

State of Minnesota
Department of Public Safety

Highway Safety Plan

Federal Fiscal Year 2011

Prepared for:
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National Highway Traffic Safety Administration

Prepared by:
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Minnesota's Highway Safety Plan: Federal Fiscal Year 2011

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 by enforcing traffic laws; making the public aware of the dangers of crashes, the likelihood of receiving a ticket, and the best ways to reduce their risk; and assisting state, county, and community efforts to improve traffic safety. In addition, OTS analyzes crash data, identifies at-risk populations, seeks out or 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, identifying problems, developing strategies, and evaluating the program's progress towards the goals) have been used to develop the plan for more than three 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 2011.

The OTS collaborates with other divisions in DPS, other state agencies, county and local units of government, as well as private organizations, industries, academia, and advocates 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 to fund traffic safety countermeasures and 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 data system linkages, 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 2009 to be nearly \$1.5 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*. The most significant results of that conference were an improved understanding between the two agencies of the shared roles we play in decreasing deaths and severe injuries and a desire to work together more closely. We came to the realization that we share the same goals for traffic safety

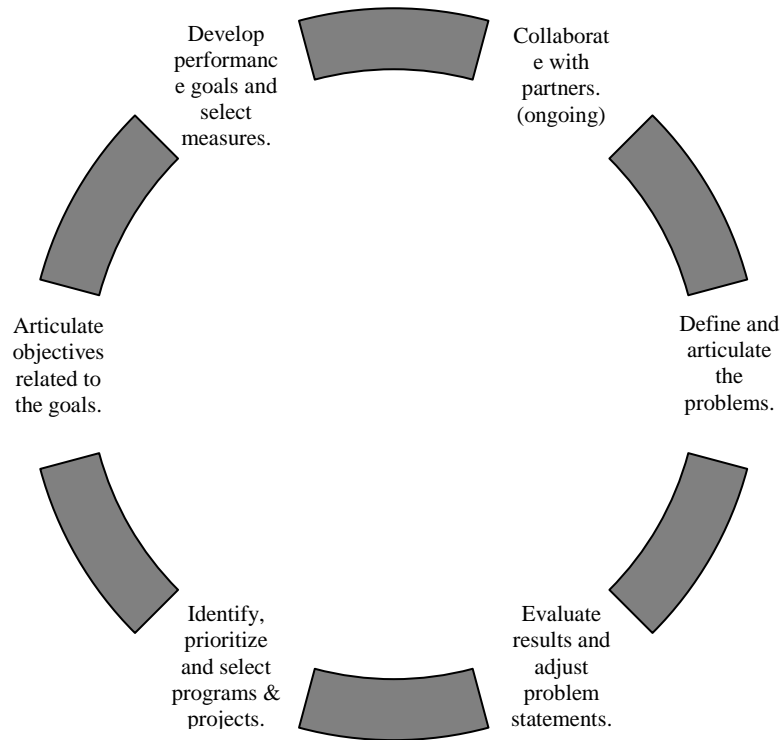
and we will reach those goals more certainly and quickly if we work closely together. Soon thereafter, the Minnesota Department of Health was added as a full partner; thus, the effort covered the four “e”s of emergency services and systems, engineering, education and enforcement. The Toward Zero Deaths (TZD) partners are collaborating on a number of projects – including the County Highway Safety Plans and HEAT speed enforcement – and routinely sharing information. A Comprehensive Highway Safety Plan was written in 2006; in 2007 that plan was updated into the MN/DOT Strategic Highway Safety Plan (SHSP). OTS primary goals and strategies have been largely incorporated into the SHSP.

In 2010 the TZD leadership team developed a strategic direction one pager with a mission, a vision, and three different goals and strategies to use to obtain them. Elements of the TZD Strategic Direction are addressed in appropriate sections that follow. Naturally, the 2011 Minnesota Highway Safety Plan (HSP), and the OTS office’s work, concentrates on solutions to poor driver behaviors and decisions. However, the OTS does have an increasingly system-wide understanding of traffic safety problems.

The TZD is seen as an umbrella program, under which everyone working on traffic safety can join together. The TZD program sponsoring partners (the Departments of Public Safety, Health, and Transportation) have received two international awards in the past two years.

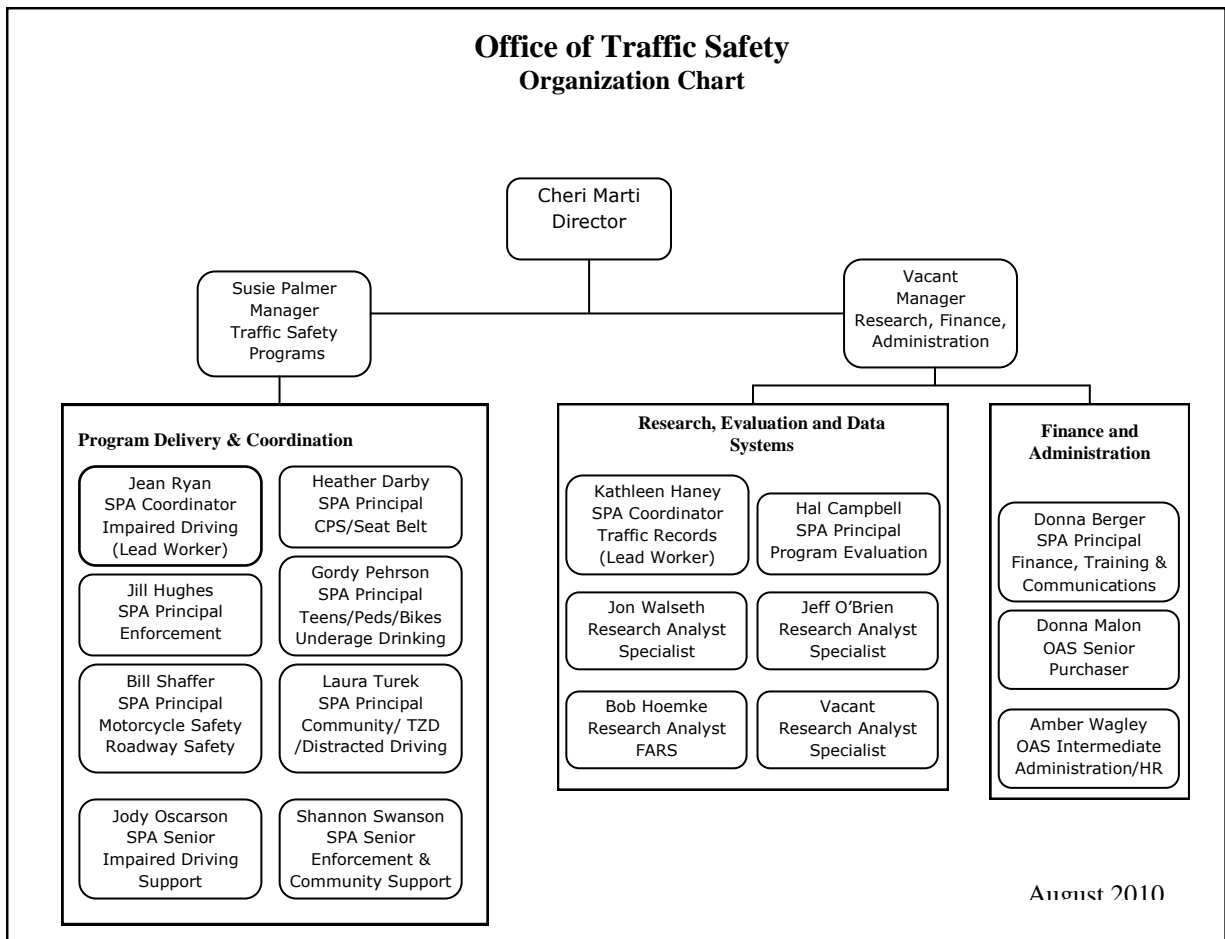
Summary of the Planning Process

At almost any point in time the OTS is planning, evaluating, and administering projects in at least two federal years. The planning process has no distinct beginning or ending as shown in the diagram on the following page.



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 OTS has been re-structured and re-organized in the past year and presently consists of the Director; a Traffic Safety Programs Manager; a Research, Administration and Finance Manager; two support staff positions; four research positions (including the FARS analyst); and eleven “coordinator” positions at three different classification levels. The classification titles for the coordinators are State Program Administrator, Coordinator; State Program Administrator, Principal; and State Program Administrator, Senior. At the time of the submission of this Highway Safety Plan, one of the managers and one of the research analyst positions are not filled. OTS is working with the Office of Human Resources to fill those positions. It was an unusual year for OTS in regards to the change of staff; positions filled included one of the managers, four of the coordinators, and one researcher. Of those, only the manager was not new to the office.



Mission Statement

The mission of the Office of Traffic Safety is to lead efforts to prevent traffic deaths and serious injuries by changing human behavior in Minnesota. The umbrella campaign under which our efforts are conducted is called *Toward Zero Deaths (TZD)*. OTS is mindful that fulfilling the mission will take concentrated and coordinated efforts by a large number of traffic safety agents, each working within their own sphere of influence.

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

Summary of Priorities

Minnesota's federal fiscal 2011 Highway Safety Plan supports the national priorities found in the January 27, 2010 letter from NHTSA's Brian McLaughlin and those articulated by Region 5. They are listed in no specific order.

NHTSA Priority: Increase Seat Belt Use

Minnesota Status:

- The 2009 legislature passed a primary, universal seat belt law named after former OTS director, Kathy Swanson and a booster seat law.
- In 2009, Minnesota's seat belt use rate was just above 90%; the 2009 surveys were taken after our primary law was enacted but before any large scale enforcement effort was undertaken. Preliminary indications are that the rate increased significantly during 2010.
- The 2010 legislature amended the booster seat law to exempt school buses; interpretations of odd language in that bill resulted in the law being found to not comply with the provisions of SAFETEA LU Section 2011.
- Grants covering approximately 215 enforcement agencies in 2011 will provide high visibility, overtime seat belt enforcement during two waves a year – May and October – as part of a larger grant. An additional 30 or so agencies will receive a mini grant for overtime enforcement during only the May mobilization.
- For 2011 enforcement grants, at least 50% of seat belt enforcement hours must be conducted between 7:00 PM and 5:00 AM.

NHTSA Priority: Decrease Impaired Driving

Minnesota Status:

- In 2009, a task force was convened to take a fresh look at DWI sanctions, especially in view of the latest countermeasures such as ignition interlock.
- The majority of the task force recommendations were presented to the 2010 legislature in a DWI Sanctions bill with Ignition Interlock as the cornerstone of the changes. The Governor supported the legislation and it was a Departmental bill. After hours of testimony and dozens of hearings, the 2010 DWI Sanctions bill was passed by overwhelming majorities of the House and Senate, and signed into law by Governor Pawlenty. The major Ignition Interlock sections of the bill go into effect next year.
- Minnesota has had an active DRE program for the past 15 years;
- As a state whose supreme court has ruled checkpoints unconstitutional, the high visibility aspect of any enforcement effort is especially critical to its success. The Anoka County project, now in its fourth year, serves as a model for such efforts. It involves all 12 agencies in the suburban county working at the same time on the same roadways and includes the use of signs and vests alerting the public to DWI enforcement.
- The Minnesota State Patrol, with OTS funding and collaboration, conducts Operation NightCAP, a high visibility enforcement project concentrating on the 13 deadliest counties in terms of alcohol-related deaths and injuries.

NHTSA Objective: Decrease Distracted Driving

Minnesota Status:

- In 2010, the Minnesota Senate and House of Representatives held a joint informational hearing on distracted driving that was well covered by the press and packed with spectators. Secretary LeHood sent a video message that was part of the presentation.
- The Governor's Office designated August 5 as its third annual Distraction Free Driving Day. The OTS amended enforcement grants to add distracted driving enforcement on that day and the Office of Communications provided a series of news release and press events around it. In 2011, OTS will move that activity to April in line with the national focus and has included the enforcement in its Request for Proposals for *Safe & Sober* grants and in the Office of Communication's media plan.
- Minnesota legislation prohibits all drivers from using a wireless communication device to compose, read, or send an electronic message while driving. Drivers with permits or provisional licenses are not allowed to use any type of cell phone device.

NHTSA Objective: Reach High Risk Young Drivers and Older Drivers

Minnesota Status:

- Minnesota's graduated driver's licensing bill, which restricted the number of young, unrelated passengers allowed in the vehicle and driving between midnight and five in the morning went into effect in 2008.
- The OTS and AAA Minnesota/Iowa are partners in an annual contest to find the best teen designed television ad on a designated subject; in 2010 it was distracted driving. The winning ad is played on television and the winning school receives a monetary award from AAA.
- The OTS receives Minnesota's Enforcement of Underage Drinking Laws (EUDL) funding from the federal Office of Justice Programs. An OTS coordinator is assigned to work with that funding and with other teen programs and issues.
- All state troopers will receive a shortened version of the NHTSA enforcement training regarding older drivers during in-service training in 2011.
- One of our law enforcement liaisons will continue to offer the training to other agencies.
- The OTS continues to be active in the Minnesota Partnership for Safe Mobility, an association of organizations and individuals concerned with older drivers' safety and ultimately transitioning to other forms of transportation.
- The MnDOT annual omnibus random telephone survey will contain new questions related to older driver policies in 2011.

NHTSA Objective: Funds Expended Appropriately and Effectively

Minnesota Status:

- Minnesota has historically had well respected, thorough, and impartial controls on incurring costs and managing finances.
- The OTS will continue to make improvements based upon recommendations of the management review. During 2010 significant updating to our Policies and Procedures Manual was completed.
- The OTS is very much data driven and concerned with the effectiveness of our projects.

Our programs and allowable expenditures are based in large part upon NHTSA's annual *Countermeasures That Work* publication. In view of the research on effectiveness, OTS does not reimburse for any "give away" items; we strictly limit the activities for which the community programs can be reimbursed, and continually improve our enforcement programs in terms of the percentage of work that is highly visible and targeted at high risk times and to high risk individuals.

- Performance measures have always been a major part of OTS' HSP and Annual Evaluation Report. We welcome the national standards and will be able to measure and report on them as required.
- During the summer of 2010, all our new coordinators completed the NHTSA Program Management class, and all but one completed the NHTSA Managing Finances class. After that one coordinator completes the Managing Finances next year, all coordinators on staff will have completed both classes.

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 from 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 for states to receive NHTSA funds. 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 infants from age 1 through young adults of 34. In an average year, 500 people are killed and 35,000 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 and injuries 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 of severe injuries that occur in traffic crashes. We seek a world where everyone is buckled up, no one drives too fast or after drinking, and drivers are calm, well-rested and concentrating on driving without in-vehicle distractions.

The vision of the wider TZD effort is "to reduce fatalities and serious injuries on Minnesota's roads to zero."

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 and the dangers of not doing so. We need the public to have the perception that traffic violations are likely to result in negative consequences (arrests, citations, fines, and/or injuries). We need creative, persistent media and public information efforts to keep the public informed.
2. **Safety Partnerships:** We need to support and work along side of 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 to support law enforcement agencies working on traffic safety. We need a well-trained and well-equipped enforcement community that is motivated to enforce traffic safety laws, has the time available to do so, and is able to support their actions successfully when testifying in court. We value efficient law enforcement procedures so that officers are quickly back on the road after making an arrest. We value collaborative, planned efforts by multiple agencies working together.
4. **Improved Data and Records:** We need to support and improve our crash database and link it to other data systems so that we have complete confidence in the problem identification process and our project and target group selections. We need to support 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 and countermeasures that have proven effective; continually improving them and their effectiveness. 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 the information they request. We want our products and services to anticipate the needs of our customers. We need outstanding communication within OTS, within DPS, with our partners, with the media, and with our customers.

The wider TZD values are:

- Continuous improvement
- Engaged partners
- Evidence-based approaches

Trends

In the short term, comparing goals set for calendar 2009 to actual occurrences in calendar 2009, the state exceeded the number of severe injuries and fatalities goals, as well as, the fatality rate goal. Because of the 2009 passage of a primary seat belt law in Minnesota, the observed seat belt use goal for 2010 is very reachable. Progress towards meeting all goals will be fully covered in the Annual Evaluation Report on NHTSA funded programs.

Considering longer range results, trends are not easily seen or forecast. The crash data itself usually provides peaks and valleys. For example, in the past ten years Minnesota has seen two years (2002 and 2007) where the number of persons killed actually increased and three years (2003, 2005, and 2007) during which the percentage of fatalities that were alcohol-related (one driver or rider or pedestrian had any amount of alcohol) also increased. The events in these two categories have gone against predicted long term trends.

As a general rule, the economic impact of traffic crashes increases each year; which is not surprising considering the annual rise in health care costs. However, the National Safety Council lowered the cost of a traffic death from \$1,210,000 in 2007 down to \$1,130,000 for 2008. In 2009 they increased it again to \$1,300,000. In 2009, Minnesota experienced its lowest number of traffic fatalities since 1944; the economic impact in 2009 was only slightly higher than the previous year. Because Minnesota has been a “secondary” state for so long, the trend toward increased seat belt use has been slow. As mentioned previously, that fact is expected to change with the passage of a “primary and universal” seat belt law in 2009. Only the trend toward fewer serious injuries continues to follow a steady and significant downward projection.

Demographical Trends

All of the information in this section is from a June, 2007 report by the Minnesota State Demographic Center titled *Minnesota Population Projections, 2005 – 2035*.

Minnesota’s population is projected to grow by nine percent from 2010 through 2020. Traffic safety trends will be dependent, in part, on where that growth occurs in the state and which cohorts increase or decrease.

Although the majority of crashes occur in the metropolitan areas of the state (regardless of how metropolitan is defined), the large majority of the specific crashes with which OTS is concerned – the most severe ones leaving people dead or with serious injuries – occur outside of the metropolitan areas. Since metro areas are projected to increase in population at nearly twice the rate of non-metro areas (10% vs. 6%, respectively), fewer deaths and severe injuries relative to overall population size are expected by 2020.

In the coming decade, other demographic trends also bode well for traffic safety. The number of inexperienced drivers (16-20 year olds) is projected to decrease 11% from 2010 to 2020; generally speaking, with fewer teens driving we can expect fewer deaths. The number of Minnesotans in

their early 20's (21-25 year olds), whom typically receive the highest number of DWIs and are least likely to buckle up, is also projected to decrease from 2010 to 2020 by 11%. Moreover, with the continuing aging of the "baby boomers", the age group least associated with risky driving behavior (56-70 year olds) and correspondingly least likely to be involved in crashes is projected to increase 36% by 2020, representing a larger portion of the total population by the end of the decade (15% in 2010 vs. 18% in 2020).

On the contrary, the projected increase in an at-risk cohort could impact crash rates negatively. The severity of injuries and the likelihood of crashes increase sharply as people pass the age of 85; the number of Minnesotans over 85 years of age is projected to increase 7% by 2020, and even more dramatically, increase nearly 40% by 2030. Along with the gradually aging population, deaths and severe injuries are generally expected to rise since older people are, on the whole, more fragile and it is more difficult for them to recover from crash injuries. However, given that the over 85 age group will still only represent 2% of the overall Minnesotan population by 2020 (i.e., no proportional change), there will likely be no increase in deaths and severe injuries relative to population size due to this cohort for the next decade.

A final trend for the next decade worth noting: Minnesotans aged 26 to 40 will increase 11% by 2020. The majority of the persons those ages, especially the males, are higher risk drivers and can be expected to crash more frequently.

Seat Belt Use

When we look at seat belt use as identified in the 2009 crash database for all levels of injury, the metropolitan area had the highest use; with 81% 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 vehicle occupants killed or injured in crashes – only 62% in the northwest region and only 74% in the southwest region were known to be belted at the time of the crash.

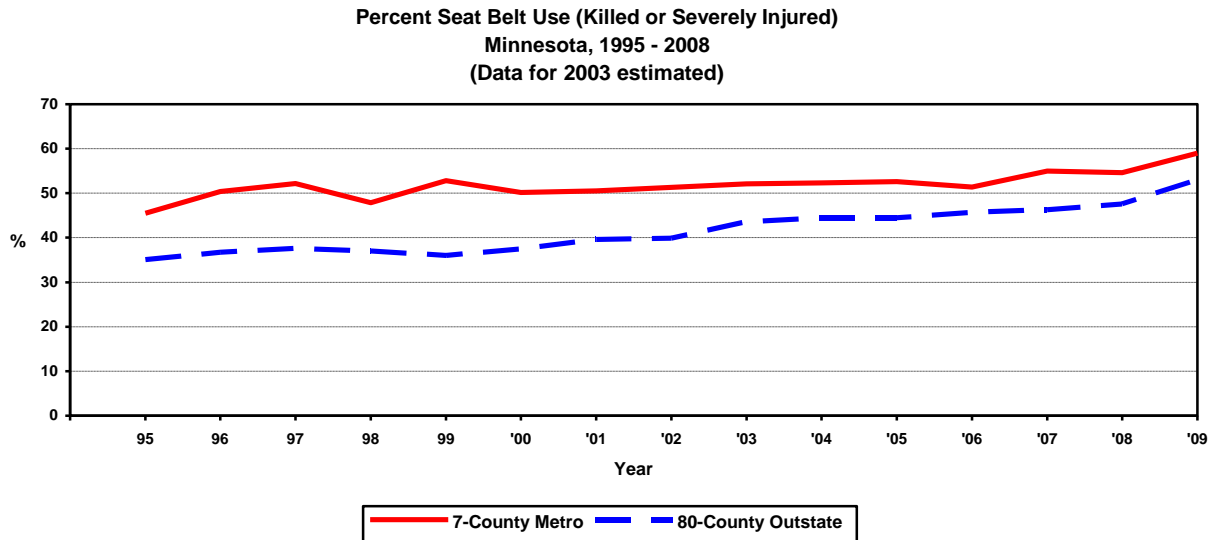
In the past decade, the number of children under the age of 10 who were killed or severely injured in crashes has decreased by 70 percent (from 146 in 2000 to 43 in 2009) as has the number of 'tweens and teens – ages 10 through 19 (from 783 to 232 during those same years). Increased passenger protection use has been a significant factor in those successes.

When we look at the seat belt use of those killed or injured by roadway type, the lowest use rates are found on township roads and the highest on interstates. Seat belt use of those killed or severely injured during night-time hours is about one-half of that of those killed or injured during day-time hours. Seat belt use by those killed in alcohol-related crashes in 2009 was only 24%. These relationships have remained fairly constant over the years.

In the past five years, the gap between seat belt use of those killed or 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 below, that trend may be lessening. In 2009, only six percentage points separated the metro and greater Minnesota counties.

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 random representative surveys in 1986. For the August, 2009 survey, conducted after our primary law went into effect, the observed belt use was 90%. More detailed information on observed seat belt use is provided at the beginning of the occupant protection program area.



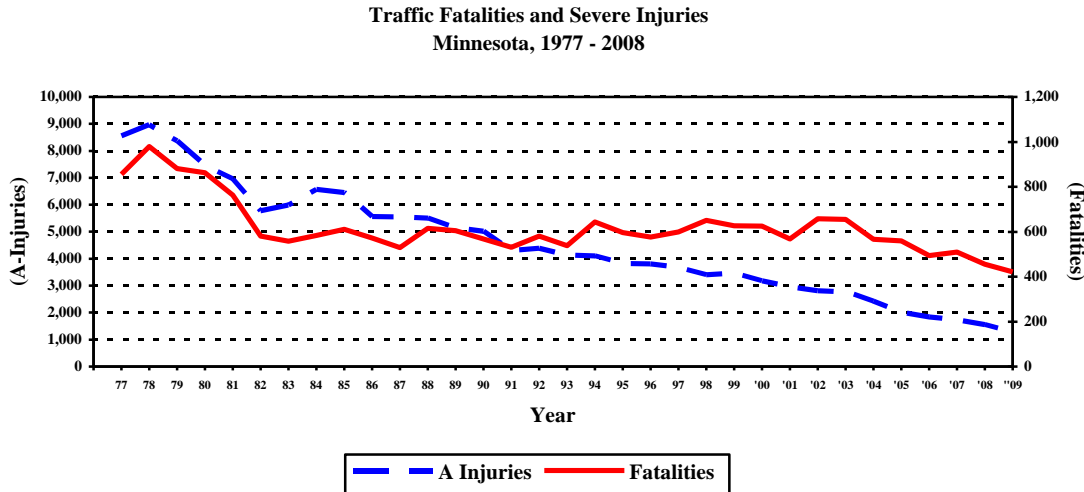
Deaths and Severe Injuries

There were 34 fewer traffic deaths in 2009 than in 2008, a decrease of 7%. Of those killed in traffic crashes in the past five years, 68% were males; this is remarkably consistent over time. The number of 25-29 year-olds who died decreased rather dramatically in 2009, from 48 deaths in 2008 to 30 in 2009; a decrease of 38%. The second largest decrease was found in the age group of 20-24; that group had a 28% decrease in deaths (from 53 to 38). The largest increase in the number of deaths during 2009 was in those aged 80-84; from 12 persons in 2008 to 20 in 2009; an increase of 67%.

Another notable increase in deaths was in the 45-49 age group; from 27 persons in 2008 to 37 in 2009; an increase of 37%. Twenty-four fewer motorcycle riders died in 2009 than in 2008, an decrease of 26%. Forty percent of the motorcycle riders who died in 2009 were aged 40 and over.

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, 33 years ago, almost 9,000 people sustained severe injuries, compared to about 1,200 in 2009, a decrease of 86%. 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 a persistent comatose condition to a broken bone. A severe injury is a painful, expensive experience. According to the National Safety Council, the average cost for a serious injury is now \$67,200 – that is considered a conservative estimate by many.



Impaired Driving

Alcohol-related deaths are defined by OTS and NHTSA as those in which at least one driver or operator or pedestrian involved in the crash had a measurable amount of alcohol in his or her system. In 2009, 141 people in Minnesota died in alcohol-related traffic crashes; they accounted for 34% of all traffic-related deaths. (These figures as reported by NHTSA will be a bit larger after they apply their imputation process to the unknowns).

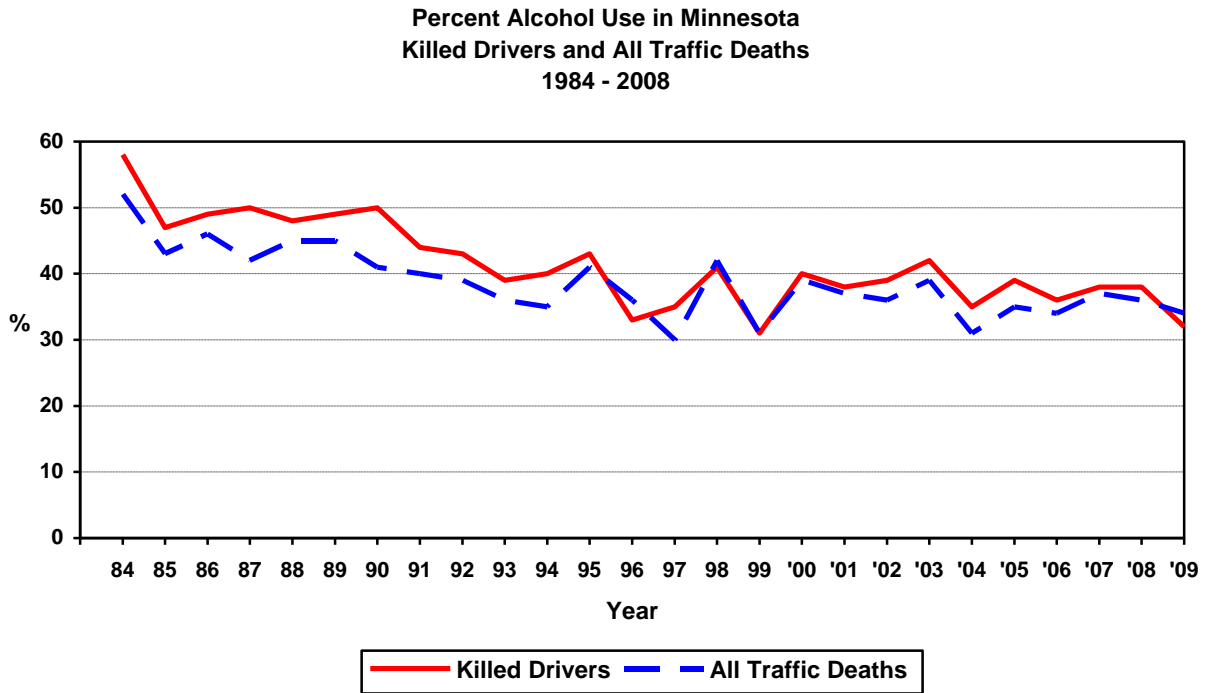
NHTSA is now using an alcohol impaired measure instead of an alcohol-related measure; defined as deaths in which at least one driver or operator or pedestrian had a blood alcohol content of .08 or above. Of the killed drivers tested in 2009, 32% had been drinking some amount; and 25% of the killed drivers tested at or over the illegal *per se* limit. In comparison, 38% of the killed drivers tested in 2008 had been drinking some amount; 31% of the killed drivers tested at or over the illegal *per se* limit.

Drinking and driving continues to be a stubborn problem. We do not 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 done by drivers in an impaired condition in the same manner as we can say 10% of the miles traveled in Minnesota is done by people who are not buckled up.

But we can look at how many of the killed drivers who were tested for blood alcohol content turned out to have a positive blood alcohol content (BAC). And we can look at how many traffic deaths were alcohol-related. Those two measures are closely related to one another; they are different ways of expressing the role of alcohol in fatal crashes. In the absence of a better

measure, they are 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 2009, 6% of all minor injuries, 12% of moderate injuries, 22% of severe injuries, and 34% of deaths were alcohol-related. All of these percentages are roughly the same as 2008.

Minnesota's officers arrested 32,756 impaired drivers in 2009 compared to 35,794 in 2008. Minnesota's .08 law was passed in the summer of 2005. As a result, the number of DWIs issued in 2006 rose to the highest level in history, 42,000. The yearly number of DWIs is now returning to pre-2006 levels. Males made up 67% of those arrested for DWI and females 24%; the gender of the remaining 9% was not reported. In 1992, 80% of DWIs issued were to men and 18% were to women with 2% unknowns. [One might say women are drinking and driving more and enjoying it less.] In 2009, 21 to 34 year-olds committed 52% of the DWIs on record; another constant. The percentage of DWIs issued in the metropolitan counties of the state has leveled off after several years of a slow decline with just under 50% in 2009.

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 by comparison). People in their early twenties are most frequently arrested for drinking and driving. 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*.

Performance Measures

NHTSA and the GHSA have recommended 11 Core Performance Measures to be included in State Highway Safety Plans beginning in 2010. Sources include the FARS Annual File (all fatality measures), State Observational Survey of Seat Belt Use (seat belt use rate), and the state crash data file (serious injuries). Minnesota has used the agreed upon national definitions, which sometimes differ from state definitions, in the following table.

Performance Measures**

Core Outcome Measures							5 year average	2011 Goals	2013 Goals	2015 Goals
		2004	2005	2006	2007	2008				
Traffic Fatalities	Total	567	559	494	510	456	517	390	360	325
	Rural	410	405	346	352	317	366			
	Urban	157	154	148	158	139	151			
	Unknown	0	0	0	0	0	0			
Serious Injuries		2,424	2,019	1,844	1,736	1,553	1,915	1,120	970	850
Fatalities Per 100 Million Vehicle Miles Traveled	Total	1	0.98	0.87	0.89	.79	0.94	0.69	0.64	0.60
	Rural	1.48	1.45	1.27	1.3	1.23	1.35			
	Urban	0.54	0.53	0.51	0.53	.50	0.52			
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	453	428	361	392	312	389			
	Restrained	188	184	146	170	149	167			
	Unrestrained	234	211	185	187	125	188	110	95	80
	Unknown	31	33	30	35	38	33			
Alcohol-Impaired Driving Fatalities (BAC=.08+)**		156	163	149	173	135	155	100	90	80
Speeding-Related Fatalities		144	152	130	111	134	134	90	85	80
Motorcyclist Fatalities	Total	52	59	67	61	71	62	62	61	60
	Helmeted	15	18	15	11	11	14			
	Unhelmeted	37	40	52	45	55	46	44	42	40
	Unknown	0	1	0	5	5	2			
Drivers Involved in Fatal Crashes	Total	808	769	684	792	640	739			
	Aged Under 15	1	1	1	0	2	1			
	Aged 15-20	133	108	107	87	68	101			
	Aged Under 21	134	109	108	87	70	102	65	60	55
	Aged 21 & Over	672	656	570	702	567	633			
Unknown Age	2	4	6	3	3	4				
Pedestrian Fatalities		37	44	38	33	26	36	34	32	30
Core Behavioral Measure										
Observed Seat Belt Use Rate (August)		82%	84%	83%	88%	87%		94%	96%	98%

** 2009 FARS Data was Not Yet Available.

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

Goals

Using the format recommended by the GHSA, Minnesota has set the following goals:

Traffic Fatalities (FARS)

C-1) To decrease traffic fatalities 37 percent from the 2004-2008 calendar base year average of 517 to 325 by December 31, 2015.

Serious Traffic Injuries (State Crash Data Files)

C-2) To decrease serious traffic injuries 55 percent from the 2004-2008 calendar base year average of 1,915 to 850 by December 31, 2015.

Fatalities/VMT (FARS/FHWA)

C-3) To decrease fatalities/VMT from the 2004-2008 calendar base year average of 0.94 to 0.60 by December 31, 2015.

Unrestrained Passenger Vehicle Occupant Fatalities (FARS)

C-4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 57 percent from the 2004-2008 calendar base year average of 188 to 80 by December 31, 2015.

Alcohol- Impaired Driving Fatalities (FARS)

C-5) To decrease alcohol impaired driving fatalities 48 percent from the 2004-2008 calendar base year average of 155 to 80 by December 31, 2015.

NOTE: Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater.

Speeding Related Fatalities (FARS)

C-6) To decrease speeding-related fatalities 40 percent from the 2004-2008 calendar base year average of 134 to 80 by December 31, 2015.

Motorcyclist Fatalities (FARS)

C-7) To reduce the number of motorcyclist fatalities from the 2004-2008 calendar base year average of 62 to 60 by December 31, 2015.

Unhelmeted Motorcyclist Fatalities (FARS)

C-8) To decrease unhelmeted motorcyclist fatalities 13 percent from the 2004-2008 calendar base year average of 46 to 40 by December 31, 2015.

Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)

C-9) To decrease drivers age 20 or younger involved in fatal crashes 46 percent from the 2004-2008 calendar base year average of 102 to 55 by December 31, 2015.

Pedestrian Fatalities (FARS)

C-10) To reduce pedestrian fatalities 16 percent from the 2004-2008 calendar base year average of 36 to 30 by December 31, 2015

CORE BEHAVIOR MEASURE (1)

Seat Belt Use Rate (Observed Seat Belt Use Survey)

B-1) To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 8 percentage point(s) from the 2009 calendar year usage rate of 90% to 98% by December 31, 2015.

The wider TZD program has three overall goals:

1. To establish the vision of TZD as a priority for all state and local agencies and units of government.
2. To create and strengthen traffic safety partnerships.
3. To promote and implement effective traffic safety initiatives.

And one statewide measureable goal:

- Fewer than 400 traffic related fatalities and fewer than 1,400 serious injuries by 2010.

Process Description

Problem Identification Process and Sources

Minnesota participates in the Fatality 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 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. More and more police agencies are entering the data from the police accident report on-line; 90% of police crash reports were entered on-line in 2009. 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 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 seat belt enforcement mobilization, as well as telephone surveys of attitude and knowledge of that campaign and the Labor Day crackdown. This information is used in our planning process.

Minnesota began designing and implementing a Crash Outcome Data Evaluation System (CODES) seven 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 problem identification.

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 annual *Crash Facts* book. The questions are most often generated by a national or another state's press release, by a Minnesota traffic safety project that we are evaluating, or a need for more localized information to plan or carry out a project. In addition, the OTS requests FARS information, CODES information, and CMV information as questions arise.

2011 Problem Identification

In 2009, Minnesota's fatality rate per hundred million vehicle miles traveled was .74 – the lowest rate in our history and significantly better than the national average which is well over 1.0. The number of people killed on our roadways was the lowest since 1944. The percentage of drivers and front seat passengers who were buckled up was 90% in the 2009 August survey; the highest we have seen since we began tracking that number.

Minnesotans still have serious traffic safety behavioral problems that can be addressed. The highest priority problems are documented and demonstrated in the following statistics:

- 32,756 impaired driving arrests were made on Minnesota roadways last year. Of the DWI arrests, 67.4% were male, 24.1% were female and gender was not stated for 8.5%. Nearly 53% of impaired drivers arrested were between the ages of 21 and 34; approximately 8% were under 21.
- Of the 421 persons killed on our roads, 141 (34%) of the deaths involved a drinking driver or rider, pedestrian, or bicyclist. The number of people killed in alcohol-related crashes is the lowest we have seen since records were kept.
- Over 67% of those killed in 2009 crashes were males. In contrast, more women (16,220) than men (14,449) were injured in crashes.
- When comparing the proportion of different age groups with drivers licenses to the proportion of those who were in a crash, all age groups up through the 34 years old continue to be over-represented in crashes.
- Of the 302 drivers or passengers inside vehicles who were killed, only 128 (42%) were known to be using a seat belt at the time of the crash. As a percentage of those killed, this 42% is higher than the previous years average of 40%. Women occupants who died in crashes were more likely to be buckled up than were men; 51% in comparison to 38%.
- Belt use in 2009 fatal crashes was lowest for 15-19 year-olds with only 5 of the 33 (15%) killed known to be restrained, second lowest were 5 through 9 year-olds – only one out of four (25%) were known to be restrained. These cohorts are different than those with the lowest use in previous years; leaving the strong impression the differences seen in these relatively small numbers may be somewhat random. In terms of numbers of people killed in vehicles, those 75 and older years of age suffered the greatest losses with 46 and were again followed by teenagers (15 through 19 year olds) with 33. In 2009, there were 273,186 licensed drivers aged 75 and above, and 264,972 licensed drivers aged 15 through 19 years old. While the licensed older drivers outnumbered the licensed teens by only three percent, they suffered 28% more deaths.
- While crashes occur much more frequently in the Minneapolis/St. Paul seven-county metropolitan area (57% of the total), approximately 64% of the deaths and serious injuries occur in the rural counties of the state. Congestion may be frustrating, but as speeds decrease and quick access to trauma services increases, the severity of injuries lessens.

- In single vehicle crashes, officers most often cited illegal or unsafe speed as a contributor to the crash (attributed to 25% of the drivers). In multi-vehicle crashes, speeding contributed to crashes for only 8% of the drivers, with driver inattention/distraction being the most frequently cited factor (23% of those drivers).
- Illegal or unsafe speeds contributed to 88 of Minnesota's deaths (about 20% of all traffic deaths) and 4,479 injuries (about 14% of all injuries). Driver inattention/distraction contributed to 58 deaths (14%) and 8,354 injuries (27%).
- Considering the rise in the number of cell phones, in-car GPS systems, and the introduction of new technologies such as text messaging since 1998 and Blackberry-like devices, it is surprising to compare inattention or distraction as a factor in that year (142 people died and 16,353 were injured) to the present where they are significantly fewer.

Minnesota Motor Vehicle Crash Facts is an annual publication that 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
- Failing to use seat belts or child seats
- Driver inattention and distraction
- Speeding
- Inexperience

Minnesota Impaired Driving Facts is a newer publication than *Crash Facts*, and was first published in 1996. Produced nearly every year since then, the book contains a wealth of information such as the number of Minnesotans with DWIs on their drivers license records (including age and number of DWIs) and a comparison of conviction rates by county.

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 annually produces *Minnesota Motor Vehicle Crash Facts* to satisfy the requirements of M.S. 169.10 and the *Minnesota Impaired Driving Facts*.

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, answering questions from the media and the general public, and advising policy makers and legislative staff on issues related to the program areas they coordinate. The coordinators manage approximately 265 federally-funded grants, 30 state-funded grants and contracts, and 40 federally funded contracts each year. In addition to non-profits and local units of government (and to a much lesser extent private organizations), six other divisions within Public Safety and four other state agencies have projects with OTS funding.

OTS has three research analyst positions to analyze traffic crash data from Minnesota, produce the legislatively-mandated *Minnesota Motor Vehicle Crash Facts* book, identify traffic safety problems, answer questions from the media and general public, and evaluate the effectiveness of various traffic safety programs. A fourth research analyst position obtains and provides data for the FARS system. Two support staff provide OTS with general administrative services and with purchasing services through the Minnesota Accounting and Procurement System (MAPS) and expediting and payroll services through the Statewide Employee Management System (SEMA4). And finally, a director and two managers oversee the programs, budgets and direction of the office and provide leadership on working with the media and legislature.

One member of OTS staff is proficient in using and updating websites, as a result of which the OTS has made much better use of its website — www.dps.state.mn.us/ots in recent years. The contents include several years of Highway Safety Plans, as well as, *Crash Facts* and *Impaired Driving Facts* books, active requests for proposals and application forms, schedules and pictures of events, a resource catalog, the complete contents of media kits, fact sheets, and links to other sites. The website is updated at least weekly and it is a great source of information. Law enforcement agencies can submit short reports on their mobilization and crackdown work on-line through the use of Survey Monkey software.

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 local units of government.
- Projects that support our in-house efforts to evaluate, coordinate, and monitor the work we do.
- Mobilizations and Crackdowns
- The OTS considers the recommendations in the statewide Strategic Highway Safety Plan and the annual NHTSA *Countermeasures That Work* publication.
- The OTS also considers if the project would address or support the behavioral portion of the three goals and nineteen strategies identified in the TZD Strategic Directions document.

Direct Community Support

For projects that directly support community traffic safety efforts, OTS frequently issues a request for proposals (RFP) to local units of government. In the RFP, we define eligibility, the identified problems at the state and local level, the types of activities that can be funded, the timeframe for the projects, the contents of the required application, and any task or budget specific requirements. Applications received in response to RFPs are evaluated and rated based on organizational experience, budgets, work plans, proposed personnel, prior experience with OTS, and objectives. Ratings sheets are provided as a part of the RFP so applicants have no doubt as to how their proposal will be evaluated.

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

- 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.

Assuming the grant application responds to the RFP, the more factors a location is worse than the average in and/or in the high 20 for, the more likely the location is to receive a grant.

For certain enforcement projects such as NightCAP – impaired driving enforcement -- the OTS identifies the 13 counties with the highest number of deaths related to impaired driving and invites them to participate.

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 program guides, 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 peace officers and prosecutors, provide new technology that makes gathering accurate data easier, 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 who are responsible for coordinating and monitoring projects in the following traffic safety program areas: Impaired Driving (youth access to alcohol, as well as, adult impaired driving), Occupant Protection (both adult and child passenger safety), Police Traffic Services, Traffic Records, Community Programs, and Motorcycle Safety. Evaluation and Public Information efforts also have assigned coordinators. Federal funds are used to support the OTS research staff (3 research analysts) who are charged with conducting our problem identification efforts and FARS funding supports our FARS analyst.

Mobilizations and Crackdowns

Minnesota has fully supported the seat belt and impaired driving national mobilizations since 2002 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 and managers, *Safe & Sober* and NightCAP liaisons, a member of the State Patrol assigned to federal projects, and staff from the Office of Communications. 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 advanced training, paid and earned media, and the observational study and evaluation projects. All of our TZD Safe Roads projects support the mobilizations and crackdowns. In 2011, OTS will have three mobilizations (mid-October and Memorial Day for seat belts and July for speed) and two crackdowns (December and Labor Day). The seat belt and impaired driving waves use the *Click It or Ticket* and *Drunk Driving. Over the Limit. Under Arrest.* slogans unchanged.

Strategic Highway Safety Plan (SHSP)

This document is a revised version of the Comprehensive Highway Safety Plan (CHSP) which was introduced two years ago jointly by the Minnesota Departments of Public Safety and Transportation. The CHSP was the written result of the cooperative work of a wide group of safety organizations, experts, and advocates who attended many meetings and two conferences and considered the wealth of information available on the most effective countermeasures. Both Plans describe the critical emphasis areas and recommend strategies to be implemented by engineering, enforcement, education (such as earned and paid media activities), and emergency services to move *Toward Zero Deaths* on Minnesota roads.

Mn/DOT was primarily responsible for the 2008 version of the SHSP with OTS as a partner. Future versions/revisions will likely include input from a more varied group of safety organizations and advocates. A new version/revision of the SHSP is expected to be worked on in federal 2012 and will take into account the new authorization of federal transportation programs.

The critical emphasis areas in the current SHSP, in the order of percent of traffic deaths affected include:

- increasing seat belt usage
- reducing impaired driving
- improving the design and operation of intersections
- curbing aggressive driving
- instituting graduated drivers licensing
- reducing head-on and across-media crashes

The OTS' Highway Safety Plan is one of the many safety plans mentioned in the document. Specific projects from our HSP mentioned in the SHSP are *Safe & Sober* and NightCAP enforcement, HEAT enforcement, Safe Roads, Motorcycle Safety, liaison programs, child passenger safety, public information and education (Office of Communications programs), and monitoring of drivers with repeat DWI offenses (DWI courts). The recommendations of the OTS' Traffic Records Coordinating Committee are covered under a section of the SHSP separate from the OTS' HSP.

The SHSP advocates and recommends strategies to be used. The strategies included that involve activities under DPS or OTS purview include:

- Encouraging the enactment of graduated drivers licensing system for young drivers. (Great progress was made towards this during the 2008 legislative session with the passage of a GDL law including limiting teen passengers and times of driving.)
- Creating a TZD task force to raise public awareness of traffic crash issues
- Enhance driver education
- Support the enforcement of traffic laws by working with courts to prevent the reduction or dismissal of citations for impaired or aggressive driving
- Provide resources for enforcement for speeding, unbelted occupants, and impaired drivers
- Encourage the enactment of a state primary seat belt law (Finally passed, to much celebration, along with booster seat legislation, in 2009.)
- Support and implement automated enforcement
- Use well-publicized saturations and targeted enforcement
- Support and encourage DWI Courts
- Conduct training for law enforcement on the importance of crash data collection
- Expand quick clearance policies for incidents and allow law enforcement to retrieve data from onboard computers
- Provide common location information to assist EMS
- Fund a project coordinator in DVS for crash data improvement
- Build an Impaired Driving Offender Tracking System
- Provide carriers with automatic notification of driving convictions for any driver that works for them

Project Development

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

- Conduct problem identification
- Review the results of current projects aimed at identified problems
- Gather input from partners and boards
- Solicit new project ideas to address the problems
- Identify specific strategies likely to address problems
- Write requests for proposals (as needed or required)
- Review submissions for new projects
- Identify program deficiencies
- Tentatively award funding to projects
- 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:

National Highway Traffic Safety Administration: The OTS takes into account the recommendations and opinions of the Region V NHTSA Office and the NHTSA headquarters staff.

Toward Zero Deaths Committees: The program and leadership Toward Zero Deaths committees have been meeting on a regular basis for several years. The TZD Strategic Plan is now finalized; its provisions are included in the appropriate sections of this Highway Safety Plan. Eventually, the TZD program will have three standing committees, adding an Executive Committee to the mix. The Executive Committee will meet twice a year and will provide broad-based leadership and support. The leadership committee has the responsibility for providing strategic direction and implementing TZD initiatives. The program committee is made up of stakeholder interest groups from the four E's – engineering, enforcement, education, and emergency medical services – and other vital partners such as the court system.

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

leadership of the OTS traffic records coordinator, representatives from local law enforcement, DOT, Health, DPS divisions, 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, when working on changes to the strategic plan, meetings can be more frequent.

Safe & Sober NightCAP, and Community Health Liaisons: Minnesota's four law enforcement liaisons and community health liaison provide a wealth of information and recommendations about the needs of state, county, and local law enforcement and health agencies.

Motorcycle Safety Advisory Board: This long-standing committee continues its 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.

Toward Zero Deaths Conference: In a collaborative effort, the Departments of Transportation and Public Safety develop and conduct the annual Toward Zero Deaths conference with sessions geared towards child passenger safety advocates, state and county traffic engineers; public health personnel; local, county and State Patrol enforcement officers; and other advocates (including OTS staffers, AAA of MN/IA, MADD, 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.

Toward Zero Deaths Forums (formerly Traffic Safety Partners Breakfasts): Four times a year, the Center for Transportation Studies will invite advocates from around the state into St. Paul to discuss trends, current efforts, and new ideas for decreasing traffic deaths and injuries. The sessions are available in real-time with dial up capabilities and are archived for later review also on-line. 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, Office of Communications, and Driver and Vehicle Services); and present contractors to the Office (our law enforcement and health liaisons and traffic safety resource prosecutor). 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.

CODES Board of Directors: The OTS traffic records coordinator sits on the Board of Directors for the CODES project at the Department of Health in the Injury and Violence Prevention Section.

EMSRB: The OTS traffic records coordinator also sits on the board of directors of the Emergency Medical Services Regulatory Board (EMSRB).

Minnesota Partnership for Safe Mobility: Housed at DARTS, a transportation provider, this group has been meeting on a regular basis for the past two years to discuss older driver issues. Members include representatives from DARTS, OTS, the Minnesota and Metropolitan Boards on Aging, occupational therapists and occupational therapists training, Driver and Vehicle Services, VA Medical Center Geriatric Research Center, MN State Patrol, Injury and Violence Prevention at the Department of Health, and the Offices of Transit and of Traffic, Safety, and Operations at the Department of Transportation. In September 2009, ten members attended a meeting in Dallas sponsored by the National Center for Senior Transportation with grants from NHTSA and the federal Office of Transit. The group received technical assistance from the NCST throughout the year as they worked on developing and implementing an Older Driver Safety Plan. Aspects of the plan are currently being implemented.

University of Minnesota: The OTS has a close relationship with the Center for Transportation Studies at the University of Minnesota. The CTS is one of the primary partners in the TZD effort, providing support for all the committees, the breakfasts, and for the annual conference. Each year an OTS staff person reads and assists in evaluating proposals for funding received by the CTS. In addition to CTS, OTS has close ties to the Human FIRST program, Intelligent Transportation Systems Institute, and Center for Excellence in Rural Safety at the U of MN. The Director of OTS sits on the boards of the latter two.

Law Enforcement Communities: Our law enforcement liaisons staff booths at the Sheriffs' and Chiefs' conferences each year, as well as, visiting individual law enforcement agencies on a regular basis. One of the liaisons primary responsibilities is to bring ideas from the law enforcement community back to OTS. The boards of the Chiefs and Sheriffs associations receive a presentation on traffic safety legislation and emerging issues nearly every year. The executive directors of the associations are invited to the TZD committees and conference. The boards of the associations are invited to the quarterly TZD Partners Breakfasts. The chiefs and sheriffs associations executive directors were both heavily involved in the 2010 OTS project to provide in-squad cameras to local agencies; the sheriffs' department receiving a grant from OTS for ordering and distributing the cameras and expediting and tracking the paperwork with the cities and counties and camera vendors.

In the past at the TZD conference, an entire session was devoted to soliciting the ideas of law enforcement to improve or change the OTS programs and projects. Due to rather poor participation in discussions in the previous two years, beginning this year only a portion of the session was used for this purpose.

Law Enforcement Summit: On July 28, 2010, the OTS held a law enforcement summit. Four OTS staff members and a facilitator under contract to OTS, and a total of 19 officers from cities, counties, and the state patrol participated in the event. Specific officers were invited by OTS. The purpose of the summit was to further develop our sense of what is and is not working from the enforcement grantees perspective and to discuss potential solutions, the pilot county

projects, and the possibility of the State Patrol leaving an administrative role with OTS projects. The OTS is developing a plan of action based on the summit.

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. Estimated budgets are part of the discussion.

We always have many more sound project ideas than we can fund; therefore, 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 (402, 405, 406, 408, 410, 1996, 2010, 2011, and 164 -- both HE and AL). Within the constraints of our available funding, the OTS management team decides 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

2011 Federal Enforcement Plan Minnesota Office of Traffic Safety

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 focus on increasing occupant protection, safe speed selection, and/or decreasing impaired driving. All enforcement programs have strong earned media components and the major ones (the May mobilization, Labor Day crackdown, and Project NightCAP) have a significant paid media component.

OTS strongly encourages multi-agency collaboration in grant-funded and on-duty saturations to maximize the impact on the public, decrease duplicative paperwork and media efforts, and allow for flexibility of funding to the partner agencies. Enforcement projects that are not competitively based on applications received but on locations of events or of most over-involved in problems 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; in 2011 the 45 *Safe & Sober* grants (including one to the State Patrol) will cover 156 different agencies. The six pilot county grants, which combine *Safe & Sober* and NightCAP activities, cover an additional 41 agencies. Finally, the Anoka County and Dakota County grants, which also include both *Safe & Sober* and NightCAP activities, cover 18 more agencies.

Some of our enforcement programs are statewide, and some are specific to a limited number of OTS identified counties with the most serious problems. All are strictly based on problem identification; not every agency is eligible. Because of the disparity between night time and day time seat belt use, at least 50% of hours worked during seat belt waves must be worked between 7:00 PM and 5:00 AM. Because research shows that high visibility enforcement is more effective, agencies are strongly encouraged (or in the case of pilots such as the Anoka HVE project, required) to use HVE techniques including signs and vests. For *Safe & Sober* patrols this year, the average agency has committed to working 40 percent of their total hours using HVE tactics (signs, vests and three or more squads). For the most rural, smaller agencies HVE is not easily done due to lack of available officers and squads. In contrast, many of the larger agencies have already been using HVE tactics for years. For the most part, the NightCAP program is HVE.

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. 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

With a goal of increasing enforcement of traffic safety laws at every agency in the state, especially those laws 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 which has been shown to be very effective in changing behavior.

Pilot Counties Project

Due to the significant traffic safety problems identified, a few counties in Minnesota receive one grant for Safe & Sober enforcement, a second for NightCAP enforcement, and a third for HEAT, the recently re-incarnated speed program. In some counties, there is a lack of coordination of the different projects; different people may be responsible for each and they may not share information very well. That can result in such problems as a need for more officers for overtime than want to work certain days, or impaired driving activities scheduled in the middle of a seat belt wave. In order to increase efficiency and effectiveness, the OTS piloted a project in five of those counties (St. Louis, Stearns, Ramsey, Rice, and Sherburne). Because of the time necessary to meet and collaborate on plans, and in a break with OTS tradition, the pilot counties are allowed to charge up to 5% of the grant for overtime administration. During the past two years, OTS, our law enforcement liaisons, and the Patrol worked on piloting efforts in the five counties to better coordinate efforts by bringing all the players together to share information and plan a year-long calendar including enforcement and events for the year. The RFP for the pilot counties was separate from the regular *Safe & Sober* RFP, and offered them the opportunity to submit one joint application for all three grants, covering all agencies in the county. In the end, while only the *Safe & Sober* and NightCAP grants were combined for those five counties, progress has been made in implementing the pilot concept to be evaluated.

Ultra-High Visibility DWI Enforcement

Minnesota OTS piloted an ultra-high visibility project in Anoka County; a suburban metropolitan county. All agencies in Anoka County including the State Patrol, Sheriff's Office and every municipal agency participated in the saturation efforts monthly during inclement/winter months and more frequently during the more pleasant months when DWI crashes most often occur. The project concentrated a very large number of squads on selected roadways. The project utilized large, portable electronic message signs and officers wearing reflectorized vests identifying the event as DWI enforcement. The project has obtained a lot of positive interest from around the NHTSA Region 5 and the country.

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. At least 90% of the grant funds are used for overtime enforcement during the time periods specified in the grant with the remaining able to be used for overtime dispatch services and/or up to half the cost of traffic safety enforcement equipment. In federal 2011 the time periods include two weeks in mid-October on seat belts, weekends in December on DWI (with weekends being defined as Thursday, Friday, and Saturday nights), the national Memorial Day seat belt mobilization, seven days of speed and motorcycle riders during July (with the seven days decided jointly by area agencies) and the national Labor Day DWI crackdown. In addition, the third Thursday in April focuses on distracted driving enforcement and the last day in August focuses on the Ted Foss Move Over law (requiring vehicles to slow down and/or move over when encountering a squad car, highway construction workers/vehicles, or ambulance service stopped on the side of the road).

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.

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 itself 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 set up and conduct news conferences kicking off the waves, are active in seeking interviews on radio stations and cable television, encourage reporters to ride along with patrolling officers and attend SFST classes, write letters to the editor and seek others to do the same. Some are also adept at finding businesses to support their efforts through such things as providing coupons; placing messages on changeable outdoor signs, on prom flowers and dry cleaning bags; and a wide range of other creative earned media ideas. In the past couple of years, most of the Safe Roads (formerly Safe Community) grants had become more active in promoting the enforcement waves; one of the

requirements of that grant is that they support enforcement waves by assisting with or conducting outreach to the public about those events.

Safe & Sober Challenge

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 which did not receive a grant for the year is eligible for the Challenge. Due to the large number of agencies receiving a grant from OTS, there are fewer agencies active in traffic patrols eligible for a Challenge award. Beginning in 2011, the OTS revised the program. The dates were changed to mimic those of the IACP challenge which should encourage more Minnesota agencies to participate in that program. In addition, all agencies, regardless of grant status, are now eligible.

Mobilizations and Crackdowns

Because the requirements and reports are light, the mobilizations and crackdowns cover a much larger number of agencies than the grant and challenge programs combined. To participate in the mobilizations and crackdowns, (October seat belts and December holiday DWI, Memorial Day seat belts, July speed, 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 duty/equipment bags. OTS tries 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 strongly encouraged by the *Safe & Sober* liaisons to participate in all mobilizations and crackdowns; and 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, two low profile light bars, or five pursuit intervention tactics tuition at the St. Cloud Driving Range.

Night CAP

The Nighttime Concentrated Alcohol Patrol (NightCAP) program is strictly focused on impaired driving enforcement and is coordinated by our NightCAP liaison and the Minnesota State Patrol. The vast majority of the project funding is spent on enforcement in the counties which together account for 60% of all Minnesota's alcohol-related fatalities and serious injuries. 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. In the past, locals could also choose to do the shifts on-duty and receive a

small piece of equipment for participating; because states are not allowed to use impaired driving funds for such equipment, those agencies participating on-duty do not receive any incentive. 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 NightCAP liaison is generally responsible for taking the BATmobile to the more populous NightCAP saturations, where 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.

For the past two years, a *DWI All Star* event has been held at a Minnesota Twins baseball game. The event honors officers arresting the highest numbers of impaired drivers in the previous year on the field before the game begins; the highest writer throws out the first pitch. The population of the jurisdiction for which the officers are working is informally considered by the OTS in the selection process of the nominations received. The event is extremely popular with the officers and their families, who received tickets for the game donated by the Twins.

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 address those highway safety priorities for some time before the CHSP; therefore, impaired driving and passenger protection were to some extent already covered in the state. 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 and \$1,500,000 was invested in the summer of 2007. The project was entitled HEAT and showed that increasing speed limits on roadways engineered for higher limits did not have to result in increased fatalities if sufficiently massive amounts of enforcement occurred at the same time. The MN/DOT and DPS were unable to find the significant amount of resources needed for this project in 2008 or 2009. However, with Minnesota receiving a 406 grant due to two

consecutive years with a seat belt use rate of at least 85%, the project began again in the summer of 2009 and will be conducted throughout 2010, 2011 and 2012.

For this latest incarnation of HEAT, MnDOT identified two Interstate, State or US roadway segments in each of the eleven Minnesota State Patrol districts. The Patrol checked the roadway segments for the ability to safely enforce laws at them. The roadway segments are those in which a high number of crashes occurred. The MSP, in conjunction with local enforcement partners, identified one additional county roadway segment in each district. At least 40% of the enforcement hours will be worked by county and municipal agencies, with the Patrol working no more than 60%. In each district, enforcement will occur at one roadway segment for two weeks, followed by the second roadway segment for two weeks, followed by the third roadway segment for two weeks. Enforcement will occur throughout the year except during *Safe & Sober* time periods. The communications effort will be handled by DPS' Office of Communications and will include paid media. MnDOT will evaluate the project, including looking at the effect on actual speeds and numbers and types of crashes, and conducting random telephone surveys to gauge awareness and knowledge of the effort.

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 stops resulting in citations as opposed to warnings or no action at all, 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. Impaired driving arrests were included as a performance measure at a later date.

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. The absence of numerical goals set by OTS has 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 same time period. Grantees are appraised of their progress in comparison to the average results throughout the year.

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, the belt objective is the simple ratio of seat belt and child seat citations and warnings to vehicles stopped, and the impaired driving objective is the simple ration of DWI arrests to vehicles stopped.

The four present 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 and if they have not met or exceeded the average, must discuss changes they will make that will enable them to do so.

In addition to the enforcement performance objectives discussed above, each *Safe & Sober* grant must write at least three measurable, time-specific objectives of their own. For example, “increase seat belt use as shown by informal surveys from a baseline of 72% in June of 2009 to 78% in June of 2010”, “increase impaired driving arrests made during the Labor Day crackdown from a baseline of 27 in 2008 to 36 in 2009”, or “decrease the number of deaths and serious injuries in the jurisdiction(s) from 156 (May through September 2008) to 125 (May through September 2009)”. In their final reports for the year, agencies discuss their progress towards meeting these goals.

2011 Federal Fiscal Media/Communications Plan
Minnesota Department of Public Safety Office of Communications

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.

Paid Media

- Contract with media buying agency and plan paid media for the year; emphasis on upfront buying to leverage total budget of \$2,100,000

General — belts/speed/distraction dollars: \$1.1 million

- May *Click It or Ticket* campaign: \$400,000
- HEAT speed enforcement: \$400,000 — year-round; accelerating in summer months/halt during winter.
- Special belts/teens: \$150,000 — year-round.
- Texting/Distracted: \$150,000 — focus in April to surround special enforcement.

Alcohol — impaired driving dollars: \$1 million

- December DWI enforcement: \$250,000
- Labor Day DWI enforcement: \$250,000
- Extended Impaired (NightCAP) DWI enforcement: \$350,000
- Special Impaired: \$150,000 (100,000 to interlock law)

Motorcycle safety — TBD

October 2010

Editorial

Tentative news releases

- *Teens! TV commercial contest*
- Deer-vehicle safety
- Halloween DWI enforcement
- October *Click It or Ticket* seat belt enforcement
- Pedestrian safety
- NightCAP DWI arrest results recap from September
- HEAT stop and citation recap from FY10 and new launch.
- State seat belt survey results — during mid-Oct. enforcement

Teens TV Commercial Challenge

- Issue news release to announce TV commercial contest for teens.
- Update website.
- Employ partners to promote in schools/local communities — provide flyer, e-video, talking points.
- Develop and distribute flyer.

Deer-Vehicle Collisions — Partner with DNR

- Issue news release on deer-vehicle collisions. Emphasize driver response to situation (“Don’t veer for deer”). Provide fact sheet for deer crashes by county, 2007–2009.
- Provide PSAs and scripts to radio stations statewide.
- Provide talking points to partners.

Halloween DWI Enforcement

- Provide online template media materials (news releases, fact sheets, talking points, PSAs) for agencies/partners to customize for any Halloween-specific DWI patrols or DWI safety message.
- Distribute Halloween-specific radio PSA scripts to radio station partners.
- Issue news release regarding added DWI enforcement during pre-Halloween weekend.
- Merchandise 2007–2009 DWI arrests and alcohol-related crashes during holiday period.
- Provide talking points to partners
- Provide posters/coasters and other appropriate collateral to entertainment/hospitality venues

October 2010, continued

HEAT Speed Enforcement

- Launch 12-month Highway Enforcement of Aggressive Traffic campaign.
- Issue quarterly reports on enforcement results and speed data.
- Develop and provide template materials (news releases) and talking points to partners, fact sheets, etc.

NightCAP (nighttime concentrated alcohol patrol) — *This enforcement effort targets the 13 deadliest counties for impaired driving.*

- Ongoing; issue post-enforcement news releases on results/arrests/alcohol-concentration levels of NightCAP impaired driving saturations by market.
- Begin process of producing new NightCAP poster — secure new “13 deadliest county” information and develop extensive distribution
- Request maps from MnDOT for plotting 2007-2009 alcohol-related deaths.
- Prepare template materials for NightCAP partners to customize throughout year.

October *Click It or Ticket* Seat Belt Enforcement

- In September, post online *Safe & Sober* grantee media packets (including pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, social media outreach ideas, etc.) to participating law enforcement agencies statewide for customization and distribution. Include new seat belt rate and hype primary/booster message.
- Conduct news conference/issue news release to launch statewide seat belt/child restraints enforcement.
- Provide talking points to partners.
- Confirm bonus ads from May *CIOT* are running in Oct.

Pedestrian Safety

- Issue news release tied to Twin Cities Marathon for ped safety, trends, etc.
- Issue material for use to public/private schools encouraging classroom use.
- Provide talking points to partners.

Motorcycle Safety

- *Minnesota Rider Review* newsletter.

Seat Belt Use Rate

- To sustain news of October belt enforcement, issue news release mid-enforcement on new seat belt use rate based on DPS observational surveys (emphasize unbelted vehicle occupant serious injuries/fatalities).
- Merchandise to media PDF format maps (by Minnesota region for 2007-2009) showing location of unbelted crash fatalities; merge this new data with October Seat Belt enforcement effort/news. Hype primary/booster.
- Provide talking points to partners.

October 2010, continued

Thanksgiving

- Prepare and provide online template media materials, fact sheets and radio PSAs for agencies to customize for any Thanksgiving-specific DWI patrols or standard safety messaging.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bi-monthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- *Miles Per Hour* newsletter, fall
- Distribute materials for October belt mobilization (window clings, etc.); continue efforts for partners (Gander Mtn, White Castle, Subway, Holiday, etc.)
- Prepare/develop December DWI Mobilization crackdown materials to distribute (coasters, clings, Designated Driver Gift Cards, Designated Driver Action Figures, etc.)
- Ongoing – development/distribution of monthly media outreach plans; talking points.
- Ongoing – reviewing of OTS website.
- Ongoing – Facebook and Twitter updates.
- Ongoing – update, coordinate printing, distribution of collateral materials.

November 2010

Editorial

Tentative news releases

- NightCAP DWI arrest results recap from October
- October seat belt enforcement results
- Pre-Thanksgiving DWI enforcement/safe travel advisory
- Post-Thanksgiving deaths/injuries recap
- Teen driving: deadliest teen counties

December DWI Enforcement Mobilization

- To support December-long DWI enforcement, post online DWI enforcement *Safe & Sober* grantee media packets (including pre- and post-enforcement template news releases, county-specific fact sheets, news conference materials, talking points, etc.) to participating law enforcement agencies statewide for customization and distribution. Include belt enforcement message/primary.
- Coordinate public service interview opportunities on media outlets leveraged through paid media buy.
- Distribute bar coasters/clings, other promotional items.

NightCAP

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.
- Issue monthly recap of DWI arrests.
- Finalize development of NightCAP poster and distribute.

Teen Messaging – Deadliest Counties/Texting, etc.

- Issue release naming deadliest counties for teen driver-involved fatal crashes, provide county-specific fact sheets, talking points to partners.
- Distribute county-specific fact sheets.
- Provide talking points to partners.

Thanksgiving DWI Enforcement/Safe Travel Advisory/Post-Holiday Recap

- Issue news release in advance of holiday for traffic safety reminder; emphasize increased travel, impaired drivers, role of seat belts. Target: Holiday travelers, returning college students, M 18-34. Pitch interviews, ride-along opportunities; underscore impaired driving. Cite Thanksgiving data for 2007–2009.
- Partners distribute provided template media materials.
- Distribute radio PSAs to radio partners.
- Issue news release detailing crash fatalities and serious injuries after Thanksgiving weekend; stress unbelted.

November 2010, continued

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bi-monthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- Continue to develop/produce and begin distribution of December DWI Mobilization materials (coasters, clings, Designated Driver Gift Cards, Designated Driver Action Figures, etc.)
- Distribute NightCAP 13 deadliest counties poster
- Motorcycle—acquire SMARTrainer for promotion/education at events.
- Motorcycle—dealers, businesses etc. to schedule open houses/events in 2011.
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — reviewing of OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

Paid Media/Creative

- December DWI Mobilization — Plan/finalize ad flight for campaign: Prepare creative — TV, radio, indoor, online, out-of-home. Ad flight to run pre-weekend/weekends in December.
- Extended Impaired/NightCAP DWI — Plan ad flight for campaign that targets markets in the 13 deadliest counties for impaired driving (TV, radio, indoor, gas pumptoppers, college/alternative newspapers). Usually begins prior to St. Patrick’s.
- Special Programming — Plan ad flight for impaired/belt/texting/CPS, etc. messaging for “high-profile” programs, Twins backstop, etc.
- Prepare for production: new impaired ads (for extended buy); and belt ads.
- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)

December 2010

Editorial

Tentative news releases

- December DWI Mobilization and introduce NightCAP counties
- Holiday celebration weekend (ride-alongs, etc.) (weekend prior to Christmas)
- Pre-holiday safe travel advisory
- Post-holiday travel period fatal/injury recap
- Safe winter-weather driving advisory(ies) as needed

December DWI Mobilization & Introduction of NightCAP Counties

- Media roll-out to introduce 13 deadliest impaired driving NightCAP counties to be targeted for 2010; announce statewide *Safe & Sober* month-long DWI mobilization.
- Provide facts and talking points to partners.
- Distribute poster highlighting NightCAP counties to law enforcement agencies, Minnesota County Attorneys Association, county-specific legislators and elected officials, MADD chapters, and other.
- News release/effort for sustaining message during the enforcement – Designated Driver Gift Cards/ Designated Driver Action Figures, ride-alongs, etc.
- Coordinate public service radio interviews leveraged through media buy.

Holidays & New Year (Sustaining media for December DWI Mobilization)

- Issue news release prior to Christmas emphasizing busy holiday celebration period, high-traffic period and call for safe travel, Move Over law.
- Pitch ride-along opportunities with state troopers and other law enforcement agencies emphasizing targeted impaired driving saturations through New Year's.

NightCAP

- Ongoing news releases; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.
- Build November DWI arrest results into the December DWI/NightCAP release.

Safe Winter Driving (Time prior to first snowfall) – Partner with MnDOT

- 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), include Move Over message.
- Provide winter driving facts and talking points to partners.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- State Patrol bi-monthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

December 2010, continued

Outreach

- December DWI Mobilization – Distribute bar coasters through Minnesota Beer Wholesalers Association. Provide “Over the Limit” window clings/other items to grantees to display in commercial settings (fast food, retails, bankdrive-thrus, etc.) in their communities.
- Develop new CPS Valentines.
- Ongoing – development/distribution of monthly media outreach plans; talking points.
- Ongoing – reviewing of OTS website.
- Ongoing – Facebook and Twitter updates.
- Ongoing – update, coordinate printing, distribution of collateral materials.

Paid Media/Creative

- December DWI Mobilization – Ad flight for campaign runs: TV, radio, indoor, online, gas pumptoppers, movie theaters, etc. Coordinate interviews secured through radio buy with law enforcement partners.
- NightCAP DWI – Finalize ad flight for campaign that targets markets in the 13 deadliest counties for impaired driving (TV, radio, indoor, gas pumptoppers, college/alternative newspapers). Begin flight prior to St. Patrick’s.
- Continue development/prep of new impaired/belt TV creative.
- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)

January 2011

Editorial

Tentative news releases

- 2010 preliminary traffic death numbers
- *Teens! TV commercial challenge* second announcement
- Dec. DWI Mobilization arrest recap
- Winter driving safety/Move Over

Teens! TV Commercial Challenge

- Re-issue news advisory to announce TV commercial contest for teens (to remind teens and second-semester video students).
- Employ partners to promote in schools/local communities.
- Continue to update www.rockthebelt.org

Child Passenger Safety Valentines

- Develop and distribute materials to partners/child passenger safety partners for CPS message and valentine outreach effort — letters to editor, template news release.
- Update valentine art.
- Focus on online merchandising and downloadable material.

NightCAP

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

Preliminary Fatalities for 2010

- Issue news release citing preliminary total traffic fatalities for 2009. Target: Legislators, other key influencers and policy makers with emphasis on role of seat belts and primary. Merchandise at county level.
- Provide county break-out of deaths if available.

Safe Winter Driving (as needed with major snowfall) — Partner with MnDOT

- 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), include Move Over message.
- Provide winter driving facts and talking points to partners.

January 2011, continued

Super Bowl

- Provide online template media materials (news releases, fact sheets, talking points, PSAs) for agencies/partners to customize for any Super Bowl-specific DWI patrols.
- Distribute Super Bowl-specific radio PSA scripts to radio station partners.
- Merchandise controlled drinking demo illustrating unsafe/illegal morning-after AC levels.
- Merchandise “NFL All-DWI” team to sports talk stations.
- Target NightCAP counties and pitch State Patrol interviews to youth-oriented radio stations stressing enforcement.

Motorcycle Safety

- *Motorcycle Rider Survey* mailed.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- State Patrol bi-monthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)
- Winter driving safety reminders.

Outreach

- *Miles Per Hour* newsletter, winter
- Develop and distribute materials to partners/child passenger safety partners for CPS valentine outreach effort – letters to editor, template news release.
- Finalize redesign of CPS valentines.
- Re-distribute *Teen! TV commercial challenge* flyers to partners for school distribution.
- Discuss St. Patrick’s Day partnership opportunities with Minnesota Beer Wholesalers Association/Minnesota Licensed Beverage Association.
- Motorcycle safety booth at Minneapolis Women’s Expo.
- Distribute motorcycle safety collateral materials to partners.
- May *Click It or Ticket* – approach private partners.
- Ongoing – development/distribution of monthly media outreach plans; talking points.
- Ongoing – reviewing of OTS website.
- Ongoing – Facebook and Twitter updates.
- Ongoing – update, coordinate printing, distribution of collateral materials.

Paid Media/Creative

- NightCAP DWI – ad flight for campaign that targets markets in the 13 deadliest counties for impaired driving runs. (TV, radio, indoor, gas pumptoppers, college/alternative newspapers).
- Special Programming – finalize plans for TV/radio partnerships for ongoing “special programming” buys to air during special high-ratings shows outside of major mobilization buys (sports, MTV-oriented specials, etc.); secure Twins.
- Develop creative for new impaired and belt TV spots.

- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)

February 2011

Editorial

Tentative news releases

- Child passenger safety (tie with Valentine's outreach)
- Move Over law
- Motorcycle rider training
- NightCAP DWI arrest results from January
- Super Bowl DWI enforcement/safety message

Child Passenger Safety

- Issue news release for general CPS, reinforce booster message, promote Valentines. Pitch any tragedy/survivor stories; 2010 data.
- Post CPS Valentines online, notify daycares, elementary schools of availability.
- Distribute PSAs to radio stations.

Distracted Driving/Texting

- General news push/issue release on distracted driving/texting. Tie to anything recent or new data.
- Provide talking points to partners.

Move Over

- Issue news release reinforcing Move Over law, pitch stories with troopers hit.
- Provide talking points to partners.

Motorcycle

- Provide background materials to partners to promote rider training (template news release, fact sheet, talking points, PSAs).
- Motorcycle safety booth at International Motorcycle Show.

NightCAP

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

St. Patrick's DWI Enforcement

- Provide online template media materials (news releases, fact sheets, talking points, PSAs) for agencies/partners to customize for any St. Patrick's-specific DWI patrols or safety message.
- Emphasize impaired driving; safe alternatives. Target: M, 18-45. Secure on-air radio controlled drinking sessions.

February 2011, continued

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bi-monthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)
- Winter driving safety reminders.

Outreach

- Distribute materials to partners/CPS partners for Valentine outreach effort.
- Continue discussions with MBWA/MLBA ideas/plans for St. Patrick’s Day.
- Approach Twins to discuss “DWI Enforcer All-Star” event.
- Develop creative for new impaired and belt TV spots/shoot new impaired spots.
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — reviewing of OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

Paid Media/Creative

- May *Click It or Ticket* Seat Belt Mobilization — Plan for *Click It or Ticket* ad flight in May.
- April Texting/Distracted Driving — Plan for April media buy surrounding effort.
- NightCAP DWI — Prepare ad flight for campaign that targets markets in the 13 deadliest counties for impaired driving (TV, radio, indoor, gas pumptoppers, college/alternative newspapers); usually prior to St. Patrick’s.
- Special Programming — Secure Twins homeplate signage for Target Field; continue planning/securing opportunities for TV/radio partnerships for ongoing “special programming” buys to air during special high-ratings shows outside of major mobilization buys (sports, MTV-oriented specials, etc.).
- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)
- Develop creative for new impaired and belt TV spots.
- Motorcycle safety messaging (radio) through state high school hockey and basketball tournaments

March 2011

Editorial

Tentative news releases

- Motorcycle awareness/call for training (depending on weather)
- NightCAP mid-year DWI arrest recap/Feb. DWI arrest recap
- Spring Break underage drinking
- St. Patrick's Day DWI enforcement

Texting/Distracted Driving April Enforcement

- Develop and distribute template materials for partners to promote enforcement (news releases, letters to editor, PSAs, etc.).

May *Click It or Ticket* Seat Belt Mobilization

- Begin securing seat belt-related stories to pitch to media for May effort.
- Begin developing outreach materials/other items/partnerships for the effort.
- Continue outreach to secure partners.
- Build new creative.

Motorcycle

- Issue news release to promote rider training.
- Issue news release to promote awareness of riders (depending on weather).
- Issue news release on first rider death of season.

NightCAP

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

St. Patrick's DWI Enforcement

- Issue news release on DWI arrests, enforcement, designated drivers.
- Merchandise 2007–2009 DWI arrests and alc-related crashes during holiday period.
- Target NightCAP counties and pitch State Patrol interviews/controlled drinking exercises to youth-oriented radio stations stressing enforcement.
- Distribute St. Patrick-specific radio PSAs to radio partners statewide.

Spring Break

- Issue Spring Break/underage drinking news release to educate on "not a drop" law, underage DWIs.
- Provide underage drinking materials online for partners (template news release, county-specific fact sheets, talking points).
- Target safe driving/don't drink and drive communication through college newspapers and radio stations in advance of spring break (employ MnSCU contacts).
- Increase emphasis on media in university/college towns.

March 2011, continued

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bimonthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- Distribute item (TBD) through Minnesota Beer Wholesalers Association/Minnesota Licensed Beverage Association for St. Patrick’s Day.
- Distribute “DWI Enforcer All-Star” nomination forms to law enforcement; continue meeting with Twins to secure event night and details.
- Develop items for May *Click It or Ticket* (clings, post-its, etc.)
- Motorcycle safety booth at Donnie Smith Custom Bike Show
- Motorcycle safety booth at open houses/events
- Shoot new impaired and belt TV spots.
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — reviewing of OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

Paid Media/Creative

- May Seat Belt Mobilization — Planning for major *Click It or Ticket* ad flight in May.
- NightCAP DWI — Launch campaign that targets markets in the 13 deadliest counties for impaired driving (TV, radio, indoor, gas pumptoppers, college/alternative newspapers).
- Special Programming — Continue planning/securing opportunities for TV/radio partnerships for ongoing “special programming” buys to air during special high-ratings shows outside of major mobilization buys (sports, MTV-oriented specials, etc.).
- Plan for motorcycle awareness buy (TBD); motorcycle impaired riding buy; motorcycle rider training buy.
- Plan for ignition interlock buy (@ \$100,000) for June–July.
- Produce creative for new impaired and belt TV spots.
- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)

Other

- OOC representative to attend Lifesavers Conference.

April 2011

Editorial

Tentative news releases

- *Teens TV Contest* — name finalists, promote public online vote
- Motorcycle awareness — riders back on the road; recap prelim 2010 mc deaths (tie to Flood Run or first rider death)
- Teen prom safety — distraction/alcohol; one year since deadly April
- Texting/Distracted driving enforcement
- HEAT speed enforcement launch

Teens TV Commercial Contest

- Issue news release to announce finalists, promote online voting.
- Update website to reflect finalists.
- Spot to run during MTV Movie Awards.

HEAT Speed Enforcement

- Launch HEAT enforcement as weather turns warm.
- Provide talking points to partners, fact sheets, etc.
- Paid media campaign rolls.

Texting/Distracted Driving April Enforcement

- Issue news release to announce enforcement.
- Paid media campaign rolls.

May Click It or Ticket Seat Belt Mobilization

- To support May seat belt enforcement, post online *Safe & Sober* grantee media packets (including pre- and post-enforcement template news releases, county-specific fact sheets, news conference materials, talking points, social media ideas, etc.) to participating law enforcement agencies statewide for customization and distribution. Include belt enforcement message/primary and regional maps that plot unbelted deaths.
- Promote promotional materials available for partners to order.
- Coordinate public service radio interview opportunities secured/leveraged through media buy.

Motorcycles

- Issue news release for motorcycle helmets/protective riding gear, recap 2010 data; motorists to be alert, riders to take training; cite first rider death of season.
- Issue Flood Run news release advising driving public to increase awareness.
- Issue news release to industry publications to promote rider training campaign.

NightCAP

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

April 2011, continued

Teen Prom — Underage drinking, distraction/texting

- Issue release highlighting teen driving with prom hook — reinforce underage drinking and distracted driving.
- Develop and provide teen-focused media materials (talking points, fact sheets) to grantees to promote teen driving issues for prom/end-of-school period (teen deaths, crash rate, fatal crashes involving teen drivers); stress belt use/distraction.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bimonthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- *Miles Per Hour* newsletter, spring
- Develop/distribute materials for May *Click It or Ticket* (window clings, post-its, lobby boards, etc.); continue building partnerships.
- *Minnesota Rider Review* newsletter
- Various: motorcycle safety reps/booths at motorcycle dealer open houses
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — reviewing of OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

April 2011, continued

Paid Media/Creative

- May *Click It or Ticket* Seat Belt Mobilization — Finalize/secure paid media for *Click It or Ticket* campaign (extensive, two week statewide campaign targeting M, 18-34.). TV, radio, online, gas pumptoppers, and mobile boards, etc.
 - Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interview with law enforcement.
- NightCAP DWI — Continue ad flight for campaign that targets markets in the 13 deadliest counties for impaired driving (TV, radio, indoor, gas pumptoppers, college/alternative newspapers).
- HEAT speed enforcement buy begins/timed with warm weather.
- Special Programming — Continue planning/securing opportunities for TV/radio partnerships for ongoing “special programming” buys to air during special high-ratings shows outside of major mobilization buys (sports, MTV-oriented specials, etc.).
- Texting/distraction buy launches.
- July Speed Mobilization — Plan for July speeding TV campaign
- Motorcycle Awareness (TBD) — Finalize buy for May–September TV/radio buy.
- Minnesota Twins (TBD) — Begin six-month, home plate signage campaign with Minnesota Twins.
- Produce/finalize creative for new impaired and belt TV spots.
- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)

May 2011

Editorial

Tentative news releases

- *Teens TV Contest* voting/winner announced
- Fishing opener safety message.
- May *Click It or Ticket* launch
- Memorial Day safe travel advisory
- Memorial Day weekend fatal recap
- Other sustaining messages for *CIOT* effort (teen)

Teens TV Commercial Challenge

- Issue final news release announcing winner (or in June).
- Issue news release announcing the finalists for the contest and promote online voting (or in April).

Fishing Opener — Partner with MnDOT

- Issue traffic safety news release reminder targeting speeding, belt use, impaired driving.

May Click It or Ticket Mobilization

- Issue news release/news conference, stress primary, teens/rural, fact sheets statewide announcing launch of law enforcement.
- Sustain message with news push mid-enforcement re: nighttime belts/primary enforcer, etc.
- Secure editorial coverage leveraged by paid media buy (radio interviews, etc.).
- Leverage media buy to secure radio station event sponsor in each market for regional news events.
- Continue distributing promotional items/materials to partners.
- Teen messaging.

Memorial Day Safe Road Trip Tips

- Issue news release for safe travel message; reinforce *Click It or Ticket* enforcement.
- Issue PSAs to radio stations statewide to promote safe travel over the holiday.
- Issue fatal/serious crash re-cap of the Memorial Day weekend, reinforce *Click It or Ticket*.

Motorcycles

- To support a June and optional July motorcycle enforcement effort, develop and post online *Safe & Sober* grantee media packets, (pre- and post-enforcement template news releases, county-specific fact sheets, PSAs, talking points, etc.) to participating law enforcement agencies statewide for customization and distribution.
- Develop PSA scripts in support of enforcement/general motorcycle awareness, impaired riding, rider training.
- Issue news advisories to local weekly newspapers regarding Washout events around the state.
- Issue news release for motorist awareness of motorcycles statewide.
- Employ State Patrol motorcycle officers to attend key events, other opportunities.

May 2011, continued

Interlock

- Prep items for interlock law launch: b-roll; graphic; news release; facts; creative for ad buy.

NightCAP

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

July Speeding Mobilization

- To support “Seven Days of Speed” July enforcement effort, post online *Safe & Sober* grantee media packets (pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, etc.) to participating law enforcement agencies statewide for customization and distribution; include belt enforcement message/primary.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- State Patrol bi-monthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- Develop/distribute materials for May seat belt distribution (window clings, post-its, lobby boards, etc.); continue building partnerships.
- Develop booster seat poster for partners to post for summer (camps/pools, etc.)
- Develop interlock bar coasters.
- Finalize logistics for “DWI Enforcer All-Stars” with Twins, select all-stars.
- Motorcycle High-viz promotional event
- Various: motorcycle safety reps/booths at motorcycle dealer open houses
- Ongoing – development/distribution of monthly media outreach plans; talking points.
- Ongoing – reviewing of OTS website.
- Ongoing – Facebook and Twitter updates.
- Ongoing – update, coordinate printing, distribution of collateral materials.

May 2011, continued

Paid Media/Creative

- May *Click It or Ticket* Seat Belt Mobilization — Paid media campaign launches with spot TV, spot cable and local radio; employ gas pumptoppers, indoor, online, and mobile boards as appropriate.
 - Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interviews with law enforcement.
- NightCAP DWI — flight halts for May.
- HEAT buy pauses.
- Special Programming — continue planning/securing opportunities for TV/radio partnerships for ongoing “special programming” buys to air during special high-ratings shows outside of major mobilization buys (sports, MTV-oriented specials, etc.). This includes *Teens TV Commercial Challenge*.
- Motorcycle Awareness (TBD) — TV/radio flight begins.
- Motorcycle Awareness — Saints event(s).
- Minnesota Twins — home plate campaign continues (seat belts).
- Continue planning for interlock buy.
- Develop creative for interlock campaign.
- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)

June 2011

Editorial

Tentative news releases

- *Teens TV contest* winner announced (or late May)
- *Crash Facts 2010*
- May *Click It or Ticket* enforcement results
- Motorcycle enforcement
- Motorcycle high-viz event follow-up
- Summer driving “Share the Road” – bikes and ped
- Interlock law
- DWI enforcer all-stars (TBD)

Teens! TV Commercial Challenge

- Issue news release announcing winner (or late May).

Crash Facts 2009

- Issue *Crash Facts 2010* news release to recap state’s traffic stats/trends.
- Secure county-by-county facts for last five years, and prelim 2011 stats.

July Speeding Mobilization

- (Or in May) To support “Seven Days of Speed” July enforcement effort, post online *Safe & Sober* grantee media packets (pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, etc.) to participating law enforcement agencies statewide for customization and distribution. Include belt enforcement message/primary.
- Contact local law enforcement partners to merchandise their speed enforcement plans/story for July.

May Click It or Ticket Seat Belt Mobilization

- Issue news release announcing results of enforcement effort.

Motorcycles

- Issue news release to announce statewide June motorcycle enforcement (partners issue locally as well).
- Send PSAs and scripts to radio station partners.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- Event and media pitches to highlight rider training campaign.
- Various: motorcycle safety reps/booths at motorcycle dealer open houses.

Summer Driving Advisory/Share the Road

- Issue news release focusing on safe summer driving; deadly historical trend, bike and ped awareness.

June 2010, continued

Interlock law

- Issue news release to announce new interlock law.
- Track down current interlock users/vehicle with interlock installed.
- Graphic of how interlock works/b-roll, distribute.
- Provide talking points to partners.
- Paid media campaign rolls.

NightCAP

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

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- State Patrol bi-monthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- Inform DWI Enforcer All-Stars of event details, TBD.
- Develop materials (coasters/clings/banners) for Labor Day DWI Enforcement; secure partnerships.
- Finalize CPS booster poster for partners to distribute to pools, summer camp sites, etc.
- Distribute interlock bar coasters.
- Motorcycle safety booth at HOG state rally
- Ongoing – development/distribution of monthly media outreach plans; talking points.
- Ongoing – reviewing of OTS website.
- Ongoing – Facebook and Twitter updates.
- Ongoing – update, coordinate printing, distribution of collateral materials.

Paid Media

- HEAT buy continues.
- NightCAP DWI – continue ad flight for campaign that targets the 13 deadliest counties for impaired driving (TV, radio, indoor, gas pumptoppers, college/alternative newspapers).
- Special Programming – continue planning/securing opportunities for TV/radio partnerships for ongoing “special programming” buys to air during special high-ratings shows outside of major mobilization buys (sports, MTV-oriented specials, etc.).
- Motorcycle Awareness (TBD) – begins in May, runs on blinking schedule through Sept.

- Motorcycle rider training campaign begins (June-August).
- Minnesota Twins — continue six-month, home plate signage campaign.
- Update/freshen online ads to reflect calendar/campaigns.

July 2011

Editorial

Tentative news releases

- 4th of July DWI enforcement/travel message
- 4th of July fatal crash recap
- Booster seat law reinforce message
- DWI Enforcer All-Stars, TBD
- Ignition Interlock program
- July speed enforcement launch, tied with HEAT recaps
- NightCAP DWI arrests from June
- Motorcycle fatal update with August/September warning

4th of July Safe Road Trip Tips

- Issue news release to promote DWI enforcement and safe travel over the holiday.
- Develop and distribute PSA scripts to radio partners.
- Issue fatal/serious crash re-cap of the 4th of July holiday period.

Booster Seat Law

- Issue news release reinforcing booster seat law/child safety message with new data and citation results.
- Provide talking points to partners.

DWI Enforcer All-Stars, TBD

- Coordinate event with Twins to announce the DWI enforcer all-stars.
- Issue release announcing team.
- Provide template releases to all-stars to customize.
- Provide talking points for all-stars.
- Pitch media ride-alongs with top enforcers.
- Coordinate all-star items — hats/bats, etc. (OTS)
- Secure commissioner/trooper in-booth on Fox Sports/Twins Radio during Twins broadcast.

July Speed Enforcement

- Issue news release announcing statewide speed enforcement, tie it to ongoing HEAT numbers/results.
- Provide talking points to partners, fact sheets, etc.

July Speeding Mobilization

- Issue news release, fact sheets statewide announcing launch of enforcement.
- Local agencies issue customized news releases.
- Pitch stories to media on coalition of Twin Cities' agencies combining efforts to enforce speed.

July 2011, continued

Interlock law

- Issue news release to announce new interlock law.
- Track down current interlock users/vehicle with interlock installed.
- Graphic of how interlock works/b-roll, distribute.
- Provide talking points to partners.
- Paid media campaign rolls.

Labor Day DWI Mobilization

- To support end-of-summer DWI crackdown, post online *Safe & Sober* grantee media packets, (pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, etc.), to participating law enforcement agencies statewide for customization and distribution; include belt enforcement message/primary.
- Lock in support from Chiefs/sheriffs association.

NightCAP

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.
- Issue monthly DWI arrest recap for June activity.

Motorcycles

- Issue news release in response to high-profile fatal crash(es) as appropriate.
- Various: motorcycle safety reps/booths at motorcycle dealer open houses.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- State Patrol bi-monthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- *Miles Per Hour* newsletter, summer
- Develop and distribute items for Labor Day DWI enforcement; work to secure partners (Minnesota Beer Wholesalers Association, Minnesota Licensed Beverage Association, etc.)
- Produce CPS stickers for booster kids to wear; distribute to schools.
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — reviewing of OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

July 2011, continued

Paid Media

- HEAT speed buy continues.
- NightCAP DWI — continue ad flight for campaign that targets markets in the 13 deadliest counties for impaired driving (TV, radio, indoor, gas pumptoppers, college/alternative newspapers).
- Special Programming — continue planning/securing opportunities for TV/radio partnerships for ongoing “special programming” buys to air during special high-ratings shows outside of major mobilization buys (sports, MTV-oriented specials, etc.).
- Motorcycle awareness (TBD) — continue TV/radio buy.
- Motorcycle Impaired — continue of June–September motorcycle impaired TV campaign
- Motorcycle rider training campaign continues (June-August).
- Minnesota Twins — continue six-month, home plate signage campaign.
- Labor Day DWI Mobilization — finalizing planning for two-week ad buy end of August–Labor Day, including TV, radio, online, indoor, gas pumptoppers.
 - Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interview with law enforcement.
- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)

August 2011

Editorial

Tentative news releases

- July speed enforcement results
- Labor Day DWI enforcement launch
- Labor Day safe travel advisory
- Motorcycle safety prior to Sturgis, South Dakota, Bike Week
- NightCAP DWI arrests recap from July
- Underage drinking/DWI enforcement (college move-in)

Child Passenger Safety Week

- Develop and distribute template CPS Week media materials for partners (releases, letters to editor, fact sheets, talking points, pitch letters, radio PSAs); emphasize booster law.
- Secure “tragedy/success” stories for CPS Week “human interest” stories.
- Prepare TV PSA to run during week.
- Efforts to pitch mom-targeted blogs/sites; Children’s Museum; zoos, etc.
- Produce the CPS/booster stickers for school distribution.

July Speeding Mobilization

- Issue news release announcing speed citations from July mobilization.
- Grantees issue local results.

Labor Day DWI Mobilization

- Issue news release/news conference to launch DWI crackdown.
- Coordinate public service radio interviews with law enforcement on radio stations statewide secured/leveraged through paid campaign
- Sustain enforcement message with college move-in release or release about DWI courts/ignition interlock and with Labor Day safe travel advisory (reinforce DWI enforcement).

NightCAP

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.
- Issue monthly re-cap of DWI arrests.

Motorcycles

- Issue news release in response to high-profile fatal crash(es) as appropriate.
- Issue news release in advance of Sturgis; YTD fatalities, August-September warning.

State Patrol at State Fair

- Promote Patrol’s traffic safety resources and enforcement efforts at Fair.

August 2011, continued

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- State Patrol bi-monthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.).

Outreach

- Develop and distribute items for Labor Day DWI enforcement; work to secure partners (Minnesota Beer Wholesalers Association, Minnesota Licensed Beverage Association, etc.)
- Send mailing to daycares/pre-schools with call-to-action to visit www.buckleupkids.state.mn.us for CPS-related materials info for CPS Week.
- Pitch partners to support message through their social media outreach (Children’s Museum, zoos, etc.).
- Pitch Minnesota Wild for potential partnership.
- State Patrol at the Fair advisory, August X
- Motorcycle safety booth/rep at events/open houses.

Paid Media

- HEAT speed buy continues.
- Labor Day DWI Mobilization — two-week ad flight runs end of August–Labor Day, including TV, radio, online, indoor, gas pumptoppers.
- NightCAP DWI — continue ad flight for campaign that targets markets in the 13 deadliest counties for impaired driving (TV, radio, indoor, gas pumptoppers, college/alternative newspapers).
- Special Programming — continue planning/securing opportunities for TV/radio partnerships for ongoing “special programming” buys to air during special high-ratings shows outside of major mobilization buys (sports, MTV-oriented specials, etc.).
- Motorcycle Awareness (TBD) — continue of June–September motorcycle awareness TV/radio campaign.
- Motorcycle rider training campaign continues (June-August).
- Minnesota Twins — continue six-month, home plate signage campaign.
- Update/freshen online ads to reflect calendar/campaigns (Facebook/MySpace, etc.)

September 2011

Editorial

Tentative news releases

- Back-to-school safety (maybe tied to CPS week) – bus/peds
- Child passenger safety week
- Labor Day DWI arrest results, package with Labor Day fatal/serious injury recap.
- Motorcycle Fall Flood Run
- State Patrol at the Fair advisory, TBD
- HEAT recap for year (Oct.)
- NighCAP recap for year (Oct.)

Back-to-School Safety Advisory

- Issue news releases highlighting B-T-S, pedestrian and bicycle safety.

Child Passenger Safety Week

- Issue news release for CPS Week
- Pitch radio stations for interview opportunities.
- Distribute radio PSAs to radio station partners.
- Distribute/place TV PSA during week.
- Find personal stories.

HEAT Speed Enforcement

- Recap final results from Highway Enforcement of Aggressive Traffic campaign for the fiscal year.
- Provide talking points to partners, fact sheets, etc.

Labor Day DWI Mobilization

- Issue news release announcing results of Labor Day mobilization; package with Labor Day fatal/serious injury recap.
- Grantees issue local results.

Motorcycles

- Issue Flood Run news release advising driving public to increase awareness; reinforce September is deadly month, etc.

October *Click It or Ticket* Seat Belt Enforcement

- To support October seat belt enforcement, post online seat belt enforcement *Safe & Sober* grantee media packets (pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, etc.) to participating law enforcement agencies statewide for customization and distribution; include new seat belt rate and promote primary/booster message.

September 2011, continued

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- State Patrol bi-monthly interview appearance on leading “active rock” format morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- Send mailing to daycares/pre-schools with call to action to visit www.buckleupkids.state.mn.us for CPS-related materials info for CPS Week.
- Pitch partners to support CPS message through their social media outreach (Children’s Museum, zoos, etc.).
- Motorcycle safety booth/ reps at events/open houses
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — reviewing of OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

Paid Media

- HEAT buy ramps down.
- NightCAP DWI — continue ad flight for campaign that targets markets in the 13 deadliest counties for impaired driving (TV, radio, indoor, gas pumptoppers, college/alternative newspapers).
- Special Programming — continue planning/securing opportunities for TV/radio partnerships for ongoing “special programming” buys to air during special high-ratings shows outside of major mobilization buys (sports, MTV-oriented specials, etc.).
- Minnesota Twins (TBD) — continue six-month, home plate signage campaign.
- Begin paid media contract process for FY12.

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 Highway Safety Plan is organized by the following general area codes used in the Grant Tracking System: planning and administration, occupant protection, impaired driving, police traffic services, traffic records, community programs, motorcycle safety, and roadway safety. The reader is considered forewarned that synergies abound.

The following pages provide information about all the projects of OTS during federal fiscal year 2011. We have included brief descriptions of all types of funding sources and special projects of which we have information 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 zero deaths and our interim goals, and ultimately help us achieve our vision of a safer Minnesota.



11-01: Planning and Administration

Planning and Administration is a critical function of Minnesota's traffic safety program, ensuring funds are used on identified problems, towards target markets, and on the strategies most likely to make an impact on the number of crash related deaths and serious injuries. The OTS uses P&A funds to support the operational costs of the Office of Traffic Safety (such as rent, supplies, phones, general mailings, in-state travel, and employee development and training) and some staff salaries. The OTS' re-organization, begun approximately two years ago, will be completed early in federal 2011. During the 2011 year, the following OTS staff members are planned to be supported through the two P&A projects:

- Director (1)
- Traffic Safety Program Manager (1)
- Research, Finance, and Administration Manager (1)
- State Program Administrator Principal (.25)
- Support Staff (2)
- Accounting Officer (.5)

For the past three years, the Office of Traffic Safety (OTS) has met with other divisions of the Department of Public Safety (DPS) to discuss the implementation of a website based grant system, commonly called "E-Grants". The E-grants system will cover the whole life of the grant; from RFP, to application, to award, to invoicing and reporting and close out. The system will make it easier and more efficient for applicants, as well as, the Office of Traffic Safety. In addition, the system will help OTS to better manage and track the grants. The development of the system is presently under contract to AGATE. The system should be up and available to OTS in late September of 2010; too late for all the 2011 project grants to be entered. During 2011, some grants will be entered into the system; for federal 2012, all grants in GTS will be in the system. OTS will continue to provide funding for system maintenance of \$18,000 per year and has set up \$82,000 this first year for project training, upgrades, and enhancements during the year. That funding is included in the planning and administration, occupant protection, impaired driving, police traffic services, traffic records, community programs, and motorcycle areas.

Project Number:	11-01-01
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, support, and operations of the Office of Traffic Safety and

projects primarily funded by the National Highway Traffic Safety Administration (NHTSA). In-state travel costs for staff, and the use of state vehicles 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. Up to \$15,000 in federal and in state funding is available for maintenance and updates to the E-grants system. Other funding received and managed by the office includes the federal Enforcing Underage Drinking Law program, the state funded planning and administrative match, the state dedicated Motorcycle Safety Fund, and the state dedicated Child Seats for Needy Families Fund. The activities undertaken include prioritizing problems and solutions based on crash data, providing leadership and guidance to the program, directing and testifying on traffic safety legislation as appropriate, seeking approval and providing information for the biennial state budget, and providing support services and oversight for program staff members and the operations of the Office of Traffic Safety. Allowable costs are split on a 50/50 basis between federal and state funds.

Evaluation Business programs are efficiently and effectively managed so that operations support the effectiveness of program areas and work towards obtaining our goals and objectives.

Directing Agency: DPS:OTS

Project Number: 11-01-02

Project Title: Planning and Administration Accounting

Target Population: Staff of Office of Traffic Safety

Description: 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, submit 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.

Evaluation OTS accurately adheres to the fiscal requirements of both the NHTSA and state systems.

Directing Agency: DPS: Office of Fiscal & Administrative Services

Funding for Planning and Administration

11-01 Planning and Administration					
In thousands of dollars					
Project	Code/ Section	PA 402	NHTSA Total	State & Local	Local Benefit
01 OTS Planning and Administration		410.0	410.0	435.0	0.0%
02 FAS Financial Support		25.0	25.0	25.0	0.0%
Totals		435.0	435.0	460.0	0.0

11-02: Occupant Protection

Effective June 9, 2009, Minnesota's Seat Belt Law was made a primary and universal offense, meaning drivers and passengers in all seating positions must be buckled up or in the correct child restraint and the vehicle can be stopped for that violation alone. In addition, effective July 1, 2009, Minnesota's Booster Seat Law was passed, requiring a child who is both under age 8 and shorter than 4 feet 9 inches to be fastened in a child safety seat that meets federal safety standards. Under this law, a child cannot use a seat belt alone until they are age 8 or 4 feet 9 inches tall.

Occupant Protection programs in Minnesota take a variety of forms. The projects listed in this section reflect our Child Passenger Safety (CPS) initiatives, projects aimed solely at increasing belt use or measuring it, and projects which provide extra enforcement for the May seat belt mobilization.

Please note that many of OTS programs related to seat belts are listed in other sections of the Highway Safety Plan. Enforcement projects related to seat belts are included in all the *Safe & Sober* projects in the police traffic section (section 4) and local coalition projects related to seat belts are in the community programs section (section 6). In addition, seat belt campaign materials, earned media kits, and paid media are also provided through the community programs section, and the services of the *Safe & Sober* and community health liaisons who work approximately half their time on seat belts are provided in sections 4 and 6 respectively.

Minnesota crash data are persuasive; of the 302 motor vehicle occupants killed in 2009, only 42 percent were known to be buckled up. And, of the 917 motor vehicle occupants severely injured, only 55 percent were known to be buckled up. Young people are especially at risk; four out of every ten motor vehicle occupants killed or severely injured in Minnesota are aged 15-29. Tragically, only 41 percent of them were known to be buckled up. Males of all ages are less likely than females to wear their seat belts. Of all the males killed or injured in 2009 crashes, only 75% were known to be buckled up, while 84% of the females were. Seat belt usage is worse during late night hours. During crashes between 9:00 p.m. and 3:00 a.m., only 34 percent of those killed or severely injured were known to be buckled up. This compares to 56 percent belt use during the rest of the time. Thus, attention to enforcing seat belt use in the evening is being strengthened by OTS, regardless of the obvious difficulties.

From our Observational Studies, we found that males in the general population buckle up less often than females (by 3 percentage points), pick-up truck drivers buckled up less than drivers of other vehicles by about 6 percentage points, and those classified as 15 to 29 years old wear their seat belts less than other age cohorts. It is interesting to note, however, that all age groups showed an increase over last June's survey.

When drawing conclusions from the following tables, it is important to keep in mind that the smaller the number of individuals observed in the cohort, the larger the range for statistical

significance will be. For example, since so few children between birth and ten are observed, the changes in use from one year to the next are relatively meaningless.

Observed Shoulder Belt Use and Unweighted Number by Age

	Estimated Age									
	0–10		11–15		16–29		30–64		65–Up	
Survey Date	%	N	%	N	%	N	%	N	%	N
June 2005	86.7	116	80.3	274	74.8	4,524	84.8	8,205	88.7	1,560
June 2006	81.0	85	85.5	302	75.6	4,320	82.0	8,943	88.6	1,713
June 2007	95.1	80	89.8	235	77.9	2,868	87.5	7,987	93.3	1,530
June 2008	91.3	86	86.1	259	81.5	3,062	86.4	7,020	89.0	1,477
June 2009	95.9	80	88.5	208	83.9	3,174	86.5	7,410	90.8	1,603
June 2010	95.6	75	97.2	185	88.7	2,487	93.4	6,148	92.6	1,520

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
Intersection05	80.6	7,408	82.0	3,703	83.9	1,511	87.0	932	68.8	1,262
Intersection06	79.7	8,322	81.8	3,921	83.1	1,643	84.4	1,163	68.7	1,595
Intersection07	85.7	6,964	86.6	3,333	90.3	1,445	90.7	1,008	74.5	1,178
Intersection08	84.8	6,611	86.3	3,315	88.7	1,302	88.9	985	76.1	1,189
Intersection 09	85.2	7,390	86.1	3,702	88.8	1,440	90.7	936	76.0	1,312
Intersection 10	91.3	6,579	91.6	3,162	93.0	1,558	95.6	844	84.2	1,015
Exit Ramp 05	87.5	7,289	87.9	3,827	91.1	1,437	89.4	1,016	78.6	1,009
Exit Ramp 06	84.7	7,058	85.6	3,630	86.1	1,374	86.8	1,005	76.1	1,049
Exit Ramp 07	87.5	5,749	87.2	2,919	89.4	1,172	91.6	837	80.7	821
Exit Ramp 08	87.4	5,339	87.8	2,761	89.1	1,070	88.5	771	81.4	737
Exit Ramp 09	89.8	5,108	90.52	2,641	92.3	1,020	93.3	600	81.1	847
Exit Ramp 10	94.9	3,870	95.6	1,927	98.1	882	95.4	524	83.1	537

*June

Observed Shoulder Belt Use and Unweighted Number by Sex

Survey Date	Male		Female	
	%	N	%	N
2005	78.7	7,878	87.2	6,692
2006	77.0	8,303	85.9	6,882
2007	82.7	6,986	90.2	5,704
2008	81.7	6,640	90.7	5,223
2009	83.4	6,917	90.4	5,543
2010	89.2	5,504	95.8	4,918

Progress in occupant protection use can be seen 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 involved in crashes each year doesn't change a great deal, many fewer people suffer debilitating and disfiguring injuries – an accomplishment we credit to increased belt use.

Project Number:	11-02-01
Project Title:	Child Passenger Safety (CPS) and Occupant Protection Coordination
Target Population:	NHTSA, MN Department of Public Safety, project directors, CPS advocates; 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 covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to increase the appropriate use of child seats and seat belts by all occupants in the vehicle, regardless of age or seating position. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. This coordinator is also responsible for providing certification updates for nationally accredited child passenger safety instructors and technicians at the annual Towards Zero Deaths conference. Additionally, the position assists coalitions and partners in the state addressing seat belt and child seat issues.
Evaluation	Evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination and monitoring of projects undertaken. The written evaluations from the CPS portion of the Toward Zero Deaths conference and reports from the Resource Center(s) will also be used to evaluate the project.
Directing Agency:	DPS: OTS

Project Number:	11-02-02
Project Title:	Youth Belt Coordination
Target Population:	NHTSA, 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 federally funded occupant protection projects concentrating on 'tweens and teenagers. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to increase seat belt use of all occupants from 10 to 19 years old. This is accomplished by outreach, devising and conducting projects, 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 youth traffic safety issues.

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

Directing Agency: DPS: OTS

Project Number: 11-02-03

Project Title: Child Passenger Safety Support

Target Population: CPS advocates, parents and caregivers of children, NHTSA, Department of Public Safety, and advocates, project directors; also the legislature and media with questions and concerns

Description: This project provides for a full-range of material and service support necessary to ensure the safe transportation of children in vehicles. The strategies undertaken include providing training for instructors and clinicians who in turn train parents and caregivers to correctly use the appropriate seat, and providing print and other outreach materials to the general public, as well as to CPS instructors and technicians. This project will fund support for the outreach and education disseminated to the public and our partners regarding the safe transportation of children. Costs include those associated with creating and printing or producing materials that cannot be done by DPS Office of Communications, mailing and shipping, conducting training and workshops, purchasing booster and child seats (as allowable 50% of the 2011 funding received in federal 2010), and CPS training tools (including child restraint instructional compact discs, latch manuals, and zip drives) are all used to support the CPS efforts of staff and partners. In addition, the costs for registration and hotel (when necessary) for a limited number of advocates to attend the TZD conference will be provided.

Evaluation The determination of success will consider the results of evaluations completed by car seat clinic and fitting stations users, by advocates who are trained and work with the program, and by the results of the implementation of a program providing car seats to needy families.

Directing Agency: DPS: OTS

Project Number: 11-02-04

Project Title: E-Grants Support

Target Population: DPS, OTS, federal project directors, and potential project directors

Description: OTS, along with other divisions in Public Safety, has been working toward developing and implementing a web based grant application

and management system. The system is to be available to OTS by late September, 2010. This project provides for a portion of the costs for Agate Software Inc. to maintain the grant system and to provide updates and improvements as identified after OTS begins to work with the system.

Evaluation Evaluation will be administrative in nature; considering progress made on implementing improvements identified as needed by OTS, the perceived value of the system to OTS staff and management, and written surveys of users of the product both within the state and with our outside partners outside the state system.

Directing Agency: DPS: OTS through contracts with Agate Software (Intelligrants)

Project Number: 11-02-05

Project Title: Section 2011 for 2011

Target Population: Policy makers, OTS, CPS advocates, and ultimately, parents and caregivers of children under the age of eight

Description: Section 2011 child safety and booster seat funds are expected to be used in the year following their appropriation due to the time of year the obligations come down to the states. In case 2011 funding is available to Minnesota, this placeholder project has been set up.

Evaluation To be determined

Directing Agency: DPS: OTS through grants and contracts as needed

Project Number: 11-02-06

Project Title: Safety Belt Observational Surveys

Target Population: NHTSA, Minnesota Legislature, and Safety Professionals

Description: Minnesota's random, statistically valid, NHTSA –approved survey of seat belt use allows us to capture demographic data to help target our passenger protection program as well as judge the success of our efforts to convince Minnesotans to simply buckle up. The survey may be conducted multiple times throughout the year to evaluate our efforts as well as to determine our statewide rate. During federal 2011, NHTSA is expected to come out with new guidelines for surveys. If that occurs, the development of a new survey design will be done by a contractor paid out of this project and OTS will conduct both the old and new methodologies for one of the time periods to have some information on how the two methodologies results compare. Surveys will also aid in evaluation of the *Click It or Ticket* May enforcement 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.

Evaluation Evaluation is administrative for this project -- the surveys will be completed in a timely manner and in accordance with the official survey methodology 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.

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

Project Number: 11-02-07

Project Title: Child Seat Observation Study

Target Population: OTS, NHTSA, child seat advocates, and possibly the media and legislature

Description: OTS hasn't conducted a study of child seat use in the population since the late eighties. Survey methodologies have undoubtedly changed in the intervening years. Staff in OTS will research other states methods for conducting child seat use surveys and will implement one in Minnesota. Costs for data collection, entry and analysis will be reimbursed by this project.

Evaluation The evaluation will be administrative in nature, considering the design, implementation, and production of a credible report of child seat use in the state.

Directing Agency: Various Contractors through contracts with DPS:OTS

Project Number: 11-02-08

Project Title: May Mobilization Mini Grants

Target Population: Minnesota residents and visitors in vehicles on our roadways

Description: While some enforcement agencies successfully apply for and receive competitive year-long grants to conduct enhanced traffic enforcement patrols in waves focusing on seat belts, impaired driving, and speeding, the majority of agencies in the state do not. Success in increasing seat belt use is closely tied to enforcement efforts and the paid and earned media surrounding those efforts. Therefore, during the May *Click It or Ticket* mobilization, mini-grants for overtime enforcement of seat belts will be provided to agencies in the state which have demonstrated a commitment to seat belt enforcement in the past or can demonstrate a new commitment to seat belt enforcement.

Evaluation The overall May mobilization will be evaluated as shown by seat belt use in observational surveys; knowledge, awareness, and attitudes

shown by random telephone surveys; and enforcement related results of the grantees.

Directing Agency: DPS: OTS through mini-grants to agencies for overtime enforcement

Project Number: 11-02-09

Project Title: Child Seats for Needy Families

Target Population: Organizations concerned with child passenger seat use

Description: Fines for failure to comply with the child passenger safety law are dedicated to the Minnesota Child Restraint and Education Account, the primary state means for providing car seats to low-income families. OTS uses the funds to support child safety seats to trained child passenger safety specialists who distribute the safety restraints at the same time they provide education to families. A grant program has been developed that allows local agencies to order and distribute child restraints for which lower than usual prices have been 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. Additional funding will be provided by the remaining 2011 grant funding (not more than half used to purchase seats). Requests for the seats will be sought from foundations, and from governmental, service and philanthropic organizations.

Evaluation Feedback from the organizations and advocates receiving the seats will be considered, along with the number of car seats distributed to needy families.

Directing Agency: DPS: OTS

Project Number: 11-02-10

Project Title: Signs and Vests for Seat Belts

Target Population: Drivers on Minnesota's Roadways

Description: High visibility vests that meet federal ANSCII requirements will be purchased and provided to law enforcement officers. The vests will include signage identifying the focus of the patrolling as either seat belts or speed. In addition, large plastic signs that can be placed alongside the roadway to publicize seat belt or speed patrolling will be purchased. The signs and vests are provided to the enforcement liaisons to lend or give to agencies depending on the frequency and amount of need versus the availability of signs and vests.

Evaluation	Law enforcement agencies will have access to the collateral materials they need for high visibility enforcement efforts.
Directing Agency:	DPS/OTS

Project Number:	11-02-11
Project Title:	Nighttime Belt Surveys
Target Population:	Designers and Developers of Programs Related to Seat Belts; also the media, and possibly the legislature
Description:	The FARS system and the MnDPS crash data base clearly show those who are killed and severely injured on Minnesota roadways during night-time hours are much less likely to be wearing their seat belts than those killed and severely injured during daylight. This project will provide for night-time seat belt observation surveys to be conducted and will provide for survey design, equipment rental, observers time and expenses,-data analysis, and producing the statewide night time use report. This survey was first conducted in federal 2010 and the 2011 use rate will be compared to that study's results.
Evaluation	OTS will know the incidence of seat belt use in the general population during night time hours, rather than only those who are killed and severely injured in crashes.
Directing Agency:	DPS: OTS

Project Number:	11-02-12
Project Title:	Seat Belt Enforcement
Target Population:	Young male drivers in Minnesota
Description:	A primary, standard seat belt law passed the Minnesota legislature during the 2009 legislative session. This project will provide for increased enforcement of the seat belt law. Costs reimbursed will include overtime salaries and fringe benefits.
Evaluation	The seat belt use rate of those killed and severely injured as identified the crash record data base will increase.
Directing Agency:	DPS: OTS through grants to law enforcement agencies

Funding for Occupant Protection

11-02 Occupant Protection								
In thousands of dollars								
Project	Code/ Section	OP	K4OP	K2	K3	NHTSA	State & Local	
		402	406	405	2011	Total	Local	Benefit
01 OP/CPS Coordination		200.0				105.0		76.0%
02 Youth Belt Coordination		100.0				56.0		60.0%
03 CPS Support		150.0			280.0	370.0	120.0	100.0%
04 E Grants Support		10.0				10.0		0.0%
05 Section 2011 Received for 2011					380.0	380.0		100.0%
06 Daytime Seat Belt Use Survey		150.0				100.0		25.0%
07 CPS Use Study		75.0				75.0		25.0%
08 May Mini-Grants		65.0		100.0		165.0	25.0	100.0%
09 Child Seats for Needy Families						0.0	75.0	
10 Signs & Vests for HVE			125.0			125.0		100.0%
11 Nighttime Belt Use Survey				150.0		150.0		25.0%
12 Belt Enforcement			2120.0	345.0		2465.0	181.0	100.0%
Totals		750.0	2245.0	595.0	660.0	4250.0	426.0	

Local benefit for occupant protection averages 76%

11-03: Impaired Driving

In 2009, alcohol-related fatalities decreased by 13 percent in Minnesota; 141 people died in alcohol-related crashes, the lowest number on record. There was a related decrease in the percentage of fatalities that were alcohol related -- from 36 percent to 34 percent. Alcohol-related severe injuries decreased again, and also reached the lowest number on record; there were 279 in 2009. This number represents a 17 percent decrease from the previous year. The greatest success that Minnesota experienced during 2009 with reducing alcohol involvement in motor vehicle fatalities is with young adults between the ages of 20-24. Forty-nine percent fewer people died in this age group (37 in 2008 and 19 in 2009). Despite this reduction, the problem with alcohol-related crashes remains with the 20 to 29 year-olds; the most significant area of concern falls on the 25-29 year-olds with 63 percent of their fatalities being alcohol-related. Another age group of growing concern is the 40-55 year-olds, over 50 percent of their fatalities are alcohol-related. The time of these fatalities occur earlier in the evening prior to the normal after midnight bar rush.

Paid media, enforcement and educational programs will remain focused on the male driver. Eighty-four percent of drivers killed over the legal limit were male and 80 percent of drivers arrested for DWI are male. Special attention will be given to the months of May, June, July and August since half of the alcohol related fatal crashes occurred in just those four months. The impaired driving program will capitalize on the seat belt usage media message since only 23 percent of motor vehicle occupants that died in an alcohol-related crash were wearing a seat belt in 2009.

The cornerstone for Minnesota's traffic safety program will continue to be our strong high visibility enforcement projects. Research indicates high visibility enforcement is the most effective deterrent in changing people's drinking and driving behavior. It is vital for reducing fatalities and severe injuries. Minnesota will fund projects that support high visibility enforcement and continue to seek new ways to increase the public's awareness of the enforcement effort. The OTS office continues to encourage the use of roadway signs, reflective vests and other useful tools to increase the visibility of law enforcement's enforcement activity. Saturation patrols will be funded statewide; however the majority of the funding will be focused in the top 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.

Repeat DWI offenders continue to be an area of concern. Programs, such as DWI courts, that help reduce recidivism will be encouraged and supported by the Traffic Safety Office. The number of DWI courts has grown from one in 2006 to ten in 2010 graduating over 240 people and only nine of these have re-offended; a four percent re-

offense rate. Ignition interlock is another tool proven to help reduce re-offense that is being used by nearly 1200 DWI offenders in Minnesota. As a result of the successes from the statewide ignition interlock pilot program, Minnesota passed a law that reformed administrative license sanctions to make better use of ignition interlock.

Minnesota is expanding the development of a DWI system that will be useful in collecting DWI arrest data and help system users to more effectively do their job. The first phase of this system was development of the e-charging system. The e-charging system, that provides a mechanism for law enforcement to file DWI arrest forms electronically, is being used in nine counties and will be expanded further in the coming year. Minnesota is excited to add an additional component on to this system by purchasing and integrating new evidentiary breath testing instruments used for a DWI arrest. Integrating new breath testing instruments with e-charging will be extremely beneficial to law enforcement in the DWI arrest process and assist in providing information for deployment of effective enforcement programs.

Minnesota is proud of its success in keeping alcohol-related fatalities and severe injuries low. Strong traffic safety partnerships and programs coupled with new innovative programs will continue to move alcohol-fatalities even closer to zero.

Project Number:	11-03-01
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 lead, manage, and coordinate the federally funded impaired driving projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to decrease impaired driving in Minnesota and to assist other groups in the state addressing impaired driving. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. So far as possible, this position will be funded out of 164 funds. 402 funds will be used if sufficient 164 Transfer funds are not expended.
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: 11-03-02
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 three-quarters time Office of Traffic Safety staff person to manage and coordinate the majority of the federally funded projects related to teenagers and to underage drinking including those related to the federal Enforcement of Underage Drinking Laws (EUDL) grants. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to decrease the high risk behaviors of those under the age of 21, decrease minors' access to alcohol, and increase enforcement of minor consumption and sales of alcohol to minors' laws. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. So far as possible, this position will be funded out of 164 funds. 402 funds will be used if sufficient 164 Transfer funds are not expended.
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: 11-03-03
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 one full-time and one half-time Office of Traffic Safety staff to assist the lead coordinator with managing and coordinating the federally funded impaired driving projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of these positions are to decrease impaired driving in Minnesota and to assist others in the state addressing impaired driving. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. So far as possible, this position will be funded out of 164 funds. 402

funds will be used if sufficient 164 Transfer funds are not expended.

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: 11-03-04

Project Title: E-Grants Support

Target Population: DPS, OTS, federal project directors, and potential project directors

Description: OTS, along with other divisions in Public Safety, has been working toward developing and implementing a web based grant application and management system. The system is to be available to OTS by late September, 2010. This project provides for a portion of the costs for Agate Software Inc. to maintain the grant system and to provide updates and improvements as identified after OTS begins to work with the system.

Evaluation Evaluation will be administrative in nature; considering progress made on implementing improvements identified as needed by OTS, the perceived value of the system to OTS staff and management, and written surveys of users of the product both within the state and with our outside partners outside the state system.

Directing Agency: DPS: OTS through contracts with Agate Software (Intelligrants)

Project Number: 11-03-05

Project Title: Drug Recognition Expert/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 the advanced traffic training courses provided by the project. These courses include delivery of one drug recognition evaluator (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 without charge 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 & Sober* shifts. In a new task, the project will provide phlebotomist (drawing of blood) training for officers in counties where

that skill has been identified as needed.

Evaluation The project evaluation will be based on the number of officers that receive training and their 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 satisfaction that officers give on the evaluations of training received.

Directing Agency: MSP with a grant from OTS

Project Number: 11-03-06

Project Title: Dakota County High Visibility Saturations

Target Population: Drivers in Dakota County

Description: The Dakota County Saturations Project is a highly publicized impaired driving enforcement program in a southeastern metropolitan county which is the 5th highest county for number of alcohol-related fatalities and severe injuries. Impaired driving saturations will be conducted four times a month and include representatives 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. The same agencies will receive money for seat belt enforcement through *Safe & Sober* 11-04-05.

Evaluation A survey will be conducted of the residents of Dakota County to determine their 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 and decrease the number of alcohol-related fatalities and severe injuries.

Directing Agency: Eagan Police Department with grant from OTS

Project Number: 11-03-07

Project Title: Night CAP Liaison

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

Description: This project will provide funding for a law enforcement liaison to facilitate the planning, promotion, and execution of the Operation NightCAP (Concentrated Alcohol Patrol) saturation program and assist the OTS with the planning of the impaired driving crackdowns. 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 Breath Alcohol Test (BAT) Mobile (a well-marked recreational vehicle van equipped with an Intoxilyzer evidenciary machine, a dark room for DRE tests, and holding cell) to make processing of impaired drivers as easy and quick as possible. Further, the liaison is responsible for promoting Operation NightCAP and traffic safety messages at local events and conferences through the usage of the "BAT Mobile" and NightCAP Junior Bug.

Evaluation The liaison will be evaluated based on meeting the requirement to conduct one saturation every month in each of the 13 counties with the highest number of alcohol-related deaths and severe injuries, whether alcohol-related crashes have decreased in those counties, and if telephone surveys indicate an increased awareness of the impaired driving enforcement by the general public. Finally, an increase in the number of on-duty saturations will indicate project success.

Directing Agency: DPS: OTS through a contract with a retired officer

Project Number: 11-03-08

Project Title: Operation Night CAP and MSP DWI *Safe & Sober*

Target Population: Minnesota drivers, especially those who reside in the counties that have a high percentage of the alcohol-related fatalities and serious injuries

Description: 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. In order of the deadliest, the counties are Hennepin, Saint Louis, Anoka, Ramsey, Dakota, Olmsted, Wright, Scott, Washington, Rice, Stearns, Itasca, and Otter Tail. Five of these counties will be funded through a pilot project, 11-03-36, which combines aspects of NightCAP with *Safe & Sober* waves. 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. In addition, this project funds one clerical position to support this and other MSP traffic safety projects. *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 – four weekends in December and the national Labor Day crackdown. This project provides for the Minnesota State Patrol to participate in the program through the provision of overtime patrolling hours and administrative hours at the district level. The project also funds additional troopers to work at Brainerd International Raceway and We FEST – two large out-state events that generate a great deal of drinking

and driving. Other issues focused upon by the *Safe & Sober* program at the Patrol are funded under project number 11-04-04 in the Police Traffic Services section.

Evaluation 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. In addition to the three enforcement measures of comparison outlined by the OTS (see 11-04-04), 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 with a grant from OTS

Project Number: 11-03-09

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 – four weekends in December and the Labor Day crackdown in conjunction with the national effort. Grants are awarded in a competitive process with eligibility restricted to those over-represented in crashes or in one of the 20 counties with the highest number of traffic deaths. See also project 11-04-05 for seat belt, speed and other enforcement efforts by these agencies.

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 telephone surveys related to the Labor Day efforts will be used to evaluate the overall efforts.

Directing Agency: Local Police Departments and Sheriffs' Offices with Grants from OTS:
DPS

Project Number:	11-03-10
Project Title:	Night CAP Equipment
Target Population:	Law enforcement agencies who participate in NightCAP
Description:	During 2009, OTS was informed that a very limited number of specific items can be purchased with impaired driving funding, regardless of whether the item is given in place of overtime hours worked. Until we hear differently, only in-squad camera, PBTs, and other impaired driving specific equipment will be provided with 410 or 164 funds. Equipment will be provided to those agencies that participate in the NightCAP program on an on-duty basis -- they do not receive overtime reimbursement. Hats given to officers who complete a hat trick (three DWIs on one shift) are also provided by the NightCAP project as are commemorative bats presented to DWI All Stars at the Twins game. No single piece of equipment will cost over \$5,000 without a request for approval letter being first submitted to the NHTSA.
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:	11-03-11
Project Title:	DWI <i>Safe & Sober</i> Challenge
Target Population:	Law enforcement agencies
Description:	This project will fund the portion of the <i>Safe & Sober</i> Challenge awards related to impaired driving. The Challenge project was overhauled last year and 2011 is the first year in which those changes are in practice. In concert with 11-04-07, the <i>Safe & Sober</i> Challenge provides mini-grants to agencies for traffic safety efforts in the previous year, which are evaluated as worthy in comparison to other applications of similar sized agencies. The time period covered by the Challenge reports has been changed to fit with the IACP Challenge to encourage Minnesota applications for those awards. In the past, the Challenge awards were only available to agencies which did not receive an overtime enforcement grant from OTS. Starting this year, all agencies are eligible and reports on citations and arrests will need to separate out those written during grant time versus other departmental time. To further encourage participation in the IACP Challenge, if a Minnesota agency wins an IACP grant, OTS will pay for one person from that agency to attend the IACP conference and pick up their award.
Evaluation	The project will be evaluated based on the number of agencies participating in the OTS Challenge, the number sent on to the IACP

Challenge, and the level of enforcement by participating agencies.

Directing Agency: DPS: OTS through small grants with winning agencies

Project Number: 11-03-12

Project Title: Resource Prosecutor

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

Description: This position will provide for a traffic safety resource prosecutor to serve as a liaison between the NHTSA, OTS, and county and city prosecutors at the Minnesota County Attorneys' Association. The focus of the work is on prosecutor training, case consultation, research assistance, brief bans, expert witness referrals, a monthly newsletter, 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, as will evaluations of training received.

Directing Agency: The Minnesota County Attorneys Association through a contract with the OTS

Project Number: 11-03-13

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 laws 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 easily accessible to more officers. Officers can view it after the fact as well as during the real-time video conference.

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: The Minnesota County Attorneys Association through a contract with the OTS

Project Number:	11-03-14
Project Title:	Web Based Overtime DWI Data Collection
Target Population:	Users of data related to impaired driving enforcement programs
Description:	The E-grants system which will be available to OTS in late September promised to provide the ability for officers to enter their shift reports for OTS reimbursed overtime work into the web based system. The officer's supervisor will be able to sign off on the report before it become permanent. This will eliminate the current need for several people to enter the same information into various systems, and will eliminate the paper or e-mail based ones currently used by OTS to gather information for reports and invoices. This is one of the most critical elements of the e-grants system – from enforcement's standpoint, it is by far the highest priority. This project is set up in the HSP in case the e-grants system fails to deliver as expected.
Evaluation	The evaluation will be based upon the usefulness and real time availability of the officer and agency reported data in meaningful ways.
Directing Agency:	DPS:OTS through a grant or contract

Project Number:	11-03-15
Project Title:	DWI Courts
Target Population:	Minnesota Judiciary and Convicted DWI Offenders
Description:	This project supports judicial leadership in the development of DWI Courts for repeat DWI offenders. The Minnesota Supreme Court and Office of Juvenile Justice Programs have dedicated state and federal grant funding for the implementation of Drug Courts which were used as a model for the DWI Courts. The project will augment state, local and other federal funding to support close supervision by the courts that focus on repeat high risk DWI offenders. Funding will also support training for new and current DWI Court members in addition to evaluation of the current programs.
Evaluation	The project will be evaluated based on the number of offenders that are managed by the court system through this method and the recidivism rate of DWI Court graduates. Success will be determined by the number of courts that are able to achieve self sustainability with a court program that is effective in reducing impaired driving.
Directing Agency:	Judicial Districts through grants from OTS

Project Number:	11-03-16
Project Title:	Alcohol Focused Safe Roads

Target Population:	People in communities over-involved in alcohol related crashes
Description:	During the summer of 2009, OTS completely re-vamped our community programs through a new RFP with a new name: TZD Safe Roads. Only areas that are over-involved in crashes are eligible to apply for the new grants. OTS provided problem identification tables, required agencies to work on the issues in which they were most over-involved, and set a list of countermeasure options. This project provides funding for the tasks on the list they chose conduct related to impaired driving. A workshop with the grantees from the Safe Communities projects will be conducted at the TZD conference. Most coalitions receiving impaired driving money also receive some funding related to other traffic safety issues under project 11-06-07.
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:	County and non-profit agencies through DPS:OTS' grants

Project Number:	11-03-17
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:	11-03-18
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 earned media materials to be provided include, but are not limited to, brochures, <i>Safe & Sober</i> 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 two full-time equivalent staff who develop and direct the public information and education efforts. This project is conducted in conjunction with 11-06-05 which focuses on issues other than impaired driving.

Evaluation The evaluation will consider reports on frequency and reach of paid media messages and results of random telephonw surveys on public recognition of messages and knowledge of activities.

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

Project Number: 11-03-19

Project Title: Crackdown Incentive Equipment

Target Population: Participants in two impaired driving crackdowns

Description: Agencies that participate in the December and Labor Day-crackdowns focusing on impaired driving will be eligible for an incentive. 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 nine larger pieces of equipment. If there is any single piece of equipment that costs more than \$5,000, we will seek prior approval from Region V before purchasing. During 2009, OTS was informed that a very limited number of items can be purchased with impaired driving funding, regardless of whether the item is given in place of overtime hours worked. Until we hear differently, only in-squad camera, PBTs, Fatal Vision Goggles and other impaired driving specific equipment will be provided with 410 or 164 funds. Other incentives will be funded with 402 or 406 funds through project 11-04-08

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

Directing Agency: DPS: OTS

Project Number: 11-03-20

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.

Description:	Paid media is the most certain and efficient way to reach difficult audiences such as young males. To ensure the messages are seen by the target audience, they can be placed in specific programs and locations such as television and radio shows that audience watches. Some new mediums such as pump toppers and websites and other social marketing technologies shown by research to be attractive to that audience will also be considered for media buys.
Evaluation	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.
Directing Agency:	DPS: Office of Communications and OTS through a contract with a professional media purchaser

Project Number:	11-03-21
Project Title:	DWI Safe & Sober Liaisons
Target Population:	County and municipal law enforcement agencies, especially those identified as being over-represented in fatal and serious injury crashes.
Description:	The OTS let a request for proposals for law enforcement liaisons between the OTS and the agencies in the state in the summer of 2007. The RFP included the option to renew the contracts for four additional one year periods. For 2011 the forth (and last) of those options will be used. The liaisons activities relate mainly to impaired driving and seat belts, with speed a tertiary effort. This project is conducted in conjunction with 11-04-06, which funds the liaisons activities that are not related to impaired driving.
Evaluation	The evaluation component will consider the number of agencies reporting the impaired driving crackdowns, and the objectives set by the liaisons themselves.
Directing Agency:	DPS/OTS through contracts with three liaisons

Project Number:	11-03-22
Project Title:	Mobile DWI Data Assistance
Target Population:	Sheriff's deputies and police officers patrolling the roadways and discovering impaired drivers
Description:	The Transportation Operations Communication Center (TOCC) system originally provided 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 from sheriffs' offices and municipal departments, this project will provide a full-time civilian at the state patrol to provide those other enforcement agencies with the technical know-how to enable their use of the system. The project will also purchase software licenses as necessary for use by the agencies. The State Patrols current system is also supported by the project. This project is conducted in conjunction with 11-04-11 which funds the estimated portion not related to impaired driving.

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: MSP through a grant with OTS

Project Number: 11-03-23

Project Title: Regional Impaired Driving Support

Target Population: Advocates in Minnesota regions

Description: This project compliments the project described under project number, 11-06-13, entitled Regional Support which deals with activities other than impaired driving. The Southeast MnDOT district will be provided with a part-time employee to coordinate projects within the region and to assist other regions. Funding from this portion of the project will focus on reducing impaired driving in the southeast MnDOT district of the state headquartered in Rochester.

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

Directing Agency: MnDOT District through a grant with OTS/DPS

Project Number: 11-03-24

Project Title: DWI Electronic Charging System

Target Population: Law enforcement officers, prosecutor, courts, and the DPS division of Drivers and Vehicle Services

Description: An impaired driving arrest is time consuming and paper intensive for the arresting officer, prosecuting attorneys and DPS's Driver and Vehicle Services. In prior years, this project funded re-engineering the business process for filing forms required to create a criminal complaint and administratively revoke driving privileges of an impaired driver. Under

this system, an officer will be able to electronically file all forms required for the DVS and courts to take the appropriate administrative and criminal action against a DWI offender. The systems will expedite the process and make it more quick, accurate, and easy. This year the system will be refined through a contract with the original vendor. In addition, a position will be funded at the Bureau of Criminal Apprehension (BCA) to manage the project and assist local units of enforcement to increase their use of it.

Evaluation: The project will be evaluated by how often it is used by law enforcement and how much it improves the speed, accuracy, and ease of filing forms to charge a person with DWI.

Directing Agency: Grant with BCA and a contract with DPS: OTS

Project Number: 11-03-25

Project Title: DWI Enforcers to Lifesavers

Target Population: Law enforcement officers in Minnesota

Description: Up to twelve local enforcement officers selected by the OTS for their work in ridding the roads of impaired drivers and participating in the OTS' mobilizations and crackdowns will travel to and participate in a national traffic safety conference.

Evaluation: The project will be evaluated based on the traveling officers' ratings of and short reports on the conference.

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

Project Number: 11-03-26

Project Title: DWI Health Liaisons

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

Description: Last year, the OTS let a request for proposals for persons to act as liaisons between the health community in Minnesota and the OTS. As a result of that RFP, a person was hired and the OTS will retain the full time services of that contractor during 2011. The health liaison's time worked on other traffic safety issues is covered under project 11-06-10; this project covers the activities related to DWIs.

Evaluation: Evaluation of the effectiveness of the liaison 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.

Directing Agency: DPS: OTS through contracts identified by the RFP process

Project Number: 11-03-27

Project Title: Innovative DWI Materials

Target Population: Young males in Minnesota.

Description: This project will allow OTS to take advantage of opportunities to purchase innovative materials or otherwise fund innovative ideas to further support impaired driving enforcement in 2011.

Evaluation Evaluation of the project will be administrative in nature; publicity gained and recognition on the random telephone surveys will be considered.

Directing Agency: DPS: OTS through purchase orders and possibly grants

Project Number: 11-03-28

Project Title: Ignition Interlock

Target Population: Policy Makers and Repeat DWI Offenders

Description: Ignition interlock is a promising tool to help reduce repeat impaired driving. During the 2010 legislative session, a DWI Sanctions bill with Ignition Interlock at its center was passed and will go into effect in July of 2011. This project will fund a project manager and 1.5 full-time equivalent positions in DPS's Driver and Vehicle Services that will oversee the implementation of the statewide ignition interlock project. In addition to oversight, the project will fund training and education, handouts and website development to inform people of the program.

Evaluation The program will be evaluated by hiring the individuals and determining a business process that effectively implements an ignition interlock program that results in a reduction of the DWI recidivism rate and an increase in public safety.

Directing Agency: DPS:OTS through grants to DVS

Project Number: 11-03-29

Project Title: Anoka County Ultra-High Visibility

Target Population: Minnesota young male drivers who reside in or frequently drive through Anoka County

<p>Description:</p> <p>Evaluation</p> <p>Directing Agency:</p>	<p>Anoka County is the third highest county for the number of alcohol-related fatalities and serious injuries. This project will fund two to three highly visible impaired driving enforcement saturations per month throughout the year. This is a populous urban/suburban area just north of the Twin Cities with eleven participating law enforcement agencies. Tools being used to increase the visibility of the enforcement activity include electronic roadside signs, reflective vests, handouts and vehicle insignia that identify the efforts as focusing on impaired driving. A random telephone survey is being used to help evaluate the effectiveness of the program.</p> <p>A survey of Anoka County residents will be conducted to determine the level of awareness of the program and if there is an increased fear of being apprehended. The long term evaluation will be to determine if the program reduced the number of alcohol- related fatalities and severe injuries within the county.</p> <p>The Coon Rapids Police Department with a grant from OTS</p>
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<p>Project Number:</p> <p>Project Title:</p> <p>Target Population:</p> <p>Description:</p>	<p>11-03-30</p> <p>BCA Breath Testing Instruments</p> <p>DWI Offenders, Law Enforcement, Prosecuting Attorneys, DPS's Bureau of Criminal Apprehension</p> <p>A DWI system using improved evidentiary testing equipment will provide the ability to collect data on DWI offenders from the time of arrest through adjudication. Such a system will collect data that is pertinent in developing effective impaired driving programs and targeting enforcement activity. Replacement of the current evidentiary breath testing instruments with instruments that are able to integrate with the e-charging system will bring Minnesota one step closer in creating a complete DWI system. A few of the benefits include:</p> <ul style="list-style-type: none"> - Realtime access to results from the field. - Processing a DWI case will be streamlined. - Solid/reliable tests should allow for less scientist testimony - Future considerations include allowing for other partners in DPS to share information realtime (probation). - Immediate capture of the number of DWI arrests and alcohol concentration level for use by OTS and law enforcement. <p>Funding will be used to pay for replacement of breath testing instruments, servers and routers needed to collect and store data, integration with the e-charging system, training on the new instruments, implementation supplies, and dry gas regulators and cylinders. The project required a very lengthy Request for Proposals effort; the project</p>
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was let in late July of 2010 and pilot testing will begin in September 2010. During 2011 the entire state will be provided with the new and improved instruments.

Evaluation: The project will be evaluated by determining that data that is collected by the new breath testing instruments and how the data is used to create more effective programs. In addition to data collection, the project will be evaluated by determining the level of improvement on the speed, accuracy, and ease of filing forms to charge a person with DWI.

Directing Agency: DPS: BCA with a grant from OTS

Project Number: 11-03-31

Project Title: Sober Cab Technical Assistance

Target Population: Impaired driving cessation advocates and agencies, and impaired drivers

Description: In 2010, a booklet was produced that provided information on how to set up Sober Cab services that are conducted throughout the year. Descriptions of four different models were included. This project will provide for technical assistance for agencies or organizations moving forward with setting up Sober Cab services.

Evaluation This project will be evaluated administratively by the number of new Sober Cab services created and facts about those services.

Directing Agency: OTS through grants or contracts

Project Number: 11-03-32

Project Title: DWI Evaluation and Research

Target Population: Impaired driving advocates and concerned agencies, as well as the media and legislature

Description: Evaluation of projects continues to be an integral part of traffic safety efforts. The OTS will conduct and/or contract for various methods to evaluate the programs carried out, particularly with regard to the national mobilizations as well as study the impaired driving problem in Minnesota.

Evaluation Evaluation will be administrative in nature and will consider the usefulness of evaluations conducted and questions answered.

Directing Agency: DPS:OTS through operating budgets, contacts and/or grants

Project Number: 11-03-33
Project Title: Patrol DWI Out-of-state Travel
Target Population: Officers of the Minnesota State Patrol
Description: The MSP will send appropriate officers to attend traffic safety conferences such as Lifesavers and Drug Recognition that are held out of Minnesota. In addition, the MSP will send officers to attend the Towards Zero Deaths Conference which is held within Minnesota. Authorizations for travel or special expenses will be written as needed and submitted to the OTS and Commissioners Offices for approval and expenses reimbursed at a rate no higher than those authorized by Minnesota's Commissioners Plan. Attendees will provide short written reports to OTS after their return.
Evaluation: The reports received on the conferences attended will be used to determine the usefulness of the conferences and ultimately, this project.
Directing Agency: DPS:MSP with a grant from the OTS

Project Number: 11-03-34
Project Title: Screening and Brief Intervention
Target Population: Jails and persons arrested for DWI
Description: Screening and Brief Interventions (medical personnel discussing alcohol use with patients coming to emergency rooms) is one of the National Highway Traffic Safety Administration's three key components to reducing alcohol-related fatalities and serious injuries. This project will provide a grant for a county to pilot test a new direction for this program. In the past, the screening and intervention was conducted at an emergency room after a person came in with an alcohol-related injury. In the proposed project, a screening and intervention would take place immediately before a person who has spent the night in jail due to a DWI arrest is released. A Request for Proposals will be written to find a county to undertake the project. Costs are likely to be related to additional personnel time. The project would provide a grant to cover costs for a county that agrees to implement such a program. Funding would also pay for training and evaluation.
Evaluation: The program evaluation will consider the successful implementation of the project in a county, the number of people screened and ultimately, if people who received this intervention were less likely to recidivate.
Directing Agency: DPS:OTS grant with a county

Project Number: 11-03-35
Project Title: Informal Investigating of Non-Interlock DWI Technologies
Target Population: OTS, DPS, NHTSA
Description: Now that interlock devices are being required in many states around the country, a new industry in similar devices is growing and vendors of those new products are clamoring for states to consider using their products for similar efforts. OTS will not conduct a formal study of the validity of any of these devices but may incur some small costs related to having an independent party use the devices to see if they might be useful and further evaluation might be recommended.
Evaluation: Evaluation will consider the number of new devices used and the resulting recommendation of further tests.
Directing Agency: DPS:OTS through small grants or contract

Project Number: 11-03-36
Project Title: Pilot County DWI Work
Target Population: Minnesota drivers specifically that reside in Ramsey, Rice, Stearns, Sherburne and St Louis Counties
Description: This enforcement project is designed to encourage law enforcement working within a county to create a comprehensive, year-long, sustained traffic safety enforcement plan incorporating both the NightCAP and <i>Safe & Sober</i> programs in a single grant. In addition to working the December and Labor Day crackdowns and monthly high visibility enforcement of DWI laws, enforcement agencies are being asked to evaluate their DWI fatalities and severe injury crashes and determine: <ul style="list-style-type: none">- Where they should work- When they should work- What behavior issue they should address through enforcement. All enforcement activity must be highly visible, include nearly all agencies in the county, and include a plan to educate the community about the enforcement activity. This project funds high visibility enforcement of DWI activity in Rice, Ramsey, Sherburne, Stearns and St Louis Counties. Non-DWI activity is covered in project 11-04-10 and State Patrol activity is covered in projects 11-03-08 and 11-04-04.
Evaluation: Telephone surveys will be conducted in each of the counties to determine their effectiveness in increasing the awareness of the enforcement activity and the perceive likeliness of being arrested for DWI if a person drove impaired.
Directing Agency: DPS:OTS through grants with the named counties and a contract for

phone surveys with a private firm

Project Number: 11-03-37

Project Title: Enforcement of Over-serving

Target Population: Liquor Establishments, DWI offenders and Alcohol Gambling Enforcement Division

Description: DWI arrests often are a result of a liquor establishment over-serving a customer and many times these occurrences come from the same location. Minnesota has liquor laws and enforcement agents that can prevent this from happening. This project will fund the Alcohol Gambling Enforcement Division (AGED) to collect data from law enforcement regarding "Last Drink" location at the time of a DWI arrest. AGED will use this data to target their monitoring of liquor establishments for over serving violations. Law enforcement will continue to collect "Last Drink" locations pre and post the AGED enforcement activity to determine if fewer DWI arrests occur from the over-represented liquor establishments.

Evaluation The evaluation will be based on the effectiveness in reducing the number of DWI arrest that name the targeted liquor establishment as the place of "Last Drink".

Directing Agency: DPS:OTS through a grant with AGED

Project Number: 11-03-38

Project Title: Digital In-Squad Video Cameras

Target Population: MN Law Enforcement Agencies

Description: In 2010, the OTS let a Request for Proposals for agencies to apply for a grant to be reimbursed for the purchase of in-squad digital cameras. Agencies were required to provide a hard match of approximately \$300.00 per camera. This program is expected to be concluded before October 1 of 2010 (during federal year 2011). However, it is a very large program, and this project is included in the 2011 HSP in case it is not concluded in 2010. In-squad video cameras images are used as evidence in court of the results of the standardized field sobriety training performed and improve the ability to successfully prosecute and convict impaired drivers.

Evaluation Agencies receiving cameras will be required to submit a report at the conclusion of six months on their activities and experiences using cameras during traffic stops. OTS will provide a format for the reports

and will collect and summarize the departments' experiences.

Directing Agency: DPS: OTS through grants to county and city enforcement agencies.

Project Number: 11-03-39

Project Title: Year 2011 Section 410 Impaired Driving Funds

Target Population: The Judiciary, Enforcement, Advocates, Impaired Drivers, the Media, and Legislature

Description: 410 impaired driving funds are historically used in the year following their appropriation due to the time of the year the obligations come down to the states. This is simply a placeholder project, to allow Minnesota to obligate those funds in September of 2011 when we expect to receive the funding. Projects will be conducted during federal 2012.

Evaluation No evaluation or tasks are planned to be conducted during 2011

Directing Agency: DPS:OTS through operating budgets, contacts and/or grants in the following year

Project Number: 11-03-40

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, and 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: 11-03-41

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 collects 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 grantees including MADD, the Minnesota Institute of Public Health, DPS' Alcohol and Gambling Enforcement Division (which in turn makes grants to local enforcement agencies)

Funding for Impaired Driving

11-03 Impaired Driving Programs							
In thousands of dollars							
Project	Code/ Section	AL 402	K8 410	AL/PA/PM 164	NHTSA Total	State & Local	Local Benefit
01 DWI Coordination		62.0		248.0	310.0		
02 Youth Coordination		58.0		165.0	138.0		
03 DWI Support Coordination		90.0		320.0	410.0		
04 E-Grants Support			15.0		15.0		0.0%
05 Drug Recognition Evaluators			300.0		300.0	50.0	50.0%
06 Dakota County HVE			120.0		120.0	60.0	100.0%
07 NightCAP Liaison			100.0		100.0		90.0%
08 Patrol DWI Enforcement				2500.0	2500.0	100.0	0.0%
09 Cities & Counties DWI Enforcement				1300.0	1300.0	75.0	100.0%
10 DWI Equipment			50.0		50.0		100.0%
11 DWI Enforcement Challenge			30.0		30.0	15.0	100.0%
12 Resource Prosecutor			200.0		200.0	10.0	90.0%
13 Law And Legal Training			25.0		25.0	10.0	100.0%
14 Web-based DWI Reporting			50.0		50.0		50.0%
15 DWI Courts				2750.0	2750.0	100.0	100.0%
16 DWI Focused Safe Roads			150.0		150.0	25.0	100.0%
17 Impaired Driving Facts			3.5		3.5		50.0%
18 DWI Media Relations			407.4		407.4		80.0%
19 Crackdown Incentives			45.0		45.0		90.0%
20 DWI Paid Media				2500.0	2500.0		80.0%
21 DWI Enforcement Liaisons			100.4		100.4		90.0%
22 Mobile Data Assistance			42.0		42.0		50.0%
23 Regional DWI Support			45.0		45.0		75.0%
24 DWI E-Charging System				750.0	750.0		70.0%
25 Project Directors to Lifesavers			20.0		20.0		100.0%
26 DWI Health Liaison			36.7		36.7		90.0%
27 Innovative DWI Material			50.0		50.0		70.0%
28 Ignition Interlock			500.0		500.0	25.0	75.0%
29 Anoka County HVE			300.0		300.0	50.0	100.0%
30 BCA Evidentiary Instruments				4000.0	4000.0		80.0%
31 Sober Cab Technical Assistance			25.0		25.0		75.0%
32 DWI Evaluation & Research			200.0		200.0		25.0%
33 State Patrol Out-state Travel			25.0		25.0		0.0%
34 Alcohol Screen & Brief Intervention				400.0	400.0		75.0%
35 Investigating New Devices			10.0		10.0		0.0%
36 Pilot DWI Enforcement			1500.0		1500.0	50.0	75.0%
37 Overserving Enforcement			50.0		50.0		0.0%
38 In -Squad Cameras			1000.0		1000.0		100.0%

11-03 Impaired Driving Programs (continued)							
In thousands of dollars							
Project	Code/ Section	AL 402	K8 410	AL/PA/PM 164	NHTSA Total	State & Local	Local Benefit
39 Section 410 for 2011			2700.0				
40 State DWI Match							6000.0
41 EUDL (440.0 other federal)							
Totals		210.0	8100.0	14933.0	20543.0		6570.0

Local benefit for DWI averages 80%

164AL=11,700,000; 164PA=733,000; 164PM=2,555,000

11-04 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 well-publicized traffic patrol are an essential part of our traffic safety program. Speeding, failure to yield, and inattention are the driving behaviors cited most frequently as one of the causes in all types of crashes. However, the primary reason many people are dying is the failure to use seat belts and one of the primary reasons for being in a serious crash is impaired driving. The Police Traffic Services segment of our traffic safety plan supports additional hours of enforcement throughout the state, and it provides assistance and some part of the motivation that officers need to do their work effectively and efficiently.

The OTS is proud of fostering the strong spirit of cooperative effort found in the majority of Minnesota law enforcement agencies. The *Safe & Sober* competitive grants provide a significant number of points, and therefore, significant impetus, for agencies to work together under one grant. In 2011, the 50 separate grants to local units of government will cover approximately 211 cities and counties, as well as, the Minnesota State Patrol.

We are also proud of the high percentage of all agencies in the state that report on our five annual mobilizations (which coincide with the *Safe & Sober* waves) and two crackdowns for Distracted Driving and Move Over Law each year.

The enforcement community and a wide majority of citizens in Minnesota recognize the *Safe & Sober* phrase to mean increased enforcement of traffic laws.

Project Number:	11-04-01
Project Title:	Enforcement 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 the equivalent of a full-time Office of Traffic Safety staff person to manage and coordinate the federally funded police traffic services projects. It covers appropriate employee salary, fringe benefits, and indirect costs. 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. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.
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: 11-04-02

Project Title: Enforcement Assistant Coordinator

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 the equivalent of a half-time Office of Traffic Safety staff person to work with the lead coordinator to manage and coordinate the federally funded enforcement projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is also to assist law enforcement in the state in addressing priority traffic safety issues and running projects that meet all applicable laws, rules and regulations. This is accomplished by outreach to the law enforcement community, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.

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: 11-04-03

Project Title: E-Grants Support

Target Population: DPS, OTS, federal project directors, and potential project directors

Description: OTS, along with other divisions in Public Safety, has been working toward developing and implementing a web based grant application and management system. The system is to be available to OTS by late September, 2010. This project provides for a portion of the costs for Agate Software Inc. to maintain the grant system and to provide updates and improvements as identified after OTS begins to work with the system.

Evaluation Evaluation will be administrative in nature; considering progress made on implementing improvements identified as needed by OTS, the perceived value of the system to OTS staff and management, and written surveys of users of the product both within the state and with our outside partners outside the state system.

Directing Agency: DPS: OTS through contracts with Agate Software (Intelligrants)

Project Number: 11-04-04

Project Title: *Safe & Sober* with the Minnesota State Patrol

Target Population: District commanders and safety education officers of the MSP and, through them, drivers and passengers in Minnesota

Description: *Safe & Sober* 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. The *Safe & Sober* time periods for 2011 are two weeks in each of October and Memorial Day focusing on seat belts, seven days in July on speed and motorcycles, and day-long distracted driving events and Move Over Law work. On a district level, the Patrol will also participate in the federal year 2011 OTS mobilizations. Each agency will set and track a goal for the percentage of hours worked as HVE. See also project 11-03-08 for the Patrol's DWI work.

Evaluation The OTS' four *Safe & Sober* enforcement performance objectives (vehicles stopped per hour, percent of vehicles stopped receiving a citation or warning for seat belts or child seats, percent of vehicles stopped receiving a DWI, and percent of vehicles stopped receiving a citation) will be considered in evaluating the project. In addition, the results of the 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: 11-04-05

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 statewide 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 waves funded here consist of enhanced enforcement during the two weeks in mid-October (for seat belts), the two week Memorial Day mobilization (also on belts), seven days in between July 1 and August 15 decided jointly by area agencies (on speed and motorcycles), and single days on the third Thursday in April (focusing on distracted driving) and August 20, the anniversary of the death of Trooper Ted Foss, a day where the focus is the Move Over (for emergency vehicles) Law. In addition, grantees are required to participate in two DWI waves (see 11-03-09). Public information and media relations are conducted before, during, and after the waves. All officers from agencies participating for the first year for whom OTS pays must have SFST and OPUE; from agencies participating for a second or subsequent year must also have Advanced SFST; Drugs That Impair; and from agencies participating a third or subsequent year must have one or two child seat practitioners on staff. All officers for whom we pay who last had an SFST class more than five years ago, must complete an SFST Update course. At least 50% of the seat belt enforcement must be conducted between 7:00 PM and 5:00 AM.

Evaluation The OTS compares each individual grant to the average of all grants for a wave to discern four enforcement measures; stops per hour, the percentage of vehicles stopped that received a car seat or seat belt action, the percentage of vehicles stopped that resulted in a DWI arrest, and the percentage of vehicles stopped that resulted in a citation rather than a warning or no action. These four 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: 11-04-06

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, provide advise on enforcement strategies, encourage participation in crackdowns and mobilization, 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 wrote contracts with the three highest rated proposals. See also project 11-03-21 which provides for the liaisons impaired driving work.

Evaluation The liaisons, in cooperation with OTS, set their own objectives for each year. The objectives include such things as 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: 11-04-07

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. Currently, 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. Participating in the national mobilizations and crackdowns is necessary to receive a Challenge award. See also project 11-03-11; eligibility, requirements, and incentives for this project have been changed this year. The major changes are described in 11-03-11.

Evaluation The Challenge Program encourages law enforcement agencies 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 in the OTS Challenge as well as the IACP Challenge and

the level of enforcement by participating agencies.

Directing Agency: DPS: OTS and Enforcement agencies with grants

Project Number: 11-04-08

Project Title: Incentive Equipment for Mobilizations

Target Population: All enforcement agencies in Minnesota

Description: Agencies that participate in the October, Memorial Day, and July mobilizations will be eligible for incentive items in appreciation for their efforts. Unless the ruling prohibiting the use of impaired driving funds for crackdown incentives is rescinded, this project will also pay for incentives for participation in the December and Labor Day crackdowns. 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 nine larger pieces of equipment. If an agency conducts and reports the results of informal seat belt surveys and number of child seat citations separately, 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: 11-04-09

Project Title: High Visibility Motorcycle Patrols

Target Population: Drivers of passenger cars, SUVs and trucks who don't "see" motorcycles

Description: This project provides for a multi agency high visibility overtime motorcycle enforcement of the seat belt law. As motorcycle officers are very noticeable, the project should increase the visibility of all types of motorcycles at the same time.

Evaluation The evaluation will be administrative comparing contacts per hour and citations written to other enforcement efforts funded through the OTS and the number of crashes where a motorist doesn't see a motorcycle will decrease.

Directing Agency: DPS: OTS through the Minnesota State Patrol and other law enforcement agencies with riding officers and official motorcycles.

Project Number: 11-04-10

Project Title: Pilot County Enforcement

Target Population: Minnesota drivers, specifically that reside in Ramsey, Rice, Stearns, Sherburne and St Louis Counties

Description: This enforcement project is designed to encourage all law enforcement working within a county to create a comprehensive, year-long, sustained traffic safety enforcement plan. All enforcement activity must be highly visible and include a plan to educate the community about the enforcement activity. This project funds high visibility enforcement activity for the seat belt and speed mobilizations in Rice, Ramsey, Sherburne, Stearns and St Louis Counties. This project is conducted in conjunction with projects 11-03-08 and 11-04-04 which fund similar work in the Minnesota State Patrol and project 11-03-09 which funds DWI enforcement of cities and counties.

Evaluation Telephone surveys will be conducted in each of the counties to determine their effectiveness in increasing the awareness of the enforcement activity. In addition, the four regular *Safe & Sober* measures will be used.

Directing Agency: DPS: MSP will receive a grant from OTS and will in turn grant to sheriffs offices and municipal departments in the counties

Project Number: 11-04-11

Project Title: Mobile Data Assistance

Target Population: Sheriff's deputies and police officers patrolling the roadways detecting violators and problem drivers

Description: The Transportation Operations Communication Center (TOCC) system originally provided 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 from sheriffs' offices and municipal departments, this outreach project will provide a full-time civilian at the state patrol to provide those other enforcement agencies, as well as, the State Patrol with the technical know-how to enable their use of the system. The project will also purchase software licenses as necessary for use by the agencies. This project is conducted in conjunction with 11-03-22 which funds the estimated portion related to impaired driving.

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: MSP through a grant with OTS

Project Number: 11-04-12

Project Title: HEAT Speed Enforcement

Target Population: The Driving Population, Especially Young Males

Description: The Departments of Public Safety and Transportation agreed to each use significant portions of our 406 funding to conduct a multi-year speed enforcement effort on three designated roadways in each of the eleven Minnesota State Patrol districts. The roadways were identified by MnDOT based on crash analysis and confirmed by enforcement officers in the districts. At least forty percent of the funding will be sub-granted to sheriffs' offices and municipal police departments. Funding will include overtime pay and fringe benefits. Roadways will change as indicated by decreased activity. The speed limits may be increased on some of the roadways involved as appropriate. OTS will provide increased funding to the Office of Communications to publicize the enforcement and MnDOT will provide funding to conduct an evaluation of the effort. A somewhat similar effort conducted in the past found speeds decreasing even though speed limits increased.

Evaluation The MnDOT has an extensive evaluation planned including phone surveys of attitudes and knowledge, analysis of citations written by area, and a wide range of analysis conducted based on in-pavement or portable devices that measures variables such as speeds traveled and following distances.

Directing Agency: DPS: MSP through a grant from OTS (and another from DOT not covered in this document).

Project Number: 11-04-13

Project Title: MSP HEAT Support

Target Population: Law Enforcement Agencies Participating in HEAT

Description: The Minnesota State Patrol will hire a half-time person to work with the citation statistics provided by the program and identify agencies or roadways where changes are likely to improve the efficiency or effectiveness of the project. A second person will work less than one-quarter time to write the grants associated with the project. The project

will pay for salaries, fringe benefits, and indirect costs associated with the part-time positions.

Evaluation Problems are identified and solutions implemented quickly so that statistics show positive actions and grants are written in a timely manner.

Directing Agency: DPS/OTS with a grant to the MSP

Project Number: 11-04-14

Project Title: DDACTS

Target Population: Agencies working a combination of crime and traffic patrols at the same time in over-involved areas

Description: In times of diminishing city budgets, an option for law enforcement is to patrol for traffic violations at the same time as checking on general criminal activity in areas identified by data as over-involved in both areas. Presently, Minnesota has one such project in Duluth which is being conducted with no money from or participation by the OTS. The cities of Fargo and Moorhead are looking into collaborating on a project. OTS would not pay for any activities related to the efforts to reduce crimes other than those related to traffic safety. The OTS could provide technical assistance on identifying the traffic areas over-involved.

Evaluation The evaluation would depend upon the details of an effort funded. The HSP will be amended and details included if a specific project is developed.

Directing Agency: DPS: OTS with grants as appropriate

Funding for Police Traffic Services

11-04 Police Traffic Services						
In thousands of dollars						
Project	Code/ Section	PT 402	K4PT 406	NHTSA Total	State & Local	Local Benefit
01 PT Coordination		160.0		160.0		67.0%
02 Enhanced PT Coordination		65.0		65.0		67.0%
03 E Grants Support		10.0		10.0		0.0%
04 Patrol <i>Safe & Sober</i>		300.0		300.0	75.0	0.0%
05 Cities & Counties <i>Safe & Sober</i>		1100.0		1100.0	300.0	100.0%
06 <i>Safe & Sober</i> Liaisons		250.0		250.0		90.0%
07 Enforcement Challenge		60.0		60.0	15.0	100.0%
08 Mobilization Incentives		100.0	400.0	500.0		95.0%
09 Motorcycle Patrols		50.0		50.0	15.0	40.0%
10 Pilot Counties		365.0		365.0	100.0	100.0%
11 Mobile Data Assistance		42.0		42.0		25.0%
12 HEAT Speed Enforcement			2000.0	2000.0	250.0	40.0%
13 HEAT Support			140.0	140.0		0.0%
14 DDACTS			50.0	50.0	25.0	100.0%
Totals		2502.0	2590.0	5092.0	780.0	

Local benefit for PT averages 67%

11-05 Traffic Records

Data is at the core of all the activities in the Highway Safety Plan. Data from the various Traffic Records systems provide the basis for problem identification, and project selection is a data-driven process. Progress measurement relies on accurate and timely data.

SAFETEA-LU provides funding for State Traffic Safety Information System Improvement Grants under section 408. The Traffic Records Coordinating Committee (TRCC) is moving forward with data improvements identified in the 2008 Traffic Records Assessment. These 408 funds must be used to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of State data; to evaluate the effectiveness of efforts to make such improvements; or to link these State data systems, including traffic records, with other data systems within the State.

The Traffic Records Program portion of the 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. These projects include funding sources other than 408 as well.

Project Number: 11-05-01

Project Title: Traffic Records 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 traffic records projects. It covers appropriate employee salary, fringe benefits, and indirect costs. 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 OTS projects. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. This position also is the chair of the Traffic Records Coordinating Committee (TRCC).

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:	11-05-02
Project Title:	Problem Identification and Systems
Target Population:	DPS, other government and safety organizations, the general public and media
Description:	Federal funds cover the salary, fringe benefits, and indirect costs associated with three OTS research analysts who perform problem identification and program evaluation. This project also covers the costs of computer run time, software and computer equipment, upgrades to existing software packages, and acquisition of products to enhance the Office of Traffic Safety's traffic research capabilities.
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:	11-05-03
Project Title:	E-Grants Support
Target Population:	DPS, OTS, federal project directors, and potential project directors
Description:	OTS, along with other divisions in Public Safety, has been working toward developing and implementing a web based grant application and management system. The system is to be available to OTS by late September, 2010. This project provides for a portion of the costs for Agate Software Inc. to maintain the grant system and to provide updates and improvements as identified after OTS begins to work with the system.
Evaluation	Evaluation will be administrative in nature; considering progress made on implementing improvements identified as needed by OTS, the perceived value of the system to OTS staff and management, and written surveys of users of the product both within the state and with our outside partners outside the state system.
Directing Agency:	DPS: OTS through contracts with Agate Software (Intelligrants)

Project Number:	11-05-04
Project Title:	Revise DPS Website
Target Population:	Minnesota citizens and users of the website
Description:	The current overall design of the Department of Public Safety (DPS)

Web site is outdated and disjointed. Members of the public coming to the DPS site have difficulty navigating the site and finding information such as that pertaining to vehicle registration, reporting of crashes, drivers licensing, reporting unsafe drivers and finding other traffic safety educational information. The websites of the divisions do not always look at all like the Departmental home page and may not mention the connection between DPS and that division. The DPS Office of Technology Support Services (OTSS) and Office of Communications have requested funding to continue to contract with a consultant to design a new template and structure for the DPS site. Divisions of DPS that impact traffic records are Driver and Vehicle Services, Office of Traffic Safety, State Patrol and Bureau of Criminal Apprehension. The project was begun last year and will be finished this year

Evaluation: The project will be considered a success with the release of an efficient DPS website structural plan and template for divisions to utilize.

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

Project Number: 11-05-05

Project Title: Traffic Record Coordinating Committee (TRCC)

Target Population: Data Users and Potential Grantees

Description: The Minnesota Traffic Records Coordinating Committee (TRCC) is an ongoing forum charged with making significant improvements in coordination and sharing of highway safety data and traffic records systems in Minnesota. This group includes policy-level and program-level representatives. The TRCC umbrella covers six systems areas which include: motor vehicle crashes; roadway inventory data; drivers' license information; motor vehicle registration; crash outcome/injury surveillance; and traffic citations and adjudication. The budget for this project covers operating expenses for the group, specific educational efforts to enhance awareness of traffic records issues and travel to the annual Traffic Records Forum.

Evaluation: Active participation of members within the TRCC and success of initiatives derived from group efforts.

Directing Agency: DPS: OTS through purchase orders, grants and/or contracts as necessary

Project Number: 11-05-06

Project Title: Crash Records Database Solution

Target Population: Crash Data Stakeholders

Description: The crash records system used by DPS is a legacy system that the Traffic Records Assessment of 2008 recommended be replaced. As Minnesota moves forward with defining the requirements of the new system, the Police Crash Report form will be revised, MMUCC variables will be further incorporated, GIS technology for crash location data will be employed and the crash system itself will be more stable and modifiable. The next steps include a technical evaluation of currently available systems and producing a cost estimate for the crash system upgrade options.

Evaluation: This project will be considered successful this year when business and technical needs of the new system are documented.

Directing Agency: DPS: OTS with grants and contracts as needed

Project Number: 11-05-07

Project Title: Technology Management with MSP

Target Population: Minnesota State Patrol, courts, DVS, locals

Description: This project uses federal funds to cover the salary, fringe benefits, and indirect costs associated with an employee in the MSP to manage various technology projects such as e-Citation and e-Charging. This project also covers the costs of software and computer equipment and upgrades to existing software packages.

Evaluation: The project will be a success if the planned implementations are timely and there is an increase in the number of troopers using e-citation and e-charging.

Directing Agency: DPS: MSP with a grant from OTS

Project Number: 11-05-08

Project Title: e-Citations project with BCA

Target Population: BCA, courts, DVS, locals

Description: The Bureau of Criminal Apprehension's (BCA) e-Charging application includes an electronic citation service that allows law enforcement agencies to electronically send citations to Courts using the same schema as other criminal justice integration efforts. It is the goal over the next two years for e-Charging to be deployed Statewide to agencies that would like to utilize it. The BCA would assist local agencies with implementation costs of the necessary adapters to connect local records management systems to e-Charging for the purpose of submitting electronic citations to court using the uniform statewide citation

standard. Funding for this effort would help increase the pace and scope of electronic citation deployment statewide.

Evaluation: The project will be a success if the planned implementations are timely and there is an increase the number of agencies using e-citation and e-charging.

Directing Agency: DPS: BCA with a grant from OTS

Project Number: 11-05-09

Project Title: EMS Data Improvements

Target Population: EMS providers and data users

Description: The MNSTAR system was one of the first to submit data to the National EMS Information System (NEMSIS). The MNSTAR dataset will be open this year for changes. This project will provide funding for upgrades to EMS Provider systems that are uploading data to MNSTAR to ensure compliance with EMSRB and NEMSIS data standards, for updates to provider software to planned changes to the EMSRB dataset, webinar software to enhance training capabilities, and the development of a data mining tool to enhance the usefulness of the system.

Evaluation: The project will be a success if the number of providers who are compliant with NEMSIS standard remains the same or increases and if identified training needs are met through the development of webinars.

Directing Agency: OTS with a grant to the EMS Regulatory Board

Project Number: 11-05-10

Project Title: MNLARS Support

Target Population: Traffic Safety data users and other stakeholders

Description: The Minnesota Driver License and Registration System (MNLARS) will be integrated with many other systems. This project will provide support as needed to ensure that needs identified through the TRCC can be met.

Evaluation: The project will be a success if TRCC identified needs are met in the new MNLARS system.

Directing Agency: DPS:OTS in conjunction with DVS

Project Number:	11-05-11
Project Title:	Fatal Analysis Reporting System (FARS)
Target Population:	NHTSA, DPS, and other agencies, organizations, and citizens with questions
Description:	The FARS analyst, a full-time staff position in OTS, is funded by a separate contract from the NHTSA that is not part of the Grant Tracking System. The contract is re-negotiated every five to ten years. The FARS analyst collects, compiles and reports data from all fatal crashes in Minnesota into the national database. Costs include those related to travel, employee development, rent, mailing, and voice and electronic communication needs.
Evaluation	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful provision of answers to questions for information from the system either from the NHTSA or other stakeholders.
Directing Agency:	DPS: OTS

Project Number:	11-05-12
Project Title:	Section 408 Data Improvement Funds for 2011
Target Population:	Traffic data owners and users
Description:	408 traffic records funds are historically used in the year following their appropriation due to the time of the year the obligations come down to the states. This is simply a placeholder project, to allow Minnesota to obligate those funds in September of 2011 when we expect to receive the funding. Projects will be conducted during federal 2012.
Evaluation	No evaluation or tasks are planned to be conducted during 2011
Directing Agency:	DPS:OTS through operating budgets, contacts and/or grants in the following year

Project Number:	11-05-13
Project Title:	State Funded Traffic Records Strategies
Target Population:	Traffic Crash Data Owners and Users
Description:	The crash records data base is owned and maintained by a unit in the DPS division called Driver and Vehicle Services. The cost of that unit is used as state match for the data improvement projects, as are costs of entering the data by enforcement agencies if needed to meet the

requirements of 408 funding.

Directing Agency: DPS' Driver and Vehicle Services and Law Enforcement Agencies

Funding for Traffic Records

11-05 Traffic Records						
In thousands of dollars						
Project	Code/ Section	TR	K9	NHTSA	State &	Local
		402	408	Total	Local	Benefit
01 TR Coordination		200.0		200.0		50.0%
02 Problem Identification		400.0		400.0		60.0%
03 E-Grants Support		15.0		15.0		0.0%
04 Website Re-design		40.0		40.0		0.0%
05 TRCC		35.0	60.0	95.0		50.0%
06 Crash Records Database Solution			950.0	950.0		40.0%
07 Technology Management at MSP			215.0	215.0		10.0%
08 E-Citation with BCA			200.0	200.0		70.0%
09 MNSTAR Improvements			100.0	100.0		70.0%
10 MNLARS Support			75.0	75.0		10.0%
11 FARS (federal contract, non-GTS)						
12 2011 Section 408 Funding			600.0			NA
13 State and Local Traffic Records					750.0	
Totals		690.0	2200.0	2290.0	750.0	

Local benefit for Traffic Records is 60%

11-06 Community Programs

There are few deaths more violent than those in traffic 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 increases a community's cohesiveness and improves its livability.

TZD Safe Roads is a program in its second year that focuses sharply on connecting identified crash data problems with specific countermeasures research has shown are most likely to address them. Eligibility factors for applicant agencies include over-involvement in fatal and severe injury crashes where seat belts were not used, the driver was impaired, and/or illegal or unsafe speed was a factor. A Request for Proposals for Safe Roads was first let in the summer of 2009 to replace the unstructured Safe Communities program.

The Minnesota Toward Zero Deaths program consists of partnerships from the fields of engineering, enforcement, education and emergency medical services, as well as the judicial system. The efforts are lead by the Office of Traffic Safety in Public Safety and the Office of Traffic, Safety, and Technology in MnDOT. The TZD annual conference gathers more than 600 stakeholders to learn about best practices, the latest research, and new interventions for reducing traffic fatalities and serious injuries. Regional partnerships have been formed in an effort to localize and streamline communications activities. Regions are defined roughly as MN/DOT districts. This past year, MnDOT let contracts to develop individual County Highway Safety Plans for all 87 Minnesota counties and district plans for all eight Area Transportation Partnerships. These efforts will be done over a three year period; 2011 is the second year. The most critical aspect of the county plans is the conduct of workshops for invited representatives of engineering, education, enforcement and emergency services partners from four to six adjacent counties together to learn about the issues and make recommendations on the countermeasures to be used in their specific county. OTS supports the plans by presenting information and facilitating discussions on the behavioral aspects of the crash problems.

Minnesota is well known for its exceptional communications projects. Carried out by the Office of Communications in DPS, the projects include media relations and public education activities, as well as, paid media buys and events to earn media coverage. The communications projects in this section are mirrored in the earlier impaired driving section, with the projects here dealing with seat belts, child seats, speed, and other traffic safety problems identified. The majority of campaign themes and concepts are linked to enforcement of the traffic safety laws.

Project Number:	11-06-01
Project Title:	Community Programs 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 Safe Roads and TZD projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to assist and support community-based programs addressing traffic safety issues and to manage and assist the TZD projects (the annual conference, support from the Center for Transportation Studies, Regional TZD support, and OTS' participation in the County Highway Safety Plans). This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.
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:	11-06-02
Project Title:	Evaluation 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 evaluation efforts and projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to ensure OTS projects are appropriately evaluated so success or failure can be measured and explained, and secondarily that necessary reports of seat belt use given to the NHTSA. This is accomplished by devising and conducting projects such as observational and telephone surveys, assisting with print and electronic materials, and forming beneficial partnerships.
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: 11-06-03

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 full-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 covers appropriate employee salary, fringe benefits, and indirect costs. 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. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. The person in this position is also largely responsible for the design and upkeep of the OTS website.

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: 11-06-04

Project Title: E-Grants Support

Target Population: DPS, OTS, federal project directors, and potential project directors

Description: OTS, along with other divisions in Public Safety, has been working toward developing and implementing a web based grant application and management system. The system is to be available to OTS by late September, 2010. This project provides for a portion of the costs for Agate Software Inc. to design and provide training on the system, maintain the grant system and to provide updates and improvements as identified after OTS begins to work with the system.

Evaluation Evaluation will be administrative in nature; considering progress made on implementing improvements identified as needed by OTS, the perceived value of the system to OTS staff and management, and written surveys of users of the product both within the state and with

our outside partners outside the state system.

Directing Agency: DPS: OTS through contracts with Agate Software (Intelligrants)

Project Number: 11-06-05

Project Title: Traffic Safety 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, posters, other print materials, five *Safe & Sober* wave packets, production costs for public service announcements and paid ads, and individuals to develop the public information and media relations efforts. Costs also include salaries, fringe benefits, indirect costs, and travel for communications staff. Alcohol and impaired driving related tasks undertaken are covered in project 11-03-18.

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

Project Number: 11-06-06

Project Title: Global Evaluation

Target Population: OTS analysts, policy developers, DPS, and the NHTSA

Description: 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 projects 11-02-06 and 11-02-11, child seat surveys through 11-02-07 and impaired driving research and evaluation will also be done through project 11-03-32. The OTS will conduct and/or contract for various methods to evaluate the programs carried out.

Evaluation 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.

Directing Agency: DPS: OTS with contracts to private firms, organizations and individuals

Project Number: 11-06-07
Project Title: TZD Safe Roads
Target Population: Communities with high fatality and injury rates associated with low seat belt use and/or speeding.
Description: The first TZD Safe Roads RFP was let last summer. Requirements of the grant include over-involvement in traffic crashes, local coalitions meeting at least six times a year with required representatives from a variety of disciplines, fatal review committees held to discuss and try to identify trends in traffic deaths in their jurisdiction, and assisting law enforcement with events and publicity about enhanced enforcement. Safe Roads focuses on connecting crash data with local collaborations and activities that are proven to have an impact on reducing deaths and serious injuries. A workshop with the grantees from the Safe Roads projects will be held as part of the annual Towards Zero Deaths conference. Impaired-driving focused activities of the Safe Roads grants are conducted through project 11-03-16.
Evaluation: Grantees are required to set measurable goals and objectives as part of their grant contracts. Their progress towards meeting those will be used in evaluating the projects.
Directing Agency: DPS: OTS

Project Number: 11-06-08
Project Title: NETS
Target Population: Minnesota employers and their employees
Description: The Minnesota chapter of the Network of Employers for Traffic Safety (NETS) is coordinated by the Minnesota Safety Council (www.mnsafetycouncil.org). 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 reimburses part of a staff person at the Safety Council to provide assistance to them.
Evaluation: A survey is distributed to all employers using NETS services and the results are analyzed. In addition, the number of employers served, print materials and web site inquiries are reported.
Directing Agency: Minnesota Safety Council through a grant with DPS: OTS

Project Number:	11-06-09
Project Title:	Program Travel
Target Population:	OTS Staff, Project Directors, and other advocates
Description:	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 addition, the project provides for new staff to attend the recommended NHTSA sponsored courses specific to that federal program and for project directors to attend conferences where they can share Minnesota's successes and bring back what has worked in other states. Finally, the OTS is able to write small contracts with other project directors outside of the office to reimburse the expenses for those people attending conferences and meetings out of Minnesota.
Evaluation	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 federal funds for out-of-state travel are required to submit a report on the trip's benefits and new ideas encountered upon return.
Directing Agency:	DPS: OTS

Project Number:	11-06-10
Project Title:	Community Health Liaison
Target Population:	Health agencies and organizations
Description:	The community health liaison is an experienced health professional under contract with the OTS. Her role is to encourage and assist county and municipal health and medical agencies in increasing their attention to reducing traffic fatalities and serious injuries. The project pays for all expenses related to the contract including wages, out of pocket costs (including in-state and out-of-state travel), and fixed costs.
Evaluation	Evaluation of the effectiveness of the liaisons is based on the number of new contacts made, the liaison's participation in different health organizational events, feedback from grantees, and progress towards objectives set by the liaison.
Directing Agency:	An individual through a contract with DPS: OTS

Project Number:	11-06-11
Project Title:	Paid Media

Target Population: Minnesota travelers, especially target audiences identified as being over-represented in fatal and serious injury crashes.

Description: Paid media provides the highest yield for reaching the specific high risk audience with our traffic safety messages. The only good way to ensure the messages will be seen by the target audience is by placing it in locations and on programs favored by that audience. The Office of Communications along with OTS and the professionals under contract to DPS will assess the best plan for paid advertising for the various campaigns within the available funding. This project covers paid media related to seat belts, child seats, speeding, and other identified problems; paid media related to impaired driving is covered under 11-03-20.

Evaluation Reports on frequency and reach of messages will be used to evaluate the campaigns, as will random telephone 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: 11-06-12

Project Title: Toward Zero Deaths Conference

Target Population: Traffic Safety Stakeholders (including law enforcement, legislators, the courts, child passenger safety advocates, public health officials, the medical community, EMS/Fire personnel, city and county engineers, the interested public and others).

Description: The OTS presents a yearly conference for traffic safety stakeholders. The conference is scheduled for October 25 and 26 of 2011. This conference provides a venue to share progress that has been made in implementing Minnesota's Toward Zero Deaths program. Achieving the goal of zero deaths requires cooperation among all levels of government, as well as building connections between government agencies and 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 plenary sessions are collected. Participants are also asked to rate the benefits of the conference and provide feedback on the overall conference, as well as individual sessions.

Directing Agency: DPS: OTS writes a grant with MN/DOT which in turn writes a grant for conference planning services with the Center for Transportation Studies at the University of Minnesota

Project Number:	11-06-13
Project Title:	TZD Regional Support
Target Population:	Travelers on regional roadways
Description:	This project compliments the project described under project number, 11-03-23, entitled Regional Alcohol Support which deals with activities related to impaired driving. The southeastern MnDOT district, with headquarters in Rochester, will be provided with funding for a part time staff person to coordinate regional activities and provide assistance to other newly forming regions in the state. Funding includes salary, fringe benefits, indirect costs and travel.
Evaluation:	The success of the project will be determined by the partnerships created and the level of awareness of traffic safety issues in specific areas. The number of fatalities and severe injuries will ultimately determine success.
Directing Agency:	OTS through a grant to MnDOT's District 6

Project Number:	11-06-14
Project Title:	Teen Driving System Initiative
Target Population:	Governmental agencies and advocate organizations concerned with the deaths and severe injuries suffered by teens
Description:	While many agencies, organizations and individuals are concerned about the number of deaths and severe injuries of teens, many of them are unaware of research on effective countermeasures and few agree on what Minnesota should do with limited resources to address the problem. This project will provide funding to have a series of meetings of a wide group of stakeholders to discuss the issues and potential problems and ultimately come up with a set of recommendations.
Evaluation:	In the short term, project success will be measured by the formation of the group and the set of recommendations from them.
Directing Agency:	DPS: OTS through grants and/or contracts as necessary

Project Number:	11-06-15
Project Title:	Teens Ad Spot Challenge
Target Population:	High school students
Description:	The project encourages high school students to write and produce a 30-second television ad on distracted driving. Ads will be sent to DPS

where staff from AAA Minnesota and Iowa, OTS, and DPS' Office of Communications will determine the best three. Those three will be placed on the OTS website (www.dps.state.mn.us/ots) where the public will have a chance to vote on their favorite. The winner will be broadcast on television and Triple A 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.

Evaluation: Evaluation will be largely administrative. The number of submissions received will be higher than the previous year.

Directing Agency: OTS and DPS Office of Communication with AAA of Minnesota and Iowa

Project Number: 11-06-16

Project Title: Strategies Decreasing Racial Profiling

Target Population: Police Agencies and Communities of Color

Description: It is expected that the purchase of all in-squad cameras will be completed in federal 2010; if some of that activity must be carried over to 2011, this project will cover it. This project will use the remaining funding to gather the "post" information from officers using the cameras and their supervisors and administrators. The information will be compared to that gathered in the "pre" survey from those same individuals and the data will be analyzed and a report will be written. The report will include a discussion of questions related to racial profiling issues. Any training needs identified through the use of in-squad cameras will be also addressed by securing and reimbursing training on the specific issues.

Evaluation: A report on the results of the survey of officers using in-squad cameras and of their supervisors and administrators of their agencies will be available. If training needs are identified, the evaluation sheets completed on the training will also be considered.

Directing Agency: DPS:OTS with grants and contracts as necessary

Funding for Community Programs

11-06		Community Programs						
In thousands of dollars								
Project	Code/ Section	CP 402	K10 1906	PM 402	K4PM 406	NHTSA Total	State & Local	Local Benefit
01 CP Coordination		100.0				100.0		76.0%
02 Evaluation Coordination		115.0				115.0		50.0%
03 Outreach Coordination		110.0				110.0		80.0%
04 E-Grants Support		30.0				30.0		0.0%
05 Media Relations		245.0				245.0		75.0%
06 General Telephone Surveys		50.0				50.0		25.0%
07 TZD Safe Roads		300.0				300.0	50.0	100.0%
08 NETS		55.0				55.0	25.0	75.0%
09 Program Travel		30.0				30.0		10.0%
10 Health Liaison		111.0				111.0		100.0%
11 Paid Media				900.0	1300.0	2200.0		80.0%
12 TZD Conference		140.0				140.0	50.0	60.0%
13 TZD Regional Support		45.0				45.0		75.0%
14 Teen Driving System Initiative		10.0				10.0		25.0%
15 Teens Ad Contest						0.0		
16 Racial Profiling			225.0			225.0	57.0	75.0%
Totals		1341.0	225.0	900.0	1300.0	4766.0	182.0	

Local benefit for CP averages 76%

11-07 Motorcycle Safety

The number of motorcycle rider and passenger fatalities declined in 2009 by 22%. While motorcycle crash fatalities decreased in 2009, the overall numbers have been trending upward for over a decade.

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 over twenty-five years and is continually improving. Projects 11-07-04 through 11-07-09 are funded with state funds obtained through an additional license fee charged to each person with a motorcycle endorsement.

Project Number:	11-07-01
Project Title:	Motorcycle 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 state funded projects of the Minnesota Motorcycle Safety Program (MMSP) and, if received by Minnesota, the section 2010 motorcycle safety funding from NHTSA. The project covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to decrease the number of deaths and severe injuries suffered by motorcyclists.
Evaluation:	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.
Directing Agency:	DPS: OTS

Project Number:	11-07-02
Project Title:	E-Grants Support
Target Population:	DPS, OTS, federal project directors, and potential project directors
Description:	OTS, along with other divisions in Public Safety, has been working toward developing and implementing a web based grant application and management system. In 2009, the business analysis was completed and a Request for Proposals (RFP) written to begin the work in earnest. This project provides for a portion of the costs for Agate Software Inc. to design and develop a grant system that will cover the

whole life of the grant; from RFP, to application, to award, to invoicing and reporting. The system will make it easier and more efficient for applicants, as well as, the Office of Traffic Safety. In addition, the system will help OTS to better manage and track the grants.

Evaluation Evaluation will be administrative in nature; considering progress made on developing and implementing the system and written surveys of users of the product both within the state and with our outside partners.

Directing Agency: DPS: OTS through contracts with Agate Software (Intelligrants)

Project Number: 11-07-03

Project Title: Section 2010 Motorcycle Safety Support

Target Population: Minnesota rider training students and Minnesota car drivers

Description: If Minnesota qualifies for section 2010 funding, this project will be implemented and provide training motorcycles for rider courses, a Smart Trainer for student training, and funding for a motorist awareness and rider conspicuity campaign. 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.

Evaluation: The evaluation will be administrative, consisting of the successful coordination and implementation of OTS' motorcycle equipment replacement and the execution of the campaign.

Directing Agency: DPS: OTS

Project Number: 11-07-04

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: 11-07-05
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: 11-07-06
Project Title: Motorcycle Testing and Licensing
Target Population: Unendorsed motorcyclists and RiderCoaches who conduct third party testing
Description: This project conducts evening hours for 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. In 2011, this project will also provide for the implementation of a three wheel specific skill test. 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: 11-07-07
Project Title: Equipment and Supplies
Target Population: Students of the MMSP and RiderCoaches
Description: This project provides training supplies, equipment, curriculum materials, and necessary insurances.
Evaluation: An administrative evaluation will be conducted comparing planned and completed activities.
Directing Agency: DPS: OTS

Project Number: 11-07-08
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: 11-07-09
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

Project Number: 11-07-10
Project Title: Section 2010 Motorcycle Support (Year 2011 funds)
Target Population: To Be Determined
Description: The Section 2010 money comes down too late in the year to use for that year; therefore, if Minnesota is awarded 2010 money for federal year 2011 this is a place holder that will allow OTS to obligate the funding.
Evaluation: To be determined
Directing Agency: DPS: OTS to be determined

Funding for Motorcycle Safety

11-07 Motorcycle Safety						
In thousands of dollars						
Project	Code/ Section	MC 402	K6 2010	NHTSA Total	State & Local	Local Benefit
01 MC Coordination		110.0		110.0		80.0%
02 E Grants Support		5.0		5.0		0.0%
03 Motorcycle Support			125.0	125.0		80.0%
04 Rider Training				0.0	390.0	
05 Public Education & Media Relations				0.0	250.0	
06 Testing and Licensing				0.0	56.0	
07 Equipment and Supplies				0.0	22.0	
08 Mechanical Services				0.0	125.0	
09 Transport Services				0.0	25.0	
10 '11 Section 2010 Funding			150.0	150.0		
Totals		115.0	275.0	390.0	868.0	

Local benefit for MC is 80%

11-09 Roadway Safety

Minnesota has not yet passed sufficiently stringent laws related to repeat DWI offenders; therefore, a percentage of federal funds are transferred from construction to safety activities. Half of those Section 164 funds are dedicated to projects focused on decreasing impaired driving-related behaviors and the other half are dedicated to engineering fixes on roadways. Due to the impetus of the original Towards Zero Death conference in 2001 and the successes of the Comprehensive Highway Safety Plan and later Strategic Highway Safety Plan, DPS and MN/DOT are working very closely together to reach the common goal of decreasing deaths and serious injuries.

Project Number:	11-09-01
Project Title:	Toward Zero Deaths Committees Support
Target Population:	Drivers in Minnesota
Description:	The object of the project is to maintain on-going committees that will work toward efforts designed to reach the goal of reducing traffic deaths to zero. The Leadership Committee consists of leaders from OTS, MSP, MN/DOT, Department of Health, and the Center for Transportation Studies (CTS) at the University of Minnesota. The Program Committee consists of representatives from the various traffic safety stakeholders -- traffic safety advocates, consultants, non-profit organizations, and other committees in addition to the above governmental organizations. A third, high level Executive Advisory Committee has met once and is not yet institutionalized. Funds will be used to provide staff support for the committees, printing costs, quarterly Traffic Safety Forums (formerly called Partners Breakfasts), costs to update the TZD website and support for the TZD regional conferences. Finally, the CTS will draft a model presentation and instructions that can be used by advocates to present information to convince city councils and county boards of the seriousness of the traffic crash problem in their area. The presentation will not in any way advocate for any laws or ordinances; they will simply provide information in an eye-catching manner on the local traffic crash problems.
Evaluation:	The membership and the projects generated by the committee will be reviewed for continued growth and progress.
Directing Agency:	DPS: OTS and through a grant with MnDOT, the Center for Transportation Studies at U of MN.

Project Number:	11-09-02
Project Title:	District and County Roadway Safety Planning and Installation of Low Cost Countermeasures

Target Population:	People traveling on county roadways that have been identified as a priority for safety improvement through a MnDOT facilitated planning process and also those state highways that have been identified in the Strategic Highway Safety Plan.
Description:	MnDOT identified low-cost systematic strategies that will reduce lane departure and intersection fatal and serious injury crashes in the Strategic Highway Safety Plan. Strategies in the plan include cable median barriers, rumble strips, rumble stripes, enhanced pavement markings, intersection lighting, improved signing, curve chevrons, and low-cost geometric improvements. MnDOT is facilitating a planning processes to identify problem areas for installation of the above noted countermeasures. The planning process is for county roadway projects and brings together stakeholders from the local and county level to identify types of roadway and specific roadway segments for improvement. A second planning process will be conducted at the MnDOT District level and focus on state and trunk highways.
Evaluation:	The evaluation will be administrative, comparing the progress of county plans to the schedule of completing this project in three years (approximately 20 plans per year), and also tracking the timely installation of the above countermeasures.
Directing Agency:	MnDOT, counties and traditional road construction contracts through a 164HE grant from DPS/OTS.

Project Number:	11-09-03
Project Title:	Governor's Safety Initiative and County Mini Grants – Systematic Safety Improvement to Reduce Lane Departure and Intersection Fatal and Serious Injury Crashes.
Target Population:	People traveling on and near sections of trunk highways and county roadways.
Description:	MnDOT will contract with a consultant and contractor to design and construct a project for each Greater Minnesota MnDOT District to install proactive safety measures on two lane trunk highways. The scope of each project is limited to centerline rumble stripes, edgeline rumblestripEs, shoulder rumblestrips, ground-in wet reflective pavement markings and improved signing/delineation on curves. MnDOT also will provide grants to counties for roadway hazard abatement.
Evaluation:	After the problems on a section of trunk highway 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. An administrative evaluation of the

county mini grants will focus on their timely disbursement funding for county roadway safety projects.

Directing Agency: MnDOT and traditional road construction contracts through a 164HE grant from DPS/OTS.

Project Number: 11-09-04

Project Title: New Cable Median Barrier Projects

Target Population: People traveling on trunk highways.

Description: MnDOT will identify trunk highway sections in need of cable median barriers to prevent and/or reduce the incidence of cross over median crashes. MnDOT will contract for the installation of cable median barriers in these high risk areas.

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

Directing Agency: MnDOT and contractors through a 164HE grant from DPS/OTS.

Project Number: 11-09-05

Project Title: Safety Analyst Software

Target Population: People traveling on trunk highways.

Description: MnDOT will license and employ Safety Analyst software to assist in identifying needed roadway safety improvements.

Evaluation: An administrative evaluation will be conducted comparing planned and actual use of the software.

Directing Agency: MnDOT through a 164HE grant from DPS/OTS.

Project Number: 11-09-06

Project Title: New Roadway Safety 2011 Initiative A

Target Population: People traveling on Minnesota roadways.

Description: MnDOT will be identifying new projects to address priority areas within its Strategic Highway Safety Plan. This project serves as a placeholder for an anticipated 2011 initiative. Further information will be included in a Revision to the 2011 HSP.

Evaluation: An evaluation will be conducted based on actual project activities once developed.

Directing Agency: MnDOT through a 164HE grant from DPS/OTS.

Project Number: 11-09-07

Project Title: New Roadway Safety 2011 Initiative B

Target Population: People traveling on Minnesota roadways.

Description: MnDOT will be identifying new projects to address priority areas within its Strategic Highway Safety Plan. This project serves as a placeholder for an anticipated 2011 initiative. Further information will be included in a Revision to the 2011 HSP.

Evaluation: An evaluation will be conducted based on actual project activities once developed.

Directing Agency: MnDOT through a 164HE grant from DPS/OTS.

Funding for Roadway Safety

11-09 Roadway Safety						
In thousands of dollars						
Project	Code/ Section	RS 402	164HE 164	NHTSA Total	State & Local	Local Benefit
01 TZD Support		100.0		100.0		30.0%
02 Safety Plans and Low Cost Measures			11250.0	11250.0		
03 Gov's Initiative & County Mini-grants			6795.0	6795.0		
04 Cable Media Barriers			2750.0	2750.0		
05 Safety Analyst Software			25.0	25.0		
06 Future New Project A			6000.0	6000.0		
07 Future New Project B			5000.0	5000.0		
Totals		100.0	31820.0	31920.0		

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
- 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

Section 402 Requirements

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;

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));

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.**

(23 USC 402 (b)(1)(E));

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. (23 USC 402(I)).

Other Federal Requirements

Cash drawdowns will be initiated only when actually needed for disbursement. 49 CFR 18.20

Cash disbursements and balances will be reported in a timely manner as required by NHTSA. 49 CFR 18.21.

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 18.41.

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;

Federal Funding Accountability and Transparency Act

The State will report for each **sub-grant** awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; , and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;

(i) the entity in the preceding fiscal year received—

(I) 80 percent or more of its annual gross revenues in Federal awards; and(II) \$25,000,000 or more in annual gross revenues from Federal awards; and(ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;

- Other relevant information specified by the Office of Management and Budget in subsequent guidance or regulation.

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) and the Americans with Disabilities Act of 1990 (42 USC § 12101, *et seq.*; PL 101-336), which prohibits discrimination on the basis of disabilities (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; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the

requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(41 U.S.C. 702;):

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 (49 U.S.C. 5323(j)) 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, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

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. No 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 participant shall attach an explanation to this proposal.

POLICY TO BAN TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to:

- (1) Adopt and enforce workplace safety policies to decrease crashes caused by distracted driving including policies to ban text messaging while driving—
 - a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
 - b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.

- (2) Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as –
 - a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
 - b. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 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).

Governor's Representative for Highway Safety

State or Commonwealth

For Fiscal Year

Date

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Minnesota

Highway Safety Plan Cost Summary

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Report Date: 05/03/2011

Posted: 09/07/2010

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2011-01-00-00	voucher 6	\$.00	\$ 435,000.00	\$.00	\$ 435,000.00	\$ 435,000.00	\$.00
Planning and Administration Total			\$.00	\$ 435,000.00	\$.00	\$ 435,000.00	\$ 435,000.00	\$.00
Alcohol								
	AL-2011-03-00-00	move AL funds forward to 2011	\$.00	\$.00	\$.00	\$ 210,000.00	\$ 210,000.00	\$ 168,000.00
Alcohol Total			\$.00	\$.00	\$.00	\$ 210,000.00	\$ 210,000.00	\$ 168,000.00
Motorcycle Safety								
	MC-2011-07-00-00	voucher 6	\$.00	\$ 868,000.00	\$.00	\$ 115,000.00	\$ 115,000.00	\$ 88,000.00
Motorcycle Safety Total			\$.00	\$ 868,000.00	\$.00	\$ 115,000.00	\$ 115,000.00	\$ 88,000.00
Occupant Protection								
	OP-2011-02-00-00	voucher 6	\$.00	\$ 25,000.00	\$.00	\$ 905,000.00	\$ 905,000.00	\$ 220,000.00
Occupant Protection Total			\$.00	\$ 25,000.00	\$.00	\$ 905,000.00	\$ 905,000.00	\$ 220,000.00
Police Traffic Services								
	PT-2011-04-00-00	voucher 6	\$.00	\$ 530,000.00	\$.00	\$ 2,502,000.00	\$ 2,502,000.00	\$ 1,875,000.00
Police Traffic Services Total			\$.00	\$ 530,000.00	\$.00	\$ 2,502,000.00	\$ 2,502,000.00	\$ 1,875,000.00
Traffic Records								
	TR-2011-05-00-00	voucher 6	\$.00	\$.00	\$.00	\$ 690,000.00	\$ 690,000.00	\$ 357,500.00
Traffic Records Total			\$.00	\$.00	\$.00	\$ 690,000.00	\$ 690,000.00	\$ 357,500.00
Community Traffic Safety Project								
	CP-2011-06-00-00	voucher 6	\$.00	\$ 182,000.00	\$.00	\$ 1,341,000.00	\$ 1,341,000.00	\$ 771,800.00
Community Traffic Safety Project Total			\$.00	\$ 182,000.00	\$.00	\$ 1,341,000.00	\$ 1,341,000.00	\$ 771,800.00
Roadway Safety								
	RS-2011-09-00-00	voucher 5	\$.00	\$.00	\$.00	\$ 100,000.00	\$ 100,000.00	\$ 30,000.00

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Highway Safety Plan Cost Summary

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Report Date: 05/03/2011

Posted: 09/07/2010

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
Roadway Safety Total			\$.00	\$.00	\$.00	\$ 100,000.00	\$ 100,000.00	\$ 30,000.00
Paid Advertising								
	PM-2011-06-00-00	increase local benefit	\$.00	\$.00	\$.00	\$ 900,000.00	\$ 900,000.00	\$ 720,000.00
Paid Advertising Total			\$.00	\$.00	\$.00	\$ 900,000.00	\$ 900,000.00	\$ 720,000.00
NHTSA 402 Total			\$.00	\$ 2,040,000.00	\$.00	\$ 7,198,000.00	\$ 7,198,000.00	\$ 4,230,300.00
405 OP SAFETEA-LU								
	K2-2011-02-00-00	new 405 money	\$.00	\$ 181,000.00	\$.00	\$ 595,000.00	\$ 595,000.00	\$ 542,500.00
405 Occupant Protection Total			\$.00	\$ 181,000.00	\$.00	\$ 595,000.00	\$ 595,000.00	\$ 542,500.00
405 OP SAFETEA-LU Total			\$.00	\$ 181,000.00	\$.00	\$ 595,000.00	\$ 595,000.00	\$ 542,500.00
NHTSA 406								

K4PM-2011-06-00-00	increase local benefit	\$.00	\$.00	\$.00	\$ 1,300,000.00	\$ 1,300,000.00	\$ 1,040,000.00
406 Safety Belts Paid Media Total		\$.00	\$.00	\$.00	\$ 1,300,000.00	\$ 1,300,000.00	\$ 1,040,000.00
406 Occupant Protection							
K4OP-2011-02-00-00	increase local benefit	\$.00	\$.00	\$.00	\$ 2,245,000.00	\$ 2,245,000.00	\$ 2,245,000.00
406 Occupant Protection Total		\$.00	\$.00	\$.00	\$ 2,245,000.00	\$ 2,245,000.00	\$ 2,245,000.00
406 Police Traffic Services							
K4PT-2011-04-00-00	increase state match in K4PT	\$.00	\$ 250,000.00	\$.00	\$ 2,500,000.00	\$ 2,500,000.00	\$ 1,180,000.00
406 Police Traffic Services Total		\$.00	\$ 250,000.00	\$.00	\$ 2,500,000.00	\$ 2,500,000.00	\$ 1,180,000.00
NHTSA 406 Total		\$.00	\$ 250,000.00	\$.00	\$ 6,045,000.00	\$ 6,045,000.00	\$ 4,465,000.00
408 Data Program SAFETEA-LU							
K9-2011-05-00-00	voucher 6	\$.00	\$ 750,000.00	\$.00	\$ 2,200,000.00	\$ 2,200,000.00	\$ 619,000.00
408 Data Program Incentive Total		\$.00	\$ 750,000.00	\$.00	\$ 2,200,000.00	\$ 2,200,000.00	\$ 619,000.00
408 Data Program SAFETEA-LU Total		\$.00	\$ 750,000.00	\$.00	\$ 2,200,000.00	\$ 2,200,000.00	\$ 619,000.00
410 Alcohol SAFETEA-LU							
K8-2011-03-00-00	voucher 6	\$.00	\$ 6,295,000.00	\$.00	\$ 8,300,000.00	\$ 8,300,000.00	\$ 3,990,000.00

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
410 Alcohol SAFETEA-LU Total			\$.00	\$ 6,295,000.00	\$.00	\$ 8,300,000.00	\$ 8,300,000.00	\$ 3,990,000.00
2010 Motorcycle Safety								
	K6-2011-07-00-00	voucher 6	\$.00	\$.00	\$.00	\$ 275,000.00	\$ 275,000.00	\$ 10,000.00
2010 Motorcycle Safety Incentive Total			\$.00	\$.00	\$.00	\$ 275,000.00	\$ 275,000.00	\$ 10,000.00
2010 Motorcycle Safety Total			\$.00	\$.00	\$.00	\$ 275,000.00	\$ 275,000.00	\$ 10,000.00
2011 Child Seats								
	K3-2011-02-00-00	increase state match in K3	\$.00	\$ 220,000.00	\$.00	\$ 685,000.00	\$ 685,000.00	\$ 660,000.00
2011 Child Seat Incentive Total			\$.00	\$ 220,000.00	\$.00	\$ 685,000.00	\$ 685,000.00	\$ 660,000.00
2011 Child Seats Total			\$.00	\$ 220,000.00	\$.00	\$ 685,000.00	\$ 685,000.00	\$ 660,000.00
1906 Prohibit Racial Profiling								
	K10-2011-06-00-00	voucher 6	\$.00	\$ 10,000.00	\$.00	\$ 225,000.00	\$ 225,000.00	\$ 25,000.00
1906 Prohibit Racial Profiling Total			\$.00	\$ 10,000.00	\$.00	\$ 225,000.00	\$ 225,000.00	\$ 25,000.00
164 Transfer Funds								
	164PA-2011-03-00-00	increase local benefit	\$.00	\$.00	\$.00	\$ 733,000.00	\$ 733,000.00	\$ 586,400.00
164 Planning and Administration Total			\$.00	\$.00	\$.00	\$ 733,000.00	\$ 733,000.00	\$ 586,400.00
164 Alcohol								
	164AL-2011-03-00-00	increase state match	\$.00	\$ 375,000.00	\$.00	\$ 11,700,000.00	\$ 11,700,000.00	\$ 3,991,000.00
164 Alcohol Total			\$.00	\$ 375,000.00	\$.00	\$ 11,700,000.00	\$ 11,700,000.00	\$ 3,991,000.00
164 Paid Media								
	164PM-2011-03-00-00	voucher 6	\$.00	\$.00	\$.00	\$ 2,500,000.00	\$ 2,500,000.00	\$ 2,000,000.00
164 Paid Media Total			\$.00	\$.00	\$.00	\$ 2,500,000.00	\$ 2,500,000.00	\$ 2,000,000.00
164 Hazard Elimination								
	164HE-2011-09-00-00	voucher 6	\$.00	\$.00	\$.00	\$ 28,000,000.00	\$ 28,000,000.00	\$ 8,000,000.00
164 Hazard Elimination Total			\$.00	\$.00	\$.00	\$ 28,000,000.00	\$ 28,000,000.00	\$ 8,000,000.00

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
<i>164 Transfer Funds</i>			<i>\$.00</i>	<i>\$375,000.00</i>	<i>\$.00</i>	<i>\$42,933,000.00</i>	<i>\$42,933,000.00</i>	<i>\$14,577,400.00</i>
<i>Total</i>								
NHTSA Total			\$.00	\$10,121,000.00	\$.00	\$68,456,000.00	\$68,456,000.00	\$29,119,200.00
Total			\$.00	\$10,121,000.00	\$.00	\$68,456,000.00	\$68,456,000.00	\$29,119,200.00