



my heart forever  
Chris  
Uncle John  
You are the best!  
I miss you.  
Love, Cal  
Miss you dearly  
wish you were  
here so we  
could go fishing  
and mess around  
you  
ng to drag  
in  
much!  
Kate, we miss your  
and smiling face.

**MINNESOTA  
FFY10 ANNUAL EVALUATION REPORT**



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# Minnesota Annual Evaluation Report

## Forward

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

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

Minnesota is proud of its work, including some of its established projects such as: the *Safe & Sober* law enforcement project; NightCAP enforcement of impaired driving laws; and its nationally-recognized communications project which develops and places earned and paid media, as well as providing communication outreach on traffic safety efforts. A number of these projects are components of Minnesota's Strategic Highway Safety Plan (SHSP) which was initiated in FFY 2004 and completed in FFY 2005. In FFY 2007, the SHSP was updated to align with SafeTEA-LU requirements and all sponsoring state agencies (Health, Transportation and Public Safety) signed on. The work of the OTS continues to focus on the goal of moving Minnesota Toward Zero Deaths (TZD). The partnership between the OTS, the Minnesota Department of Transportation (Mn/DOT), and other safety partners remains strong. The OTS and the entire TZD group remains dedicated to strong partnerships working toward this goal.

Minnesota passed legislation that will significantly change administrative driver license sanctions imposed on a DWI offender. Key components of the legislation include:

- First-time offenders with a 0.16 and above alcohol concentration level and all repeat DWI offenders will be required to have ignition interlock devices installed on any vehicle they drive.
- First-time offenders with a 0.16 and above alcohol concentration level and all repeat DWI offenders that choose not to use ignition interlocks will not have driving privileges ranging from one to six years depending on offense level.
- Interlock users will regain full driving privileges immediately after the offense, ensuring they are driving with a valid license and not a threat on the roadway.
- Interlock will be used to monitor chronic DWI offenders to verify reinstatement requirements.

This legislation, that is effective July 1, 2011, will support our effort of toward zero deaths by encouraging, at time mandating, the use of ignition interlocks and providing a pathway to safe and legal driving.

Minnesota has joined a select but growing number of states by achieving the following milestone: Minnesotans now buckle up 92% of the time. (August 2010)

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

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

- An overview of the major program areas pursued in FFY 2010 (October 1, 2009 through September 30, 2010), highlights of some selected projects, and future strategies to consider. These can be found in the first two sections: program overviews and noteworthy practices.
- A report on Paid Media buys and results comprises the third section.
- A traffic safety trends in Minnesota section which has been enhanced with expanded performance measures that will be used in all states follows.
- A financial summary of the costs associated with the projects supported in FFY 2010 closes out the report.

Many promising projects are highlighted to provide details including the goals set and results realized for each. The contact information for the individuals responsible for coordinating the projects is also provided for those who may want additional information.

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

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

Or visit our website: [www.dps.state.mn.us/ots](http://www.dps.state.mn.us/ots)

# Overviews

# Overviews

## Planning & Administration

Sound Planning and Administration – the foundation for effective, innovative, and carefully managed programs

Achieving the goals of the Highway Safety Program takes concentrated and coordinated efforts by a large number of traffic safety agents, each working within their own sphere of influence. The Planning & Administration (P&A) program is responsible for coordinating, managing, and, as far as possible, leading those efforts.

The Office of Traffic Safety (OTS) continues to stress the “Toward Zero Deaths” (TZD) initiative – a partnership of engineering, enforcement, education, and emergency medical services sharing the vision of ever-decreasing numbers of traffic fatalities.

### Planning & Administration Program Objectives:

- Programs and projects conducted by or through the OTS will be well run. Problems will be identified, objectives will be set, strategies will be designed and evaluations will be conducted.
- Innovative projects will be designed, implemented and evaluated. Current projects will be continually improved and re-evaluated.
- Financial and programmatic issues will be handled in accordance with governing statutes and procedures of the state and federal agencies.
- The expenditures for P&A will not exceed the 10% maximum cap set by the NHTSA and the total costs of P&A will be split between the state and the NHTSA.
- A full complement of staff will be employed by the Office of Traffic Safety to effectively manage internal operations and external outreach. The full complement of staff consists of one director, two managers, 11 coordinators, three research analysts, one FARS analyst and two administrative/support positions.
- The office will be organized and equipped to most effectively and efficiently support operations of all program areas.
- The Traffic Safety Programs manager and other OTS staff, as appropriate, will continue to dedicate time to partner with the Department of Transportation to update the Strategic Highway Safety Plan (SHSP) and to work on strategies outlined in the document.

### Results:

- Programs and projects are managed and monitored so they have the best possible chance for success and for showing the success in evaluations.
- The state accounting system (MAPS), the NHTSA’s Grant Tracking System, and the OTS’ internal spreadsheets provide the OTS with the financial information needed to effectively manage the budget and adhere to financial statutes and procedures.
- The OTS funds rent, in-state travel, communications, portions of general DPS salaries (5% of the receptionist for example), director, one manager, two administrative staff, and a senior program coordinator in the OTS and one-quarter time of an accounting officer in DPS’ Fiscal and Administrative Services under P&A. The other program coordinators and the research analysts are funded in specific program areas.
- In 2010 the OTS continued with fine tuning the structure of the office and filling vacancies. The office structure is continuing to undergo reorganization to efficiently meet changing demands and staff position descriptions are undergoing review and being re-written in concert with the new structure.
- During the year, the Research, Finance and Administration Manager position was filled by internal promotion and State Program Administrator Senior and Research Analyst Specialist positions were also filled.

- The OTS has developed and implemented a more structured approach to training new employees.
- The TZD partnership and leadership teams continue to meet and work progresses on the implementation of the Comprehensive Highway Safety Plan.

**Future Strategies:**

The OTS, along with two other DPS divisions, is moving toward implementing web based self-service grant applications and reporting systems commonly referred to as E-Grants. Although delayed, work continues and OTS expects to begin testing the system during the 2011 fiscal year. The OTS strives to continually improve training opportunities and the office environment to retain qualified staff. Activities from the SHSP continue to be merged into the various traffic safety programs.

**Occupant Protection**

92% of Minnesotans wear seat belts – Enforcement of the primary bill will help to reach the final 8%

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

**Occupant Protection Program Objectives:**

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

**Results:**

- Belt use reached 92.3% statewide in 2010
- Seat belt use among 16-29 year olds reached a new high of 90.1%
- Seat belt use for pickup truck drivers was virtually unchanged from 84% in 2009 to 83% in 2010
- 2,883 child safety restraint systems were distributed to low income families with education provided by a variety of trained CPS advocates, primarily through public health agencies

**Noteworthy Practices:**

- Seat Belt Observational Surveys
- CPS Investments/Support
- Motor Task Force Seat Belt Enforcement Saturations

**Future Strategies:**

For 2011, the OTS will continue to implement seat belt enforcement programs in conjunction with an October *Safe & Sober* wave and the National *Click it or Ticket* Mobilization in May. The OTS

will work to educate Minnesotans about the requirements of the new primary enforcement seat belt law and the new booster seat law. The OTS continues to emphasize belt enforcement in the evening hours and will design a nighttime seat belt survey to evaluate our success. The OTS will continue to publicize training opportunities led by certified CPS instructors for advocates interested in CPS. OTS will also design and implement a booster seat survey.

## **Impaired Driving**

Support for a broad-range of impaired driving programs – effective in changing the behavior of a vast array of impaired drivers

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

Minnesota continuously seeks to improve current impaired driving projects. In addition, new projects are developed that support the statewide strategy to reduce alcohol-related deaths and severe injuries. Careful consideration is taken to determine how new projects can be implemented and woven into the current strong impaired driving program. Minnesota has been fortunate to develop synergy by combining NHTSA funding with Enforcing Underage Drinking Laws (EUDL) funds received from the Federal Department of Justice, Office of Juvenile Justice & Delinquency Prevention which are designed to be administered to enforce underage drinking laws and to reduce youth alcohol access and use. Through developing partnerships, education, enforcement and innovate strategies the OTS has developed a comprehensive impaired driving program.

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

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

### **Results:**

- The number of alcohol-related fatalities decreased from 163 in 2008 to 141 in 2009, a 13% reduction. Alcohol impaired driving fatalities (0.08 alcohol concentration or above) decreased from 132 in 2008 to 108 in 2009, an 18% reduction. Alcohol-related severe injuries also decreased: from 337 in 2008 to 279 in 2009, a 17% reduction.
- Minnesota experienced a decrease in DWI arrests from 35,794 in 2008 to 32,756 in 2009. Historically, DWI arrest data fluctuates from 32,000 to 40,000 arrests per year. In 2009, a significant number of DWI arrests are currently in litigation over the validity of the breath testing instrument and therefore are not recorded on the driver license database.

The number of people arrested in 2009 is expected to increase once the court case is resolved. Enforcement efforts will continue to focus on high visibility to create a much stronger general deterrence.

- All law enforcement officers that work funded programs are trained in Standardized Field Sobriety Testing (SFST) and Occupant Protection Usage and Enforcement (OPUE). Officers were required to take a DWI Update (Update) course if the SFST course was completed more than five years ago. The Traffic Safety Resource Prosecutor provided several courses and training tools to assist prosecutors with successfully prosecuting DWI cases.
- Impaired driving enforcement saturations were focused in the 13 Minnesota counties with the highest number of alcohol-related fatalities and severe injuries. Saturations in these counties resulted in 2,403 DWI arrests from 328 saturations. Larger more highly visible saturations occurred which resulted in fewer DWI arrests but resulted in a heightened awareness of the impaired driving enforcement effort.
- Two statewide impaired driving mobilizations were conducted, one in December and one in August/September.
- Minnesota has ten DWI courts, eight of which are funded by the OTS. During this year the funded programs admitted 139 people into a DWI Court: 124 graduated, 24 were terminated and 212 are currently enrolled. Only seven graduates from DWI court incurred an additional DWI arrest.
- The ignition interlock pilot program expanded statewide and currently has over 1,500 participants. A law was passed during the 2010 legislative session, effective July 1, 2011, that will greatly expand the use of ignition interlock.
- Telephone surveys indicate the number of people that heard about increased impaired driving enforcement rose from 46% to 87%. The emphasis group, unmarried males under 35, rose from 53% to 84%.
- Unfortunately, telephone surveys also indicate the perceived likelihood of being stopped for impaired driving stayed statistically the same with about 35% of respondents saying they'd be "Very likely" to be stopped if they drove when the amount of alcohol in their body was more than the law allows. In four out of the six counties that had enhanced high visibility enforcement 40-43% of the respondents stated that they'd be "Very likely" to be stopped if they drove when the amount of alcohol in their body was more than the law allows.
- The "Over the Limit. Under Arrest." slogan was recognized by 62% prior to and 73% post the Labor Day wave. The emphasis group of unmarried males under 35 showed extremely high recognition for both pre and post survey waves: 82% to 88%.
- DWI arrests for those under the legal drinking age dropped 15% to 2,505 in 2009. from 2,962 in 2008. Further, 16 drivers under the legal drinking age were killed in an alcohol-related crash and 6 of those drivers were over the legal limit of 0.08. This number ties with the year 1995 as the lowest number of underage drinking drivers killed that tested over the legal limit.

**Noteworthy Practices:**

- NightCAP / Anoka High Visibility Enforcement / Pilot Counties
- DWI Courts
- E-Charging / Breath Testing Instruments
- Sober Cab
- Digital In-Squad Cameras

**Future Strategies:**

Minnesota will continue to fund programs that reduce the number of alcohol-related fatalities and severe injuries. In FFY 2011, enforcement saturations will focus on the 13 counties with the highest number of alcohol-related fatalities and severe injuries. Strategies to increase the visibility of the enforcement effort will continue to expand and include an emphasis on nighttime seat belt enforcement. Additionally, the national December and Labor Day Crackdowns will be supported

statewide through the *Safe & Sober* program. Paid and earned media will continue to enhance all enforcement efforts. Ignition interlock use will be expanded as a result of a law that will require all first time DWI offenders with an alcohol concentration level of 0.16 and above, and all repeat offenders, to install ignition interlock to continue to drive or experience a revocation period from one to six years. Currently funded DWI courts will continue to be supported and training for new courts will be encouraged. The public health community, through our safe communities, will work with communities to develop sober cab programs, education and traffic safety policies. The traffic safety resource prosecutor will expand the opportunities to reach out to criminal justice stakeholders to educate them on the importance of a DWI arrest and conviction and the proper judicial procedures. Lastly, Minnesota will support the development of a model impaired driving records information system by expanding the implementation and use of the e-Charging system and integration of the new breath testing instruments with e-Charging. Further expansion of this system will include replacing the breath testing instruments and integrating the new instruments with the e-Charging system. The system will greatly expedite the DWI arrest and adjudication process for law enforcement, the state's driver licensing authority and prosecuting attorneys.

## **Police Traffic Services**

Effective and efficient traffic law enforcement – the core of a sound traffic safety program

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

Minnesota's *Safe & Sober* program incorporates the national mobilizations as part of the overall plan. Law enforcement agencies are given many ways to participate. Some agencies which are unable to commit the resources to being a full S&S partner enter the *S&S Challenge*, a smaller grant award based on an agency's commitment to traffic safety. Others participate via mini grants for the *Click It or Ticket* Mobilization. Several agencies who do not receive a federal grant from our office still participate in the national mobilizations and report their successes through our website. Minnesota has been fortunate to have very committed law enforcement liaisons that keep the program a priority locally and aid agencies in a myriad of ways.

### **Police Traffic Services Program Objectives:**

- Reduce the number of traffic fatalities and serious injuries
- Increase seat belt use as shown by observational studies
- Decrease impaired driving as shown by the percentage of crash deaths that are alcohol-related
- Increase the number of agencies participating in the national mobilizations and the *Safe & Sober Challenge* program
- Increase the percentage of Minnesotans covered by agencies participating in the OTS enforcement programs and national mobilizations
- Increase the perception of the likelihood of receiving a citation or being arrested for violating traffic laws
- Increase the public's recognition of law enforcement traffic safety emphasis waves

### **Results:**

Many of the results summarized below are discussed more thoroughly in the noteworthy practices reports that follow.

- In 2009, 421 people died on Minnesota roadways. This is the lowest number since 1945.
- The number of serious injuries reached a new record low 1,271 in 2009.
- To date (December 23, 2010) there are 395 known traffic deaths in Minnesota for 2010.
- Seat belt use, as shown by observational surveys, reached a new high of 92.3% in 2010.

- The 141 alcohol-related fatalities in 2009 was the lowest number since Minnesota began tracking this number in 1984.
- The number of agencies participating in the OTS enforcement programs and national mobilizations remained consistent at 400 from 2009 to 2010 covering all areas of the state.
- The *Click it or Ticket* media campaign raised both awareness and perception of apprehension. Pre survey responses indicated that 22% had seen a belt enforcement message in the past 30 days and this number rose to 50% post mobilization.
- Prior to the *Click it or Ticket* campaign 30% of respondents thought it “Very likely” they’d be ticketed for belt non-use. Post campaign this number rose to 39%.
- The *Over the Limit. Under Arrest.* campaign was not as successful in raising the perception of apprehension. Those responding that they’d be “Very likely” to be arrested remained mostly unchanged from 34% pre to 35% post mobilization.

**Noteworthy Practices:**

- *Safe & Sober Patrol & Local Law Enforcement*
- *Safe & Sober Liaisons*
- National and State Mobilizations
- HEAT

**Future Strategies:**

Overall, the Minnesota public and enforcement communities identify with and support the *Safe & Sober* programs. Evidence strongly supports that the combined efforts of increased enforcement and paid and earned media do have a positive impact on improving driver behavior. The OTS will continue to emphasize motorcycle and nighttime seat belt enforcement. The OTS will continue to incorporate best practices identified by our local agencies, as well as those suggested by our federal partners, into *Safe & Sober*.

**Traffic Records**

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

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

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

**Traffic Records Program Objectives:**

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

**Results:**

- Expanded use of the web based crash report entry feature (90+% of crashes are reported electronically) has lead to significant gains in the timeliness of crash data.
- The TRCC continues to meet regularly and plan effective strategies for data systems improvements by moving ahead to make sure all systems stakeholders are informed of upcoming changes and innovations and that the TRCC does its best to implement improvements.
- The OTS has two researchers who produce documents concerning Minnesota's motor vehicle crashes. Two major publications produced by the OTS are *Minnesota Motor Vehicle Crash Facts* and *Minnesota Impaired Driving Facts*. These reports are excellent resources for persons interested in traffic crash and impaired driving issues in Minnesota. The OTS research staff performs problem identification and program evaluation.

**Noteworthy Practices:**

- Problem identification and analysis performed by researchers
- TIS Recovery

**Future Strategies:**

For 2011, the TRCC will continue to follow its current path of implementing prioritized projects from the Statewide Traffic Information Systems Strategic Plan. The OTS and the TRCC will also prioritize implementation of recommendations made from the Traffic Records Assessment and incorporate the findings into an updated Strategic Plan. The Department of Public Safety's Minnesota License and Registration System (MNLARS) will continue in development and the user needs of a new crash system will be further defined.

## Community Programs

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

Involving people at the community level is essential to raise awareness of and to decrease traffic fatalities and serious injuries. Communities that are aware of the relative costs and risks posed by traffic crashes are more likely to devote energy and resources to becoming proponents of traffic safety. Community involvement is fostered through the development of TZD Safe Roads coalitions (also called Safe Community coalitions) and developing partners who work in healthcare, education, engineering, emergency response, law enforcement, the judicial system, local businesses and faith communities. Coalitions encourage local businesses to become involved through the Network of Employers for Traffic Safety (NETS). Communities are empowered to utilize evidence-based solutions to local traffic safety problems. Localized problem identification motivates communities to mobilize their resources for efforts that are effective and resonate with the people who live there. With local communities focusing on traffic safety issues, the OTS' goal of Toward Zero Deaths becomes more attainable.

**Communities Program Objectives:**

- Increase Minnesotans' awareness of traffic safety issues
- Meet twice quarterly with coalition partners to provide education and networking opportunities to focus on traffic safety issues
- Increase the number and diverse backgrounds of members who are actively involved in local coalitions
- Use experienced health professional liaisons to increase health professionals' awareness of the importance of traffic safety issues and to obtain their cooperation in focusing on these issues through coalition participation or as employers
- Expand the number of active coalitions in all areas of the state
- Encourage the formation of regional partnerships

**Results:**

- TZD Stakeholders' breakfasts were conducted quarterly to provide outreach to partners.
- The Health Liaisons continue to expand our partnerships in the health field, educate and advocate for support for traffic safety issues in the health community, and provide support for coalitions throughout the state.
- The rising costs of health care and the costs associated with traffic crashes have been a way for the Health Liaison to increase the health community's interest in traffic safety.
- Telephone surveys of Minnesotans were conducted to assess awareness of enforcement efforts and self reported changes in behavior (observational surveys of safety belt use were conducted under the occupant protection section).
- Interest in TZD Safe Roads Coalitions is beginning anew as the community engages with the newly formatted program. There were 13 TZD Safe Roads coalitions in 2010. The majority of the coalitions work together on regional activities and idea sharing.
- Numerous public information/education activities, as well as paid media, increased Minnesotans' awareness of our programs and traffic safety issues.
- The TZD Program continues to coordinate efforts to advance traffic safety with regional partnership projects.

**Noteworthy Practices:**

- Public Information and Education
- Toward Zero Deaths (TZD) Conference
- TZD Safe Roads Community Coalition Program

**Future Strategies:**

For 2011, the OTS is going into its second fiscal year with the new *TZD Safe Roads* project. Greater emphasis will be made to work in conjunction with law enforcement agencies to promote traffic enforcement waves and evidence based countermeasures. The OTS will continue to challenge the complacency toward traffic crashes through our Public Information & Education (PI&E) and paid media efforts as well as working through the *TZD Safe Roads* Coalitions to enhance local ownership. The health liaison will continue to enlist the health community as well as to reach out to other health advocates in work places and faith communities for their assistance in decreasing fatalities and serious injury crashes. The TZD conference will continue to offer breakout sessions that offer best practices and effective countermeasures to the stakeholders from the community. These sessions will continue to address traffic safety solutions from specific disciplines, as well as from a multi-disciplinary angle.

**Motorcycle Safety**

Minnesota has seen a dramatic decrease in motorcycle fatalities

In 2009, 53 persons were killed in motorcycle crashes, a dramatic decrease from 72 deaths the year before. Licensed operators and registered motorcycles both reached new all time highs of 387,159 and 226,675 respectively. The Minnesota Motorcycle Safety Program (MMSP) conducts rider training courses, targeted public information campaigns, and an evening testing program for motorcycle license endorsement to improve motorcyclist safety.

**Motorcycle Safety Program Objectives:**

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

**Results:**

- The number of motorcyclist fatalities decreased from 72 in 2008 to 53 in 2009.
- The number of unhelmeted motorcyclist fatalities decreased from 53 in 2008 to 37 in 2009.
- The percentage of unhelmeted motorcyclist fatalities also decreased from 73.6% to 69.8% in 2009.
- The number of fatalities involving a motorcycle operator with a BAC of .08 or above decreased from 25 in 2008 to 11 in 2009.
- The rate of motorcycle fatalities per 10,000 registered motorcycles decreased from 3.2 in 2008 to 2.3 in 2009; the second lowest rate on record.
- The crash rate per registered motorcycles dropped to 59 crashes per 10,000 registered motorcycles from 73 in 2008. Registered motorcycles reached a high of 226,675 in 2009.
- While the number of motorcycle involved crash fatalities will not be finalized until the spring of 2011, preliminary indications suggest that Minnesota will experience another dramatic decrease in motorcyclist fatalities for 2010.
- Rider course participation decreased by 7% in 2010. Total course enrollment was 7,641. The MMSP offers several types of courses. Rider training course totals were:
  - 6,530 in the Basic Rider Course
  - 380 in the Experienced Rider Course
  - 198 in the Moped Course
  - 126 in the Skills Re-test Course
  - 38 in the Street Smarts Course
  - 228 in Seasoned and Group Riding Courses
  - 63 in the Introduction to a Motorcycle Course
  - 17 in the Basic Rider Course Refresher
  - 61 in the Civilian Police Motorcycle Course
- In 2009, the MMSP completed the last year of a three year campaign to educate riders on the benefits of increasing the conspicuity of themselves and their motorcycles. Behavior change in response to this campaign will be measured in a rider survey scheduled to mail in January 2011. A final survey report is expected by fall 2011.

**Noteworthy Practices:**

- Rider Education and Training
- Targeted Public Information Campaigns
- Evening Hours for Motorcycle Skills Testing

**Future Strategies:**

The MMSP will begin the first year of a planned two year campaign to increase participation in rider training courses by both novice and experienced riders. Baseline data from which to measure this campaign will be collected prior to rolling out the campaign in the spring of 2011. Additionally, a NHTSA Section 2010 funded motorist awareness effort will be conducted again in Minnesota's ten highest motorcycle crash counties. Finally, the MMSP will continue to support coordinated, multi-jurisdictional enforcement efforts around specific riding events with media and public information and materials support; and 2011 will mark the first year of adding targeted motorcycle enforcement to our month long *Safe & Sober* speed wave.

## **Roadway Safety**

The Office of Traffic Safety in partnership with the Minnesota Department of Transportation (Mn/DOT) and Minnesota County Engineers.

Section 164 Hazard Elimination funding, transferred to the OTS from the Mn/DOT because of Minnesota's insufficient sanctions on repeat DWI offenders, has been employed by the OTS toward eliminating common roadway hazards through high value, low cost countermeasures. In addition to seeing these countermeasures (via Mn/DOT road cameras) preventing dozens of serious crashes this year, these hazard elimination projects also are building new and strengthening existing Toward Zero Deaths partnerships. A county level workshop with participants from the "4Es" was conducted jointly for Olmsted County in the southeastern part of the state to develop a local county road safety plan. This pilot was successful and future plans will be to coordinate similar county level workshops eventually involving every county.

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

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

### **Results:**

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

### **Noteworthy Practices:**

- Hazard elimination projects with county engineers
- County Road Safety Plans
- Installation of cable median barriers to prevent crossover collisions

### **Future Strategies:**

Continue to facilitate county level road safety plans for each county through workshops with Toward Zero Deaths partners. Continue to expand striping/pavement marking and cable median barrier installation initiatives.

# **Noteworthy Practices**

# Noteworthy Practices

## Occupant Protection

### Seat Belt Use Observational Surveys

**Target:**

Minnesotans, OTS research analysts, policy makers, program coordinators, and the NHTSA

**Problem Statement:**

An observational survey of seat belt use in Minnesota is conducted at least annually to measure the impact of seat belt program activities. The OTS redesigned its observational survey of belt use in FFY 2003 to correspond to the state's population changes and to obtain additional data. The OTS continually looks for ways to improve upon the process and increase the usefulness of the data collected.

**Objectives:**

- Conduct, analyze and report the findings of Minnesota's NHTSA-approved seat belt observational survey
- Collect additional data on seat belt users and non-users
- Improve the efficiency of the survey process

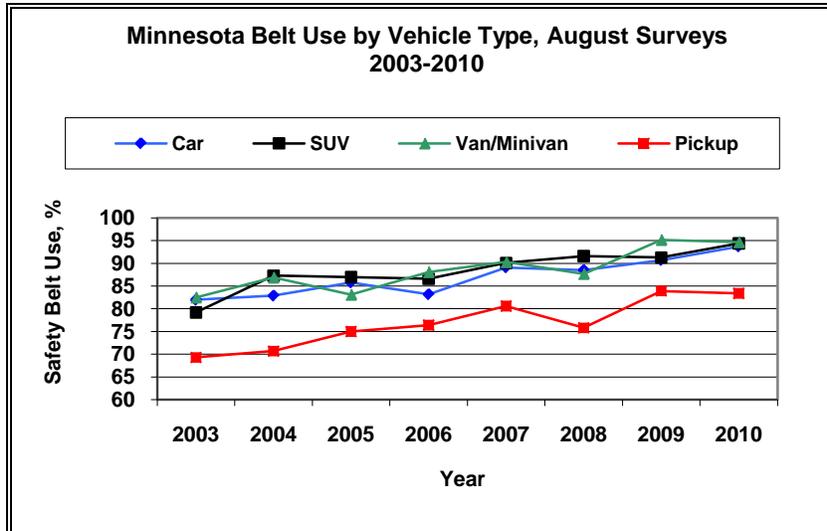
**Strategies:**

In fiscal year 2004, the OTS took advantage of new technology to streamline the data collection process and improve the accuracy and efficiency of the survey. The Personal Digital Assistants (PDAs) chosen allow for wireless internet connectivity as well as cell phone use. Observers periodically transmit data soon after it is collected and the data can be reviewed the same day using the PDAs. The cell phone capability allows for immediate consultation between observers and the survey supervisor.

In 2006, the OTS expanded the data collection capability to include motorcycle helmet use in the annual August survey for the first time in almost two decades. The OTS also publishes a cell phone use rate from data obtained during the survey. This same technology was used in 2010.

**Results:**

- Three observational surveys of seat belt use in Minnesota were conducted.
  - Mini survey was conducted prior to the May Mobilization
  - Statewide survey was conducted post May Mobilization
  - Annual statewide survey was conducted in August (92.3%)
- All observational data was available to the NHTSA by the desired deadlines.
- Problems with observers or data were identified immediately and resolved.
- A cell phone use rate (4.7%) was calculated for Minnesota drivers.
- Seat belt use is now available by vehicle type, age group, and gender.



**Costs:** \$36,828.32

**Funding Sources:** NHTSA Section 402 funding

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**CPS Investments/Support**

**Target:**

Trained MN CPS advocates, parents, caregivers and all who transport children on Minnesota roadways

**Problem Statement:**

Motor vehicle crashes continue to be the leading causes of death and disability for children 14 and under. According to the *Minnesota Crash Facts 2009*, there were 73,498 crashes throughout the state resulting in 421 traffic fatalities.

**Objectives:**

- Increase the rate of child restraint use as well as proper use
- Educate the public about the new booster seat law in Minnesota which took place July 1, 2009
- Reduce the rate of safety seat misuse
- Encourage parents and caregivers to keep children facing the rear until age 2

**Strategies:**

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

**Results:**

- Minnesota passed a booster seat law making it mandatory for a child under age 8 and shorter than 4'9" tall to be secured in a child safety seat to include a booster seat.
- 2,883 child safety restraint systems were distributed with an educational component to low income families throughout the state of Minnesota. Education was provided by a variety of trained CPS advocates, primarily through public health agencies.
- Support for safety seat fitting stations, clinics, and classes consists of free advertisement on the DPS website, print materials, locking clips, brochures, equipment, videos, CDs, and curricula.
  - 106 Child and Foster Care Provider Training classes
  - 1,112 permanent fitting stations to assist parents and caregivers in the correct installation of car seats
  - 2 eight hour refresher classes for MN CPS practitioners
  - 6 sixteen hour MN CPS practitioner classes
  - 11 thirty-two hour CPS technician classes
- 121 CPS advocates, partners, and stakeholders attended the annual TZD conference in Duluth, Minnesota. This annual event featured 2 days of CPS breakout sessions.
- 664 free *Safe Ride News* subscriptions were provided to MN CPS technicians.

**Costs:** \$140,000.00

**Funding Source:** 300

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## **Motor Task Force Seat Belt Enforcement Saturations**

**Target:**

Minnesotans who do not wear seat belts

**Problem Statement:**

Even though Minnesota's seat belt use rate was 90.2% in 2009, only 42% of vehicle occupant fatalities were known to have been belted. The OTS continues to seek out ways to increase belt use among the non- or part-time belt users. One such way is using innovative and highly visible enforcement strategies. As motorcycle officers are very noticeable, the project should increase the visibility of all types of motorcycles at the same time

**Objectives:**

- Conduct high visibility, multi-jurisdictional seat belt enforcement saturations with state, county and local enforcement agencies in the Minneapolis-Saint Paul Metropolitan Area
- Conduct these saturations with motorcycle units from metropolitan area enforcement agencies with the idea that a high visibility enforcement effort that employed motorcycle units may have an immeasurable side benefit of increasing motorists' awareness of motorcyclists

**Strategies:**

All motorcycle units based in the Minneapolis-Saint Paul Metropolitan Area participated in multiple saturations each month in their respective counties of Hennepin, Ramsey and Dakota.

Specifically, the following agencies participated: Bloomington, Eagan, Inver Grove Heights, Minneapolis Parks, Saint Paul, and University of Minnesota Police Departments; the Ramsey County Sheriff's Office; and the Minnesota State Patrol.

Each saturation was coordinated by the Minnesota State Patrol with either a county or local agency hosting a pre-saturation briefing and providing ticket books for their respective jurisdiction to officers, deputies and troopers participating in the saturation.

All saturations were comprised exclusively of motorcycle units with multiple agencies combining to work a common stretch of roadway to make the effort very high visibility to the public from both an enforcement and a motorcycle awareness standpoint.

Every saturation focused on seat belt enforcement. Contact and citation results of each saturation were reported along with the names of personnel who had participated. All saturations featured at least one unit that participated on local agency funding.

**Results:**

- 1,496 stops were made resulting in just over two contacts per hour.
- 1,586 citations were written.
- 1,248 seat belt contacts were made resulting in 1.7 seat belt contacts per hour.
- 1,148 seat belt citations were written.
- 92% of belt contacts resulted in a seat belt citation.

**Costs:** \$37,000 federal funding

**Funding Source(s):** NHTSA Section 402 funding

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## Impaired Driving

### **2010 NightCAP Program / Anoka County Program / Pilot Counties Program**

**Target:**

Impaired Drivers

**Problem Statement:**

Drinking and driving remains a serious problem in Minnesota and across the nation. In 2009, 421 people died in traffic crashes and 141 of those fatalities were alcohol-related. Fear of being arrested is the strongest deterrent in reducing impaired driving and subsequently reducing alcohol-related fatalities. Law enforcement does not always have time during their regularly scheduled duties to conduct focused impaired driving enforcement.

**Objectives:**

- Increase the perceived risk of being arrested if the person drives impaired
- Decrease alcohol-related fatalities and severe injuries in Minnesota - specifically in the 13 highest counties
- Increase DWI arrests in the 13 counties – a known deterrent for impaired driving

- Increase the number of seat belt citations written
- Determine key components of a successful high visibility enforcement project that will help define the future direction of enforcement projects funded by OTS

**Strategies:**

The Office of Traffic Safety contracted with the Minnesota State Patrol (MSP) to conduct high-visibility impaired driving enforcement saturations that primarily focus in the 13 counties with the highest number of alcohol-related fatalities and serious injuries. To determine the most effective approach to structure an enforcement project, three separate project designs were used for project implementation and funding. One of these designs included seat belt and speed enforcement. These three designs are:

**NightCAP** – The NightCAP Project is designed for MSP to plan, organize and conduct impaired driving saturations in each county and determine who will be funded by the project. Funding is provided directly to each specific law enforcement agency to participate in impaired driving saturations. Counties that participated in this project are: Dakota, Hennepin, Olmsted, Otter Tail, Scott, Washington and Wright Counties.

**Anoka County Project** – The Anoka County project combined the impaired driving enforcement funding historically provided to the county by the *Safe & Sober* and NightCAP projects. The MSP along with the county’s law enforcement agencies developed a year-long comprehensive sustained impaired driving enforcement plan. This included participation in the impaired driving mobilizations. MSP directly funds each participating agency based on the agreed upon plan. Anoka County is the only county structured in this manner.

**Pilot County Project** – The Pilot County Project incorporates all enforcement funding historically provided by the *Safe & Sober* and NightCAP projects, including funding for seat belt and speed enforcement. The MSP along with the county’s law enforcement agencies developed a year-long comprehensive sustained impaired driving enforcement plan and seat belt enforcement plan. This plan included participation in the seat belt and impaired driving mobilizations. MSP entered into a grant agreement with a lead fiscal agent that subsequently reimbursed the remaining enforcement agencies within the county for over-time enforcement activity. This funding process allows flexibility to adjust participating agencies’ funding throughout the year based on their level of activity and ability to work. Counties participating in this project included: Ramsey, Rice, Sherburne, St Louis and Stearns Counties.

Minimally, saturations were conducted monthly in each of the 13 NightCAP counties, focusing more extensively during the summer months when alcohol-related fatalities and severe injuries increase. Saturations included law enforcement officers at the state, county and city level. Public information, education, media efforts, roadway signs and other strategic methods that increase the visibility of the enforcement effort are an integral component of each enforcement event.

On-duty impaired driving saturations were also encouraged. Law enforcement was offered incentives (small traffic safety equipment) to conduct on-duty saturations in areas that the project was unable to fund.

**Results:**

**Project Enforcement Activity**

The number of impaired driving saturations that occurred in the 13 counties funded through these three projects decreased from 373 in 2009 to 328 in 2010. Subsequently DWI arrests also experienced a 25% decrease from 3,417 to 2,403. However, 1,072 more people were made aware of the enforcement effort through a traffic stop in 2010. Below is a detailed comparison of activity that occurred in 2010 to the 2009 project year.

PROGRAMS	DWI	VEHICLE FORFEITURE	DAR/DAS/DAC	SPEED	SEAT BELTS	CHILD RESTRAINTS	DESIGNATED DRIVER	TOTAL CITATIONS	TOTAL VEHICLE STOPS
<b>FFY 2009</b>									
NightCAP Over-time	2,626	271	1,948	3,408	1,182	48	3,443	16,208	51,552
NightCAP On-Duty	296	27	136	281	145	3	241	1,134	3,609
Anoka County	495	48	410	345	253	5	405	2123	8362
<b>TOTALS</b>	<b>3,417</b>	<b>346</b>	<b>2,494</b>	<b>4,034</b>	<b>1,580</b>	<b>56</b>	<b>4,089</b>	<b>19,465</b>	<b>63,523</b>

<b>FFY 2010</b>									
NightCAP Over-time	775	47	825	1,076	873	42	943	5,039	17,607
NightCAP On-Duty	218	16	156	274	134	7	171	1,141	3,954
Anoka County	373	31	289	237	222	0	285	1,765	6,980
Pilot Counties	1,037	47	1,598	3,589	6,988	201	910	17,778	36,054
<b>TOTALS</b>	<b>2,403</b>	<b>141</b>	<b>2,868</b>	<b>5,176</b>	<b>8,217</b>	<b>250</b>	<b>2,309</b>	<b>25,723</b>	<b>64,595</b>

<b>Comparison</b>									
FFY 2010 Number Increase or Decrease	-1,014	-205	374	1,142	6,637	194	-1,780	6,258	1,072
<b>PERCENTAGE OF CHANGE</b>	<b>-30%</b>	<b>-60%</b>	<b>14%</b>	<b>33%</b>	<b>520%</b>	<b>446%</b>	<b>-46%</b>	<b>25%</b>	<b>2%</b>

### County Enforcement Activity

Most all of the counties conducted monthly impaired driving saturations. The number of seat belt citations is significantly higher in the Pilot Counties since they were funded for seat belt and speed enforcement activity during those mobilization periods. Otter Tail County's arrest data reflects a large drinking event that results in a high number of DWI arrests. The project structure did not appear to have any effect on the level of enforcement activity. The factor that appears to have had a more significant effect on the level of enforcement activity is a strong project leader and a high level of cooperation by the participating law enforcement agencies.

Program	County	Number of Impaired Driving Saturations	Number of DWI Arrests	Seat Belt Citations	DWI Arrests per Stops (DWI Saturations)	DWI Arrests per Hour (DWI Saturations)	Seat Belt Citations per Stop (Belt Saturations)	Stops per Hour
<b>NightCAP</b>								
	Dakota	18	72	65	.04	.06		1.4
	Hennepin	22	325	279	.05	.08		1.6
	Olmsted	18	61	32	.04	.07		1.6
	Otter Tail	9	55	17	.08	.12		1.4
	Scott	11	25	13	.03	.05		1.6
	Washington	9	39	44	.04	.06		1.4
	Wright	11	34	23	.02	.03		1.7
	Other	33	134	400	.04	.05		1.3
	<b>Total</b>	<b>131</b>	<b>775</b>	<b>873</b>	<b>.04 AVG</b>	<b>.07 AVG</b>		<b>1.5 AVG</b>
<b>Anoka</b>								
	Anoka	44	373	222	.05	.09	NA	1.7
	<b>Total</b>	<b>44</b>	<b>373</b>	<b>222</b>	<b>.05 AVG</b>	<b>.09 AVG</b>	<b>NA</b>	<b>1.7</b>
<b>Pilot Counties</b>								
	Ramsey	27	629	4,444	.06	.09	.68	1.9
	Rice	24	75	312	.04	.05	.54	1.6
	Stearns	29	131	1,209	.05	.07	.58	1.8
	S. St Louis	15	41	332	.03	.04	.32	1.6
	N. St Louis	17	75	259	.04	.04	.62	1.3
	Sherburne	41	86	432	.03	.06	.52	1.9
	<b>Total</b>	<b>153</b>	<b>1,037</b>	<b>6,988</b>	<b>.04 AVG</b>	<b>.06 AVG</b>	<b>.54 AVG</b>	<b>1.7 AVG</b>
<b>Total</b>		<b>328</b>	<b>2,185</b>	<b>8,083</b>				

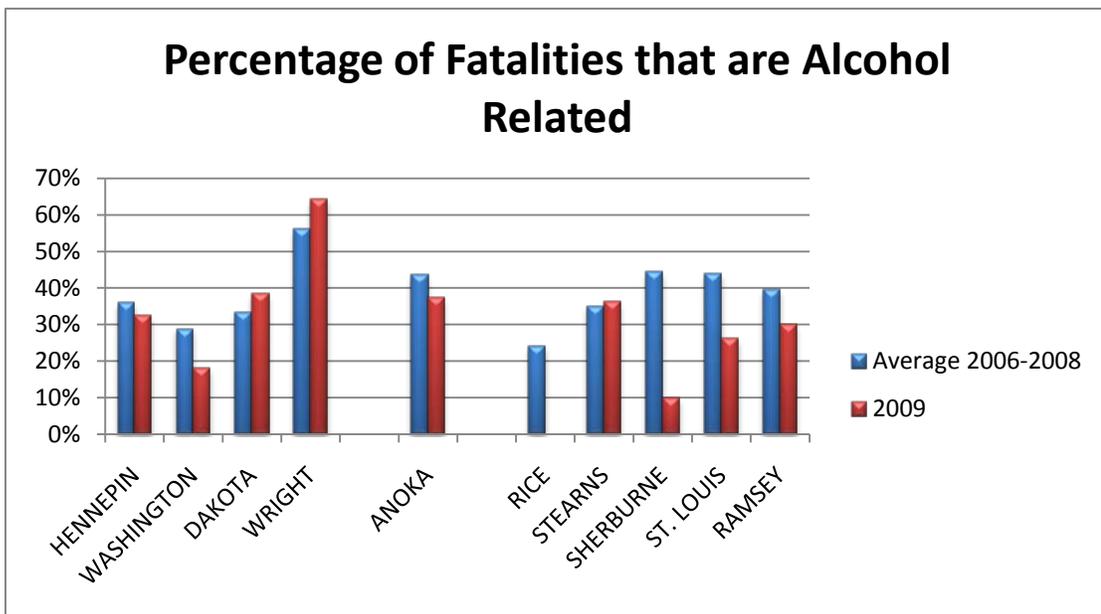
**DWI Arrest Data**

The chart below compares DWI arrests that occurred in each of the 13 counties during FFY10 to the FFY09 arrests. Statewide, Minnesota’s DWI arrests are down 12 percent for this time period. FFY10 is incomplete due to process delays and pending court cases, therefore final numbers will not demonstrate such a significant drop in arrests. While it is difficult to determine a cause of the decrease, a contributing factor may be the inability to use breath testing in many of the counties due to the source code court case. The need for blood draws and urine testing adds another level of complexity for law enforcement and may discourage a DWI arrest.

Program	County	10/1/2008-9/30/2009	10/1/2009-9/30/2010	% of Change
NightCAP	Dakota	2,459	2,056	-16.4
	Hennepin	7,005	6,224	-11.1
	Olmsted	1,006	864	-14.1
	Otter Tail	311	336	8.0
	Scott	847	756	-10.7
	Washington	1,334	1,095	-17.9
	Wright	527	489	-7.2
Anoka	Anoka	2,029	1,661	-18.1
Pilot Counties	Ramsey	2,891	2,960	2.4
	Rice	371	336	-9.4
	Stearns	1,047	922	-11.9
	St Louis	1,612	1,427	-11.5
	Sherburne	530	480	-9.4

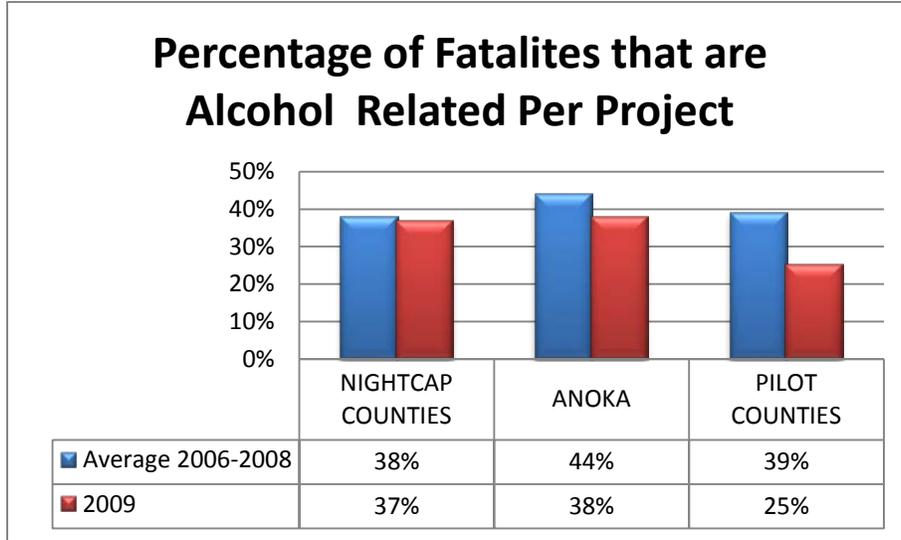
**Alcohol-related Fatality Comparison**

Crash information is not available for the 2010 calendar year until spring of 2011. The chart below compares the percentage of fatalities that were alcohol-related in 2009 to the previous three year average. Only counties that consistently participated in the over-time impaired driving enforcement program in past years were included in this comparison. The percentage of fatalities decreased in seven out of 10 counties. Rice County experienced no alcohol-related fatalities in 2009.



**Alcohol Related Fatalities - Three Project Comparison**

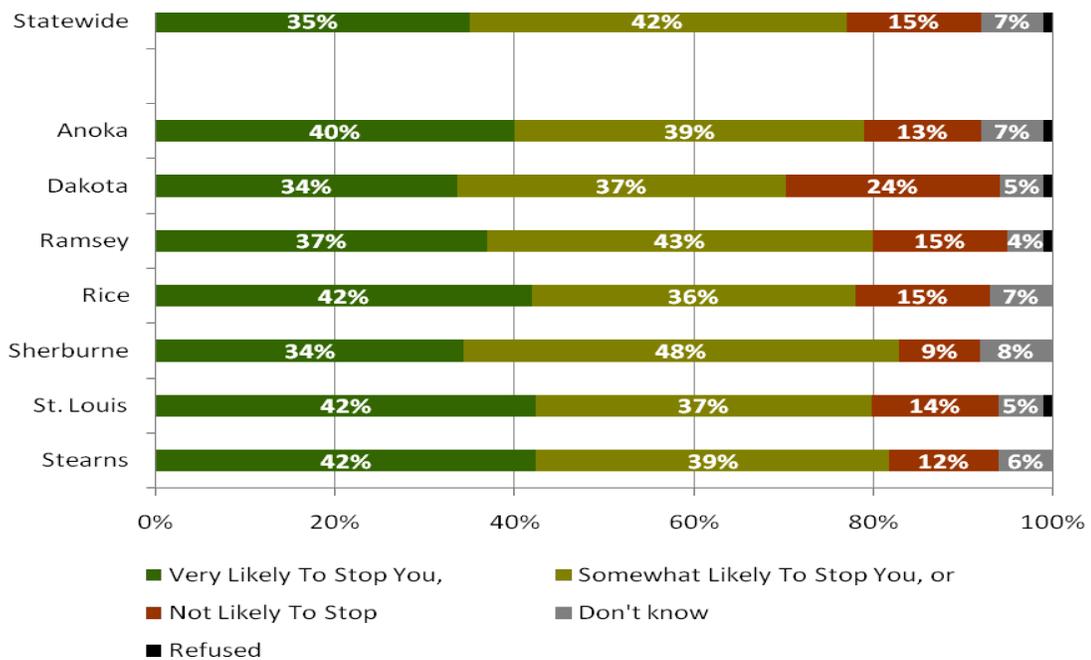
Comparing the percentage of alcohol-related fatalities that occurred in all counties that participated in each of the three projects, counties that participated in the Pilot County Project experienced a much greater decrease in percentage of alcohol-related fatalities compared to NightCAP and Anoka County.



**Phone Survey Results**

A survey to determine the public’s awareness of the enforcement activity was conducted in each of the Pilot Counties, Anoka County, Dakota County and Statewide. The chart below reflects the perceived risk of being arrested if a person drove impaired. Respondents in 4 out of 5 of the Pilot Counties and Anoka County perceived a higher level of risk than statewide respondents. Sherburne County had a lower level of respondents that indicated a “very likely to be stopped” response; however, they also had the lowest percentage of respondents that indicated that they were “not likely” to be stopped.

**Suppose you drove a motor vehicle after drinking alcohol and the amount of alcohol was more than the law allows for drivers. How likely is it that the police would stop you?**



**Enforcement Feedback**

OTS held a Law Enforcement Summit to obtain feedback from law enforcement partners regarding over-time enforcement projects. During the Summit, law enforcement was asked what they felt were the benefits of the Pilot County Project and suggestions they had for improvement. The following comments were received regarding the Pilot County Project:

- Provides a core group of committed and educated officers to work saturations which results in more citations
- Provides the ability to identify agencies not doing their job and adjust funding based on performance
- Monthly meetings that focus on coordination and continuous improvement on the program are beneficial
- Provides political permission to do traffic safety in small communities
- Greater use of additional partner programs (reserve unit and AGED)
- Provides the ability to know more officers in different communities/agencies. Good for everything, not just traffic
- Provides sustained enforcement and leads to more DWI work on regular shifts
- Project is easier and more streamlined for smaller agencies to participate
- Must assure that the project requirements are flexible enough to address issues that may result from being located in an area of the state that is less populated and where travel to monthly meetings may be prohibitive due to the distance
- Must assure that enforcement projects have a strong leadership

One key issue that was identified by these projects is the need for a statewide law enforcement agency (MSP) to have one design of OTS enforcement project that is implemented in a consistent manner.

<b>Costs:</b> NightCAP Project:	\$ 720,540.74	20.608 164 Funding
Anoka County Project	\$ 266,288.62	20.608 164 Funding
Pilot County Project	\$ 824,733.93	20.601 410 Funding
Pilot County Project	\$ 326,024.01	20.600 402 Funding

<b>Funding Source(s):</b> 20.608	164 Funding
20.601	410 Funding
20.600	402 Funding

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**DWI COURT**

**Target:**  
Repeat DWI Offenders

**Problem Statement:**  
Thirty-nine percent of DWI offenders are repeat offenders. Many of these offenders have severe alcohol abuse problems. In order to eliminate the impaired driving problem, a comprehensive alcohol program must also address the offender’s abuse of alcohol.

**Objectives:**

- Enhance public safety by reducing the recidivism rate of DWI offenders
- Increase the percentage of repeat offenders that reinstate driving privileges and drive legally
- Restore repeat DWI offenders as law-abiding citizens
- Reduce the cost of DWI offenders by breaking the cyclical process of repeated impaired driving arrests

**Strategies:**

This project will support courts that provide judicial leadership, multidisciplinary collaboration and local planning including substance abuse issues when working with repeat DWI offenders. The DWI Court will follow the ten guiding principles:

- Target the population – identifying a subset of the DWI offender population for inclusion in the DWI court program
- Perform a clinical assessment
- Develop a treatment plan
- Supervise the offender
- Forge agency, organization, and community partnerships
- Take a judicial leadership role
- Develop case management strategies
- Address transportation issues
- Evaluate the program
- Create a sustainable program

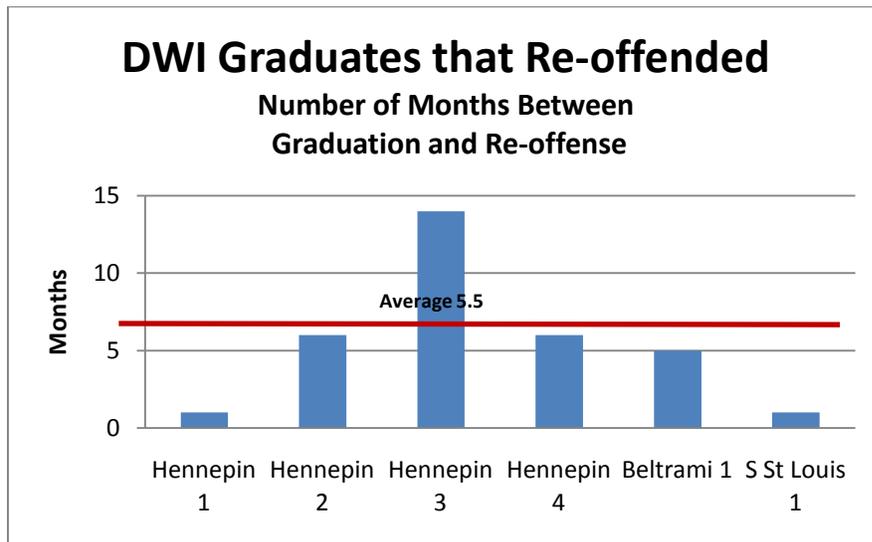
**Results:**

- There are ten DWI courts in Minnesota and eight of them receive funding from the Office of Traffic Safety. The funded courts are located in Hennepin, Beltrami, Lake of the Woods, Otter Tail, St Louis, Cass, Crow Wing, and Roseau Counties. Ramsey and Itasca Counties do not receive funding.
- During this year the funded programs admitted 139 people into a DWI Court: 124 graduated, 24 were terminated and 212 are currently enrolled. Only six graduates from DWI court incurred an additional DWI arrest.
- A chart of key information from courts funded through this program follows

County	Number of participants in the start of the fiscal year	Total number of admissions this year	Number of graduates	Number of participants terminated	Participants at the end of the fiscal year	Graduates that recidivated	Number of participants that obtained a valid driver's license	Number of participants that incurred a new DAR / DAC charge
Hennepin	83	71	43	12	99	4	44	7
Lake of the Woods	12	7	9	1	9	0	8	3
Beltrami County	24	7	11	3	17	1	12	1
Otter Tail	31	12	12	3	17	0	8	2
St Louis	17	18	17	2	23	1	4	1
Cass	19	6	7	3	15	0	10	1
Crow Wing	19	12	12	0	19	0	9	1
Roseau	20	6	13	0	13	0	12	2

- Since the inception of DWI courts
  - 461 participants were admitted into the program
  - 209 graduated
  - 66 terminated (two re-enrolled in the program after being terminated)
  - 14 incurred an additional DWI arrest
  - 70 incurred an additional Driving After Withdrawal violation
  - 174 obtained a valid driver license

When reviewing the information regarding the new offenses it was found that none of the offenders had kept in contact with the court after graduation. Four had valid licenses at the time of the offense, three of those had ignition interlock which they circumvented by using another person's vehicle or bypassing the device. The other two did not have valid licenses. The average time for reoffending was five and one-half months.



**Costs:** \$968,051.00

**Funding Source(s):** 164 Repeat DWI Offender Funds

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## **2010 Breath Test Enhancement and e-Charging Project**

### **Target:**

Impaired drivers and law enforcement personnel

### **Problem Statement:**

Nearly 40% of people arrested for impaired driving are repeat DWI offenders. It is known that quick adjudication of penalties and administrative action will reduce re-offense. The current system is slow and antiquated. It takes a significant amount of time for documents to be sent to key system stakeholders and at times they are not received. Timely and accurate information is essential to the adjudication process.

In addition to a slow process, DWI arrests are very complicated and time consuming. For a law enforcement officer that does not commonly arrest people for impaired driving, the process can be daunting. Many forms are required to be manually completed with redundant information often causing errors on the documents. For an offender to be successfully prosecuted it is pertinent that the process is completed properly and accurately.

Law enforcement uses breath, urine and blood tests to determine if a person is in violation of Minnesota law that prohibits a person from operating a motor vehicle with an alcohol concentration of .08 or higher (.04 or higher for commercial drivers). The blood, breath and urine results are an integral piece of information for successful development of a Model Impaired Driving Records Information System (MIDRIS). The current instruments are archaic and cannot be integrated with the e-Charging system since they use a dial up modem to pull the data from the instruments.

### **Objectives:**

The objective of this project is to develop a Model Impaired Driving Records Information System (MIDRIS) that effectively accomplishes the following:

- Appropriately identify, charge, and sanction impaired driving offenders, based on their driving history
- Manage impaired driving cases from arrest through the completion of court and administrative sanctions
- Provide stakeholders with adequate and timely information necessary to fulfill their responsibilities
- Reduce administrative costs for system stakeholders and increase system efficiencies

### **Strategies**

The Office of Traffic Safety has contracted with the Bureau of Criminal Apprehension (BCA) to enhance the e-Charging system to include administrative forms that are required for a DWI arrest. This system will connect with the driver license database to provide immediate information to law enforcement on previous arrest data and driver license information and automatically populate required forms. Further, forms will be sent electronically to Driver and Vehicle Services (DVS) to immediately record the offense on the DWI offender's driving record and revoke driving privileges.

Evidentiary breath testing instruments will be replaced with new instruments statewide. Test results from the new instruments along with blood and urine results from the BCA lab will be integrated with the e-Charging system. By integrating the new breath testing instruments and blood and urine results with e-Charging, the alcohol concentration level and all information collected by the instrument will automatically be added to the DWI administrative forms that will be transmitted to DVS.

## **Results:**

### **e-Charging Results**

Phase two of this project is in process. OTS grant funds are allocated for two different aspects of the project. OTS funds a portion of the overall e-Charging project, which will electronically pass criminal complaints and electronic citations (many of which are DWIs) to the courts. OTS also funds all project components related to the input and transmission of DWI administrative forms.

The following major milestones were completed for the overall e-Charging Project, which will include the electronic transmission of complaints and electronic citations.

- Completion of the development of the pilot e-Charging application, including user interface, services, and workflow management
- Enhancements to e-Charging application, including in-custody notifications, incident attachments, charging decision notification, and delegated agency administration
- Completion of six vendor adapters that will submit local record management system data to the e-Charging service
- Completion of integration services with court, allowing for the transmission of data from e-Charging to the Court
- Deployment of e-Charging's complaint functionality, including training, in St Louis (03/09), Kandiyohi (08/09), Carver (08/09), Olmsted (09/09), Freeborn (1/10), Goodhue (2/10), Rice (3/10), Otter Tail (4/10), Lyon (5/10), Swift (7/10) Meeker (8/10), Isanti (8/10), Crow Wing (9/10), Carlton (10/10), Itasca (10/10), and Clay (11/10)
- Deployment of e-Charging's citation functionality in St Louis County (06/09), Carlton (1/10), Cook (2/10), Lake (2/10), and Pine (8/10)
- Deployment of e-Charging's electronic referral functionality, allowing law enforcement agencies to electronically refer incidents to prosecutors for charging, in Carver County (11/09), Freeborn (1/10), Goodhue (2/10), Otter Tail (4/10), Lyon (5/10), and Meeker (8/10)
- The processing of 5,313 criminal complaints (as of 11/23/10), with electronic signatures (an estimated time savings of 30-60 minutes per criminal complaint)
- The processing of 20,604 citations (as of 11/23/10) (an estimated time savings of 15 minutes per citation)
- Approval of electronic signature method by Minnesota Supreme Court, for statewide deployment
- Increased data accuracy through elimination of data re-entry in multiple systems
- Improved public safety due to less time processing paper work and more time directly serving public safety needs

The following items were completed for the DWI-only aspects of the project. This component of e-Charging looks up the subject via their driving record, imports the information including prior DWI arrests into e-Charging, walks the officer through the correct set of forms needed based on the circumstances of the DWI, and sends the data and forms to DVS to automatically revoke a person's driving privileges. The following tasks were completed in this federal fiscal year:

- Completion of DWI application, including user interface, form creation wizard, and workflow manager
- Enhancements to DWI application, including better error handling, improved signing process, and support for additional types of DWI arrests
- Completed integration with DVS to import driver information, including name, address, and prior DWI arrests, into e-Charging
- Completed integration with DVS to electronically submit forms and data, starting license revocation process without the need for manual data entry
- Completion of testing the pilot application, including DVS integrations, to ensure reliable functionality and data transmission accuracy
- Completion of training and deployment of DWI functionality in Kandiyohi County (09/09), Freeborn (1/10), Otter Tail (4/10), Olmsted (4/10), Winona (5/10), Lyon (5/10), Swift (7/10), Isanti (8/10), Crow Wing (9/10), Itasca (10/10) and Clay (10/10)

- Successful processing of 441 DWI arrests (initial time saving is estimated 30 minutes per DWI arrest)
- Improved public safety through more efficient processing and getting officers back out on the street faster

**Breath Testing Instrument Replacement and e-Charging Integration Results**

The following are major milestones completed for the Breath Testing Instrument Replacement and e-Charging Integration Project

- Contract language was reviewed by the Attorney General and the Department of Administration. The final contract with DataMaster was approved and executed on July 29, 2010.
- Presentations on the project were provided to the Anoka County Enforcement Committee, Minnesota County Attorney Conference, New Judges training, and the IDEA Committee.
- Monthly meetings were held to update stakeholder committee on project development.
- Bureau of Criminal Apprehension lab staff received factory training on the new instruments.

**Costs:** e-Charging Project: \$ 5,540.40  
Breath Testing Instrument Replacement \$ 26,257.94

**Funding Source(s):** 20.608 164 Funding

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**Sober Cab Guide Book**

**Target:**

Communities in need of alternative transportation programs

**Problem Statement:**

Impaired driving is a safety concern in most communities. Ride programs that get impaired drivers home safely is a concrete strategy communities can use to address this concern. Unlike Minnesota’s larger urban areas, less populated communities often have few, if any, public transportation choices or taxi services and thus, few options for drivers who have had too much to drink.

**Objectives:**

Expand the development of alternative transportation (safe ride) programs by providing critical information that should be considered when starting a safe ride program. This will be accomplished by:

- Conducting case studies on current successful safe ride programs
- Creating a “How to Guide” in an easy-to-use format

**Strategies:**

The Office of Traffic Safety contracted with the University of Minnesota to conduct research on safe ride programs in Minnesota. Special consideration was given to smaller communities, since they pose the greatest need for public transportation. Using best practices and lessons learned from these programs, a “How to Guide” was developed with easy steps that guide a community

through the process of starting a safe ride program. Information on these case studies and the Safe Ride Guide was publicized and promoted through the Office of Traffic Safety, Safe Community Program.

**Results:**

Four cases studies on safe ride programs were completed; all programs chosen were in smaller communities. A Safe Ride Guide was written that provided ten steps that would help a community through the daunting process of implementing a safe ride program. Critical information and lessons learned from the case studies was woven into the ten steps. Complete information regarding the project is posted on the Minnesota TZD website (<http://www.minnesotatzd.org/network/state/saferide/examples/index.html>). The website has received 470 visits from 378 visitors so far.

**Costs:** \$9,773.92

**Funding Source:** 20.601            410 Funding

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**Digital In-Squad Camera Program**

See both “Digital In-Squad Video Cameras” and “Strategies Addressing Biased Policing” projects

**Target:**

Municipal and county law enforcement agencies, the eight tribal agencies, and airport and university police that do traffic patrol

**Problem Statement:**

The Minnesota Department of Public Safety recognizes that Minnesota law enforcement and the communities they serve seek to eliminate the incidence and perception of biased policing in the state. The focus of the DPS In-Car Camera Program is to provide digital cameras for squad cars that are not currently equipped with a camera. The purpose is to strengthen relationships between law enforcement and the community and enhance officer safety through improved trust and productive discussions based on factual representation of officer-citizen interactions during citizen contacts, thereby eliminating the guesswork surrounding perceived and actual biased policing incidences.

**Objectives:**

- Assist in the successful arrest and prosecution of DWI offenders
- Document statements and events during the course of an incident accurately
- Enhance an officer’s ability to document and review statements and actions for both internal reporting requirements and for courtroom preparation and presentation
- Preserve visual and audio information for use in current and future investigations
- Provide an impartial measurement for self-critique and field evaluation during recruitment and new officer training
- Identify training needs

**Strategies:**

The In-Car Camera Program made digital in-car cameras available to municipal and county law enforcement agencies, the eight tribal agencies, and airport and university police that do traffic

patrol through a grant application process. The digital in-car cameras were for vehicles used by line officers or deputies whose primary responsibility is patrolling public roads and interacting with the public, special unit vehicles such as canine or traffic units, and vehicles used by first line supervisors responsible for supervising the officers mentioned above. The cameras were not for vehicles used for investigative or higher-level executive or administrative officers. This program didn't provide in-car cameras for agencies to upgrade their existing system. The cameras could only be installed in vehicles that didn't have an in-car camera.

The Department of Public Safety/Office of Traffic Safety created an In-Car Camera Policy and Procedures Committee. The committee consisted of members from the Minnesota Department of Public Safety, National Law Enforcement Organizations, Minnesota Councils of Color, Minnesota Sheriffs' Association, Minnesota Chiefs of Police Association, Minnesota Board of Peace Officer Standards and Training, Minnesota Police and Peace Officers Association, the Minneapolis and St. Paul Police Federations, and Minnesota law enforcement agencies representing Sheriffs and Police.

The committee's purpose was to: 1) develop a MN Model In-Car Camera Policy and operational procedures for law enforcement officers using a digital in-car camera purchased using Federal Funds, 2) develop requirements for in-car camera operation, and 3) review procedures to use video for coaching and training.

**Results:**

A team of five law enforcement officers conducted live testing of in-car camera models using a simulated traffic stop during daytime and nighttime. The live testing occurred March 22 and 23, 2010. The components that were evaluated included video, audio, and playback quality, and user interface (ease of use). Vendor proposals were also evaluated.

- Seven in-car camera models were available through the grant program
  - a. DVD camera system
  - b. Rear view mirror camera system
  - c. Non- rear view mirror flash card camera system
  - d. Camera system that integrates with the vehicle's laptop computer
- 146 grant applications were received
- 134 law enforcement agencies were awarded a total of 620 in-car cameras
  - a. Police Departments – 101 (420 cameras)
  - b. Sheriff's Office – 27 (172 cameras)
  - c. Department of Public Safety – 3 (18 cameras)
  - d. Tribal Police – 2 (9 cameras)
  - e. University Police – 1 (1 camera)
- Entered into a Non-state Grant Agreement with the MN Sheriffs' Association to order, distribute, and track receipt of cameras and in-car camera policies

**Costs:** \$2,953,363.18

**Funding Sources:** 406, 410, and 1906/K10

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## Police Traffic Services

### **Safe & Sober with the State Patrol and Local Enforcement Agencies**

#### **Target:**

Residents in counties and cities overrepresented in impaired driving fatal and serious injury crashes, or where seat belt use in fatal and severe injury crashes is lower than expected, or in one of the twenty counties with the highest number of traffic-related deaths and severe injuries

#### **Problem Statement:**

Research consistently shows enforcement combined with publicity affects driver behavior in a positive fashion. While Minnesota's official seat belt use rate and percentage of traffic-related deaths involving impaired drivers compare favorably to national averages, advancements must be made to continue to work Toward Zero Deaths. With higher seat belt use and fewer impaired drivers, fewer people will be killed or severely injured.

#### **Objectives:**

- Increase the reality and the public's perception that there are negative consequences associated with poor driver behavior
- Increase seat belt use as shown by informal observation surveys conducted by the departments
- Decrease fatalities and severe injuries related to impaired driving
- Decrease speed as a contributing factor in fatal and serious injury crashes
- Increase successes with enforcement performance measures that allow the OTS to judge if the agencies receiving grants are using them effectively

#### **Strategies:**

The *Safe & Sober* campaign combines overtime saturation patrols and publicity aimed at increasing the public's perception of the negative consequences of impaired driving, speeding, and not using seat belts and child seats. There will never be enough officers enforcing traffic laws to ensure every risky driver receives a citation and so learn one of the negative consequences by personal experience. Likewise, publicity and advertising will not improve driver behavior if drivers perceive the laws aren't really being enforced. It is critical that the enforcement and publicity elements, both paid and earned media, are combined.

Eligible agencies include those whose jurisdiction's seat belt use in crashes was lower than average, alcohol involvement was higher than average, and/or were in one of the 20 counties with the highest number of traffic deaths. At least 90% of the funding awarded paid for additional patrolling enforcement hours. Participation in the overtime enforcement efforts is only by officers who have completed both OPUE and SFST training. Enhanced traffic enforcement is conducted using the Special Traffic Enforcement Program (STEP) concept in five enforcement "waves". Two of the enforcement waves are the same two week periods as the national *Click It or Ticket* mobilization and Labor Day *Over the Limit. Under Arrest.* crackdown. There are also additional waves of 14 days in October concentrating on seat belts, weekends in December focusing on DWI, and seven days of enforcement in July during which speed is the priority. Agencies can choose to use up to 10% of their hours outside the five set waves.

The DPS Office of Communications arranges for paid media to be run in conjunction with the enforcement waves and provides each participating agency with a kit including sample news releases, localized traffic crash facts, ideas for news conferences/events, and talking points for radio interviews.

**Results:**

- All areas of Minnesota had 2010 *Safe & Sober* grants in them. Fifty *Safe & Sober* grants to local units of government covered approximately 211 cities and counties, as well as the Minnesota State Patrol. The OTS also wrote 18 small grants for just the national May mobilization covering 54 additional agencies.
- Statewide daylight use surveys showed Minnesota's seat belt use rate rose to a record high 92% 2010.
- The percentage of Minnesota traffic deaths that involved alcohol was 34% in 2009, below the national rate. The number of people who died in alcohol-related crashes was 141, the lowest number since records were kept.
- Telephone surveys indicate the number of people that heard about increased seat belt enforcement rose from 22% to 50%. The emphasis group, unmarried males under 35, rose from 24% to 49%.
- Telephone surveys also indicate the perceived likelihood of being ticketed for a seat belt violation rose from 30% to 39%.
- Telephone surveys indicate the number of people that heard about increased impaired driving enforcement rose from 46% to 87%. The emphasis group, unmarried males under 35, rose from 53% to 84%.
- Unfortunately, telephone surveys also indicate the perceived likelihood of being stopped for impaired driving stayed statistically the same with about 35% of respondents saying they'd be "Very likely" to be stopped if they drove when the amount of alcohol in their body was more than the law allows.
- Officers worked over 31,000 hours of overtime, stopping 61,000 vehicles about half of whose drivers received a citation. Nearly 1,800 of the drivers stopped had a license that was suspended or revoked and nearly 1,000 were driving while impaired.

A wide variety of other programs conducted under the 2010 Highway Safety Plan are directly related to the *Safe & Sober* program but are not discussed here. These include required officer training provided by the State Patrol without charge to the agencies through a grant with OTS, the enforcement track at the annual TZD conference, frequent and expert assistance from experienced enforcement liaisons, and paid media on the enforcement efforts, as well as, the production of ideas and examples for agencies to use to publicize the waves from the Office of Communications. In addition, the incentives used with the nation-wide and state-only mobilizations and crackdowns are related to the *Safe & Sober* campaign.

**Costs:** \$1,423,000.00 (enforcement only)

**Funding Source(s):** 402, 410 and 164AL.

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**Safe & Sober Liaisons****Target:**

Minnesota county and municipal law enforcement agencies, OTS, NHTSA

**Problem Statement:**

The OTS needs excellent relationships with law enforcement in order to reach our goals. A strong case could be made that enforcement is our most critical partner in moving Minnesota

toward zero deaths by changing behavior. One of the strongest incentives for driving safely is the traveling public's perception there is a high likelihood of receiving a citation or being arrested for violations. Enforcement officers prefer to listen and talk to other officers rather than officials with different backgrounds; those without an enforcement background cannot fully understand the stresses and issues faced by those wearing badges and carrying weapons. The OTS needs to contract with experienced law enforcement officers to act as liaisons between the law enforcement community and the OTS in order to increase attention to and the enforcement of traffic safety laws.

**Objectives:**

- The primary objective of the *Safe & Sober* Liaisons project is to increase the number of local enforcement agencies and individual officers who promote passenger protection, discourage impaired driving, and actively enforce traffic laws. This is accomplished through participation in the national and statewide mobilizations, the *Safe & Sober* Challenge and/or the *Safe & Sober* overtime grants.
- The secondary objective is to act as a liaison between the OTS and local law enforcement agencies in the state on all traffic safety issues.

**Strategies:**

Write annual contracts with three experienced law enforcement officers, one each located in northern Minnesota, southern Minnesota, and the metro area. The *Safe & Sober* liaisons motivate Minnesota county and municipal enforcement agencies to place a higher priority on enforcing traffic safety laws, emphasizing impaired driving and passenger protection, and assist them in conducting successful traffic safety projects. A secondary objective is the OTS itself, as the liaisons broker ideas and suggestions between the Office and the law enforcement community.

The liaisons provide police departments and sheriffs' offices with knowledge of the OTS programs and resources, provide encouragement on placing a higher priority on traffic enforcement, and provide assistance in the form of ideas, presentations, reminders, sympathetic ears, and motivation. The three assist all Minnesota law enforcement agencies in their efforts to decrease impaired driving and increase the use of passenger protection systems.

The duties of the liaisons include:

- Promoting the national mobilizations and crackdowns and encouraging agencies to participate. Participation is defined as signing up to receive materials, conducting enhanced enforcement, conducting pre- and post-media relations, and reporting to the OTS on the number of seat belt citations or DWI arrests (depending on the focus).
- Promoting the Minnesota *Safe & Sober* Challenge to sheriffs' departments and local law enforcement agencies without OTS overtime grants. This is implemented through peer-to-peer presentations and mailings; assisting agencies as their projects progress through the provision of materials and advice; acting as judges of submissions, and meeting with winners and the OTS staff to work out approved expenditures of the mini-grants.
- Presenting (with staff from the OTS) Challenge awards and large mobilization incentives (lidars, radars, in-squad cameras, or certificates for officer training at the St. Cloud University driving range) to department officials at city council or county board meetings.
- Setting up and staffing displays providing program information at statewide meetings of the Sheriffs' and Chiefs' Associations and attending regional meetings of law enforcement.
- Participating in events arranged by the media relations staff within the department and finding other enforcement officers to participate in those events when needed.
- Assisting local agencies with setting up and conducting press conferences and/or events publicizing their enforcement efforts.
- Informing agencies of the availability of and promoting officer attendance at OPUE, SFST, Advanced SFST, SFST Update, the annual Traffic Safety Law Update Satellite Course, and the motorcycle rider training courses.

- Sharing ideas between agencies on traffic safety enforcement, as well as, media relations and public information efforts. Encouraging enforcement agencies to do such things as invite media representatives to ride in their police vehicles as the officers enforce the safety belt, child seat, speeding and DWI laws.
- Convincing agencies to work together in geographical groups to saturate the streets with enforcement during *Safe & Sober* time periods.
- Acting as a general traffic safety resource for law enforcement agencies in their areas. Distributing traffic safety material to them and referring them to others for assistance when necessary.
- Bringing ideas, suggestions, anecdotes, recommendations, and comments concerning traffic safety from local enforcement agencies and officers back to the OTS.

**Results:**

The liaisons are invaluable to the OTS and to the Minnesota law enforcement community. They continue to increase agency participation in the OTS programs each year. For example, agencies reporting results on the Memorial Day mobilizations increased 23% between 2002 and 2008, and on the Labor Day crackdowns increased 47% between 2004 and 2008. Minnesota’s percentage of total agencies reporting is one of the best in the nation.

**Minnesota Agencies Reporting for National Mobilizations and Crackdowns\***

Year	2002	2003	2004	2005	2006	2007	2008	2009	2010
# Reporting May Seat Belt Mobs	269	290	310	306	301	346	330	325	333
# Reporting Labor Day DWI Mobs	NA**	NA**	227	280	305	318	334**	326	333
Total Number of MN Mobs that Year	2	2	2	2	3	4	4	5	5

\* The numbers in this table may differ slightly from those reported on the Mobilizationsdata.com website due to differences in the days on which reports were finalized.

\*\* In 2002 and 2003 national crackdowns were not conducted over Labor Day. In 2008, the Republican National Convention in St. Paul meant our Labor Day crackdown was moved to July.

The liaisons have increased the OTS’ reach to police agencies across the state immeasurably. They have been instrumental in law enforcement’s participation in Safe Communities projects as well as the OTS enforcement programs. Most enforcement agencies receive at least five personal visits from a liaison each year to discuss programs and challenges, to offer assistance and share success, and to deliver the small incentives for reporting results of the two DWI crackdowns and two seat belt mobilizations Minnesota conducts each year. In addition they work with all grant and the more active non-grant agencies in areas of their choice on setting up meetings to develop and implement the seven days of speed wave which occurs in July.

**Costs:** \$251,000

**Funding Source(s):** 60% 402 and 40% 410

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**National and State Mobilizations****Target:**

Drivers and passengers in Minnesota with an emphasis on 18-34-year old males and a secondary target of the rural areas of the state

**Problem Statement:**

Minnesota has seen a steadily decreasing number of drivers in crashes in recent years. However, even with the decreases, over 126,000 drivers were involved in reportable crashes in 2009. There has also been significant progress in decreasing fatalities – 2009's 421 people who died was the lowest number since WWII gas rationing kept vehicles off the roads. Each year in Minnesota, more than 30,000 people are injured in traffic crashes at a cost to taxpayers and insurance policy holders of nearly \$1.5 billion. Traffic crashes are the leading cause of deaths for Minnesotans from the age of one through 34 years.

Although more crashes occur in the metropolitan areas of the state, each year about 70% of the deaths and serious injuries occur in the rural areas of the state.

Research has consistently shown information campaigns alone do not change behavior and enforcement efforts do not have a lasting effect on drivers' behavior if the majority of the public is not aware of them. Combining increased enforcement with adequate public awareness of those efforts does result in long-lasting improvements in driver behavior. By increasing the number of arrests and raising the perceived risk of arrest, compliance with traffic laws is increased.

**Objectives:**

The objectives associated with the mobilizations include the following:

- Increasing percentage of agencies participating in enhanced enforcement coupled with public education and media relations
- Increasing recognition by law enforcement of traffic safety's effect on a community
- Increasing support for traffic law enforcement and traffic laws
- Increasing perception of the likelihood of receiving a ticket for failing to buckle up or for driving impaired
- Improving the evaluation components of the program

**Strategies:**

During FFY 2010, the OTS conducted five waves of enhanced enforcement: a fourteen day seat belt mobilization in mid-October, the two week national seat belt mobilization around Memorial Day, DWI crackdown around December holidays (Thursday, Fridays and Saturday nights excluding Christmas and New Years), the two weeks over Labor Day, and the seven days in July concentrating on speed. The NHTSA calendar was followed for the Memorial Day mobilization and the Labor Day Crackdown.

The mobilizations include elements of the *Safe & Sober* grant and Challenge programs (described in the Police Traffic Services section of this report) with the addition of paid media publicizing the enforcement. The *Safe & Sober* law enforcement liaisons are primarily responsible for convincing law enforcement agencies to join the effort and for motivating them to increase their attention to the appropriate charge (seat belts and child seats or impaired driving) during

their regularly scheduled patrols. The liaisons also are one of the main reasons so many agencies report to the OTS; they e-mail constantly and make phone calls towards the end of the reporting periods. The program is officially supported by the Minnesota Chiefs' and Sheriffs' associations. The OTS makes every effort to make the program easy for the departments to complete by providing sample letters from a chief or sheriff to his or her officers, posters for officer break rooms, and keeping the reporting elements required to a minimum. Sample letters to the editor supporting the program are provided from doctors, EMS personnel, principals/superintendents, and chiefs/sheriffs. In the past, courts and attorneys were informed of the mobilizations and crackdowns before they occurred; this past year agencies were encouraged to do that themselves if they felt it was advantageous to do so. Efforts are made to involve the schools through daily announcements, the churches through weekly bulletins, and local politicians through proclamations. Holiday Station Stores gave coupons and posted window clings to publicize the effort. All the materials are available on the OTS website ([www.dps.state.mn.us/ots](http://www.dps.state.mn.us/ots)) and agencies were able to report their results on-line.

Every participating agency receives a small incentive for their work on the mobilizations – such as a duty bag, two pullover shirts, a Stinger flashlight, a tint meter, or an approved high visibility safety vest to increase officer safety when they are on or beside the roadway. Starting with the 2006 May mobilization, agencies could “save” the value of small incentive items and receive a larger incentive at a future date. If an agency skips reporting for a mobilization or crackdown, they lose any saved values on their record. This has proven to be a very popular option and has given some new life to the program. After each mobilization or crackdown, nine agencies – three in each of the liaisons territories – are randomly drawn for their choice of a larger incentive such as new light bars, a radar, a laser, or an in-squad camera.

#### **Results:**

Results of the May 2010 belt mobilization:

- Funding for enhanced enforcement was provided to all districts of the State Patrol, 64 sheriff offices, 172 municipal police departments, two University police departments, and four tribal departments through special May mobilizations and regular *Safe & Sober* grants. Funding was also provided for evaluation via observational and random telephone surveys conducted at the state level and paid advertising including television ads, radio ads, billboards, gas pump-toppers, print ads, and social marketing sites, all with the *Click It or Ticket* slogan, were played throughout the state prior to and during the enhanced enforcement.
- 440 agencies were signed up to participate – nearly 94% of all agencies in the state. This has not changed significantly since the prior year.
- 333 agencies completed reports to OTS (70% of the total number of agencies and 76% of those who had signed up to participate) on their May activities. This is a slight increase from 2009.
- 22,786 safety belt citations and 458 child passenger citations were written.
- Approximately 21,000 safety belt citations were written.

Major findings of random phone surveys conducted before and after the May mobilization include:

- 75% of those surveyed supported a standard (primary and universal) seat belt law. Recognition of the *Click it or Ticket* phrase remains high; it rose from 74% before May to 85% in June.
- Those who had heard about a special effort by police to ticket drivers for belt violations increased from 22% before May to 50% after the effort; for unmarried males under 35 the increase was from 24% to 49%.

Results of the Labor Day 2009 DWI crackdown:

- 440 agencies (92% of the total) signed up; 2 percent decrease from the previous year.
- 325 agencies reported their results to the OTS, 68% of all agencies and 74% of the agencies that had signed up to participate.
- 1,873 impaired drivers were arrested.

Major findings of random phone surveys conducted before and after the mobilization include:

- Awareness of the “Over the Limit, Under Arrest” slogan increased from 62% pre-enforcement to 73% post enforcement. For young unmarried males, awareness increased from 82% to 88%.
- Awareness of enforcement rose from 46% to 87% when comparing pre and post enforcement efforts.
- Those agreeing they would “Very likely” be stopped by law enforcement if they drank and drove stayed the same at about 35%.
- Support for more strict DWI enforcement remains high at 75%.

**Costs:** \$209,153.50 (incentives for reporting activities of five mobilizations/crackdowns to OTS)  
410 – \$11,923.53  
406 - \$48,248.85  
402 - \$148,981.12

**Funding Source:** 410, 406 and 402

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## **HEAT Speed Enforcement**

**Target:**

Drivers in Minnesota

**Problem Statement:**

Speed is a significant problem in Minnesota. It is the contributing factor most often cited by officers on fatal crash reports, and is third in frequency for injury crash reports and property damage reports. In 2009, at least 85 people were killed and 4,479 people were injured in Minnesota crashes where speed was a factor.

**Objectives:**

The objectives of the HEAT project are

- Bring the 85<sup>th</sup> percentile speeds closer to the posted speed limits
- Heighten driver awareness of aggressive traffic related safety issues
- Improve efficiency and effectiveness of enforcement efforts

**Strategies:**

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 (MSP) districts. Federal 2010 is the first full year of the project.

The major roadway segments were identified by Mn/DOT based on crash analysis and confirmed as enforceable by officers in the MSP districts. Patrol districts also identified one local zone

based on experience and local agency input. Mn/DOT and DPS each wrote grants with the MSP for overtime enforcement. In addition, DPS provided funding for paid media, in-house communications expertise, and for the work of a research analyst and grant specialist at the Patrol. Mn/DOT contracted for random telephone surveys of attitudes and knowledge and provided in-house technical expertise for project design and carrying out an extensive evaluation.

At least forty percent of the enforcement funding is sub-granted by the MSP to sheriffs' offices and municipal police departments with responsibilities for the identified roads. Roadways can change with the approval of headquarters as indicated by decreased enforcement activity. The three roadways within a district are worked on a weekly rotating basis with the majority of the work conducted during day time hours. Officers from the MSP, county sheriff's offices, and municipal police departments sign up to work a certain number of hours over the month rather than a specific time period on a specific day. With the exception of the *Safe & Sober* wave time periods, the enforcement is conducted throughout the year.

**Results:**

During the year, project officers worked over 23,700 hours, wrote nearly 17,000 citations and over 43,000 warnings, and stopped nearly 48,000 vehicles. That adds up to about two contacts per hour with 35 percent of those stopped receiving a citation. Of all the drivers stopped, approximately 45 percent were between the ages of 16 and 34 and approximately 63 percent were males. Nearly 28 percent of all the drivers stopped were males between the ages of 16 and 34.

**Costs:** \$1,190,000.00 from OTS for our half of enforcement costs and the costs associated with paid media and MSP support staff.

**Funding Source(s):** 406

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## Traffic Records

### Problem Identification

**Target:**

Stakeholders involved in the collection, dissemination, and use of Minnesota crash data

**Problem Statement:**

Ensuring the collection of complete, timely, and accurate motor vehicle crash data is an ongoing endeavor for the OTS as it assists DVS. In addition, stakeholders involved in reducing the number of Minnesota motor vehicle crash fatalities and severe injuries need access to accurate statistics and analysis.

**Objectives:**

- Validate the quality of the crash data that has been entered into the Minnesota motor vehicle crash database
- Check for inconsistencies between data elements and report those findings to DVS for correction.
- Perform problem identification and evaluation of programs with crash data

- Support stakeholders involved in lowering the number of Minnesota crashes, fatalities and severe injuries by providing statistics and analysis

**Strategies:**

- Employ research staff within OTS, including the FARS analyst
- Make research staff available for requests to crash data stakeholders
- Check for consistency of DVS crash records with particular attention to fatal crashes
- Cross examine crash records with the FARS files. In addition, gather any missing information on blood alcohol content levels for drivers that were involved in fatal crashes.
- Prepare and release annual reports which include the *Minnesota Motor Vehicle Crash Facts* and *Impaired Driving Facts*
- Make published reports available for the public in both hard copy and electronic format which is downloadable from the OTS website

**Results:**

- The *2009 Minnesota Motor Vehicle Crash Facts* was released online and in print in June 2010. This detailed report summarizes information in regards to crashes: who, what, where, when, and why. In addition, it breaks out information regarding the following: alcohol, seat belt use, motorcycles, trucks, pedestrians, bicycles, school buses, and trains. The report can be accessed on the OTS website: [http://www.dps.state.mn.us/OTS/crashdata/crash\\_facts.asp](http://www.dps.state.mn.us/OTS/crashdata/crash_facts.asp)
- In August 2010, the *2009 Minnesota Impaired Driving Facts Report* was released. This report is intended to be a source of reliable statistics that help to quantify the size and nature of the impaired driving problem. Additionally, the report contains information about impaired driving law and practice in Minnesota. The report can be accessed on the OTS website: [http://www.dps.state.mn.us/OTS/crashdata/impaired\\_driving.asp](http://www.dps.state.mn.us/OTS/crashdata/impaired_driving.asp)
- Research staff responds to about 25 requests per week from other government entities, news media, and non-government organizations. These requests support crash stakeholders in performing analysis and devising local programs. In addition, researchers support OTS program areas in problem identification and program evaluation.

**Costs:** \$153,369.72

**Funding Source(s):** 402

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**Transportation Information System Recovery**

**Target:**

Transportation Information System (TIS) users throughout the state

**Problem Statement:**

The TIS system was developed in the 1970's as an integrated solution to managing the roadway inventory, traffic safety, pavement, traffic volume, bridges, and other data systems needed by Mn/DOT at that time. The current TIS is in need of replacement, but significant functions of the mainframe application are currently black-box operations for Mn/DOT support staff. A recovery effort is needed to link workflows conducted by Mn/DOT to data elements via portions of code that execute various functions. Over the nearly forty years of operations, Mn/DOT has lost most

of its expert knowledge of the code and is largely dependent upon the original programmer of the system, working under contract with Mn/DOT, to modify and maintain the system.

**Objectives:**

- Create a clear understanding of the full functionality of the TIS system
- Document current TIS code as a first step in the TIS replacement process

**Strategies:**

Mn/DOT, through a grant from OTS, contracted with a vendor to analyze and document all 240,000+ lines of code in the current TIS.

**Results:**

MAKE Technologies, the contracted vendor, was able to document the code and functions of TIS. The resulting information provides Mn/DOT with the knowledge needed to move forward with the replacement of the Transportation Information System.

**Costs:** \$233,038.54

**Funding Source:** \$209,629.82 from 408 and \$23,303.85 state

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## Safe Communities

### Public Information and Education

**Target:**

Minnesota motorists, with the primary focus on males ages 18–34

**Problem Statement:**

Each year in Minnesota, hundreds are killed in traffic crashes. Unbelted occupants, speeding, impaired driving and inattentive driving are the main factors noted in crash reports that contribute to the occurrence and severity of crashes. Changing these risky driving behaviors will reduce fatalities and severe injuries on Minnesota roadways.

**Objectives:**

- Educate the public about traffic safety issues
- Reach various target markets on the dangers of specific driving habits
- Promote change in risky driving behaviors to reduce fatalities and severe injuries on Minnesota roadways
- Assist traffic safety partners by providing needed materials for them to use as traffic safety ambassadors in communities statewide

**Strategies:** Execute a grant with the DPS, Office of Communications (OC) to utilize their marketing, graphics and media relation expertise to support the OTS initiatives and grantee activities, and to conduct ongoing outreach to the general public. OTS believes enforcement and education are most effective when working in tandem.

## Results:

- The high-level intensity of both proactive and reactive communications throughout FFY 2010 contributed to another low traffic fatality count. In 2009, Minnesota recorded its lowest number of alcohol-related fatalities on record. The 2010 traffic deaths are on pace to match the 2009 total, which was the lowest on record since 1945.
- Worked off of comprehensive editorial calendar to promote enforcement campaigns during pre- and post-enforcement, as well during campaigns, to sustain the message throughout the enforcement period. Sought additional news hooks throughout the year (death trends, milestone death marks, and holidays) to keep traffic safety message in the news.
- Communication activities supported all *Safe & Sober* waves with development of media material for grantee use, as well as innovative materials for grantees to communicate the message around their communities (posters, brochures, window clings, banners, Designated Driver Action Figures, Designated Driver Gift Cards, bar coasters).
- Supplied partners with many media materials, template news releases (including sustaining news templates), news conference ideas, teen outreach/social networking outreach ideas, talking points, fact sheets and more.
- In addition to major enforcement campaigns, promoted campaigns surrounding holiday travel periods and celebratory days (St. Patrick's, Super Bowl, Halloween, Thanksgiving, etc.). Supported these efforts by distributing news releases and radio PSAs.
- Ramped up efforts to increase awareness of distracted driving. Supported "Don't Text" teen TV contest; created/produced new texting while driving TV/radio campaign. Partnered with AT&T (news conference/outreach), and retagged their texting TV campaign. Developed new distraction collateral piece. Developed statewide proclamation to support special one-day enforcement.
- Improved and updated creative stable with outside creative house to produce TV, radio and print ads for: impaired driving, speeding, and produced teen belt TV spot. Also internally developed new radio spots tied to Minnesota Twins and above-mentioned texting campaign.
- Supported Minnesota ignition interlock legislation efforts by developing/reviewing promotional/educational materials.
- Contributed to development of *Toward Zero Deaths* communications and incorporated the brand in all appropriate public messaging, collateral materials and TV advertising. Participated in various TZD meetings.
- Executed and publicized efforts with a social media angle: increased Facebook "likes" to more than 18,400; secured nearly 400 Twitter "followers." Strategy is to have at least one post per day tied to existing enforcement effort or general traffic safety.
  - Continued to prepare [www.MinnesotaCrashVictims.org](http://www.MinnesotaCrashVictims.org) for public launch; to-date there are seven victims featured. This site was developed in FY09 and will show the stories and the faces behind crash data. Families will be able to upload stories and photos of loved ones killed in traffic crashes.
  - Updated [www.rockthebelt.org](http://www.rockthebelt.org) for teen TV contest voting and included *May Click It or Ticket* landing page for online ads.
  - Continued use of [www.minnesotasafeandsobber.org](http://www.minnesotasafeandsobber.org) for online "designated driver gift cards."
- Executed and publicized effective teen-focused projects to address the continuing issue of teen drivers. Teen deaths have decreased significantly in recent years.
  - Teen programming included the popular TV commercial challenge contest that encourages teens to create and produce TV spots with a focus on no texting and driving.
  - Continued development of template materials for partners to create teen "Facebook/texting" squads to help communicate buckle up messaging.
  - Developed innovative approach to educate teens about belt use through celebrity-read "buckle up reminders" to be used as class dismissal bells.

- In response to surge in teen deaths, secured and re-branded NHTSA teen–parent TV spot and distributed statewide as PSA.
- Drive-time radio interviews with state troopers on stations largely delivering teen/young adult audiences continued throughout the year on rock, pop and hip-hop stations in the Twin Cities.
- Texting program with top Twin Cities' top 40 radio station. Station sent bounce-back text messages to listeners that texted the station. These bounce-back messages were tagged with traffic safety/enforcement messages. This was a component of a media buy; 4,000 texts a day sent to listeners.
- Executed and publicized impaired driving projects. This included news conference to announce December DWI enforcement as well as event to support Labor Day campaign that included a “blue wave” of squads rolling out to enforce. Another media event was the “DWI Enforcer All-Stars” — the state’s top DWI enforcers. Event held at Minnesota Twins new Target Field prior to Twins baseball game to showcase the all-stars. This event enabled OTS to secure in-game coverage and interview with state trooper.
- Continued partnerships with major beer distributors to promote DWI enforcement through distribution of bar coasters and window clings.
- Continued partnerships with Holiday Stationstores (gas/convenience store) to support May *Click It or Ticket* effort. Stores displayed window clings and posted on their website. Holiday provided CIOT-branded coupons provided to partners to help with outreach at high school/college locations.
- Continued to revise, update and reproduce PI&E material to reflect a uniform/cohesive look for materials. Included are brochures and promotional items relating to belt use, CPS and impaired driving.
- Oversaw and coordinated new and improved online ordering resource catalog for partners. Distributed thousands of items to multiple private partners, schools, law enforcement, safety groups and others.
- Leveraged paid radio media (Dec. DWI, May CIOT, Labor Day DWI and NightCAP) with extensive on-air interview opportunities with local law enforcement representatives across the state.

**Costs:** \$475,000 (not including paid media) and \$2,550,000. (paid media)

**Funding Source(s):** 402, 164PM

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**2009 Toward Zero Deaths Conference**

**Target:**

Traffic Safety stakeholders in Minnesota

**Problem Statement:**

The Toward Zero Deaths (TZD) program acknowledges that a decrease in traffic fatalities and serious injuries cannot be done with education or enforcement alone. Collaboration among the partners is needed to help the communities integrate all four “E’s” in their activities (Enforcement, Education, EMS, and Engineering) as well as the business and justice system partners. An event is needed to bring these people together for education and relationship building opportunities.

**Objectives:**

- Increase awareness of the TZD Program mission, goals, strategies and evaluation measures throughout Minnesota
- Increase number and diversity of groups and attendees that participate in the conference
- Provide informational sessions that not only are of interest to stakeholders of the discipline most aligned with that topic, but will also attract participants from other disciplines

**Strategies:**

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

**Results:**

- Attendance at the conference increased from 591 in October 2008 to 625 in October 2009.
- Breakout sessions included topics for each of the four “E’s”.
- Opening plenary session was a celebration of the progress made since 2001 and the recently passed traffic safety enhancing legislation.
- Most conference sessions were very favorably received:

<b>Conference Concurrent Sessions</b>	<b>Average Score (out of 4)</b>
Format and length of the concurrent sessions	<b>3.59</b>
Topics covered in the concurrent sessions were timely and useful.	<b>3.41</b>
<b>Conference General Sessions</b>	<b>Average Score (out of 4)</b>
Celebration Event: Primary Seatbelt and Booster Seat Legislation Passed!	<b>2.65</b>
Luncheon Presentation: Jim Hedlund, NHTSA, “Traffic Safety Culture in the United States and Minnesota”	<b>3.48</b>
Awards Presentation	<b>3.24</b>

**Costs:** \$120,000.00 federal funds

**Funding Source(s):** 402

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**TZD Safe Roads Program**

**Target:** People in communities with traffic deaths and serious injuries that are above state averages in one or more key categories

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

**Objectives:**

To focus community efforts and the appropriate strategies for combating the traffic related crashes. 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.

**Strategies:**

During the summer of 2009, OTS completely re-vamped our community programs through a new RFP with a new name: TZD Safe Roads. TZD Safe Roads is a program that focuses on connecting identified crash problems in counties with specific countermeasures research has shown are most likely to address them. Eligibility factors 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. An RFP for Safe Roads was first let in the summer of 2009.

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 the list of countermeasure options (see below). A workshop with the grantees from the Safe Roads projects was conducted at the TZD conference.

<b>MENU OF OPTIONS</b> OPTION	EXAMPLE ACTIVITIES
<b>High-visibility campaign conducted in conjunction with law enforcement</b>	<ul style="list-style-type: none"> <li>• Distribution of information during mobilization periods (lawn signs, posters, changeable message signs, media interviews): Labor Day and December (DWI), July (speeding), and May and October (seat belt use)</li> <li>• Mock crashes for youth involving enforcement officers that take place during and refer to seat belt mobilizations (May and October) to encourage seat belt use</li> <li>• Organization of media efforts, such as interviews and news conferences, that take place during mobilizations and involve law enforcement in planning and in speaking</li> <li>• Based on an analysis of certain stretches of road with higher numbers of crashes, use of outreach and media to increase awareness of the road area or areas during a time of enhanced law enforcement</li> </ul>
<b>Court monitoring program</b>	<ul style="list-style-type: none"> <li>• Mobilization of community volunteers to determine and track outcomes of DWI cases</li> <li>• Analysis and reporting of DWI conviction rates and sentences by individual judges in area</li> </ul>
<b>Support for DWI court</b>	<ul style="list-style-type: none"> <li>• In areas where there is no DWI court, research, outline the benefits, and share information with county officials and community members</li> <li>• In areas where there is a DWI court, develop activities in collaboration with the court to support reduced recidivism</li> </ul>
<b>Collaborations with local employers to develop workplace traffic safety-related policies</b>	<ul style="list-style-type: none"> <li>• Collaborations with employers in the area to develop workplace policies with defined sanctions for non-compliance in one or more of the following areas: seat belt use, alcohol use, speeding, auto cell phone use</li> <li>• Assistance with workplace training once policies are in place</li> </ul>
<b>Local governmental education</b>	<ul style="list-style-type: none"> <li>• Partnerships with local governing bodies to improve social hosting and server training ordinances</li> <li>• Presentations to city and/or county officials on traffic safety issues, problems, and solutions</li> </ul>
<b>Collaborations to improve enforcement at liquor establishments</b>	<ul style="list-style-type: none"> <li>• Development of a method to track the level of impaired driving arrests from various on-sale locations</li> <li>• Development and implementation of an action plan in collaboration with law enforcement and businesses to address locations with the high drinking and driving levels</li> <li>• Partnerships with liquor establishment management to increase or clarify their support of responsible server practices</li> </ul>
<b>Development of sober cab and alternative transportation</b>	<ul style="list-style-type: none"> <li>• Development of a plan and related activities to launch or reinforce sober cab and alternative transportation options</li> </ul>

**Results:**

<b>Community</b>	<b>402 Funds</b>	<b>410 Funds</b>	<b>Projects Completed</b>
City of Austin	\$13,735.53	\$10,201.79	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Local government education</li> <li>• Education and enforcement activity for youth</li> </ul>
Countryside Public Health*	\$11,625.98	\$10,870.62	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Court monitoring</li> <li>• Local government education</li> </ul>
Douglas County	\$17,348.53	\$8,932.77	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Worksite education and policy efforts</li> <li>• Local government education</li> <li>• Collaborations with liquor establishment to improve enforcement</li> </ul>

Isanti and Kanabec Counties	\$5,790.00	\$16,736.73	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Court monitoring</li> <li>• Worksite education and policy efforts</li> <li>• Sober cab activities</li> </ul>
Fillmore and Houston Counties	\$6,815.60	\$6,740.40	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Worksite education and policy efforts</li> <li>• Local government education</li> <li>• Collaborations with liquor establishment to improve enforcement</li> </ul>
Freeborn County	\$9,577.48	\$0.00	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Local government education</li> </ul>
Morrison County	\$8,709.64	\$8,710.28	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Local government education</li> <li>• Education and enforcement activity for youth</li> </ul>
Olmsted County	\$22,405.49	\$0.00	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Worksite education and policy efforts</li> <li>• Education and enforcement activity for youth</li> </ul>
Ottertail County	\$8,962.25	\$9,167.36	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Collaborations with liquor establishment to improve enforcement</li> <li>• Sober cab activities</li> <li>• Education and enforcement activity for youth</li> </ul>
Range Regional (St. Louis County)	\$7,668.64	\$13,096.85	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Local government education</li> <li>• Collaborations with liquor establishment to improve enforcement</li> <li>• Alcohol screening and brief intervention</li> </ul>
Rice County	\$9,621.40	\$15,259.31	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Court monitoring</li> <li>• Local government education</li> <li>• Collaborations with liquor establishment to improve enforcement</li> <li>• Alcohol screening and brief intervention</li> </ul>
Winona County	\$9,362.67	\$9,345.25	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Collaborations with liquor establishment to improve enforcement</li> <li>• Education and enforcement activity for youth</li> </ul>
Wright County	\$12,340.11	\$13,096.85	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Local government education</li> <li>• Sober cab activities</li> </ul>

\*(This 5 county collaborative includes: Swift, Chippewa, Lac Qui Parle, Yellow Medicine and Big Stone)

**Costs:** 402 federal funds: \$143,963.32  
410 federal funds: \$122,751.27  
Total federal funds: \$266,714.59

**Funding Source(s):** 402 funds and 410 funds

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## Motorcycle Safety

### Targeted Motorist Awareness Campaign

#### **Problem Statement:**

The number of motorcycle fatalities increased dramatically through 2008, and while the number of fatalities declined significantly in 2009, there were 17 motorcyclists killed in collisions with other vehicles.

#### **Objectives:**

- Obtain data before and after the campaign to measure the campaign's effectiveness at reaching car drivers
- Conduct a motorist awareness campaign in the ten Minnesota counties highest in motorcycle crashes
- Upon completion of the campaign, compare 2008, 2009 and 2010 crash data in the campaign's targeted counties to 2005 through 2007 data in those counties. This analysis will focus on motorcycle collisions with other vehicles that were attributed to the drivers of other vehicles

#### **Strategies:**

The Minnesota Motorcycle Safety Center completed a targeted motorist awareness campaign in the ten Minnesota counties highest in motorcycle crashes (Hennepin, Ramsey, Dakota, Anoka, Washington, Stearns, St. Louis, Wright, Olmsted and Scott).

Motorist awareness news releases were issued at the onset of the campaign advising the driving public to increase its awareness of motorcyclists. A news conference with the Minnesota State Patrol's motor unit was held to kick off the motorcycle safety awareness campaign. Advertising time was purchased and motorist awareness television spots were aired in the target counties.

Motorist awareness events were conducted at major venues in the top motorcycle fatality counties. A motorist awareness television ad campaign ran in all of the target counties. The campaign was also supported by several "Washout" events which were conducted during the campaign by a variety of motorcycle clubs and organizations at highway rest areas. Finally, pre and post-campaign phone survey questions were used to measure campaign recognition.

#### **Results:**

- The first year (2008) results showed a significant increase (from 18 percent to 31 percent) in car drivers seeing and hearing motorcycle awareness messages.
- Messaging awareness among drivers maintained from year one of the campaign with 32 percent of drivers having seen or heard the messaging at the start of the 2009 campaign and 30 percent at the conclusion of the 2009 campaign. While the first year growth in campaign messaging recognition was maintained, there was no growth in year two of the campaign.
- Campaign recognition was maintained between 2009 and 2010 with 33 percent of car drivers having seen or heard motorcycle awareness messages in the 2010 pre-campaign survey. Increased funding and effort was evident as the post campaign survey showed a significant gain in campaign recognition; jumping to 44 percent.
- Multi-vehicle crash data from 2008, 2009 and 2010 will be analyzed as a part of this project's evaluation when the campaign is concluded. However, it is noteworthy that the number of motorcyclists killed in collisions with other vehicles decreased from 32 in 2008 to 17 in 2009.

**Costs:** \$124,000 federal funding

**Funding Source(s):** NHTSA Section 2010 funding

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## Roadway Safety

### County Road Safety Plans

**Problem Statement:**

Minnesota county engineers have been using a traditional approach to identify improvement projects based on the number of crashes rather than the number of fatal and serious injury crashes. Additionally, the “4E” approach, a hallmark of Minnesota’s Toward Zero Deaths effort, needs to be planted more deeply and encouraged at the local level.

**Objectives:**

- Provide crash data resources, expert analysis, and guided review to enable counties to identify high impact, low cost countermeasures that can be proactively deployed across their county road network
- Create or expand county level “4E” partnerships across Minnesota (professionals from the engineering, enforcement, education, and emergency medical service communities)
- Assist each county in creating a county specific, data based road safety plan; including both engineering and behavioral safety strategies
- Create a safer county roadway network

**Strategies:**

A high level detailed analysis of fatal and serious injury crashes is conducted for each Minnesota county by the Mn/DOT, with additional analysis and staffing support from the OTS. The results are initially broken down by roadway system and then further broken down by each individual county’s roadway system. Individual county system results are then used in a data driven mapping process for each county indicating specific types of roadways, roadway segments, and roadway features that are prominent in the majority of the serious and fatal crashes in a particular county.

This individual county data is then teamed with regional behavioral data supplied by the OTS to present a comprehensive analysis tool for county improvements. County level workshops are then organized and coordinated by the Mn/DOT and the OTS. All “4E” partners from each county are then invited to participate in a workshop to review and discuss the data; discuss and prioritize cost effective safety improvement countermeasures for both engineering and behavior; and collaborate in developing a road safety plan for their specific county.

Financial support for implementation of these countermeasures is provided through an additional project that makes mini grants available to these counties to assist them in implementation of their specific county safety plan.

**Results:**

- Approximately half of Minnesota's counties have participated in this process to date; with many of those having received a fully completed county safety plan.
- Several of the counties with completed county safety plans have applied for and received county mini grants and are programming this funding with their own funding to implement the safety countermeasures identified in their plans.
- "4E" partnerships at the local have been strengthened and built where they were lacking.

**Costs:** \$3,498,900 federal funding

**Funding Source(s):** NHTSA Section 164 Hazard Elimination funding

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# **Paid Media Report**

# FFY 2010 Paid Media Report

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## Paid Media Principles

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

Paid media has increased in recent fiscal years, supporting increased enforcement. This combination has coincided with increases in seat belt use and decreases in alcohol-related traffic fatalities. Paid media has also supported the continued and significant drop in total traffic fatalities.

### **Federal Fiscal Year Minnesota Paid Media Budgets:**

- 2004 — \$387,500.
- 2005 — \$840,000.
- 2006 — \$1,462,250 (this included a special MnDOT funding of \$343K to support a nine-month long speed enforcement effort).
- 2007 — \$1.34 million (this includes a special MnDOT funding of \$150K to support speed enforcement).
- 2008 — \$1.56 million.
- 2009 — \$1.89 million.
- 2010 — \$2.55 million.

The analysis, negotiation, and placement of media for the OTS are handled through a professional technical contract with marketing communications agency Campbell-Mithun and Compass Point Media. Each campaign's purpose is thoroughly reviewed and evaluated to make sure the right message will be delivered to the right audience with the right media channels. The primary target for the campaigns are young men 18-34, with a skew toward less education, less household income and single.

In addition to the primary mediums of cable TV and FM music stations, other popular formats are utilized as sustaining elements as appropriate. These include spot broadcast TV, news/sports/weather AM radio, online/Web advertising, and alternative print publications. Also, out-of-home media is used to reach motorists at "points-of-sale," such as indoor hospitality advertising (bars, restaurants) and gas station pump-toppers.

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

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

# Paid Media Campaign Recaps

## May Mobilization *Click It or Ticket* Campaign

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### Objectives:

- Execute statewide campaign to increase public awareness of enforcement of seat belt laws and the importance of wearing a seat belt.
- Negotiate radio and TV in top stations in metro and Greater Minnesota (outside Twin Cities metro area) to ensure strong statewide message.
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, etc.
- Secure various appearances and on-air interview opportunities.

### Results:

- **May Mobilization *Click It or Ticket* Paid Media Campaign**
  - Total budget \$425,000.0; **total paid media \$408,969.29**
  - Flight Dates: May 17-30, 2010
  - Target: M18–34, blue-collar professions, HHI <\$30K, little or no college

#### RADIO

- Radio Measured Markets included: Alexandria, Austin, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Grand Rapids, International Falls, Mankato, Marshall, Minneapolis, Pine City, Rochester, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington.
- Total Radio Stations Purchased: 59
- Total Radio Spots Purchased: 3,924
- Total Radio Measured Gross Impressions: 1,194,141
  - Duluth: 75,699
  - Mankato: 74,210
  - Minneapolis/St. Paul: 881,237
  - Rochester: 66,608
  - St. Cloud: 96,387
- Total Ratings Points (TRPs) Purchased in Measured Markets: 1,633.3
- Total Spots Purchased in Unmeasured Markets: 2,043
- Total estimated number of PSAs: 1,133 for a value of \$21,951
- Total estimated number of on-air Interviews: 57 for a value of \$10,124
- Total estimated number of News, Weather, Traffic Sponsorships: 302 for a value of \$1,807
- 96 Bonus Spots for a value of \$1,732
  
- **Total Radio Purchased: \$78,569.93**
- **Total Radio Added Value: \$35,614**

#### TELEVISION/CABLE

- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Duluth: 64/5.4/346.4
  - Mankato (includes New Ulm): 47/2.1/100.1 (the reach for Mankato doesn't include the TRPs from Minneapolis)
  - Minneapolis/St. Paul: 71/6.9/568.8
  - Rochester (includes Austin, Winona): 64/5.5/340.3
- Total Spots Purchased: 1,447
- Total PSAs: 343
  
- **Total TV Purchased: \$236,306.6**
- **Total TV Added Value: \$55,310.4**

## May Mobilization *Click It or Ticket* Campaign, continued

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- OUT-OF-HOME: (pump-toppers, indoor, movie theater): **\$77,410.66**
- ONLINE: **\$11,381.70**
- PRINT: (The Circle, City Pages, Vita.MN): **\$4,850.40**
  
- Total paid media with agency commission: **\$408,969.29**

## Speeding Campaign

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### Objectives:

- Execute a campaign, using TV, radio, OOH and print, to elevate public awareness of enhanced speed enforcement, the dangers of illegal or unsafe speed, and the importance of observing posted speed limits.
- Negotiate radio and TV in top stations in metro and Greater Minnesota (outside Twin Cities metro area) to ensure strong statewide message.
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, etc.

### Results:

- **Speeding Paid Media**
  - Flight Dates: April 19 – September 26, 2010
  - Total Funding \$400,000.0; **total paid media \$399,800.17**
  - Target: A18 – 49, single, blue-collar profession, HHI<\$30K
  - Markets: Duluth, Mankato, Minneapolis-St. Paul, Rochester, St. Cloud, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Marshall, Pine City, Willmar, Worthington

### RADIO

- Total Radio Stations Purchased: 31
- Total Radio Spots Purchased: 3,641
- Total Radio Measured Gross Impressions: 7,205,620
  - Duluth: 414,717
  - Mankato: 281,569
  - Minneapolis/St. Paul: 5,635,700
  - Rochester: 408,500
  - St. Cloud: 465,134
- Total Ratings Points (TRPs) Purchased in Measured Markets: 2,350.8
- Total Spots Purchased in Unmeasured Markets: 1,388
- Total estimated number of PSAs: 1,572 for a value of \$81,902
- Total estimated number of on-air Interviews: 52 for a value of \$5,379
- Total estimated number of News, Weather, Traffic Sponsorships: 568 for a value of \$5,402
- 189 Bonus Spots for a value of \$1,174
- **Total Radio Purchased: \$118,630.14**
- **Total Radio Added Value: \$93,857**

## Speeding Campaign, continued

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### TELEVISION/CABLE

- o Total TV spots purchased: 1,734
- o Total PSAs: 250
- o Total TRPs purchased by market:
  - Duluth: 354.4
  - Mankato: 230.8
  - Minneapolis: 484.4
  - Rochester: 357.9
- o Reach and Frequency
  - April 19 – June 27:
    - Duluth: 51R/2.5F
    - Mankato: 49R/1.8F
    - Minneapolis: 57R/2.5F
    - Rochester: 51R/2.5F
  - June 28 – September 26:
    - Duluth: 64R/3.5F
    - Mankato: 54R/2.5F
    - Minneapolis: 68R/3.9F
    - Rochester: 621R/3.6F
- o **Total TV/Cable purchased: \$179,713.90**
- o **Total TV/Cable added value: \$44,000**

OUT-OF-HOME: (pump-toppers, indoor, movie theater): **\$97,322.34**

PRINT: (City Pages, The Onion, Vita.MN): **\$4,133.79**

- Total paid media with agency commission and post-campaign station credits: **\$399,800.17**

## General Motorcycle Awareness Campaign

---

### Objectives:

- Execute a TV campaign supplemented by spot radio to elevate public awareness of motorcyclists.
- Execute a campaign to reach the areas where most motorcycle crashes occur to increase public awareness of motorcyclists.
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, etc.

### Results:

- **Motorcycle Awareness Paid Media**
  - o Flight Dates: May 3 – May 16; May 31 – June 6; June 14 – June 20; July 5 – July 11; July 26 – August 1.
  - o Total Funding \$100,000.0; **total paid media \$99,908.28**
  - o Target: A18-49, Little or no college education and college educated, Blue collar, White collar
  - o Markets: Duluth, Mankato, Minneapolis-St. Paul, Rochester, St. Cloud, Albert Lea, Austin, Brainerd, Winona

## General Motorcycle Awareness Campaign, continued

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### RADIO

- o Total Radio Stations Purchased: 16
- o Total Ratings Points (TRPs) Purchased in Measured Markets: 532.7
- o Total estimated number of PSAs: 237 for a value of \$6,246
- o Total estimated number of on-air Interviews: 19 for a value of \$4,558
- o Total estimated number of News, Weather, Traffic Sponsorships: 123 for a value of \$759
  
- o **Total Radio Purchased: \$21,973.44**
- o **Total Radio Added Value: \$11,563**

### TELEVISION/CABLE

- o Total Ratings Points (TRPs) Purchased: 408.6
  - o Total TV spots purchased: 572
  - o Total PSAs: 87
  
  - o **Total TV Purchased: \$50,461.08**
  - o **Total TV Added Value: \$9,600**
- Total paid media with agency commission and post-campaign station credits: **\$99,908.28**

## Impaired Motorcycle Awareness Campaign

---

### Objectives:

- Execute a cable TV and spot radio campaign to elevate public awareness of the dangers of impaired riding.
- Execute a campaign to reach the areas where most alcohol-related motorcycle crashes occur.
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, etc.

### Results:

- **Impaired Motorcycle Awareness Paid Media**
  - o Flight Dates: June 21– September 19.
  - o Total Funding \$200,000.0; **total paid media \$199,741.10**
  - o Target: M35 – 54, single, blue-collar profession, HHI<\$30K
  - o Markets: Duluth, Mankato, Minneapolis-St. Paul , Rochester, St. Cloud, Faribault, Pine City, Winona

### RADIO

- o Total Radio Stations Purchased: 19
- o Total Ratings Points (TRPs) Purchased in Measured Markets: 2,070.4
- o Total estimated number of PSAs: 364 for a value of \$4,596
- o Total estimated number of on-air Interviews: 22 for a value of \$6,656
- o Total estimated number of News, Weather, Traffic Sponsorships: 522 for a value of \$5,122
- o 254 Bonus Spots for a value of \$5,440
  
- o **Total Radio Purchased: \$54,017.01**
- o **Total Radio Added Value: \$21,814.0**

### TELEVISION/CABLE

- o Total TV spots: 385
  - o Total Ratings Points (TRPs) Purchased in Measured Markets: 298.7
  - o PSAs: 91
  
  - o **Total TV Purchased: \$104,972.32**
- Total paid media with agency commission and post-campaign station credits: **\$199,741.10**

## Extended Impaired Driving Campaign

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### Objectives:

- Execute statewide radio/TV/out-of-home/online campaign to generate public awareness of ongoing enforcement targeting impaired drivers, and to remind Minnesotans to find a safe transportation alternative to drinking and driving.
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, etc.
- Secure various appearances and on-air interview opportunities.

### Results:

- **Extended Impaired Paid Media Campaign**
  - **Total paid media \$399,999.20.**
  - Target: M 18-34, blue-collar, HHI <\$30K

#### RADIO

- Radio Flight Dates: February 22 – September 19
- Radio Measured Markets: Duluth, Mankato, Minneapolis/St. Paul, Rochester, St. Cloud
- Total Radio Total Ratings Points (TRPs) in Measured Markets: 2,826.4
- Total Spots Purchased in Measured Markets: 4,164
- Total Radio Measured Gross Impressions: 3,275,209
  - Duluth: 157,778
  - Mankato: 46,555
  - Minneapolis: 2,765,316
  - Rochester: 126,090
  - St. Cloud: 179,470
- Total Measured Market Radio Reach & Frequency:
  - Duluth: 47/13
  - Mankato: 33/8
  - Minneapolis: 58/13
  - Rochester: 34/18
  - St. Cloud: 39/16
- Unmeasured Radio Markets: Bemidji, Brainerd, Detroit Lakes, Faribault, Fergus Falls, Grand Rapids, Hibbing/Virginia, Little Falls, Winona
- Total estimated number of PSAs: 3,012 for a value of \$87,627
- Total estimated number of on-air Interviews: 106 for a value of \$9,888
- Total estimated number of News, Weather, Traffic Sponsorships: 1,140 for a value of \$6,670
- 336 Bonus Spots for a value of \$14,476
  
- **Total Radio purchased: \$151,910.84.**
- **Total Radio Added Value: \$118,661**

## Extended Impaired Driving Campaign, continued

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### TELEVISION/CABLE

- o Flight Broadcast/Cable TV Dates: March 8 – September 19
- o Broadcast/Cable TV markets include Duluth, Mankato, Minneapolis-St. Paul (St. Cloud), Rochester
- o Total Spots Purchased: 910
- o Total PSAs: 250
- o Total Ratings Points (TRPs)
  - Duluth: 215.4
  - Mankato: 79
  - Minneapolis-St. Paul: 268.5
  - Rochester: 209.6
- o Reach and Frequency:
  - March 9-June 20:
    - Duluth: 48/2.5
    - Mankato: 25/1.8
    - Minneapolis-St. Paul: 49/2.3
    - Rochester: 44/2.6
  - June 28 – September 19:
    - Duluth: 43/2.2
    - Mankato: 26/1.3
    - Minneapolis-St. Paul: 45/2.4
    - Rochester: 43/2.2
- o **Total TV purchased: \$91,087.30**
- o **Total TV Added Value: \$18,800**

### PRINT

- o City Pages, The Onion, Vita.MN and college newspapers: Minnesota State University-Mankato Reporter, University of Minnesota-Duluth Statesman, University of Minnesota-Twin Cities Daily, St. Cloud State University Chronicle — **\$20,138.30**

### OUT-OF-HOME

- o Restrooms/hospitality, pumptoppers, sports sponsorships — **\$78,446.47**

### ONLINE

- o **Total Online Purchased: \$57,815.29**
- Total paid media with agency commission and post-campaign station credits: **\$399,397.93**

# Labor Day Impaired Driving Campaign

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## Objectives:

- Execute statewide campaign to increase public awareness of DWI enforcement and the importance of having safe alternatives to drinking and driving.
- Negotiate radio and TV in top stations in metro and out-state to ensure strong statewide message.
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, etc.
- Secure various appearances and on-air interview opportunities.

## Results:

- **Labor Day Mobilization Paid Media Campaign**
  - Total budget \$250,000.0; **total paid \$249,868.92.**
  - Flight Dates: August 18 – September 4, 2010
  - Target: M 18-34, blue-collar, HHI <\$30K

### RADIO

- Total Stations Purchased: 56
- Radio Markets included: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing, International Falls, Little Falls, Mankato, Minneapolis-St. Paul, Rochester, St. Cloud, Thief River Falls, Willmar, Winona
- Total Radio Spots Purchased: 2,708
- Total Radio Measured Gross Impressions: 1,308,498
  - Duluth: 70,127
  - Mankato: 50,795
  - Minneapolis: 1,064,060
  - Rochester: 50,719
  - St. Cloud: 72,797
- Total Ratings Points (TRPs) purchased in measured markets: 1,349.1
- Total Radio Spots purchased in unmeasured markets: 1,548
- Total estimated number of PSAs: 1,018 for a value of \$20,708
- Total estimated number of on-air interviews: 56 for a value of \$20,557
- Total estimated number of News, Weather, Traffic Sponsorships: 393 for a value of \$4,160
- 54 Bonus Spots for a value of \$889
  
- **Total Radio Purchased: \$78,569.93**
- **Total Radio Added Value: \$46,314**

### TELEVISION/CABLE

- Total TV Ratings Points
  - Duluth: 167, plus 7.6 cable TRPs
  - Mankato (includes New Ulm): 60.2 Broadcast TRPs, plus 15.5 cable TRPs
  - Minneapolis/St. Paul: 122.9, plus 67.6 cable TRPs
  - Rochester (includes Austin, Winona): 137.5 Broadcast TRPs, plus 17.4 cable TRPs
  
- **Total TV Purchased: \$152,140.39**
- **An estimated 221 Bonus/PSA spots aired.**

## Labor Day Impaired Driving Campaign, continued

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### OUT-OF-HOME

- o Indoor Advertising (hospitality venues), pumptoppers, InTran mobile trucks: **\$54,096.0**

### PRINT

- o Print Inserts in City Pages, The Onion, Vita.MN: **\$4,133.79**

### DIGITAL

- o Online: \$13,102.18

- Total paid media with agency commission and post-campaign station credits: **\$249,868.92.**

## Special Programming

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After media plans and budgets were determined for all key campaigns, remaining paid media funding was designated as "special programming" funding. These funds were dedicated to buying high-profile programming that would deliver our primary targets outside of scheduled enforcement campaigns. Typically in these programming environments, social norming messages (non-enforcement) were aired addressing both seat belt use and impaired driving as most appropriate for delivered audience. This approach also allowed the agency the agility to negotiate best rates and secure opportunities outside of scheduled campaigns.

Spots were placed (Twin Cities' metro market for all, and in Duluth, Mankato and Rochester markets for select events and depending on cable carriage) and aired in select programming, including:

- WCHA Final Five with Xcel signage
- Minnesota Gopher Hockey, Basketball and Baseball
- Shark Week
- MN Wild
- Vikings NFC Championship game
- Twins vs. Yankees home stand; last home stand vs. Toronto Blue Jays (home opener and other high-profile end-of-season games)
- Select program premieres and season finales
- Airing of winning teen-produced commercial during MTV Video Music Awards
- Summer X Games
- NASCAR Sprint Cup races
- UFC Fights
- Vikings preseason and season opener
- Radio efforts (KDWB, JACK-FM etc.)
- InTran Media Trucks – mobile billboards
- Timberwolves courtside signage, player PSA, outdoor LED
- Monday Night Football
- Sunday Night Football

### **Total Gross Special Programming Expenditures:**

**General (belts, etc.): \$324,943.90**

**Impaired Driving: \$199,740.48**

**Total: \$524,684.38**

# Texting/Distracton Campaign

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## Objectives:

- Execute statewide campaign to increase public awareness of enforcement of the state's "no texting law."
- Negotiate radio and TV in top stations in metro and Greater Minnesota to ensure strong statewide message.
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, etc.
- Secure various appearances and on-air interview opportunities.

## Results:

- **Texting Paid Media Campaign**
  - Flight Dates: July 26 – September 19, 2010
  - Target: A 18–34

### RADIO

- Radio Measured Markets included: Duluth, Mankato, Minneapolis-St. Paul, Rochester, St. Cloud
- Total Radio Stations Purchased: 18
- Total Radio Spots Purchased: 1,071
- Total Radio Measured Gross Impressions: 1,774,942
  - Duluth: 122,209
  - Mankato: 92,698
  - Minneapolis/St. Paul: 1,353,435
  - Rochester: 92,000
  - St. Cloud: 114,600
- Total Ratings Points (TRPs) Purchased in Measured Markets: 1,132.1
- Total estimated number of PSAs: 239 for a value of \$3,683
- Total estimated number of on-air Interviews: 18 for a value of \$5,723
- Total estimated number of News, Weather, Traffic Sponsorships: 147 for a value of \$1,434
- 60 :10 Bonus Spots, 72 :05 Bonus Spots and 18 :30 Bonus Spots for a value of \$3,098
- 210 Streaming Spots for a value of \$1,050
  
- **Total Radio Purchased: \$45,616.95**
- **Total Radio Added Value: \$14,988**

### TV/CABLE

- TV Measured Markets included: Duluth, Mankato, Minneapolis-St. Paul (St. Cloud), Rochester
- Total TV Spots Purchased: 585
- Total Ratings Points (TRPs) Purchased in Measured Markets: 117.2
- Total Reach & Frequency:
  - Duluth: 41/2.5
  - Mankato: 48/3.1
  - Minneapolis: 42/2.8
  - Rochester: 42/2.5
  
- **Total TV Purchased: \$60,636.6**
- **Total estimated number of PSAs: 62 for a value of \$3,300**
  
- DIGITAL: **\$9,700.0**
- PRINT (City Pages, Vita.MN, The Onion): **\$4,133.79**

- Total paid media with agency commission and post-campaign station credits: **\$98,413.54**

# Minnesota Twins Baseball Partnership

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## Objectives:

- Execute radio/TV broadcast partnership with most popular Minnesota sports franchise.
- Complement other paid media and enforcement campaigns throughout the season
- Utilize signage behind home-plate for the home half of the second inning per game.

## Results:

- Flight Dates: April thru September 2010
- Target: skew 18-34, blue-collar, HHI <\$30K

Local and national television audiences viewed the signage through game broadcasts and highlights while print media and photo opportunities further enhanced Department of Public Safety's exposure. The chart presents the monthly average television and stadium coverage of the Department of Public Safety homeplate signage throughout the 2010 regular season.

DPS received tremendous exposure through Target Field homeplate signage throughout the 2010 Regular Season. DPS name and logo were featured behind the plate at the bottom of the 7<sup>th</sup> inning during each home game. Homeplate signage is extremely visible to fans in-stadium as well as to broadcast audiences.

Homeplate signage delivers eminent exposure in various ways. Fans at each game were able to view DPS sign at the bottom of the 7<sup>th</sup> inning as Twins players approached the batter's box accompanied with in-stadium monitors. In addition, local and national television audiences viewed the signage through game broadcasts and highlights throughout the season. The following chart shows average television and stadium coverage of DPS signage throughout the 2010 Regular Season.

Target Field was rated the **number one stadium experience in professional sports** according to the **ESPN Ultimate Standings** and hosted 79 regular season and two post season *sellouts*. Over 3.2 million fans attended Twins games during the regular season, establishing the all-time franchise attendance mark. Fans who weren't attending were either watching on TV or listening on the radio. The Twins finished in 2nd place overall in MLB local cable TV ratings. The Treasure Island Baseball Network grew to 85 stations across Twins Territory and finished 3rd across MLB in game broadcast listenership.

## Twins Radio Network Advertising

The Twins Radio Network, in conjunction with the Minnesota News Network, has grown to include 85 stations that broadcast throughout WI, IA, ND, SD, and MN. According to the latest 2010 Scarborough Research release, commercials on the Twins Radio Network reached approximately one-third of the Twin Cities adult population. This amounts to exposure to over 1 million adults within the Twin Cities metro area.

Minnesota Department of Public Safety captured listeners with (82) :30 **in-game** advertising commercials that were broadcast during Regular Season Games.

## Minnesota Twins Baseball Partnership, continued

Two (2) :30 pregame and two (2) :30 postgame commercials were broadcast on 1500 ESPN Twin Cities and the Twins Radio Network affiliates on September 29 and 30, 2010.

Minnesota Department of Public Safety received **13** spots in the Bonus Pool Rotation. The bonus pool rotation is comprised of additional commercials that are broadcast during pitching changes, extra innings, and rain delays.

### SIGNAGE AND SCOREBOARDS



Minnesota Department of Public Safety received homeplate signage exposure during one (1) half-inning (bottom of the 7th) and one (1) Twins-O-Gram message on the Scoreboard during each Regular Season Home Game.

Over 3.2 million fans attended Twins games at Target Field during the 2010 season. Additional exposure was gained as local, visiting, and national television audiences viewed the signage through game broadcasts and highlights. Print media, through photo opportunities, created another source of exposure.

According to Repucom's sponsorship measurement, the home plate signage received 955 unique television camera exposures throughout the season. The average rating for Twins broadcasts in the metro was 8.9 on FSN meaning over 155,750 households in the metro saw the signage during each exposure.

#### Twins signage recap:

Property	Exposures	Duration	100% Media Equivalency	RBA+ Media Value
Home Plate Rotational signage- DPS	955	126 minutes	\$1,607,082	\$364,477
Home Plate Rotational signage- Cycle/Highviz.com	124	16 minutes	\$132,608	\$30,678

# Paid Media Recap

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**Total Media Budget: \$2,549,998.4**

- Total Expenditures: \$2,530,363.0

**Total General Funding Budget: \$1,150,000.0**

- Twins Baseball: \$43,350.59
- Speed: \$399,800.17
- Click It or Ticket: \$408,969.29
- Special Programming: \$324,943.9
- Total Expenditures: \$1,133,713.36

**Total Alcohol Funding Budget: \$1,299,998.4**

- Twins Baseball: \$86,811.76
- December Impaired: \$199,472.93
- Extended Impaired/NightCAP: \$299,902.64
- Labor Day Impaired: \$249,451.67
- Special Programming: \$162,726.99
- Motorcycle Impaired Awareness: \$199,302.56
- Total Expenditures: \$1,197,668.55

**Total Motorcycle Awareness Funding Budget: \$100,000.00**

- Motorcycle Awareness: \$99,908.28

# Performance Measures

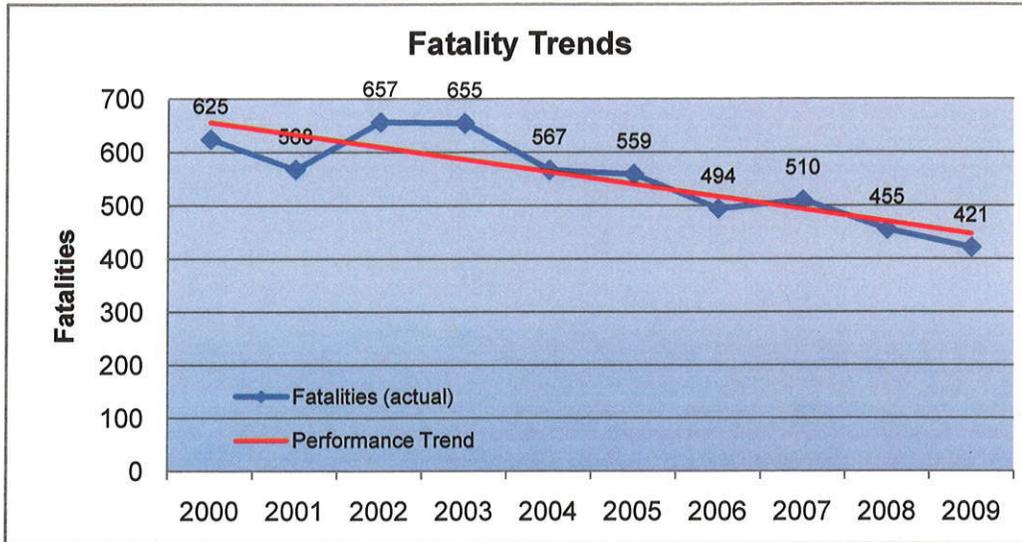
**Minnesota Performance Measure Data  
2000-2009**

Core Outcome Measures		YEAR									
		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Traffic Fatalities	Total	625	568	657	655	567	559	494	510	455	421
	Rural	447	390	478	460	410	405	346	352	317	282
	Urban	178	178	179	195	157	154	148	158	138	139
Serious Injuries		3174	2949	2807		2,424	2,019	1,844	1,736	1,553	1,271
Fatalities Per 100 Million Vehicle Miles Traveled**	Total	1.19	1.06	1.20	1.18	1.00	0.98	0.87	0.89	0.78	0.73
	Rural	1.76	1.51	1.80	1.72	1.48	1.45	1.27	1.30	1.24	
	Urban	0.65	0.65	0.64	0.68	0.54	0.53	0.51	0.53	0.42	
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	513	455	537	520	453	428	361	392	312	294
	Restrained	162	145	212	214	188	184	146	170	151	128
	Unrestrained	298	255	300	284	234	211	185	187	125	117
	Unknown	53	55	25	22	31	33	30	35	36	49
Alcohol-Impaired Driving Fatalities (BAC=.08+)**		213	184	198	212	156	163	149	173	132	108
Speeding-Related Fatalities		171	153	179	193	144	152	130	111	134	95
Motorcyclist Fatalities	Total	37	42	47	64	52	59	67	61	71	52
	Helmeted	6	9	6	16	15	18	15	11	12	11
	Unhelmeted	31	33	39	48	37	40	52	45	54	38
	Unknown	0	0	0	0	0	1	0	5	5	3
Drivers Involved in Fatal Crashes	Total	883	789	889	873	808	769	684	792	639	551
	Aged <15	1	1	0	5	1	1	1	0	2	0
	Aged 15-20	150	127	141	136	133	108	107	87	68	69
	Aged < 21	151	128	141	141	134	109	108	87	70	69
	Aged 21+	730	658	748	729	672	656	570	702	566	478
	Unknown Age	2	3	0	3	2	4	6	3	3	4
Pedestrian Fatalities		38	43	50	53	37	44	38	33	25	42
Core Behavioral Measure		2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Observed Seat Belt Use Rate (August)		74%	80%	79%	82%	84%	83%	88%	87%	90%	92%
Core Activity Measures (FFY)		2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
# of Seat Belt Citations Issued During Grant-Funded Enforcement Activities						8,907	12,520	10,757	11,455	11,341	29,030
# of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities						2,932	4,744	3,224	4,320	4,704	3,296
# of Speeding Citations Issued During Grant-Funded Enforcement Activities						21,076	24,081	17,849	19,648	18,900	23,758

# Minnesota Performance Measures

## Goal: Fatalities

To decrease traffic fatalities 23 percent from the 2004-2008 calendar year average of 517 to 400 by December 2010.

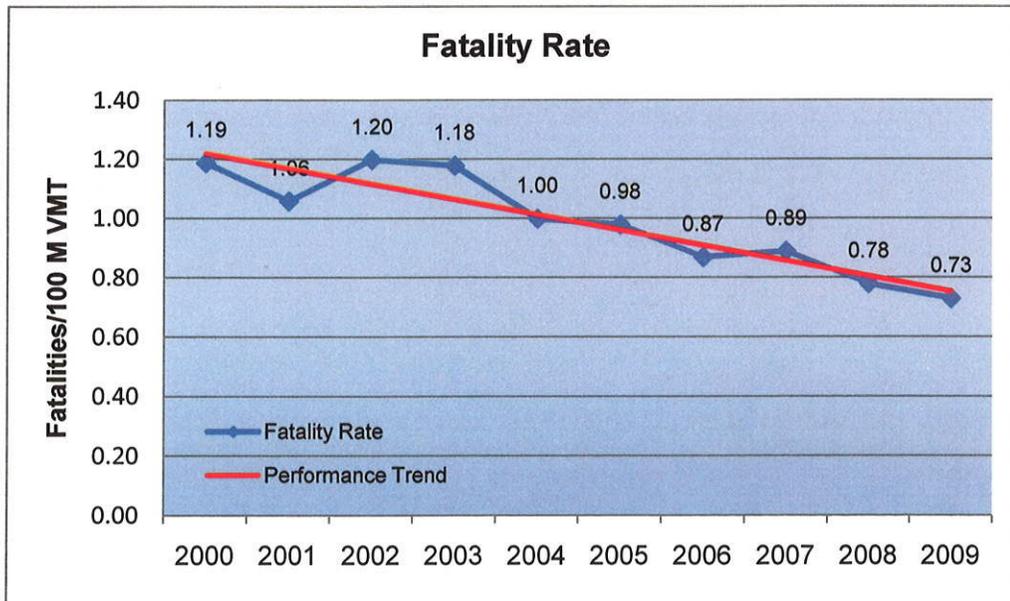


**Status:** In 2009, Minnesota again had the lowest number of fatalities since 1945. Works continues toward the ambitious goal of no more than 400 fatalities in 2010 on the way Toward Zero Deaths. A new goal of no more than 350 deaths by 2015 has been adopted by the TZD community.

## Goal: Fatality Rate/VMT

**Goal Met**

To decrease fatalities/VMT from the 2004-2008 calendar year average of 0.94 to 0.75 by December 2010.

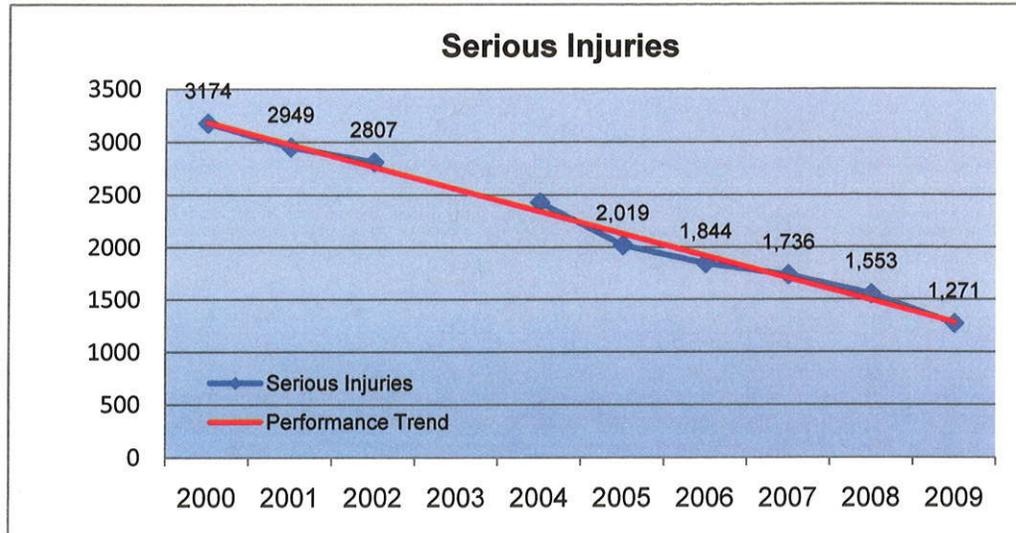


**Status:** The 2009 Minnesota Fatality Rate per 100 million vehicle miles travelled is 0.73, meeting the 2010 goal early. This goal has been revised to 0.60 by 2015.

**Goal: Serious Injuries**

**Goal Met**

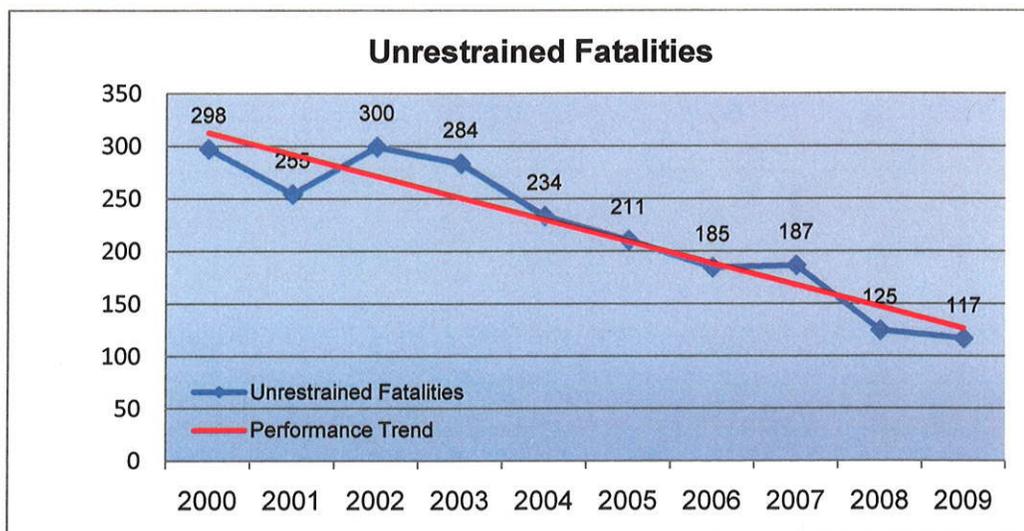
To decrease serious traffic injuries 27 percent from the 2004-2008 calendar year average of 1,915 to 1,400 by December 2010.



**Status:** The number of serious injuries in 2009 was 1,271, meeting the 2010 goal early. A new goal of no more than 850 serious injuries has been set for 2015.

**Goal: Unrestrained Fatalities**

To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 47 percent from the 2004-2008 calendar year average of 188 to 100 by December 2010.

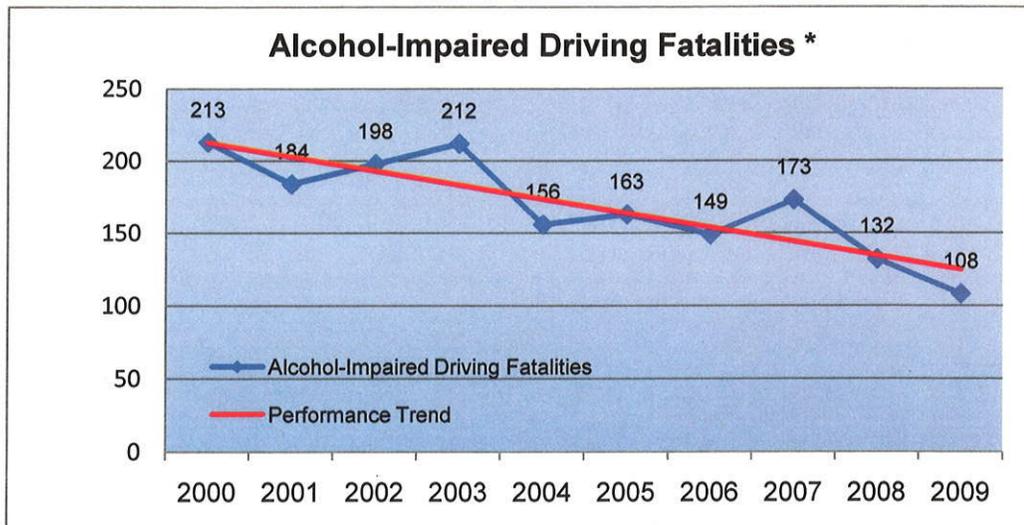


**Status:** The implementation of a Primary seat belt law in Minnesota will further the decline in the number of passenger vehicle occupants who were unrestrained. The 2009 number of 117 is a good step toward achieving the goal of 100 or fewer by 2010.

**Goal: Alcohol-Impaired Driving Fatalities (BAC=.08+) \***

To decrease alcohol impaired driving fatalities 19 percent from the 2004-2008 calendar year average of 155 to 125 by December 2010.

**Goal Met**



**Status:** Although there is fluctuation in the number of alcohol-impaired driving fatalities from year to year, the overall trend is downward and this goal has been met early.

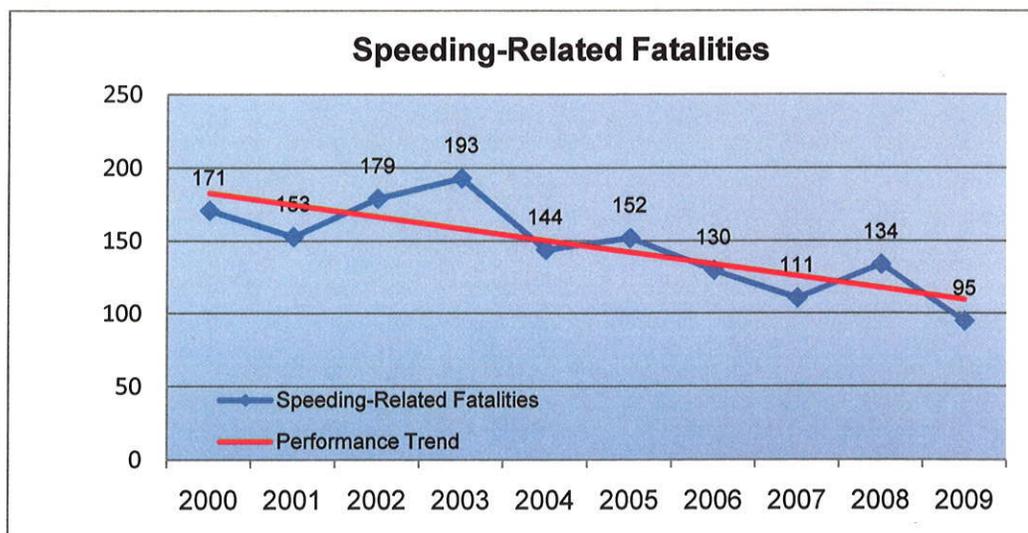
The new goal is no more than 80 alcohol-impaired driving fatalities by 2015.

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

**Goal: Speeding-Related Fatalities**

To decrease speeding-related fatalities 6 percent from the 2004-2008 calendar year average of 134 to 125 by December 2010.

**Goal Met**

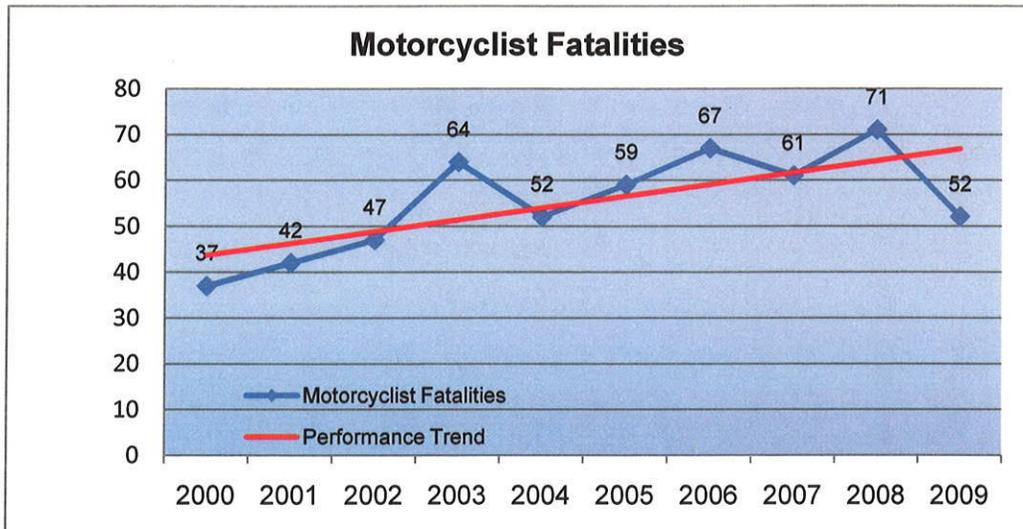


**Status:** Although there is fluctuation in this number, the overall trend is downward and the 2010 goal has been met early. The new goal is no more than 80 speeding related fatalities by 2015.

**Goal: Motorcyclist Fatalities**

To maintain the number of motorcyclist fatalities from the 2004-2008 calendar year average of 62 to no more than 62 by December 2010.

**Goal Met**

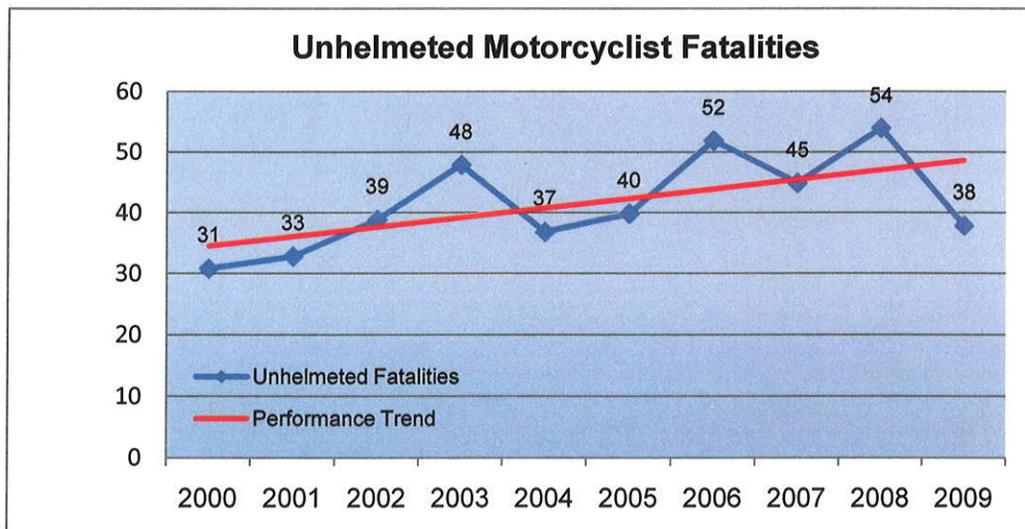


**Status:** After many years of increases, motorcyclist fatalities fell to 52 in 2009; a reduction of nearly 27%. Minnesota is looking at another monumental decrease in 2010.

**Goal: Unhelmeted Motorcyclist Fatalities**

To decrease unhelmeted motorcyclist fatalities 13 percent from the 2004-2008 calendar year average of 46 to 40 by December 2010.

**Goal Met**



**Status:** Motorcyclist fatalities, including those not wearing a helmet, have begun to decrease in Minnesota. Only 38 motorcyclist fatalities were not wearing a helmet in 2009, meeting the goal early.

**Goal: Pedestrian Fatalities**

To reduce pedestrian fatalities 16 percent from the 2004-2008 calendar year average of 36 to 30 by December 2010.

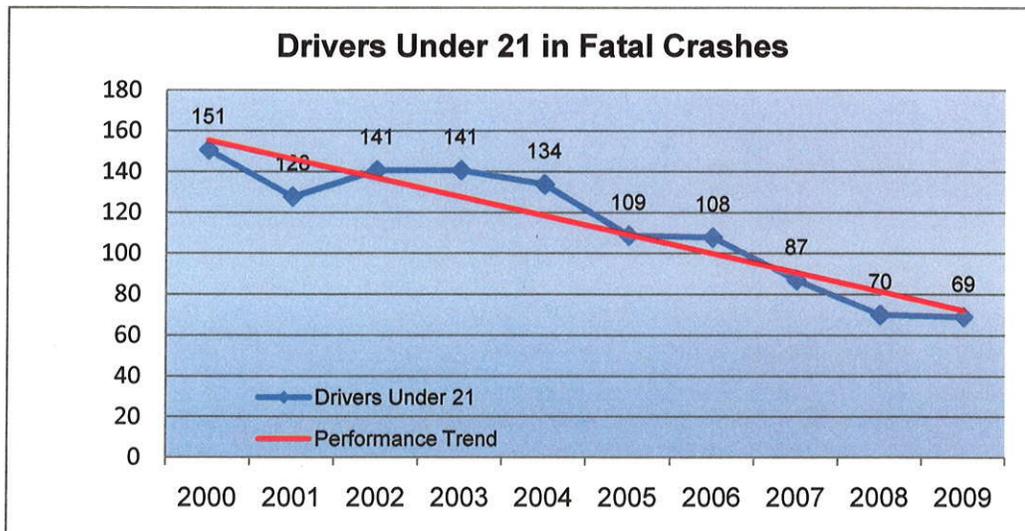


**Status:** There was a marked increase in pedestrian fatalities in Minnesota in 2009 to 42. The 2010 goal of 30 will not be met but fatalities have greatly decreased in 2010.

**Goal: Drivers Under 21 in Fatal Crashes**

**Goal Met**

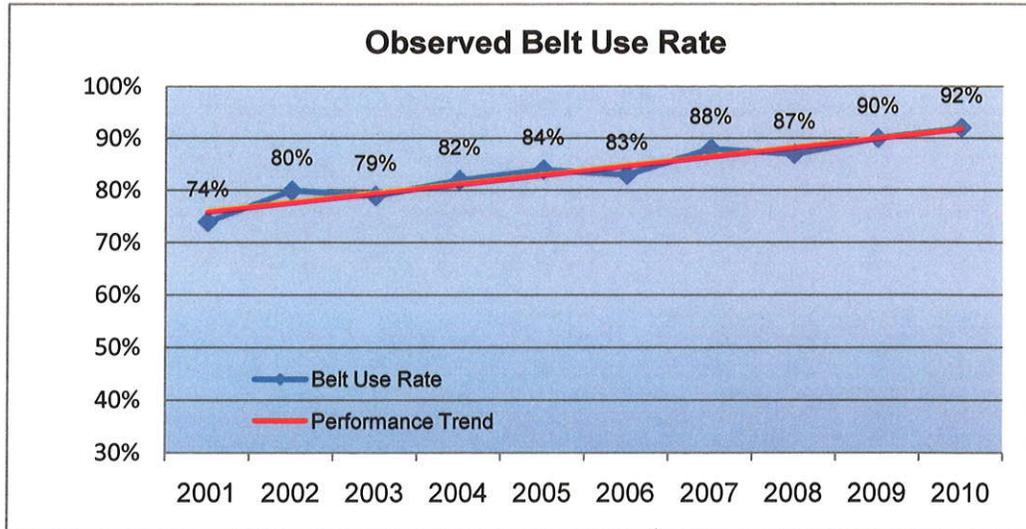
To decrease drivers age 20 or younger involved in fatal crashes 31 percent from the 2004-2008 calendar year average of 102 to 70 by December 2010.



**Status:** This goal was met last year and has been revised. The new goal is no more than 55 drivers age 20 or younger involved in fatal crashes by 2015.

**Goal: Observed Belt Use**

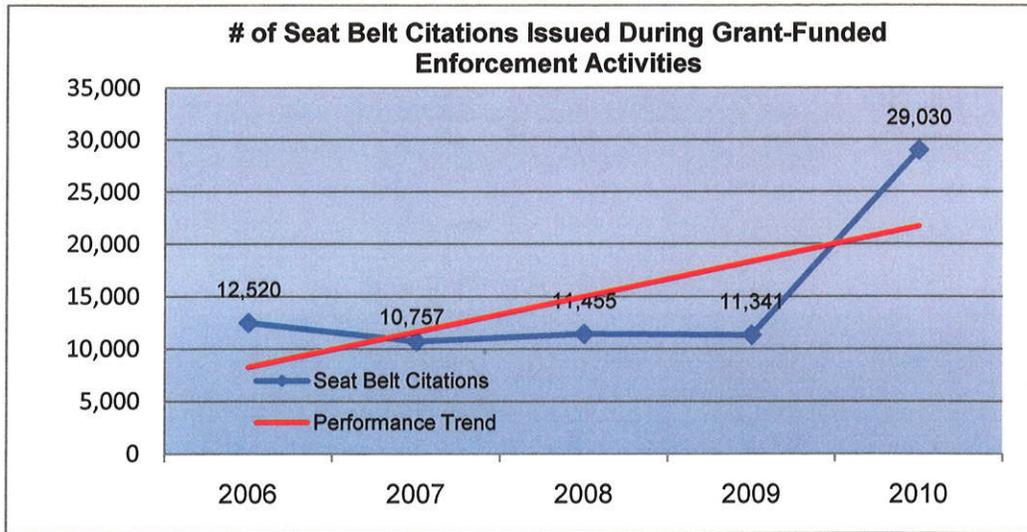
To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 7 percentage point(s) from the 2008 calendar year usage rate of 87% percent to 94% percent by December 2010.



**Status:** Minnesota's observed seat belt use rate has continued to rise. The rate is five percentage points higher now than before the passage of the Primary seat belt law in 2009. The rate for Minnesota in 2010 was 92%, on the way to 94% but short of the goal.

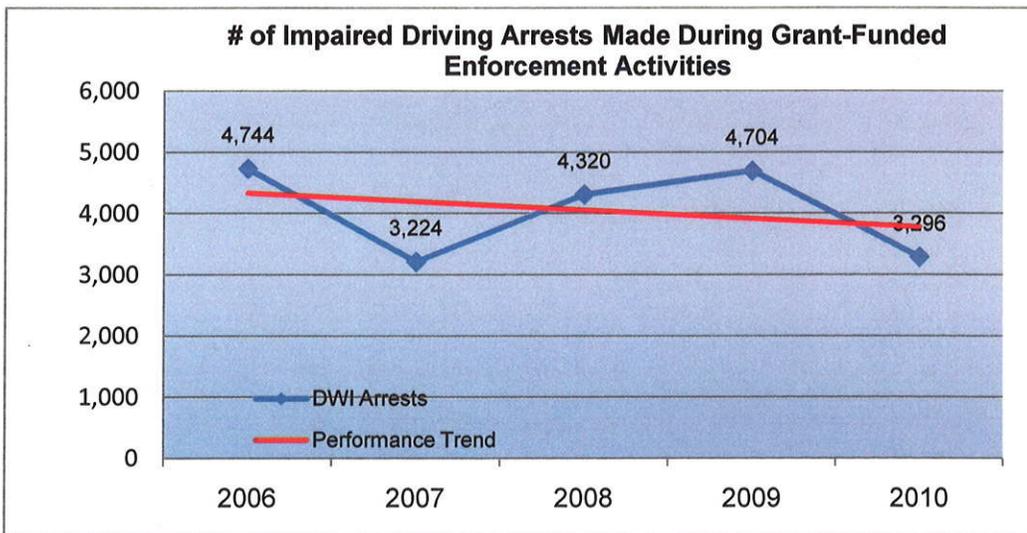
# Minnesota Activity Measures

## Measure: Seat Belt Citations



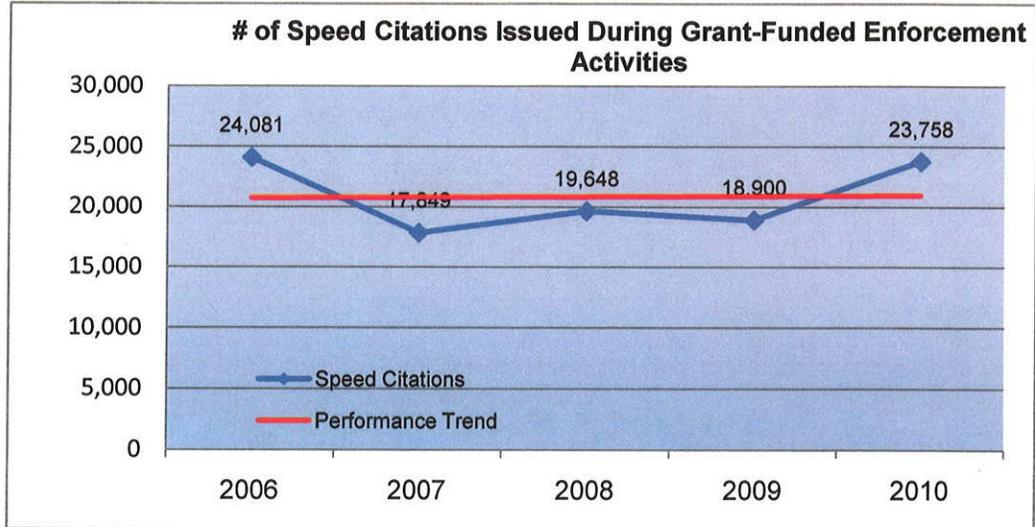
Comment: FFY10 reflects the first year of Minnesota's Primary enforcement law.

## Measure: Impaired Driving Arrests



Comment:

**Measure: Speeding Citations**



Comment: FFY10 numbers include citations issued under the Highway Enforcement of Aggressive Traffic (HEAT) project.

# Financial Summary

<b>Minnesota Office of Traffic Safety NHTSA 2010 Financial Report</b>				
	<b>NHTSA</b>	<b>Total</b>	<b>Local Benefit of</b>	<b>State and Local</b>
	<b>Code</b>	<b>Expended</b>	<b>Expended</b>	<b>Match</b>
<b>Planning and Administration</b>				
0101 Planning and Administration	PA 1001	\$258,085.14	\$0.00	\$258,482.49
0102 P&A Finance	PA 1001	\$20,242.05	\$0.00	\$20,242.05
<b>Subtotal P&amp;A 402</b>		<b>\$278,327.19</b>	<b>\$0.00</b>	<b>\$278,724.54</b>

<b>Occupant Protection</b>				
0201 CPS/OP Coordination	OP 1002	\$91,622.74	\$76,046.88	\$0.00
0202 Youth Belt Coordination	OP 1002	\$49,580.28	\$29,748.15	\$0.00
0203 CPS Support	OP 1002	\$108,984.89	\$108,984.89	\$0.00
"" Section 2011 Funds	K3	\$94,103.88	\$94,103.88	\$94,246.65
0204 E-Grant Support	OP 1002	\$0.00	\$2,795.43	\$0.00
0205 Seat Belt Use Surveys	OP 1002	\$36,828.32	\$6,411.65	\$0.00
0206 Belt Coalition	OP 1002	\$0.00	\$0.00	\$0.00
0207 May Enforcement Mini Grants	OP 1002	\$45,382.64	\$45,382.64	\$12,581.82
0208 Child Seats for Needy Familiers	state	\$0.00	\$0.00	\$0.00
0209 Signs and Vests for Seat Belts	K4OP 1002	\$25,509.92	\$22,477.06	\$0.00
0210 Nighttime Belt Surveys	K2 1002	\$24,173.18	\$6,043.30	\$8,100.00
0211 Belt Enforcement	K4OP 1002	\$0.00	\$0.00	\$0.00
0212 Section 2011 for Year 11	K3	\$0.00	\$0.00	\$0.00
0213 Section 405 Activities	K2 1002	\$0.00	\$0.00	\$0.00
<b>Subtotal 405</b>	<b>K2 1002</b>	<b>\$24,173.18</b>	<b>\$6,043.30</b>	<b>\$8,100.00</b>
<b>Subtotal 2011</b>	<b>K3 1002</b>	<b>\$94,103.88</b>	<b>\$94,103.88</b>	<b>\$94,246.65</b>
<b>Subtotal OP 402</b>	<b>OP 1002</b>	<b>\$332,398.87</b>	<b>\$269,369.64</b>	<b>\$12,581.82</b>
<b>Subtotal K4 406</b>	<b>K4OP 1002</b>	<b>\$25,509.92</b>	<b>\$22,477.06</b>	<b>\$0.00</b>

<b>Impaired Driving</b>				
0301 Alcohol Coordination	AL 1003	\$0.00	\$0.00	\$0.00
	164PA 1003	\$109,734.21	\$83,398.02	\$0.00
0302 Youth Alcohol Coordination	AL 0903	\$0.00	\$0.00	\$0.00
	164PA 1003	\$49,580.32	\$32,227.22	\$0.00
0303 Alcohol Coordination Support	AL 0903	\$0.00	\$0.00	\$0.00
	164PA 1003	\$110,204.22	\$55,102.15	\$0.00
0304 E Grant Support	164AL 1003	\$30,000.00	\$20,358.35	\$0.00
0305 DRE and Advanced Training	K8 1003	\$226,959.68	\$113,479.87	\$0.00
0306 Dakota Co High Visibility Saturations	164AL 1003	\$99,266.81	\$124,815.69	\$39,615.78
0307 NightCAP Liaison	K8 1003	\$98,282.81	\$88,454.53	\$712.02
0308 Night CAP	164AL 1003	\$720,540.74	\$206,652.32	\$72,011.94
0309 NightCAP Equipment	K8 1003	\$21,375.88	\$19,238.29	\$0.00
0310 DWI S&S Challenge	K8 1003	\$8,042.56	\$8,042.56	\$308.12
0311 Resource Prosecutor	K8 1003	\$175,612.00	\$158,050.80	\$0.00
0312 Law & Legal Training	K8 1003	\$20,418.15	\$20,418.15	\$0.00
0313 Safe & Sober DWI	164AL 1003	\$543,697.20	\$543,697.20	\$181,830.24
0314 DWI Courts	164AL 1003	\$971,562.08	\$971,562.08	\$343,979.04
0315 AL Focused SC	K8 1003	\$125,170.28	\$125,170.28	\$44,168.84
0316 Impaired Driving Facts	K8 1003	\$2,932.40	\$1,466.20	\$0.00
0317 Alcohol Media Relations	K8 1003	\$220,256.59	\$154,210.63	\$0.00
0318 Crackdown Incentives	K8 1003	\$11,923.53	\$15,105.29	\$0.00
0319 DWI Paid Media	164PM 1003	\$1,296,450.45	\$1,037,161.08	\$0.00
0320 DWI Enforcement Liaisons	K8 1003	\$98,134.97	\$76,870.53	\$0.00

## Minnesota Office of Traffic Safety NHTSA 2010 Financial Report

	NHTSA	Total	Local Benefit of	State and Local
	Code	Expended	Expended	Match
0321 Mobile DWI Data Assistance	K8 1003	\$30,169.53	\$25,604.22	\$0.00
0322 Regional Alcohol Support	K8 1003	\$29,958.21	\$15,910.61	\$0.00
0323 DWI E-Charging System	164AL 1003	\$37,056.16	\$25,939.31	\$0.00
0324 Project Directors to Lifesavers	K8 1003	\$17,214.75	\$17,214.75	\$0.00
0325 Patrol DWI Safe & Sober	K8 1003	\$171,322.25	\$0.00	\$14,021.71
0326 DWI Health Liaisons	K8 1003	\$34,862.71	\$31,376.44	\$0.00
0327 Innovative DWI Materials	K8 1003	\$11,015.82	\$7,711.09	\$0.00
0328 Ignition Interlock	164AL 1003	\$85,173.03	\$68,138.43	\$0.00
0329 Anoka Co High Visibility	164AL 1003	\$266,288.62	\$199,716.48	\$3,963.96
0330 BCA Intoxilyzers	164AL 1003	\$48,297.13	\$38,637.70	\$0.00
0331 Patrol Mgmt System BAC Data	K8 1003	\$0.00	\$0.00	\$0.00
0332 DWI Evaluation and Research	K8 1003	\$87,017.00	\$21,754.26	\$0.00
0333 Patrol DWI Out-of-state Travel	K8 1003	\$17,520.92	\$4,380.23	\$0.00
0334 Alcohol Screening & Brief Intervention	164AL 1003	\$0.00	\$0.00	\$0.00
0335 DWI Sanctions Support	K8 1003	\$36,005.19	\$9,001.31	\$0.00
0336 Pilot Counties DWI Work	K8 1003	\$824,869.09	\$618,651.83	\$140,180.49
0337 Overserving Enforcement	K8 1003	\$0.00	\$0.00	\$0.00
0338 MSP DWI Grant Oversight	K8 1003	\$0.00	\$0.00	\$0.00
0339 Digital In-Squad Video Cameras	K8 1003	\$999,055.30	\$999,055.30	\$0.00
'' with 406 Funding (see also 06-18)	K4AL 1003	\$1,500,000.00	\$1,500,000.00	\$0.00
0340 Sober Cab Guide Book	K8 1003	\$9,773.92	\$9,773.92	\$0.00
0341 Web-Based Overtime Data	K8 1003	\$0.00	\$0.00	\$0.00
0342 410 from Yr 2010 to use in 2011	K8 1003	\$0.00	\$0.00	\$0.00
0343 State DWI Match	state	\$0.00	\$0.00	\$9,865,204.36
0344 EUDL	OJJDP	\$0.00	\$0.00	\$0.00
<b>Subtotal K4AL</b>	<b>K4AL 1003</b>	<b>\$1,500,000.00</b>	<b>\$1,500,000.00</b>	<b>\$0.00</b>
<b>Subtotal AL 402</b>	<b>AL 1003</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Subtotal 164AL</b>	<b>164AL 1003</b>	<b>\$2,801,881.77</b>	<b>\$2,199,517.56</b>	<b>\$641,400.96</b>
<b>Subtotal 164PM</b>	<b>164PM 1003</b>	<b>\$1,296,450.45</b>	<b>\$1,037,161.08</b>	<b>\$0.00</b>
<b>Subtotal 164PA</b>	<b>164PA 1003</b>	<b>\$269,518.75</b>	<b>\$170,727.39</b>	<b>\$0.00</b>
<b>Subtotal K8 410</b>	<b>K8 1003</b>	<b>\$3,277,893.54</b>	<b>\$2,540,941.09</b>	<b>\$9,865,204.36</b>

<b>Police Traffic</b>				
0401 Enforcement Coordination	PT 1004	\$97,882.04	\$76,347.99	\$0.00
0402 Enforcement Assistant Coord	PT 1004	\$31,206.34	\$13,106.68	\$0.00
0403 Coordination E Grant Support	PT 1004	\$12,186.67	\$0.00	\$0.00
0404 Patrol Safe & Sober	PT 1004	\$240,000.00	\$84,204.67	\$40,341.84
0405 Safe & Sober Cities & Counties	PT 1004	\$796,652.36	\$715,605.97	\$302,311.89
0406 Safe & Sober Liaisons	PT 1004	\$148,203.20	\$130,224.61	\$0.00
0407 Safe & Sober Challenge	PT 1004	\$25,354.07	\$25,354.07	\$8,877.80
0408 Mobilization Incentives	PT 1004	\$148,981.12	\$134,083.02	\$0.00
'' with 406 Funds	K4PT 1004	\$48,248.85	\$43,423.97	\$0.00
0409 MC Patrols	PT 1004	\$36,840.02	\$22,104.01	\$0.00
0410 Pilot Counties	PT 1004	\$326,024.01	\$245,424.73	\$61,559.74
0411 Mobile Data Assistance	PT 1004	\$30,169.30	\$14,177.96	\$0.00
0412 HEAT Speed Enforcement	K4PT 1004	\$746,768.42	\$265,607.85	\$233,249.74
0413 HEAT Support	K4PT 1004	\$42,376.63	\$37,232.02	\$0.00
0414 Portable Speed Measures	K4PT 1004	\$0.00	\$0.00	\$0.00

## Minnesota Office of Traffic Safety NHTSA 2010 Financial Report

	NHTSA	Total	Local Benefit of	State and Local
	Code	Expended	Expended	Match
<b>Subtotal PT 402</b>	<b>PT 1004</b>	<b>\$1,893,499.13</b>	<b>\$1,460,633.71</b>	<b>\$413,091.27</b>
<b>Subtotal K4 406</b>	<b>K4PT 1004</b>	<b>\$837,393.90</b>	<b>\$346,263.84</b>	<b>\$233,249.74</b>

<b>Traffic Records</b>				
0501 Traffic Records Coordination	TR 1005	\$103,104.04	\$61,862.42	\$0.00
0502 Problem Identification	TR 1005	\$153,369.72	\$76,684.88	\$0.00
0503 Coordination E Grants Support	TR 1005	\$45,000.00	\$0.00	\$0.00
0504 TRCC	TR 1005	\$0.00	\$0.00	\$0.00
" " with 408 Funds	K9 1005	\$0.00	\$0.00	\$0.00
0505 Crash Data Proponent	K9 1005	\$23,177.72	\$17,383.29	\$0.00
0506 Trauma Validation	K9 1005	\$0.00	\$0.00	\$0.00
0507 GPS & GIS Integration	K9 1005	\$0.00	\$0.00	\$0.00
0508 Crash Data Education & Training	K9 1005	\$1,024.05	\$512.03	\$0.00
0509 EMS Data Improvements	K9 1005	\$5,626.06	\$3,938.25	\$0.00
0510 PAR Revision	K9 1005	\$0.00	\$0.00	\$0.00
0511 Revise DPS TR Websites	K9 1005	\$50,000.00	\$0.00	\$0.00
0512 Crash Records Database Solution	K9 1005	\$0.00	\$0.00	\$0.00
0513 TIS Recovery	K9 1005	\$209,629.82	\$83,851.93	\$0.00
0514 E-Citations for MSP	K9 1005	\$55,579.38	\$11,115.87	\$0.00
0515 FARS	DTNS	\$0.00	\$0.00	\$0.00
0516 2010 408 Placeholder	K9 1005	\$0.00	\$0.00	\$0.00
0517 State Match for 408	state	\$0.00	\$0.00	\$483,484.00
<b>Subtotal TR 402</b>	<b>TR 1005</b>	<b>\$301,473.76</b>	<b>\$138,547.30</b>	<b>\$0.00</b>
<b>Subtotal Data K9 408</b>	<b>K9 1005</b>	<b>\$345,037.03</b>	<b>\$116,801.37</b>	<b>\$483,484.00</b>

<b>Community Programs</b>				
0601 Community Programs Coordination	CP 1006	\$82,414.75	\$49,448.86	\$0.00
0602 Evaluation Coordination	CP 1006	\$107,542.37	\$53,771.21	\$0.00
0603 Public Info Coordination	CP 1006	\$91,132.23	\$72,905.77	\$0.00
0604 E-Grants Support	CP 1006	\$0.00	\$0.00	\$0.00
0605 Media Relations	CP 1006	\$208,926.88	\$161,323.70	\$0.00
0606 Global Evaluation	CP 1006	\$39,093.00	\$9,773.26	\$0.00
0607 TZD Safe Roads Grants	CP 1006	\$145,903.40	\$145,903.40	\$56,714.28
0608 NETS	CP 1006	\$50,736.83	\$38,052.63	\$10,905.52
0609 Program Travel	CP 1006	\$32,785.71	\$3,278.57	\$0.00
0610 Health Liaisons	CP 1006	\$52,294.06	\$47,064.66	\$0.00
0611 Paid Media	PM 1006	\$743,443.09	\$594,754.47	\$0.00
"" with 406 funds for speed	K4PM	\$399,800.17	\$319,840.13	\$0.00
0612 TZD Conference	CP 1006	\$119,999.00	\$71,999.40	\$0.00
0613 Regional Support	CP 1006	\$44,937.33	\$44,937.33	\$0.00
0614 Parents of Teens Outreach	CP 1006	\$0.00	\$0.00	\$0.00
0615 Look Out, Teens! Ad Contest	not GTS	\$0.00	\$0.00	\$0.00
0616 New Immigrant Outreach	CP 1006	\$0.00	\$0.00	\$0.00
0617 Policy Makers Presentation Kit	K4CP	\$0.00	\$0.00	\$0.00
0618 Biased Policing	K10	\$428,256.45	\$400,000.00	\$107,065.00
"" see also 03-39				
0619 Distracted Driving Working Group	CP 1006	\$0.00	\$0.00	\$0.00

## Minnesota Office of Traffic Safety NHTSA 2010 Financial Report

	NHTSA	Total	Local Benefit of	State and Local
	Code	Expended	Expended	Match
<b>Subtotal CP 402</b>	<b>CP</b>	<b>\$975,765.56</b>	<b>\$698,458.79</b>	<b>\$67,619.80</b>
<b>Subtotal Paid Media 402</b>	<b>PM</b>	<b>\$743,443.09</b>	<b>\$594,754.47</b>	<b>\$0.00</b>
<b>Subtotal Paid Media 406</b>	<b>K4PM</b>	<b>\$399,800.17</b>	<b>\$319,840.13</b>	<b>\$0.00</b>
<b>Subtotal Racial Profiling</b>	<b>K10</b>	<b>\$428,256.45</b>	<b>\$400,000.00</b>	<b>\$107,065.00</b>
<b>Subtotal K4CP</b>	<b>K4CP</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>Motorcycle Safety</b>				
0701 Motorcycle Coordination	MC 1007	\$88,931.56	\$71,145.25	\$0.00
0702 E Grants Support	MC 1007	\$0.00	\$0.00	\$0.00
0703 Motorcycle Support	K6 1007	\$156,699.83	\$125,359.86	\$0.00
0704-0710 State MC Safety Program	state	\$0.00	\$0.00	\$772,845.24
0711 Section 2010 for use in 2011	K6 1007	\$0.00	\$0.00	\$0.00
<b>Subtotal MC 402</b>	<b>MC 1009</b>	<b>\$88,931.56</b>	<b>\$71,145.25</b>	<b>\$772,845.24</b>
<b>Subtotal K6 2010</b>	<b>K6 1007</b>	<b>\$156,699.83</b>	<b>\$125,359.86</b>	<b>\$0.00</b>

<b>Roadway Safety</b>				
0901 TZD Support	RS 1009	\$55,000.00	\$16,500.00	\$0.00
0902 HE State Highways	164HE 1009	\$2,577,856.51	\$0.00	\$0.00
0903 HE County Projects	164HE 1009	\$2,397,838.98	\$0.00	\$0.00
0904 County Safety Plans	164HE 1009	\$0.00	\$0.00	\$0.00
<b>Subtotal RS 402</b>	<b>RS 1009</b>	<b>\$55,000.00</b>	<b>\$16,500.00</b>	<b>\$0.00</b>
<b>Subtotal 164HE</b>	<b>164HE 1009</b>	<b>\$4,975,695.49</b>	<b>\$0.00</b>	<b>\$0.00</b>

MINNESOTA DEPARTMENT OF PUBLIC SAFETY  
OFFICE OF TRAFFIC SAFETY  
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SAINT PAUL, MN 55101  
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DAD - You will be in  
Love you  
JOHN -

I MISS YOUR HUGS  
MORE THAN ANYTHING  
LOVE ALWAYS,  
YOUR SISTER,  
Maureen

I miss  
every  
love  
ve

You are in my  
heart every day.

I miss you  
love you always

