

State of Minnesota  
Department of Public Safety

# Highway Safety Plan

Federal Fiscal Year 2007

Prepared for:  
U. S. Department of Transportation  
National Highway Traffic Safety Administration

Prepared by:  
Office of Traffic Safety

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# Minnesota's 2007 Highway Safety Plan

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# Minnesota's Highway Safety Plan: Federal Fiscal Year 2007

## Introduction

The Office of Traffic Safety (OTS) in the Minnesota Department of Public Safety (DPS) administers federal funds provided by the National Highway Traffic Safety Administration (NHTSA) under the State and Community Highway Safety Program (Public Law 89-564). The funds are used to change driver behavior, to enforce traffic laws, to make the public aware of the dangers of crashes and the best ways to reduce their risk, and to assist state and community efforts in traffic safety. In addition, OTS analyzes crash data, identifies at-risk populations, crafts programs to reduce the risks, and evaluates the success of various traffic safety programs.

One of the requirements associated with managing the State and Community Highway Safety Program is to prepare an annual plan that describes the projects to be funded in the coming year. Strategic planning techniques (clarifying the program's mission and goals, setting measurable objectives, and evaluating the program's progress towards the goals) have been used to develop the plan for more than two decades. The performance plan, process description, required plans, and program areas sections of this Highway Safety Plan report the general goals we have set for our program, and the strategies, tactics, and projects we intend to implement during Federal Fiscal Year 2007.

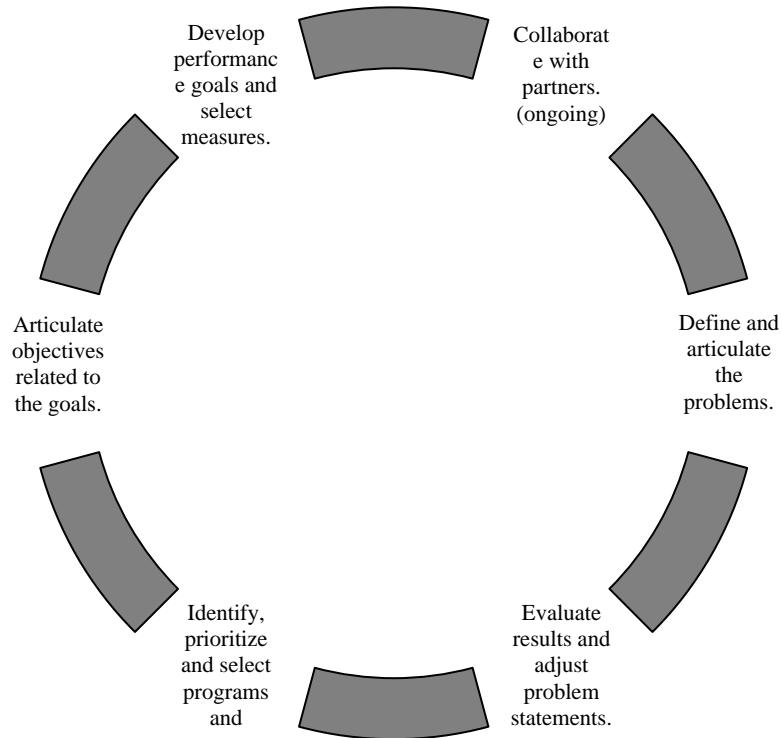
We collaborate with other divisions in DPS, other state agencies, county and local units of government, as well as, private organizations and individuals to improve traffic safety throughout Minnesota. We communicate with and disseminate information to our partners throughout the state, colleagues in other states, and federal agencies. The federal funds allow us fund traffic safety action programs and to support innovative technological solutions to a variety of traffic safety problems – from equipment for law enforcement, to data collection and problem identification technologies, to computer solutions for Driver and Vehicle Services, and beyond. Finally, we see ourselves as sound stewards of public funds, seeking to invest in programs that will reduce not only the economic cost of crashes in Minnesota (estimated for 2005 to be more than \$1.6 billion) but also the emotional toll on families of crash victims.

In 2001, the Minnesota Departments of Public Safety and Transportation collaborated on a conference called *Toward Zero Deaths*. One of the most significant results of that conference was an improved understanding between the two agencies. We came to the realization that we share the same goals for traffic safety and we will reach those goals more certainly and quickly if we work closely together. DPS and MNDOT are now collaborating on a good number of specific projects and routinely sharing information and working together. A Comprehensive Highway Safety Program has been

formulated. In addition, OTS has forged stronger ties with the Motor Carrier Safety Assistance Program -- with the Patrol Chief, OTS Director, MCSAP Director, and FMCSA representative meeting quarterly for breakfast. While the 2007 Minnesota HSP still concentrates on solutions to poor driver behaviors and decisions, we are working toward an increasingly system-wide approach to problems.

## Summary of the Planning Process

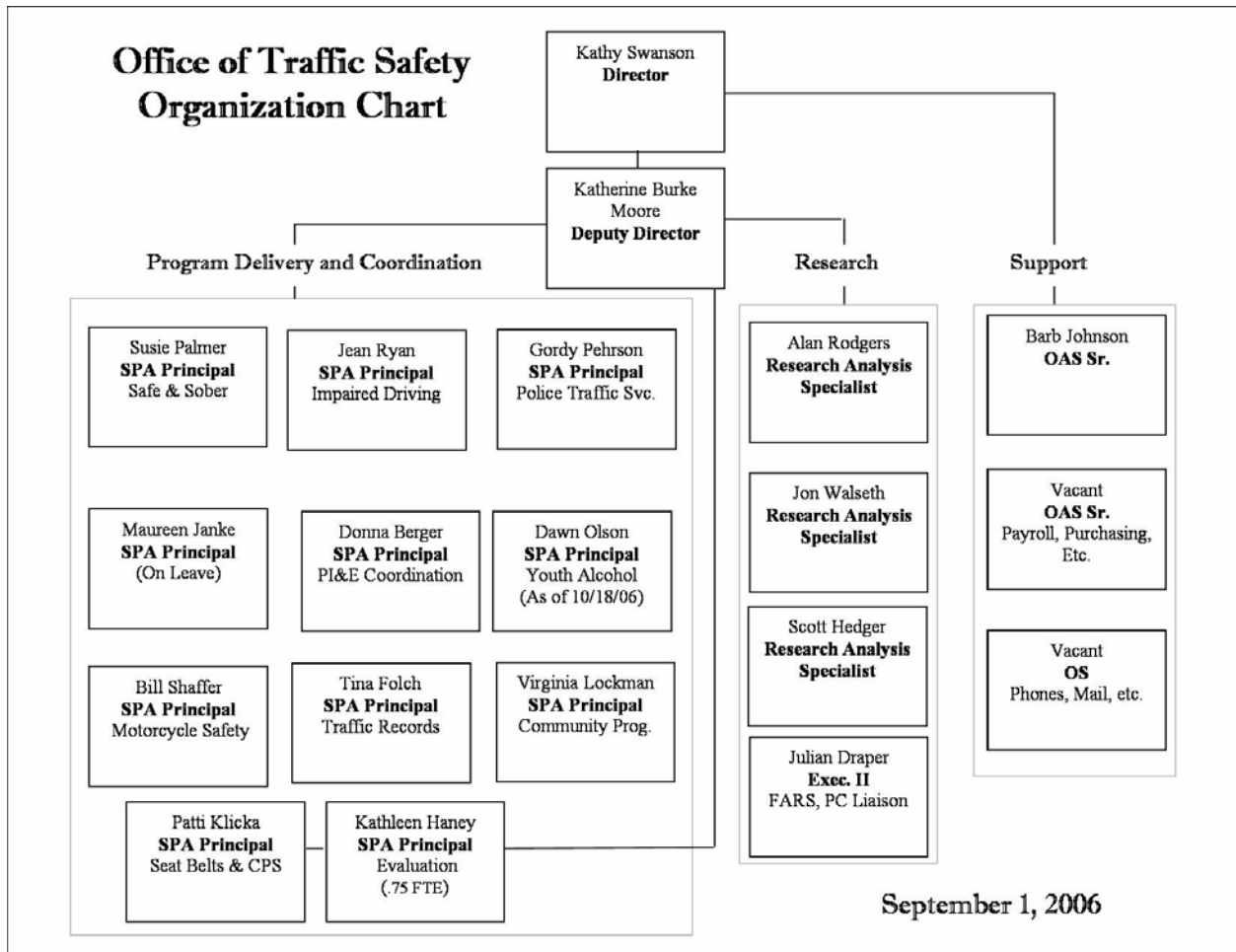
At any point in time the OTS is thinking about and administering projects in at least two federal years, and during the late fall can be working with three separate years. The planning process has no distinct beginning or ending as shown in the following diagram.



## Organizational Structure

The Office of Traffic Safety is a division of the Department of Public Safety. The Commissioner of Public Safety holds a cabinet level position. The organizational structure of the OTS, is fairly flat; with one Director, one Deputy Director, three support

staff positions, four research positions (including the FARS analyst), and eleven “coordinator” positions. The position title for the coordinators is State Program Administrator (SPA). At the time of the submission of this Highway Safety Plan, two of the coordinator positions and two of the support positions are not filled. One coordinator position will be filled in October and the second is on leave with a scheduled return of December. The office is currently in the process of obtaining candidates for one of the support positions.



## Mission Statement

Fulfilling the purpose of the program will take concentrated and coordinated efforts by a large number of traffic safety agents, each working within their own sphere of influence. The mission of the Office of Traffic Safety is to lead efforts to prevent traffic deaths, injuries, and crashes by changing human behavior in Minnesota.

## Executive Summary

Minnesota's federal fiscal 2007 Highway Safety Plan supports the national priorities articulated by the National Highway Traffic Safety Administration. Where data are cited below, it is from Minnesota Motor Vehicle Crash Facts, 2005.

**National Priority:** Work Closely with FHWA and FMCSA

**Minnesota Status:**

- The Minnesota Departments of Public Safety and Transportation jointly lead a wide array of organizations and individuals in formulating a Strategic, Comprehensive Highway Safety Plan
- As a result of the prioritization of strategies in the plan, the Departments' designed and implemented the Highway Enforcement of Aggressive Traffic (HEAT) program in 2006 to keep the speeds down on freeways and expressways where the posted speed limit was increased. This is the first project implemented as a direct result of the CHSP; 164HE funding was used.

**National Priority:** Cut America's traffic fatality rate

**Minnesota Status:**

- 0.99 in 2005; This marks the first time Minnesota has been under 1.0 deaths per hundred million vehicle miles traveled.

**National Priority:** High visibility enforcement

**Minnesota Status:**

- In federal 2007, nearly 9.7 million dollars programmed for high visibility enforcement including patrolling hours, liaisons, paid media, training, equipment, and earned media (does not include courts, prosecutors, or evaluation)

**National Objective:** Increase Seat Belt Use

**Minnesota Status:**

- 82.6% (measured by observational study in August 2005)
- 40.2% of fatally-injured occupants wore seat belts

**FFY07 Strategies and Projects Related to this Priority:**

- **Enforcement:** October and May Mobilizations, *Safe & Sober*
- **Enforcement Support:** Enforcement Liaisons, Equipment Incentives
- **Education:** Paid Media, Public Education and Earned Media
- **Community Involvement:** Seat Belt Coalition, Car Seats for Minnesota's Low-Income Children, TZD Conference, Safe Communities Grants
- **Addressing Key Target Audiences:** Teen Projects in Safe Communities, CPS Investments, Targeted Paid Media
- **Measurement of Problem:** Belt Use Studies, Global Evaluation

**National Objective:** Keep Impaired Drivers Off the Road

**Minnesota Status:**

- 35% of 2005 fatalities were alcohol-related
- .346 alcohol-related fatalities per 100,000,000 VMT

**FFY07 Strategies and Projects Related to this Priority:**

- **Enforcement:** NightCAP, *Safe & Sober*, December and Labor Day Mobilizations, Dakota County Project, Special Impaired Driving Enforcement Efforts
- **Enforcement Support:** Enforcement Liaisons, NightCAP Equipment, DRE & Advanced Officer Training, Law and Legal Update Training
- **Education:** Paid Media, Public Education and Earned Media
- **Community Involvement:** Alcohol-focused Safe Communities, Alcohol Forum, TZD Conference
- **Court Systems:** Resource Prosecutor, DWI Court
- **Addressing Key Target Audiences:** Youth Alcohol Coordinator, Underage Drinking, Targeted Paid Media
- **Measurement of Problem:** Impaired Driving Fact Book, Global Evaluation

**National Objective:** Focus Efforts on Young Adults

**Minnesota Status:**

- In 2005, 15 to 24 year olds made up 17% of the licensed drivers and accounted for 29% of the crash-involved drivers
- 7% of traffic deaths were to persons between the ages of 15 and 19
- 20.4% of traffic deaths were to persons in their twenties
- 52% of the DWIs were written to young adults from 21 – 34.

**FFY07 Strategies and Projects Related to this Priority:**

- **Education:** Targeted Paid Media, Public Education and Earned Media
- **Community Involvement:** Look Out Teens! ad contest, Teen Challenge in Safe Communities, Teen Strategic Plan and Summit, Youth Alcohol Coordinator, Underage Drinking Programs from OJJDP, continuing distribution of Last Call program
- **Measurement of Problem:** Problem Identification, Global Evaluation

**National Objective:** Improve Information and Management Systems

**Minnesota Status:**

- Minnesota Motor Vehicle Crash Facts addresses fatal, injury, and property damage crashes.
- Impaired Driving Facts last updated in 2005 for calendar year 2004
- Last management review in 2005 with no significant findings

**FFY07 Strategies and Projects Related to this Priority:**

- **Systems:** DWI Booking System, DVS Crash System Interface
- **People:** Traffic Records Coordinating Committee, Crash Data Proponent
- **Support:** Planning and Administration, P&A Accounting, all coordination projects
- **Measurement of Problem:** CODES, FARS, Problem Identification



**National Objective:** Manage Speeds

**Minnesota Status:**

- 28.8% of deaths in crashes are speed related

**FFY07 Strategies and Projects Related to this Priority:**

- **Enforcement:** *Safe & Sober*, Highway Enforcement of Aggressive Traffic (HEAT)
- **Enforcement Support:** Enforcement Liaisons
- **Education:** Paid Media; Public Education & Earned Media, HEAT
- **Community Involvement:** Safe Communities Grants
- **Addressing Key Target Audiences:** Targeted Paid Media, Targeted Roadways
- **Measurement of Problem:** Mobile and stationary highway data recorders

**National Objective:** Combat the Growth in Motorcycle Fatalities

**Minnesota Status:**

- 10.5% of Minnesota's traffic fatalities in 2005 are motorcyclists

**FFY07 Strategies and Projects Related to this Priority:**

- **Education:** State-funded Motorcycle Safety Program
- **Addressing Key Target Audiences:** Statewide MC Rider Training, Targeted Paid Media
- **Measurement of Problem:** Problem Identification, FARS, Number of Endorsed Riders

# Performance Plan

Annually, Minnesota's Department of Public Safety (DPS) Office of Traffic Safety (OTS) prepares a Highway Safety Plan that describes how Minnesota will use the federal funding supplied by the National Highway Traffic Safety Administration/U.S. Department of Transportation under the State and Community Highway Safety Program. The plan also includes descriptions of related state and other federal programs conducted by the OTS.

This document serves several purposes. First, it meets the requirements of the State and Community Highway Safety Program. Second, it summarizes the identified traffic safety trends and problems and the current efforts to reduce or eliminate those problems. Finally, it provides a landscape within which other traffic safety programs (supported with federal, state, local, or private funds) can find perspective and connection.

## Purpose

In Minnesota, as well as across the nation, traffic crashes are the leading cause of death for toddlers from age 3 through young adults of 34. In an average year, 600 people are killed and 40,000 are injured in Minnesota alone. The purpose of the State and Community Highway Safety Program is to save lives and protect families by reducing the number of deaths, injuries, and crashes that occur on our streets and highways.

## Vision

Everything done by OTS and all the programs supported by OTS are designed to reduce the number of people killed in traffic crashes to zero. Related to this is the desire to minimize the number and severity of injuries that occur in traffic crashes. We seek a world where everyone is buckled up, no one drives after drinking or too fast, and drivers are calm, well-rested and watchful.

## Vision Components

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

1. **Informed Public:** We need a well-informed populace that sees traffic safety as an important health issue, supports traffic safety legislation and enforcement, and understands the benefits of driving safely. We need the public to have the perception that traffic

violations are likely to result in negative consequences (arrests, citations, fines, and/or injuries).

2. **Safety Partnerships:** We need to support traffic safety and injury prevention groups, organizations, or agencies that share our vision. We value activities that enrich partnerships and contribute to an increased sense of community.
3. **Efficient/Effective Traffic Law Enforcement:** We need a well-trained and well-equipped enforcement community that is motivated to enforce traffic safety laws and able to support their actions successfully when testifying in court. We need efficient and effective cooperative efforts between law enforcement agencies, communities, and other entities. We value efficient law enforcement procedures so that officers are quickly back on the road after making an arrest.
4. **Improved Data and Records:** We need to support and improve our crash database and other data systems so that we have confidence in the problem identification process and our project selections. We need to support and improve our fiscal and administrative system and procedures so that we remain confident in the accuracy of the claims, vouchers, and fiscal reports.
5. **Well-managed/Innovative/Proactive Projects:** We need to continue to work with strategies that have proven effective. We need to identify new approaches and solutions to seemingly intractable problems. We need quick and appropriate reactions to emerging traffic safety problems. We value a well-trained OTS staff of dedicated traffic safety professionals, and data systems that provide us with the information needed to confidently make and carry out plans.
6. **Customer Service and Communication:** We want our products and services to citizens, agencies, and organizations to be high quality and useful. We value getting back to people quickly with all the information they requested. We want our products and services to anticipate the needs of our customers. We need outstanding communication within OTS, within DPS, with our partners, and with our customers.

## Goals

Every year, in preparation for writing the HSP, progress to date on reaching goals is reviewed and goals are updated. As part of the state biennial budgeting system, goals are again reviewed and updated in concert with our partners. Before the goals are set, the most recent data from the OTS observational surveys of seat belt use, Division of Driver and Vehicle Services' crash database and from the national FARS database are considered. Estimates on the cost of crashes are obtained from the National Safety Council. To measure our progress in accomplishing our mission, we have set the following four goals:

## Reduce the number of traffic deaths and serious injuries and the fatality rate

- Reduce the number of deaths from 559 in 2005 to no more than 480 by 2010.
- Reduce the number of serious injuries from 2,019 in 2005 to no more than 1,800 by 2010.
- Reduce the fatality rate from .99 in 2005 to no more than .75 by 2010

## Increase seat belt use

- Increase seat belt use in the general population from 84% in 2005 to at least 94% by 2010.

## Decrease impaired driving

- Reduce the number (and percentage) of fatalities that are alcohol-related from 197 (35% of traffic deaths) in 2005 to no more than 125 (26% of traffic deaths) by 2010.

## Reduce the economic loss

- Reduce the economic loss due to traffic crashes from \$1.66 billion in 2005 to no more than \$1 billion by 2010.

### Interim Goals by Year

	2006	2007	2008	2009	2010
Deaths	539	521	502	485	480
Serious Injuries	2,000	1,925	1,860	1,825	1,800
Fatality Rate (100 mil VMT)	.95	.90	.85	.80	.75
Observed Belt Use	85%	88%	91%	93%	94%
Impaired Driving Deaths (as % of Total Deaths)	162 30%	151 29%	141 28%	130 27%	125 26%
Crash-related Costs (billions)	\$1.5	1.4	\$1.35	\$1.2	\$1.0

## Progress Towards Goals: Trends

In the short term, comparing goals set last year for 2005 to actual occurrences in 2005, we met some goals and fell a little short on others. Our goal was to decrease the number of traffic deaths to 556 and they decreased to 559, belt use increased to 84% (the goal was 83%), and the percentage of deaths that were alcohol-related was 35% when the goal was 31%. For serious

injuries, we more than met our goal of 2,300 – in fact, we more than met our 2009 goal of 2,050. For the first time in history we fell under 1.0 deaths per hundred million vehicle miles traveled; however, our goal was .95 and we fell short of that with .99; this is still considerably better than the national rate of 1.46. Costs of traffic crashes fell in 2005 to 1.66 billion dollars; we very nearly met our goal of 1.65. The goals have accordingly been adjusted.

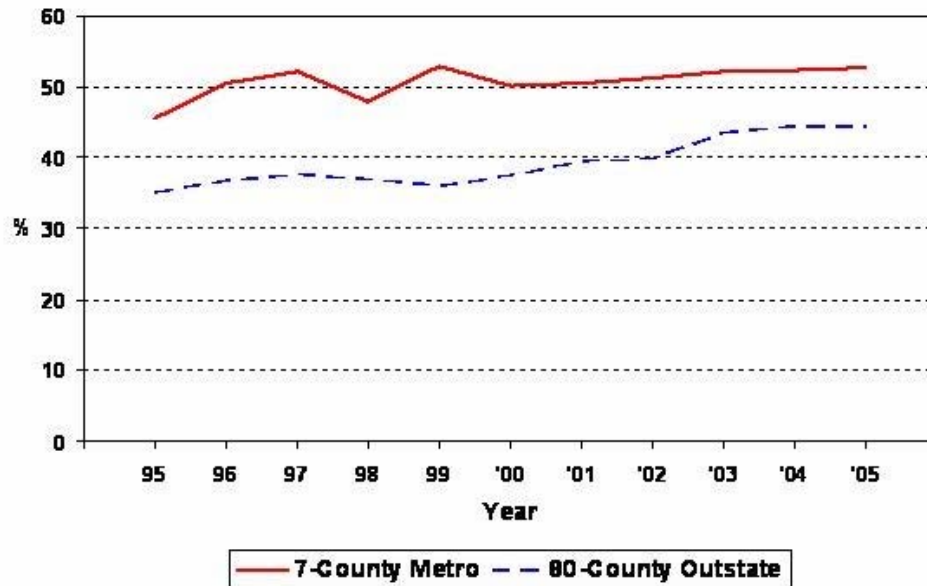
Considering longer range results, the majority of trends aren't quite as uniform as would seem from the consideration of only 2004 and 2005. In the past ten years, Minnesota has seen two years (1998, 1999, and 2001) during which the number of persons killed and the fatality rate have increased and four years (1998, 2000, 2003, and 2005) during which the percentage of fatalities that were alcohol-related increased. In eight of the ten past years, the cost to society of traffic crashes rose; although that is hardly surprising considering the double digit increases seen in recent years of the cost of medical services. The trend toward increased seat belt use is slow but appears steady. The trend toward fewer serious injuries continues to show a significant downward projection.

At the present time, only one Minnesota age group is growing at a great rate -- those from 20 through 24 years old. While the entire population is expected to grow three percent by the end of 2005, 20 through 24 year olds will have grown 18.5 percent. Discounting the 20 through 24 year olds, the range of change is from -8.5% for 5 through 9 year olds to +6.6% for all those over the age of 35. This large increase in 20 -24 year olds, a group that is over-involved in traffic crashes, has likely had a negative impact on traffic safety in Minnesota.

## **Seat Belt Use**

When we look at seat belt use as identified in the 2005 crash data base, the metropolitan area had the highest use; with over 78% of those killed or injured in the seven-county metro area wearing a seat belt at the time of the crash. The western counties bordering the Dakotas continue to have the lowest belt use of those occupants in crashes -- only 64% (although that is increasing from 60% in 2005, 59% in 2003, and 54% in 2002) in the northwest region and 70% (also an increase from 69% in 2005, 64% in 2003 and 59% in 2002) in the southwest region. In recent years, children under the age of 10 who were killed or severely injured in crashes have had the greatest gains in seat belt use. When we look at the seat belt use of those killed and injured by roadway type, the lowest use rates are found on two lane roadways, one lane in each direction. These facts have remained fairly constant over the years.

**Percent Seat Belt Use (Killed and Severely Injured)**  
**Minnesota, 1995 - 2005**  
 (Data for 2003 estimated)



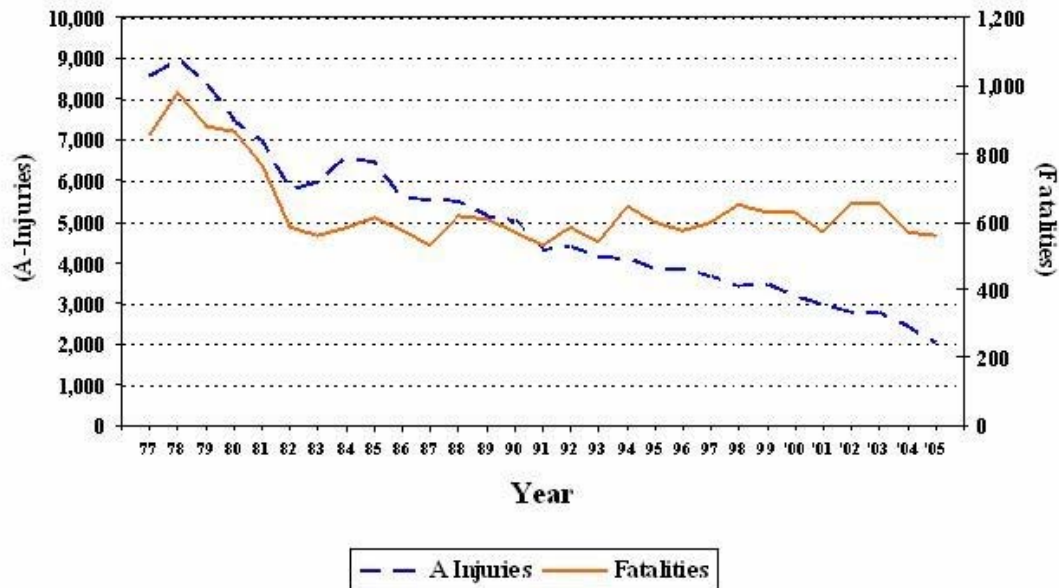
Historically, the gap between seat belt use of those killed and severely injured in the seven county metropolitan area and the other 80 counties in the state has been about 10 percentage points. As shown by the graph above, it appears the gap is continuing to become smaller; perhaps due to the Great Lakes Region rural project.

Observed seat belt use in the general population has generally increased or remained statistically unchanged each year since Minnesota passed a seat belt law and began conducting valid surveys in 1986. More detailed information on observed seat belt use is at the beginning of the occupant protection program area.

### Deaths and Severe Injuries

There were 8 fewer traffic deaths in 2005 than in 2004. Of those killed in traffic crashes in the past five years (3,004 people), 67% were males; this is remarkably consistent over time. Of those killed in the past five years, nearly 43 percent were between the ages of 15 and 34 and 30% were males between the ages of 15 and 34.

**Traffic Fatalities and Severe Injuries  
Minnesota, 1977 - 2005**



Minnesota has kept records of severe injuries caused by crashes since 1977. Over this time period, the highest number of severe injuries occurred in 1978. That number was 8,965. Thus, 29 years ago, almost 9,000 people sustained severe injuries, compared to 2,019 last year. A severe injury is defined as one that will not allow the victim to go about his or her regular routine in the near future. Severe injuries include everything from permanent brain damage (vegetative, comatose condition) to broken limbs. A severe injury is a painful, expensive experience. According to the National Safety Council, the average cost for a serious injury is now \$58,500; that is considered a conservative estimate by many.

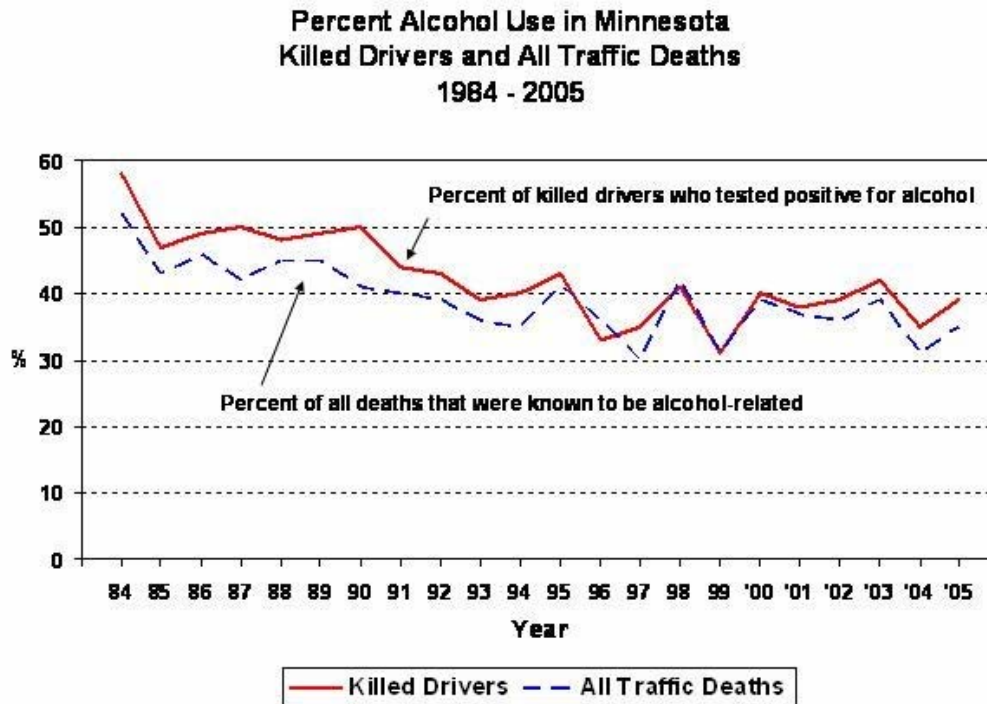
**Impaired Driving**

Drinking and driving continues to be a stubborn problem. We have not made the steady progress against alcohol that we have had in getting people to buckle up. We don't even have a reliable measure of how many people in the general driving population are drinking and driving -- we cannot say, for example, that 3% of the miles driven in MN are driven in an impaired condition.

But we can look at how many of the killed drivers who were tested for blood alcohol content turned out to have a positive BAC. And we can look at how many traffic deaths were alcohol-related. These two measures are closely related to one another; two ways of expressing the role

of alcohol in fatal crashes. In the absence of a better measure, it is used as proxy measure for the prevalence of drinking and driving in Minnesota.

As seen in the following graph, the most common impaired driving measure – the percentage of traffic deaths in which at least one driver, or operator, or pedestrian had been drinking -- has not had the same steady and positive direction as is seen in the number of severe injuries or of seat belt use.



Minnesota is making some progress against drunk driving, yet it's a particularly frustrating problem; the reasons for the see-saw effect visible in the graph are simply not clear.

Predictably, there is a strong positive relationship between alcohol use and crash severity. In 2005, 7% of all minor injuries, 13% of moderate injuries, 21% of severe injuries, and 35% of deaths were alcohol-related.

Minnesota's officers arrested 36,870 drivers in 2005; a nearly 8% increase over 2004's 34,199. Males make up approximately 70% of those arrested for DWI (another remarkably constant number) females about 22% and the gender of the remaining 8% was not reported in 2005. In 2005, 21 to 34 year olds committed slightly over 50% of the DWIs on record. The percentage of DWIs arrested in the metropolitan counties of the state continues to decline slowly but surely from 56% in 1990 to 48% in 2005.

In some ways, we can be pleased that the percentage of all deaths that are alcohol-related has not steadily climbed since the mid-1990s -- given the increase in the number of young adults in



the driving population, one would actually expect there to be a significant increase in DWI. For example, from 1997 to 2002, the number of 20-to-24 year-old drivers increased 21% (compared to just 4% for teenagers, for example). People in their early twenties drink and drive the most. As the baby boom echo grows into a more responsible age, we should see a resumption of the trend of decline in alcohol-related deaths. Provided, that is, that we keep advocating on behalf of the “drive sober” message, and that we maintain our vigilance against drunk driving through programs like NightCAP and *Safe & Sober*.

# Process Description

## Problem Identification Process and Sources

Minnesota participates in the Fatal Analysis Reporting System, a national database on fatal motor vehicle crashes which is internationally known and respected. The FARS Program is part of OTS and the FARS analyst provides aggregate FARS data to other staff members on request.

OTS has traditionally been fortunate in the area of traffic records -- in contrast to many states our crash report data has had a comparatively fast turnaround from the time it is received to the time it is entered and available for analysis. Fatality data is received daily by the Patrol and is shared with OTS. Complete crash data from the previous year is usually available by the following May; preliminary data on critical measures such as the percentage of fatalities related to alcohol is available to the staff before plans for the next year are finalized. In addition to the crash data, we are fortunate to have a research analyst with the ability to extract information from the drivers' license database and produce aggregate statistics on DWIs.

Our NHTSA-approved observational study of seat belt use has traditionally been conducted each August with the results available by September. The present approved design (first used in August of 2003) provides the OTS with a statewide estimate, and estimates for the metropolitan versus non-metropolitan areas, for three different age groups, by type of vehicle driven, and by major versus minor roadways. Starting in 2003, we also conducted mini-surveys before and a full statewide observational survey after the May mobilization, as well as telephone surveys of attitude and knowledge of that campaign. This information is used in our planning process.

Minnesota began designing and implementing a Crash Outcome Data Evaluation System (CODES) four years ago. CODES links data from ambulance run reports, hospital records, and crash reports. As the system becomes more complete and our experience with it grows, this data will provide an additional source of valuable data for the state.

While close attention is paid to data trends throughout the year, we study the trends most closely when we planning for a new year.

Throughout the year, requests for information come in from the press, the legislature, the public, and within the Department and OTS for the data to be broken down in ways not displayed in the book. The questions are most often generated by a national or another state's press release or by a Minnesota traffic safety project that we are evaluating or itself identifies a need for localized information. In addition, the OTS will make requests for FARS information, CODES information, and CMV information as questions arise.

## 2007 Problem Identification

In 2005, Minnesota's death rate per hundred million vehicle miles traveled was .99 – the lowest rate in our history and significantly better than the national average of 1.46. The percentage of persons buckled up in crashes, 84%, is the highest we have seen since we began tracking that number. A new, enormous project to decrease speeds on freeways and expressways (HEAT) was introduced in the fall of the year and appears very promising in progressing towards its goals.. Nevertheless, Minnesotans have serious traffic safety behavioral problems that can be addressed. The highest priority problems are documented and demonstrated in the following statistics:

- 36,870 impaired driving arrests were made on Minnesota roadways last year (after increasing for seven years in a row, then decreasing for the next three years, the number of DWIs rose by 8% this year). Of the DWI arrests, 70% were male, 22% were female and gender was not stated for 8%.
- Of the 559 persons killed on our roads, 197 (35%) deaths involved a drinking driver, pedestrian, motorcycle rider, or bicyclist.
- Nearly 67% of those killed in 2005 crashes were males. In contrast, slightly more women (19,431) than men (17,850) were injured in crashes.
- When comparing the proportion of different age groups with drivers licenses to the proportion of them who were in a crash, all age groups up to the 29 years old were over-represented in crashes.
- Of the 440 drivers or passengers who were killed inside vehicles, only 177 were known to be using a seat belt at the time of the crash. As a percentage of those killed, this 40% is nearly the same as last year's 39.5%; but it is still the highest we have seen. Women occupants who died in crashes were more likely to be buckled up than were men; 54% in comparison to 32%.
- Belt use in fatal crashes was lowest for rather surprising cohorts – fewer than 19 percent of the 60-64 year olds, 22 percent of the 65-69 year olds, and 24 percent of the 50 to 54-year-olds were safely restrained. These cohorts are different than those with the lowest use in 2004 (35 – 39 year olds and 15 – 19 year olds) or in 2003 (10 to 14 year olds and 25 through 39 year olds); leaving the strong impression the differences seen in these relatively small numbers may be random.. In terms of numbers of people killed in vehicles, teenagers (15 through 19) continued to suffer the greatest losses with 62 and were again followed by 20 to 24 year olds with 57.
- While crashes occur much more frequently in the Minneapolis/St. Paul seven-county metropolitan area (59% of the total), approximately 70% of deaths and serious injuries occur in the rural counties of the state. Congestion may be frustrating, but as speeds decrease so does injury severity.
- Illegal or unsafe speed was involved in crashes that killed 161 people; 29% of the total who died. The percentage of Minnesota's traffic deaths involving speeding remains fairly consistent over the years.

- Driver inattention or distraction was a factor in the deaths of 98 people (18% of the total deaths, nearly the same percentage as last year) and injuries of another 6,302.
- In 2005 with the new Crash Report Form, Minnesota began collecting information on sport utility vehicles separately; in the past, they were lumped with regular cars. Occupants of vehicles we'd expect to be equipped with belts made up around 80% of the deaths in each of the last four years. 45% of traffic related deaths occurred to people who were in regular cars, 12% were in pick up trucks, 12% were in sport utility vehicles, 10% were on motorcycles, and 8% were walking.
- According to *Minnesota Impaired Driving Facts* a book of tables and information on impaired driving incidents on Minnesota drivers' licenses, persons in their early twenties are the most likely to drink and drive and to have been arrested for DWI. In 2004 fully 50% of the DWI arrests were between the ages of 21 and 34 and fully 25% were between 20 and 24 years old. While an average of one out of every 10 drivers have a DWI on their record, men are nearly four times as likely to have a DWI on their drivers license record as are women.

*Minnesota Motor Vehicle Crash Facts* contains a vast amount of additional specific information about the causes of crashes, the age groups and geographic areas most involved in crashes, crash trends over time, and types of driver behavior that are most dangerous. Regardless of which traffic safety topic you study, the following issues recur as major contributors to crashes, injuries and fatalities:

- Impaired driving
- Not using seat belts or child seats
- Speeding
- Inattention or distraction
- Inexperience

The projects and programs described later in this plan are designed to address the problems and priorities identified.

## Services

In carrying out its mission, OTS serves as the staff office for the Governor's Representative for Highway Safety and coordinates Minnesota's participation in the National Highway Traffic Safety Administration's State and Community Highway Safety grant program. Minnesota Statute 4.075 establishes the existence of the highway safety program in the Department of Public Safety. In addition to the NHTSA federal grant programs, OTS coordinates and manages state-funded programs -- the motorcycle safety program and the child seats for needy families program -- as well as the federal grant program combating underage drinking from the Office of Juvenile Justice and Delinquency Prevention. OTS also produces *Minnesota Motor Vehicle Crash Facts* to satisfy the requirements of M.S. 169.10.

Staff plays a variety of roles in accomplishing the division's mission and goals. State Program Administrators (roughly half of the OTS staff of 20) serve as grant coordinators who provide technical assistance and consultation to project directors (grant recipients), and interact with funding agencies (usually NHTSA), providing them with necessary and requested information. Coordinators also act as program experts who testify before the legislature, answer questions from the media and the general public, and advise policy makers and legislative staff on issues related to the program areas they coordinate. The coordinators manage approximately 190 federal-funded grants, 35 state-funded grants, and 20 contracts each year. In addition to non-profits and local units of government (and to a much lesser extent private organizations), four other divisions within Public Safety and two other state agencies have projects from OTS.

OTS has three research analysts who analyze traffic crash data from Minnesota, produce the legislatively-mandated *Minnesota Motor Vehicle Crash Facts* booklet, identify traffic safety problem areas for the coordinators, answer questions from the general public, and evaluate the effectiveness of various traffic safety programs.

As staff has become more proficient in designing and updating websites, the OTS has made much better use of ours. Our website's -- [www.dps.state.mn.us/ots](http://www.dps.state.mn.us/ots) -- contents include several years of *Crash Facts*, the *Impaired Driving Facts* book, active requests for proposals and application forms, schedules and pictures of events, a resource catalog, the complete contents of media kits, and fact sheets. The website is updated at least weekly and it is a great source of pride, as well as information. Law enforcement agencies can submit reports on their mobilization work on-line. *Safe & Sober* grant agencies are also able to submit much of their lengthier reports on-line.

## Project Selection

In general, the OTS supports the following types of projects with the federal funds:

- Projects that directly support traffic safety efforts in cities, counties, and communities.
- Projects that support traffic safety efforts at the state level or which indirectly support the activities in communities.
- Projects that support our in-house efforts to evaluate, coordinate, and monitor the other projects.
- Mobilizations and other nationally coordinated efforts

### Direct Community Support

For projects that directly support community traffic safety efforts, we issue a request for proposals (RFP) to local units of government. In the RFP, we define eligibility, the identified problems at the state and regional levels, the types of activities that can be funded, the timeframe for the projects, the contents of the required application, any task specific requirements, and the range of application budgets we are expecting to receive. Applications received in response to RFPs are evaluated and rated, based on budgets, work plans, proposed personnel, prior experience with OTS, and objectives.

Depending on the specifics of the project being funding, counties and cities are eligible for funding based on such data as:

- They have a higher percentage of impaired driving crashes than the state as a whole based on population.
- They have a higher percentage of impaired driving crashes than the state as a whole based on vehicle miles driven.
- They have a higher percentage of people in crashes not using safety restraints than the state as a whole based on population.
- They have a higher percentage of people in crashes not using safety restraints than the state as a whole based on vehicle miles driven.
- They are one of the worst twenty counties in terms of number of traffic fatalities, or
- They are one of the thirteen counties accounting for 60% of the state's alcohol related fatalities.

### **Indirect Community Support**

Many of our projects provide indirect support to local traffic safety programs. For these projects, the coordinator responsible for the program area determines what types of support (such as public information materials or improved crash data analysis) are most needed. Many of our traffic safety efforts at the state level -- such as projects that provide training and assistance for local peace officers and county or municipal agencies, provide classes for child passenger safety advocates, and provide data improvement projects at OTS or the Department of Health --are extremely beneficial to and ultimately of direct benefit to local communities.

### **Coordination/Monitoring Support**

In addition to our Planning and Administration activities, we use the 402 funds to support program area experts in the following traffic safety program areas: Alcohol, (youth access to alcohol, adult impaired driving, impaired driving community programs, and public information programs addressing impaired driving), Occupant Protection (both child passenger safety and adult), Police Traffic Services, Traffic Records, Safe Communities, Motorcycles, Evaluation, and Public Information. Federal funds are used to support the computer run costs generated by OTS research staff who are charged with conducting our problem identification efforts.

### **Mobilizations and Other National Efforts**

Minnesota has fully supported the seat belt and impaired driving national mobilizations and plans to continue to do so. The mobilizations are planned and conducted by a team comprised of all the OTS coordinators, as well as, our director, deputy director, *Safe & Sober* and NightCAP liaisons, and staff from the Office of Communications and the State Patrol. The amount of effort and number of personnel hours invested in the

mobilizations is enormous; as is the financial commitment. Projects most directly related to the mobilizations include our enforcement projects such as *Safe & Sober* overtime grants, our liaisons, the *Safe & Sober* Challenge, equipment incentives for every agency participating in the mobilization, the annual Toward Zero Deaths conference with its law enforcement track, traffic officer training, paid and earned media, and the observational study and evaluation projects. All of our Safe Communities support the mobilizations. In 2006, OTS added paid enforcement and extra paid media to selected rural agencies in support of the *Great Lakes Region Rural Initiative* during the first two weeks of May.

## Project Development

In brief, the process of identifying and implementing projects includes the following steps:

- Conduct problem identification
- Gather input from partners and boards
- Solicit new project ideas to address the problems
- Identify specific strategies likely to address problems
- Review the results of current projects aimed at identified problems
- Review submissions for new projects
- Identify program deficiencies
- Tentatively award funding to projects
- Write requests for proposals (as needed or required)
- Prepare Highway Safety Plan
- Identify project directors and organizations
- Conduct on-site project meetings
- Prepare project agreements
- Monitor projects
- Evaluate success
- Start all over again

## Gathering Input from Partners

The staff of OTS employs a variety of methods to gather input from other people involved in traffic safety issues. The following information lists the key advisory boards and networks used during the past year:

- **Toward Zero Deaths Conference** In a collaborative effort, the Departments of Transportation and Public Safety design and conduct the annual Toward Zero Deaths conference with sessions geared towards state and county traffic engineers; public health personnel; local, county and State Patrol officers; and safety advocates (such as OTS staffers, Triple-A, MADD, child passenger safety experts, the Minnesota Safety Council, the MN Department of Health, and EMS providers). Evaluations of all sessions are conducted and used in planning for the next year's conference.
- **Towards Zero Deaths Committees** Eventually, the TZD program will have three committees, the Governor's Executive Committee, the Steering Committee, and Program Teams. The Executive Committee will meet twice a year and will provide

broad-based leadership and support. The steering committee will have responsibility for providing strategic direction and implementing TZD initiatives. The program teams will be made up of stakeholder interest groups focusing on all four E's – engineering, enforcement, education, and emergency medical services.

- **Traffic Safety Partners Breakfasts:** Four times a year, the Office of Traffic Safety invites advocates from around the state into St. Paul to discuss trends, current efforts, and new ideas for decreasing traffic deaths and injuries. Participants include representatives from organizations such as MADD, the Minnesota Safety Council, the Minnesota Institute of Public Health, EMS, the law enforcement community, and AAA; from other state agencies such as Health and DOT, other divisions within the Department of Public Safety (the Minnesota State Patrol, the Office of Communications, and Driver and Vehicle Services); and present contractors to the Office such as our law enforcement liaisons and the Minnesota County Attorneys Association. Information gathered at these meetings is considered when developing future programs and plans. In addition, the meetings increase partnership possibilities and decrease the possibility of duplication of efforts for everyone involved. Plans are to evolve the breakfasts into TZD Stakeholder Forums.
- **Traffic Records Coordinating Committee:** This committee was completely overhauled and revitalized in 2005, partially in response to expectations of the new 408 funding and mostly because the need to do so had been previously identified within the state. Under the direction of OTS representatives from local law enforcement, DOT, Health, DPS, and the courts worked together to develop a strategic plan and prioritize projects in it to ensure that any proposed changes to data systems related to traffic safety are reviewed by and acceptable to all. The TRCC currently meets monthly, while working on the strategic plan meetings were more frequent.
- **NETS Advisory Board:** A small NETS Advisory Board was formed to assist our NETS project at the Minnesota Safety Council and meets monthly.
- **Safe & Sober NightCAP, and Community Health Liaisons:** Minnesota's four law enforcement liaisons and two community health liaisons provide a wealth of information about the needs of state, county, and local law enforcement and health agencies.
- **Motorcycle Safety Advisory Board:** This long-standing committee continues its important role in defining key messages for public information campaigns and providing recommendations for the state-funded motorcycle safety program.
- **Child Passenger Safety Advisory Board:** Formed in the summer of 2000, this team of Minnesota child passenger safety experts meets quarterly to provide advice on improvements to Minnesota's child passenger safety program. There are twelve CPS certified members from around the state and different professions on the board.
- **Minnesota Seat Belt Coalition:** Many organizations, agencies and individuals are members of the Minnesota Seat Belt Coalition, sharing the goal of increasing safety belt use in the state. Meetings are most frequent just before and during the legislative session. Staff and organizational support for the Coalition is provided by the Minnesota Safety Council (see [www.mnsafetycouncil.org](http://www.mnsafetycouncil.org) for more information).



- **National Highway Traffic Safety Administration:** Last, but not least, the OTS takes into account the recommendations and opinions of the Great Lakes Region NHTSA Office and the NHTSA headquarters staff.

## Methods for Selecting Projects

Data analysis provided through OTS researchers is published annually in the *Minnesota Motor Vehicle Crash Facts*. This document, along with requests of the researchers for additional runs of more specific information such as data by city and county, forms the basis of problem identification in Minnesota. In turn, problem identification is the basis for project selection.

In the late winter, staff from the Office of Traffic Safety meets several times to determine what mix of potential traffic safety projects to support in the coming federal fiscal year. Coordinators come to this meeting armed with advice from relevant boards, ideas gathered from other states' experiences, suggestions from colleagues outside the office, recommendations of current project directors, and open proposal solicitations published on our website.

We always have many more sound project ideas than we can fund -- it is a competitive process. As a result, we discuss each new project idea and challenge the budget assumptions for each proposed project. We also consider our funding by area -- are we fulfilling our responsibilities for maintenance of effort and do we have projects that fit into the conditions and plans for the various NHTSA funding sections such as 402, 408, 410, and 164 (both HE and AL). Within the constraints of our available funding, the OTS director and deputy director decide which of these projects to fund and at what level.

Once the slate of projects for the coming federal fiscal year has been established, each project is assigned to a coordinator who is responsible for working with the project director to resolve issues specific to that proposal and ensure that the necessary applications, budgets, and approvals are in order prior to the beginning of the federal fiscal year. The coordinator also monitors the project throughout the year to ensure that it stays on track, offers suggestions and assistance to the project director, and helps evaluate the success of the project. When the activity is conducted directly by the OTS, the assigned coordinator either assumes responsibility for ensuring the project is conducted by doing the work him or her self or by writing a request for proposals to find other professionals or organizations to do so. In the end, we strive to arrive at a balanced, comprehensive traffic safety program for Minnesota.

# Specific NHTSA Required Plans

## Enforcement

### Enforcement Activities Philosophy

By ruling of the Minnesota Supreme Court check-points have been declared unconstitutional; therefore Minnesota's enhanced enforcement efforts are of the blitz/saturation type.

Minnesota's enforcement programs all stress increasing occupant protection, safe speed selection, and/or decreasing impaired driving. All enforcement programs have a earned media and a paid media component.

We strongly encourage multi-agency cooperation in grant-funded and on-duty saturations to maximize the impact on the public and decrease duplicative paperwork and media efforts. Enforcement projects that are not competitively awarded (NightCAP and Corridor projects) are required to include the State Patrol, a Sheriff's Office, and at least one municipal agency in each effort. For the competitively awarded *Safe & Sober* projects, applications from more than one agency are strongly encouraged by awarding a large number of points in the proposal evaluation for doing so.

Some of our enforcement programs are statewide, and some are specific to a group of counties, or a particular segment of roadway. All are based on problem identification.

Community and political support is critical to sustaining traffic enforcement in counties and cities. The public information and media work conducted on the local level are largely responsible for gaining that support. In addition, the OTS and our enforcement liaisons take advantage every chance possible to make a presentation to the city council and county board meetings. The presentations, usually of a piece of equipment provided to the enforcement agency by OTS, discuss why traffic safety is so important, praise the agency for their work, and thank the council/board for their support.

### Enforcement Training

Officers being reimbursed with NHTSA money, regardless of the project, are all required to have completed Standardized Field Sobriety Training (a two day course with actual drinking subjects each of the two days) and Advanced SFST: Drugs that Impair (a one day course). For projects where the emphasis is passenger protection at least part of the time, they are also required to have completed the four hour Occupant Protection Usage and Enforcement training – a course distilled from the NHTSA TOPS curriculum. Beginning in the 2007 federal year, all officers for whom we pay any time are also required to have an SFST Update four hour class unless their last experience with an SFST class was less than five years ago. The instructors and materials for the classes are provided by the Minnesota State Patrol through a grant with OTS.

## **Enforcement Projects**

In order to support increased enforcement of traffic safety laws at every agency in the state, especially those pertaining to impaired driving and seat belt use, Minnesota has a variety of enforcement projects. Our saturations are all STEP projects – publicizing the up-coming enforcement, increasing enforcement activities for a period of time, and then publicizing the results of the enhanced enforcement. All the projects discussed below are included in the appropriate Program Areas later in this HSP. They are summarized here to assist those interested in this single strategy.

### *Safe & Sober*

The statewide *Safe & Sober* project provides grants on an annual basis as the result of applications received in response to a Request for Proposals available on our website and through the regular mail and e-mail. At least 90% of the grant funds are used for overtime enforcement during the time periods set up in the grant. In federal 2007 those time periods include the last nine days in October on seat belts, three weekends in December on DWI (with weekends being defined as Thursday, Friday, and Saturday nights), the national Memorial Day seat belt mobilization and Labor Day DWI crackdown, and seven days of speed enforcement to be jointly selected by neighboring grants between July 1 and August 15. Eligibility for the *Safe & Sober* grants is defined as being over-involved in alcohol-related deaths and severe injuries, over involved in deaths or severe injuries where passenger protection was not used, or being in one of the twenty counties with the highest number of deaths and severe injuries. Except for the police departments of Minneapolis, St. Paul, and St. Cloud (by far our largest statistical areas and media markets), an agency can receive *Safe & Sober* funding for no more than three years in a row.

In addition to designing and conducting statewide events publicizing the enforcement periods and setting up regional events with the help of the locals, the Office of Communications oversees a contract to purchase media related to the waves and provides media packets for each enforcement period defined in the grant. The agencies do much more than simply send out personalized news releases before and after each wave; they are active in seeking interviews on radio stations and cable television, encouraging reporters to ride along with patrolling officers and attend SFST classes, writing letters to the editor and seeking others to do the same, and finding businesses to support their efforts through such things as coupon events, messages on changeable outdoor signs, messages on prom flowers and dry cleaning bags, and a wide range of other creative earned media ideas. In the past couple of years, the Safe Communities grants have become much more active in promoting the enforcement waves.

The Challenge program encourages agencies which did not receive a grant or were ineligible for one to do similar work (officer training, media relations and public information, and enhanced enforcement during the set time periods) and report what they have done at the end of the year to OTS. Agencies compete with others based on number of officers and the top three in each of ten size categories are given a mini-grant for \$3,000; \$2,000; or \$1,000. The Challenge program is particularly effective with the small enforcement agencies. Any agency who did not receive a grant for the year is eligible for the Challenge.

Because the requirements and reports are light, the mobilizations cover a larger number of agencies than the grant and challenge programs combined. To participate in a mobilization, (October seat belts and December holiday DWI, Memorial Day seat belts and Labor Day DWI) agencies must at a minimum issue pre and post news releases, increase their patrols and enforcement of the chosen violation, and report to us the number of chosen violations written during the enforcement period. Any and all officers can participate; there are no training requirements. On the report, each agency also marks their choice of small award – an item valued at approximately \$50 such as two convertible child seats, a Stinger flashlight, a tint meter, or two ticket books or equipment bags. We try to change those incentives to keep interest up and the agencies motivated. Agencies are not allowed to report together on mobilization results; each agency must report their own. All agencies are eligible for mobilizations. Grantees are required to participate under their grant agreements. In addition to the small awards each agency receives for participating, each receives a chance at a drawing for a larger item -- their choice of a lidar, radar, in-squad camera, or two low profile light bars.

### **Night CAP**

The Nighttime Concentrated Alcohol Patrol (NightCAP) program concentrates on impaired driving enforcement and is coordinated by our NightCAP liaison. The vast majority of the project funding is spent on enforcement in the 13 counties which together account for 60% of all Minnesota's alcohol-related fatalities. State Patrol districts set up at least monthly saturations in those 13 counties -- in the summer, the events become more frequent. The saturations must include officers from at least one sheriff's department and local police department. The local agencies can be reimbursed for their overtime hours or do the shifts on-duty and receive a small piece of equipment for participating. The program has a large motor home, called the BATmobile, which is equipped with an Intoxilyzer evidentiary BAC machine, and a room suitable for field drug exams. The liaison takes the BATmobile to the more populous NightCAP saturations, it greatly cuts down on the amount of time to process an impaired driver. The NightCAP liaison also provides caps with the NightCAP logo on it to officers who get a "hat trick" – three DWIs in a single shift.

In 2006, the NightCAP program became even more concentrated in the two most metropolitan counties in the state -- Hennepin (Minneapolis) and Ramsey (St. Paul). Every weekend throughout the summer troopers, deputies, and officers will saturate selected areas on each side of the river with patrols on the look out for impaired drivers.

### **HEAT**

In 1997, in response to the repeal of the National Minimum Speed Limit law, speed limits were increased on Minnesota rural interstates and certain expressways. The change was covered by the media, but no substantial enforcement or education effort accompanied the change. In 2005, Mn/DOT reviewed crash data from five years before and after the speed limit increase made in 1997. The study showed a 93% increase in fatalities on four-lane divided expressways where speed limits were raised from 55 to 65 MPH. The same study revealed a 70% increase in deaths on rural freeways that were raised from 55 to 70 MPH. From this study, Mn/DOT and DPS concluded that the engineering change made in 1997 created a hazard to the motoring public that could be resolved by the use of education and enforcement.

The Minnesota DOT and DPS in cooperation with a wide array of organizations and individuals formulated a Comprehensive Highway Safety Plan (CHSP). The CHSP identified enforcement as the highest priority strategy to improve traffic safety. Federally funded programs specifically for the enforcement of impaired driving and seat belt laws, and public education about that enforcement, have been available to begin to address those highway safety priorities. Minnesota reports show that roughly 20 percent of crashes in which someone died had excessive speed listed as a contributing factor.

The Minnesota DOT and DPS jointly designed and implemented an enforcement project to address high speeds on suitable expressways and freeways. Nearly \$3,000,000 in federal funds (164HE repeat offender transfer monies) were invested in the project for federal fiscal year 2006; that amount broke down as follows: \$2,500,000 for overtime enforcement hours, \$349,700 for paid media, and \$ 150,000 for data collection, analysis, and evaluation. In addition to these funds, both agencies are making significant in-kind contributions for such things as project management, engineering reviews, and squad fuel and maintenance costs.

The project began September 26, 2005 and involves engineering, enforcement, education and evaluation. Mn/DOT traffic engineers reviewed segments of expressways for aspects such as shoulder width and geometry that could safely support 60 MPH, performed studies to verify all operational characteristics of the segments were already addressed, and arranged for traffic recorders, either stationary or mobile, to collect speed data on those segments. The DPS' State Patrol partnered with county sheriffs and local police departments to deploy patrolling resources based on the roadway segments' history of speeding drivers and involvement in crashes, and designed the means and mechanism for collection of enforcement data. The DPS Offices of Traffic Safety and Communications conducted a public information campaign combining earned media, such as press events about the HEAT, with a paid media campaign including 10,000 radio spots statewide.

### **Evaluating Enforcement Activities**

In the beginning, the OTS imposed three specific performance objectives on all enforcement projects. Those three objectives were 1) number of contacts with the public per hour worked, 2) number of citations as opposed to warnings, and 3) number of passenger protection actions. We set the minimum objectives at two contacts per hour, fifty percent which resulted in a citation and twenty percent which related to seat belts or child seats.

A contact is defined as a vehicle stopped. In order to encourage DWI and other arrests in which a person is taken into custody, (necessitating a long process and/or a long drive for the arresting officer) metro agencies receive four points for each person taken into custody, and non-metro agencies receive six points. When an officer is having a car towed, but is not taking the driver into custody, two points are awarded as a wait for a tow truck will be the likely result. Other vehicle stops result in one contact point. An agency's total points are divided by the hours worked to compute the contacts per hour. The citation objective is computed on the simple ratio of citations issued to number of vehicles stopped and the belt objective is the simple ratio of seat belt and child seat citations and warnings to vehicles stopped.

Minnesota statutes include a prohibition of what are commonly referred to as “quota laws” – a prohibition against evaluating enforcement employees based on number of tickets written. Therefore, our grants stated agencies would “strive to achieve” the objectives. Nevertheless, even that was challenged in 1999 and beginning with federal 2000 grants, OTS was no longer allowed to set any numerical objectives for agencies. In certain quarters, this has caused much, much ado about absolutely nothing. The absence of numerical goals set by OTS has empirically not had any adverse impact on enforcement activity. Instead of comparing an agency with the numerical goals we had set, we compare each agency with the average performance of all agencies during that time period. Grantees are appraised of their progress in comparison to the average agency’s results throughout the year. The averages for all agencies have increased each year.

The three enforcement objectives are factors the OTS looks at carefully when considering funding individual projects for a subsequent year. In particular, agencies must discuss their past *Safe & Sober* funded enforcement actions in a separate section of that application.

In addition to the enforcement performance objectives discussed above, each *Safe & Sober* grant must write at least three objectives of their own in specific formats provided, such as increase seat belt use as shown by informal surveys from a baseline of 72% in June of 2004 to 78% in June of 2005, increase impaired driving arrests made during the Labor Day crackdown from a baseline of 27 in 2004 to 34 in 2005, or decrease the number of deaths and serious injuries in the jurisdiction(s) from 256 (May through September 2003) to 225 (May through September 2005). In their final reports, agencies discuss their progress towards meeting these goals.

Extensive evaluation of the HEAT program is being undertaken under a contract with the University of Minnesota Center for Transportation Studies including a telephone surveys to determine changes in attitudes and self reported behavior, an analysis of traffic recorder data to determine changes in speeds driven, analysis of citations written by roadway, and analysis of crash reports to determine changes in deaths and severe injuries.

## **Media/Communications Plan**

A communications plan is a living document; changes to it are made as new research studies suggest, new budget information requires, and new issues and priorities are considered.

### **Ongoing:**

- Monthly news releases recapping traffic deaths and serious injuries.
- State Patrol bimonthly interview appearance on leading “active rock” format morning drive-time radio station.

### **October 2006**

#### **Editorial:**

##### **Seat Belt Use Rate**

- Issue news release on seat belt use rate (emphasize unbelted vehicle occupant serious injuries/fatalities). Merchandise four-color PDF format maps (by Minnesota region for 2001-2005) showing location of unbelted crash fatalities, especially for media outlets’ web sites.

##### **Deer-Vehicle Collisions**

- Issue news release on deer-vehicle collisions (target suburban commuters, residents in exurban and rural areas); issue jointly with Departments of Transportation and Natural Resources. Emphasize driver response to situation (“Don’t veer for deer”).

##### **Seat Belt Enforcement**

- Issue seat belt enforcement media packets (pre- and post-enforcement template news releases, county-specific stats, etc.) to participating law enforcement agencies statewide for customization and distribution; work “homecoming” angle for teens.
- Conduct news conference/event to launch statewide seat belt enforcement.

##### **Halloween**

- Alert media to saturations during pre-Halloween weekend target impaired drivers.
- Provide partners with NHTSA-developed impaired creative for distribution.

##### **NightCAP Releases**

- Ongoing; issue post-enforcement news releases on results/arrests/alcohol-concentration levels of NightCAP impaired driving saturations.

##### **PSA Media:**

- Secure co-branding advertiser for rotating TV public service announcements in the Minnesota Wild Hockey October-April season.
- Leverage relationship with Border Foods (Minnesota franchisee of Taco Bell and Pizza Hut outlets). All bagged food orders (drive-thru, to-go) will have “Click It or Ticket” Post-Its affixed to orders concurrent with enforcement campaign. Supplement with counter and door signage and Post-Its on Pizza Hut boxtops.

**Paid Media:**

- Contract with media buying agency and plan paid media for the year; emphasis on upfront buying to leverage total budget of \$1.2 million:
  - \$500,000 for occupant protection/general safety (402), including:
    - \$250,000 for May Mobilization
    - \$125,000 for Summer Speed radio campaign
    - \$125,000 for special programming opps for seat belts (e.g, Teen Choice awards)
  - \$700,000 for impaired driving (410)
    - \$300,000 for Labor Day Mobilization
    - \$250,000 for NightCAP (Jan., March, June-Aug.)
    - \$150,000 for special programming opps for impaired (e.g., MTV music awards, special sports programming)
- Fall 2006 Rider Review published in Minnesota Motorcycle Monthly.

**November 2006**

**Editorial:**

**Toward Zero Deaths Conference**

- Attend annual conference (Duluth) of traffic safety stakeholders.
- Issue concurrent news release focusing on law enforcement initiatives; merchandise key speakers to local and statewide media. Merchandise FHWA speaker and Congressman Oberstar.

**Strategic Communications Forum**

- Attend NHTSA Chicago conference.

**AAMVA Fall Workshop**

- Attend and present at Minneapolis conference.

**Thanksgiving**

- Issue news release with traffic safety reminder; emphasize increased travel, impaired drivers, role of seat belts. Target: Holiday travelers, returning college students, M 18-34. Provide MSP spokesperson for interviews, ride-along opportunities.
- Issue news release detailing crash fatalities and serious injuries after Thanksgiving weekend.



### **NightCAP Releases**

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.

### **Pre-Holidays & New Year**

- Provide pre- and post-enforcement template news releases, and county-specific stats sheet to law enforcement agencies statewide for local customization and distribution (mini-enforcement waves).

### **PSA Media:**

- Minnesota Wild hockey PSA campaign continues.

## **December 2006**

### **Editorial:**

#### **Impaired Driving Facts (IDF05) Publication**

- Issue news release on main findings of *Impaired Driving Facts 2005*. Targets: Legislators, key influencers, policy makers, county attorneys, criminal justice, med/health community.
- Distribute news release and publication to key media.

#### **Safe Winter Driving**

- Issue news release with safe winter weather driving tips coinciding with first measurable snowfall (emphasis on belts, safe speeds, vehicle maintenance; coordinate with MnDOT and its message re: snow plows and safe distances). Use MSP squad to demonstrated prevention and reaction to skids, slides.

#### **Holidays & New Year**

- Issue statewide news release emphasizing designated drivers during busy holiday celebration period. Targets: M & W, 18-45.
- Conduct ride-alongs with state troopers and other law enforcement agencies emphasizing targeted impaired driving saturations.

#### **Impaired Driving & NightCAP Counties**

- Hold news conference to introduce new NightCAP counties for 2007; include law enforcement from each county; announce statewide Safe & Sober effort.
- Issue news release, county-specific stat sheets and electronic 13 county map. Secure editorial opportunities in each county with local spokespersons.
- Develop/distribute poster highlighting NightCAP counties to law enforcement agencies, Minnesota County Attorneys Association, MADD chapters, and other channels.

#### **NightCAP**

- Ongoing news releases; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.

**PSA Media:**

- Minnesota Wild hockey PSA campaign continues.

**January 2007**

**Editorial:**

**Preliminary Fatalities for 2006**

- Issue news release citing preliminary total traffic fatalities for 2006. Target: Legislators, other key influencers and policy makers with emphasis on role of seat belts and primary.

**Child Passenger Safety (CPS)**

- Develop and provide pre- and post-enforcement template news releases, stats sheet for law enforcement agencies statewide for local customization and distribution. Target: Young mothers/caregivers, 18-34, rural skew.

**Super Bowl**

- Develop and provide pre- and post-enforcement template news releases, stats sheet for law enforcement agencies statewide for local customization and distribution. Emphasize impaired driving; safe alternatives. Target: M, 18-45.
- Merchandise controlled drinking demo illustrating unsafe/illegal morning-after AC levels.

**NightCAP Releases**

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.

***Look Out, Teens! TV Commercial Challenge***

- Issue news advisory to announce distracted driving TV commercial contest for teens.
- Employ partners to promote in schools/local communities.

**PSA Media:**

- Minnesota Wild hockey PSA campaign continues.

**Paid Media:**

- Purchase and placement of :30 spots in state high school tournaments (hockey, basketball, wrestling) February TV coverage with seat belt message.
- Purchase and placement of :30 spots in Univ. of Minnesota (hockey, basketball) spring TV coverage with seat belt message.
- Purchase and placement of "special programming" buys to air during special high-ratings shows outside of major mobilization buys.

## February 2007

### Editorial:

#### Child Passenger Safety (CPS)

- Issue comprehensive media material (releases, fact sheets) to media outlets statewide in advance of CPS Week.
- Copy and distribute NHTSA B-roll beta tape of booster seat use to TV outlets.
- Pitch and book radio/TV/print interviews with CPS technicians statewide.
- Provide CPS Valentines to schools and daycares throughout state.

#### Super Bowl

- Issue news release on historical Super Bowl DWI arrests, state patrol enforcement, designated drivers. Target: M, 18-45.
- Target NightCAP counties and pitch State Patrol interviews to youth-oriented radio stations stressing enforcement. Target: M, 18-34, rural skew.

#### St. Patrick's

- Develop and provide pre- and post-enforcement template news releases, stats sheet for law enforcement agencies statewide for local customization and distribution. Emphasize impaired driving; safe alternatives. Target: M, 18-45.

#### NightCAP Releases

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.

#### PSA Media:

- Minnesota Wild hockey PSA campaign continues.

#### Paid Media:

- Media planning and analysis for May campaigns (May Mobilization).
- High school tournament campaign airs (see Jan.).
- Univ. of Minnesota spring sports campaign (hockey, basketball) begins.
- Planning/purchase of U of Minnesota *Daily* "don't drink and drive" insert for spring break/St. Patrick's Day drop.

## March 2007

### Editorial:

#### St. Patrick's

- Issue news release on DWI arrests, state patrol enforcement, designated drivers. Target: M, 18-45.

- Target NightCAP counties and pitch State Patrol interviews/controlled drinking labs to youth-oriented radio stations stressing enforcement. Target: M, 18-34, rural skew.

### **Spring Break**

- Target safe driving/don't drink and drive communication through college newspapers and radio stations in advance of spring break (employ MnSCU contacts).

### **NightCAP Releases**

- Issue NightCAP mid-year citation totals news release.
- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.

### **Motorcycles**

- Issue news release, conduct media pitches to elevate awareness of start of motorcycle season.
- Provide rider training form letters to the editor to instructors, clubs and organizations.

### **May Mobilization**

- Begin securing seat belt-related stories to pitch to media for May effort.

### **PSA Media:**

- Minnesota Wild hockey PSA campaign continues.

### **Paid Media:**

- Heavy metro cable TV targeting M 18-34 with impaired enforcement message.
- Univ. of Minnesota spring sports campaign (hockey, basketball) continues.
- Minnesota *Daily* insert drops.

### **Other:**

- OOC representative to attend Lifesavers Conference.

## **April 2007**

### **Editorial:**

### **Pre-May Mobilization**

- Develop and provide comprehensive media material (releases, fact sheets) to grantees in advance of mobilization.
- Coordinate regional news events/launches.
- Identify, pitch and book radio/TV/print interview opportunities with law enforcement.

### **Fishing Opener**

- Issue traffic safety news release reminder targeting speeding, impaired driving. Target: M, 18-45.

### **Motorcycles**

- Provide motorist awareness form letters to the editor to instructors, clubs and organizations.

### **PSA Media:**

- Minnesota Wild hockey PSA campaign continues.

### **Paid Media:**

### **May Mobilization**

- Secure paid media for extensive, 10-day statewide TV and radio campaign targeting M, 18-34. Message: CIOT. Cite four-year total of seat belt citations during previous May Mobilizations.
- Support media campaign with gas pump-toppers, indoor, and mobile boards as appropriate.
- Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interview with law enforcement.

### **Minnesota Twins**

- Begin six-month, home plate signage campaign with Minnesota Twins (April-May, seat belt message; June-July, speeding message; Aug.-Sept. impaired driving message).

### **Think. Ride Smart**

- Motorcycle ads using indoor, pump top and truck back.

## **May 2007**

### **Editorial:**

### **Rural Seat Belt Campaign Warm Weather/Summer Travel Advisory**

- Secure editorial coverage (TV and radio campaign) supporting campaign. Message: CIOT.

### **May Mobilization**

- Distribute news releases, fact sheets statewide announcing launch of law enforcement.
- Secure editorial coverage leveraged by paid media buy.
- Execute regional news events/launches; leverage media buy to secure radio station event sponsor in each market.

**Pre-Summer Impaired Campaign:**

- Distribute template news releases, customized fact sheets to 13 NightCAP announcing launch of summer law enforcement focus and supporting paid media campaign.

**Look Out Teens! TV Commercial Challenge**

- Issue news release announcing the finalists for the contest and promote online voting.
- Issue final news release announcing winner.

**Memorial Day Safe Road Trip Tips**

- Issue news release/PSAs to radio stations statewide to promote safe travel over the holiday.
- Issue fatal/serious crash re-cap of the Memorial Day weekend.

**Proms/Graduations**

- Safety message surrounding year-end school festivities included in Rural Belt and May Mob overall executions.

**Motorcycles**

- Provide passenger awareness "To the Editor" letters to instructors, clubs and organizations.

**Paid Media:**

**May Mobilization**

- Paid media campaign launches with \$350,000 (402 funds) of spot TV, spot cable and local radio; employ gas pump-toppers, indoor, and mobile boards as appropriate.
- Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interview with law enforcement.

**Other Paid Media:**

- Twins campaign continues (seat belts).
- *Look Out, Teens!* winning ad airs

**PSA Media:**

- Leverage relationship with Border Foods (exclusive Minnesota franchisee of Taco Bell and Pizza Hut outlets). All bagged food orders (drive-thru, to-go) will have "Click It or Ticket" post-it affixed to order; approx. 750,000 during campaign. "Buckle Up" window clings on all restaurant exit doors.

**June 2007**

**Editorial:**

**Warm Weather/Summer Travel Advisory**

- Issue news release focusing on safe summer driving; deadly historical trend.

### **Speed Enforcement/ Mid-year Fatalities**

- Issue news release announcing results of enforcement effort since campaign began September 2005. Reference number of mid-year traffic deaths, re-emphasize deadly summer months.

### **May Mobilization**

- Issue news release announcing results of enforcement effort.

### **Speeding**

- Develop and provide pre- and post-enforcement template news releases, stats sheet for law enforcement agencies statewide for local customization and distribution. Emphasize speeding. Target: metro and rural males, 18-34.

### **Crash Facts 2006**

- Issue *Crash Facts* 2006 news release to recap state's traffic stats/trends.

### **NightCAP Releases**

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.

### **Motorcycles**

- Provide impaired riding form letters to the editor to instructors, clubs and organizations.

### **Paid Media:**

#### **Summer Impaired Campaign**

- Secure paid media for three-month (mid-June through mid-August) impaired driving targeting M, 18-34 Message: "DD. Over. Under." Emphasis on cable TV and radio in media markets in 13 NightCAP counties with highest alcohol-related fatalities.

#### **Speed Campaign**

- Secure paid media for statewide campaign (primarily radio) with a speeding message, target M-F 18-45.

#### **Other Paid Media:**

- Twins campaign continues (speeding).
- Speed enforcement campaign continues.

## July 2006

### Editorial:

#### **Pre-Labor Day Impaired Mobilization**

- Develop and distribute comprehensive media material (releases, fact sheets) to grantees/participants in advance of effort.

#### **7 Days of Summer Speed Enforcement**

- Generate editorial coverage with news release, and/or regional event/news conference.

#### **NightCAP Releases**

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.

#### **4<sup>th</sup> of July Safe Road Trip Tips**

- Issue news release/PSAs to radio stations statewide to promote safe travel over the holiday.
- Issue fatal/serious crash re-cap of the 4<sup>th</sup> of July period.

### Paid Media:

#### **Labor Day Campaign**

- Secure paid media campaign of spot TV, spot cable and local radio; gas pump-toppers, indoor, and mobile boards as appropriate.
- Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interviews with law enforcement.

#### **Other Paid Media:**

- Summer impaired campaign continues in 13 counties.
- Speed campaign continues statewide.
- Twins campaign continues (speeding).

## August 2007

### Editorial:

#### **Labor Day DWI Mobilization**

- Distribute news releases, fact sheets statewide announcing launch of law enforcement.
- Secure editorial coverage leveraged by paid media buy.
- Execute regional news events/launches; leverage media buy to secure radio station event sponsor in each market.



### **NightCAP Releases**

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.

### **Back to School Safety Advisory**

- Issue news releases highlighting B-T-S CPS, pedestrian & crosswalk safety. Issue B-roll Beta tape to TV outlets statewide. Target: Parents/caregivers, general motoring public.

### **Paid Media:**

#### **Labor Day DWI Mobilization**

- Paid media campaign launches: TV and radio campaign targeting M, 18-34. Message: "DD. Over. Under." Cite 10-year total of DWI arrests; cite previous arrests during enforcement campaigns (county-specific).
- Leverage paid buy to secure editorial opportunities.
- Coordinate regional news events/launches.

#### **Other Paid Media:**

- Summer impaired campaign continues in 13 counties.
- Speed campaign continues statewide
- Twins campaign continues (impaired).

## **September 2007**

### **Editorial:**

#### **Labor Day Mobilization**

- Issue news release announcing results of Labor Day DWI mobilization.
- Grantees issue local results.
- Issue news release recapping fatal and serious injury crashes over the weekend.

#### **Seat Belt Survey**

- Issue news release announcing results of annual August statewide seat belt use survey.

### **Paid Media:**

#### **Labor Day Mobilization**

- Continued placement of media through BOGO or bonus spots.

#### **Other Paid Media:**

- Twins campaign continues (impaired).

# Highway Safety Plan Program Areas

## Introduction

Once upon a time, it seemed easy to assign a project to a specific area and have only one coordinator really understand what that project was about. Those days have long since passed and Minnesota is a safer state for their passage. While projects by necessity are still usually assigned to one program area and one coordinator, those decisions are seldom easy or obvious. Each coordinator must have an understanding of the total traffic safety landscape to be able to make his or her individual projects successful and efficient. For ease of use, Minnesota's HSP is organized by general area codes: planning and administration, occupant protection, alcohol, police traffic services, traffic records, safe communities, motorcycle safety, and roadway safety. The reader is considered forewarned that synergies abound.

Beginning with the 2007 federal year, OTS coordinators are being assigned a region of the state in addition to a subject area of expertise. Within his or her region, the coordinator is responsible for managing and coordinating the *Safe & Sober*, as well as, Safe Communities projects.

The following pages provide information about all the projects of OTS will be involved with during federal fiscal year 2007. We have included brief descriptions of all types of funding sources and special projects of which we are aware at this time. Revisions to the Highway Safety Plan will be written as necessary. This Highway Safety Plan supports our mission, will move us towards our goals, and ultimately help us achieve our vision of a safer Minnesota.



## 07-01: Planning and Administration

In 2005, Minnesota was the first state in the Great Lakes Region to undergo the new process of Management Review by Regional program staff. The review went well and the recommendations (updating the policy and procedures manual; formalizing project monitoring, and improving the inventory system) have all been resolved.

During 2006, the OTS met with other divisions of the Department of Public Safety to discuss website based grant systems. Two other divisions had early versions of such software and were having serious problems with it. The OTS Deputy Director had looked at Ohio's system and was very impressed. To fund a similar system in Minnesota for OTS, \$15,000 was added for each coordinator to coordination projects and \$30,000 to the problem identification project. In total, \$180,000 from OTS will be available to be used for the system; the other divisions may decide to dedicate funding to improving their systems also.

Planning and Administration (P&A) is a critical function of Minnesota's traffic safety program. NHTSA rules limit the amount of 402 funds that can be spent on P&A to 10% of the total amount of 402 funds expended. In addition, funds devoted to P&A must be matched by an equal amount of state funds. We use P&A funds to support the operational costs of the Office of Traffic Safety (rent, supplies, phones, and so forth) and some staff salaries. The following OTS staff members are supported through P&A projects:

- Director (1)
- Deputy Director (1)
- Support Staff (2)
- Program Coordinator (1.00)
- Accounting Officer (.5)

**Project Number:** 07-01-01

**Project Title:** Planning and Administration

**Target Population:** Public Safety professionals in all units of government

**Description:** This project provides for the staff responsible for the overall management and operations of projects primarily funded by the National Highway Traffic Safety Administration (NHTSA). The activities undertaken include prioritizing problems and solutions, providing leadership and guidance to the program, directing traffic safety legislation, seeking approval for the biennial state budget, and other direct costs associated with general operations of the Office of Traffic Safety (OTS).

**Evaluation** Business programs are effectively managed so that operations support the effectiveness of program areas and sufficient funding is provided.

**Directing Agency:** DPS:OTS

<b>Project Number:</b>	07-01-02
<b>Project Title:</b>	Planning and Administration Accounting
<b>Target Population:</b>	Staff of Office of Traffic Safety
<b>Description:</b>	This project provides the OTS with the services of an accounting officer on a half-time basis to set up and track budgets in the state system, prepare the voucher of costs incurred on the grant tracking system (GTS), provide financial reports to the OTS and others, and assist the OTS with fiscal processes and procedures. Costs associated with the project include rent, salary, fringe benefits, and indirect costs. Allowable costs are split on a 50/50 basis between federal and state funds.
<b>Evaluation</b>	OTS accurately adheres to the fiscal requirements of both the NHTSA and state systems.
<b>Directing Agency:</b>	DPS: Office of Fiscal & Administrative Services

## Funding for Planning & Administration

In thousands of dollars

<b>07-01</b>					
<b>Code</b>	<b>PA</b>	<b>State</b>	<b>Total</b>	<b>Federal benefit to Local</b>	<b>Percent Local Benefit</b>
<b>Section</b>	<b>402</b>				
<b>Project</b>					
01 P & A OTS	298.0	298.0	596.0		0%
02 P& A Finance	26.0	26.0	52.0		0%
<b>Total</b>	<b>324.0</b>	<b>324.0</b>	<b>648.0</b>		<b>0%</b>

## 07-02: Occupant Protection

Occupant Protection programs in Minnesota take a variety of forms. The projects listed in this section reflect our Child Passenger Safety (CPS) initiatives, some community campaigns aimed at increasing belt use or measuring it, and seat belt mobilization related projects funded by the remaining 157 Innovative money. Enforcement projects related to seat belts and child seats are included in the police traffic section and community coalition projects related to seat belts and child seats are in the community programs section.

Minnesota crash data are persuasive: teenagers represent the highest number of in-vehicle deaths and injuries and those in their early twenties and late thirties who are killed in crashes were wearing their seat belts less frequently than other age groups. Our belt use observation surveys show another consistent problem population: rural Minnesota. The non-metro survey sites consistently find fewer travelers using belts, as opposed to the seven county metro area. In 2003, with the introduction of a new observational survey of seat belt use, we began to collect data on vehicle type, driver age and gender. No surprises were found: males in the general population buckle up less than females by about 10 percentage points, pick-up truck drivers buckle up less than drivers of other vehicles by about 10 percentage points, and those classified as 16 to 29 years old wear their seat belts less than other age cohorts. No difference was found between drivers of the vehicles and their passengers.

When drawing conclusions from the following table, it is important to keep in mind that the smaller the number of cohorts observed, the larger the range for statistical significance will be. For example, since so few children between birth and ten are observed, the decrease in use reported between the two years of data is relatively meaningless.

Observed Shoulder Belt Use and Unweighted Number by Vehicle Type and Site Type

Site Type & Survey Date*	All Vehicles		Car		SUV		Van/Minivan		Pickup	
	%	N	%	N	%	N	%	N	%	N
Intersection04	77.1	7,532	79.8	3,632	79.9	1,314	83.1	1,026	65.9	1,560
Intersection05	80.6	7,408	82.0	3,703	83.9	1,511	87.0	932	68.8	1,262
Exit Ramp 04	82.0	6,025	85.0	3,159	81.9	943	84.0	912	70.2	1,011
Exit Ramp 05	87.5	7,289	87.9	3,827	91.1	1,437	89.4	1,016	78.6	1,009

\*June

Observed Shoulder Belt Use and Unweighted Number by Age

Survey Date	Estimated Age									
	0-10		11-15		16-29		30-64		65-Up	
	%	N	%	N	%	N	%	N	%	N
June 2004	89.3	111	88.9	271	73.0	4,127	80.2	7,818	85.0	1,214
June 2005	86.7	116	80.3	274	74.8	4,524	84.8	8,205	88.7	1,560

Observed Should Belt Use and Unweighted Number by Sex

Survey Date	Male		Female	
	%	N	%	N
2004	73.1	7,551	84.9	5,990
2005	78.7	7,878	87.2	6,692

Progress in occupant protection occurs on several fronts. Less obvious than the increase in seat belt use in the general driving population, but equally important, is the steady decrease in severe injuries that has occurred over the past decade. Although the total number of people injured in crashes each year doesn't change a lot, fewer people suffer severe, debilitating, disfiguring injuries – an accomplishment we credit to increased belt use.

**Project Number:** 07-02-01

**Project Title:** Occupant Protection Coordination

**Target Population:** NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns

**Description:** This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the federally funded occupant protection projects. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to support the position. The primary goal of this position is to increase proper seat belt use of all occupants in the vehicle, regardless of age or seating position. This is accomplished by outreach, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. Additionally, the position exists to assist coalitions and partners in the state addressing seat belt issues, as well as, coordinating the Minnesota CPS Advisory Board.

**Evaluation** Evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken. In addition, the results of the surveys completed by users of car seat clinics and fitting stations will be taken into account.

**Directing Agency:** DPS: OTS

**Project Number:** 07-02-02

**Project Title:** Child Passenger Safety Coordination and Support

**Target Population:** CPS advocates, parents and caregivers of children, NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the

legislature and media with questions and concerns

**Description:** This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the federal child passenger safety programs and the state dedicated child-seat fund. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to support the position. The primary goal of this position is to increase proper child seat and booster seat use of all occupants in the vehicle. This is accomplished by training, outreach, print materials, certification updates, responding to legislative and media inquiries and forming beneficial partnerships. Additionally, the position exists to assist the advocates and coalitions and partners in the state addressing child seat issues. This project will fund the variety of ways that outreach and education is coordinated and disseminated to the public and our partners regarding the safe transportation of children. Costs of creating print materials, mailing and shipping, conducting training and workshops, training tools and purchasing child restraint systems are all used to support the CPS efforts of staff and partners.

**Evaluation** The evaluation will consider the results of evaluations completed by car seat clinic and fitting stations users and advocates who are trained.

**Directing Agency:** DPS: OTS

**Project Number:** 07-02-03

**Project Title:** Child Passenger Safety Investments

**Target Population:** Child Passenger Safety advocates, parents and caregivers of children

**Description:** This project supports and enhances child passenger safety (CPS) efforts across Minnesota. Training materials will be provided to all specialists in the state. The Minnesota CPS Advisory Board will be supported from this program. The northern Minnesota CPS Resource Center and its liaison will continue to be funded. Translation of materials and continued investigation of a non-text picture based CPS teaching tool will be supported. Child restraint systems may be purchased for distribution. Development, application and improvement of the clinic surveys will continue.

**Evaluation** The written evaluations from the CPS portion of the Toward Zero Deaths conference and reports from the Resource Center(s) will be used to evaluate the project.

**Directing Agency:** DPS:OTS with some contracts to private firms and individuals

<b>Project Number:</b> 07-02-04
<b>Project Title:</b> Safety Belt Observational Surveys
<b>Target Population:</b> Safety Professionals
<b>Description:</b> Minnesota's 2003 designed survey allows us to capture demographic data to help target our passenger protection program. The survey may be used multiple times throughout the year to evaluate our efforts as well as to determine our statewide rate. Surveys will also aid in evaluation of the <i>Click It or Ticket</i> mobilization. Reports on safety belt usage will be generated. Survey costs include gathering the data, analyzing the data, and generating the statewide use report as well as wireless charges to transmit the data. The use of Personal Digital Assistants (PDAs) has eliminated the costs for data entry and allows the OTS to oversee the data collection process more efficiently.
<b>Evaluation</b> Evaluation is administrative for this project -- the projects will be completed in a timely manner and the results will be reported on schedule. The results of the survey will be used to evaluate progress in increasing the safety belt use rate.
<b>Directing Agency:</b> DPS-OTS with some contracts to private firms and individuals.

<b>Project Number:</b> 07-02-05
<b>Project Title:</b> Minnesota Seat Belt Coalition
<b>Target Population:</b> Coalition members and policy makers
<b>Description:</b> The Minnesota Seat Belt Coalition is a large and diverse group of organizations and individuals supportive of increasing seat belt use in the state. Coordination of the Coalition activities is housed at the Minnesota Safety Council. This project provides financial support for the coalition's work including mailings and meeting expenses.
<b>Evaluation</b> A comparison will be made of initial grant duties/objectives to ensure they were met by the grantee.
<b>Directing Agency:</b> Minnesota Safety Council through a grant with DPS:OTS

<b>Project Number:</b> 07-02-06
<b>Project Title:</b> 157 Innovative Seat Belt Enforcement
<b>Target Population:</b> Minnesota residents and visitors in vehicles
<b>Description:</b> Minnesota was awarded this funding in prior federal years as a response to a NHTSA announcement of grants to support increased seat belt use through highly publicized enhanced enforcement. Any remaining



funding in those grants will be programmed to seat belt mobilizations.

**Evaluation** Seat belt use as shown by observational surveys, and knowledge, awareness, and attitudes as shown by random telephone surveys will be used to evaluate the success of the project.

**Directing Agency:** DPS: OTS

**Project Number:** 07-02-07

**Project Title:** Car Seats for Needy Families

**Target Population:** Organizations and individuals who are trained CPS advocates and parents.

**Description:** Fines for failure to comply with the child passenger safety law are dedicated to the Minnesota Child Restraint and Education Account, an essential component for providing car seats to low-income families within our state. OTS uses the funds to support the statewide efforts of trained child passenger safety specialists to distribute child safety restraints and provide education to families. A grant program has been instituted that allows local agencies to order and distribute child restraints for which special prices are obtained under a state purchasing contract. The agencies complete an application, accept the state educational outline, and provide proof of child passenger safety certification, samples of print materials, and attest to following a low-income guideline for recipient selection.

**Evaluation** Informal feed-back from grantees

**Directing Agency:** DPS:OTS with grants to local agencies

## Funding for Occupant Protection

In thousands of dollars

**07-02**

Code	OP	J3	IN	IPM
Section	402	2003b	157 Innov.	157 Innov.
<b>Project Number</b>				
01 Coordination	95.0			
02 CPS Coord & Support	190.0			
03 CPS Investments		100.0		
04 Seat Belt Use Surveys	75.0			
05 Seat Belt Coalition	15.0			
06 157 Rural /May Enforcement Project			50.0	5.0
07 Child Seats for Needy Families				
<b>Total</b>	<b>375</b>	<b>100.0</b>	<b>50.0</b>	<b>5.0</b>

Project Number	Total	State	Local	Total all Sources	Fed benefit to Local	Percent Local Benefit
	Federal					
01 Coordination	95.0			95.0	56.0	59%
02 Child Pass. Safety	190.0			190.0	161.5	85%
03CPS Investments	100.0		15.0	115.0	100.0	100%
04 Seat Belt Use Studies	75.0			75.0	30.0	40%
05 Seat Belt Coalition	15.0			15.0	7.5	50%
06 157 Enforcement & Media	55.0		10.0	65.0	52.0	93%
07 Child Seats for Needy Families		50.0		50.0		
<b>Total</b>	<b>530.0</b>	<b>50.0</b>	<b>25.0</b>	<b>525.0</b>	<b>407.0</b>	

Total local benefit for OP 402 funding is 76%.

## 07-03: Impaired Driving

Minnesota experienced another year of decreased alcohol-related fatalities and severe injuries in 2005. While the number of people killed in alcohol-related crashes increased from 177 in 2004 to 197 in 2005, the number of severe injuries greatly decreased from 498 in 2004 to 431 in 2005. This is the lowest number of alcohol-related severe injuries Minnesota has experienced since 1984 when we started keeping track of these numbers.

Minnesota's success in decreasing alcohol-related fatalities and severe injuries is attributed to the strong impaired driving programs being funded by the Office of Traffic Safety and the commitment of our traffic safety partners. . Effective programs begin with good research. The Office of Traffic Safety will continue to research alcohol-related crashes and fund programs supported by the findings. It is known that the most effective deterrent for impaired driving is the fear of apprehension. Highly visible impaired driving saturations will continue to be a priority. Enforcement will continue to be funded statewide. However, the majority of the effort will be in the 13 counties that were identified as having over 50% percent of alcohol-related fatalities and severe injuries. Community education programs have been developed specifically for these counties as well. Young males continue to be over represented in alcohol-related crashes and DWI arrests. Males account for 76 percent of impaired driving incidents and 44 percent of DWI offenders were in their 20s. Education programs will continue to focus on the young male driver.

The number of repeat DWI offenders has been slowly decreasing over the last few years. Historically, Minnesota averaged between 45 to 50 percent of people arrested for DWI had a previous conviction of DWI. In 2005, 40 percent of the people arrested were repeat offenders. In 1990, 7.8% of first time violators incurred a second DWI within twelve months, by 2003, 6.39% did. In 1990, 14.5% of first time violators incurred a second DWI within two years, by 2004, 12.1% did. The same slow but steady decrease in recidivism is also found for three and four year look-back time periods and for second and third time violators. Minnesota will continue to support and encourage the development of programs, such as DWI courts, that are effective in reducing recidivism.

**Project Number:** 07-03-01

**Project Title:** Impaired Driving Coordination

**Target Population:** NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns

**Description:** This project provides for a full-time Office of Traffic Safety staff person

to manage and coordinate the majority of the federally funded impaired driving projects. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to support the position. The primary goal of this position is to decrease impaired driving in Minnesota and to assist other groups in the state addressing impaired driving.

**Evaluation** The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.

**Directing Agency:** DPS: OTS

**Project Number:** 07-03-02

**Project Title:** Youth Alcohol Coordination

**Target Population:** NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns

**Description:** This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the majority of the federally funded projects related to underage drinking. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to support the position. The primary goal of this position is to decrease minors' access to alcohol and increase enforcement of minor consumption and sales of alcohol to minors laws.

**Evaluation** The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.

**Directing Agency:** DPS: OTS

**Project Number:** 07-03-03

**Project Title:** Additional Impaired Driving Coordination

**Target Population:** NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns

**Description:** This project provides for two half-time Office of Traffic Safety staff to manage and coordinate the federally funded impaired driving projects related to public information and education, and community programs. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to

support the position. The primary goal of these positions are to decrease impaired driving in Minnesota and to assist coalitions in the state addressing impaired driving.

**Evaluation** The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.

**Directing Agency:** DPS: OTS

**Project Number:** 07-03-04

**Project Title:** Drug Recognition Expert Coordination and Support / Advanced Officer Training

**Target Population:** Law enforcement officers, with priority given to agencies with *Safe & Sober* grants that are required to have training, and through them, drug and alcohol impaired drivers.

**Description:** The project provides funding for one State Patrol trooper to coordinate, provide instructors, and supply materials for advanced traffic training courses provided by the project. These courses include delivery of one DRE course, recertification training for current DREs, advanced training in OPUE II (Minnesota's version of TOPS), SFST, Advanced SFST – Drugs that Impair, SFST Update, and at least one SFST instructor course. Classes are provided to state, municipal and county officers as requested, with a priority given to enforcement officers that are required to take courses prior to working NightCAP and *Safe and Sober* shifts.

**Evaluation** The project evaluation will be based on the number of officers that receive training and the level of their satisfaction with the training. The DRE program will be evaluated based on the number of controlled substance arrests and the level of awareness of the program by law enforcement and the general public.

**Directing Agency:** MSP with a grant from OTS

**Project Number:** 07-03-05

**Project Title:** Law and Legal Training

**Target Population:** Law enforcement officers and county and city attorneys

**Description:** This project provides an avenue to ensure annual training is easily available to Minnesota officers and prosecutors on new traffic safety law and DWI court rulings. Training will be provided through video conferencing as a cost saving method, as well as a way to make the training more interactive.

**Evaluation** Participants will provide information through evaluation sheets which

will be analyzed and reported by the contractor, and used to implement improvements and changes to future training..

**Directing Agency:** Minnesota County Attorneys Association under contract to DPS: OTS

**Project Number:** 07-03-06

**Project Title:** Dakota County Saturations

**Target Population:** Dakota County drivers

**Description:** The Dakota County Saturations Project is a highly publicized impaired driving enforcement program in Dakota County. Dakota County is the 5<sup>th</sup> highest county for number of alcohol-related fatalities and severe injuries. Impaired driving saturations will be conducted bi-monthly and include two law enforcement officers per agency from all twelve participating agencies. Locations for the saturations will be strategically selected based on areas of the county that have a high number of alcohol-related fatalities and severe injury crashes. Included in this project is funding for participation in the May National Mobilization.

**Evaluation** A survey will be conducted on the residents of Dakota County to determine the public's awareness of the risks of driving impaired and their likeliness of being arrested. Further, agencies have set an objective to increase DWI arrests within the county.

**Directing Agency:** Rosemount Police Department with grant from OTS

**Project Number:** 07-03-07

**Project Title:** Night CAP Liaison

**Target Population:** Minnesota State Patrol supervisors and Minnesota county and local law enforcement administrators

**Description:** This project will provide funding for a law enforcement liaison that will facilitate the planning, promotion, and execution of the Operation NightCAP (Concentrated Alcohol Patrol) saturation program. The liaison will plan and coordinate monthly impaired driving enforcement saturations in the 13 counties with the highest number of alcohol-related deaths and serious injuries. In addition, the liaison will promote, plan and coordinate both on-duty and overtime saturations statewide in locations with high impaired driving. The liaison is responsible for the maintenance and usage of the "BAT Mobile" (a van equipped to expedite arrest and processing of impaired drivers) to make sure that enforcement officers are able to process impaired drivers as easily and quickly as possible. Further, the liaison is responsible to promote Operation NightCAP and traffic safety messages at local events and

	conferences through the usage of the "BAT Mobile" and NightCAP Junior Bug.
<b>Evaluation</b>	The liaison will be evaluated based on the success and promotion of the NightCAP project.
<b>Directing Agency:</b>	DPS: OTS through a contract with a retired officer

<b>Project Number:</b>	07-03-08
<b>Project Title:</b>	Operation Night CAP
<b>Target Population:</b>	Minnesota drivers, especially those who reside in the counties that have a high percentage of the alcohol-related fatalities and serious injuries
<b>Description:</b>	Operation NightCAP is an overtime and on-duty enforcement program that funds impaired driving saturations throughout the state. Saturations will occur at least monthly in the 13 counties with the highest number of alcohol-related deaths and serious injuries. Other saturations will occur in areas of the state during events when impaired driving is prevalent. All saturations include participation by state, county, and local agencies. A MSP supervisor will work with the local law enforcement to schedule saturations that coincide with community needs. The supervisor will also attend each event and be responsible to report activity to the Operations NightCAP liaison within 24 hours. In addition, this project funds one clerical position to support this and other MSP traffic safety projects.
<b>Evaluation</b>	The project will be evaluated based on the requirement to conduct one saturation every month in each of the 13 counties with the highest number of alcohol-related deaths and sever injuries. A completed evaluation will determine if alcohol-related crashes have decreased in these counties and if DWIs increased. In addition, the project will be evaluated to determine if the number of on-duty saturations have increased.
<b>Directing Agency:</b>	DPS: MSP with a grant from OTS

<b>Project Number:</b>	07-03-09
<b>Project Title:</b>	Night CAP Equipment
<b>Target Population:</b>	Law enforcement agencies who participate in NightCAP
<b>Description:</b>	Equipment will be provided to agencies that participate in the NightCAP program on an on-duty basis; in other words they do not receive overtime reimbursement. The equipment that will be selected will be related to enforcing alcohol violations and may include such things as preliminary breath testers (PBTs), flashlights, duty bags, and

tint meters. Hats given to officers who complete a hat trick (3 DWIs on one shift) are also provided by this project. No single piece of equipment will cost over \$5,000.

**Evaluation** Agencies receiving equipment will also receive a postcard to complete and send in that will give information on their opinions on the program and equipment.

**Directing Agency:** DPS: OTS

**Project Number:** 07-03-10

**Project Title:** Resource Prosecutor

**Target Population:** Court administrators, judges, prosecutors, and enforcement officers

**Description:** This is the first year we plan to incorporate a prosecutor to serve as a liaison between the NHTSA, OTS, and county and city prosecutors. A request for proposals will be let and evaluation of the responses received, along with interviews, will determine the selection of the prosecutor. The focus of the work will be on prosecutor training, case consultation, research assistance, brief bans, expert witness referrals, monthly newsletters, a website for resources, and community outreach with MADD, schools, and other groups.

**Evaluation:** The resource prosecutor will set goals and objectives with OTS; and progress towards their completion will be tracked. The number of prosecutors contacted and served, training conducted, and outreach activities conducted will be part of the project evaluation.

**Directing Agency:** A contract with a prosecutor through the OTS

**Project Number:** 07-03-11

**Project Title:** *Safe & Sober* DWI with Communities

**Target Population:** Potential Impaired drivers at *Safe & Sober* grant sites

**Description:** *Safe & Sober* is Minnesota's statewide Selected Traffic Enforcement (STEP) Program, combining enhanced enforcement with public education and media relations of that enforcement. The program provides overtime funding in the form of saturations specifically for DWI periods of the *Safe & Sober* program – three weekends in December and the Labor Day crackdown. *Safe & Sober* requires all officers being reimbursed to have had SFST and OPUE II training and the program concentrates on DWI and seat belt use. Grantees are also required to participate in and report separately on the national mobilizations. Grants are awarded in a competitive process with eligibility restricted to



those over-represented. Other funding in *Safe & Sober* grants to locals is 402 and 157 Incentive which are included in project 97-04-03.

**Evaluation** In addition to three enforcement performance measures designed by OTS, each *Safe & Sober* grant must write at least three objectives of their own in specific formats and report their progress towards meeting those objectives in their final report to OTS. In addition, the results of the DVS website and telephone surveys related to the Labor Day efforts will be used to evaluate the overall efforts.

**Directing Agency:** Local PDs and Sheriffs' Offices with Grants from OTS: DPS

**Project Number:** 07-03-12

**Project Title:** Ramsey County DWI Courts

**Target Population:** Minnesota Judiciary and impaired drivers

**Description:** The Office of Juvenile Justice Programs dedicates grant funding to planning and implementation of substance abuse courts. The purpose of this project is to support judicial leadership, multidisciplinary collaboration and local planning to include impaired driving with substance abuse issues when working with defendants in criminal and juvenile court. Funding from this project will augment the grants provided by the Office of Juvenile Justice Programs to include DWI courts. The key components of these grants will include:

- Substance abuse courts integrate alcohol and other drug treatment services with justice system case processing.
- Using a nonadversarial approach, prosecution and defense counsel promote public safety while protecting participants' due process rights.
- Eligible participants are identified early and promptly placed in the substance abuse court program.
- Substance abuse courts provide access to a continuum of alcohol, drug, and related treatment.
- Abstinence is monitored by frequent alcohol and other drug testing.
- A coordinated strategy governs substance abuse court responses to participants' compliance.
- Ongoing judicial interaction with each substance abuse court participant is essential.
- Monitoring and evaluation measure the achievement of program goals and gauge effectiveness.
- Continuing interdisciplinary education promotes effective drug court planning, implementation and operations.
- Forging partnerships among drug courts, public agencies, and community-based organizations generates local support and enhanced substance abuse court effectiveness.

**Evaluation** The project will be evaluated based on the number of offenders that are managed by the court system through this method. Future evaluation will indicate success by reducing the recidivism rate of offenders that participate in the program.

**Directing Agency:** 2<sup>nd</sup> Judicial Court (Ramsey County) through a grant from OTS

**Project Number:** 07-03-13

**Project Title:** Alcohol Focused Safe Communities

**Target Population:** Communities with high fatality and injury rates associated with high incidence of alcohol-related crashes

**Description:** Special consideration will be given to coalitions in communities where the number of alcohol-related crashes and severe injuries are the worst in the state. Mini-grants will be made available to help them increase local involvement in addressing the use of alcohol and drugs while driving and the use of passenger restraints. A workshop with the grantees from the two Safe Communities (this one and 07-06-07) will provide a networking opportunity for the coalitions.

**Evaluation** Grantees are required to set measurable goals and objectives as part of their grant contracts. Progress towards meeting those goals will be the evaluation of the overall project.

**Directing Agency:** Community coalitions through DPS:OTS' grants

**Project Number:** 07-03-14

**Project Title:** Impaired Driving Facts Book

**Target Population:** Minnesotans interested in impaired driving

**Description:** This project will fund printing an Impaired Driving Facts book which will document detailed information on impaired driving arrests, crashes, serious injuries, and fatalities.

**Evaluation** The Impaired Driving Fact book is extremely popular and in high demand. The project will be evaluated based on the number of requests and feedback received.

**Directing Agency:** DPS: OTS

**Project Number:** 07-03-15

**Project Title:** Alcohol Media Relations

**Target Population:** Minnesota's media, travelers, law enforcement and other traffic safety partners. In particular, those most likely to drive impaired (young males) and those identified as over-represented in fatal and serious injury crashes.

**Description:** This project provides print and electronic materials on alcohol related traffic safety issues, as well as media relations services. The materials to be provided include, but are not limited to, brochures, *Safe & Sober* 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 1.5 full-time equivalent staff who develop and direct the public information and education efforts.

**Evaluation** Evaluation consider reports on frequency and reach of messages and surveys on public recognition of messages and knowledge of activities.

**Directing Agency:** DPS: Office of Communications with a grant from OTS

**Project Number:** 07-03-16

**Project Title:** Mobilization/Crackdown Incentive Equipment

**Target Population:** Participants in the December Holiday and Labor Day impaired driving crackdowns

**Description:** Agencies that participate in the December Holiday and Labor Day crackdowns will be eligible for an incentive item in appreciation for their participation. Participation is defined as conducting enhanced enforcement and media relations and reporting results to the OTS. Each reporting agency will receive their choice of equipment worth approximately \$50. In addition, a random drawing will be held for a few larger pieces of equipment. A second chance at the random drawing is provided for those agencies which report the average BAC of their arrests during the crackdown. If there is any single piece of equipment that costs more than \$5,000, we will seek prior approval from Region V before purchasing.

**Evaluation** The evaluation component related to this incentive project will see if the awards are successfully encouraging more new agencies to participate and past agencies to continue participation.

**Directing Agency:** DPS: OTS

**Project Number:** 07-03-17

**Project Title:** DWI Paid Media

**Target Population:** Those likely to drive impaired (young males) and identified as being

	over-represented in fatal and serious injury crashes.
<b>Description:</b>	Paid media is most efficient at reaching hard to reach audiences such as young males. To ensure the messages are seen by the target audience, they can be placed in locations such as television and radio shows that audience favors. Some new mediums such as pump toppers and websites shown by research to be attractive to that audience will also be considered for media buys.
<b>Evaluation</b>	The evaluation component related to this program will consider the reach and frequency reported by the media purchaser, as well as the results of the random telephone surveys of awareness of the campaigns and any resultant changes in beliefs or behavior.
<b>Directing Agency:</b>	DPS: Office of Communications and OTS through a contract with a professional media purchaser

<b>Project Number:</b>	07-03-18
<b>Project Title:</b>	DWI Court Out-state Travel
<b>Target Population:</b>	Individuals representing all types of important staff positions in a court system.
<b>Description:</b>	Eight individuals from each of two Minnesota court systems will travel for a week to the National Drug Court Institute (sponsored by the NHTSA) for an intensive week of training on successfully operating a DWI Court.
<b>Evaluation</b>	The project will be evaluated based on the successful completion by two Minnesota courts of the training and the two teams' ratings of the training.
<b>Directing Agency:</b>	DPS: OTS through professional/technical contracts with individuals traveling to the training.

<b>Project Number:</b>	07-03-19
<b>Project Title:</b>	Transportation Operation Communication Centers (TOCCs) Outreach
<b>Target Population:</b>	Sheriff's deputies and police officers patrolling the roadways and discovering impaired drivers
<b>Description:</b>	The TOCC system provides troopers in the field with the ability to send messages to dispatch and communicate car to car, and access to the criminal justice information system on a statewide basis. To further extend these abilities to cover more officers in the state, this outreach project will provide a full-time civilian at the state patrol to provide other enforcement agencies with the ability to use the system. The

project is a joint effort between DPS and MN/DOT.

**Evaluation** In the short term, project success will be measured by the number of new agencies able to use the system each year and the number requesting to do so. In the long term, we will measure the percentage of local agencies able to connect and utilize the system.

**Directing Agency:** DPS: OTS and MN/DOT through a grant with the MSP

**Project Number:** 07-03-20

**Project Title:** Southeast Region Alcohol

**Target Population:** Impaired drivers in southeastern Minnesota

**Description:** This project compliments the project described under project number, 07-06-13, entitled Southeast Region. Funding from this portion of the project will focus on reducing impaired driving in southeast Minnesota. It will provide funding for grants and assist the Southeast Region steering committee in accomplishing their effort to set up partnerships that will support impaired driving traffic safety programs in the southeast area.

**Evaluation** The success of the project will be determined by the partnerships created and the level of awareness of traffic safety issues in SE Minnesota. The number of alcohol-related fatalities and severe injuries will ultimately determine success.

**Directing Agency:** OTS through grants to be determined

**Project Number:** 07-03-21

**Project Title:** DWI Booking and Tracking System

**Target Population:** Law enforcement officers, prosecutor, courts, probation and jailers

**Description:** An impaired driving arrest is time consuming and paper intensive for the arresting officer. This project will fund a method for law enforcement to electronically file all forms required for the DPS' Division of Driver and Vehicle Services (DVS) and courts to take the appropriate administrative and criminal action against a DWI offender. Further it will develop an Impaired Driving Offender Tracking System that will enable key system stakeholders to effectively perform the following functions:

- Appropriately identify, charge and sanction impaired driving offenders, based on their driving history.
- Manage impaired driving cases from arrest through the completion of court and administrative sanctions.
- Identify target populations and trends, evaluate countermeasures, and identify problematic components of the overall impaired driving

control system.

- Reduce administrative costs for system stakeholders and increase system efficiencies. Currently, a DWI arrest is very time consuming and costly.

**Evaluation:** In the short term, progress made towards achieving a means for law enforcement to file electronic criminal complaints and forms required to administratively revoke an offenders driving privileges. In the long term, the ability to research DWI offenders through the arrest, court and probation process to determine effective programming that will reduce recidivism.

**Directing Agency:** Grants and contracts to be determined by DPS: OTS

**Project Number:** 07-03-22

**Project Title:** DWI Enforcers to Lifesavers

**Target Population:** Law enforcement officers in Minnesota

**Description:** Up to six local enforcement officers selected by the NightCAP liaison for their outstanding work in ridding the roads of impaired drivers will travel to and participate in the Lifesavers conference in Chicago, Illinois.

**Evaluation** The project will be evaluated based on the traveling officers ratings of and short papers on the conference.

**Directing Agency:** DPS: OTS through professional/technical contracts with individual officers from counties or cities.

**Project Number:** 07-03-23

**Project Title:** Patrol's DWI *Safe & Sober*

**Target Population:** Impaired drivers, especially young males in those jurisdictions over-represented in fatal or severe injury crashes where at least one driver, operator, or pedestrian had been drinking

**Description:** *Safe & Sober* is Minnesota's statewide Selected Traffic Enforcement (STEP) Program, combining enhanced enforcement with public education and media relations of that enforcement. In part, the program provides overtime funding in the form of impaired driving saturations specifically for DWI periods of the *Safe & Sober* program – three weekends in December and the Labor Day crackdown. This project provides for the Minnesota State Patrol to participate in the program through the provision of overtime hours, administrative hours at the district level, and a partial reimbursement for squad operating costs. Other issues focused upon by the *Safe & Sober* program are funded under project number 07-04-02 in the Police Traffic Services

**Evaluation** In addition to the three enforcement measures of comparison outlined by the OTS (see 07-04-03) the Patrol will identify three objectives of their own and report on their progress towards meeting those in their final report for the year. Each district of the Patrol shall report separately for each mobilization and crackdown held during the year.

**Directing Agency:** DPS: MSP through a grant with OTS

**Project Number:** 07-03-24

**Project Title:** Innovative/Effective Impaired Driving Enforcement

**Target Population:** Young males to the age of 34 in Minnesota who are at greater risk for impaired driving than other cohorts.

**Description:** The specific strategies to be implemented by this project will be researched and determined during the 2007 year. Of particular interest will be the results of the weekly saturations in the Minneapolis and St. Paul areas during the summer of 2006. As the strategies are identified they will be reported to the NHTSA Great Lakes Region in the form of revisions to this Highway Safety Plan and will be briefly explained in this project.

**Evaluation** The evaluation measures will depend on the specifics of the projects identified to be implemented.

**Directing Agency:** DPS: OTS through grants and/or contracts as needed

**Project Number:** 07-03-25

**Project Title:** Multi-County DWI Court

**Target Population:** Impaired drivers with early onset of alcohol abuse in the 9<sup>th</sup> Judicial District; the counties of Aitkin, Beltrami, Cass, Crow Wing, Itasca, and Koochiching

**Description:** Teams from the following counties have had or are going this year to the NHTSA DWI Court training -- Cass, Beltrami, Aitkin, Koochiching, and Crow Wing. The purpose of the Drug/DWI Court is to reduce recidivism rates of offenders by providing immediate intervention and intensive supervision. For the strategies use by DWI courts, please see the Ramsey County description for 07-03-12. Of particular note is the fact that Beltrami County has portions of two separate reservations on it and over half the Leech Lake reservation lies within Cass County. The project has the support and approval of the Leech Lake tribal leaders and the Tribal Court Judge.

**Evaluation** The project will be evaluated by looking at the progress made towards reaching its goals; to reduce recidivism among offenders, reduce substance abuse among offenders, assist offenders to become responsible and self-sufficient citizens, reduce the financial cost to

society, and promote public awareness and support.  
**Directing Agency:** 9<sup>th</sup> Judicial District through a grant from DPS: OTS

**Project Number:** 07-03-26  
**Project Title:** State Funded Impaired Driving Strategies ( portions of the Bureau of Criminal Apprehension lab and the State Patrol DWI work)  
**Target Population:** Court administrators, judges, prosecutors, and enforcement officers  
**Description:** The BCA laboratory receives and analyzes all blood and urine samples submitted by law enforcement agencies to detect impaired driving. Employees of the BCA lab frequently serve as expert witnesses in impaired driving court cases. In addition, they educate law enforcement in breath-alcohol testing procedures, and evaluate and maintain breath-alcohol testing instruments. The lab is entirely state funded and a portion of it is used as match by the OTS. The Minnesota State Patrol's mission centers on traffic safety, and decreasing impaired driving is one of their highest priorities. The Patrol commonly makes at least one out of every five DWI arrests in Minnesota, a portion of their costs are used as match by the OTS.  
**Directing Agency:** DPS' Bureau of Criminal Apprehension (BCA) and Minnesota State Patrol

**Project Number:** 07-03-27  
**Project Title:** OJJDP Enforcing Underage Drinking Laws  
**Target Population:** Drivers and passengers under the age of 21, providers of alcohol to minors  
**Description:** Each year the OTS applies for and receives grant money from the federal Office of Juvenile Justice and Delinquency Prevention (OJJDP) to reduce the access, use, and abuse of alcohol by those under the age of 21. The funding provides mini-grants to law enforcement agencies for compliance checks and alternate underage drinking strategies, educational programs for retailers and servers, judicial task forces to increase consistency in county courts, and youth designed activities to decrease underage drinking.  
**Evaluation** Each of the grantees collect data to reflect project activity. This data, reported to OTS and OJJDP, is used to measure changes in the program. The data tracks community involvement and is also used to plan the future direction of the program.  
**Directing Agency:** DPS: OTS with many and various grantees



## Funding for Impaired Driving

In thousands of dollars

<b>07-03</b>						
<b>Code</b>	<b>AL</b>	<b>K8</b>	<b>J8</b>	<b>164AL</b>	<b>164PM</b>	<b>Other Federal</b>
<b>Section</b>	<b>402</b>	<b>410</b>	<b>410</b>	<b>Transfer</b>	<b>Transfer</b>	<b>(not GTS)</b>
<b>Project</b>						
01 Alcohol Coordination	98.5					
02 Youth Alcohol Coord.	103.3					
03 Additional Alcohol Coord.	113.2					
04 DRE and Advanced Training		248.0				
05 Law and Legal Training	25.0					
06 Dakota County Saturations		70.0				
07 NightCAP Liaison		95.0				
08 NightCAP		400.0		590.0		
09 NightCAP Equipment			80.0			
10 Resource Prosecutor		120.0				
11 <i>Safe &amp; Sober</i> DWI		650.0	200.0			
12 Ramsey Co. DWI Court		100.0				
13 Alc Focused Safe Communities				650.0		
14 Impaired Driving Facts		3.5				
15 Alcohol Media Relations		182.5				
16 Crackdown Incentives		150.0	50.0			
17 DWI Paid Media					700.0	
18 DWI Court Training		19.0				
19 TOCC Outreach				90.0		
20 Southeast Region DWI		75.0				
21 DWI System				2000.0		
22 Enforcement to Lifesavers		5.6				
23 Patrol DWI <i>Safe &amp; Sober</i>		176.0				
24 Special DWI Enforcement				4000.0		
25 Multi-county DWI Court		200.0				
26 State DWI Match						
27 EUDL						400.0
<b>Total</b>	340.0	2494.6	330.0	7330.0	700.0	

(Continued on next page)

**Funding for Impaired Driving**

(continued)

In thousands of dollars

<b>07-03</b>						
<b>Project Number</b>	<b>Federal</b>	<b>State</b>	<b>Local</b>	<b>Total All Sources</b>	<b>Fed benefit to Local</b>	<b>Percent of Local Benefit</b>
01 Alcohol Coordination	98.5			98.5	63.0	64.0%
02 Youth Alcohol Coord.	103.3			103.3	62.0	60.0%
03 Additional Alcohol Coordination	113.2			113.2	90.6	80.0%
04 DRE and Advanced Training	248.0			248.0	124.0	50.0%
05 Law and Legal Training	25.0			25.0	22.5	90.0%
06 Dakota County Saturations	70.0		60.0	130.0	70.0	100.0%
07 NightCAP Liaison	95.0			95.0	85.5	90.0%
08 NightCAP	990.0		75.0	1065.0	396.0	40.0%
09 NightCAP Equipment	80.0			80.0	80.0	100.0%
10 Resource Prosecutor	120.0			120.0	108.0	90.0%
11 <i>Safe &amp; Sober</i> DWI	850.0		75.0	925.0	850.0	100.0%
12 Ramsey Co. DWI Court	100.0			100.0	100.0	100.0%
13 Alc Focused Safe Communities	650.0		50.0	700.0	650.0	100.0%
14 Impaired Driving Facts	3.5			3.5	1.8	50.0%
15 Alcohol Media Relations	182.5			182.5	131.4	72.0%
16 Crackdown Incentives	200.0			200.0	180.0	90.0%
17 DWI Paid Media	700.0			700.0	560.0	80.0%
18 DWI Court Training	19.0			19.0	19.0	100.0%
19 TOCC Outreach	90.0			90.0	67.5	75.0%
20 Southeast Region DWI	75.0		10.0	85.0	75.0	100.0%
21 DWI System	2000.0			2000.0	800.0	40.0%
22 Enforcement to Lifesavers	5.6		3.0	8.6	5.6	100.0%
23 Patrol DWI <i>Safe &amp; Sober</i>	176.0	10.0		186.0	0.0	0.0%
24 Special DWI Enforcement	4000.0	10.0	90.0	4100.0	2400.0	60.0%
25 Multi-county DWI Court	200.0			200.0	200.0	100.0%
26 State DWI Match	0.0	3000.0		3000.0	0.0	
27 EUDL	400.0			400.0	0.0	
	11594.6	3020.0	363.0	14977.6	7078.8	

Federal Benefit to Local Units of Government:

AL402: %, J8/K8: 80%, 164AL: 58%

## 07-04 Police Traffic Services

Research shows people are most likely to change their driving behavior if they perceive it likely they will receive a ticket or be arrested for non-compliance with traffic laws. Therefore, well-trained and well-equipped law enforcement officers with time dedicated to traffic patrol are an essential part of our traffic safety program. Speeding, failure to yield, and inattention are the driving behaviors cited most frequently in all types of crashes; however, those stalwarts of the PTS area have been more than matched in importance lately by failure to use seat belts and impaired driving; perhaps to the detriment of the overall program. The Police Traffic Services segment of our traffic safety plan supports additional hours of enforcement throughout the state, and it provides the assistance that the officers need to do their work effectively and efficiently.

<b>Project Number:</b>	07-04-01
<b>Project Title:</b>	PTS Coordination
<b>Target Population:</b>	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for the equivalent of a full-time Office of Traffic Safety staff person to manage and coordinate the federally funded police traffic services projects. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to support the position. The primary goal of this position is provide services to local law enforcement and to assist law enforcement in the state in addressing priority traffic safety issues.
<b>Evaluation</b>	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	07-04-02
<b>Project Title:</b>	<i>Safe &amp; Sober</i> with the Minnesota State Patrol
<b>Target Population:</b>	District commanders and safety education officers of the MSP and, through them, drivers and passengers in Minnesota
<b>Description:</b>	<i>Safe &amp; Sober</i> combined overtime enforcement and media relations are carried out by the Minnesota State Patrol through this project. Each district submits a plan to MSP headquarters. The MSP pro-rates the plans to fund all eleven districts. In addition to regular <i>Safe &amp; Sober</i> time periods (the last nine days of October and the Memorial Day wave on

seat belts and seven days between July 1 and August 15 on speed), the districts have the opportunity to request the presence of special *Safe & Sober* enforcement teams for major events in their area. The project also funds additional troopers to work at Brainerd International Raceway and WeFEST – two large events that generate a great deal of drinking and driving; and provides for in and out-state travel to conferences and meetings for troopers. On a district level, the Patrol will also participate in the federal year 2007 OTS mobilizations. See also project 07-03-23.

**Evaluation** In addition to three enforcement performance objectives, each *Safe & Sober* grant must write at least three objectives of their own in specific formats and report their progress towards meeting those objectives in their final report to OTS. In addition, the results of the DVS, telephone, and observational studies of the Memorial Day and Labor Day efforts will be used to evaluate the overall efforts.

**Directing Agency:** DPS: MSP through a grant with OTS

**Project Number:** 07-04-03

**Project Title:** *Safe & Sober* with Local Law Enforcement

**Target Population:** Drivers and passengers in counties and cities where seat belt use is lower than the norm for the state, where impaired driving is involved in a higher proportion of crashes than the norm, or that are the twenty most dangerous counties in terms of traffic-related deaths and severe injuries.

**Description:** *Safe & Sober* is Minnesota's Selected Traffic Enforcement Program (STEP) Agencies are selected on the basis of over-involvement in crash measures, evaluations of applications written, geographical location, and past experience with OTS. The project consists of enhanced enforcement during the last nine days of October (for seat belts), the Memorial Day mobilization (also on belts), and seven days in between July 1 and August 15 decided jointly by area agencies (on speed). In addition, grantees are required to participate in two DWI waves (see 07-03-11). Public information and media relations are conducted before, during, and after the waves.

**Evaluation** The OTS compares each individual grant to the average of all grants for a wave to discern three enforcement measures; stops per hour, the percentage of vehicles stopped that received a car seat or seat belt action, and the percentage of vehicles stopped that resulted in a citation rather than a warning or no action. These three measures are one of the considerations when awarding grants in future years. Each *Safe & Sober* grant must write at least three objectives of their own in specific formats and report their progress towards meeting those objectives in their final report to OTS. In addition, the results of the DVS, telephone, and

observational studies of the Memorial Day and Labor Day efforts will be used to evaluate the overall efforts.

**Directing Agency:** Police Departments and Sheriffs' Offices through grants with DPS: OTS

**Project Number:** 07-04-04

**Project Title:** *Safe & Sober Liaisons*

**Target Population:** The law enforcement community in Minnesota who need knowledge of OTS programs and resources, and encouragement and assistance with placing a higher priority on traffic enforcement

**Description:** The liaisons are retired enforcement officers with whom the OTS contracts to promote municipal and county participation in the various *Safe & Sober* projects and other traffic safety issues. One liaison is assigned to the metro area, one to southern Minnesota, and one to northern Minnesota. In addition to traffic safety consulting with departments on a one-to-one basis, the liaisons promote the *Safe & Sober* goals and objectives at large sheriffs' and chiefs' association meetings, distribute OTS materials, and bring back recommendations for program changes and additions to the OTS. At least every five years, a request for proposals is issued by the OTS and contracts are awarded on a competitive basis. An RFP was let the summer of 2006 for the 2007 year and was published in the State Register and three times by the Chief's Association in their e-mail newsletter. The OTS will have the option to re-write grants for four additional one-year periods with the liaisons.

**Evaluation** The liaisons, in cooperation with OTS, set their objectives for each year. The objectives include the numbers of agencies participating in specific programs, meetings with area agencies, and regional and statewide meetings of law enforcement officials..

**Directing Agency:** Three Retired Officers through contracts with DPS: OTS

**Project Number:** 07-04-05

**Project Title:** *Safe & Sober Challenge*

**Target Population:** Minnesotans in areas that are not covered by an overtime *Safe & Sober* grant.

**Description:** The Challenge is designed to recognize and reward those enforcement agencies who demonstrate a sincere commitment to traffic safety on a day-to-day basis. The project provides materials, ideas and support to those who sign up for the Challenge. Thirty agencies are awarded mini-grants for placing first, second, and third in number and depth of project activities when compared to other agencies of similar size. Other

agencies participating in the Challenge who do not receive a mini-grant but did a good job with the program may receive their choice of smaller items of traffic related equipment. Challenge agencies receive the same materials and support provided to overtime grant agencies. Participating in the national mobilizations is necessary to receive a Challenge award.

**Evaluation** The Challenge Program promotes law enforcement to enforce traffic safety laws and educate the public on the importance of traffic safety. The project will be evaluated based on the number of agencies participating and the level of enforcement by participating agencies.

**Directing Agency:** DPS: OTS and Enforcement agencies with grants

**Project Number:** 07-04-06

**Project Title:** Incentive Equipment for Seat Belt Mobilizations

**Target Population:** All enforcement agencies in Minnesota

**Description:** Agencies that participate in the October and Memorial Day mobilizations will be eligible for an incentive item in appreciation for their efforts. Participation is defined as conducting enhanced enforcement and media relations and reporting results to the OTS. Each agency will have their choice of a small incentive such as two windbreakers, a flashlight, or two child seats. A random drawing will be held for a few larger pieces of equipment. If an agency conducts and reports the results of informal seat belt surveys, it receives a second chance for the larger items. If there is any single piece of equipment that costs more than \$5,000, we will seek prior approval from Region V before purchasing. The appropriate liaison and staff from OTS present the larger items at city council and county board meetings.

**Evaluation** The evaluation component related to this incentive project will see if the awards are successfully encouraging more new agencies to participate and past agencies to continue participation.

**Directing Agency:** DPS: OTS

**Project Number:** 07-04-07

**Project Title:** State Patrol Out-state Travel

**Target Population:** Minnesota State Patrol Officers

**Description:** This project will provide for travel expenses of up to 15 officers to attend traffic safety related conferences in other states. Authorization for the trips will require the signatures of both the OTS deputy director as well as the supervisor of the officer attending the conference. In the past, portions of this travel were included in three projects -- DRE and

Advanced Training, *Safe & Sober*, and NightCAP.

**Evaluation** The evaluation component related to this incentive project will see if the short reports required to be prepared by the attendees found the conference to be beneficial.

**Directing Agency:** DPS: MSP and officers at other agencies through OTS

## Funding for Police Traffic Services

In thousands of dollars

<b>07-04</b>		
<b>Code</b>	<b>PT</b>	<b>157PT</b>
<b>Section</b>	<b>402</b>	<b>157 Incentive</b>
<b>Project Number</b>		
01 PTS Coordination	104.5	
02 <i>Safe &amp; Sober</i> with the MN State Patrol	264.0	
03 <i>Safe &amp; Sober</i> with Local Agencies	850.0	
04 <i>Safe &amp; Sober</i> Liaisons	239.0	
05 <i>Safe &amp; Sober</i> Challenge	67.0	
06 Mob Incentives	100.0	100.0
07 Patrol Program Travel	19.0	
<b>Total</b>	<b>1643.5</b>	<b>100.0</b>

<b>Project Number</b>	<b>Total Federal</b>	<b>State</b>	<b>Local</b>	<b>Total all Sources</b>	<b>Fed benefit to Local</b>	<b>Percent Local Benefit</b>
01 PTS Coordination	104.5			104.5	83.6	80%
02 <i>Safe &amp; Sober</i> with the MN State Patrol	264.0	50.0		314.0	0.0	0%
03 <i>Safe &amp; Sober</i> with Local Agencies	850.0		200.0	1050.0	850.0	100%
04 <i>Safe &amp; Sober</i> Liaisons	239.0		10.0	249.0	215.0	90%
05 <i>Safe &amp; Sober</i> Challenge	67.0		30.0	97.0	67.0	100%
06 Mob Incentives	200.0			200.0	180.0	90%
07 Patrol Program Travel	19.0			19.0	0.0	0%
<b>Total</b>	<b>1743.5</b>	<b>50.0</b>	<b>240.0</b>	<b>2,033.5</b>	<b>1,395.6</b>	

Federal Benefit to Local PT 402: 80%      157 Incent :90%



## 07-05 Traffic Records

Data and information drive the funding decisions outlined in this entire plan. The Traffic Records Program portion of our Highway Safety Plan supports a variety of projects designed to increase our ability to identify problem areas, evaluate the effectiveness of our programs, and develop new data sources, such as CODES, to mine for information about traffic crashes and injuries in Minnesota.

<b>Project Number:</b>	07-05-01
<b>Project Title:</b>	Traffic Records Coordination
<b>Target Population:</b>	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for a three-quarter time Office of Traffic Safety staff person to manage and coordinate the majority of the federally funded traffic records projects. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to support the position. The primary goal of this position is to increase the reliability and availability of data related to traffic safety to ensure the best possible problem identification, resource allocation, and evaluation of our projects. This position is also largely responsible for the design and upkeep of the OTS website and is the chair of the TRCC.
<b>Evaluation</b>	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	07-05-02
<b>Project Title:</b>	Problem Identification and Systems
<b>Target Population:</b>	DPS, MN/DOT, other government and safety organizations, the general public and media
<b>Description:</b>	Federal funds cover the salary and computer run costs of three research analysts who perform problem identification and program evaluation. This project also covers the purchase of software and computer equipment, upgrades to existing software packages and acquisition of products to enhance the Office of Traffic Safety's traffic research capabilities. Funds also provide for employee development and training, and in-state travel for OTS research staff.

<b>Evaluation</b>	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	07-05-03
<b>Project Title:</b>	Traffic Record Coordinating Committee (TRCC)
<b>Target Population:</b>	Data Users and Potential Grantees
<b>Description:</b>	The Traffic Records Coordinating Committee is a multi-disciplinary group that meets to discuss and resolve issues with traffic data collection, processing, and analyzing. The committee will discuss and implement projects identified in the 2006 TRCC Information Systems Strategic Plan (and not mentioned in the following projects) as 408 funds received allow.
<b>Evaluation</b>	The OTS traffic records coordinator is the chair of the TRCC and will report on the successes and problems of the committee to the director and deputy director of the OTS.
<b>Directing Agency:</b>	DPS: OTS through grants or contracts as necessary

<b>Project Number:</b>	07-05-04
<b>Project Title:</b>	Crash System Interface
<b>Target Population:</b>	Minnesota Law Enforcement Agencies (LEA) and Minnesota Department of Public Safety's Driver and Vehicle Services (DVS)
<b>Description:</b>	The goal of the project would be to create an interface for electronic transfer of crash report data between LEAs' records management systems (RMS) and DVS. A broker application program would need to be created by DVS that would allow for the data exchange. The data would be transmitted from a LEA record management system into a broker application which will collect the data for DVS. This project would also provide some funding to assist law enforcement agencies, such as the State Patrol or other large local agencies, in building an electronic bridge from their RMS to that of the new DVS interface. The Federal Motor Carrier Safety Administration and its Commercial Vehicle Accident Records System will provide some funding for the commercial vehicle data interface.
<b>Evaluation</b>	The primary goal of the project is to have an crash data interface fully functioning and the State Patrol electronically transmitting data into by Spring of 2007.
<b>Directing Agency:</b>	DPS/DVS and Office of Technical Support Services (OTSS) with grants from OTS

<b>Project Number:</b> 07-05-05
<b>Project Title:</b> Crash Data Proponent
<b>Target Population:</b> DVS and crash data users and agencies that collect and compile crash data
<b>Description:</b> The Crash Data Proponent position would coordinate crash data-related projects within Driver and Vehicle Services division to ensure that records are meeting agreed-upon standards related to accuracy, completeness and timeliness as supported by all stakeholders in the Traffic Records Coordinating Committee's strategic plans. In addition, the position would ensure that crash data is properly managed within parameters of Minnesota law in the areas of problem driver improvement, accidents, insurance, violations and fines, and investigations. This position would work with the crash data stakeholders.
<b>Evaluation:</b> Effectively coordinates project plans related to the DVS crash data program by assisting management in the prioritization of work, the establishment of timelines and project deadlines and the establishment of performance standards as needed to effectively meet crash data project goals. Provides quarterly reports to the OTS Traffic Records Coordinator on the progress of funded projects.
<b>Directing Agency:</b> DPS: through a grant with DVS

<b>Project Number:</b> 07-05-06
<b>Project Title:</b> Fatal Analysis Reporting System (FARS)
<b>Target Population:</b> NHTSA, DPS, citizens with questions
<b>Description:</b> The FARS analyst, a full-time staff position in OTS is funded by this grant from the NHTSA that is not on the GTS system. The analyst collects, compiles and reports data from all fatal crashes in Minnesota. Costs include those related to travel, employee development, rent, and communication.
<b>Evaluation:</b> The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
<b>Directing Agency:</b> DPS: OTS

<b>Project Number:</b>	07-05-07
<b>Project Title:</b>	CODES Data Network
<b>Target Population:</b>	NHTSA, DPS, Other States
<b>Description:</b>	The Minnesota CODES project links motor vehicle crash data with hospital discharge information. Because personal identifiers are not available, probabilistic linkage theory is used to link traffic crash records with hospital discharge billing data. This project will be funded for an estimated five years with monies, not through the Grant Tracking System, released annually. Costs include those related to the equivalent of one half time person; 25 percent of an OTS staff person and 25 percent of a Department of Health employee.
<b>Evaluation:</b>	Continued progress in linking new years of crash and hospital discharge data. Creation of new CODES management reports and fact sheets.
<b>Directing Agency:</b>	DPS: OTS and a grant with the Minnesota Department of Health

<b>Project Number:</b>	07-05-08
<b>Project Title:</b>	GPS and GIS Integration Into DVS crash record
<b>Target Population:</b>	Law enforcement agencies and DVS
<b>Description:</b>	The primary goal of this project is to create a Web-based GIS tool to locate accidents. In addition, DPS will establish GPS coordinate standards for law enforcement agencies to follow for their own records management systems. This project will implement best practices from other states that have used GPS/GIS technology in crash location data collection.
<b>Evaluation:</b>	The end goal of this project is to reduce the time it takes for crashes to be located within DVS after a crash has been coded into the database, from that of four weeks in 2007 to that of five days possibly in 2008. In addition, during this time frame, another goal is to steadily increase the number of law enforcement agencies that are electronically submitting crash reports to DVS from a baseline of 50 percent in 2007.
<b>Directing Agency:</b>	DPS: through a grant with DVS and the Office of Technical Support Services (OTSS)

## Funding for Traffic Records

In thousands of dollars

07-05				
Code	TR	K9		Non-GTS
Section	402	408		Other Federal
<b>Project Number</b>				
01 Coordination	74.5			
02 Problem ID	300.0			
03 TRCC		300.0		
04 Crash System Interface		370.0		230.0
05 Crash Data Proponent		80.4		
06 FARS				80.0
07 CODES Network				76.0
08 GPS/GIS integration		300.0		
<b>Total</b>	<b>374.5</b>	<b>1,050.4</b>		<b>386.0</b>

Project Number	Total Federal	State	Local	Total all Sources	Federal benefit to Local	Percent Local Benefit
01 Coordination	74.5			74.5	37.2	50%
02 Problem ID	300.0			300.0	165.0	55%
03 TRCC	300.0			300.0	150.0	50%
04 Crash System Interface	600.0	50.0	50.0	700.0	185.0	50%
05 Crash Data Proponent	80.4			80.4	40.2	50%
06 FARS	80.0			80.0		
07 CODES Network	76.0			76.0		
08 GPS/GIS integration	300.0	75.0		375.0	187.5	50%
<b>Total</b>	<b>1810.9</b>	<b>125.0</b>	<b>50.0</b>	<b>1985.9</b>	<b>764.9</b>	

Federal Benefit to Locals: TR:54% 408K9: 50%

## 07-06 Community Programs

There are few deaths more violent than those in crashes; there are few injuries more preventable than those caused by a decision not to wear a seat belt. Communities that are aware of the relative costs and risks posed by traffic crashes (as opposed to robberies, drugs, gangs, murders, or other societal ills) are more likely to devote energy and resources to solving the crash problems. In addition, solving crash and traffic problems often increases a community's cohesiveness and improves its livability.

<b>Project Number:</b>	07-06-01
<b>Project Title:</b>	Safe Communities Coordination
<b>Target Population:</b>	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for a half-time Office of Traffic Safety staff person to manage and coordinate the majority of the federally funded safe community projects. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to support the position. The primary goal of this position is to increase community-based programs in Minnesota and to assist coalitions in the state addressing traffic safety issues.
<b>Evaluation</b>	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	07-06-02
<b>Project Title:</b>	Evaluation Coordination
<b>Target Population:</b>	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the federally funded evaluation efforts and projects. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to support the position. The primary goal of this position is to ensure OTS projects are appropriately evaluated so success or failure can be measured and explained.
<b>Evaluation</b>	The evaluation will be administrative in nature; considering employee

performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.

**Directing Agency:** DPS: OTS

**Project Number:** 07-06-03

**Project Title:** Public Information Coordination

**Target Population:** NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns

**Description:** This project provides for a half-time Office of Traffic Safety staff person to manage and coordinate the majority of the federally funded public information, media relations, and paid media projects. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to support the position. The primary goal of this position is to provide consultation to the DPS Office of Communications and to ensure organizations, advocates, coalitions, and individuals have received the traffic safety messages in an appropriate and meaningful medium.

**Evaluation** The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.

**Directing Agency:** DPS: OTS

**Project Number:** 07-06-04

**Project Title:** Traffic Safety Public Information and Media Relations

**Target Population:** Travelers in Minnesota, Minnesota media, law enforcement, and other traffic safety partners

**Description:** 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, *Safe & Sober* media wave packets, production costs for public service announcements and paid ads, and individuals to develop the public information and education efforts. Costs include salaries, fringe benefits, indirect costs, and travel for 3 full-time equivalent staff.

**Evaluation** Evaluation will be based on reports on frequency and reach of messages and random telephone surveys on public recognition of messages and knowledge of activities.

**Directing Agency:** DPS: Office of Communications with a grant from OTS

<b>Project Number:</b> 07-06-05
<b>Project Title:</b> Traffic Safety Partners Breakfasts
<b>Target Population:</b> Traffic safety partners (law enforcement, engineers, medical/prevention personnel, legislators, community members, and advocacy representatives)
<b>Description:</b> The breakfast meetings are held on a quarterly basis. Each of these informal meetings focus on a different issue. Efforts are made to discuss both sides of any issues. The breakfast meetings also provide an informal forum for networking and sharing information with one another. It also provides an opportunity for the Office of Traffic Safety to gather input from and thank its partners.
<b>Evaluation:</b> Each session is evaluated for content of session, relevancy of the topic, and suggestions for improvements and for future topics through the evaluation sheets completed by participants.
<b>Directing Agency:</b> DPS: OTS

<b>Project Number:</b> 07-06-06
<b>Project Title:</b> Global Evaluation
<b>Target Population:</b> OTS analysts, policy developers, DPS, and the NHTSA
<b>Description:</b> Evaluation of projects continues to be an integral part of traffic safety efforts. Evaluation efforts this year will include phone, web and observational surveys. (Safety belt observational surveys will be conducted through project 07-02-04.) The OTS will continue with crash data evaluation and to consider the findings of CODES. The OTS will conduct and/or contract for various methods to evaluate the programs carried out, particularly with regard to the national mobilizations.
<b>Evaluation:</b> Evaluation is administrative for this project: the projects will be completed in a timely manner and the results will be reported on schedule. The results will be used to evaluate our projects.
<b>Directing Agency:</b> DPS: OTS with contracts to private firms, organizations and individuals

<b>Project Number:</b> 07-06-07
<b>Project Title:</b> Safe Communities (Basic)
<b>Target Population:</b> Communities with high fatality and injury rates associated with low seat belt use.



<b>Description:</b>	Existing local coalitions consisting of representatives from law enforcement, education (schools and public health), emergency medical services, traffic engineering, businesses, hospitals, community members, and other non-profits will continue to be funded with this project. Additional mini-grants will be made available to other communities to help them increase local involvement in promoting traffic safety issues. A workshop with the grantees from the two Safe Communities projects (this one and 07-03-13) will be held as a networking opportunity for the coalitions.
<b>Evaluation</b>	Grantees are required to set measurable goals and objectives as part of their grant contracts.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	07-06-08
<b>Project Title:</b>	NETS
<b>Target Population:</b>	Minnesota employers and their employees
<b>Description:</b>	The Minnesota chapter of the Network of Employers for Traffic Safety (NETS) is currently coordinated by the Minnesota Safety Council ( <a href="http://www.mnsafetycouncil.org">www.mnsafetycouncil.org</a> ). NETS' mission is to educate employers about the cost saving benefits of enacting traffic safety programs in the workplace. NETS helps employers implement well-developed policies, dynamic workplace programs, and compelling community activities relating to traffic safety. This project provides for appropriate traffic safety materials to be provided to employers and a staff person to provide other assistance to them.
<b>Evaluation</b>	Develop a survey to be distributed to all employers using NETS services and analyze results. Track number of print materials and web site inquiries.
<b>Directing Agency:</b>	Minnesota Safety Council through a grant with DPS: OTS

<b>Project Number:</b>	07-06-09
<b>Project Title:</b>	Program Travel
<b>Target Population:</b>	OTS Staff, Project Directors, and other advocates
<b>Description:</b>	All out-of-state travel undertaken by the OTS staff will be supported by this project. NHTSA requires out-of-state travel of staff and other appropriate advocates to attend regional and national meetings, conferences, and training courses. In-state travel costs for P&A staff, and the use of state vehicles for all staff is also supported to ensure travel within Minnesota to meet traffic safety partners, discuss and

	monitor projects, and attend in-state meetings, conferences, and workshops.
<b>Evaluation</b>	Minnesota representatives are present at all significant meetings and conferences; on-site visits of grantees are conducted. Training advantageous to the program is attended. Those using out-of-state travel are required to submit a report on the trip's benefits and new ideas encountered.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	07-06-10
<b>Project Title:</b>	Community Health Liaisons
<b>Target Population:</b>	Health agencies and organizations
<b>Description:</b>	The community health liaisons are experienced health professionals under contract with the OTS. Their role is to encourage and assist county and municipal health agencies in increasing their attention to reducing traffic fatalities and injuries while reducing traffic-related health care and other economic costs on Minnesota streets and highways. A one-half time health liaison will cover the northern part of the state and a three-quarter time health liaison will cover the metropolitan and southern areas.
<b>Evaluation</b>	Evaluation of the effectiveness of the liaisons is based on the number of new contacts made, the liaison's participation in different health organizations, feedback from grantees, and progress towards objectives set by the liaisons themselves.
<b>Directing Agency:</b>	Two individuals through contracts with DPS: OTS

<b>Project Number:</b>	07-06-11
<b>Project Title:</b>	Paid Media
<b>Target Population:</b>	Minnesota travelers, especially target audiences identified as being over-represented in fatal and serious injury crashes.
<b>Description:</b>	Paid media provides the highest yield for reaching the hard to get at audience. Getting the message seen means placing it in locations where the target audience will see it. The Office of Communications along with OTS will assess the best plan for paid advertising for the various campaigns within the available funding.
<b>Evaluation</b>	Reports on frequency and reach of messages will be used to evaluate the campaigns, as will surveys on public recognition of messages and knowledge of publicized activities.

**Directing Agency:** DPS: Office of Communications with a grant from OTS writes a contract with a professional media purchaser.

**Project Number:** 07-06-12

**Project Title:** Toward Zero Deaths Conference

**Target Population:** Traffic Safety Stakeholders (law enforcement, legislators, community members, safety coalitions, child passenger safety advocates, public health officials, EMS/Fire personnel, city and county engineers, etc.).

**Description:** The OTS presents a yearly conference for traffic safety stakeholders. This will be the third year in which the conference will combine the *Safe & Sober* and Child Passenger Safety Conferences into the Toward Zero Death Conference. This conference provides a venue to share progress that has been made since the North Star Workshop which was held in 2001 and the Minnesota Toward Zero Deaths program which emerged from the momentum created by the workshop. Achieving the goal of zero deaths requires cooperation among all levels of government, as well as building connections between government agencies and local organizations whose focus is traffic safety. The conference shares best practices in the areas of engineering, enforcement, education, and emergency services, and charts the course for a future where traffic fatalities and life-changing injuries are rare events.

**Evaluation** Evaluations of each breakout session and the general sessions are collected. Participants are also asked to rate the benefits of the conference and provide feedback on the overall conference.

**Directing Agency:** DPS: OTS and contractor for conference planning services

**Project Number:** 07-06-13

**Project Title:** Southeast Regional

**Target Population:** Citizens and community leaders in southeastern Minnesota

**Description:** This is a pilot project to assess the success of building a region-wide traffic safety partnership in the counties of Dodge, Fillmore, Freeborn, Houston, Goodhue, Mower, Olmsted, Rice, Steele, Wabasha, and Winona. The partnership consists of enforcement, engineers, emergency services, and health educators. The Southeast Toward Zero Deaths steering committee will be comprised of volunteer members of the above disciplines and will report to a small group of community leaders who will make critical decisions. It also will provide funding for grants and to assist the steering committee in their efforts to define and set up partnerships that will support traffic safety programs in the southeast

area.

**Evaluation** A report on problems, successes, and recommendations for future similar efforts will be completed once the project is stabilized. Seatbelt surveys will be conducted yearly in the region to define progress in that area. The increase in the number of community coalitions in the region will also determine success.

**Directing Agency:** DPS: OTS through grants to the regional representatives' agencies

**Project Number:** 07-06-14

**Project Title:** TZD Corridors: County Engineers

**Target Population:** People traveling on and near corridors that have been identified as problematic

**Description:** The MN/DOT will let a solicitation of projects from county engineers to address specific corridor problems identified on the local level. Project proposals received will be rated and evaluated to direct the awarding of mini-grants from Mn/DOT to the counties.

**Evaluation** After the problems on a corridor have been addressed, an analysis will be done on fatal and serious injury crashes that occurred prior to changes being made and those that occurred after the changes were made.

**Directing Agency:** MN/DOT (and ultimately counties) through a 164HE grant from DPS/OTS

**Project Number:** 07-06-15

**Project Title:** Speed Study Project; Highway Enforcement of Aggressive Traffic (HEAT)

**Target Population:** Minnesota travelers, law enforcement, and policy makers

**Description:** This project was first conducted in 2006 with \$3,000,000 in 164HE funding for a total of three grants – one with MN/DOT for evaluation, one with the Minnesota State Patrol for enforcement along with county and municipal officers, and one with the DPS or MN/DOT Communications Office for an earned and paid media campaign. The project brought three of the “e”s (enforcement, engineering, and education) together in an extensive study on traffic safety and speed. While the evaluation of the project won't be completed until October of 2006, preliminary and anecdotal results indicate speeds were decreased and lives saved due to it. The Mn/DOT has identified approximately \$1.5 million of special funding received to continue the project, on a somewhat smaller scale, in 2007. Based on the amount of 402 funds

	carried forward into 2007, the OTS may be able to earmark additional money for the project.
<b>Evaluation</b>	Speed data will continue to be collected throughout the project, as will crash data on designated roadways and enforcement hours worked. A final report will analyze the data.
<b>Directing Agency:</b>	Mn/DOT and DPS/OTS through grants

<b>Project Number:</b>	07-06-16
<b>Project Title:</b>	Teen Strategic Plan and Summit
<b>Target Population:</b>	School administrators, public health/safety advocates, driver education leaders, policy makers, teen drivers and passengers.
<b>Description:</b>	Teen drivers are over represented in vehicle crashes and fatalities. The summit will be the start to developing a comprehensive strategic plan to decrease the number of deaths and serious injuries suffered by this age range.
<b>Evaluation:</b>	A strategic plan will be created by the partners and plans to implement the initiatives will be begun.
<b>Directing Agency:</b>	DPS: OTS through grants and/or contracts as necessary

<b>Project Number:</b>	07-06-17
<b>Project Title:</b>	Safe Communities Connection
<b>Target Population:</b>	Public health departments in communities with high fatality and injury rates associated with low seat belt use or with high incidence of alcohol-related crashes
<b>Description:</b>	The goal of this project is to create an interest in traffic safety issues and encourage the creation of a Safe Community coalition. A tool kit with suggested activities will be provided to the grantees. The participants will chose activities, obtain media coverage and file a report on the success of the project.
<b>Evaluation:</b>	Reports will be judged on the number of activities successfully completed, the degree of difficulty of the activity, the number of people reached and the media coverage of the activity.
<b>Directing Agency:</b>	DPS: OTS will provide mini-grants to winners

<b>Project Number:</b>	07-06-18
<b>Project Title:</b>	New Immigrants Outreach

<b>Target Population:</b>	New immigrants with limited English speaking skills
<b>Description:</b>	This project will provide an educational video in Spanish and possibly other languages to educate new immigrants with limited or no English speaking skills on the proper use of seat belts and child safety restraints.
<b>Evaluation:</b>	Reports on frequency and reach of messages will be used to evaluate the video
<b>Directing Agency:</b>	OTS and DPS Office of Communication

<b>Project Number:</b>	07-06-19
<b>Project Title:</b>	Look Out, Teens! Ad Spot Challenge
<b>Target Population:</b>	High school students
<b>Description:</b>	The project encourages high school students to write and produce a 30-second television ad on the importance of paying attention while driving or the dangers of distracted driving. Ads will be sent to DPS where staff from OTS and Communications will determine the best three. Those three will be placed on the OTS website ( <a href="http://www.dps.state.mn.us/ots">www.dps.state.mn.us/ots</a> ) where the public will have a chance to vote on their favorite. The winner will be broadcast on television and Triple A of Minnesota and Iowa will provide awards of \$1,000, \$600, and \$400 for first, second, and third places respectively. There are no other direct costs for the program.
<b>Evaluation:</b>	Evaluation will be largely administrative. The number of submissions received will be higher than the previous year.
<b>Directing Agency:</b>	OTS and DPS Office of Communication with the Triple A of Minnesota and Iowa

## Funding for Safe Communities

In thousands of dollars

<b>07-06</b>			
<b>Code</b>	<b>CP</b>	<b>PM</b>	<b>164HE</b>
<b>Section</b>	<b>402</b>	<b>402</b>	<b>Transfer</b>
<b>Project Number</b>			
01 SC Coordination	56.4		
02 Evaluation Coordination	84.9		
03 Public Info Coordination	56.8		
04 Media Relations	182.5		
05 Partners Breakfasts	1.5		
06 Global Evaluation	90.0		
07 Safe Communities	275.0		
08 NETS	50.0		
09 Program Travel	46.0		
10 Health Liaisons	134.0		
11 Paid Media		500.0	
12 TZD Conference	80.0		
13 Southeast Region	75.0		
14 TZD County Engineers			6000.0
15 HEAT (Speed Enforcement)	150.0	150.0	
16 Teen Strategic Plan	15.0		
17 Safe Comm. Connection	10.0		
18 New Immigrants Outreach	20.0		
19 Look Out, Teens! Ad Contest	0.0		
<b>Total</b>	1327.1	650.0	6000.0

**Funding for Safe Communities**

(continued)

In thousands of dollars

<b>07-06</b>						
	<b>Total Federal</b>	<b>State</b>	<b>Local</b>	<b>Total all Sources</b>	<b>Fed benefit ToLocal</b>	<b>Percent Local Benefit</b>
<b>Project Number</b>						
01 SC Coordination	56.4			56.4	25.4	45.0%
02 Evaluation Coordination	84.9			84.9	34.0	40.0%
03 Public Info Coordination	56.8			56.8	44.9	79.0%
04 Media Relations	182.5			182.5	140.5	77.0%
05 Partners Breakfasts	1.5			1.5	0.8	50.0%
06 Global Evaluation	90.0			90.0	36.0	40.0%
07 Safe Communities	275.0		75.0	350.0	275.0	100.0%
08 NETS	50.0			50.0	32.5	65.0%
09 Program Travel	46.0			46.0	3.7	8.0%
10 Health Liaisons	134.0			134.0	126.0	94.0%
11 Paid Media	500.0			500.0	400.0	80.0%
12 TZD Conference	80.0		50.0	130.0	48.0	60.0%
13 Southeast Region	75.0			75.0	75.0	100.0%
14 TZD County Engineers	6000.0			6000.0	2400.0	40.0%
15 HEAT (Speed Enforcement)	1800.0	25.0	25.0	1850.0	1440.0	80.0%
16 Teen Strategic Plan	15.0			15.0	12.8	85.0%
17 Safe Comm. Connection	10.0			10.0	10.0	100.0%
18 New Immigrants Outreach	20.0			20.0	14.0	70.0%
19 Look Out, Teens! Ad Contest	0.0		2.0	2.0	0.0	
<b>Total</b>	<b>9477.1</b>	<b>25.0</b>	<b>152.0</b>	<b>9654.1</b>	<b>5118.4</b>	

Federal Local Benefit: CP402: 80% PM: 80% 164HE:40%



## 07-07 Motorcycle Safety

Minnesota has an active motorcycling community that provides dedicated funds for motorcycle training, public information campaigns, and endorsement testing. The program has been in operation for more than two decades and is continually improving. Nevertheless, the number of rider deaths has increased alarmingly in each of the past three years. Projects 07-07-03 through 07-07-09 are funded with state funds obtained through an additional license fee charged to each person with a motorcycle endorsement.

<b>Project Number:</b> 07-07-01
<b>Project Title:</b> Motorcycle Coordination
<b>Target Population:</b> NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b> This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the state funded projects of the Minnesota Motorcycle Safety Program (MMSP) and, if available to Minnesota, the new section 2010 funding from NHTSA. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to support the position. The primary goal of this position is to decrease the number of deaths and severe injuries suffered by motorcyclists.
<b>Evaluation:</b> The evaluation will be administrative, consisting of employee performance reviews and the successful coordination and implementation of OTS' motorcycle safety initiatives and the Minnesota Motorcycle Safety Program.
<b>Directing Agency:</b> DPS: OTS

<b>Project Number:</b> 07-07-02
<b>Project Title:</b> Motorcycle Safety Support
<b>Target Population:</b> Minnesota rider training students and RiderCoaches
<b>Description:</b> If Minnesota qualifies for section 2010 funding, this project will be implemented and will provide training motorcycles for rider courses. If any piece of equipment costs more than \$5,000, the Regional Office will be contacted in writing, requesting approval of such a cost before it is incurred.
<b>Evaluation:</b> The evaluation will be administrative, consisting of the successful coordination and implementation of OTS' motorcycle equipment replacement.

**Directing Agency:** DPS: OTS

**Project Number:** 07-07-03

**Project Title:** Rider Training

**Target Population:** Novice, returning and experienced motorcyclists

**Description:** This project funds a half time project manager and provides for classroom and training range facilities and 180 RiderCoaches for basic, experienced, skills re-test and moped courses at thirty-three sites through an Interagency Agreement with Minnesota State Colleges and Universities (MNSCU).

**Evaluation:** An administrative evaluation will be conducted comparing planned and completed activities.

**Directing Agency:** DPS: OTS through an Interagency Agreement with MNSCU.

**Project Number:** 07-07-04

**Project Title:** Public Information and Media Relations

**Target Population:** Motor vehicle operators and the media

**Description:** This project funds a full time Information Officer and provides for a motorcycle safety campaign, public information and education activities, and media relations through an Intra-agency Agreement with the DPS' Office of Communications.

**Evaluation:** An administrative evaluation will be conducted comparing planned and completed activities.

**Directing Agency:** DPS: OTS through an Intra-agency Agreement with DPS' Office of Communications

**Project Number:** 07-07-05

**Project Title:** Motorcycle Testing and Licensing

**Target Population:** Unendorsed motorcyclists and RiderCoaches who conduct third party testing

**Description:** This project conducts evening hours motorcycle skills testing at select exam stations throughout Minnesota and provides for the training, testing, and auditing of RiderCoaches operating as third party testers for the MMSP. This project is conducted through an Intra-agency Agreement with the DPS' Division of Driver and Vehicle Services (DVS).

**Evaluation:** An administrative evaluation will be conducted comparing planned and completed activities.

**Directing Agency:** DPS: OTS through an Intra-agency Agreement with DPS' DVS

**Project Number:** 07-07-06

**Project Title:** RiderCoach Trainer

**Target Population:** RiderCoaches and Minnesota motorcyclists

**Description:** This project provides for a RiderCoach Trainer to train new RiderCoaches, conduct professional development observations of existing RiderCoaches, conduct training updates for existing RiderCoaches, replace broken training motorcycles in the fleet as needed during the training season, provide the OTS with technical and curriculum expertise on request, and when necessary, design modified ranges that meet Motorcycle Safety Foundation (MSF) approval.

**Evaluation:** An administrative evaluation will be conducted comparing planned and completed activities.

**Directing Agency:** DPS: OTS through a professional and technical services contract with MSF certified RiderCoach Trainer James Duncan.

**Project Number:** 07-07-07

**Project Title:** Equipment and Supplies

**Target Population:** Students of the MMSP and RiderCoaches

**Description:** This project provides training supplies, equipment, curriculum materials, a state leased towing vehicle, storage rental, and necessary insurances.

**Evaluation:** An administrative evaluation will be conducted comparing planned and completed activities.

**Directing Agency:** DPS: OTS

**Project Number:** 07-07-08

**Project Title:** Mechanical Services

**Target Population:** Students of the MMSP and RiderCoaches

**Description:** This project provides for the maintenance and repair of 300 training fleet motorcycles and 22 transportation trailers through a professional services contract with Starr Cycle.

**Evaluation:** An administrative evaluation will be conducted focusing on training

fleet readiness and ridability at the beginning of the training season and the timeliness and quality of necessary repairs during and after the season.

**Directing Agency:** DPS: OTS

**Project Number:** 07-07-09

**Project Title:** Transport Services

**Target Population:** Students of the MMSP, MNSCU course sites and RiderCoaches

**Description:** This project provides for the scheduling and transportation of training motorcycles to, from and between MNSCU training sites during Minnesota's rider training season through the use of private and state haulers.

**Evaluation:** The evaluation will be administrative, consisting of employee performance reviews and the successful reporting of Minnesota's FARS data.

**Directing Agency:** DPS: OTS

## Funding for Motorcycle Safety

In thousands of dollars

<b>07-07</b>						
<b>Project Number</b>	<b>402 MC</b>	<b>2010 K6</b>	<b>State</b>	<b>Total all Sources</b>	<b>Fed benefit to Local</b>	<b>Percent Local Benefit</b>
01 MC Coordination	90.0			90.0	56.7	70%
02 MC Safety Support		150.0		150.0	150.0	100%
03 Rider Training			331.7	331.7		
04 Public Info & Media Relations			210.0	210.0		
05 MC Testing & Licensing			34.5	34.5		
06 RiderCoach Training			55.0	55.0		
07 Equipment & Supplies			325.0	325.0		
08 Mechanical Services			94.0	94.0		
09 Transport Services			25.0	25.0		
<b>Total</b>	<b>90.0</b>	<b>150.0</b>	<b>1075.2</b>	<b>1315.2</b>	<b>206.7</b>	

Federal Local Benefit:

MC: 70% 2010: 100%

## 07-09 Roadway Safety

Minnesota has not yet passed sufficiently stringent laws related to repeat DWI offenders; therefore, a large amount of federal funds are transferred from construction to safety activities. Due to the impetus of the original Towards Zero Death conference and the successes of the Comprehensive Highway Safety Plan, DPS and MN/DOT are working closely together on a large range of projects; the majority of those can be found earlier in the Impaired Driving and the Community Programs sections.

<b>Project Number:</b>	07-09-01
<b>Project Title:</b>	Toward Zero Deaths Committee
<b>Target Population:</b>	Drivers in Minnesota
<b>Description:</b>	The object of the project is to maintain an on-going committee that will identify local efforts to help reach the goal of reducing traffic deaths to zero. The Toward Zero Deaths (TZD) committee includes staff from DPS, MN/DOT, Department of Health, FHWA, NHTSA, and the Center for Transportation Studies (CTS) at the University of Minnesota. Funds will be used to provide staff support for the committee, printing costs, and costs associated with the Minnesota Survey.
<b>Evaluation:</b>	The membership and the projects generated by the committee will be reviewed for continued growth and progress.
<b>Directing Agency:</b>	DPS: OTS and TZD Committee.

### Funding for Roadway Safety

In thousands of dollars

07-09				
Code	RS	Total and All Federal	Federal Benefit to Local	Percent Local Benefit
Section	402			
<b>Project Number</b>				
01 TZD Committee	30.0	30.0	9.9	33%
<b>Total</b>	<b>30.0</b>	<b>30.0</b>	9.9	

Federal local benefit: RS402: 33%

# STATE CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high-risk grantee status in accordance with 49 CFR §18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended;
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

## Certifications and Assurances:

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- National law enforcement mobilizations,

- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect.

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

Cash drawdowns will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations (49 CFR 18.20, 18.21, and 18.41). Failure to adhere to these provisions may result in the termination of drawdown privileges);

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes (23 CFR 1200.21);

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other



nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

## **The Drug-free Workplace Act of 1988(49 CFR Part 29 Sub-part F):**

The State will provide a drug-free workplace by:

- a) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b) Establishing a drug-free awareness program to inform employees about:
  - 1) The dangers of drug abuse in the workplace.
  - 2) The grantee's policy of maintaining a drug-free workplace.
  - 3) Any available drug counseling, rehabilitation, and employee assistance programs.
  - 4) The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c) Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- d) Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
  - 1) Abide by the terms of the statement.
  - 2) Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e) Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f) Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted --
  - 1) Taking appropriate personnel action against such an employee, up to and including termination.
  - 2) Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- g) Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

## **BUY AMERICA ACT:**

The State will comply with the provisions of the Buy America Act (23 USC 101 Note) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by

more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

## **POLITICAL ACTIVITY (HATCH ACT):**

The State will comply with the provisions of 5 U.S.C. §§ 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees".

## **CERTIFICATION REGARDING FEDERAL LOBBYING:**

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

- 1) Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
- 2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
- 3) The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

## **RESTRICTION ON STATE LOBBYING:**

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal

pending before any State or local legislative body. Such activities include both direct and indirect (e.g., “grassroots”) lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

## **CERTIFICATION REGARDING DEBARMENT AND SUSPENSION:**

### Instructions for Primary Certification

- 1) By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
- 2) The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency’s determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
- 3) The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
- 4) The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
- 5) The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
- 6) The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
- 7) The prospective primary participant further agrees by submitting this proposal that it will include the clause titled “Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction,” provided by the department or

agency entering into this covered transaction, without modification , in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

- 8) A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
- 9) Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
- 10) Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters–Primary Covered Transactions

- 1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:
  - (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
  - (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
  - (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
  - (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.
- 2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

- 1) By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

- 2) The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
- 3) The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
- 4) The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
- 5) The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
- 6) The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
- 7) A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.
- 8) Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
- 9) Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

- 1) The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

- 2) Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participants shall attach an explanation to this proposal.

## **ENVIRONMENTAL IMPACT:**

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 2001 highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

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Governor's Representative for Highway Safety

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Date