be used to pay for anything not directly related to impaired driving (i.e. radar, LIDAR or PIT training courses).

**Project # 16-04-09      Real-Time Officer Activity Reporting (ROAR) (402)**

The OTS requires all enforcement grantees to collect and report traffic stop data that is utilized 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 of 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 # 16-04-10      Electronic Sign Rental (402)**

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 # 16-04-11      Minnesota State Patrol Travel to Conferences (402)**

*See also project 16-03-16*

This project allowed opportunities for select MSP staff to attend in-state and out-of-state conferences intended to share information related to traffic safety issues and programs, as well as build networks to further the efforts of traffic safety in Minnesota. Three MSP lieutenants attended the 2016 Lifesavers Conference in Long Beach, CA. Thirty-six MSP law enforcement personnel attended the 2015 TZD Conference in St. Cloud, Minnesota. These attendees were chosen based on 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 25 (out of a total of 87) counties with the highest number of alcohol-related deaths and serious injuries. The OTS requires multi-agency collaboration related to grant-funded enforcement projects and aims 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

All enforcement project awards are based on competition among applications received (requests for proposals were accepted in spring of 2016 for grants to be conducted during FFY 2017). It is encouraged that in each event, high visibility enforcement efforts involve the MSP, 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 (except for the MSP). 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: Overall population, number of registered motor vehicles, and number of crashes (including those with serious injury, crashes killing an occupant, crashes involving speed or alcohol and those where seatbelts were/were not worn). This data can then be sorted to provide information by county. Evaluators review the enforcement grant applications and assign points to each application for problem over-involvement. Typically, enforcement grants in Minnesota represent at least \*one county.

\*There are two outliers:

- 1) St. Louis County, which is split among urban areas around Duluth and the rest of the county.
- 2) Hennepin County (Minneapolis is the county seat) which is split between four grants by area.

For each of the 87 counties, data is collected and reviewed for a 3-year period. In Minnesota, well over half the population lives in the Minneapolis/Saint Paul area counties; however only about 30% of roadway deaths and serious injuries occur in this metro region. If the OTS looked solely at the numbers of deaths and serious injuries, a majority of the issue would be discounted. 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, and over-involvement points are assigned based on the rates in which they were considered over-involved. Points are also assigned depending on ranking order (ordered by 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. Due to the large numbers of people killed in late afternoon and evening, at least 50% of hours worked during seatbelt "waves" must be worked between 4:00 p.m. and 1:00 a.m., and all speed "waves" work must be conducted between 2:00 p.m. and 7:00 p.m. Research shows that HVE is more effective, therefore, agencies are required to use these techniques (this includes utilizing 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 a piece of equipment provided to the enforcement agency by the OTS) explain 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
- Advanced SFST: Drugs that Impair (a one day course replaced by ARIDE)
- 4-hour Occupant Protection Usage and Enforcement training (course distilled from the NHTSA TOPS curriculum)

The instructors and materials for these classes are provided by the MSP through a grant with the OTS.

\*Officers participating in OTS enforcement grants are required to participate in a SFST update (4-hour class) unless the last participation in SFST class (either the basic or advanced) was less than 5-years prior.

#### 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 requests for proposals related to these positions every three to five years. The LELs work with agencies in-person 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. Before LELs existed, enforcement agencies were generally not familiar with the OTS and its goals and objectives. Ultimately, the LELs create a connection between law enforcement agencies and the OTS, which has led to enforcement becoming robust partner.

#### One Grant per Agency

With the exception of Data-Driven Approach to Crime and Traffic Safety (DDACTS), Minnesota has returned to allowing 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
- ▲enforcement activities for a specified period of time
- Publicize results of the enforcement

The recommendation for allowing no more than one grant for enforcement per group of agencies stemmed from the 2011 Enforcement Summit. Prior to its implementation, a fiscal lead agency and its partners could apply for and receive several NHTSA grants. For example, due to the identification of significant traffic safety problems, a few counties in Minnesota received:

- Safe & Sober (enhanced enforcement conducted in patterns of "waves")
- HEAT (specific counties/cities identified by MNDOT to work speed patrols)
- NightCAP (thirteen counties identified by OTS to work at least one impaired driving saturation)

In some counties, the projects lacked coordination, and various stakeholders would be responsible for the grants and not share information or coordinate well. This resulted in scheduling issues from both personnel and campaign aspects. Resultant, in 2013 the OTS decided that no more than one grant would be awarded to enforcement agencies or groups of agencies.

#### Effective Behavior Changing Enforcement Projects

##### **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. This 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 OTS

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 2016, the enforcement time periods included:

October 9-25.....	(Seatbelts)
November 25, 27, 28 and December *weekends.....	(DWI)
April 11-17.....	(Distracted driving)
May 23-June 5.....	(Seatbelts)
July 8-22.....	(Speed)
August 19–September 5.....	(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 enforcements and agencies must publicize their efforts with the help of Safe Roads Coalitions (if in existence in associated communities) and utilize media materials prepared by the DPS's Office of Communications. The agencies (both enforcement and organized TZD coalitions) 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 and attend SFST classes. 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 25 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 become more frequent. Each saturation includes officers from at least one sheriff's department, local police departments, and the MSP; however, it is not uncommon to see several agencies 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 the first "hat tricks" – 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 traffic laws. The importance of traffic enforcement is not understood by many citizens who believe the motivation is fiscal gain as opposed to saving lives and preventing injuries. In the past, OTS conducted an annual enforcement challenge. Participation in the challenge continued to decline and the program was cancelled. The OTS queried enforcement agencies for suggestions related to recognition programs. Subsequently, in 2014 the program was revamped. 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 initial award luncheon in the year 2014 honored the Saint Cloud Police Department, 14 municipal departments, and two sheriffs' offices (all covered by one grant). The 2015 luncheon honored the Blue Earth County Sheriff's Office, 3 additional Sheriffs' Offices and 12 municipal agencies (all covered by one grant). Both events were resounding successes. Nearly all enforcement-related law enforcement attended: Sheriffs, chiefs, enforcement leaders, and officers who were grant points-of-contact attended.

A DWI "All Star" event is held annually at a Minnesota Twins baseball game. The event is intended to honor 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 to include an inscription 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 (officers from smaller communities are not at a disadvantage). 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 requirements/reports are relatively less cumbersome, the mobilizations and crackdowns cover a much larger number of agencies than the grant and challenge programs combined. To participate in the mobilizations and crackdowns, agencies must at a minimum, issue pre/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).

### **Evaluating Enforcement Activities**

Minnesota statutes prohibit what are commonly referred to as “quota laws” – a prohibition against evaluating enforcement employees based on number of tickets written. Therefore, early grants stated agencies would “strive to achieve” the productivity objectives. Nevertheless, this was also challenged in 1999 and beginning with FFY 2000 grants, OTS was no longer allowed to set numerical objectives for agencies. The absence of numerical goals set by OTS has not adversely impacted enforcement activity. Instead of comparing an agency with the numerical goals set, each agency is compared with the average performance of other agencies during that same time period. An allowance is made for rural areas with lower pools of traffic and violators. Productivity is considered when awarding grants.

A “contact” is defined as a vehicle stopped. In order to encourage DWI and other arrests in which a person is taken into custody (necessitating an extensive process and/or lengthy drive to jail for the arresting officer), metro agencies receive 4 points for each person taken into custody, and non-metro agencies receive 6 points. When an officer requests that a vehicle be towed and is not taking the driver into custody, two points are awarded, as a wait for a tow truck will be the likely result. Other vehicle stops result in 1 contact point. An agency’s total points are divided by the hours worked to calculate stops per hour. The citation objectives are computed on the simple ratio of citations issued/arrests made for the particular area (i.e., DWI, occupant restraints, texting, speeding) to the total number of citations issued.

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.

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 2013 to 90% in June of 2015”. In annual final reports, agencies discuss their progress towards meeting these goals.

### **E-Charging**

The e-charging system, developed by the BCA and 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. Agencies receiving funding from an enforcement grant are required to use e-charging for at least 50% of their processed DWIs. At this point, connecting to the on-line system 24/7 is a recurring problem for some agencies. Through grant funding, the BCA continues to provide system-related technical training, as well as make modifications. The next module to be completed within the system will involve the filing of warrants (related to U.S. Supreme Court McNealy decision).

### **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.



## 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.
- Since the advent of HVE for all grant-related events, citations per hour have decreased
- 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- 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 crashes, driver licenses, motor vehicle registrations, roadways, EMS/injury surveillance, and citation/adjudicatory systems.

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

- Ensure collection of complete, timely, and accurate data
- Foster productive partnerships
- Seek input from traffic records stakeholders
- Enhance, maintain and integrate high quality data
- Data availability (for analysis in problem identification/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 database) launched January 1, 2016 on-time and on-budget.
- Administrator Rosekind demonstrated his 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 2-year project to assess data quality improvements will be assumed. The TRCC will update the Traffic Records Strategic Plan.

### **Project Summaries (402, 405c)**

#### **Project # 16-05-01      Traffic Records Coordination (402)**

The OTS employs staff to manage projects and serve as points of contact for the various programs of interest 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 applicable state and federal rules, requirements, and procedures.

#### **Project # 16-05-02      Problem Identification and Systems (402)**

Federal funds cover the salary, fringe benefits, and indirect costs associated with three OTS Research Analysts who perform problem identification, program evaluation, and handle requests for data (i.e., from the media, legislature, general public and other stakeholders/partners). 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 OTS's traffic research capabilities.

**Project # 16-05-03 FARS Support (405c)**

The FARS program has expanded to include pre-crash elements and the workload warranted additional staff time to fulfill the requirements of the project. Federal funds cover the salary, fringe benefits, and indirect costs associated with an additional .5 fulltime employee (FTE) position.

**Project # 16-05-04 Crash Records Database Solution (405c)**

This multi-year project covers costs associated with replacing the legacy crash records system. Work performed by a Project Manager and Systems Architect (as well as associated costs) are covered via contracts. The vendor began work in October 2014 and has completed a large share of the programming to date.

HumanFIRST (University of Minnesota) continued with their work to make crash data collection user driven. The human factors work conducted earlier in association with the project received a best practices award from the Association of Traffic Safety Information Professionals (ATSIP) and has been incorporated into the design.

Training for officers began in September 2015. As previously indicated, MNCrash successfully launched on January 1, 2016.

**Project # 16-05-05 Traffic Records Coordinating Committee (TRCC) (405c)**

The TRCC functioned without costs (except for grants 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 # 16-05-06 Crash Records Training (405c)  
(Also see the Projects Not Implemented Section)**

This project was established to hire an additional MNCrash trainer. Between the MNCrash vendor and the Traffic Records Coordinator, this position became unnecessary. The project was cancelled in the first Highway Safety Plan (HSP) revision.

**Project # 16-05-07 State and Local Traffic Records (402, 405c)  
*This project is a placeholder to record required matching funds***

**Project # 16-05-08 In-Squad Computers (405c)**

Eighty-one grants were executed with law enforcement agencies across Minnesota to assist with purchasing in-squad computers, e-Citation printers, driver's license readers, docking stations and antennas – all to be used in squads for patrolling. The grant provided the participating law enforcement agencies the opportunities to update equipment older than three years or purchase equipment for the first time to access programs such as e-Charging, ROAR, e-Citations and the new crash records system.

**Project # 16-05-09 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 applications, progress reports, and requests for reimbursement for OTS grants are processed in the e-Grants system.

**Project # 16-05-10 Crash Report Analysis (405c)**

Human factors researchers continued with the development of MNCrash usability and functional testing. By having the vendor work closely with this input, MNCrash user acceptance was high and the transition to the new system went smoothly.

**Project # 16-05-11 State Patrol Reconstruction Equipment (405c)**

The MSP investigates the majority of fatal and serious injury crashes requiring crash reconstructions to be completed. The risk of secondary crashes increases the longer a roadway is closed for the purpose of gathering information necessary for reconstruction. One of the most time and labor consuming activities is the measurement of distances at the scene. This

project provided the MSP with funds to purchase eight Leica Robotic Total Stations with CI5 Controllers and EVR software, plus accessories. This equipment automates the calculating of distances and eliminates the need for multiple troopers to obtain accurate measurements.

**Project # 16-05-12**      **EMS Data Linkage (405c)**  
Also see the Projects Not Implemented Section

Minnesota currently links the crash records database with emergency room discharge data in the Minnesota Crash Outcome Data Evaluation System (CODES). There have been some barriers to linking-in the data from the State Ambulance Reporting System (MNSTAR). This project was unable to proceed in FFY 2016, but remains a TRCC priority.

**Project # 16-05-13**      **e-Citations with BCA (405c)**  
Also see the Projects Not Implemented Section

For the past several years, the BCA assisted local agencies with implementation costs related to the necessary adapters to connect local records management systems to e-Charging (for the purpose of submitting electronic citations to courts using the uniform statewide citation standard). This project was intended to continue these efforts; however, no additional agencies requested assistance, so funds were not expended.

**Project # 16-05-14**      **Pilot Data Conversion (405c)**  
Also see the Projects Not Implemented Section

This project became unnecessary when a separate training environment was established in MNCrash. Subsequently, the project was cancelled in the first HSP revision.

**Project # 16-05-15**      **Crash Records Enhancements (405c)**  
Also see the Projects Not Implemented Section

This project was intended to provide funding for enhancements related to the MNCrash system. Thus far, all change requests have been accommodated by the vendor under the warranty provisions established in the initial contract. No funding was spent in FFY 2016.

**Project # 16-05-16**      **Mapping Enhancements for MNCrash (405c)**

This project funded work conducted by the Minnesota Geospatial Information Office to provide MNDOT base map information in a format the vendor could utilize within the MNCrash system (created ability to input crash location by clicking on a map). The result of this effort was increased timeliness and accuracy of location data.

**Project # 16-05-17**      **Transition from DVS Crash to MNCrash (405c)**  
Also see the Projects Not Implemented Section

This project was intended to provide funding for knowledge transfer and consulting assistance in redefining the roles and responsibilities for DPS. There was a delay in the start date - this work will begin in FFY 2017.

## **Program Area: 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, supported efforts associated with the TZD Safe Roads Coalitions, the Network of Employers for Traffic Safety (NETS) Programs implementation, facilitation of the annual TZD Conference, active participation in TZD regional workshops, and providing regional TZD support.

Collectively, these programs develop partnerships with community members who are concerned with traffic safety issues and build relationships with key stakeholders (i.e. law enforcement, educators, engineers, emergency responders, healthcare representatives, judicial system personnel, 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. Focusing on traffic safety issues, the OTS engaged community members with the goal of moving TZD.

### **Communities Program Objectives:**

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

### **Results:**

- Numerous public information/education activities, as well as paid media, increased Minnesotans' awareness of the OTS's traffic safety issues and initiatives
- To enhance messaging to target audiences, ▲ the use of social media and online venues
- Through AMPERS radio stations, reached minority communities not served through traditional media
- 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 the 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
- The TZD annual conference, eight regional workshops, and two stakeholders' breakfasts were all conducted to provide partner outreach
- There were 27 TZD Safe Roads Coalitions in 2016 (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:**

In 2017, the OTS will continue to support various community programs by:

- Challenging complacency toward traffic crashes through:
  - The utilization of public information & education (PI&E)
  - Paid media efforts
  - TZD Safe Roads Coalition work (to enhance local ownership in addressing traffic safety issues)
- Ensuring the TZD conference continues to address traffic safety solutions from both specific and multidisciplinary approaches (this includes offering breakout sessions that provide information related to best practices and effective countermeasures)
- Utilizing workshops to further 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 # 16-06-01      Community Programs Coordination (402)**

The OTS employs staff to manage projects and serve as points of contact for the various programs of interest 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 applicable state and federal rules, requirements, and procedures. This project funds one full-time coordinator for community programs.

**Project # 16-06-02      Evaluation Coordination (402)**

As previously mentioned, the OTS employs staff to manage projects and serve as points of contact for the various programs of interest 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 applicable state and federal rules, requirements, and procedures. This project funds one full-time coordinator for evaluation coordination.

**Project # 16-06-03      Media and Special Projects Coordination (402)**

As is the case with the two previous projects, the OTS employs staff to manage projects and serve as points of contact for the various programs of interest 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 applicable state and federal rules, requirements, and procedures. This project funds one full-time coordinator for community programs.

**Project # 16-06-04      Traffic Safety Media Relations (402)**

*Also see the Paid Media Section of this report.*

This project provides print and electronic materials related to traffic safety issues, as well as media relations services. The materials include and are not limited to: Brochures, posters, five TZD enforcement wave templates (posted to the website), and production costs for PSAs and paid ads. Costs are associated with salaries, fringe benefits, travel for communications staff, indirect costs, and the work necessary to develop public information and media relations efforts.

Assumed alcohol and impaired driving related tasks are covered in Project 16-03-11.

**Project # 16-06-05      Safe Roads (402)**

The TZD Safe Roads Project 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, the project supported local coalitions in areas where traffic deaths and serious injuries were above state averages in one or more key categories.

The 27 Grantees were provided a menu of options related to activities based on best practices with proven success in impacting traffic safety. Data for the grantee's specific counties were 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 # 16-06-06      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, as well as project-related printing and travel costs were provided.

**Project # 16-06-07      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 the marketing communications agency Compass Point Media (media division of Campbell-Mithun). Each campaign's purpose is thoroughly reviewed and evaluated to ensure the right message will be delivered to the right audience, utilizing 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 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 # 16-06-08      TZD Conference (402)**

The annual TZD Conference provides a venue for:

- Sharing information on progress made since 2001
- Identifying best practices in the areas of Engineering, Enforcement, Education, and Emergency services (four E's)
- Charting the course for a future with fewer traffic fatalities and life changing injuries.

The conference provides breakout sessions covering the four "E's", as well as plenary sessions motivating and educating the audience. Attendance of sessions covering other disciplines is also 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 roadways. In October 2015, 964 attendees joined the conference in St. Cloud, Minnesota.

#### **Project # 16-06-09      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 related to TZD issues. Each region in Minnesota has individual data pointing to varying target audiences with varying contributing factors. Regional coordination is needed to maximize traffic safety partner buy-in and collaboration, as well as enhance the use of data driven approaches in reducing fatal and serious injury crashes.

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

#### **Project # 16-06-10      Mobility for Minnesota's Aging Population (MMAP) (402)**

The MMAP is a partnership of a variety of agencies, organizations and individuals concerned with safe mobility for older Minnesotans. The project is conducted by the Metropolitan Area Agency on Aging. The elected chair of the committee receives reimbursement for time spent in leading meetings and discussions and maintaining project momentum. In addition, a support person is paid for time to schedule meetings, ensure documents are up-to-date, and provide meeting notes.

Steering committee meetings are held before each regular full-membership MMAP meeting to plan the agenda and discuss pertinent pre-meeting issues. Six regular MMAP meetings are held during the year.

#### **Project # 16-06-11      Media Creative Contract (402)**

Creative services for the OTS are handled through a professional technical contract with the creative agency – the Johnson Group. This project covers creative services for paid media related to seatbelts, child seats, speeding, distracted driving and other identified problems. In 2016, new creative messaging (TV spots, radio ads and digital billboards) was developed for motorcycle training, safety and awareness. In addition, new collateral materials (window clings and posters) were designed and produced within the parameters of the project.

Media creative contracts related to impaired driving are covered under 16-03-30.

#### **Project # 16-06-12      Non English Speaking TS Law (402)**

The OTS used 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 targeting specific communities focused on distracted driving, seatbelt use, and impaired driving in native languages,

**Project # 16-06-13 Telephone Surveys and Evaluation (402)**

In an effort to reduce the number of Minnesota traffic deaths and serious injuries, the OTS requires information to track driver attitudes and awareness of highway safety enforcement, communication activities and self-reported driving behaviors. The telephone survey was conducted between August 19 and September 22, 2016 through a randomly generated sample of telephone numbers. The telephone sample included both landlines and cell phones and oversampled unmarried males aged 18-34. In addition to the required NHTSA performance measures questions, the OTS survey included questions pertaining to the ignition interlock law, motorcycle safety messaging and distracted and drugged driving.

Copies of the full report are available by contacting the Minnesota Office of Traffic Safety.

**Project # 16-06-14 Program Travel (402)**

Out-of-state travel to national and regional conferences allows OTS staff to keep up-to-date on research, as well as share and discover new ideas within other states. There are also specific rules and requirements for the NHTSA funded programs that OTS staff must know and understand in order to do their jobs.

In FFY 2016:

- 3 staff attended the GHSA Annual Conference
- 4 staff attended the Lifesavers Conference
- 2 staff attended the Transportation Research Board Annual Conference
- 1 attended the Traffic Records Forum.

Typically, this project would also provide for new OTS staff to attend the Transportation Safety Institute's classes on managing NHTSA projects and managing NHTSA finances; however, during this reporting period, there were no new staff who would benefit from the courses at that time.

**Project # 16-06-15 Project Directors to Conference**

*Also see project # 16-03-28*

For their work in reducing the roads of impaired drivers, the OTS selected 12 Law Enforcement officers, and 3 Safe Roads Coalition Coordinators to attend the 2016 Lifesavers Conference (the premier national conference on traffic safety issues and programs). Of the 15 participants selected, 14 traveled to Long Beach, California to attend. On average, the attendees rated the conference at 8.2(scale of 1-10 [highest]). In addition to participating in informative break-out sessions, attendees reported taking advantage of opportunities to network with other traffic safety professionals from around the country, enhancing their learning experiences.

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

Between 2010 and 2015, 209 pedestrians were killed in Minnesota. One in four of these deaths occurred in Hennepin County, and the majority within the city of Minneapolis. Minnesota crash data show that drivers made errors in judgment approximately half of the time, and the other half, the pedestrian made the error. Aiming to decrease the number of pedestrian fatalities, a grant was written with the Minneapolis Police Department and the Ramsey County Sheriff's Office to conduct HVE and increase the number of citations written to pedestrians and drivers.

**Project # 16-06-17 Evaluation of Parental Involvement (402)**

Preamble: In FFYs 2014/2015, to evaluate the effectiveness of the Point of Impact (POI) classes (teen-driver safety/parent awareness education), parents participating in classes in calendar year 2014 were surveyed. The surveys were divided into two phases: 1) Permit stage and 2) provisional licensure stage. The intent of the surveys was to gain information related to parents' self-reported application of strategies and utilization of resources/information provided in the classes. When asked how well they felt the classes prepared them for mentoring their teens concerning risks, laws, and responsibilities associated with becoming a safe driver, over 82 percent of the parents responded either "well" or "very well".

In FFY 2016, the OTS continued evaluating the program and provisional licensure surveys. Overall, 131 completed surveys were received from the initial mailing and 88 from the second (mailed November 2015). The provisional license survey was closed for tabulation in January 2016. A total of 219 usable responses were received (32% response rate).



Survey outcomes: Once teens obtained provisional licenses, parents asked them to abide by family safe driving rules and established consequences for violating these rules (this was true for teens within both the 1<sup>st</sup> and 2<sup>nd</sup> six months of licensure). In addition to Minnesota laws, parents asked teen drivers to abide by further safe driving rules. About 66% of responding parents implemented additional family rules, particularly regarding the number of non-family passengers allowed in vehicles with drivers, and about 56% indicated establishing rules related to driving at night. The most commonly indicated citation reported involved speeding (although the instances few, this is true for both newly licensed and those beyond the 1<sup>st</sup> six-month period of provisional licensure). The majority of participants indicated no citations within the first year of licensure. Overall, retention of class material is considered high, even over time.

The second part of the program effectiveness evaluation is scheduled for FFY 2018.

**Project # 16-06-18      Parental Involvement Class Support (402)**

To assist in conducting teen-driver safety/parent awareness classes, the OTS provided technical support and updates to the POI program and provided it to numerous driver education providers and law enforcement agencies within Minnesota (POI curriculum includes law enforcement participation). Legislation (effective January 1, 2015) requires all driver education providers to offer parent awareness classes to interested parents/guardians.

## 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

#### C-8) Unhelmeted Motorcyclist Fatalities

#### Summary:

##### 2015

- 61 motorcycle riders and passengers were killed in crashes (33% increase from 2014's total of 46)
- Licensed operators continued to grow to an all-time high of 414,782
- The number of registered motorcycles increased to a record high of 238,243

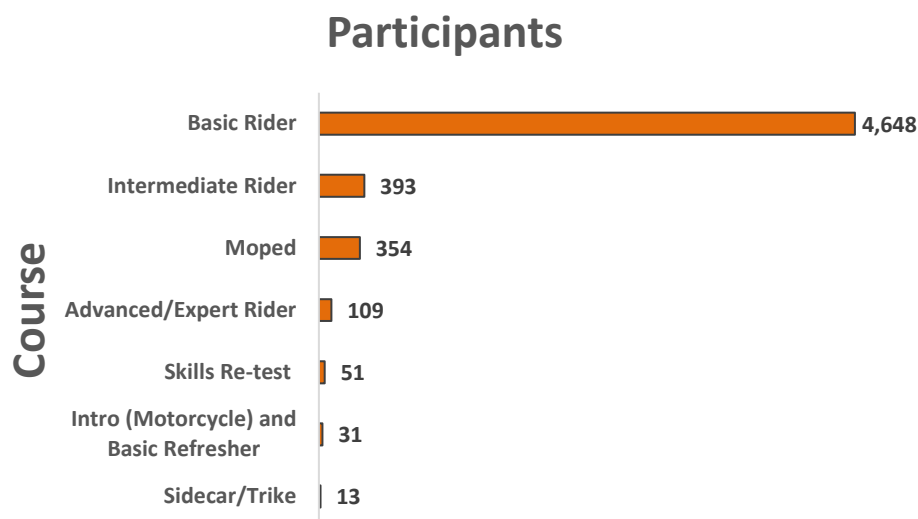
The Minnesota Motorcycle Safety Program (MMSP) conducts rider training courses, targeted public information campaigns, and an evening testing program for motorcycle license endorsements.

#### Motorcycle Safety Program Objectives:

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

#### Results:

- Number of motorcyclist fatalities ▲ (46 in 2014 v. 61 in 2015)
- Number of unhelmeted motorcyclist fatalities ▲ (28 in 2014 v. 37 in 2015)
- Percentage of unhelmeted motorcyclist fatalities remained the same (61% in 2014 and 2015)
- Number of fatalities involving a motorcycle operator with a BAC of .08 or above ▲ (7 in 2014 v. 13 in 2015)
- Rate of motorcycle fatalities per 10,000 registered motorcycles ▲ (1.9 in 2014 v. 2.6 in 2015)
- Crash rate per registered motorcycle ▲ (51 crashes per 10,000 registered motorcycles in 2014 v. 57 in 2015)
- Rider course participation ▼5% in 2016 (total course enrollment = 5,599)
- MMSP offers several types of rider training courses (courses and associated participation are found within the illustration directly below):



- In 2016, the MMSP conducted the first year of three new ad campaigns encouraging riders to: Wear full protective gear, ride sober, and build operator skill level

## **Future Strategies:**

A motorist awareness ad campaign is planned for 2017 (section 405f funded). These innovative ad concepts, following the new safety campaign (developed in 2016) will be launched in 2017 (April – July). The ads will again focus on themes of protective gear, rider training, impaired riding, and motorist awareness. Also, the MMSP will continue to support coordinated, multi-jurisdictional enforcement efforts based around specific riding events. These events will be publicized and supported by educational messages and associated materials.

## **Project Summaries (402, 2010)**

### **Project # 16-07-01      **Motorcycle Programs Coordination (402)****

The OTS employs staff to manage projects and serve as points of contact for the various programs of interest 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 applicable state and federal rules, requirements, and procedures. This project provided for one full-time coordinator to focus on state funded motorcycle projects for the last four months of the federal year.

### **Project # 16-07-02      **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 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 # 16-07-03      **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 occurring in curves. Additionally, research of motorcycle crash reconstruction reports indicate under-use of the front brake in emergency stopping situations (i.e. another vehicle entering the motorcyclist's path of travel) is also a crash catalyst. The MMSP offered 7 different on-cycle courses for riders of varying skill levels in 2016 with a total of 5,599 students attending. All students were provided an electronic survey, and the program, instructors, and courses were uniformly given excellent ratings.

### **Project # 16-07-04      **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 lives. New ad concepts were developed, and a statewide public information campaign was conducted in 2016 featuring models for training, full protective gear, riding sober, and motorist awareness. These were also the primary themes included in news releases.

### **Project # 16-07-05      **Motorcycle Testing and Licensing (State dedicated Motorcycle Safety Fund)****

In 2015, 19 percent of fatal motorcycle crash victims 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 9 exam stations throughout the state: 670 permitted motorcycle riders took advantage of the evening testing program, and 4,648 motorcyclists enrolled in a basic rider course.

### **Project # 16-07-06      **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 supplies that run low
- Purchase equipment insurance
- Maintain an up-to-date insurance policy

The motorcycles and transport trailer fleet are reasonably up-to-date, with the oldest motorcycles produced in the year 2004.

**Project # 16-07-07      Motorcycle Equipment Transport  
(State dedicated Motorcycle Safety Fund)**

Training motorcycles and the trailers housing them must be deployed on-time to training sites each spring, moved among sites sharing equipment during the training season, and returned to storage in the fall. Within this project, the OTS contracted with a professional hauler, capable of towing twenty-five 9,000 pound transport trailers, two 5,000 pound trailers, and two 3,000 pound trailers; all over relatively long distances.

**Project # 16-07-08      Mechanical Services (State dedicated Motorcycle Safety Fund)**

Training motorcycles and the trailers transporting them must be winterized each fall, receive full tune-ups, have pre-season maintenance completed prior to the start of courses, and undergo repairs during the training season (April through October). Within the parameters of this project, the OTS contracted with a skilled mechanic with the capacity to maintain and repair a fleet of 336 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 164 Hazard Elimination funding (transferred to the OTS from the MNDOT due to Minnesota's insufficient sanctions on repeat DWI offenders) has been employed by the OTS toward eliminating common roadway hazards through high-value, low-cost countermeasures. These hazard elimination projects are also building new, and strengthening existing TZD partnerships.

Project installations included:

- Additional cable median barriers
- Intersection conflict warning systems
- Reduced conflict intersections
- Enhanced pavement markings
- Roundabouts
- Turn lanes

Additionally, safety plans and audits have been created and conducted.

### **Roadway Safety Driving Program Objectives:**

- Create a safer roadway environment
- Expand projects providing for hazard elimination on roadways

### **Results:**

- Projects were awarded that included: Systematic lane departure and intersection improvements and projects previously identified in road safety audits
- Cable median barriers installed on high-volume roadway medians have been effective in reducing median cross-over crashes
- Roundabouts and J-turns installed at high-injury crash intersections have been effective in preventing and reducing T-bone crashes

### **Future Strategies:**

Expand the installation of intersection safety countermeasures at locations with a high number of serious and fatal crashes.

### **Project Summaries (402, 164HE)**

#### **Project # 16-09-01      TZD 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 OTS, MSP, MNDOT, Department of Health, and the Center for Transportation Studies (CTS) at the University of Minnesota. The program committee consists of representatives from the various traffic safety stakeholders – traffic safety advocates, consultants, non-profit organizations, and other committees (in addition to the above referenced governmental organizations). In addition, a working group and co-chair meetings are supported. Funds were used to provide staff support for the committees and the overall TZD effort, printing costs, light refreshments for quarterly Traffic Safety Forums (formerly called Partners Breakfasts), and costs to update the TZD website. The membership and the projects generated by the committee will be reviewed for continued growth and progress. The project is funded through a grant with MNDOT and the CTS.

#### **Project # 16-09-02      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 U-turn intersections, turn lanes, and roundabouts.

#### **Project # 16-09-03      Lane Departure Countermeasure Deployment (164 HE)**

MNDOT has identified roadways with a high number of lane departure crashes. This project deployed lane departure countermeasures including cable median barriers, curve chevrons, guard rails, rumble strips, rumble stripes, and wider fog lines.

**Project # 16-09-04      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# 16-03-18**      **Judicial Liaison**  
(Also see *Impaired Driving Section*)

Minnesota's ignition interlock law requires devices to be used by those who wish to drive after a second or subsequent DWI or a first DWI with a blood alcohol concentration of .16 or above; the Driver and Vehicle Services division of DPS is responsible for implementing the law. It is conjectured that if judges were to also order appropriate offenders to enroll in the ignition interlock program, the number of users would greatly increase and the roadways safer. Several attempts were made to connect with the courts and the bandwidth to implement this project does not exist at this time.

**Project # 16-05-06**      **Crash Records Training (405c)**  
(Also see *Traffic Records Section*)

This project was established to hire an additional trainer for MNCrash. Between the MNCrash vendor and the Traffic Records Coordinator, this position became unnecessary. The project was deleted in the first HSP revision.

**Project # 16-05-12**      **EMS Data Linkage (405c)**  
(Also see *Traffic Records Section*)

Minnesota currently links the crash records database with emergency room discharge data in the Minnesota Crash Outcome Data Evaluation System (CODES). There have been some barriers to linking-in the data from the State Ambulance Reporting System (MNSTAR). This project was unable to proceed in FFY 2016, but remains a TRCC priority.

**Project # 16-05-13**      **e-Citations with BCA (405c)**  
(Also see *Traffic Records Section*)

For the past several years, the BCA assisted local agencies with implementation costs related to the necessary adapters to connect local records management systems to e-Charging (for the purpose of submitting electronic citations to courts using the uniform statewide citation standard). This project aimed to continue these efforts; however, no additional agencies requested assistance, so funds were not expended.

**Project # 16-05-14**      **Pilot Data Conversion (405c)**  
(Also see *Traffic Records Section*)

This project became unnecessary when a separate training environment was established in MNCrash. Subsequently, the project was deleted in the first HSP revision.

**Project # 16-05-15**      **Crash Records Enhancements (405c)**  
(Also see *Traffic Records Section*)

This project was intended to provide funding for enhancements related to the MNCrash system. Thus far, all changes have been accommodated by the vendor under warranty provisions established in the initial contract. No funding was spent in FFY 2016.

**Project # 16-05-17**      **Transition from DVS Crash to MNCrash (405c)**  
(Also see *Traffic Records Section*)

This project was intended to provide funding for knowledge transfer and consulting assistance in redefining the roles and responsibilities for DPS. There was a delay in the start date and this work will begin in FFY 2017.

## FFY 2016 Paid Media Report and Recap

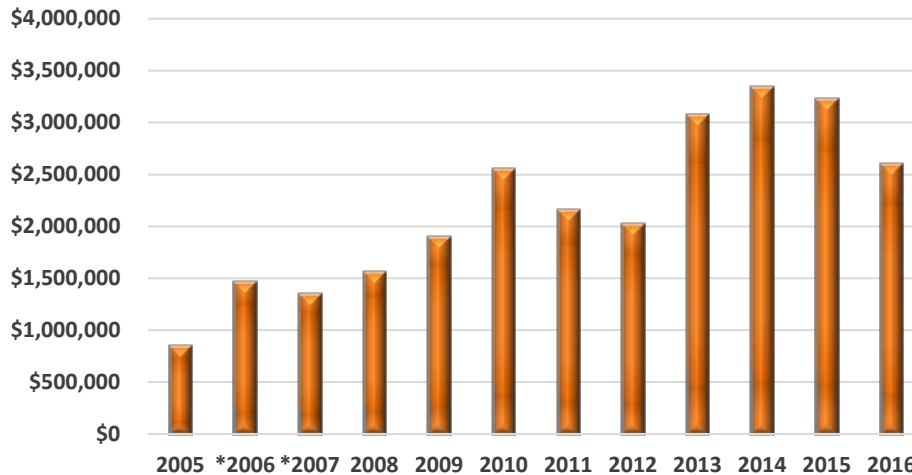
### Paid Media Principles

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 mobilizations targeting seatbelt use, impaired driving, distracted driving and speeding. Paid media also complements national paid media and enforcement.

Paid media has increased in recent fiscal years, but was down slightly in FFY 2016. 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.

### 2005-2016 Paid Media Expenditures



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

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

The analysis, negotiation, and placement of media for the OTS are handled through a professional technical contract with the marketing communications agency Compass Point Media (media division of Campbell-Mithun). Each campaign's purpose is thoroughly reviewed and evaluated to ensure the right message will be delivered to the right audience, utilizing 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 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

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 or PSA spots, additional out-of-home (OOH) advertising and digital impressions, programming sponsorships, and editorial opportunities such as radio drive-time, on-air interviews.



In addition to paid media, the OTS extends the reach and frequency of its messaging through creative partnerships with entities delivering unfunded and pro bono advertising. Such partnerships include major and significant marketers and franchises in Minnesota such as the Minnesota Wild and the Timberwolves.

## Impaired Driving

### Objectives

Increase awareness of extra DWI patrols surrounding key enforcement periods

### Strategy

Leverage paid media to maximize value-added PSAs, traffic sponsorships, and on-air interviews.

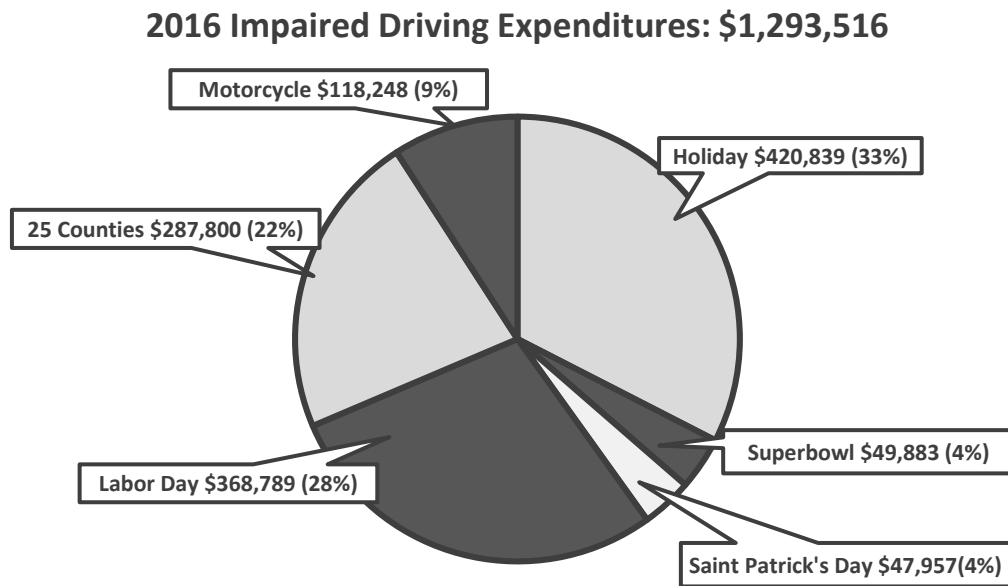
### Results

Total budget \$1,337,562

**Total paid media \$1,293,516** - agency fees included (see graphic directly below)

Target: M18-34

Impaired Driving Campaigns (see "Impaired Summaries" below)



### **"Holiday" Media Summary (see graphic directly above)**

Flight Dates: 11/23/15 – 1/03/2016

#### Television

Total TV Purchased: \$234,911

Total Spots: 1,434

Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester

#### Radio

Total Radio Purchased: \$72,397

Total Spots: 4,111

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

#### Out-of-home/Sponsorships

Total OOH/Sponsorships Purchased: \$66,281

OOH: Digital boards (11) and Cinema

Digital

Total Digital Purchased: \$47,250  
Digital Pre-Roll and Streaming  
Total Impressions: 3,980,110  
Social: Total Impressions: 608,546

**Total “Holiday” Media Purchased: \$420,839**

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**Super Bowl Media Summary (see graphic directly above)**

Flight Dates: 2/4 – 2/7/16

Television

Total TV Purchased: \$46,883  
Total Spots: 262  
Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester

Digital

Total Digital Purchased: \$3,000  
Total Impressions: 977,652

**Total “Impaired Super Bowl” Media Purchased: \$49,883**

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**St. Patrick’s Day Media Summary (see graphic directly above)**

Flight Dates: 3/1-3/31

Digital

Digital Pre-Roll  
Total Impressions: 2,550,679

**Total “Impaired St. Patrick’s Day” Media Purchased: \$47,957**

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**Labor Day Media Summary (see graphic directly above)**

Flight Dates: 8/10-9/6

Radio

Total Radio Purchased: \$77,706  
Total Spots: 3,562ksc

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

Digital

Total Digital Purchased \$166,446  
Digital Pre-Roll, Display and Streaming  
Total Impressions: 14,358,741  
Social: Total Impressions: 805,026

Out-Of-Home/Sponsorships

Total OOH/Sponsorships Purchased: \$163,151  
OOH: Mix of digital and static units (76), Cinema, Bar Media, and Train Wraps

**Total “Impaired Labor Day” Media Purchased: \$368,789**

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**Impaired “25 Counties” Media Summary**

Flight Dates: 7/1 – 9/30

### Radio

Total Radio Purchased: \$22,529

Total Spots: 843

- Markets: Duluth, Mankato, Rochester, Minneapolis-St. Paul, St. Cloud, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing/Virginia, Little Falls, Pine City

### Out-Of-Home/Sponsorships

Total OOH/Sponsorships Purchased: \$60,239

OOH: Mix of digital and static units, pump toppers, bar media, and cinema

### Digital

Total Digital Purchased: \$205,032

Digital Pre-Roll and Streaming

Total Impressions: 7,337,110

Social: Total Impressions: 631,389

**Total "Impaired 25 Counties" Media Purchased: \$287,800**

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## **Impaired Motorcycle Media Summary**

Flight Dates: 6/20 – 8/22

### Radio

Total Radio Purchased: \$75,479

Total Spots: 3,185

- Markets: Alexandria, Aitkin, Austin, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Grand Forks, Grand Rapids, Hibbing, Little Falls, Mankato, Marshall, Minneapolis – St. Paul, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls, Wadena, Winona, Worthington

### Digital

Total Digital Purchased: \$42,769

Digital Pre-Roll, Star Tribune and Streaming

Total Impressions: 7,471,775

**Total "Impaired Motorcycle" Media Purchased: \$118,248**

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## **Distracted Driving**

### **Objective**

Execute statewide mass media campaign to drive awareness of increased Distracted Driving

### **Strategy**

Negotiate TV on top stations in metro and out-state to ensure strong statewide message.

Leverage paid media to maximize value-added PSAs, traffic sponsorships, interviews, etc.

### **Results**

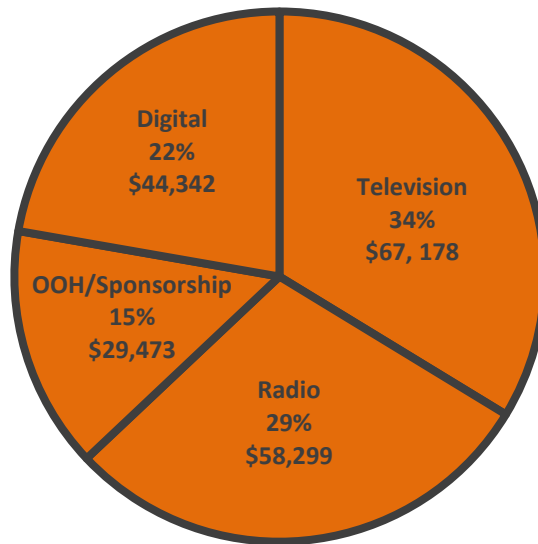
Total budget \$199,144 (see graph directly below)

Total paid media \$199,292 (agency fees included)

Target: A18-49

Flight Dates: 4/11 – 4/24/2016

**2016 DISTRACTED DRIVING EXPENDITURES:  
\$199,144**



**Distracted Driving Media Summary**

Television:

Total TV Purchased: \$67,178

Total Spots Purchased: 787

Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester, Mankato

Radio

Total Radio Purchased: \$58,299

Total Spots Purchased: 2,402

- Markets: Alexandria, Aitkin, Austin, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Grand Forks, Grand Rapids, Hibbing, International Falls, Little Falls, Mankato, Marshall, Minneapolis – St. Paul, Mora, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls

Out-Of-Home/Sponsorships

Total OOH/Sponsorships Purchased: \$29,473

OOH: Digital Bulletins (4 Colleges) and Gas Station TV

Digital

Total Digital Purchased: \$44,342

Digital Pre-Roll, El Minnesota de Hoy and Streaming

Total Impressions: 5,883,379

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**Occupant Protection**

**Objectives and Strategy**

Execute a campaign to drive awareness and remind the general driving audience about the importance of seatbelts and promote "Click it or Ticket"

Leverage paid media to maximize value-added PSAs, traffic sponsorships, interviews, etc.

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

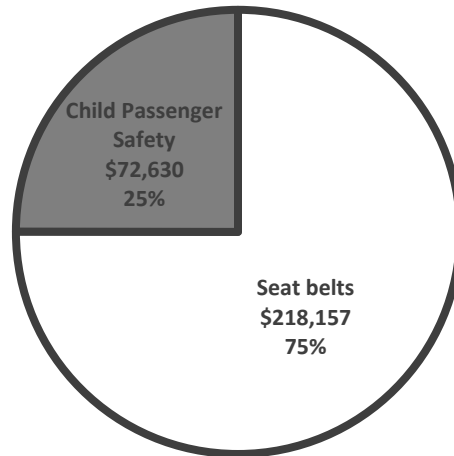
**Results**

Media Budget Approved: \$372,016

Total paid media \$290,787 (agency fees included)

Target: M18-49 and W18-49  
Campaigns:

## 2016 OCCUPANT PROTECTION MEDIA EXPENDITURES: \$290,787



### Occupant Protection Media Summary (Seatbelts and Child Passenger Safety)

#### Seatbelts

Flight Dates: 5/23 – 6/5/2016  
Total Purchased: \$218,157 (agency fees included)

#### Radio

Total Radio Purchased: \$52,289  
Total Spots Purchased: 2,401

- Markets: Alexandria, Aitkin, Austin, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Grand Forks, Grand Rapids, International Falls, Little Falls, Mankato, Marshall, Minneapolis – St. Paul, Mora, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls, Willmar, Winona, Worthington

#### Out-Of-Home/Sponsorships

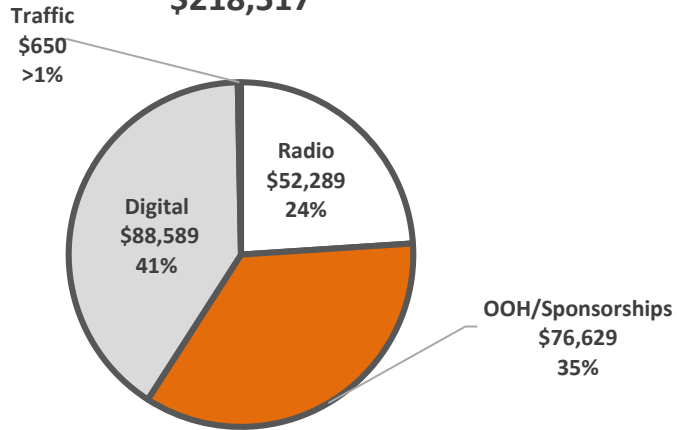
Total OOH/Sponsorships Purchased: \$76,629  
OOH: Digital Bulletins, Gas Station TV, Cinema and Transit

#### Digital

Total Digital Purchased: \$88,589  
Digital Pre-Roll, Display, Social and Streaming: Total Impressions: 9,649,168  
Social: Total Impressions: 1,011,335

(Refer to graphic on following page)

**2016 Seatbelt Specific Media Expenditures:  
\$218,517**



**Child Passenger Safety**

Flight Dates: 9/18 – 9/24/2016  
Total Purchased: \$72,630

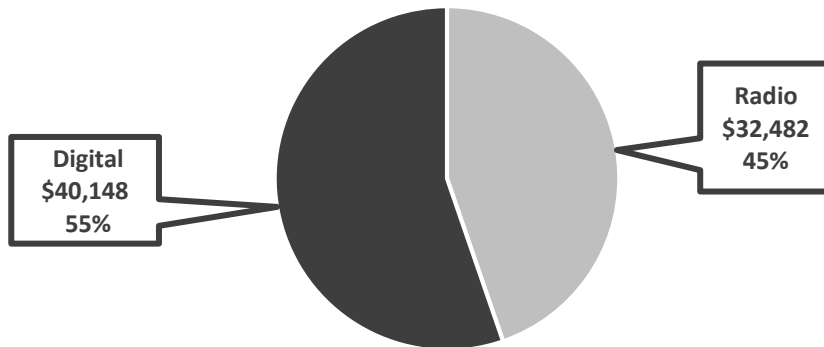
Radio

Total Radio Purchased: \$32,482  
Total Spots Purchased: 661  
Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester, St. Cloud

Digital

Total Digital Purchased: \$40,148  
Digital Pre-Roll, Display, El Minnesota de Hoy and Streaming  
Total Impressions: 5,687,779

**2016 Child Passenger Safety Specific Media Expenditures: \$72,630**



**Speed**

**Objectives and Strategy**

Increase awareness of extra enforcement patrols on Minnesota roads cracking down on speeding

Utilize a mix of mass and targeted media to deliver Speed message with high reach and frequency to our target audience

**Results**

Media Budget Approved: \$198,436  
Total paid media \$163,783 agency fees included  
Target: A18-34  
Flight Dates: 7/4 – 7/22/2016

Television:

Total TV Purchased: \$38,064  
Total Purchased Spots: 526  
Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester

Radio

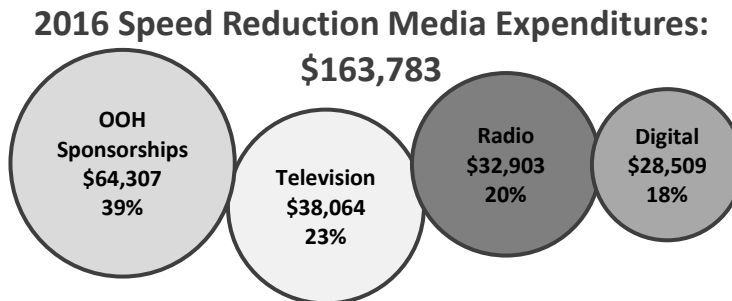
Total Radio Purchased: \$32,903  
Total Spots Purchased: 1,337  
• Markets: Alexandria, Aitkin, Austin, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Grand Forks, Grand Rapids, Hibbing, International Falls, Little Falls, Mankato, Marshall, Minneapolis – St. Paul, Mora, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls

Digital

Total Digital Purchased: \$28,509  
Digital Pre-Roll, El Minnesota de Hoy and Streaming: Total Impressions: 2,309,060  
Social: Total Impressions: 753,933

Out-Of-Home/Sponsorships

Total OOH/Sponsorships Purchased: \$64,307  
OOH: Digital Bulletin, Gas Station and Cinema



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**Motorcycle Safety/Awareness**

**Objectives and Strategy**

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

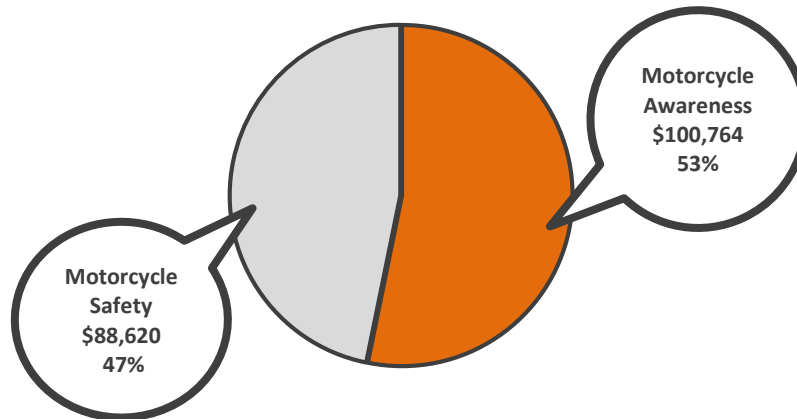
Increase awareness of Motorcycle Safety importance as well as course offerings. Increase enrollment within Motorcycle Safety courses.

**Results**

Total budget \$190,357  
Total paid media \$189,384 agency fees included  
Target: A18-49 and M35-54

(Refer to graphic on following page)

2016 Motorcycle Safety and Awareness  
Expenditures: \$189,384



**Motorcycle Awareness**

Flight Dates: 5/2 – 5/15/2016  
Total Purchased: \$100,764

Television:

Total TV Purchased: \$32,384  
Total Purchased Spots: 338  
Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester

Digital

Total Digital Purchased: \$32,612  
Digital Pre-Roll, Social and Streaming: Total Impressions: 3,445,979  
Social: Total Impressions: 719,063

Out-Of-Home/Sponsorships

Total OOH/Sponsorships Purchased: \$35,768  
OOH: Pump Toppers

**Motorcycle Safety**

Flight Dates: 4/18 – 5/28/2016  
Total Purchased: \$88,620

Radio

Total Radio Purchased: \$39,484  
Total Stations: 1  
Total Purchased TRPs: 288  
Markets: Minneapolis – St. Paul  
Endorsement radio with Brian Zepp, PM Drive on KQRS-FM  
KQRS website presence, blog posts (176MM impressions), and 937 page view impressions

Out-Of-Home/Sponsorships

Total OOH/Sponsorships Purchased: \$22,571  
OOH: Pump Toppers (99 Gas Stations)  
Added Value: 1 additional month and 5 locations posted

Digital

Total Purchased: \$26,565  
Digital Pre-Roll and Streaming  
Total Impressions: 4,136,935



State of Minnesota for NHTSA Funding

Federal 2016

	NHTSA Code	2016 Budget Amount	Amount Vouchered	Local Benefit	State/Local Match
0101 Planning and Administration	PA 1601	\$435,000.00	\$406,296.05	\$0.00	\$406,329.60
<b>Subtotal P&amp;A 402</b>		<b>\$435,000.00</b>	<b>\$406,296.05</b>		<b>\$406,329.60</b>
0201 CPS/OP Coordination	OP 1602	\$115,000.00	\$110,077.07	\$0.00	\$0.00
0202 CPS Support	OP 1602	\$45,000.00	\$26,850.40	\$26,900.38	\$0.00
0203 CPS to Lifesavers	OP 1602	\$4,000.00	\$1,619.70	\$1,619.70	\$0.00
0204 Belt Enforcement for Patrol	M1HVE1602	\$325,000.00	\$281,285.01	\$0.00	\$79,366.98
0205 Belt Enforcement for Cities and Counties	M1HVE1602	\$900,000.00	\$747,692.22	\$747,692.22	\$179,071.23
0206 Web Based OPUE	OP 1602	\$50,000.00	\$7,300.00	\$0.00	\$0.00
0207 Seat Belt Use Survey	OP 1602	\$70,000.00	\$57,379.41	\$0.00	\$0.00
0208 Child Seats for Needy Families	state		\$0.00	\$0.00	\$281,431.20
0209 Southern CPS liaison	OP 1602	\$47,000.00	\$46,910.30	\$46,910.30	\$0.00
0210 Ampers	OP 1602	\$20,000.00	\$20,000.00	\$0.00	\$0.00
0211 Northern CPS Liaison	OP 1602	\$80,000.00	\$80,000.00	\$80,000.00	\$0.00
0212 Mom Enough	K3 1602	\$257.88	\$257.88	\$0.00	\$9,250.00
"    "	OP 1602	\$9,742.12	\$9,742.12	\$0.00	\$0.00
<b>Subtotal 2011</b>	<b>K3</b>	<b>\$257.88</b>	<b>\$257.88</b>	<b>\$0.00</b>	<b>\$9,250.00</b>
<b>Subtotal 402</b>	<b>OP</b>	<b>\$440,742.12</b>	<b>\$359,879.00</b>	<b>\$155,430.38</b>	<b>\$0.00</b>
<b>Subtotal 405b</b>	<b>405b</b>	<b>\$1,225,000.00</b>	<b>\$1,028,977.23</b>	<b>\$747,692.22</b>	<b>\$539,869.41</b>
0301 Impaired Driving Coordination	164PA 1603	\$175,000.00	\$120,426.41	\$0.00	\$0.00
	AL 1603		\$0.00	\$0.00	\$0.00
0302 Alcohol Coordination Assistance	164PA 1603	\$200,000.00	\$158,349.42	\$0.00	\$0.00
	AL 1603		\$0.00	\$0.00	\$0.00
0303 DRE and Advanced Training	M6OT 1603	\$427,500.00	\$392,013.45	\$294,010.11	\$0.00
0304 PBTs for Law Enforcement	M6OT 1603	\$450,000.00	\$759,505.62	\$293,608.58	\$27,924.48
0305 Patrol Impaired Driving Enforcement	164AL 1603	\$1,000,000.00	\$613,501.73	\$0.00	\$158,022.58
0306 Cites & Counties DWI Enforcement	164AL 1603	\$2,200,000.00	\$1,767,604.01	\$1,767,604.01	\$377,349.31

'''	'''	'''					
'''			M6OT 1603	<b>\$800,000.00</b>	<b>\$578,484.50</b>	\$578,484.50	\$131,695.33
0307 Integrated Judicial & Administrative II			164AL 1603	<b>\$650,000.00</b>	<b>\$445,511.25</b>	\$445,511.25	\$0.00
0308 DWI Courts			164AL 1603	<b>\$2,028,000.00</b>	<b>\$1,792,273.33</b>	\$1,792,273.33	\$500,848.74
0309 Screening & Brief Intervention with DHS			164AL 1603	<b>\$0.00</b>	<b>\$0.00</b>	\$0.00	\$0.00
0310 DWI Media Relations at OOC			M6OT 1603	<b>\$150,000.00</b>	<b>\$108,484.63</b>	\$0.00	\$0.00
0311 DWI Paid Media Contract			164PM 1603	<b>\$750,000.00</b>	<b>\$750,000.00</b>	\$562,500.00	\$0.00
'''	'''		M6OT 1603	<b>\$750,000.00</b>	<b>\$726,382.43</b>	\$0.00	\$0.00
0312 DWI Analytics			M6OT 1603	<b>\$300,000.00</b>	<b>\$130,977.45</b>	\$0.00	\$0.00
0313 BCA Full-time Lab Technician			M6OT 1603	<b>\$250,000.00</b>	<b>\$202,881.17</b>	\$142,016.83	\$0.00
0314 DWI E-Charging			164AL 1603	<b>\$200,000.00</b>	<b>\$195,309.92</b>	\$97,654.97	\$0.00
'''	'''		M6OT 1603	<b>\$200,000.00</b>	<b>\$119,050.00</b>	\$0.00	\$0.00
0315 Ignition Interlock			164AL 1603	<b>\$400,000.00</b>	<b>\$267,389.33</b>	\$0.00	\$0.00
0316 Patrol DWI Out-of-state Travel			M6OT 1603	<b>\$12,500.00</b>	<b>\$6,656.26</b>	\$0.00	\$0.00
0317 RAVE & Server Train the Trainer			M6OT 1603	<b>\$107,505.00</b>	<b>\$101,017.08</b>	\$93,735.71	\$0.00
0318 Judicial Liaison			M6OT 1603		<b>\$0.00</b>	\$0.00	\$0.00
0319 DWI Officers			164AL 1603	<b>\$1,668,000.00</b>	<b>\$777,257.53</b>	\$777,257.53	\$0.00
"	'''		M6OT 1603	<b>\$834,000.00</b>	<b>\$382,828.35</b>	\$382,828.35	\$234,705.90
"			AL 1603	<b>\$36,000.00</b>	<b>\$0.00</b>	\$0.00	\$0.00
0320 TSRP			M6OT 1603	<b>\$200,000.00</b>	<b>\$148,573.80</b>	\$148,573.80	\$0.00
0321 DWI Coordinating Committee			M6OT 1603	<b>\$10,000.00</b>	<b>\$9,405.00</b>	\$0.00	\$0.00
0322 Impaired Driving Equipment			M6OT 1603	<b>\$50,000.00</b>	<b>\$18,750.58</b>	\$18,750.58	\$0.00
0323 DWI Enforcement Recognition			M6OT 1603	<b>\$10,000.00</b>	<b>\$3,748.85</b>	\$3,748.85	\$0.00
0324 Law and Legal Training			M6OT 1603	<b>\$50,000.00</b>	<b>\$19,492.50</b>	\$19,492.50	\$0.00
0325 Impaired Driving Facts			M6OT 1603	<b>\$5,000.00</b>	<b>\$3,917.56</b>	\$0.00	\$0.00
0326 DWI Enforcement Liaisons			164AL 1603	<b>\$140,000.00</b>	<b>\$117,732.40</b>	\$111,633.42	\$0.00
0327 Ignition Interlock Vendor Compliance and TIRF			164AL 1603	<b>\$250,000.00</b>	<b>\$145,212.91</b>	\$144,322.52	\$0.00
0328 Project Directors to Conferences			M6OT 1603	<b>\$18,000.00</b>	<b>\$11,498.39</b>	\$11,498.39	\$0.00
					<b>\$0.00</b>	\$0.00	\$0.00
0329 Ignition Interlock Evaluation			M6OT 1603	<b>\$117,625.49</b>	<b>\$115,570.80</b>	\$0.00	\$0.00
0330 DWI Creative Contract			M6OT 1603	<b>\$200,000.00</b>	<b>\$45,062.43</b>	\$0.00	\$0.00

0331 State DWI Match for 410	state		<b>\$0.00</b>	\$0.00	\$4,305,293.98
0332 Intoximeters for BCA	M6OT 1603	<b>\$200,000.00</b>	<b>\$173,626.03</b>	\$0.00	\$0.00
<b>All Impaired Driving</b>		<b>\$14,839,130.49</b>	<b>\$11,208,495.12</b>	\$7,685,505.23	\$5,735,840.32
<b>Subtotal AL</b>		<b>\$36,000.00</b>	<b>\$0.00</b>	\$0.00	\$0.00
<b>Subtotal 164AL</b>		<b>\$8,736,000.00</b>	<b>\$6,121,792.41</b>	\$5,136,257.03	\$1,036,220.63
<b>Subtotal 164PA</b>		<b>\$375,000.00</b>	<b>\$278,775.83</b>	\$0.00	\$0.00
<b>Subtotal 164PM</b>		<b>\$750,000.00</b>	<b>\$750,000.00</b>	\$562,500.00	\$0.00
		<b>\$9,861,000.00</b>	<b>\$7,150,568.24</b>	\$5,698,757.03	\$1,036,220.63
<b>Subtotal 405PM</b>		<b>\$750,000.00</b>	<b>\$726,382.43</b>	\$0.00	\$0.00
<b>Subtotal 405d</b>		<b>\$4,392,130.49</b>	<b>\$3,331,544.45</b>	\$1,986,748.20	\$4,699,619.69
		<b>\$5,142,130.49</b>	<b>\$4,057,926.88</b>	\$1,986,748.20	\$4,699,619.69
0401 Enforcement Coordination 1	PT 1604	<b>\$100,000.00</b>	<b>\$75,343.06</b>	\$0.00	\$0.00
0402 Enforcement Coordination 2	PT 1604	<b>\$75,000.00</b>	<b>\$77,413.21</b>	\$0.00	\$0.00
0403 Patrol TZD Enforcement	PT 1604	<b>\$300,000.00</b>	<b>\$262,035.36</b>	\$0.00	\$19,838.28
0404 Cities & Counties TZD Enforcement	PT 1604	<b>\$1,000,000.00</b>	<b>\$708,483.68</b>	\$708,483.68	\$128,166.50
0405 Patrol Project Support	PT 1604	<b>\$46,000.00</b>	<b>\$46,000.00</b>	\$0.00	\$0.00
0406 TZD Liaisons	PT 1604	<b>\$205,000.00</b>	<b>\$167,790.00</b>	\$167,790.00	\$0.00
0407 Enforcement Recognition	PT 1604	<b>\$10,000.00</b>	<b>\$1,892.86</b>	\$1,892.86	\$0.00
0408 Enforcement Equipment and Plastic Signs	PT 1604	<b>\$100,000.00</b>	<b>\$83,494.72</b>	\$83,494.72	\$0.00
0409 ROAR	PT 1604	<b>\$60,000.00</b>	<b>\$25,956.70</b>	\$19,712.50	\$0.00
0410 Electronic Sign Rental	PT 1604	<b>\$60,000.00</b>	<b>\$150.30</b>	\$150.30	\$0.00
0411 Patrol Travel	PT 1604	<b>\$12,500.00</b>	<b>\$6,656.25</b>	\$0.00	\$0.00
<b>Subtotal PT 402</b>		<b>\$1,968,500.00</b>	<b>\$1,455,216.14</b>	\$981,524.06	\$148,004.78
0501 Traffic Records Coordination	TR 1605	<b>\$150,000.00</b>	<b>\$133,248.05</b>	\$0.00	\$0.00
0502 Problem Identification	TR 1605	<b>\$312,000.00</b>	<b>\$141,420.60</b>	\$0.00	\$0.00
0503 FARS Support	M3DA 1605	<b>\$80,000.00</b>	<b>\$20,346.44</b>	\$0.00	\$0.00
0504 Crash Records Database Solution	M3DA 1605	<b>\$1,200,000.00</b>	<b>\$1,166,985.05</b>	\$0.00	\$0.00
0505 TRCC	M3DA 1605	<b>\$10,000.00</b>	<b>\$3,132.04</b>	\$0.00	\$0.00
0506 Crash Database Training	K9 1605	<b>\$400,000.00</b>	<b>\$0.00</b>	\$0.00	\$0.00
"    "    "	M3DA 1605	<b>\$300,000.00</b>	<b>\$0.00</b>	\$0.00	\$0.00
0507 State and Local TR	state&local		<b>\$0.00</b>	\$0.00	\$363,832.30
0508 In-squad Computers	M3DA 1605	<b>\$950,000.00</b>	<b>\$741,100.70</b>	\$741,100.70	\$737,265.37

0509 E Grants Support	TR 1605	\$50,000.00	\$53,882.16	\$0.00	\$0.00
0510 Crash Records Analysis	M3DA 1605	\$75,000.00	\$73,235.00	\$0.00	\$0.00
0511 MSP Crash Reconstruction Equipment	M3DA 1605	\$250,000.00	\$206,640.00	\$0.00	\$0.00
0512 EMS Data Linkage	M3DA 1605	\$150,000.00	\$0.00	\$0.00	\$0.00
0513 e-Citations	M3DA 1605	\$250,000.00	\$0.00	\$0.00	\$0.00
0514 Conversion of Pilot Crash Data	M3DA 1605	\$50,000.00	\$0.00	\$0.00	\$0.00
0515 Crash Records Enhancements	M3DA 1605	\$300,000.00	\$12,237.07	\$0.00	\$0.00
0516 MNGEO Mapping	M3DA 1605	\$100,000.00	\$67,945.31	\$0.00	\$0.00
<b>Subtotal TR 402</b>	TR 1605	<b>\$512,000.00</b>	<b>\$328,550.81</b>	\$0.00	\$0.00
<b>Subtotal Data 405c</b>	405c 1605	<b>\$3,715,000.00</b>	<b>\$2,291,621.61</b>	\$741,100.70	\$1,101,097.67

0601 Community Programs Coordination	CP 1606	\$225,000.00	\$109,268.99	\$0.00	\$0.00
0602 Evaluation Coordination	CP 1606	\$120,000.00	\$107,176.69	\$0.00	\$0.00
0603 Media & Special Projects Coordinators	CP 1606	\$150,000.00	\$41,395.26	\$0.00	\$0.00
0604 Media Relations	CP 1606	\$150,000.00	\$131,945.08	\$0.00	\$0.00
0605 Safe Roads	CP 1606	\$500,000.00	\$371,120.96	\$371,120.96	\$289,497.34
0606 NETS	CP 1606	\$60,000.00	\$42,883.14	\$0.00	\$13,319.64
0607 Paid Media	K4PM	\$247,974.28	\$247,974.28	\$185,980.71	\$0.00
"      "      "      "	PM 1606	\$456,767.59	\$411,253.09	\$0.00	\$0.00
	M8PE 1606	\$194,258.13	\$194,258.13	\$145,693.59	\$50,000.00
0608 TZD Conference	CP 1606	\$190,000.00	\$181,384.07	\$90,692.04	\$62,975.00
0609 Regional Support	CP 1606	\$154,000.00	\$153,023.74	\$153,023.74	\$0.00
0610 Older Driver Working Group	CP 1606	\$25,000.00	\$6,802.50	\$0.00	\$0.00
0611 Creative Contract	CP 1606	\$150,000.00	\$5,887.50	\$0.00	\$0.00
0612 Non-English Speaking TS Law	CP 1606	\$60,000.00	\$60,000.00	\$0.00	\$0.00
0613 Telephone Surveys and Evaluation	CP 1606	\$60,000.00	\$59,929.00	\$0.00	\$0.00
0614 Program Travel	CP 1606	\$40,000.00	\$26,779.95	\$0.00	\$0.00
0615 Project Directors to Conferences	CP 1606	\$18,000.00	\$11,498.34	\$11,498.34	\$0.00
0616 Enforcing Pedestrian Laws	CP 1606	\$50,000.00	\$49,984.00	\$49,983.50	\$14,128.74
0617 In-house Parental Involvement Survey	CP 1606	\$5,000.00	\$0.00	\$0.00	\$0.00
0618 Parental Involvement Class Support	CP 1606	\$10,000.00	\$0.00	\$0.00	\$0.00

<b>Subtotal CP 402</b>	<b>CP 1606</b>	<b>\$1,967,000.00</b>	<b>\$1,359,079.22</b>	\$676,318.58	\$379,920.72
<b>Subtotal PM 402</b>	<b>PM 1606</b>	<b>\$456,767.59</b>	<b>\$411,253.09</b>	\$0.00	\$0.00
<b>Subtotal K4 Paid Media 406</b>	<b>K4PM 1606</b>		<b>\$247,974.28</b>	<b>\$247,974.28</b>	\$185,980.71
<b>Subtotal Distracted 405e PM</b>	<b>M8PE 1606</b>	<b>\$194,258.13</b>	<b>\$194,258.13</b>	\$145,693.59	\$50,000.00

0701 Motorcycle Coordination	MC 1607	\$0.00	\$48,128.64	\$0.00	\$883,963.19
0702 Motorcycle Support	M9MA 1607	\$92,000.00	\$88,547.00	\$0.00	\$50,000.00
0703 to 0709 State MC Safety Program	state		\$0.00	\$0.00	\$0.00

<b>Subtotal MC 402</b>		<b>\$0.00</b>	<b>\$48,128.64</b>	\$0.00	\$883,963.19
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<b>Subtotal 405F</b>		<b>\$92,000.00</b>	<b>\$88,547.00</b>	\$0.00	\$50,000.00
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0901 TZD Support	RS 1609 164HE	\$95,000.00	\$83,270.45	\$0.00	\$0.00
0902 Intersections	1609 164HE	\$5,500,000.00	\$3,558,437.17	\$0.00	\$0.00
0903 Lane Departures	1609	\$5,500,000.00	\$1,504,721.13	\$0.00	\$0.00
0904 Evaluation and Planning	164HE 1609	\$500,000.00	\$187,761.29	\$0.00	\$0.00

<b>Subtotal RS 402</b>		<b>\$95,000.00</b>	<b>\$83,270.45</b>	\$0.00	\$0.00
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<b>Subtotal 164HE</b>		<b>\$11,500,000.00</b>	<b>\$5,250,919.59</b>	\$0.00	\$0.00
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