

2014 Minnesota Annual Report



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Message from the Director



The Minnesota Office of Traffic Safety (OTS) is pleased to present the FY 2014 Annual Report. This report details the accomplishments of the past year. The OTS continues to implement proven countermeasures along with innovative approaches to reduce fatalities and serious injuries on Minnesota roadways.

Minnesota continues to be a leader in traffic safety:

- Consistent high performance:
 - One of the lowest fatality rates per vehicle miles traveled in the nation annually
 - Seat belt use rate of 95% in 2014
- Technological initiatives increasing accuracy and efficiency:
 - e-Charging for DWI, e-Citation, and electronic crash reporting
 - Statewide Implementation of the Real-time Officer Activity Reporting (ROAR) system for law enforcement grants
 - DDACTS
 - e-Grants system
- Combating Impaired Driving through:
 - High visibility enforcement
 - Innovative media messaging
 - Support of DWI Courts
 - Increased Ignition Interlock participation
- Data driven programming, evaluation and research
 - DWI Analytics
 - DWI Court evaluation
 - Primary enforcement seat belt law evaluation

The vast array of strategies implemented follow in the body of this report.

The reductions seen over the past decade were accomplished by the many partners who work together in the vision to move Minnesota *Toward Zero Deaths* on our roadways. We look forward to working with our partners in the updating of the Minnesota Strategic Highway Safety Plan. We are proud of the work accomplished through traffic safety partnership and look forward to continuing the work in the upcoming fiscal year.

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

Donna Berger
Director
Office of Traffic Safety

2014 Minnesota Annual Report

Introduction

The mission of the Office of Traffic Safety is to prevent traffic deaths and serious injuries by changing human behavior in Minnesota through policy development and support, stakeholder engagement, program delivery leadership, and research and evaluation.

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

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

The Minnesota OTS is proud of its work, including some of its established projects such as: the *Toward Zero Deaths (TZD)* law enforcement project which combines all the various enforcement initiatives; and its nationally-recognized communications project which develops and places earned and paid media, as well as providing communication outreach on traffic safety efforts. A number of these projects are components of Minnesota's Strategic Highway Safety Plan (SHSP) which was initiated in FFY 2004 and completed in FFY 2005. In FFY 2007, the SHSP was updated to align with SafeTEA-LU requirements and all sponsoring state agencies (Health, Transportation and Public Safety) signed on. The SHSP was updated to align with Moving Ahead for Progress in the 21st Century (MAP-21) over several months in 2013 and 2014 led by MnDOT. The new version can be accessed here:

http://www.dot.state.mn.us/trafficeng/safety/shsp/Minnesota_SHSP_2014.pdf

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

Highlights:

- Minnesota's traffic fatalities continue to follow a downward trend with some bumps along the way
 - 387 in 2013
 - Less than half of what they were 30 years ago (863 in 1980)
- Minnesota consistently has one of the lowest fatality rates in the nation
 - 2012's rate of 0.69 was the second lowest state rate in the nation (latest year for which national numbers are available)
- Minnesota has a high seat belt use rate
 - 94.7% in 2014
- Minnesota continues to combat alcohol-related fatalities
 - Fewer than 25% of fatalities in 2013 involved a driver with a BAC of .08 or above
- Minnesota has passed key traffic safety legislation
 - Ignition interlock, effective July 1, 2011
 - Booster seat, July 2009
 - Primary seat belt enforcement, June 2009
 - Nighttime and passenger restrictions for teen drivers, August 2008
 - Anti-texting, emailing, internet access while driving, August 2008
 - Enhanced Graduated Driver License Law that requires all driver education providers to offer a "Supplemental Parental Curriculum" to parents; effective on January 1, 2015

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

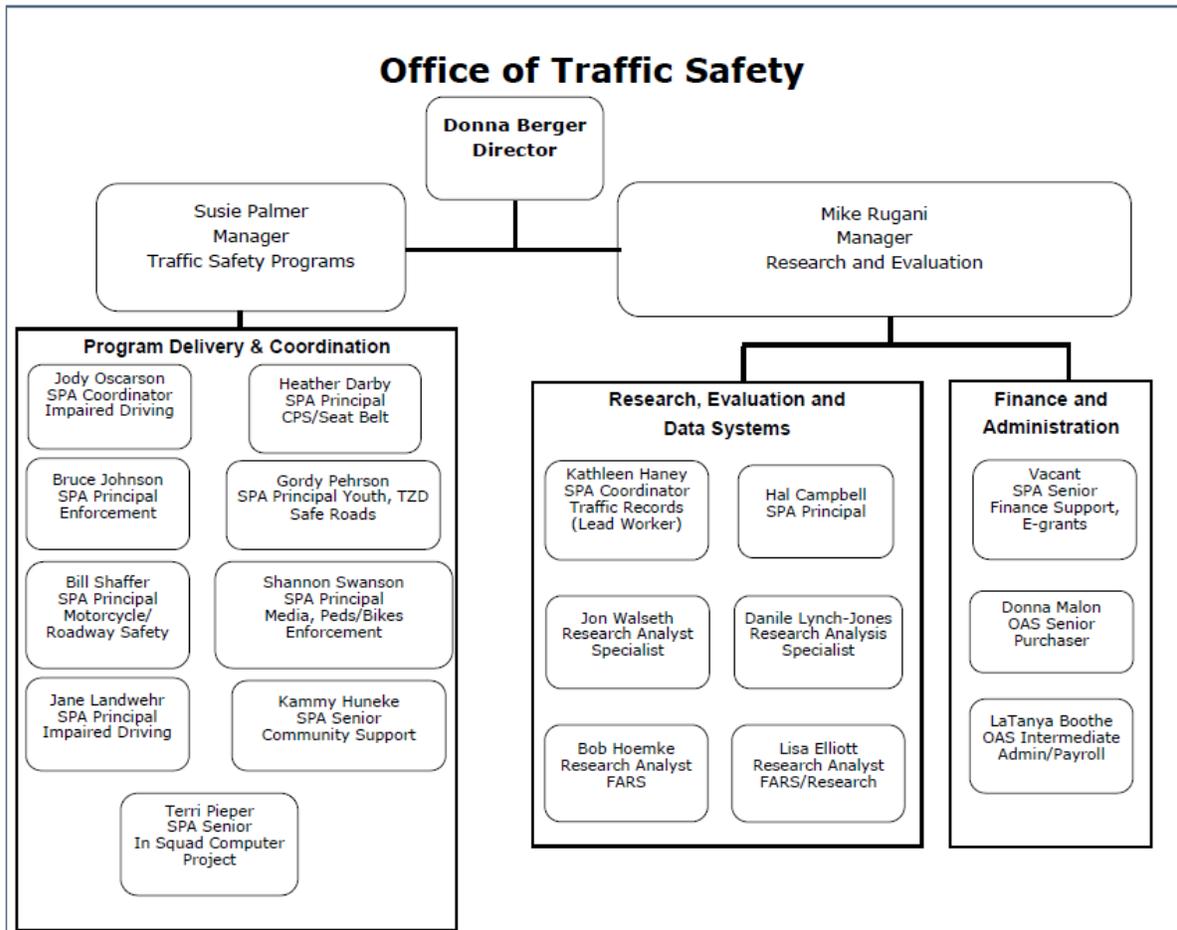
This report, which is required by the NHTSA, provides the following information:

- An Executive Summary that highlights some the programs carried out in FY 2014
- Performance measures and targets
- An overview of the major program areas pursued in FFY 2014 (October 1, 2013 through September 30, 2014), projects programmed to implement strategies, and future strategies to consider
- A report on Paid Media buys and results
- A financial summary of the costs associated with the projects supported in FFY 2014

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

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

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



December, 2014

Executive Summary & Highlights

Minnesota undertakes trend analysis and problem identification research as well as tracking the NHTSA performance measures as a first step in the highway safety planning process. The annually produced *Minnesota Motor Vehicle Crash Facts* and *Minnesota Motor Vehicle Impaired Driving Facts* are two such resources. Other valuable resources are the annual telephone survey of Minnesota residents, which questions respondents about their traffic safety behavior and recognition of enforcement efforts, and the annual seat belt use observational survey. The OTS goes beyond the required elements to drill down to identify specific subgroups that are over-represented in crashes and risky behavior. These and other resources are available on the OTS website:

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

Once key over-represented groups of crashes, areas, demographics, and behaviors are identified, effective, proven countermeasures can be strategically employed and innovative approaches designed. It takes a dedicated team of traffic safety partners to impact the numbers of fatalities and serious injuries.

The OTS identifies what programs are needed in which areas and grants funding accordingly.

In FFY 2014 OTS funded (among others):

- 54 multi-agency grants that included 284 agencies working in partnership in the *TZD Enforcement* grant program along with the Minnesota State Patrol (MSP)
- 25 high alcohol involved counties received additional Impaired Driving Enforcement funds
- 29 *TZD Safe Roads Coalitions*
- 12 DWI Courts

See figure on the next page for locations of the multi grant projects listed above.

The Program Areas section of this report lists all of the projects pursued.

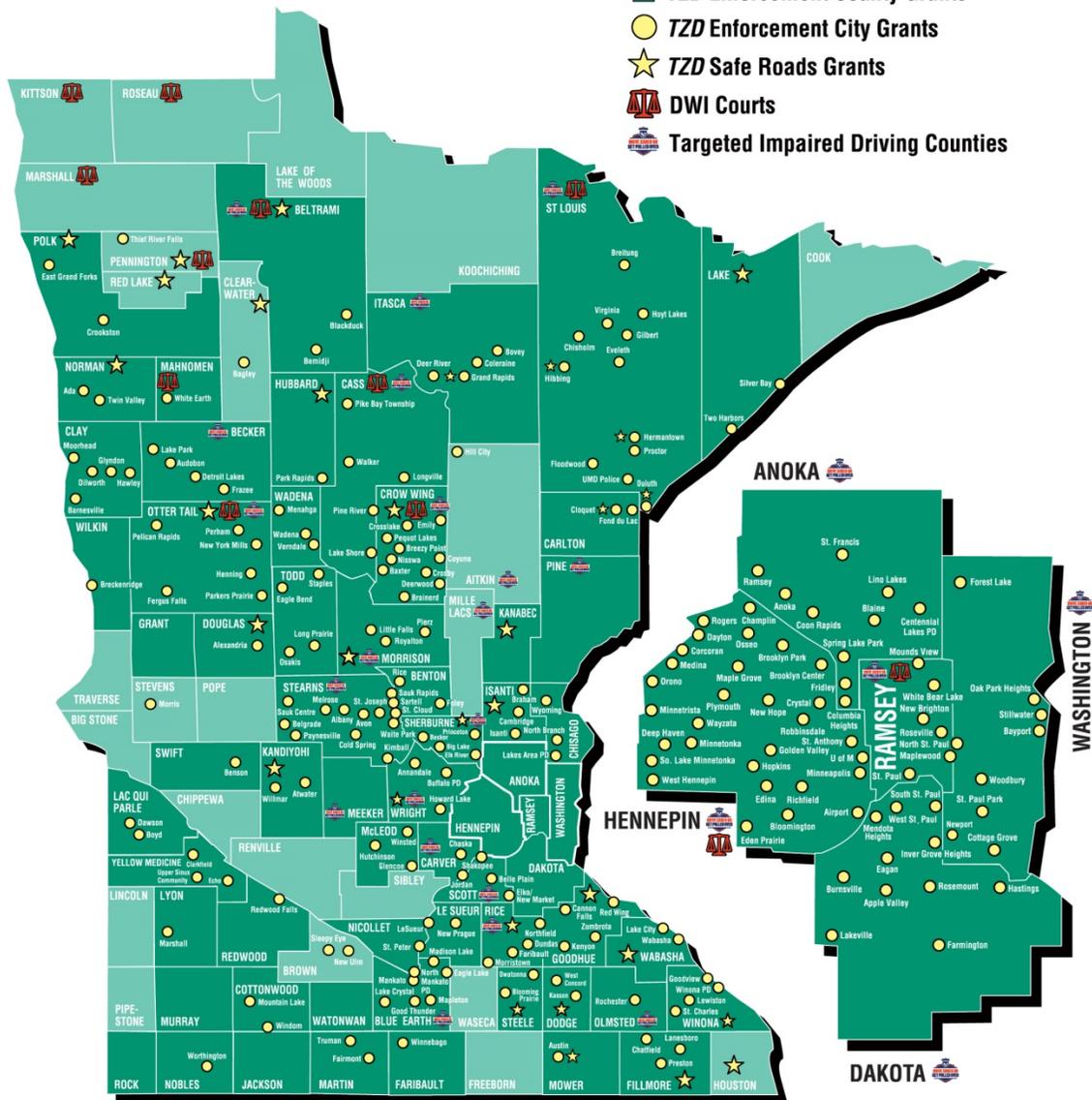
2014 Traffic Safety Federal Grantees

Driving Minnesota Toward Zero Deaths

ots.dps.mn.gov



- TZD Enforcement County Grants
- TZD Enforcement City Grants
- ★ TZD Safe Roads Grants
- DWI Courts
- Targeted Impaired Driving Counties



Recent highlights include:

- Traffic fatalities in 2013 (387) are 40% lower than they were in 2003 (655)
- Seat belt use in 2013 reached a record high of 94.8%
- 8,362 individuals are currently using an ignition interlock and another 7,180 drivers have graduated from the ignition interlock program
- Law enforcement agencies continue to implement high visibility enforcement
- Electronic submission of DWI charging and Citation data has improved efficiency and accuracy
- The *TZD Safe Roads* program continues to coordinate efforts to advance traffic safety with regional partnership projects
- Motorcycle Rider Course participation reached 6,321 motorcyclists
- Innovative media aimed at target audiences expanded into more social media venues

The Minnesota *Toward Zero Deaths* program in its second decade

The Minnesota TZD program is the state's cornerstone traffic safety program that employs an interdisciplinary approach to lowering the number of traffic crashes, injuries, and deaths occurring on Minnesota roads. The program's vision is to ultimately reduce those fatalities and serious injuries to zero.

The program is a partnership between the Minnesota Departments of Public Safety, Transportation, and Health; the University of Minnesota; and others. This past year saw an update to the Strategic Highway Safety Plan and set the path for continued improvement through 2020.

DWI Court evaluation

This multi-year project looked at DWI Court processes, outcomes and cost benefits. The OTS contracted with Northwest Professional Consortium to conduct nine process and outcome evaluations and seven cost-benefit evaluations. Five out of seven DWI courts showed a return on their program investment, with the average rate of return over ten years estimated to be \$2.06 for every \$1.00 invested in the program. The combined two year savings of the seven DWI courts exceeded \$1.4 million.

Statewide implementation of the Real-Time Officer Activity Reporting (ROAR) system

ROAR allows the OTS real time access to grant funded activity and streamlines the records keeping process. As an aide to grant monitoring, ROAR allows grant managers to generate statistics and verify grant activity. ROAR also allows for immediate replies to the media with no additional burden on grantees.

Electronic collection and submission of data continues to increase

- 100% of grants are processed through the electronic grant system
- 90% of DWI arrests are now entered through e-Charging
- 98% of Police filed crash reports are submitted electronically
- e-Citation adapters were funded to enable local systems to submit the Uniform Citation data to the Minnesota Court system with a goal of 100% electronic submission within 3 years

"Point of Impact" parent of teen driver class developed

The Point of Impact program is available to communities and driver's education schools statewide with the primary purpose to bring parents into the driver's education classroom with their teens for a one-night course. Driver's education instructors, local law enforcement officers, EMTs and others help present the program. The program aims to teach parents the important role they play in developing safer teen drivers.

The program gained even greater significance with the passage of the Enhanced Graduated Driver License Law that requires all driver education providers to offer a "Supplemental Parental Curriculum" to parents. This law goes into effect on January 1, 2015.

Primary enforcement legislation evaluation

The OTS evaluated the effectiveness of the law change by comparing predicted crash data generated from trends in years prior to passage of the law to actual crash data in the years after the law went into effect and estimate the costs savings (into dollars saved in avoided hospital charges) associated with the difference. The results estimate that there have been at least 132 fewer deaths, 434 fewer severe injuries and 1,270 fewer moderate injuries since the primary seat belt law went into effect. This improved safety record translates into at least \$67 million in avoided hospital charges

Road Guard Certification

Legislation requires the Commissioner of Public Safety to establish qualifications and requirements for a person to obtain a motorcycle road guard certificate. This year, Road Guard rules were created, curriculum developed, and regional training sites identified. In addition, regional training site coordinators were trained along with 26 instructors being trained. Training intersections were identified and law enforcement permission was obtained for use of these intersections. Classes were scheduled for 2015, training schedules sent to law enforcement in training cities, and regional training sites supplied with equipment, field guides, and classroom PowerPoint.

Statewide enforcement coverage

In FFY, 2014 283 of approximately 433 eligible agencies, or 65% of all eligible agencies in the state, were involved in enforcement grants. This includes 63 of the 87 county Sheriffs and reflects the buy-in of law enforcement agencies in Minnesota.

These are only a small example of the myriad strategies that the OTS uses to reduce traffic fatalities and serious injuries on Minnesota's roadways with a vision of zero; zero deaths, zero life altering injuries, and zero families affected.

The next section of this report looks at the National Highway Safety Administration's (NHTSA) Performance Measures for states to track trends in traffic safety.

Performance Measures

NHTSA and the GHSA have recommended Core Performance Measures to be included in State Highway Safety Plans and Annual Reports beginning in 2010. Sources include the FARS Annual File (all fatality measures), State Observational Survey of Seat Belt Use (seat belt use rate), and the state crash data file (serious injuries). The annual telephone survey of Minnesota residents is also included. Minnesota has used the agreed upon national definitions, which sometimes differ from state definitions, in the following tables and graphs.

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

- Traffic Fatalities -- down from 395 to 387
- Serious Injuries – down from 1,268 to 1,216
- Fatalities per 100 million vehicle miles traveled – down from 0.69 to 0.68
- Unrestrained occupant fatalities – down from 101 to 94
- Alcohol-impaired driving fatalities – down from 114 to 95
- Speed related fatalities – down from 91 to 82
- Pedestrian fatalities – down from 38 to 35
- Seat Belt use rate – steady at 95%

Unfortunately, progress was not made in these areas:

- Motorcyclist fatalities – up from 55 to 60
- Unhelmeted motorcyclist fatalities – up slightly from 33 to 34
- Drivers age 20 or under in fatal crashes – up slightly from 47 to 49

It should be noted that Minnesota met or exceeded the 2013 target in 8 of the 11 measures. The motorcyclists' targets have proven elusive. The only other target missed was serious injuries. As more people are buckling up and vehicles are adding safety features, some of the crashes that in the past would have resulted in death, are now resulting in injury instead.

The following pages present Minnesota's performance measurements and targets.

Minnesota Performance Measure Data 2008-2013

Core Outcome Measures		Prior 5 Years						2013 Target	2014 Target	2015 Target
		2008	2009	2010	2011	2012	2013			
Traffic Fatalities	Total	455	421	411	368	395	387	390	375	350
	Rural	317	282	287	247	269	256			
	Urban	138	139	124	121	126	131			
Serious Injuries		1,553	1,271	1,191	1,159	1,268	1,216	1,100	1,000	900
Fatalities Per 100 Million Vehicle Miles Traveled	Total	0.78	0.74	0.73	0.65	0.69	0.68*	0.68	0.64	0.60
	Rural	1.24	1.15	1.17	1.00	1.10	N/A			
	Urban	0.42	0.43	0.39	0.38	0.39	N/A			
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	312	294	298	265	270	259			
	Restrained	151	128	148	128	129	149			
	Unrestrained	125	117	113	106	101	80	100	95	90
	Unknown	36	49	37	31	40	30			
Alcohol-Impaired Driving Fatalities (BAC=.08+)**		132	108	127	109	114	95	105	100	90
Speeding-Related Fatalities		134	95	96	86	91	84	85	80	75
Motorcyclist Fatalities	Total	71	52	48	42	55	61	50	47	45
	Helmeted	12	11	12	13	11	16			
	Unhelmeted	54	38	26	19	33	34	30	28	27
	Unknown	5	3	10	10	11	11			
Drivers Involved in Fatal Crashes	Total	639	551	592	503	537	559			
	Aged Under 15	2	0	1	2	0	0			
	Aged 15-20	68	69	64	54	47	49			
	Aged Under 21	70	69	65	56	47	49	50	45	40
	Aged 21 & Over	566	478	524	446	489	504			
	Unknown Age	3	4	3	1	1	6			
Pedestrian Fatalities		25	42	35	39	38	32	40	39	38
Bicyclist & Other Cyclist Fatalities		13	10	9	5	7	6	6	6	6
Core Behavioral Measure										
Observed Seat Belt Use Rate		87%	90%	93%	94%	95%	95%	94%	95%	97%
Distracted Driving Measure										
% of contributing factors in multi-vehicle crashes that were "Inattention/Distraction"		23.3%	22.6%	22.4%	22.7%	24.1%	21.8%	21.9%	21.5%	21.2%
Core Activity Measure (FFY) ***		2009	2010	2011	2012	2013	2014			
Seat Belt Citations		11,341	29,030	29,636	21,524	24,686	24,778			
Impaired Driving Arrests		4,704	3,296	3,699	3,330	3,071	3,004			
Speeding Citations		18,900	23,758	22,949	18,141	26,578	25,704			

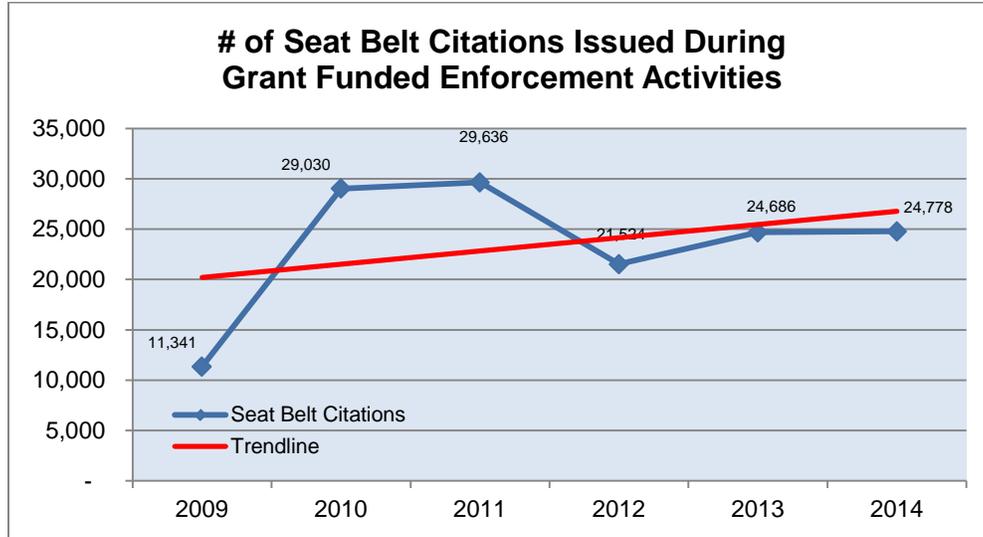
* 2013 FARS Data was not yet available so State data was used.

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

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

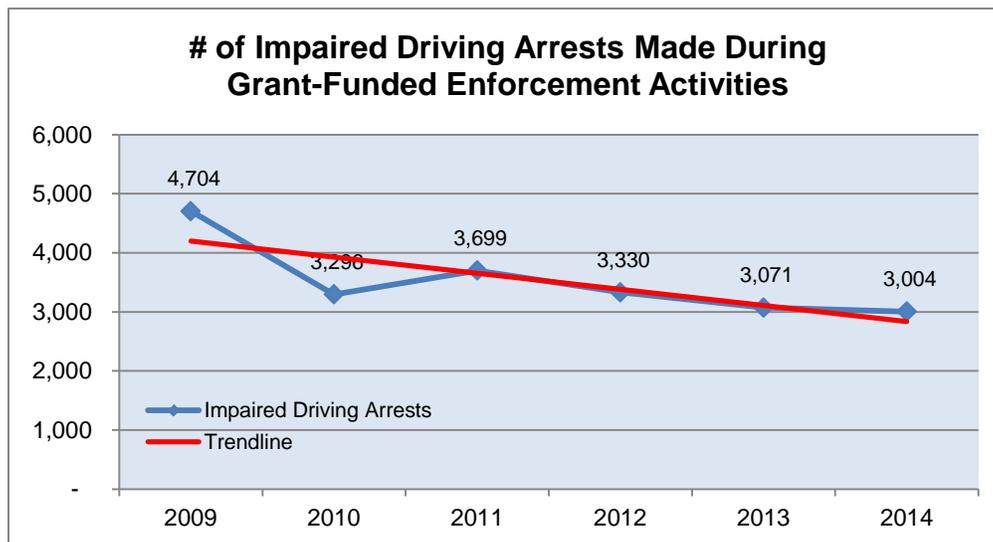
Minnesota Activity Measures

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

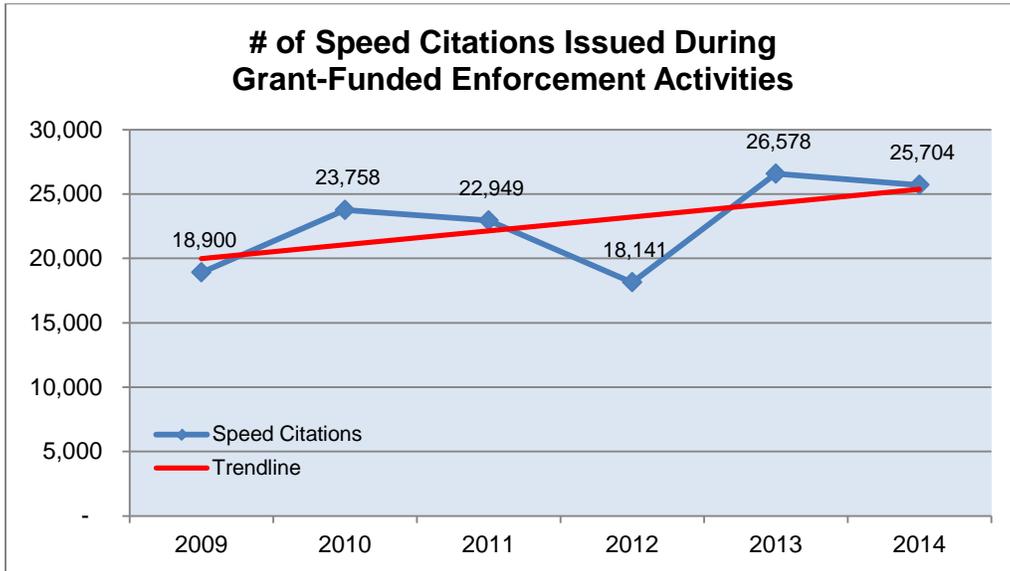


FFY 2010 reflects the first year of Minnesota's Primary Enforcement law.

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



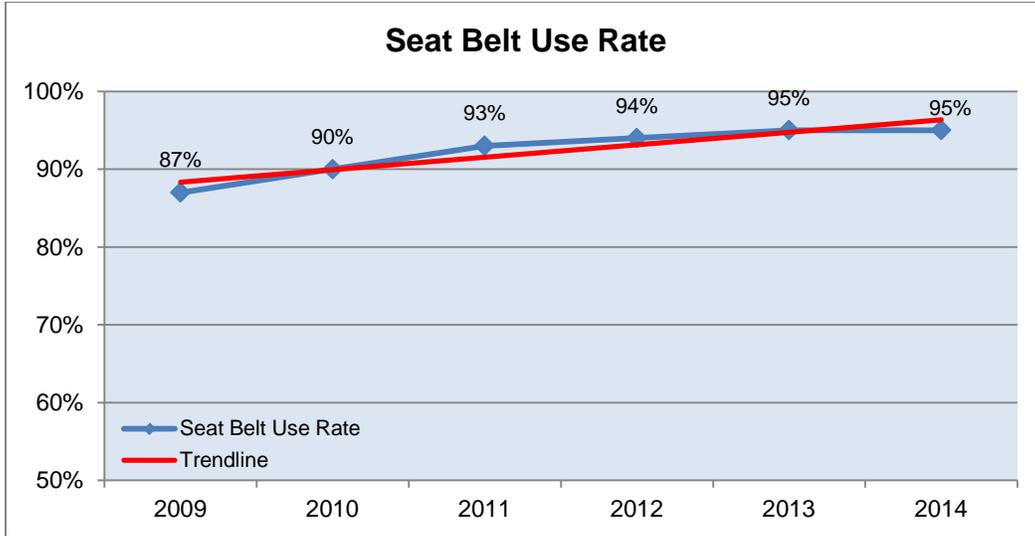
A-3) Speeding citations issued during grant-funded enforcement activities



FFY 2010 numbers include citations issued under the Highway Enforcement of Aggressive Traffic (HEAT) project

Minnesota Behavioral Measure

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



Target: Observed Belt Use **Making steady progress toward target**

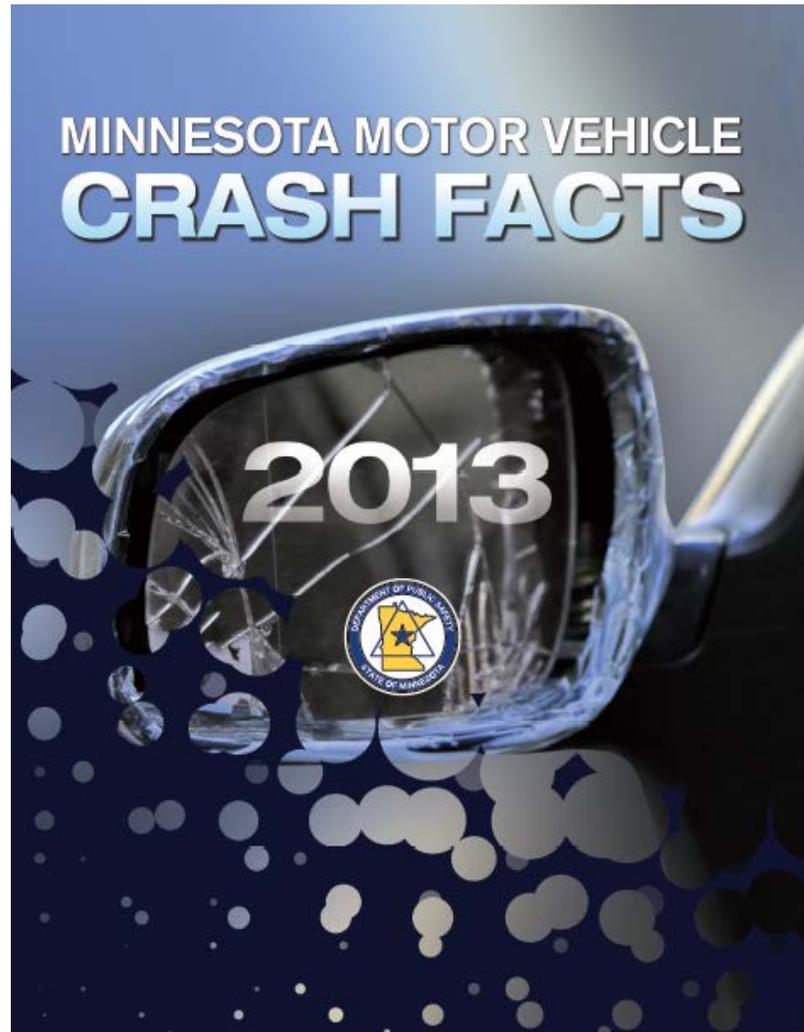
To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 8 percentage points from the 2009 usage rate of 90% percent to 98% percent by December 2015

Status: Minnesota's observed seat belt use rate has continued to rise. The rate in 2014 was 94.7%; the target of 98% set for 2015 is very ambitious but progress continues to be made.

2014 Minnesota Seat Belt Use Survey Results

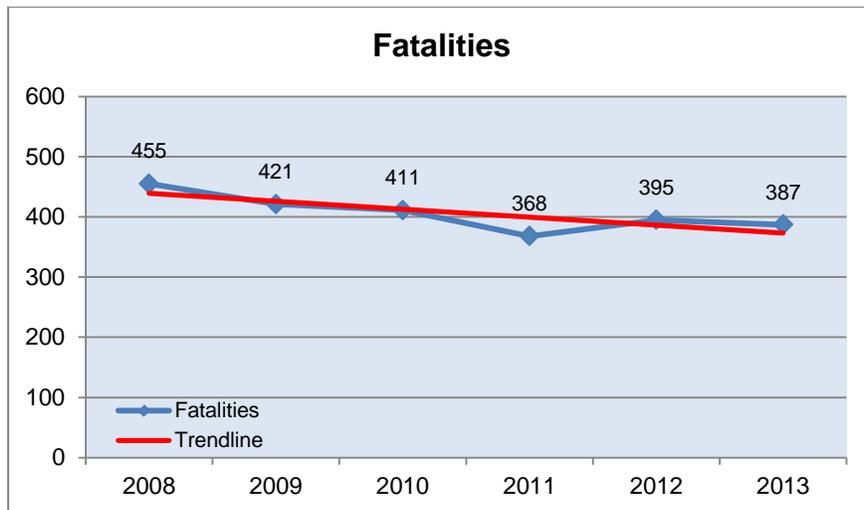
Group/ Subgroup	All Vehicles	Car	SUV	Van/ Minivan	Pickup Truck
Overall	94.7%	96.9%	97.0%	96.7%	84.7%
Site Type					
Intersection	94.6%	97.0%	97.0%	96.5%	84.4%
Mid-Block	94.6%	96.4%	97.3%	97.8%	84.6%
Ramp	96.4%	96.7%	97.0%	96.1%	93.3%
Time of Day					
7–9 a.m.	95.8%	98.1%	96.3%	99.7%	83.3%
9–11 a.m.	88.5%	96.1%	94.8%	95.8%	63.1%
11 a.m.–1 p.m.	95.1%	95.8%	96.7%	97.7%	88.3%
1–3 p.m.	96.6%	97.1%	98.1%	95.8%	94.8%
3–5 p.m.	95.0%	96.6%	96.3%	93.1%	89.8%
5–7 p.m.	98.4%	98.0%	99.4%	98.3%	96.9%
Day of Week					
Monday	96.8%	97.0%	97.6%	99.0%	90.8%
Tuesday	97.6%	98.0%	98.6%	97.9%	93.4%
Wednesday	93.3%	96.0%	95.5%	92.1%	85.2%
Thursday	92.5%	95.7%	96.7%	93.6%	75.4%
Friday	91.9%	97.6%	96.3%	97.6%	69.1%
Saturday	97.6%	96.3%	98.8%	97.7%	97.5%
Sunday	95.8%	96.5%	95.2%	96.7%	93.7%
Weather					
Sunny	93.9%	97.2%	96.4%	97.3%	77.4%
Cloudy	95.2%	95.8%	97.6%	95.6%	91.3%
Rainy	96.1%	97.8%	97.5%	96.2%	86.7%
Sex					
Male	92.8%	96.0%	95.0%	95.7%	85.3%
Female	97.2%	97.8%	99.1%	97.6%	81.2%
Age					
0-10	94.6%	87.8%	100%	100%	98.1%
11-15	96.2%	100%	100%	80.9%	89.9%
16-29	94.0%	96.8%	97.6%	96.9%	82.7%
30-64	94.7%	96.7%	96.7%	96.8%	85.7%
65+	96.4%	98.0%	99.1%	98.4%	80.9%
Position					
Driver	94.1%	96.7%	96.7%	96.7%	81.5%
Passenger	97.2%	97.5%	98.4%	96.4%	95.6%

Minnesota Outcome Measures



The 11 Outcome Measures and the progress toward targets are illustrated on the following pages.

C-1) Traffic Fatalities

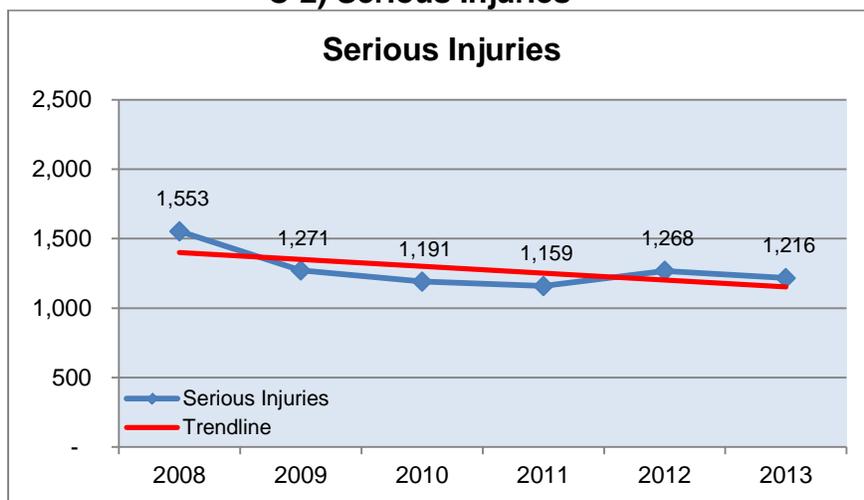


Target: Fatalities **Met 2013 Target**

To decrease traffic fatalities 28 percent from the 2005-2009 calendar year average of 488 to 350 by December 2015

Status: A target of no more than 350 deaths by 2015 has been adopted by the TZD community. Taking out Minnesota's record low 368 fatalities 2011, the progress toward zero has been steady but the gains are slowing down. A target of 300 has been set for 2020. Fortunately, fatalities in 2014 are projected to be fewer than 2013.

C-2) Serious Injuries

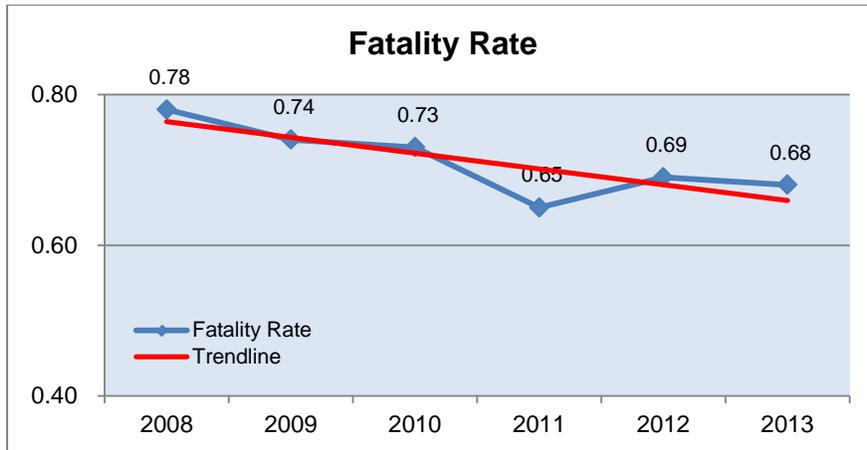


Target: Serious Injuries **Making Slow Progress**

To decrease serious traffic injuries 46 percent from the 2005-2009 calendar year average of 1,685 to 900 by December 2015

Status: The number of serious injuries in 2013 was 1,216: slightly below 2012 but above the projected trend line. The target of no more than 900 serious injuries by 2015 may be ambitious. A target of no more than 850 serious injuries has been set for 2020.

C-3) Fatalities / VMT

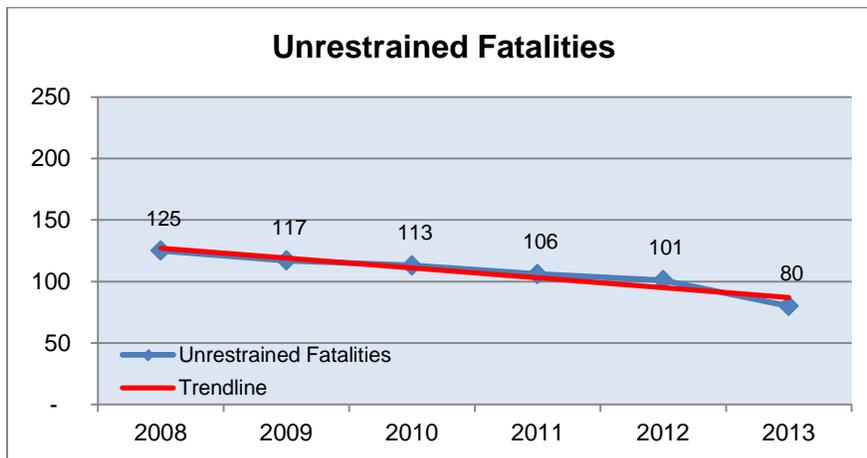


Target: Fatalities / 100 Million Vehicle Miles Traveled **Met 2013 Target, but slowing**

To decrease fatalities/VMT from the 2005-2009 calendar year average of 0.85 to 0.60 by December 2015

Status: The state calculated rate for 2013 is 0.68 and projected to be one of the lowest in the nation. Minnesota is making progress toward the target of 0.60 by 2015.

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

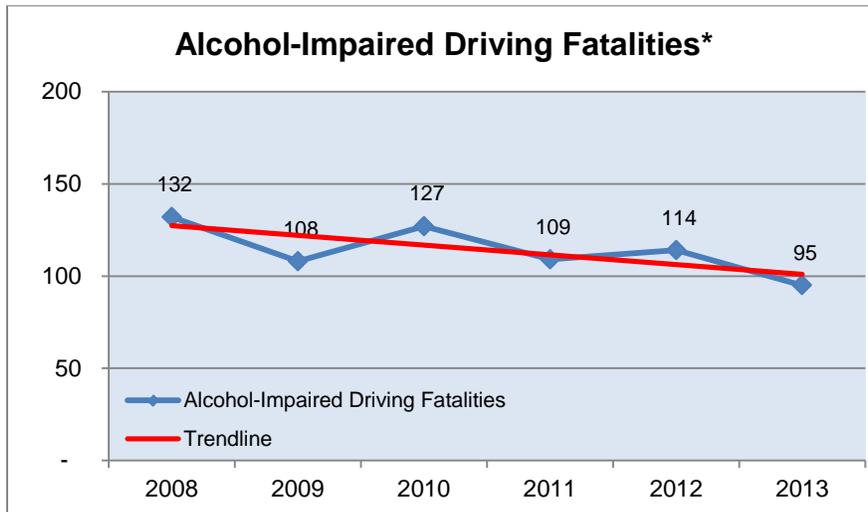


Target: Unrestrained Fatalities **Target Met**

To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 51 percent from the 2005-2009 calendar year average of 165 to 80 by December 2015

Status: Even though more Minnesotans than ever are wearing seat belts, those choosing not to buckle continue to make up a large percentage of those killed in crashes. Although the target was met, only 57% of vehicle occupant fatalities were known to be buckled in 2013.

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



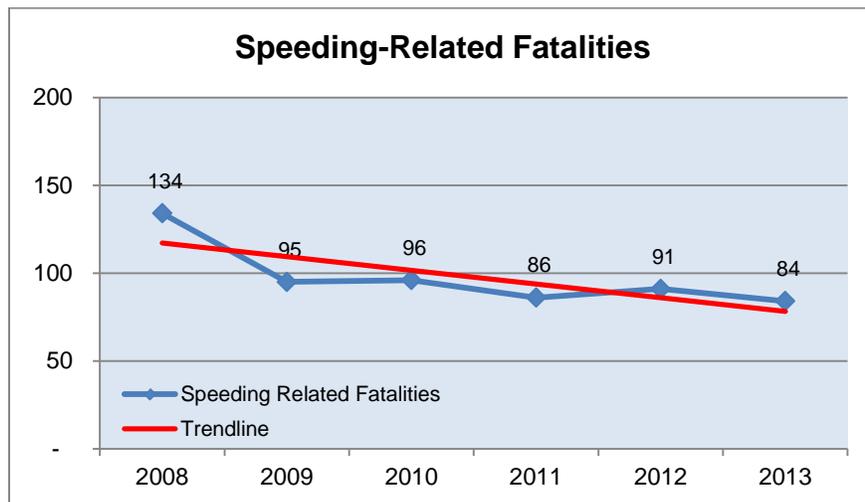
Target: Alcohol-Impaired Driving Fatalities (BAC=.08+) **Met 2013 Target**

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

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

*Includes BAC estimates imputed by NHTSA

C-6) Speeding-related fatalities

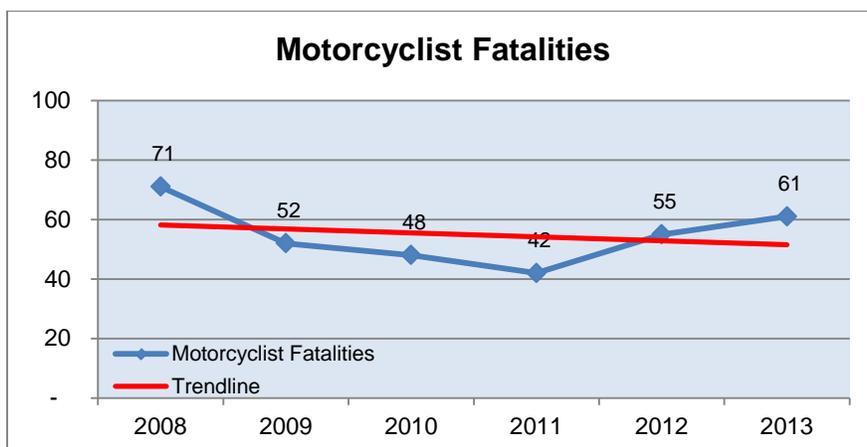


Target: Speeding-Related Fatalities **Making Progress, Met 2013 Target**

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

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

C-7) Motorcyclist fatalities



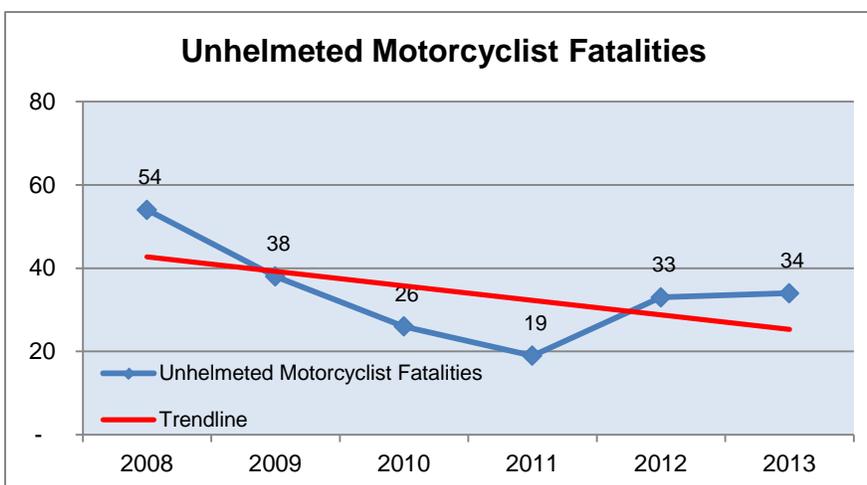
Target: Motorcyclist Fatalities

Target met early but trending upward

To decrease the number of motorcyclist fatalities from the 2005-2009 calendar year average of 62 to 45 by December 2015

Status: After an historic three consecutive years of a decrease in motorcyclist fatalities, there were 55 fatalities in 2012 and 60 in 2013. Fortunately, motorcyclist fatalities have decreased in 2014 with 45 reported so far.

C-8) Unhelmeted motorcyclist fatalities



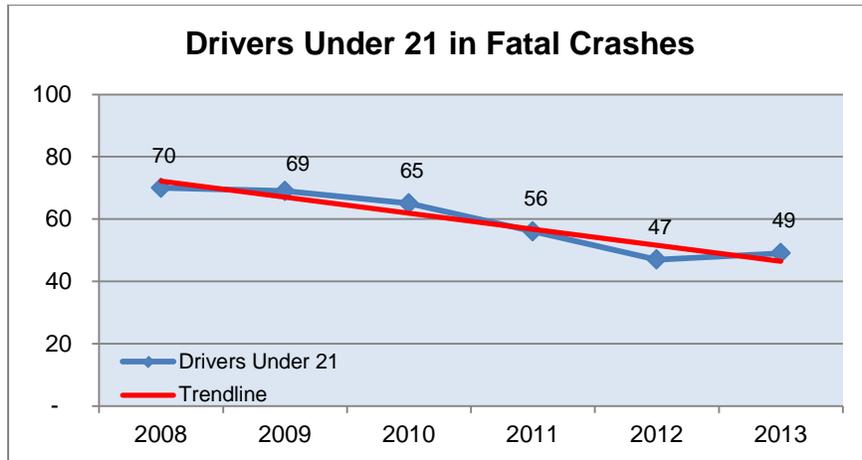
Target: Unhelmeted Motorcyclist Fatalities

Target met early but trending upward

To decrease the number of motorcyclist fatalities 41 percent from the 2005-2009 calendar year average of 46 to 27 by December 2015

Status: Motorcyclist fatalities, including those not wearing a helmet, had been decreasing in Minnesota in recent years. However there was an increase in 2012 and even further increases in 2013.

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

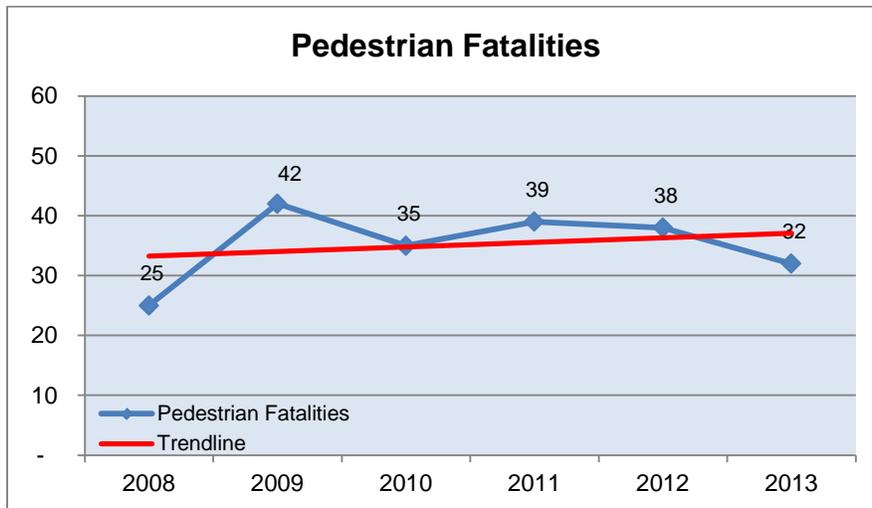


Target: Drivers Under 21 in Fatal Crashes 2013 Target Met and Revised

To decrease the number of drivers age 20 or younger involved in fatal crashes 55 percent from the 2005-2009 calendar year average of 89 to 40 by December 2015

Status: Minnesota met this target early so the target was revised. The overall trend is still downward and the 2013 target was met.

C-10) Pedestrian fatalities

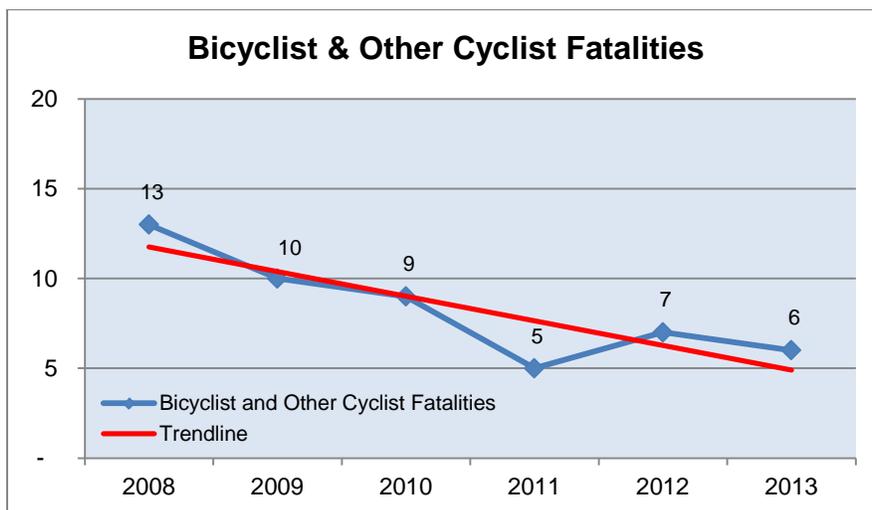


Target: Pedestrian Fatalities 2013 Target met but Progress Uncertain

To maintain the number of pedestrian fatalities from the 2005-2009 calendar year average of 36 to no more than 38 by December 2015

Status: Pedestrian fatalities continue to be isolated events and appropriate countermeasures elusive. The overall trend is plateauing. Minnesota is showing a low number of pedestrian fatalities so far in 2014.

C-11) Bicyclist & other cyclist fatalities

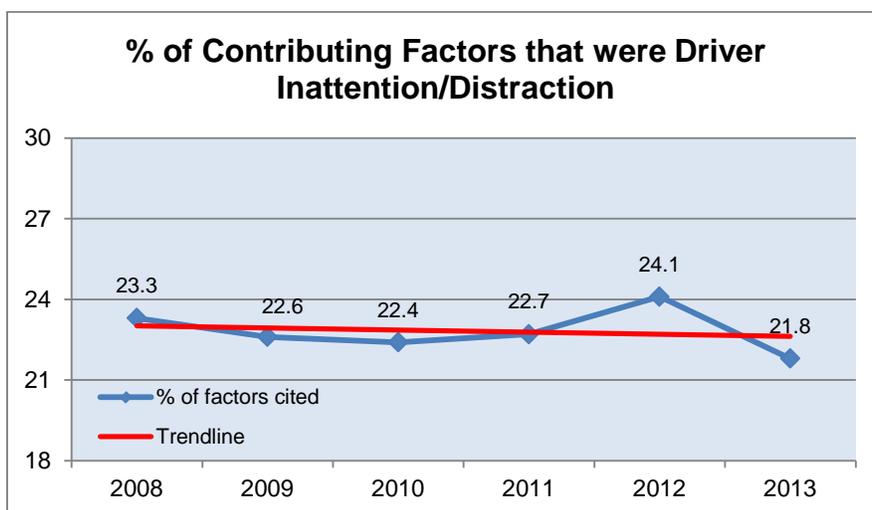


Target: Pedestrian Fatalities 2013 Target met but progress uncertain

To maintain the number of cyclist fatalities from the 2011-2013 calendar year average of 6 to no more than 6 by December 2015

Status: Cyclist fatalities continue to be isolated events and appropriate countermeasures elusive. The overall trend is downward. Minnesota is showing a low number of cyclist fatalities so far in 2014.

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



Status: This measure looks at contributing factors in multi-vehicle crashes. It is the percentage of all contributing factors cited that were cited as "Driver Inattention/Distracted". The overall goal is for this number to decrease but Minnesota anticipates some fluctuation as more attention is brought to this topic.

Minnesota Telephone Survey Results

The telephone survey was conducted between July 15th and August 20th, 2014 through a randomly generated sample of telephone numbers. The telephone sample included both landlines and cell phones. The proportion of cell phone to landline surveys was determined based on NHIS (National Health Interview Survey) data for “cell only” and “cell mostly” households. Dual users (i.e., households who have both cell phones and landlines) were not excluded from the cell sample, nor were they excluded from the landline sample. The specific number of respondents in each of the various subpopulations examined is shown in the following table:

Audience	Total Completed Surveys
Total Population	939
<i>Subpopulations</i>	
Young Unmarried Males (ages 18-34)	219
Urban	501
Rural	438
Males	581
Females	358
Adults 18-34	310
Adults 35+	629

Impaired driving

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

Males and urban area respondents differ in their drinking and driving tendencies

	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
None	83%	78%	84%	81%	86%	78%	88%	76%	86%
1	8%	10%	7%	9%	5%	10%	6%	10%	6%
2	4%	6%	4%	4%	5%	6%	3%	6%	4%
3	2%	2%	2%	2%	1%	2%	2%	4%	1%
4	1%	1%	1%	1%	1%	2%	0%	2%	1%
5 times or more	2%	3%	3%	2%	1%	3%	0%	2%	2%
Mean response	0.4	0.5	0.4	0.4	0.4	0.5	0.2	0.6	0.3

In total, 22 percent of men had driven within two hours of drinking alcohol compared to only 12 percent of women. Similarly, 24 percent of younger respondents had done so compared to only 14 percent of older drivers. Though a weaker difference, it also appears that driving after drinking was also slightly more prevalent in urban areas compared to rural areas (19 percent versus 14 percent).

A-2: In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?

Awareness of impaired driving efforts varies by gender

	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	67%	71%	67%	67%	68%	73%	62%	66%	68%
No	31%	28%	31%	31%	30%	26%	35%	34%	29%
Don't know	2%	1%	2%	2%	2%	1%	2%	0%	2%

Overall, 67 percent of respondents report they recently had read, seen or heard about alcohol-impaired driving enforcement efforts by police in the past 30 days. When comparing across subpopulations, male respondents were significantly more likely to report that they were aware of impaired driving efforts than women (73 percent versus 62 percent).

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

The vast majority of respondents statewide believe it is at least "Somewhat Likely" someone will be arrested if they drive after drinking

	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	38%	58%	35%	36%	39%	36%	39%	52%	31%
Somewhat likely	50%	34%	52%	51%	50%	50%	51%	40%	55%
Not likely	9%	5%	10%	10%	8%	11%	8%	5%	11%
Don't know	3%	2%	3%	3%	3%	4%	2%	3%	2%

Eighty-eight (88) percent of statewide respondents believed it is at least somewhat likely someone will get arrested if they drive after drinking. This proportion includes 38 percent of statewide respondents who believe it is "very likely" that someone will get arrested for this behavior. Younger respondents and, in particular, young unmarried males were more likely to believe they would be arrested for driving after drinking than their respective counterparts. On the other hand, the perceived likelihood of being arrested for driving after drinking did not vary significantly between subgroups based on area or gender.

Seat belt use

B-1: How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?

Seat belt use is statistically different across many subpopulations.

	Target Group			Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
All of the time	93%	88%	94%	95%	90%	91%	95%	90%	95%
Most of the time	4%	6%	4%	3%	6%	6%	3%	6%	3%
Some of the time	1%	3%	1%	1%	2%	1%	1%	2%	1%
Rarely	1%	1%	1%	1%	0%	1%	0%	1%	0%
Never	1%	2%	1%	1%	1%	1%	0%	1%	1%

Ninety-three (93) percent of respondents, overall, reported wearing their seat belts “all of the time.” Young unmarried males were least likely to wear seat belts “all of the time,” while females were most likely to wear their seat belts with this frequency. While 88 percent of young unmarried males wore their seat belts “all of the time,” 95 percent of females reported wearing their seat belt with this frequency.

When comparing responses across selected subpopulations, statistically significant differences are observed in many cases. Females were more likely than males to report this behavior “all of the time” (95 percent versus 91 percent), though it should be noted that this difference is smaller than has been observed in years past (97 percent versus 84 percent in 2013). Differences observed by area (i.e. urban versus rural) were also statistically significant, although smaller, with only a 5 percentage point difference with rural drivers being slightly less likely to report wearing their seat belts all of the time versus their counterparts.

B-2: In the past 30 days, have you read, seen or heard anything about seat belt law enforcement by police?

Men are more likely to be aware of seat belt enforcement messaging than women

	Target Group			Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	47%	56%	45%	45%	48%	51%	42%	46%	47%
No	51%	44%	52%	52%	50%	47%	55%	53%	50%
Don't know	2%	0%	3%	2%	2%	2%	3%	1%	3%

Statewide, just under half of respondents (47 percent) were aware of recent seat belt enforcement efforts. When examining subpopulation groups, the only significant difference observed was that men were slightly more likely to be aware of such messaging than women. Though not statistically significant, it also appears that young unmarried males were more likely to be aware of such efforts than others in the population.

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

Those in rural areas believe it is more likely that they will receive a ticket for not wearing a seat belt

	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	35%	39%	34%	30%	41%	34%	35%	39%	33%
Somewhat likely	31%	35%	31%	31%	31%	31%	31%	30%	32%
Somewhat unlikely	18%	18%	18%	18%	17%	19%	17%	16%	18%
Very unlikely	16%	9%	17%	21%	10%	16%	17%	15%	17%

Statewide, one-third of respondents felt that they would “very likely” receive a ticket for not wearing a seat belt. This trend is similar among all of the subpopulations examined, but those in rural areas were considerably more likely to believe they would receive a ticket than their counterparts in urban areas (41 percent versus 30 percent).

Speeding

S-1 On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?

Males and younger drivers are more likely to drive faster than 70 mph with a speed limit of 65

	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Most of the time	10%	18%	9%	11%	9%	13%	8%	14%	9%
Half the time	14%	22%	13%	15%	11%	13%	15%	21%	11%
Rarely	47%	44%	48%	48%	46%	50%	45%	47%	48%
Never	28%	15%	25%	25%	33%	24%	32%	18%	32%
Don't know	0%	1%	0%	0%	1%	0%	0%	0%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%

Speeding behavior is associated with younger age and males. Males were considerably more likely than females to indicate they drive faster than 70 miles per hour in a 65 miles per hour zone “most of the time” (13 percent versus 8 percent). Young unmarried males were also twice as likely as “other” respondents to state this (18 percent versus 9 percent). Younger respondents (under 35) were more likely than their older counterparts to indicate this. All of these differences are statistically significant.

As a group, rural drivers were significantly less likely to speed with 33 percent of these drivers indicating they “never” speed compared with just 25 percent of urban drivers who stated this.

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

Older drivers are slightly more likely to be aware of speeding enforcement efforts than younger drivers

	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	56%	50%	57%	56%	56%	57%	55%	51%	58%
No	43%	49%	42%	43%	43%	41%	44%	49%	40%
Don't know	1%	0%	1%	1%	1%	1%	1%	0%	2%

Overall, statewide respondents were nearly evenly split as to whether they have recently read, seen or heard anything about speed enforcement efforts by police in the past 30 days with slightly more than half indicating they had not. Older respondents were slightly more likely to be aware of such efforts (58 versus 51 percent), and, similarly, young unmarried males were less likely than others to be aware of speeding enforcement efforts.

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

Female and younger respondents are more likely to believe they will be ticketed for speeding

	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	28%	34%	27%	23%	35%	23%	33%	35%	25%
Somewhat likely	44%	44%	44%	45%	42%	46%	42%	47%	42%
Somewhat unlikely	14%	14%	17%	19%	13%	18%	15%	12%	18%
Very unlikely	6%	6%	10%	11%	9%	12%	8%	4%	12%
Don't know	1%	1%	2%	2%	2%	3%	2%	1%	2%

About one quarter (28 percent) of statewide respondents believed they were “very likely” to be ticketed for speeding if they drive over the speed limit. Among subpopulations, females were significantly more likely than males to believe this (33 percent versus 23 percent) and younger respondents (under 35) were significantly more likely than older respondents to indicate this perception (35 percent versus 25 percent). In addition, those in rural areas were more likely than those in urban areas to believe they would be ticketed for speeding (35 percent versus 23 percent).

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 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, prioritizing problems and solutions based on crash data, seeking approval and providing information for the state biennial budget process, directing and testifying on state legislation as appropriate, and providing support services for and oversight of OTS staff. Overall costs are funded 50% with NHTSA 402 funding and 50% with state trunk highway funding.

Planning and Administration Objectives:

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

Results:

- The Research and Evaluation position was filled November 2013
- During the majority of 2014, the OTS was short a staff member
 - The person in the research analyst intermediate position moved to a research analyst specialist position (vacated due to a promotional opportunity in another division)
 - A new person was hired in May to fill the intermediate position
 - One of the support staff moved into a new state program administrator senior role (within OTS) in July, 2014 (the vacated position has since been filled)
- The 2015 Highway Safety Plan, 405 Applications, and 2013 Annual Evaluation Report were sent on time and in acceptable formats to address the requirements of MAP 21

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

Region 5 of the National Highway Traffic Safety Administration conducted a management review of the Minnesota OTS in March of 2014. It covered federal fiscal years 2012, 2013, and 2014. There was only one finding; references to two of the federal certifications and assurances had been somehow dropped off grants and the full language should have been include rather than statute references and names.

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 but continually improving. In addition, the Real-time Officer Activity Reporting system (ROAR) to track enforcement actions and events as they occur and the e-charging system to process all the paperwork related to DWI arrests continues to make life easier for both OTS and our enforcement partners. During the coming years, the ROAR system will add invoicing functions to its repertory, the occupant protection class for officers will be on-line, and the crash records system will be replaced.

Project Summaries

Project # 14-01-01 2014 Planning & Administration

The OTS uses P&A funds to support the office's and staffs' operational costs such as technical support, rent, supplies, phones, general mailings, in-state travel, employee development, and staff salaries. Staff funded during 2014 include: one full-time director, two full-time managers, two full-time support staff, one full-time coordinator, and one half time accounting office position, all for the entire year.

50% NHTSA 402 funds

50% hard match state funds

Occupant Protection

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

Performance Measures: C-1) Traffic Fatalities, C-2) Serious Injuries, C-4) Unrestrained passenger vehicle occupant fatalities, all seat positions and A-1) Seat belt citations issued during grant-funded enforcement activities

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

Occupant Protection Program Objectives:

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

Results:

- Belt use reached 94.7% statewide in 2014, virtually unchanged from 2013
- Seat belt use among male front seat occupants was above 90% for the fourth year in a row
- 1,600 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 seat belt usage has been included as an emphasis area in the Strategic Highway Safety Plan

Future Strategies:

For 2015, the OTS will continue to implement seat belt enforcement programs in conjunction with an October *TZD Enforcement* wave and the National *Click it or Ticket* Mobilization in May. The OTS continues to emphasize belt enforcement in the evening hours and using high visibility enforcement. The OTS will also continue to publicize training opportunities led by certified CPS instructors for advocates interested in CPS.

Project Summaries (402)

Project # 14-02-01 CPS and OP Coordination

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

Project # 14-02-02 Youth Belt Coordination

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

Project # 14-02-03 CPS Support

CPS trained advocates committed to assisting parents and caregivers provide services to educate parents about the correct installation of child restraints. These advocates work closely with the OTS to receive the most up-to-date class materials and for assistance in publicizing their upcoming classes or clinics through the OTS web site. Training is provided for CPS advocates at the TZD conference; 157 CPS advocates, partners, and stakeholders attended. Additionally, the OTS provides free *Safe Ride News* subscription to 619 MN CPS technicians. More information on training is included in the section on 2011 funding.

Project # 14-02-05 Seat Belt Enforcement

See also projects 14-03-07 and 14-04-04

The OTS funds strong enforcement programs that develop a coordinated traffic safety program that includes well publicized, highly-visible enforcement as a priority. The OTS enforcement calendar must be followed which includes two DWI mobilizations, two seat belt mobilizations, a distracted driving campaign, and speed enforcement to assure enforcement and paid media are running concurrently. To encourage cooperation, only one grant per county will be accepted with minimal exception. Counties are required to develop specific goals to reduce fatalities and severe injuries, increase seat belt usage and decrease impaired driving. This project funds the seat belt portion of the enforcement grant with the MSP using 405, 405b, and 402 funding.

Project # 14-02-06 Seat Belt Observation Survey

The OTS conducts an annual implementation of the seat belt observation survey methodology set forth by the National Highway Traffic Safety Association (NHTSA). Minnesota collects additional information on vehicle type, age, gender, cell phone use and motorcycle helmet use. This observation survey determines the statewide seat belt use rate and allows the OTS to collect demographic data to help target the passenger protection program, judge the success of the efforts to convince Minnesotans to wear their seat belt, and assess the TZD Enforcement efforts. Results are shown on page 13.

Project # 14-02-07 OPUE for Officers

An online course for officers to complete the Occupant Protection Usage and Enforcement education requirement is planned; this replaces the classroom curriculum. The initial planning stages began in FFY14 but were not completed. Therefore, no federal funds were expended in FFY14. Implementation and expenditures will occur in FFY 15.

Project # 14-02-08 Child Seats for Needy Families (State Funds)

Fines for failure to comply with the child passenger safety law are dedicated to the Minnesota Child Restraint and Education Account, the primary state means for providing car seats to low-income families. OTS uses the funds to provide child safety seats to trained child passenger safety specialists who distribute the safety restraints at the same time they provide education to families.

Project # 14-02-09 **Booster Seat Survey**

In the summer of 2009, the Minnesota Passenger Safety Statute was upgraded to include booster-age children. This revised legislation requires all children age 7 and under to ride in a federally approved car seat or booster seat, unless the child is 4'9" or taller. The State of Minnesota conducted a booster seat observation survey in 2011 to establish a baseline measure of booster seat use. In 2014 a follow-up study was conducted to determine the state's progress in booster seat use which showed 72.9 percent correctly restrained in a booster seat. This is an increase of nearly 14 percent from the first booster seat observation study that was conducted in 2011.

Project # 14-02-10 **Update on Primary Belt Enforcement Law**

On June 9, 2009, not wearing a seat belt became a "primary" offense, where officers can ticket drivers for not wearing a seat belt without any other law being broken. The OTS evaluated the effectiveness of the law change by comparing predicted crash data generated from trends in years prior to passage of the law to actual crash data in the years after the law went into effect and estimate the costs savings (into dollars saved in avoided hospital charges) associated with the difference. This was compared to the study conducted in 2012. The results estimate that there have been at least 132 fewer deaths, 434 fewer severe injuries and 1,270 fewer moderate injuries since the primary seat belt law went into effect. This improved safety record translates into at least \$67 million in avoided hospital charges.

Project # 14-02-11 **High Visibility Belt Vests and Signs**

Increasing high-visibility enforcement efforts creates the need for equipment to support enforcement efforts. In support of the high-visibility enforcement, funding was used to purchase signs and stands for funded agencies. Each agency with a TZD Enforcement grant was supplied with a set of six signs and two bases, which support the various enforcement waves. A total of 160 high-visibility signs ("Seat Belt Enforcement Zone") and 54 stands were purchased.

Project # 14-02-12 **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 the northern area of Minnesota. The northern CPS liaison provided 34 C.A.R.S trainings, 2 MNDPS 16 hour practitioner trainings, 12 car seat check clinics, 4 technician trainings, 8 practitioner recertifications, numerous media and community events as well as general CPS support for the northern area of Minnesota.

Project # 14-02-13 **Mom Enough**

Two podcasts based on CPS safety were completed and aired. Mom Enough promoted the DPS shows at least two months out of the year in the slideshow on the homepage. DPS logo/link and information was featured on the Mom Enough partners' page. Mom Enough posted DPS educational materials in the ME resource section. In addition, Mom Enough promoted DPS events and information on Facebook, Twitter and e-mail, especially during child passenger safety week in September.

Project # 14-02-14 **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 CPS liaison to advocate CPS efforts in the southern area of Minnesota. The southern CPS liaison provided 18 C.A.R.S trainings, 10 car seat check clinics, 2 technician trainings, numerous media and community events as well as general CPS support for the southern area of Minnesota.

Project # 14-02-15 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 and using messages targeted to their community. Utilizing 14 minority-based radio stations throughout Minnesota, 2,122 CPS messages were aired during the grant cycle.

Project Summaries (2011)

Project # 14-02-04 Special CPS Support (Section 2011 funding)

CPS trained advocates committed to assisting parents and caregivers provide services to educate parents about the correct installation of child restraints. These advocates work closely with the OTS to receive the most up-to-date class materials and for assistance in publicizing their upcoming classes or clinics through the OTS web site. Training is provided for CPS advocates at the TZD conference. Additionally, the OTS provides training materials and support for MN CPS technicians and instructors

Results:

- Minnesota passed a booster seat law making it mandatory for a child under age 8 and shorter than 4'9" tall to be secured in a child safety seat to include a booster seat
- Education on CPS was provided by a variety of trained CPS advocates
- Support for safety seat fitting stations, clinics, and classes consists of free advertisement on the DPS website, print materials, locking clips, brochures, equipment, videos, CDs, and curricula
 - 20 CPS curriculum DVDs distributed to Minnesota's daycare and foster care instructors
 - 10 CPS safety seats were distributed to National CPS instructors
 - 16 Simple Steps to Child Passenger Safety DVDs were delivered to CPS instructors
- 157 CPS advocates, partners, and stakeholders attended the annual TZD conference in St. Cloud, Minnesota. This annual event featured 2 days of CPS breakout sessions.
- 2 CPS technicians and instructors attended the annual Lifesaver's conference in Nashville, Tennessee
- CPS PSAs produced and aired on local TV stations throughout the year

The following training classes were conducted (and curricula used) to train individuals and groups: C.A.R.S / Daycare & Foster Care Class. Course overall learning goal: Upon completion of this course the participant will be able to:

- Recognize a correctly and incorrectly installed child restraint system, using appropriate reference materials
- Understand Minnesota's child restraint and occupant protection law
- Select an appropriate restraint for a child
- List two child passenger safety resources
- List five types of child restraint systems
- Understand child restraint laws as they pertain to vans, public transit buses and school buses

Specific performance objectives:

- Educate the driving public on correct child restraint use
- Select appropriate restraint for a child
- Understand the 4 different types of crashes and crash dynamics
- Understand the different parts and functions of child restraints
- Understand seat belt parts as they relate to seat installation
- Understand the LATCH system as it pertains to seat installation

This Course has been approved by the POST Board for continuing education credit. Peace officers who successfully complete this course will receive 3 hours of continuing education.

A CD of the entire 3-hour curriculum is available upon request.

The following lists the number and location of training classes and the number of child passenger safety technicians trained:

- 132 Child and Foster Care Provider Training classes
 - Classes located in all 87 counties in Minnesota
- 110 permanent fitting stations to assist parents and caregivers in the correct installation of car seats
 - Fitting stations and clinics located in all 87 counties in Minnesota
- 3 eight hour refresher classes for MN CPS practitioners
 - Dakota, Hennepin and Ramsey counties
- 6 sixteen hour MN CPS practitioner classes
 - Becker, St. Louis, Ramsey and Washington counties
- 12 thirty-two hour CPS technician classes
 - Mahnomens, Ramsey, Hennepin, Dakota, and Anoka counties
- 619 nationally certified CPS technicians

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

- PSAs
- Radio spots
- News releases to local agencies
- Enforcement wave support
- Car seat distribution to needy families in Minnesota
 - Distribution has an educational component
- Website
- C.A.R.S curriculum
- Printed materials
- Classes
- Car seat clinics
- Social media
- Grants with:
 - AMPERS
 - Mom Enough
 - Southern CPS liaison
 - DPS Office of Communications

Approximately 6,000 child restraints are checked at inspection stations and clinics throughout Minnesota.

A list of participating agencies and the counties they serve.

Practitioners:

Agency	County
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 Co PH	OTTER TAIL
POPE COUNTY PH	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 Co 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
HEALTHEAST & NORTH MEMORIAL	RAMSEY
HEALTHEAST 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 FARIBAUT 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 Dept	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 HELATH & 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

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: C-5) Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and A-2) Impaired driving arrests made during grant-funded enforcement activities

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

The cornerstone for Minnesota's traffic safety program remains our strong high visibility enforcement projects. Research indicates high visibility enforcement is the most effective deterrent in changing people's drinking and driving behavior. It is vital for reducing impaired driving fatalities and serious injuries. The OTS continues to encourage the use of roadway signs, earned media, reflective vests and other useful tools to increase the visibility of law enforcement's activity. Saturation patrols were funded statewide; however, additional funding was provided for the top 25 counties where nearly 70 percent of the impaired driving fatalities and serious injuries occurred. Minnesota expanded the focus area from 13 to 25 counties in an effort to be more effective in reducing impaired driving fatalities. Community education programs have been developed in several of these counties. Technical assistance for creation of alternative transportation programs was also provided in specific counties.

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

Impaired Driving Program Objectives:

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

Results:

- Based on data from the Fatality Analysis Reporting System (FARS), the percentage of alcohol impaired (0.08 alcohol concentration or above) driving fatalities decreased from 29% in 2012 to 25% in 2013

- Alcohol-related serious injuries decreased last year from 296 in 2012 to 247 in 2013
- Minnesota experienced a decrease in DWI arrests from 28,418 in 2012 to 25,719 in 2013. Enforcement efforts will continue to focus on high visibility to continue to create a strong general deterrence.
- All law enforcement officers that work funded programs take required training
- The Traffic Safety Resource Prosecutor provided several courses, webinars, and training tools to assist prosecutors with successfully prosecuting DWI cases
- Two statewide impaired driving mobilizations were conducted, one in December and one in August/September. Additional year-long sustained enforcement efforts were conducted in the 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. The enforcement activity resulted in 3,004 DWI arrests.
- 67 percent of respondents report they recently had read, seen or heard about alcohol-impaired driving enforcement efforts by police in the past 30 days
- 88 percent of respondents statewide believe it is Very or Somewhat Likely someone will be arrested if they drive after drinking
- Minnesota has twelve DWI courts and eight Drug Courts that accept DWI offenders which covers nearly one-fourth of Minnesota's counties
- 8,362 individuals are currently using an ignition interlock and another 7,180 drivers have graduated from the ignition interlock program; there are four judicial districts that are integrating ignition interlock in the courts as part of a pilot with OTS
- The use of e-Charging and e-Citation was expanded throughout the state: Minnesota's e-Charging system is now submitting 90% of all DWI's 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 2015, enforcement saturations will focus on the 25 counties with the highest number of alcohol-related fatalities and serious injuries. Strategies to increase the visibility of the enforcement effort will continue to expand. Paid and earned media will continue to enhance all enforcement efforts.

Efforts to expand the use of ignition interlock will continue with another judicial district added to the Judicial Interlock Pilot. The traffic safety resource prosecutor will expand the opportunities to reach out to criminal justice stakeholders to educate them on the importance of a DWI arrest and conviction and the proper judicial procedures. The OTS will continue to work with State Court Administration to hire a retired judge for the Judicial Outreach Liaison (JOL) project. The JOL will work with judges on traffic matters and to encourage the use of ignition interlock. DWI Analytics will continue to be refined for users. The reporting piece will be available to stakeholders in the near future. Lastly, Minnesota's e-Charging system has a goal of having 95% of ICR's submitted electronically to Driver and Vehicle Services.

Project Summaries (164, 410 and 405d)

Project # 14-03-01 Impaired Driving Coordination (164)

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

Project # 14-03-02 Youth Alcohol Coordination (164)

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

Project # 14-03-03 Additional Impaired Driving Coordination (164)

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

Project # 14-03-04 Drug Recognition Evaluator / Advanced Officer Training (410)

The OTS contracts with the Minnesota State Patrol to train and coordinate instructors for courses that are known to enhance traffic enforcement and are sanctioned by NHTSA. These courses are Standardized Field Sobriety Testing (SFST), Drugs that Impair Driving (DTID), Occupant Protection Usage and Enforcement (OPUE), DWI/SFST Update (*Update*), and Drug Evaluation and Classification/Drug Recognition Expert (DRE). Since law enforcement learns most effectively when taught by highly qualified peers, the Minnesota State Patrol 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 that course material meets the training needs of law enforcement.

Course	Number of Courses Provided	Number of LEO Trained
SFST	22	368
DTID	21	377
OPUE	16	322
DWI Update	58	698
DRE	1	24
SFST/DRE Instructor	1	32
Law Enforcement Phlebotomist	1	12

Project # 14-03-05 Pilot Administrative Hearings (164)

The OTS still supports the idea behind this project but it has not been approved by the Minnesota State Legislature. The project will be reexamined if the approval is obtained.

Project # 14-03-06 MSP DWI Enforcement (410, 405d)

See also projects 14-02-05 and 14-04-03

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

Project # 14-03-07 TZD DWI Enforcement with Counties and Cities (164)

See also projects 14-02-05 and 14-04-04

The OTS funds strong enforcement programs that develop a coordinated traffic safety program that includes well publicized, highly-visible enforcement as a priority. To encourage cooperation, only one grant per county will be accepted with minimal exception. Counties are required to develop specific goals to reduce fatalities and serious injuries, increase seat belt usage and decrease impaired driving. The OTS enforcement calendar must be followed which includes two DWI mobilizations, two seat belt mobilizations, a distracted driving campaign, and speed enforcement to assure enforcement and paid media are running concurrently. Based on problem identification, specific grants are provided additional

funds to focus on DWI. High-visibility enforcement is required including earned media and roadway signage. The DPS Office of Communications provides media kits to assist with the educational effort.

See the Executive Summary/Highlights portion of this report for the locations of the 54 grants.

Project # 14-03-08 **Judicial Ignition Interlock Programs (164)**

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

The OTS issued four grants to three judicial districts and one probation agency. The districts have contracted with specific vendors through an RFP process. Three of these districts are using a wireless vendor which enables probation to address breath fails and missed rolling retests within a short period of time. This project has changed the position of probation officers and judges. Prior to this project there was a high amount of resistance to ignition interlock within the criminal justice system.

Project # 14-03-09 **DWI Courts (164)**

This project supports courts that provide judicial leadership, multidisciplinary collaboration and local planning including substance abuse issues when working with repeat DWI offenders: 12 DWI courts receive funding from OTS. Four additional courts received funding to start up DWI courts, and received training in the past year. Forty-one percent of DWI offenders are repeat offenders. Many of these offenders have serious alcohol abuse problems. In order to eliminate the impaired driving problem, a comprehensive alcohol program must also address the offender's abuse of alcohol. The Objectives include: enhancing public safety by reducing the recidivism rate of hard core DWI offenders, increasing the percentage of repeat offenders that reinstate driving privileges and drive legally, restoring repeat DWI offenders to law-abiding citizens and reducing the cost to DWI offenders by breaking the cyclical process of repeated impaired driving arrests.

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

- 158 participants were admitted into the program
- 150 participants graduated
- 28 participants were terminated
- 292 participants are currently enrolled
- 26 graduates from DWI court incurred an additional DWI arrest

See the Executive Summary/Highlights portion of this report for the locations of the DWI courts.

Project # 14-03-10 **Screening and Brief Intervention with DHS (164)**

Each year nearly 30,000 people are arrested for DWI. A DWI is an opportunity for professionals to triage an at risk segment of society to determine level of use, abuse and dependency of chemicals. It is also an opportunity to apply the proper services that can change the person's chemical use behavior and as a result reduce impaired driving. Chemical assessments are required by law for all offenders convicted on anything that resulted from the impaired driving incident. However, chemical assessments are often not conducted quickly after a DWI arrest and are designed to determine chemical dependency and not identify people that are likely to continue risky impaired driving behavior.

All first time offenders in the city of Duluth now are given a court date two weeks after their offense. Over 50 offenders have had the opportunity to participate in the SBIRT program. Only 15 have done so. After reviewing the process, a change was made in October. Originally, probation was doing the SBIRT with the offender but there was concern as to how the information was being delivered. The new change will have the treatment provider and/or public health nurse do the screening after their court appearance.

Project # 14-03-11 Alcohol Media Relations (410)

This project provides print and electronic materials on alcohol related traffic safety issues, as well as media relations services. The earned media materials to be provided include, but are not limited to, brochures, enforcement media wave packets, production costs for public service announcements and paid ads, and poster boards and other materials to assist with news conferences and events. In addition to materials, costs include salaries, fringe benefits, indirect costs, and travel for staff to develop and direct the public information and education efforts. This project is conducted in conjunction with 14-06-04 which focuses on issues other than impaired driving.

Project # 14-03-12 DWI Paid Media (164, 405d)

See also the Paid Media section of this report.

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

In addition to the primary mediums of Broadcast TV, Cable TV and Radio, other media elements are utilized to reach the intended targets of each campaign. These include Out-of-Home Advertising: Digital Billboards, Indoor Posters at hospitality establishments (restaurant and bar restrooms), and gas station pump-toppers.

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

Project # 14-03-13 DWI Analytics / MIDRIS (164, 405d)

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

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

The OTS contracted with the Bureau of Criminal Apprehension (BCA) to enhance the e-Charging system to include administrative forms that are required for a DWI arrest. This system connects with the driver license database to provide immediate information to law enforcement on previous arrest data, driver license information, and automatically populates required forms. Further, forms are sent electronically to the state's licensing agency to immediately record the offense on the DWI offender's driving record and revoke driving privileges.

Minnesota continues to expand the deployment and development of the DWI e-Charging system. The e-Charging system is being used for over 90 percent of DWI arrests. There were 20,367 implied consents processed through e-Charging from October 1, 2013 through September 30, 2014. Additionally, 1,830 law enforcement personnel were trained in DWI e-Charging at 61 training locations, and 158 separate training sessions, from October 1, 2013 through September 30, 2014.

Project # 14-03-15 Ignition Interlock (410)

This project is administered by the Department of Public Safety (DPS) –Driver and Vehicle Services (DVS), in collaboration with the Office of Traffic Safety (OTS) to increase the use of ignition interlock in the state by training and educating those involved with DWI offenders. The ignition interlock law has been in place for over three years and the DPS continues to review possible changes to the law to increase the use of the device. Ignition Interlock is mandatory for those cancelled inimical to public safety. An ignition interlock day was held in April of 2014 with over 115 participants comprised of law enforcement, probation and prosecutors and judges.

Some key aspects of this program include:

- There are currently 8,362 individuals using an ignition interlock
- Status of those entering the program: 58% of drivers are revoked and 42% are cancelled drivers
- 7,180 drivers have graduated from ignition interlock
- Average cost of installation is \$105, removal is \$70 and average monthly calibration fee is \$98

Project # 14-03-16 MSP DWI Travel (410)

The project allowed for opportunities for select Minnesota State Patrol staff to attend in-state and out-state conferences intended to share information on traffic safety issues and programs as well as build networks to further the efforts of traffic safety in Minnesota.

One MSP Lieutenant attended the 2013 Operation Combined Accident Reduction Effort (C.A.R.E.) in Louisville Kentucky. Fifty (50) MSP law enforcement personnel attended the 2013 Towards Zero Deaths Conference in St. Cloud, Minnesota. Attendees were chosen because of their involvement in regional TZD coordination.

Project # 14-03-17 RAVE and Alcohol Server train the Trainer (410)

The DPS Alcohol and Gambling Enforcement Division (AGED) developed materials to train individuals as Regional Alcohol Server Awareness Trainers. Regional Trainers trained alcohol servers in their respective regions to effectively reduce the frequency of over-serving their customers.

AGED Staff conducted 29 classes to train 59 individuals as Regional Trainers. The Regional Trainers conducted 141 server training classes, training 3,324 servers.

Project # 14-03-18 Judicial Liaison for Ignition Interlock (410)

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

Project # 14-03-19 DWI Evaluation and Research (410)

The OTS contracted with Northwest Professional Consortium to conduct nine process and outcome evaluations and seven cost-benefit evaluations. This was the final year of the evaluation. The data was analyzed for each of the nine courts and a final report was written for each. Five out of seven DWI courts showed a return on their program investment, with the average rate of return over ten years estimated to be \$2.06 for every \$1.00 invested in the program. The combined two year savings of the seven DWI courts exceeded \$1.4 million

Project # 14-03-20 Drug Detecting Laboratory Improvements (410)

This project was not conducted in FY 2014.

Project # 14-03-21 Impaired Driving Coordinating Committee (410)

The Impaired Driving Coordinating Committee works to continue to review and make recommendations on impaired driving projects to be conducted and on re-codification of impaired driving laws by reviewing current law and processes to increase efficiencies and making recommendations on legislation. Even though Minnesota's laws have been improved with the use of ignition interlock, there are still many improvements needed to continue to reduce serious injuries and fatalities.

Project # 14-03-22 Impaired Driving Equipment (410)

In support of high-visibility enforcement, funding was used to purchase signs and stands for funded agencies. The project also provided for the purchase of ball caps and Louisville baseball bats for the DWI Enforcement Officer recognition.

Each agency with a 2014 TZD Enforcement grant was supplied with a set of six signs and two bases, which will support the various enforcement waves. For the DWI Enforcement Officer recognition, each officer is provided a ball cap and bat to recognize their impaired driving enforcement efforts. The items were awarded at a Minnesota Twins baseball game.

A total of 160 high-visibility signs ("DWI Enforcement Zone") and 54 stands were purchased. In addition, 75 DWI All-Star ball caps and 37 DWI Enforcer bats were purchased. There were four (4) Alco-Sensor IV PBTs and one (1) Alco-Sensor FST PBT purchased to close-out the incentive program for TZD Enforcement grantees.

Project # 14-03-23 Impaired Driving Enforcement Recognition (410)

See also project 14-04-07

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 higher level that will highlight one agency's success during a grant year. For the higher level of achievement, a recognition committee selected the first Commissioner's Award, which was presented to the St. Cloud Toward Zero Deaths (TZD) Enforcement Grant.

Project # 14-03-24 DWI Prosecutor and Officer Support (410)

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

There were over 22 trainings conducted by Minnesota's TSRP throughout the state, which included training on breath testing, McNeely cases, legislative updates, ignition interlock, DWI Trial and toxicology for prosecutors.

Project # 14-03-25 Impaired Driving Facts Book (410)

Minnesota Impaired Driving Program supports projects that evaluate the problem of impaired driving. The *Impaired Driving Facts* book provides a view of impaired driving statistics and facts for the state of

Minnesota. The book documents detailed information on impaired driving arrests, crashes, serious injuries, and fatalities – information that is in high demand.

Project # 14-03-26 *DWI TZD Enforcement Liaisons (410, 405d)*

See also project 14-04-06

Participation of law enforcement in traffic safety programs is a key component to achieving reductions in deaths and fatal injuries. Law enforcement is often torn in many directions and traffic safety is often not a priority. Contractors with law enforcement background are able to more easily relate to other law enforcement officers and encourage law enforcement agencies to direct their effort to traffic safety.

The OTS contracts for the professional and technical services of experienced law enforcement officers (may be retired) to encourage and assist state, county, tribal, and municipal law enforcement agencies in increasing their attention to traffic safety and OTS programs. This contractor position is known as a Law Enforcement Liaison, or 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.

There were 54 multi-agency grants that included 284 agencies working in partnership through the *TZD Enforcement* program to reduce fatalities and serious injuries. Approximately 30 additional non-funded agencies participated in the program by report their data to OTS after enforcement waves.

Project # 14-03-27 *TIRF Recommendation (Ignition 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 OTS and DVS by hiring an individual to create a vendor oversight program to address and resolve issues with the certified vendors or service centers. The individual also conducts site visits, investigations and reports findings to DVS and OTS.

This is a three year project. The contractor has created a vendor oversight manual and several documents that are being reviewed by DVS. These will be implemented to utilize in the oversight of service centers and Ignition Interlock Vendors, to ensure compliance with the Ignition Interlock Device Program

Project # 14-03-28 *DWI Enforcers to Conferences (410)*

Twelve (12) local law enforcement officers, selected by the OTS for their work in ridding the roads of impaired drivers and participating in the OTS' mobilizations and crackdowns, traveled to and participated in the 2014 Lifesavers Conference, the premier national conference on traffic safety issues and programs. The average rating of the conference given by the twelve attendees was 8.6 (scale of 1-10). In addition to the many excellent sessions provided at the conference, they reported having had opportunities to learn from and network with traffic safety professionals from around the country.

Project # 14-03-29 *Ignition Interlock Evaluation (410)*

Two primary goals of the Office of Traffic Safety and the Minnesota Ignition Interlock Program are to prevent impaired driving and reduce DWI re-offenses. This project provides for an evaluation of the Ignition Interlock program in Minnesota. The RFP was conducted under FFY 14 with the work to begin in FFY 15.

Project # 14-03-30 *Joyride (410)*

Communities have long struggled with the negative impacts of impaired driving. Alternative transportation can give the impaired driver another way home, making the roads safer for the community. There were over 500 alternative rides given over the summer months. Four communities utilized the JOYRIDE

program in FFY 2014. Two of those communities were new pilot areas, while two had previously used JOYRIDE. Two additional counties have started the process of implementing JOYRIDE in their area. All JOYRIDE communities were counseled and given a disc with information needed to continue this program on their own.

Project # 14-03-31 State and Local Match for DWI (410, 405d)

This project is a placeholder to record required matching funds.

Project # 14-03-32 OJJDP Enforcing Underage Drinking Laws (EUDL)

EUDL funding exists to: support and enhance state efforts, in cooperation with local jurisdictions, to increase the enforcement of laws prohibiting the sale of alcoholic beverages to minors; and to prevent the illegal purchase or consumption of alcoholic beverages by minors. This project spends the last of the EUDL funding.

Project # 14-03-33 Late Received 405d Funding Projects (405d)

This project is a placeholder for projects initiated late due to late receipt of 405d funds.

Project # 14-03-34 Evidentiary Machines Support (164)

The Bureau of Criminal Apprehension Breath Testing Section-Calibration Laboratory is responsible for the maintenance and annual certification of breath test instrumentation as well as the training of all law enforcement instrument operators. BCA entered into a contract with Research Triangle Institute (RTI) to create a web-based program that operators can use to be certified and recertified on the Data Mark breath testing machines. This can be done from the operator's computer and they can then test and be certified through this program.

The development of this program was just recently completed and as of today, over 500 operators have successfully completed their web-based, on line recertification training. It is expected that the remainder of operators that are due will complete their recertification within the next few months. It has eliminated BCA's need to travel, keeping valuable staff in house hosting basic training courses, testifying in court and certifying instrumentation.

Project # 14-03-35 In-Squad Computers (164)

See also project 14-05-15

This project was not conducted in FY 14 due to complications of the Buy America Act but is moving along in FY15.

Program Area: Police Traffic Services

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

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

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

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

Police Traffic Services Program Objectives:

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

Results:

- In 2013, 387 people died on Minnesota roadways, down from 395 in 2012
- The number of serious injuries decreased by 4% from 1,268 to 1,216 in 2013
- Seat Belt use, as shown by observational surveys, was of 94.7% in 2014
- 117, or 30%, of the fatalities were alcohol related, 25% of fatalities were in alcohol impaired crashes
- TZD Enforcement grants included 282 total agencies (local, tribal and sheriff) plus the MSP
- Telephone surveys indicate that approximately half of the state wide respondents are aware of seatbelt and speed enforcement.
- The surveys also indicated that 67% of state wide respondents have noticed impaired driving enforcement efforts
- The Real-time Officer Activity Reporting system (ROAR) used by grantee agencies has greatly reduced the time to compile reports of event activity and to reconcile invoices

Future Strategies:

Overall, the Minnesota public and enforcement communities identify with and support the enforcement programs. Evidence strongly supports that the combined efforts of increased enforcement with paid and earned media that supports the enforcement message have a positive impact on improving driver behavior. The telephone survey conducted in July 2014 supports that evidence and indicated that there is a strong correlation between perceived risk of a citation and behavior. The OTS will be requiring 100% of funded enforcement be HVE in FFY 2015. We are starting to get anecdotal evidence that we are

missing a good number of drug impaired DWI's. We will be analyzing the data and in the future will start using ARIDE to train officers involved in the TZD enforcement program. National best practices and local successes will continue to be incorporated into our successful program as well as those suggested by our federal partners.

Project Summaries (402, 406)

Project # 14-04-01 Enforcement Coordination (402)

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

Project # 14-04-02 Enforcement Coordination II (402)

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

Project # 14-04-03 Seat Belt Enforcement by the Minnesota State Patrol (MSP) (402, 405e)

See also projects 14-02-05 and 14-03-06

The OTS funds strong enforcement programs that develop a coordinated traffic safety program that includes well publicized, highly-visible enforcement as a priority. The OTS enforcement calendar must be followed which includes two DWI mobilizations, two seat belt mobilizations, a distracted driving campaign, and speed enforcement to assure enforcement and paid media are running concurrently.

Project # 14-04-04 TZD DWI Enforcement with Counties and Cities (402, 405e)

See also project 14-03-07

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

See also the Introduction portion of this report for the locations of the 54 grants

Project # 14-04-05 MSP Federal Project Support (402)

The State Patrol is a significant partner in the TZD program with a large number of troopers involved in organizing and working enforcement shifts. Clerical support of the invoicing and other NHTSA grant activities is essential to maintain a smooth flow of the work in Central Headquarters. In order to maintain the smooth flow of work at CHQ with the added work of the TZD invoicing and data collection, OTS will provide funding to pay for the hours worked on NHTSA grants provided through OTS.

Project # 14-04-06 Law Enforcement Liaisons (402)

See also project 14-03-26

Participation of law enforcement in traffic safety programs is a key component to achieving reductions in deaths and fatal injuries. Law enforcement is often torn in many directions and traffic safety is often not a priority. Contractors with law enforcement background are able to more easily relate to other law enforcement officers and encourage law enforcement agencies to direct their effort to traffic safety.

The OTS contracts for the professional and technical services of experienced law enforcement officers (may be retired) to encourage and assist state, county, tribal, and municipal law enforcement agencies in increasing their attention to traffic safety and OTS programs. This contractor position is known as a Law Enforcement Liaison, or 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.

There were 54 multi-agency grants that included 288 agencies working in partnership through the *TZD Enforcement* program to reduce fatalities and serious injuries. Approximately 30 additional non-funded agencies participated in the program by report their data to OTS after enforcement waves.

Project # 14-04-07 Enforcement Recognition (402)

See also project 14-03-23

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 higher level that will highlight one agency's success during a grant year. For the higher level of achievement, a recognition committee selected the first Commissioner's Award, which was presented to the St. Cloud Toward Zero Deaths (TZD) Enforcement Grant.

Project # 14-04-08 Enforcement Equipment (402)

Equipment to enhance high visibility enforcement was made available. Each agency with a TZD Enforcement grant was supplied with a set of six signs and two bases, which will support the various enforcement waves. In addition, a total of 165 high-visibility signs ("Speed Enforcement Zone") and 56 stands were purchased.

Project # 14-04-09 Data-Driven Approaches to Crime and Traffic Safety (DDACTS) (402)

The NHTSA DDACTS model allows enforcement in areas identified by data as over-involved in both crime and traffic safety issues. Law enforcement agencies need mapping tools to identify "hot spots" of both traffic crashes and crime. OTS awarded grants for the purchase of mapping equipment, training and traffic enforcement in hot spot areas, or to develop their own traffic and mapping statistics and expenses related to obtaining the necessary training.

Grants were awarded to Dakota County Sheriff's Office and the Hopkins Police Department. This project continues the grants begun in FY13. The 18-month grants comprise three phases:

- First six months – training of the DDACTS model, purchases for data collection equipment and data collection.
- Second six months – continued data collection combined with grant-funded enforcement.
- Third six months – agency-funded enforcement and evaluation.

Project # 14-04-10 Real-Time Officer Activity Reporting (ROAR) (402)

The OTS requires all enforcement grantees to collect and report traffic stop data that is then used for program evaluation and media purposes. A newly developed web-based traffic stop data collection system was piloted in 2012. This system, called Real-Time Officer Activity Reporting (ROAR), requires the entry of agencies' individual eligible officers into a roster that includes the dates on which the officers completed the required training. Grant lead officers enter "enforcement events" into the calendar that their officers will sign into and, on an electronic log, enter each traffic stop as it occurs. The data is available to the OTS and the grantees immediately as it happens. This project provides for a portion of the costs to continue to develop the system. Several reports have been updated, system enhancements were made, and a new version to be released soon will allow a regional view of enforcement performance data.

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.

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 of the performance measures depend on quality data

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

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

Traffic Records Program Objectives:

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

Results:

- Projects were undertaken to replace the current Crash Reporting system to improve efficiency, timeliness and accuracy
- The TRCC continues to meet regularly and plan effective strategies for data systems improvements by moving ahead to make sure all system stakeholders are informed of upcoming changes and innovations and implementing improvements
- The Crash Data Users Group met throughout the year to define the new crash data elements and attributes based on MMUCC and stakeholder needs
- A vendor for the new Crash Records system was selected; the new system will have built in business logic and analytics capabilities
- The OTS has three researchers who produce documents concerning Minnesota's motor vehicle crashes. Two major publications produced by the OTS are *Minnesota Motor Vehicle Crash Facts* and *Minnesota Impaired Driving Facts*. These reports are excellent resources for persons interested in traffic crash and impaired driving issues in Minnesota. The OTS research and evaluation staff performs problem identification and program evaluation.

Future Strategies:

The Crash Records System project will continue with the requirements gathering driving an iterative process of system development. The new system has a go-live date of January 1, 2016. Several projects begun in FY 2014 continue including e-Citation and the Shared Centerline Initiative. The Department of Public Safety's Minnesota License and Registration System (MNLARS) will continue in development.

Project Summaries (402, 408)

Project # 14-05-01 Traffic Records Coordination (402)

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

Project # 14-05-02 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 and program evaluation as well as handling requests for data from stakeholders, media, the legislature and public. This project also covers the costs of computer run time, software and computer equipment, upgrades to existing software packages, and acquisition of products to enhance the Office of Traffic Safety's traffic research capabilities.

Project # 14-05-03 FARS Support (408)

The Fatality Analysis Reporting System (FARS) program has expanded to include pre-crash elements. The work load warranted additional staff time for this project. The new FARS analyst started in October 2013. Federal funds cover the salary, fringe benefits, and indirect costs associated with this position.

Project # 14-05-04 Crash Records Database Solution (408, 405c)

This multi-year project covers costs associated with replacing the legacy crash records system. A Project Manager and Systems Architect were added to the team via contracts. The RFP was released and a vendor chosen. The go live date is set for January 1, 2016.

Project # 14-05-05 Crash Outcome Data Evaluation System (CODES) (408)

Previous funding cycles enabled Minnesota to become current with linked crash and hospital data sets. During this project cycle, 2013 crash and hospital data were linked. In addition to linking the 2013 data, the research analyst examined (and suggested solutions for) data and system errors identified in the probabilistic linkage process. This was intended to be a one year project, but with CODES data and support needed for the Primary Set Belt Law Evaluation update and another Minnesota legislative report, the CODES support grant was extended into a second year. This will allow for the development of a traffic crash-related Public Use Data Set (PUDS) of the CODES data.

Project # 14-05-06 e-Citations with BCA (408)

The Bureau of Criminal Apprehension's (BCA) e-Charging application includes an electronic citation service that allows law enforcement agencies to electronically send citations to Courts using the same schema as other criminal justice integration efforts. The BCA assisted local agencies with implementation costs of the necessary adapters to connect local records management systems to e-Charging for the purpose of submitting electronic citations to court using the uniform statewide citation standard.

Project # 14-05-07 MNSTAR Improvements (408)

Project was not conducted in FY14 per HSP Revision 1

Project # 14-05-08 MNLARS Support (408)

Project was not conducted in FY14 per HSP Revision 1

Project # 14-05-09 Crash Data Quality Review (408)

Project was not conducted in FY14 per HSP Revision 1

Project # 14-05-10 e-Grants Support (402)

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

Project # 14-05-11 Traffic Records Coordinating Committee (TRCC) (408)

The TRCC was able to function without any costs except the grants made available for traffic records systems representatives to attend the annual International Forum on Traffic Records & Highway Information Systems. The TRCC continues to meet regularly and vets the applications for 405c funding.

Project # 14-05-12 Centerline Mapping Project (Shared Centerline) (408)

The Shared Centerline Initiative is a joint effort between the Minnesota Department of Transportation (MnDOT), Minnesota Geospatial Information Office (MnGeo) and MetroGIS (a geospatial collaborative funded and administered by the Metropolitan Council). This is a two year grant and the first year was spent working on data sharing agreements and technology needs so no monies were spent. The project will leverage the power of the Linear Referencing System (LRS) to: (1) allow local authorities to directly edit data for which they are the steward, (2) give partners tools to facilitate seamless data exchange regarding roadways, reducing duplicate data collection and (3) creation of an authoritative street centerline spatial dataset representing the entire state of Minnesota.

Project # 14-05-13 Crash Report Analysis (408)

As a compliment to the Crash Records re-design project, this project examined the interaction between the data suppliers and the technology used to capture the data. The flow and manner in which law enforcement can most efficiently capture data was documented and shared with the new system vendor.

This project won the ATSIP Best Practices Award for a traffic records project at the 2014 Traffic Records Forum.

Project # 14-05-14 State and Local Traffic Records (408, 405c)

This project is a placeholder to record required matching funds.

Project # 14-05-15 In-Squad Computers (408, 405c)

See also project 14-03-35

This project was not conducted in FY 14 due to complications of the Buy America Act but is moving along in FY15.

Project # 14-05-16 Transportation Information Systems (TIS) Improvements (408)

This is the second year of the project begun under 13-05-04. MnDOT uses a legacy system to maintain roadway linked with crash data. The primary goal of the project is to create an ORACLE translation of the tools used in the TIS Mainframe. Assuming the Mainframe is bypassed entirely by importing the text files from the Dept. of Public Safety (DPS) directly to ORACLE, then MnDOT will need tools in ORACLE to perform queries, analyses, and other relationships to the roadway and traffic volume tables already in ORACLE.

Program Area: Community Programs

Purpose Statement: Dedicated advocates working together to make their roadways safer, bringing people together through regional projects and conferences increases the success of traffic safety programming.

Performance Measures: see Performance Measure section on Telephone Survey Results for surveys to track driver attitudes, awareness of highway safety enforcement and communication activities, and self-reported driving behavior

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

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

Communities Program Objectives:

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

Results:

- Numerous public information/education activities, as well as paid media, increased Minnesotans' awareness of our programs and traffic safety issues
- Increased the use of social media and online venues to enhance messaging to target audiences
- Both ends of the age spectrum of drivers were addressed; one through an education program aimed at parents of teen drivers and the other through an Older Driver Working Group
- Telephone surveys of Minnesotans were conducted to assess awareness of enforcement efforts and self-reported changes in behavior
- *TZD* annual conference, seven regional workshops, and three stakeholders' breakfasts were conducted to provide outreach to partners
- The number of *TZD* Safe Roads Coalitions remained at 29 in 2014: 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 including regional seat belt surveys

Future Strategies:

For 2015, the OTS will continue to support various community programs. The OTS will continue to challenge complacency toward traffic crashes through our Public Information & Education (PI&E) and paid media efforts as well as working through the *TZD* Safe Roads Coalitions to enhance local ownership in addressing traffic safety issues. The *TZD* conference will continue to offer breakout sessions that provide information on best practices and effective countermeasures to community stakeholders. These sessions will continue to address traffic safety solutions from specific disciplines, as well as from a multi-disciplinary angle. Regional workshops will help facilitate the implementation of *TZD* efforts in

communities within each region. Focus will continue on teens and older drivers as well as other needs identified through data analysis.

Project Summaries (402, 406)

Project # 14-06-01 Community Programs Coordination (402)

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

Project # 14-06-02 Evaluation Coordination (402)

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

Project # 14-06-03 Distracted Driving, Media, and Communities Coordination (402)

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

Project # 14-06-04 Traffic Safety Media Relations (406)

See also the Paid Media section of this report

This project provides print and electronic materials on traffic safety issues, as well as media relations services. The materials include, but are not limited to brochures, posters, other print materials, five *TZD Enforcement* wave packets, production costs for public service announcements and paid ads, and individuals to develop the public information and media relations efforts. Costs also include salaries, fringe benefits, indirect costs, and travel for communications staff. Alcohol and impaired driving related tasks undertaken are covered in project 14-03-11.

Project # 14-06-05 TZD Safe Roads (402)

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

The 29 Grantees were given a menu of options for activities that are based on best practices with proven success in impacting traffic safety. Data for their specific county was used to identify their choices of grant approved 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 community partners to assist in implementing the strategies and grant activities.

Project # 14-06-06 Network of Employers for Traffic Safety (NETS) (402)

The NETS is a program dedicated to helping employers prevent injuries, increase productivity and stay competitive by reducing the risks of the most dangerous thing most employees do every day - driving to

and from work. This project provides for appropriate traffic safety materials to be provided to employers and reimburses part of a staff person at the MN Safety Council to provide assistance to them.

Project # 14-06-07 Paid Media (406)

See also the Paid Media section of this report.

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

In addition to the primary mediums of Broadcast TV, Cable TV and Radio, other media elements are utilized to reach the intended targets of each campaign. These include Out-of-Home Advertising: Digital Billboards, Indoor Posters at hospitality establishments (restaurant and bar restrooms), and gas station pump-toppers.

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

Project # 14-06-08 Toward Zero Deaths Conference (402)

The annual TZD Conference provides a venue for sharing information on progress made since 2001, for sharing best practices in the areas of engineering, enforcement, education, and emergency services, and for charting the course for a future with fewer traffic fatalities and life changing injuries. The conference provides breakout sessions that cover the four "E's", as well as plenary sessions that will motivate and educate the audience. Attendance of sessions that cover other disciplines is encouraged. Leadership from multiple state agencies reinforce the need for everyone to work together to reach the goal of zero deaths and serious injuries on Minnesota roads. Attendance was 867 in October 2013 in St. Cloud, Minnesota.

Project # 14-06-09 TZD Regional Support (402)

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

Regional workshops were held in 7 regions (no Metro workshop). Regional seatbelt surveys were conducted in 7 regions to monitor progress. Regional steering committees held at least quarterly and Regional media events were held to support May "Click it or Ticket" and Labor Day Crackdown mobilizations.

Project # 14-06-10 Mobility for Minnesota's Aging Population (402)

The MMAP is a partnership of a variety of organizations and the OTS funds a part time staffer at the Minnesota Board on Aging to schedule meetings, provide minutes and support services for the MMAP group. In addition, the chair of the committee receives a small stipend for his time and leadership in keeping the projects moving ahead. A limited amount of support in terms of printing or producing information is also provided.

Five sub-committees were formed. Steering committee meetings were held before each regular MMAP meeting to plan the agenda for the upcoming meeting and discuss any hanging issues from the prior meeting. Six regular MMAP meetings were held during the year.

Project # 14-06-11 **Teen Driving Initiatives (402)**

The OTS developed materials to conduct structured 1.5 hour long community-based teen driver safety awareness classes for parents and their soon-to-be teen drivers. The “Point of Impact” Teen Driver Safety Parent Awareness Program is designed to enhance local novice driver education classroom programs by educating, engaging, and empowering parents. The program utilizes an interactive presentation and discussion format delivered by driver educators, law enforcement officers, and other community members who are concerned with teen driver safety issues.

The number of communities offering the Point of Impact Program to parents of soon-to-be licensed drivers increased significantly in FFY2014. Currently, it’s estimated that over 100 driver education providers offer the classes. On May 16, 2014, Minnesota Governor Mark Dayton signed an enhanced Graduated Driver License Law that requires all driver education providers to offer a “Supplemental Parental Curriculum” to parents. The law is effective on January 1, 2015. The curriculum requirements in the new law mirror the Point of Impact Program. OTS Coordinator Gordy Pehrson received the National Safety Council’s 2014 Teen Driving Safety Leadership Award for his work on the Point of Impact Program. The award recognizes individuals and organizations that have made exceptional contributions to address teen driver safety issues.

Project # 14-06-12 **Teen PSA Challenge (funds supplied by AAA Minnesota/Iowa)**

This contest is no longer being conducted in conjunction with the OTS.

Project # 14-06-13 **Telephone Surveys and Evaluation (402)**

See also the Introduction and Performance Measures sections of this report

In efforts to reduce the number of Minnesota traffic deaths and serious injuries, the Office of Traffic Safety 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 July 15th and August 20th, 2014 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 NHTSA Performance Measures questions, the OTS survey looked at ignition interlock laws, motorcycle safety efforts and distracted driving.

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

There are specific rules and requirements for the NHTSA funded programs that OTS staff need to know and understand in order to do their jobs. In addition, out-of-state conferences allow OTS to implement new ideas from other states keep up to date on research.

In federal 2014, four staff attended the Region 5 leadership meeting, five attended the GHSA annual conference, one attended the Region 5 Liaisons conference, three attended Lifesavers, one attended TRB, three completed TSI’s Highway Safety Program Management, four completed TSI’s Managing Finances and Tracking grants, two completed TSI’s Impaired Driving Program, and one attended FARS training.

Project # 14-06-15 **Teen Task Force (402)**

This project was not pursued in 2014.

Project # 14-06-16 **Enforcing Pedestrian Laws (402)**

Between 2008 and 2013, 217 pedestrians were killed in Minnesota. One in four of those were in Hennepin County with a majority of those in the city of Minneapolis. Minnesota crash data show that approximately half the time the driver made the error in judgment and half the time the pedestrian made the error. A grant was written with Minneapolis PD and their partner the University of Minnesota PD to conduct high visibility enforcement on the campus of the University of Minnesota Minneapolis and increase the number of citations written to pedestrians and drivers in an aim to decrease the number of pedestrian fatalities.

Project # 14-06-17 **Evaluation of Parental Involvement (402)**

The teen driving coordinator within the OTS led the development of a curriculum and video for a one and one-half hour program for parents of teens in driver education programs. The program stresses why their involvement is so important and provides them with information and examples to help them monitor and oversee their children's driving. This project started the data collection design for an eventual evaluation of the project. The teen coordinator began collecting the names and birth dates of the children whose parents have completed the program. At a later date, an evaluation will be conducted, comparing the driving records of students whose parents took the class versus those whose parents didn't.

Project # 14-06-18 **Motorcycle Survey Data Entry (402)**

This project was not pursued in 2014.

Project # 14-06-19 **Driving Safely Longer (402)**

This project was not pursued in 2014.

Project # 14-06-20 **Survey Those at Risk from Previous Phone Surveys (402)**

The Contractor contacted survey respondents from previous statewide telephone surveys in Minnesota via the callback method. By adding psychological and demographic questions to the survey, the Contractor developed comparative data of the high risk target groups to isolate factors that motivate safe and unsafe driving behavior, and what motivates changing behavior to be a safe driver.

Project # 14-06-21 **Distracted Driving (Public Education) (405e)**

See also the Paid Media section of this report.

Minnesota conducted enhanced enforcement alongside media during the April National Distracted Driving Awareness Month campaign. Earned media included a Metro news conference on April 10, Pre and Post news release templates for our law enforcement partners to customize, High school PA announcement ideas for traffic safety partners, and a statewide post release on April 28 following the enforcement period. Social media was also employed. Diverse community outreach was also conducted through target specific weekly and monthly publications.

Paid Media included:

- Spot TV/Spot Cable: Mpls/St. Paul, St. Cloud, Duluth, Rochester, Mankato (:30s)
- Spot Radio: Mpls/St. Paul, Duluth, Rochester, St. Cloud, Mankato, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing/Virginia, Little Falls, Pine City, Willmar, Alexandria, Austin/Albert Lea, International Falls, Marshall, Mora, Redwood Falls, Thief River Falls, Wadena, Worthington, Fosston, Roseau, Winona (:30s)

Project # 14-06-22 **Safe Road Summit (402)**

This project was not pursued in 2014.

Program Area: Motorcycle Safety

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

Performance Measures: C-7) Motorcyclist Fatalities and C-8) Unhelmeted Motorcyclist Fatalities

Summary: In 2013, 60 motorcycle riders and passengers were killed in crashes. This was an 8% increase from 2012's total of 55 motorcyclist crash fatalities and the second increase since 2008. Licensed operators continued to grow to a new all-time high of 409,943; up 5,000 riders from 2012. However, the number of registered motorcycles declined for the first time since 1995 from 237,278 registered motorcycles to 235,909.

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

Motorcycle Safety Program Objectives:

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

Results:

- The number of motorcyclist fatalities increased from 55 in 2012 to 60 in 2013
- The number of unhelmeted motorcyclist fatalities declined slightly from 38 in 2012, to 34 in 2013
- The percentage of unhelmeted motorcyclist fatalities decreased from 69% in 2012 to 57% in 2013
- The number of fatalities involving a motorcycle operator with a BAC of .08 or above, increased from 10 in 2012, to 14 in 2013
- The rate of motorcycle fatalities per 10,000 registered motorcycles increased from a rate of 2.3 in 2012 to 2.5 in 2013
- The crash rate per registered motorcycle decreased from 66 crashes per 10,000 registered motorcycles in 2012 to just 54 in 2013. Registered motorcycles reached a record high of 237,278 in 2012.
- Rider course participation decreased by 15% in 2013. Total course enrollment was 6,321. The MMSP offers several types of courses. Rider training course totals were:
 - 5,607 in the Basic Rider Course
 - 316 in the BRC2/Experienced Rider Course
 - 226 in the Moped Course
 - 81 in the Skills Re-test Course
 - 55 in the Introduction to a Motorcycle Course and Basic Rider Course Refresher
 - 23 in Civilian Police Motorcycle Courses
 - 13 in the Sidecar/Trike Course
- In 2014, the MMSP conducted the second year of a two year rider responsibility themed campaign to encourage riders to wear full protective gear, ride sober, and build their operator skill level.

Future Strategies:

The MMSP continued its rider responsibility themed campaign in 2014 and will revise and implement a similar themed campaign in 2015. Additionally, a NHTSA Section 405 funded motorist awareness effort will be conducted again in Minnesota's ten highest motorcycle crash counties. Finally, the MMSP will continue to support coordinated, multi-jurisdictional enforcement efforts around specific riding events with media and public information and materials support.

Project Summaries (402, 2010)

Project # 14-07-01 Motorcycle Programs Coordination (402)

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

Project # 14-07-02 Motorcycle Safety Support (2010, 405f)

Failure to yield the right of way by other motorists in multi-vehicle crashes involving another vehicle and a motorcycle is the most cited contributing factor in Minnesota motorcycle crashes. This project utilized NHTSA Section 2010 and 405(f) funding to conduct a motorist awareness campaign in Minnesota's top ten motorcycle crash counties to remind the general driving public to "look twice" for motorcycles. A motorist awareness television spot ran heavily during the month of June in these counties.

Project # 14-07-03 Motorcycle Rider Training (State dedicated Motorcycle Safety Fund)

A majority of single vehicle motorcycle crashes in Minnesota are "run off the road" crashes. Additionally, research of motorcycle crash reconstruction reports shows under-use of the front brake in emergency stopping situations; such as another vehicle entering the motorcyclist's path of travel. The Minnesota Motorcycle Safety Program (MMSP) offered nine different, on cycle courses for riders of varying skill levels. The MMSP had 6,321 rider course students in 2013. All students were surveyed, and the program, instructors, and courses were uniformly given excellent ratings.

Project # 14-07-04 Motorcycle Public Information and Media Relations (State dedicated Motorcycle Safety Fund)

Motorcycle crashes account for a significant number of Minnesota's highway crash fatalities every year. Both the motorcycling population and the general driving public must be made aware of safety messaging that has the potential to save their lives. A statewide public information campaign was conducted in 2014; mainly focused on rider responsibility. The primary themes included in all of the news releases were training, full protective gear, riding sober, and motorist awareness.

Project # 14-07-05 Motorcycle Testing and Licensing (State dedicated Motorcycle Safety Fund)

A significant number 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 nine exam stations throughout the state: 641 permitted motorcycle riders took advantage of the evening testing program and 5,607 motorcyclists enrolled in a Basic Rider Course.

Project # 14-07-06 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 RiderCoaches throughout the season and replenish any supplies that run low
Purchase equipment insurance and maintain an up to date insurance policy

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

Project # 14-07-07 Motorcycle Equipment Transport (State dedicated Motorcycle Safety Fund)

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

Project # 14-07-08 Mechanical Services, (State dedicated Motorcycle Safety Fund)

Training motorcycles and the trailers that transport them must be winterized each fall, have a full tune up and pre- season maintenance completed before the start of the training season, and be repaired during the training season (April through October). Under this project the OTS contracted with a skilled mechanic who has the capacity to maintain and repair a fleet of 354 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: OTS in partnership with MnDOT to conduct Hazard Elimination.

Summary: Section 164 Hazard Elimination funding, transferred to the OTS from the MnDOT because of Minnesota's insufficient sanctions on repeat DWI offenders, has been employed by the OTS toward eliminating common roadway hazards through high value, low cost countermeasures. These hazard elimination projects also are building new, and strengthening existing, *Toward Zero Death* partnerships. The 2013 *Toward Zero Deaths* Conference drew over 900 participants.

Project installations included additional cable median barriers; intersection conflict warning systems; reduced conflict intersections; enhanced pavement markings; roundabouts; and turn lanes. Additionally safety plans have been created at regional and county levels, roadway safety audits have been conducted, and a pedestrian and bicycle safety handbook has been created.

Roadway Safety Driving Program Objectives:

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

Results:

- Projects were awarded that included systematic lane departure and intersection improvements and projects previously identified in Road Safety Audits
- Cable median barriers installed on high volume roadway medians have been very effective in reducing median cross over crashes
- Crash records indicate that a majority of fatal and severe injury crashes are caused by vehicles leaving the roadway. Four types of enhanced pavement markings: wide pavement markings, wet reflective pavement markings, rumble strips, and rumble stripEs have been installed as a part of the statewide pavement marking project.
- MnDOT's Strategic Highway Safety Plan update now completed
-

Future Strategies:

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

Project Summaries (402, 164HE)

Project # 14-09-01 TZD Support (402)

This project maintains on-going committees that will work toward efforts designed to reach the goal of reducing traffic deaths to zero. The Leadership Committee consists of leaders from OTS, MSP, MnDOT, Department of Health, and the Center for Transportation Studies (CTS) at the University of Minnesota. The Program Committee consists of representatives from the various traffic safety stakeholders – traffic safety advocates, consultants, non-profit organizations, and other committees in addition to the above governmental organizations. A third, high level Executive Advisory Committee was formed this year. In addition, a working group and co-chair meetings are supported. Funds will be used to provide staff support for the committees and the overall TZD effort, printing costs, light refreshments for quarterly Traffic Safety Forums (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 Center for Transportation Studies at U of MN.

Project # 14-09-02 District and County Roadway Safety Plans (164 HE)

MnDOT districts and Minnesota counties lack the research expertise and staffing level necessary for in-depth analysis of local crash trends to identify their biggest problem areas for serious injury and fatal crashes so a grant was written for MnDOT to contract to provide each MnDOT district and all Minnesota counties with in-depth analysis of serious injury and fatal crashes in their jurisdictions along with menu of low cost countermeasures.

Project # 14-09-03 Rural Intersection Conflict Warning Systems (164 HE)

Rural, stop controlled intersection crashes have a greater likelihood of occurring at highway speed and are thus more likely to result in death or serious injury so a strategy was developed to deploy intersection conflict warning systems at rural, stop controlled intersections to provide drivers with dynamic warning of other vehicles approaching the intersection. Conflict warning systems have been deployed at high crash, top sign controlled, rural intersections. This project is part of a larger deployment effort.

Project # 14-09-04 Cable Median Barriers (164 HE)

Divided highway, cross over median crashes have a higher incidence of resulting in death or serious injury so a strategy was developed to deploy cable median barriers to reduce the incident of cross over median crashes. Miles of cable median barriers have been deployed throughout the state in problem areas. The effectiveness of these cable median barriers in preventing these crashes has been documented hundreds of time via traffic cameras in the Twin Cities Metropolitan Area.

Project # 14-09-05 Strategic Highway Safety Plan Update (164 HE)

MAP-21 requires each state to have an updated Strategic Highway Safety Plan (SHSP) in a manner that ensures TZD stakeholder participation and input. A contractor was hired to gather stakeholder input and provide data analysis to assist in the prioritization of Minnesota specific traffic safety needs. The new Strategic Highway Safety Plan has been completed.

Project # 14-09-06 Better Roads (164 HE)

Serious injury and fatal intersection crashes are occurring on several Minnesota Trunk Highways so construction of additional bypass lanes and turn lanes and deployment of additional intersection lighting was implemented. Construction of bypass lanes and turn lanes has begun, and more is scheduled in the multi-year grant. Additional lighting has also been deployed at trunk highway intersections. These safety improvements are targeted for Minnesota Trunk Highways 7, 8, 13, 55, 59, 61, and 78.

Project # 14-09-07 Safe Intersections CWS (164 HE)

Rural, stop controlled intersection crashes have a greater likelihood of occurring at highway speed and are thus more likely to result in death or serious injury so a strategy to deploy and investigate low cost, low maintenance, "commercial off the shelf" intersection conflict warning systems for recommendation to local governments will be implemented. This multi-year project has been completed.

Project # 14-09-08 Intersection Safety Improvements (164 HE)

The intersection of Vierling drive and County Road 79 in Shakopee has been the scene of numerous serious injury crashes. To reduce the severity of crashes at this intersection a roundabout was installed.

Project # 14-09-09 Pedestrian and Bicyclist Safety Handbook (164 HE)

This project was developed to create a comprehensive pedestrian and bicyclist traffic safety handbook for use by local governments because local governments do not have a comprehensive understanding of

pedestrian and bicyclist traffic safety issues and countermeasures. The pedestrian and bicyclist traffic safety handbook was published in November 2013 and is available for use by local governments.

Project # 14-09-10 **Reduced Conflict Intersections (164 HE)**

MnDOT has identified the following high risk trunk highway intersections in need of re-design to reduce the incidence of crashes at these intersections:

- US Trunk Highway 212 in Cologne, MN
- US Trunk Highway 52 at Goodhue County State Aid Highway 9
- MN Trunk Highway 36 at DeMontreville Trail

Work on this multi-year project has begun.

Project # 14-09-11 **US Highway 8 Road Safety Audit (164 HE)**

Public concerns and complaints have arisen over the safety on US Trunk Highway 8 from I-35 to the Minnesota-Wisconsin border. The objective of this project is to identify the problem and potential safety improvements. The audit report identified several short, mid, and long term improvements for future implementation.

Project # 14-09-12 **Calibrate Highway Safety Manual (164 HE)**

The MnDOT Office of Traffic, Safety, and Technology (OTST) has found a need for the use of the Highway Safety Manual (HSM) that was developed and published by AASHTO in 2010. The HSM has several mathematical and statistical models that have been developed for the purpose of computing, comparing, predicting, and measuring traffic crashes at a certain location with certain characteristics. However, the models have limitations, one of the largest being that the models were developed using several states' data. This has led to a gap between national data, and what is actually happening on the individual state and local levels. One of the tools for accomplishing this is to calibrate the model using existing crash data and roadway information. This project has started but was not completed in FFY 14.

Project # 14-09-13 **City Safety Plans (164 HE)**

Fatal and serious injury crashes are occurring on local city roadways. This project provides an infrastructure improvement plan for two demonstration cities to eliminate fatal and serious injury crashes on their local roadways. This is an on-going multi-year project that is in its early stages.

FFY 2014 Paid Media Report

Paid Media Principles

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

Paid media has increased in recent fiscal years, supporting increased enforcement and coinciding with increases in seat belt use and decreases in alcohol-related traffic fatalities.

The following table shows funding by FFY.

Year	Funds Used
2005	\$840,000
2006	\$1,462,250*
2007	\$1,340,000**
2008	\$1,560,000
2009	\$1,890,000
2010	\$2,550,000
2011	\$2,150,000
2012	\$2,020,000
2013	\$3,070,000
2014	\$3,337,350

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

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

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

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

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

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

Impaired Driving

Objectives & Strategy:

- Increase awareness of extra DWI patrols surrounding key enforcement periods
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, and on-air interviews.

Results:

- Total budget \$2,200,000
- **Total paid media \$2,042,361** including agency fees and traffic (\$11,923)
- Target: M18–34
- Campaigns:
 - **Impaired Halloween, Impaired Holiday, Impaired Awareness March – June, Impaired 4th of July, Impaired Labor Day, Impaired Social Norming, Motorcycle Impaired**

Impaired Halloween

- Flight Dates: 10/21-11/13
- Total Purchased: \$45,019

Television:

Total TV Purchased: \$18,169

- Total Stations: 5
- Total Purchased TRPs: 76
- Markets: Minneapolis – St. Paul
- Total Bonus / PSAs: 30
- Total Value of Bonus: \$6,220

Radio

- **Total Radio Purchased: : \$26,850**
- Total Stations: 21
- Total Purchased TRPs: 637
- Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester, St. Cloud
- Total Bonus / PSAs: 75
- Total Value of Bonus: \$3,439

Impaired Holiday

- Flight Dates: 11/25-1/5
- Total Purchased: \$602,617

Television:

- **Total TV Purchased: \$168,121**
- Total Stations: 23
- Total Purchased TRPs: 1,386
- Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester
- Total Bonus / PSAs: 116
- Total Value of Bonus: \$8,357

Radio

Total Radio Purchased: \$181,591

Total Stations: 73

- Total Purchased TRPs: 3,265
- Markets: Alexandria, Austin, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, Hibbing, International Falls, Litchfield, Little Falls, Mankato, Marshall, Minneapolis – St. Paul, Mora, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington

- Total Bonus / PSAs: 1,447
- Total Value of Bonus: \$30,496

OUT-OF-HOME/SPONSORSHIPS

- **Total OOH/Sponsorships Purchased: \$143,383**
- OOH: Mix of digital and static units (3), Pumptoppers (240 Gas Stations)
- MN Timberwolves: Courtside Signage, Outdoor LED Boards and PA Announcements

Digital

- **Total Digital Purchased: \$109,522**
- Digital Pre-Roll
- Total Impressions: 5,309,417

Impaired March - June

- Flight Dates: 3/10-6/29
- Total Purchased: \$447,151

Television:

- **Total TV Purchased: \$121,077**
- Total Stations: 26
- Total Purchased TRPs: 860
- Markets: Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester, Fargo (MN Coverage)
- Total Bonus / PSAs: 138
- Total Value of Bonus: \$5,823

Radio

- **Total Radio Purchased: \$109,870**
- Total Stations: 53
- Total Purchased TRPs: 2,049
- Markets: Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing, Litchfield, Little Falls, Mankato, Minneapolis – St. Paul, Pine City, Rochester, St. Cloud, Willmar
- Total Bonus / PSAs: 715
- Total Value of Bonus: \$21,344

OUT-OF-HOME/SPONSORSHIPS

- **Total OOH/Sponsorships Purchased: \$156,287**
- OOH: Mix of digital and static units (9)
- MN Timberwolves: Courtside Signage, Outdoor LED Boards and PA Announcements

Digital

- **Total Digital Purchased: \$59,918**
- Digital Pre-Roll
- Total Impressions: 2,169,528

Impaired July

- Flight Dates: 6/30-7/7
- Total Purchased: \$277,069

Television:

- **Total TV Purchased: \$47,424**
- Total Stations: 25
- Total Purchased TRPs: 273
- Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester, Fargo (MN Coverage)
- Total Bonus / PSAs: 55
- Total Value of Bonus: \$1,249

Radio

- **Total Radio Purchased: \$159,918**

- Total Stations: 74
- Total Purchased TRPs: 2,721
- Markets: Alexandria, Austin, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, Hibbing, International Falls, Litchfield, Little Falls, Mankato, Marshall, Minneapolis – St. Paul, Mora, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington
- Total Bonus / PSAs: 1,117
- Total Value of Bonus: \$28,939

OUT-OF-HOME/SPONSORSHIPS

- **Total OOH/Sponsorships Purchased: \$43,346**
- OOH: Mix of digital and static units (6)

Digital

- **Total Digital Purchased: \$26,381**
- Digital Pre-Roll
- Total Impressions: 1,017,187

Impaired Labor Day

- Flight Dates: 8/11-9/7
- Total Purchased: \$202,955

Television:

- **Total TV Purchased: \$124,867**
- Total Stations: 23
- Total Purchased TRPs: 558
- Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester, Fargo (MN Coverage)
- Total Bonus / PSAs: 57
- Total Value of Bonus: \$3,296

OUT-OF-HOME/SPONSORSHIPS

- **Total OOH/Sponsorships Purchased: \$78,088**
- OOH: Mix of digital and static units (6), Pumptoppers (22 Gas Stations)

Impaired Social Norming

- Flight Dates: 7/7-9/28
- Total Purchased: \$265,591

Television:

- Total TV Purchased: \$153,931
- Total Stations: 25
- Total Purchased TRPs: 822
- Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester, Fargo (MN Coverage)
- Total Bonus / PSAs: 143
- Total Value of Bonus: \$6,925

OUT-OF-HOME/SPONSORSHIPS

- **Total OOH/Sponsorships Purchased: \$47,740**
- OOH: Mix of digital and static units (3)

Digital

- **Total Digital Purchased: \$63,920**
- Digital Pre-Roll
- Total Impressions: 2,583,468

Impaired Motorcycle

- Flight Dates: 5/5-9/7
- Total Purchased: \$190,037

Television:

- Total TV Purchased: \$190,037
- Total Stations: 19
- Total Purchased TRPs: 871
- Markets: Duluth, Minneapolis – St. Paul, Rochester
- Total Bonus / PSAs: 133
- Total Value of Bonus: \$4,634

Distracted Driving

Objectives & Strategy:

- Execute statewide mass media campaign to drive awareness of increased Distracted Driving
- 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 \$400,000
- **Total paid media \$386,571** including agency fees and traffic (\$1,519)
- Target: A18-49
- Flight Dates: 4/7-6/29

Television:

- **Total TV Purchased: \$119,578**
- Total Stations: 19
- Total Purchased TRPs: 694
- Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester
- Total Bonus / PSAs: 68
- Total Value of Bonus: \$3,631

Radio

- **Total Radio Purchased: \$103,308**
- Total Stations: 76
- Total Purchased TRPs: 1,587
- Markets: Alexandria, Austin, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, Hibbing, International Falls, Litchfield, Little Falls, Mankato, Marshall, Minneapolis – St. Paul, Mora, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington
- Total Bonus / PSAs: 710
- Total Value of Bonus: \$19,675

OUT-OF-HOME/SPONSORSHIPS

- **Total OOH/Sponsorships Purchased: \$37,190**
- OOH: Mix of digital and static units (1), Pumptoppers (59 Stations)
- MN Timberwolves: Courtside Signage, Outdoor LED Boards and PA Announcements

Digital

- **Total Digital Purchased: \$124,976**
- Digital Pre-Roll
- Total Impressions: 4,969,391

Seatbelts

Objectives & 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:

- Total budget \$800,000
- **Total paid media \$683,686** including agency fees and traffic (\$3,105)
- Target: M18-34 & W18-49
- Campaigns:
 - **Occupant Protection, Social Norming, Child Passenger Safety**

Occupant Protection

- Flight Dates: 4/28-6/29
- Total Purchased: \$330,788

Television:

- **Total TV Purchased: \$119,770**
- Total Stations: 23
- Total Purchased TRPs: 542
- Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester
- Total Bonus / PSAs: 110
- Total Value of Bonus: \$6,479

Radio

- **Total Radio Purchased: \$103,302**
- Total Stations: 77
- Total Purchased TRPs: 1,714
- Markets: Alexandria, Austin, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, Hibbing, International Falls, Litchfield, Little Falls, Mankato, Marshall, Minneapolis – St. Paul, Mora, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington
- Total Bonus / PSAs: 781
- Total Value of Bonus: \$21,185

OUT-OF-HOME/SPONSORSHIPS

- **Total OOH/Sponsorships Purchased: \$61,015**
- OOH: Mix of digital and static units (12)

Digital

- **Total Digital Purchased: \$46,701**
- Digital Pre-Roll
- Total Impressions: 3,525,064

Social Norming

- Flight Dates: 7/7-9/28
- Total Purchased: \$208,418

Television:

- **Total TV Purchased: \$208,418**
- Total Stations: 25
- Total Purchased TRPs: 1,191
- Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester, Fargo
- Total Bonus / PSAs: 138

- Total Value of Bonus: \$8,383

Child Passenger Safety

- Flight Dates: 9/15-9/21
- Total Purchased: \$141,027

Television:

- **Total TV Purchased: \$50,369**
- Total Stations: 18
- Total Purchased TRPs: 311
- Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester
- Total Bonus / PSAs: 24
- Total Value of Bonus: \$1,095

Radio

- **Total Radio Purchased: \$51,715**
- Total Stations: 68
- Total Purchased TRPs: 784
- Markets: Alexandria, Austin, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, Hibbing, International Falls, Litchfield, Little Falls, Mankato, Marshall, Minneapolis – St. Paul, Mora, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington
- Total Bonus / PSAs: 347
- Total Value of Bonus: \$8,225

OUT-OF-HOME/SPONSORSHIPS

- **Total OOH/Sponsorships Purchased: \$16,977**
- OOH: Mix of digital and static units (2)

Digital

- **Total Digital Purchased: \$21,965**
- Digital Pre-Roll
- Total Impressions: 1,798,566

Motorcycle Safety / Awareness

Objectives & 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 \$183,623
- **Total paid media \$173,034** including agency fees and traffic (\$519)
- Target: A18-49 & M35-54

Motorcycle Awareness

- Flight Dates: 5/5-6/29
- Total Purchased: \$98,160

Television:

- **Total TV Purchased: \$98,160**
- Total Stations: 25
- Total Purchased TRPs: 562
- Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester
- Total Bonus / PSAs: 91

- Total Value of Bonus: \$4,496

Motorcycle Safety

- Flight Dates: 4/7-5/18
- Total Purchased: \$74,360

Radio

- **Total Radio Purchased: \$34,353**
- Total Stations: 1
- Total Purchased TRPs: 240
- Markets: Minneapolis – St. Paul
- Endorsement radio with Brian Zepp, PM Drive on KQRS-FM

OUT-OF-HOME/SPONSORSHIPS

- **Total OOH/Sponsorships Purchased: \$40,007**
- OOH: Pumptoppers (62 Gas Stations)

Paid Media Recap

Total Budget: \$3,450,000

Total Expenditures: \$3,337,349

Impaired Driving

Total Impaired Driving Budget: \$2,200,000

Total Expenditures: \$2,042,361 (includes agency fees and traffic of \$11,923)

- Impaired Halloween: \$45,019
- Impaired Holiday: \$602,617
- Impaired Awareness March – June: \$447,151
- Impaired July: \$277,069
- Impaired Labor Day: \$202,955
- Impaired Social Norming: \$265,591
- Motorcycle Impaired: \$190,037

Distracted Driving

Total Distracted Driving Budget: \$400,000

Total Expenditures: \$386,571 (includes agency fees and traffic of \$1,519)

Occupant Protection

Total Occupant Protection Budget: \$800,000

Total Expenditures: \$683,686 (includes agency fees and traffic of \$3,105)

- Seat Belts: \$330,788
- Social Norming: \$208,418
- Child Passenger Safety: \$141,027

Motorcycle

Total Motorcycle Budget: \$183,623

Total Expenditures: \$173,034 (includes agency fees and traffic of \$519)

- Motorcycle Awareness: \$98,160
- Motorcycle Safety: \$74,360

Minnesota Office of Traffic Safety NHTSA 2014 Financial Report

2014 MINNESOTA HIGHWAY SAFETY PLAN	Funding Code	Total Federal Cost	Federal \$ to Local Benefit	Matching Funds
PLANNING & ADMINISTRATION				
0101 Planning and Administration	PA 1401	\$356,139.52	\$0.00	\$374,198.96
Subtotal P&A 402		\$356,139.52	\$0.00	\$374,198.96
OCCUPANT PROTECTION				
0201 CPS/OP Coordination	OP 1402	\$105,121.32	\$0.00	\$0.00
0202 Youth Belt Coordination	OP 1402	\$25,109.99	\$0.00	\$0.00
0203 CPS Support	OP 1402	\$27,417.30	\$27,417.30	\$0.00
0204 CPS Special Support	K3 1402	\$3,599.76	\$3,599.76	\$15,568.00
" Special Paid Media (to OOC)	K3PM 1402	\$50,000.00	\$0.00	\$0.00
0205 Belt Enforcement for Patrol, Cites & Counties	K2 1402	\$308,451.66	\$0.00	\$92,857.38
" " " "	M1HVE1402	\$666,186.41	\$666,186.41	\$167,758.77
" " " "	OP 1402	\$630,387.07	\$630,387.07	\$174,380.04
0206 Seat Belt Use Surveys (Daytime)	OP 1402	\$57,711.90	\$0.00	\$0.00
0207 OPUE for officers	OP 1402	\$0.00	\$0.00	\$0.00
0208 Child Seats for Needy Families	state			\$27,700.00
0209 Booster Seat Survey	OP 1402	\$22,929.34	\$0.00	\$0.00
0210 Update Primary Effectiveness Study	OP 1402	\$44,794.11	\$0.00	\$0.00
0211 Vests and Signs for Belt Enforcement	OP 1402	\$24,336.53	\$24,336.53	\$0.00
0212 Northern CPS Liaison	OP 1402	\$80,000.00	\$80,000.00	\$0.00
0213 Mom Enough	K3 1402	\$10,000.00	\$0.00	\$0.00
0214 Southern CPS Liaison	K3 1402	\$44,646.70	\$44,646.70	\$0.00
0215 AMPERS	K3 1402	\$20,000.00	\$0.00	\$0.00
Subtotal 405	K2	\$308,451.66	\$0.00	\$92,857.38
Subtotal 2011	K3	\$128,246.46	\$48,246.46	\$43,268.00
Subtotal 402	OP	\$1,017,807.56	\$762,141.95	\$174,380.04
Subtotal 405b	405b	\$666,186.41	\$666,186.41	\$167,758.77

2014 MINNESOTA HIGHWAY SAFETY PLAN	Funding Code	Total Federal Cost	Federal \$ to Local Benefit	Matching Funds
IMPAIRED DRIVING				
0301 Alcohol Coordination	164PA 1403	\$102,683.53	\$0.00	\$0.00
	AL 1403	\$0.00	\$0.00	\$0.00
0302 Youth Alcohol Coordination	164PA 1403	\$25,109.99	\$0.00	\$0.00
	AL 1403	\$0.00	\$0.00	\$0.00
0303 Alcohol Coordination Assistance	164PA 1403	\$148,100.44	\$0.00	\$0.00
	AL 1403	\$0.00	\$0.00	\$0.00
0304 DRE and Advanced Training	K8 1403	\$230,000.00	\$115,000.00	\$0.00
	M6OT	\$133,330.21	\$66,665.11	\$0.00
0305 Pilot Administrative Hearings	164AL 1403	\$0.00	\$0.00	\$0.00
0306 Patrol Impaired Driving Enforcement	164AL 1403	\$827,050.21	\$0.00	\$231,447.37
	M6OT 1403	\$0.00	\$0.00	\$0.00
0307 Cites & Counties DWI Enforcement	164AL 1403	\$2,465,797.92	\$2,465,797.92	\$504,265.74
0308 Integrated Judicial & Administrative II	164AL 1403	\$168,348.03	\$168,348.03	\$0.00
0309 DWI Courts	164AL 1403	\$1,298,214.21	\$1,298,214.21	\$273,528.76
0310 Screening & Brief Intervention with DHS	164AL 1403	\$151,174.00	\$53,560.00	\$0.00
0311 Alcohol Media Relations	K8 1403	\$174,168.23	\$0.00	\$0.00
0312 DWI Paid Media	164PM 1403	\$2,134,345.94	\$0.00	\$0.00
0313 MIDRIS/Analytics	K8 1403	\$126,654.62	\$0.00	\$0.00
" "	M6OT 1403	\$0.00	\$0.00	\$0.00
0314 DWI E-Charging	164AL 1403	\$126,287.91	\$94,715.93	\$0.00
0315 Ignition Interlock	K8 1403	\$127,414.96	\$0.00	\$0.00
0316 Patrol DWI Out-of-state Travel	K8 1403	\$12,318.16	\$0.00	\$0.00
0317 Server Train the Trainer	K8 1403	\$98,208.34	\$82,538.97	\$0.00
0318 Judicial Liaison	M6OT 1403	\$0.00	\$0.00	\$0.00
0319 DWI Evaluation and Research	K8 1403	\$122,000.00	\$0.00	\$0.00
0320 Drug Detecting Improvements	K8 1403	\$0.00	\$0.00	\$0.00
0321 DWI Coordinating Committee	K8 1403	\$15,062.50	\$0.00	\$0.00
0322 Impaired Driving Equipment	K8 1403	\$79,614.17	\$79,614.17	\$0.00
" "	M6OT 1403	\$0.00	\$0.00	\$0.00
0323 DWI Enforcement Recognition	M6OT 1403	\$12,263.84	\$12,263.84	\$0.00
	K8 1403	\$0.00	\$0.00	\$0.00
0324 TSRP and Officer Support	K8 1403	\$142,132.44	\$142,132.44	\$0.00
0325 Impaired Driving Facts	K8 1403	\$1,765.05	\$0.00	\$0.00
0326 DWI Enforcement Liaisons	K8 1403	\$42,220.65	\$42,220.65	\$0.00
" "	M6OT 1403	\$0.00	\$0.00	\$0.00
0327 TIRF Recommendations Implementation	164AL 1403	\$84,694.71	\$0.00	\$0.00
0328 Project Directors to Conferences	K8 1403	\$19,728.06	\$19,728.06	\$0.00
0329 II Evaluation	M6OT 1403	\$52,088.31	\$0.00	\$0.00
0330 Joyride	K8 1403	\$68,415.42	\$68,415.42	\$7,793,529.32
0331 State DWI Match for 410	state	\$0.00	\$0.00	\$0.00
0332 EUDL	other Fed.	\$0.00	\$0.00	\$72,000.00
0333 2014 Section 405d Funding	405d	\$0.00	\$0.00	\$0.00
0334 Evidentiary Machines Support	164AL 1403	\$56,996.00	\$56,996.00	\$0.00
0335 In-squad Computers	164AL 1403	\$0.00	\$0.00	\$0.00
Subtotal 164AL		\$5,178,562.99	\$4,137,632.09	\$0.00
Subtotal 164PA		\$275,893.96	\$0.00	\$0.00
Subtotal 164PM		\$2,134,345.94	\$0.00	\$0.00
Total 164		\$7,588,802.89	\$4,137,632.09	\$0.00
Subtotal K8PM		\$0.00	\$0.00	\$0.00
Subtotal K8 410		\$1,259,702.60	\$549,649.71	\$7,793,529.32
Total K8		\$1,259,702.60	\$549,649.71	\$7,793,529.32
Subtotal 405d		\$282,020.59	\$202,901.69	\$72,000.00

2014 MINNESOTA HIGHWAY SAFETY PLAN	Funding Code	Total Federal Cost	Federal \$ to Local Benefit	Matching Funds
POLICE TRAFFIC				
0401 Enforcement Coordination 1	PT 1404	\$73,376.04	\$0.00	\$0.00
0402 Enforcement Coordination 2	PT 1404	\$44,141.17	\$0.00	\$0.00
0403 Patrol TZD Enforcement	PT 1404	\$259,935.13	\$0.00	\$51,337.29
0404 Cities & Counties TZD Enforcement	PT 1404	\$976,921.56	\$976,921.56	\$153,057.07
*****Distracted Enforcement	M8DDLE140	\$211,831.11	\$211,831.11	\$48,724.95
0405 Patrol Project Support	PT 1404	\$30,792.43	\$0.00	\$0.00
0406 TZD Enforcement Liaisons	PT 1404	\$189,147.91	\$189,147.91	\$0.00
0407 Enforcement Recognition	PT 1404	\$37,677.80	\$37,677.80	\$0.00
0408 Enforcement Equipment	PT 1404	\$128,180.06	\$128,180.06	\$0.00
0409 DDACTS	PT 1404	\$52,559.02	\$52,559.02	\$29,594.80
0410 ROAR	PT 1404	\$34,205.31	\$20,012.04	\$0.00
Subtotal PT 402	PT	\$1,826,936.43	\$1,404,498.39	\$233,989.16
Subtotal Distracted 405e	M8DDLE140	\$211,831.11	\$211,831.11	\$48,724.95
TRAFFIC RECORDS				
0501 Traffic Records Coordination	TR 1405	\$113,943.97	\$0.00	\$0.00
0502 Problem Identification	TR 1405	\$136,114.22	\$0.00	\$0.00
0503 FARS Support	K9 1405	\$12,864.51	\$0.00	\$0.00
0504 Crash Records Database Solution	M3DA1405	\$0.00	\$0.00	\$0.00
"" "" ""	K9 1405	\$362,871.05	\$0.00	\$0.00
0505 CODES Support	K9 1405	\$53,850.54	\$0.00	\$0.00
0506 e-Citations with BCA	K9 1405	\$126,100.00	\$10,000.00	\$0.00
0507 MNSTAR Improvements	K9 1405	\$0.00	\$0.00	\$0.00
0508 MIDRIS/Analytics	K9 1405	\$0.00	\$0.00	\$0.00
0509 Crash Data Quality Review	K9 1405	\$0.00	\$0.00	\$0.00
0510 E Grants Support	TR 1405	\$27,500.00	\$0.00	\$0.00
0511 TRCC	K9 1405	\$0.00	\$0.00	\$0.00
0512 Centerline Mapping Project	K9 1405	\$0.00	\$0.00	\$0.00
0513 Crash Records Analysis	K9 1405	\$52,113.00	\$0.00	\$0.00
0514 State and Local TR	state&local	\$0.00	\$0.00	\$489,967.22
0515 In-squad Computers	K9 1405	\$0.00	\$0.00	\$0.00
" "	M3DA 1405	\$0.00	\$0.00	\$0.00
0516 TIS Improvements	K9 1405	\$33,437.00	\$0.00	\$0.00
Subtotal TR 402	TR 1405	\$277,558.19	\$0.00	\$0.00
Subtotal Data K9 408	K9 1405	\$641,236.10	\$10,000.00	\$489,967.22
Subtotal Data 405c	405c 1405	\$0.00	\$0.00	\$0.00

2014 MINNESOTA HIGHWAY SAFETY PLAN	Funding Code	Total Federal Cost	Federal \$ to Local Benefit	Matching Funds
COMMUNITY PROGRAMS				
0601 Community Programs Coordination	CP 1406	\$131,533.35	\$0.00	\$0.00
0602 Evaluation Coordination	CP 1406	\$108,575.39	\$0.00	\$0.00
0603 Distracted, Media, & Communities Coordinators	CP 1406	\$55,444.52	\$0.00	\$0.00
0604 Media Relations	K4CP	\$169,060.67	\$0.00	\$0.00
0605 Safe Roads	CP 1406	\$367,231.93	\$367,231.93	\$188,353.78
0606 NETS	CP 1406	\$41,094.76	\$0.00	\$25,809.00
0607 Paid Media	K4PM	\$766,426.51	\$0.00	\$0.00
also CPS, DWI, and DD money				
0608 TZD Conference	CP 1406	\$151,751.46	\$75,875.73	\$65,385.00
0609 Regional Support	CP 1406	\$148,234.45	\$148,234.45	\$0.00
0610 Older Driver Working Group	CP 1406	\$8,682.50	\$0.00	\$0.00
0611 Teen Driving Initiatives	CP 1406	\$1,130.06	\$0.00	\$0.00
0612 Teens Ad Contest	not GTS	\$0.00	\$0.00	\$0.00
0613 Telephone Surveys and Evaluation	CP 1406	\$61,620.00	\$0.00	\$0.00
0614 Program Travel	CP 1406	\$36,088.31	\$0.00	\$0.00
0615 write up on Teen Task Force		\$0.00	\$0.00	\$0.00
0616 Pedestrians	CP 1406	\$21,556.13	\$21,556.13	\$2,051.23
0617 Evaluation of Parental Involvement		\$0.00	\$0.00	\$0.00
0618 Re-visit MC survey	CP 1406	\$0.00	\$0.00	\$0.00
0619 Driving Safely Longer	CP 1406	\$0.00	\$0.00	\$0.00
0620 Study Those at Risk from Previous Phone Surveys	CP 1406	\$99,855.26	\$0.00	\$0.00
0621 Distracted Paid Media	M8PE 1406	\$386,576.77	\$0.00	\$0.00
0622 Safe Roads Summit	CP 1406	\$7,089.21	\$0.00	\$0.00
Subtotal CP 402	CP 1406	\$1,239,887.33	\$612,898.24	\$280,599.01
Subtotal K4 Paid Media 406	K4PM 1406	\$766,426.51	\$0.00	\$0.00
Subtotal Other 406	K4CP 1406	\$169,060.67	\$0.00	\$0.00
Subtotal Distracted PM	M8PE 1406	\$386,576.77	\$0.00	\$101,000.00
MOTORCYCLES				
0701 Motorcycle Coordination	MC 1407	\$102,033.26	\$0.00	\$0.00
0702 Motorcycle Support	K6 1407	\$12,144.87	\$0.00	\$3,000.00
0703 to 0709 State MC Safety Program	M9MA 1407 state	\$86,534.21 \$0.00	\$0.00 \$0.00	\$22,000.00 \$768,501.44
Subtotal MC 402		\$102,033.26	\$0.00	\$768,501.44
Subtotal K6 2010		\$12,144.87	\$0.00	\$3,000.00
Subtotal 405F		\$86,534.21	\$0.00	\$22,000.00

2014 MINNESOTA HIGHWAY SAFETY PLAN	Funding Code	Total Federal Cost	Federal \$ to Local Benefit	Matching Funds
ROADWAY SAFETY				
0901 TZD Support	RS 1409	\$77,954.92	\$0.00	\$0.00
0902 District and County Roadway Safety Plans	164HE 1209	\$88,196.70	\$0.00	\$0.00
0903 Rural Intersection CWS	164HE 1209	\$744,276.33	\$0.00	\$0.00
0904 Cable Median Barriers	164HE 1209	\$2,797,544.61	\$0.00	\$0.00
0905 Strategic Highway Safety Plan Update	164HE 1209	\$86,851.40	\$0.00	\$0.00
0906 Better Roads	164HE 1209	\$0.00	\$0.00	\$0.00
0907 Safe Intersections CWS	164HE 1209	\$38,270.41	\$0.00	\$0.00
0908 Intersection Safety Improvements	164HE 1209	\$238,155.05	\$0.00	\$0.00
0909 Ped/Bike Handbook	164HE 1209	\$5,898.56	\$0.00	\$0.00
0910 Reduced Conflict Intersections	164HE 1409	\$0.00	\$0.00	\$0.00
0911 TH 8 Safety Audit	164HE 1409	\$25,000.00	\$0.00	\$0.00
0912 Calibrate the Highway Safety Manual	164He 1409	\$25,651.97	\$0.00	\$0.00
0913 City Safety Plans	164HE 1409	\$13,845.60	\$0.00	\$0.00
Subtotal RS 402		\$77,954.92	\$0.00	\$0.00
Subtotal 164HE		\$4,099,167.94	\$0.00	\$0.00

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