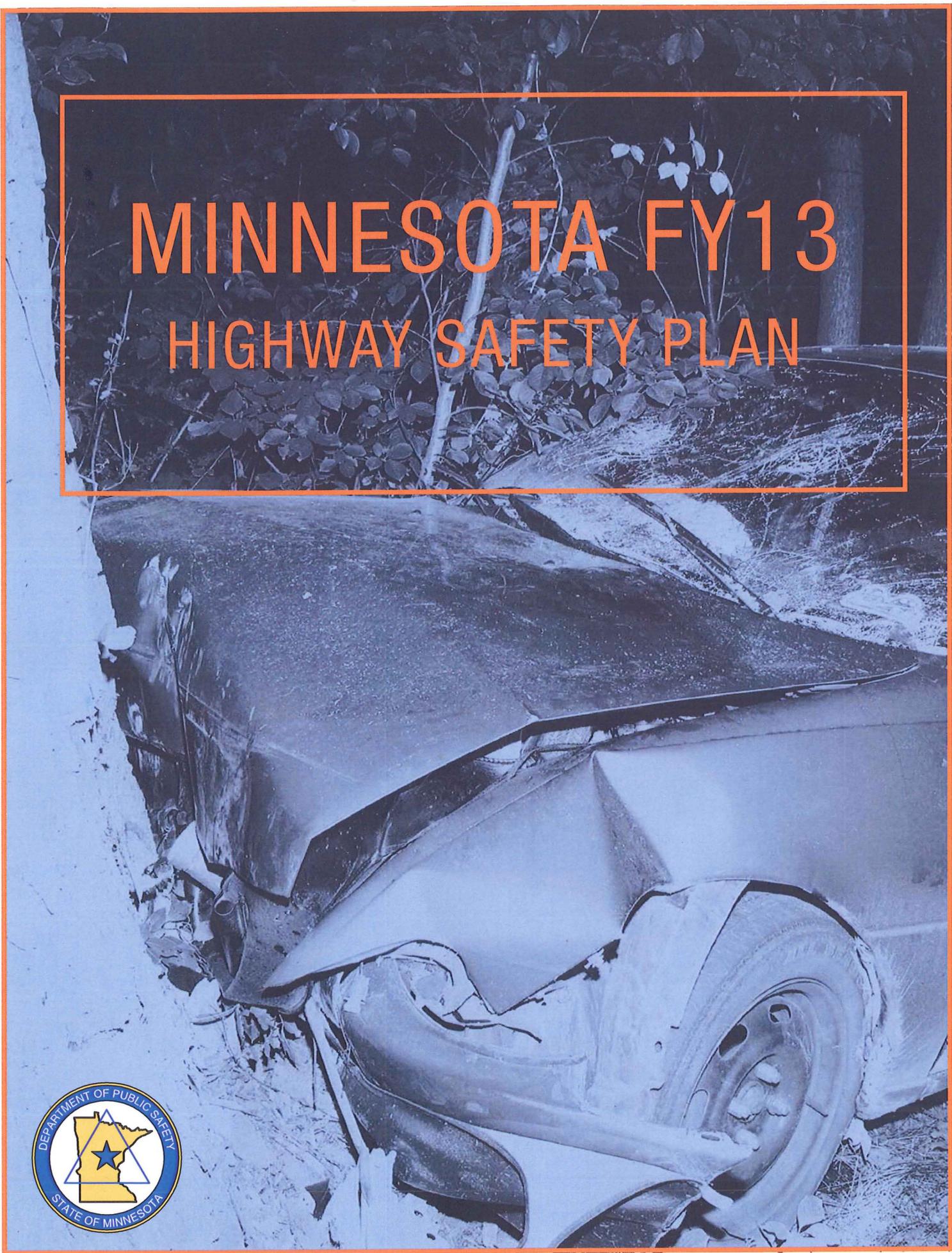


# MINNESOTA FY13 HIGHWAY SAFETY PLAN



State of Minnesota  
Department of Public Safety

# Highway Safety Plan

Federal Fiscal Year 2013

Prepared for:

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

Prepared by:

Office of Traffic Safety

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# Minnesota's Highway Safety Plan: Federal Fiscal Year 2013

## Introduction

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

One of the requirements associated with managing the State and Community Highway Safety Program is to prepare an annual plan that describes the projects to be funded in the coming year. Strategic planning techniques (clarifying the program's mission and goals, setting measurable objectives, identifying problems, developing strategies, and evaluating the program's progress towards the goals) have been used to develop the plan for more than three decades. The performance plan, process description, required plans, and program areas sections of this Highway Safety Plan report the general goals we have set for our program, and the strategies, tactics, and projects we intend to implement during Federal Fiscal Year 2013.

The OTS collaborates with other divisions in DPS, other state agencies, county and local units of government, as well as private organizations, industry, academia, and advocates to improve traffic safety throughout Minnesota. We communicate with and disseminate information to our partners throughout the state, colleagues in others states, and federal agencies. The federal funds allow us to fund traffic safety countermeasures and programs and to support innovative technological solutions to a variety of traffic safety problems – from equipment for law enforcement, to data collection and problem identification technologies, to data system linkages, and beyond. Finally, we see ourselves as sound stewards of public funds, seeking to invest in programs that will reduce not only the economic cost of crashes in Minnesota (estimated for 2011 to be nearly \$1.5 billion) but also the emotional toll on families of crash victims.

In 2001, the Minnesota Departments of Public Safety and Transportation collaborated on a conference called *Toward Zero Deaths*. The most significant results of that conference were an improved understanding between the two agencies of the shared roles we play in decreasing deaths and severe injuries and a desire to work together more closely. We came to the realization that we share the same goals for traffic safety and we will reach those goals more certainly and quickly if we work closely together. Soon thereafter, the Minnesota Department of Health was added as a full partner; thus, the effort covered the four "E"s of emergency services and systems, engineering, education and enforcement. The Toward Zero Deaths (TZD) partners are collaborating on a number of projects – including the County Highway Safety Plans – and routinely sharing information. A Comprehensive Highway Safety Plan was written in 2006; in

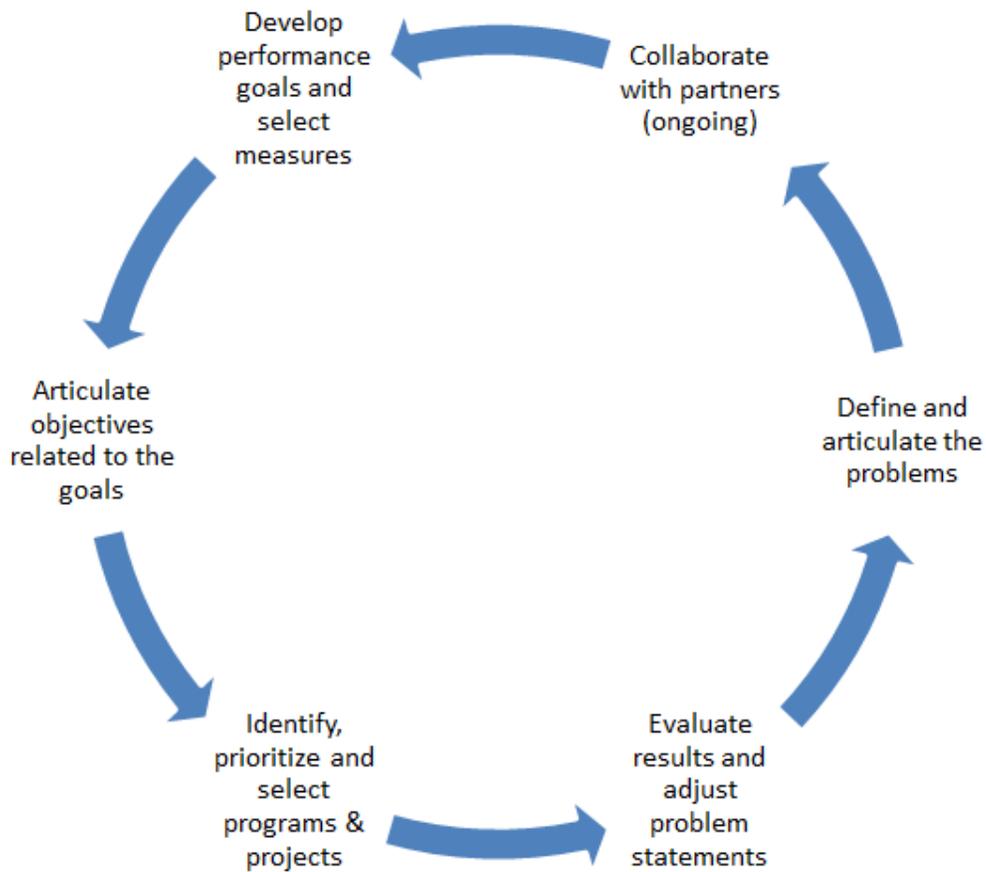
2007 that plan was updated into the MN/DOT Strategic Highway Safety Plan (SHSP). OTS primary goals and strategies have been largely incorporated into the SHSP. The SHSP is scheduled for an update to begin in 2013.

In 2010 the TZD leadership team developed a strategic direction one pager with a mission, a vision, and three different goals and strategies to use to obtain them. Elements of the TZD Strategic Direction are addressed in appropriate sections that follow. Naturally, the 2013 Minnesota Highway Safety Plan (HSP) and the OTS office's work, concentrate on solutions to poor driver behaviors and decisions. However, the OTS does have an increasingly system-wide understanding of traffic safety problems.

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

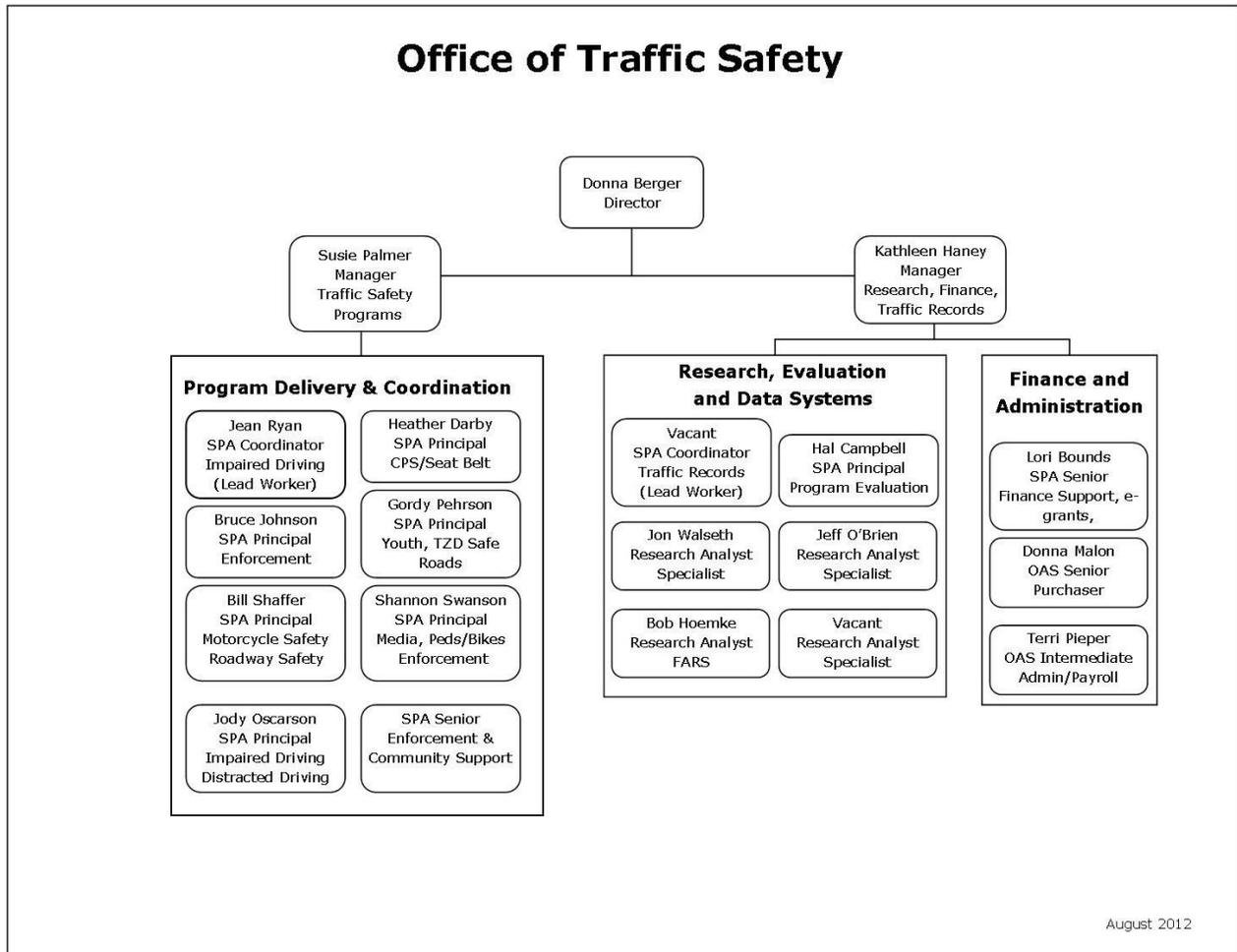
## Summary of the Planning Process

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



## Organizational Structure

The Office of Traffic Safety is a division of the Department of Public Safety. The Commissioner of Public Safety holds a cabinet level position. The OTS was re-structured and re-organized in 2011 and presently consists of the Director; a Traffic Safety Programs Manager; a Research, Evaluation and Traffic Records Manager; two support staff positions; four research positions (including the FARS analyst); and eleven “coordinator” positions at three different classification levels. The classification titles for the coordinators are State Program Administrator, Coordinator; State Program Administrator, Principal; and State Program Administrator, Senior. At the time of the submission of this Highway Safety Plan, two of the program administrator senior and one of the research analyst positions are not filled. Candidates for one of the program administrator senior openings are presently scheduled to be interviewed; that position will be filled before the start of the 2013 federal year. Paperwork has begun on the research analyst position.



## Mission Statement

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

The umbrella campaign under which our efforts are conducted is called *Toward Zero Deaths (TZD)*. TZD includes efforts by MnDOT (engineering), DOH (education including trauma), and EMS (medical). OTS is mindful that fulfilling the mission will take concentrated and coordinated efforts by a large number of traffic safety agents, each working within their own sphere of influence. The mission statement for the wider TZD effort is “To create a culture for which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement, and emergency medical and trauma services. These efforts will be driven by data, best practices and research.”

## Summary of Priorities

Minnesota’s federal fiscal 2013 Highway Safety Plan supports the national priorities found in the January 19, 2012 letter from NHTSA’s Senior Associate Administrator Brian McLaughlin and those articulated by Region 5. The priorities are listed in no specific order.

### **NHTSA Priority:** Everybody Buckled Up

#### **Minnesota Status:**

- In 2012, Minnesota’s seat belt use rate was just above 93%.
- The 2010 legislature amended the booster seat law to exempt school buses; interpretations of odd language in that bill resulted in the law being found to not comply with the provisions of SAFETEA LU Section 2011. A technical correction to that bill that would bring the language back into compliance with NHTSA guidelines passed during the 2012 legislative session.
- Grants covering nearly 300 enforcement agencies in 2013 will provide high visibility, overtime seat belt enforcement during three waves this year – October, April and May – as part of a larger grant. In addition, seat belts are a secondary focus when enforcement agencies are focused on DWIs.
- For 2013 enforcement grants, at least 50% of seat belt enforcement hours must be conducted between 4:00 PM and 1:00 AM; the hours during which research shows the highest number of people are killed or severely injured.

**NHTSA Priority:** Combat Impaired Driving

**Minnesota Status:**

- The statewide Ignition Interlock law went into effect on July 1, 2011. It does not require interlocks for first time offenders; however, first time offenders with an alcohol concentration level of 0.16 and above and all repeat offenders must install an ignition interlock or face a loss of license for one to six years.
- As a state whose supreme court has ruled checkpoints unconstitutional, the high visibility aspect of any enforcement effort is especially critical to its success. The model for those efforts involves all agencies in a county planning and working at the same time on the same roadways and includes the use of signs and vests alerting the public to DWI enforcement.
- High visibility enforcement concentrating on the 25 deadliest counties in terms of alcohol-related deaths and injuries incorporates this model as part of enforcement grants written by OTS with 390 local counties and cities and the Minnesota State Patrol (MSP).
- Electronic web-based charging of DWIs ensures paperwork does not get lost, the correct charges are levied, all appropriate forms are completed, and greatly reduces redundant entries in the paperwork. The e-charging system continues to be rolled out to law enforcement agencies; expectations are that 50% of calendar year 2012 DWIs will be processed using e-charging.

**NHTSA Objective:** Eliminate Distracted Driving

**Minnesota Status:**

- The OTS enforcement grants added a distracted driving enforcement day in April and the Office of Communications provided a series of news releases and fact sheets and scheduled interviews for many of our enforcement partners.
- Minnesota legislation prohibits all drivers from using a wireless communication device to compose, read, or send an electronic message while driving. Drivers with permits or provisional licenses are not allowed to use any type of cell phone device.
- OTS has assigned a state program administrator principal to the distracted driving area and 25% of her salary will be paid out of the distracted driving position in the community programs section.
- This is an area which OTS is studying carefully and plans to devote additional resources to in the near future.

**NHTSA Objective:** Reduce Risks Facing Motorcyclists

**Minnesota Status:**

- 2011 was the second consecutive year of decreased motorcycle deaths in Minnesota. In 2009, 53 died; in 2010, 45 died and in 2011, 43 died.
- Minnesota has aggressive training, licensing, and public information campaigns in place funded by motorcyclists with fees from endorsements on their drivers' licenses.
- OTS will continue to combine speed and motorcycle focuses for our enforcement waves conducted in the month of July and to track the number of motorcyclists stopped by officers working our grant programs throughout the year.

**NHTSA Objective:** Rely on Strong Laws and High Visibility Enforcement

**Minnesota Status:**

- During the 2012 legislative session, technical fixes related to the booster seat and ignition interlock laws were enacted, strengthening and clarifying those laws.
- OTS is very active in tracking new bills and testifying as appropriate and allowable.
- TZD Enforcement grantees must conduct a minimum of one-fifth of patrolling hours using high visibility enforcement tactics (at least three agencies, signage and officer vests). During all DWI saturation events in the high 25 counties for alcohol-related deaths and serious injuries high visibility enforcement tactics must be used. During 2013, agencies have committed to working 50 percent of all hours using high visibility enforcement.
- In 2013, Dakota County (the southeastern metropolitan county) will be the OTS' first DDACTS participating agency.

**NHTSA Objective:** Expend Funds Effectively, Legally, Appropriately, and Exeditiously

**Minnesota Status:**

- Minnesota has historically had well respected, thorough, and impartial controls on incurring costs and managing finances.
- In 2012, website based grant management (E-grants) was implemented in the Department of Public Safety. OTS continues to work with the contractor and other departmental divisions to identify and implement improvements to the system.
- During 2012, a new state accounting and procurement management system (SWIFT) became operational; ultimately this system will communicate with e-grants.
- All OTS staff available participated in the GHSA webinar on fraud investigations and their results by the OIG and state agencies. OTS will make grantees aware of those problems and the seriousness of the resulting charges at the annual TZD conference.
- All of our present program administrators and managers have completed the NHTSA Program Management class and the NHTSA Managing Finances class. Within roughly a year of the time a staffer begins work, OTS sends them to appropriate NHTSA classes given through the Transportation Safety Institute.
- OTS has received the message very clearly on expeditiously expending funds and will continue to work towards that goal. With the advent of two year grants in 2013, we can predict that the vast majority of carry forward funds (with the exception of 164 transfer funding) will be expended by the end of 2014.

# Performance Plan

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

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

## Purpose

In Minnesota, traffic crashes are the leading cause of death for infants from age 1 through young adults of 34. In an average year, 500 people are killed and 35,000 are injured in Minnesota alone. The purpose of the State and Community Highway Safety Program is to protect families by reducing the number of deaths and injuries that occur on public streets and highways.

## Vision

Everything done by OTS and all the programs supported by OTS are designed to reduce the number of people killed in traffic crashes to zero. Related to this is the desire to minimize the number of severe injuries that occur in traffic crashes.

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

## Vision Components

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

1. **Informed Public:** A well-informed populace that sees traffic safety as an important health issue, supports traffic safety legislation and enforcement, and understands the benefits of driving safely and the dangers of not doing so is a prime objective. The public perception that traffic violations are likely to result in negative consequences (arrests, citations, fines, and injuries) is also a component. Creative, persistent media and public information efforts to keep the public informed are part of the solution.

2. **Safety Partnerships:** Supporting and working alongside of traffic safety and injury prevention groups, organizations, and agencies that share the vision is a priority. Activities that enrich partnerships and contribute to an increased sense of community are valued.
3. **Efficient/Effective Traffic Law Enforcement:** Law enforcement agencies working on traffic safety need support. A well-trained and well-equipped enforcement community that is motivated to enforce traffic safety laws, has the time available to do so, and is able to support their actions successfully when testifying in court, is necessary for success. Collaborative, planned efforts by multiple agencies working together are valued, as are efficient law enforcement procedures that allow officers to be quickly back on the road after making an arrest.
4. **Improved Data and Records:** The problem identification process and project and target group selection relies on support and improvement of the crash database and linkages to other data systems. Support of the fiscal and administrative system and procedures insures confidence in the accuracy of the claims, vouchers, and fiscal reports.
5. **Well-managed/Innovative/Proactive Projects:** Work continues with strategies and countermeasures that have proven effective; continually improving them and their effectiveness. Identification of new approaches and solutions to seemingly intractable problems and quick and appropriate reactions to emerging traffic safety problems are also needed. A well-trained OTS staff of dedicated traffic safety professionals, and data systems that provide us with the information needed to identify problems and confidently make and carry out plans is valued.
6. **Customer Service and Communication:** Products and services to citizens, agencies, and organizations need to be high quality and useful; products and services should also try to anticipate the needs of customers. Information requests must be answered quickly. A key value is outstanding communication within OTS, within DPS, with our partners, with the media, and with our customers.

The wider TZD values are: continuous improvement, engaged partners and evidence-based approaches. The OTS shares those values.

## Trends

Considering long range results, trends are not easily seen or forecast. The crash data itself provides some recurring peaks and valleys. For example, in the past ten years Minnesota has seen two years (2002 and 2007) where the number of persons killed actually increased and four years (2003, 2005, 2007, and 2011) during which the percentage of fatalities that were alcohol-related (one driver / rider or pedestrian had consumed any amount of alcohol) also increased. The events in these two categories have gone against predicted long term trends.

As a general rule, the economic impact of traffic crashes increases each year; which is not surprising considering the annual rise in health care costs. However, the National Safety Council lowered the cost of a traffic death from \$1,210,000 in 2007 down to \$1,130,000 for 2008. This figure has fluctuated in recent years and was \$1,410,000 in 2011. There were 368 traffic deaths on Minnesota roads in 2011. This number is significant as it points to the fourth consecutive annual decrease in traffic deaths and the first time since 1944 that there have been fewer than 400 deaths. The costs associated with traffic crashes rose to an all-

time high in 2004 when they were estimated to be \$1.769 billion. Since that time, the estimate has gone up a little one year and down a little the next. The primary seat belt and booster seat laws gave Minnesota its first noteworthy increase in occupant restraint use in years; the former secondary law and lack of any booster seat law had shown only small but steady increases in use rates. Only the trend toward fewer serious injuries continues to follow a positive, steady and significant downward projection.

## Demographical Trends

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

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

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

In the coming decade, other demographic trends also bode well for traffic safety. The number of inexperienced drivers (16-20 year olds) is projected to decrease 11% from 2010 to 2020; generally speaking, with fewer teens driving fewer deaths are expected. Other favorable demographics include the number of Minnesotans in their early 20's (21-25 year olds), who typically receive the highest number of DWIs and are least likely to buckle up, is also projected to decrease from 2010 to 2020 by 11%. Moreover, with the continuing aging of the "baby boomers", the age group least associated with risky driving behavior (56-70 year olds) and correspondingly least likely to be involved in crashes, is projected to increase 36% by 2020, representing a larger portion of the total population by the end of the decade (15% in 2010 vs. 18% in 2020).

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

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

## Seat Belt Use

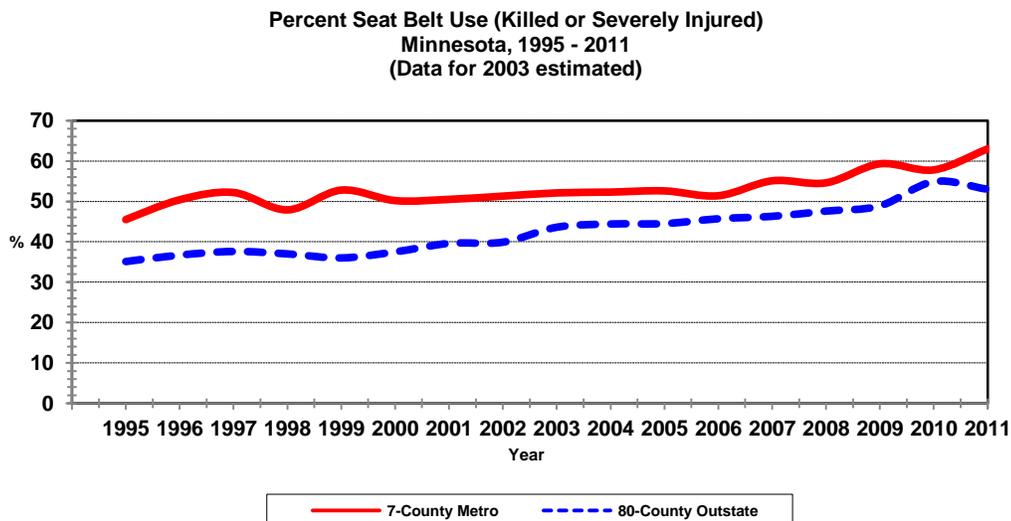
Seat belt use as identified in the 2011 crash database for all levels of injury shows the metropolitan area had the highest use; with 84% of those killed or injured in the seven-county metro area wearing a seat belt at the time of the crash. The western counties bordering the Dakotas continue to have the lowest belt use of vehicle occupants killed or injured in crashes; only 71% in the northwest region and only 76% in the southwest region were known to be belted at the time of the crash.

In the past decade the number of children under the age of 10 who were killed or severely injured in crashes has decreased by 84 percent (from 105 in 2001 to 17 in 2011). The number of 'tweens and teens, ages 10 through 19, who were killed or severely injured decreased 74% (from 670 to 172 during those same years). Increased passenger protection use has been a significant factor in those successes.

Seat belt use rates of those killed or injured by roadway type is lowest on township roads and highest on interstates. Seat belt use of those killed or severely injured during night-time hours is about one-half of that of those killed or injured during day-time hours. Seat belt use by those killed in alcohol-related crashes in 2011 was only 31%. These relationships have remained fairly constant over the years.

In the past five years the gap between seat belt use of those killed or severely injured in the seven county metropolitan area and the other 80 counties in the state has been about 8 percentage points. As shown by the graph below, that trend continues.

Observed seat belt use in the general population has generally increased or remained statistically unchanged each year since Minnesota passed a seat belt law and began conducting random representative surveys in 1986. For the August, 2011 survey the observed belt use was 93%. More detailed information on observed seat belt use is provided at the beginning of the occupant protection program area.



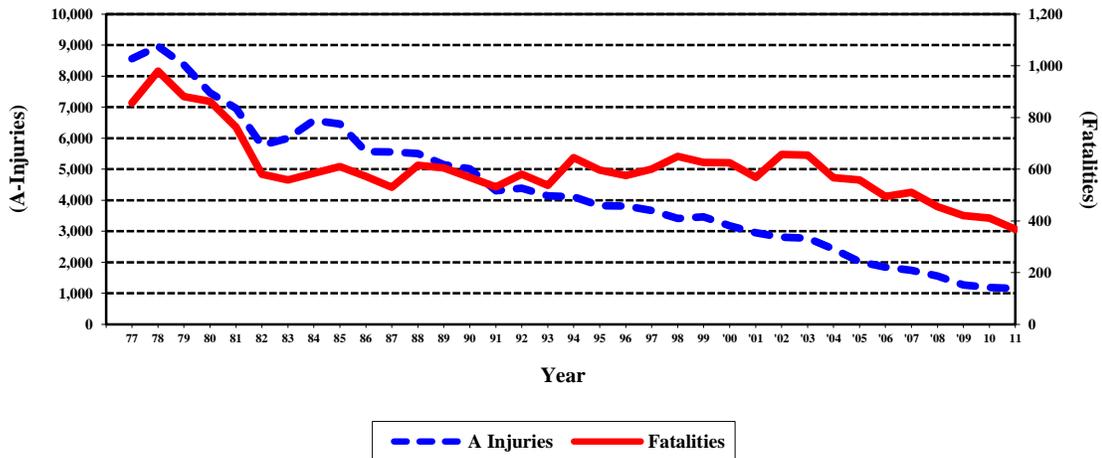
## Deaths and Severe Injuries

There were 43 fewer traffic deaths in 2011 than in 2010, an amazing decrease of 10.5%. Of those killed in traffic crashes in the past five years, 67% were males; this is remarkably consistent over time. Thirty-one deaths, or 72%, of the reduction was in the 30-49 year old segment. All the other age groups had small fluctuations up or down from 2010 to 2011.

There was another slight decrease in motorcycle rider fatalities in 2011 down to 42 from 45 in 2010. Sixty-seven percent of the motorcycle riders who died in 2011 were aged 40 and over. Unfortunately, motorcycle fatalities are showing a sharp increase so far in 2012.

Minnesota has kept records of severe injuries caused by crashes since 1977. Over this time period, the highest number of severe injuries occurred in 1978. That number was 8,965. Thus, 33 years ago, almost 9,000 people sustained severe injuries, compared to 1,159 in 2011, a decrease of 87%. A severe injury is defined as one that will not allow the victim to go about his or her regular routine in the near future. Severe injuries include everything from a persistent comatose condition to a broken bone. A severe injury is a painful, expensive experience. According to the National Safety Council, the average cost for a serious injury is now \$69,200, an estimate that is considered conservative by many.

Minnesota Fatalities & A-Injuries, 1977-2011



## Impaired Driving

Alcohol-related deaths are defined by OTS and NHTSA as those in which at least one driver or operator or pedestrian involved in the crash had a measurable amount of alcohol in his or her system. In 2011, 136 people in Minnesota died in alcohol-related traffic crashes; they accounted for 37% of all traffic-related deaths. (These figures as reported by NHTSA will be a bit larger after they apply their imputation process to the unknowns).

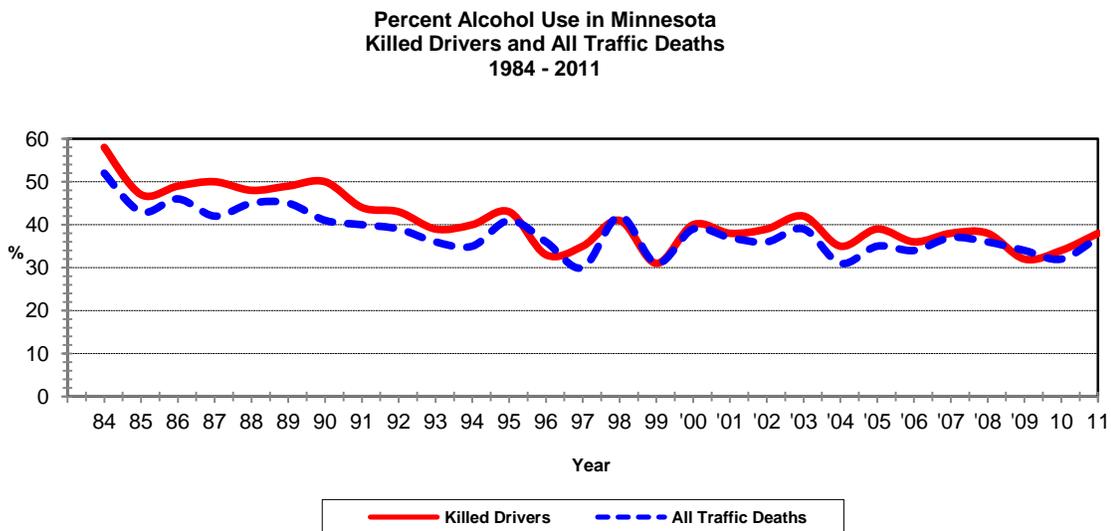
NHTSA is now using an alcohol impaired measure instead of an alcohol-related measure; defined as deaths in which at least one driver or operator or pedestrian had a blood alcohol content of .08 or above. Of the killed drivers tested in 2011, 38% had been drinking some amount; and 33% of the killed drivers

tested at or over the illegal *per se* limit. In comparison, 34% of the killed drivers tested in 2009 had been drinking some amount; 32% of the killed drivers tested at or over the illegal *per se* limit.

Drinking and driving continues to be a stubborn problem. We do not have a reliable measure of how many people in the general driving population are drinking and driving – we cannot say, for example, that 3% of the miles driven in MN are done by drivers in an impaired condition in the same manner as we can say 7-10% of the miles traveled in Minnesota is done by people who are not buckled up.

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

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



Minnesota is making some progress against drunk driving, yet it’s a particularly frustrating problem; the reasons for the see-saw effect visible in the graph are simply not clear. Predictably, there is a strong positive relationship between alcohol use and crash severity. In 2011, 6% of all minor injuries, 11% of moderate injuries, 26% of severe injuries, and 37% of deaths were alcohol-related. All of these percentages are roughly the same as 2010 except for the increase in percentage of fatalities that were alcohol-related in 2011.

Minnesota’s officers arrested 29,257 impaired drivers in 2011 compared to 29,918 in 2010. Minnesota’s .08 law was passed in the summer of 2005. As a result, the number of DWIs issued in 2006 rose to the highest level in history, about 42,000. The yearly number of DWIs is now returning to pre-2006 levels. Males made up 68% of those arrested for DWI and females 25%; the gender of the remaining 7% was not reported. In 1994, 78% of DWIs issued were to men and 18% were to women with 4% unknowns. In 2011,

21 to 34 year-olds committed 53% of the DWIs on record; another constant. The percentage of DWIs issued in the metropolitan counties of the state has leveled off after several years of a slow decline with just over 50% in 2011.

In some ways, we can be pleased that the percentage of all deaths that are alcohol-related has not steadily climbed since the mid-1990s – given the increase in the number of young adults in the driving population, one would actually expect there to be a significant increase in DWI. For example, from 1997 to 2002, the number of 20-to-24 year-old drivers increased 21% (compared to just 4% for teenagers by comparison). People in their early twenties are most frequently arrested for drinking and driving. As the baby boom echo grows into a more responsible age, we should see a resumption of the trend of decline in alcohol-related deaths. Provided, that is, that we keep advocating on behalf of the “drive sober” message, and that we maintain our vigilance against drunk driving through enforcement and media programs.

## Race and Hispanic Origin

Minnesota does not collect data on race or Hispanic origin on our crash reports. The only data available is on fatalities where the FARS analyst retrieves it from the county coroner's Documentation of Death. For definitions, refer to FARS website at <http://www.nhtsa.gov/FARS> (under How to Access FARS, look for the pdf document 2009 FARS Coding and Validation Manual and open it, going to pages 595 and 611 . The following tables are provided at the request of the NHTSA.

### Race of Traffic Fatalities in Minnesota

Race/Year	2008	2009	2010	2011
White	388	371	368	309
Black	20	13	12	10
American Indians	9	15	16	18
Chinese	1	0	1	0
Filipino	0	0	1	0
Asian Indian	2	0	3	1
Korean	1	0	1	2
Vietnamese	1	0	1	7
Other Asian or Pacific Islander	7	8	1	5
Multiple Races	3	1	0	0
All other races	5	4	1	2
Unknown	18	9	6	14
<b>Total</b>	<b>455</b>	<b>421</b>	<b>411</b>	<b>368</b>

### Hispanic Origin of Traffic Fatalities in Minnesota

Hispanic Origin/Year	2008	2009	2010	2011
Mexican	13	8	21	11
Puerto Rican	0	2	1	0
Cuban	0	1	0	0
Central or South American	3	3	1	2
Hispanic, Origin not specified	2	1	2	2
Non-Hispanic	420	397	379	341
Unknown	17	9	7	12
<b>Total</b>	<b>455</b>	<b>421</b>	<b>411</b>	<b>368</b>

## Performance Measures

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

Comparing calendar years 2009 and 2010, Minnesota made progress towards 2011 goals in the following ten areas:

- Traffic Fatalities -- down from 421 to 411
- Serious Injuries – down from 1,271 to 1,191
- Fatality Rate (by 100 million VMT) – down from .74 to .73
- Unrestrained occupant fatalities – down from 117 to 113
- Motorcyclist fatalities – down from 52 to 48
- Unhelmeted motorcyclist fatalities – down from 38 to 26
- Seat Belt use rate – up from 90% to 92%
- Drivers age 20 or under in fatal crashes – down from 69 to 65
- Pedestrian fatalities – down from 42 to 35

Unfortunately, progress was not made in the following area

- Alcohol-impaired driving fatalities – up from 107 to 127
- Speed related fatalities – up from 95 to 96

## Performance Measures\*

Core Outcome Measures								2011	2013	2015
		2005	2006	2007	2008	2009	2010	Goals	Goals	Goals
Traffic Fatalities	Total	559	494	510	455	421	411	390	360	350
	Rural	405	346	352	317	282	287			
	Urban	154	148	158	138	139	124			
	Unknown	0	0	0	0	0	0			
Serious Injuries		2,019	1,844	1,736	1,553	1,271	1,191	1,120	970	850
Fatalities Per 100 Million Vehicle Miles Traveled	Total	0.98	0.87	0.89	0.78	0.74	0.73	0.69	0.64	0.60
	Rural	1.45	1.27	1.30	1.24	1.15	1.17			
	Urban	0.53	0.51	0.53	0.42	0.43	0.39			
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	428	361	392	312	294	298			
	Restrained	184	146	170	151	128	148			
	Unrestrained	211	185	187	125	117	113	110	95	80
	Unknown	33	30	35	36	49	37			
Alcohol-Impaired Driving Fatalities (BAC=.08+)**		163	149	173	132	108	127	100	90	80
Speeding-Related Fatalities		152	130	111	134	95	96	90	85	80
Motorcyclist Fatalities	Total	59	67	61	71	52	48	62	61	60
	Helmeted	18	15	11	12	11	12			
	Unhelmeted	40	52	45	54	38	26	44	42	40
	Unknown	1	0	5	5	3	10			
Drivers Involved in Fatal Crashes	Total	769	684	792	639	551	592			
	Aged Under 15	1	1	0	2	0	1			
	Aged 15-20	108	107	87	68	69	64			
	Aged Under 21	109	108	87	70	69	65	65	60	55
	Aged 21 & Over	656	570	702	566	478	524			
Unknown Age	4	6	3	3	4	3				
Pedestrian Fatalities		44	38	33	25	42	35	34	32	30
<b>Core Behavioral Measure</b>										
Observed Seat Belt Use Rate (August)		84%	83%	88%	87%	90%	92%	94%	96%	98%
Core Activity Measure (FFY) ***		2007	2008	2009	2010	2011	5 year avg.			
Seat Belt Citations		10,757	11,455	11,341	29,030	29,636	18,444			
Impaired Driving Arrests		3,224	4,320	4,704	3,296	3,699	3,849			
Speeding Citations		17,849	19,648	18,900	23,758	22,949	20,621			

\* 2011 FARS Data was Not Yet Available.

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

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

## Goals

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

### **Traffic Fatalities (FARS)**

C-1) To decrease traffic fatalities 28 percent from the 2005-2009 calendar base year average of 488 to 350 by December 31, 2015.

### **Serious Traffic Injuries (State Crash Data Files)**

C-2) To decrease serious traffic injuries 50 percent from the 2005-2009 calendar base year average of 1,685 to 850 by December 31, 2015.

### **Fatalities/VMT (FARS/FHWA)**

C-3) To decrease fatalities/VMT from the 2005-2009 calendar base year average of 0.85 to 0.60 by December 31, 2015.

### **Unrestrained Passenger Vehicle Occupant Fatalities (FARS)**

C-4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 51 percent from the 2005-2009 calendar base year average of 165 to 80 by December 31, 2015.

### **Alcohol- Impaired Driving Fatalities (FARS)**

C-5) To decrease alcohol impaired driving fatalities 45 percent from the 2005-2009 calendar base year average of 145 to 80 by December 31, 2015.

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

### **Speeding Related Fatalities (FARS)**

C-6) To decrease speeding-related fatalities 35 percent from the 2005-2009 calendar base year average of 124 to 80 by December 31, 2015.

**Motorcyclist Fatalities (FARS)**

C-7) To reduce the number of motorcyclist fatalities from the 2005-2009 calendar base year average of 62 to 60 by December 31, 2015.

**Unhelmeted Motorcyclist Fatalities (FARS)**

C-8) To decrease unhelmeted motorcyclist fatalities 13 percent from the 2005-2009 calendar base year average of 46 to 40 by December 31, 2015.

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

C-9) To decrease drivers age 20 or younger involved in fatal crashes 38 percent from the 2005-2009 calendar base year average of 89 to 55 by December 31, 2015.

**Pedestrian Fatalities (FARS)**

C-10) To reduce pedestrian fatalities 16 percent from the 2005-2009 calendar base year average of 36 to 30 by December 31, 2015

**CORE BEHAVIOR MEASURE (1)**

**Seat Belt Use Rate (Observed Seat Belt Use Survey)**

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

The wider TZD program has three overall goals:

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

And one statewide measureable goal:

- Fewer than 400 traffic related fatalities and fewer than 1,400 serious injuries by 2010.
  - Although the fatality goal was not met until 2011, the severe injury goal was met a year early in 2009 when there were 1,271 severe injuries.

## 2013 Problems Identified

In 2011, Minnesota's fatality rate per hundred million vehicle miles traveled was 0.65 which is the lowest rate in our history and significantly better than the national average (which is 1.14). The number of people killed on our roadways in 2011 was the lowest since 1944. The percentage of drivers and front seat passengers who were buckled up was 92% in the 2010 August survey; the highest we have seen since we began tracking that number.

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

- 29,257 impaired driving arrests were made on Minnesota roadways in 2011. Of the DWI arrests, 68% were male, 25% were female and gender was not stated for 7%. Nearly 53% of impaired drivers arrested were between the ages of 21 and 34; approximately 7% were under 21.
- Of the 368 persons killed on our roads that year, 136 (37%) of the deaths involved a driver or rider, pedestrian, or bicyclist who had drank a measurable amount of alcohol. Of the total killed, 111 involved a driver, rider, pedestrian, or bicyclist whose blood alcohol content was at or over the legal limit of .08.
- Over 68% of those killed in 2011 crashes were males. In contrast, more women (16,068) than men (13,923) were injured in crashes.
- When comparing the proportion of different age groups with drivers licenses to the proportion of those who were in a crash, all age groups up through 34 years old continue to be over-represented in crashes.
- Of the 271 drivers or passengers inside vehicles who were killed, only 126 (46%) were known to be using a seat belt at the time of the crash. As a percentage of those killed, this 46% is slightly lower than the previous year's average of 48%. Women occupants who died in crashes continue to be more likely to be buckled up than were men; 64% in comparison to 37%.
- Belt use in 2011 fatal crashes was lowest for 45-49 year-olds with only 1 of the 14 (7%) killed known to be restrained, second lowest were 30-34 year-olds – only one out of twelve (8%) were known to be restrained. These cohorts are different than those with the lowest use in previous years; leaving the strong impression that the differences seen in these relatively small numbers may be somewhat random. In terms of numbers of people killed in vehicles, those aged 20 to 24 years suffered the greatest losses (42) and were followed those aged 75 and above (38).
- While crashes occur much more frequently in the Minneapolis/St. Paul seven-county metropolitan area (59% of the total), approximately 64% of the deaths and serious injuries occur in the rural counties of the state. Congestion may be frustrating, but as speeds decrease and quick access to trauma services increases, the severity of injuries lessens.
- In single vehicle crashes, officers most often cited illegal or unsafe speed as a contributor to the crash (attributed to 25% of the drivers). In multi-vehicle crashes,

speeding contributed to crashes for only 7% of the drivers, with driver inattention/distraction being the most frequently cited factor (23% of those drivers).

- Illegal or unsafe speeds contributed to 83 of Minnesota's deaths (about 23% of all traffic deaths) and 4,416 injuries (about 15% of all injuries). Driver inattention/distraction contributed to 72 deaths (20%) and 8,225 injuries (27%).
- Considering the rise in the number of cell phones, in-car GPS systems, and the introduction of new technologies such as text messaging and Blackberry-like devices since 1998, it is surprising to compare inattention or distraction as a factor in that year (142 people died and 16,353 were injured) to the present where they are significantly fewer.

# Process Description

## Problem Identification Process and Sources

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

OTS has traditionally been fortunate in the area of traffic records – our crash report data has had a comparatively fast turnaround from the time it is received to the time it is entered and available for analysis. More and more police agencies are entering the data from the police accident report online; 98% of police crash reports were entered online in 2011. Fatality data is received daily by the Patrol and is shared with OTS; preliminary comparisons from the previous year are available daily. Complete crash data from the previous year is usually available by the following May; and preliminary data analysis on critical measures such as the percentage of fatalities related to alcohol is available to the staff before plans for the next year are finalized. In addition to the crash data, we are fortunate to have a research analyst with the ability to extract information from the drivers' license database and produce aggregate statistics on DWIs.

Our NHTSA-approved observational study of seat belt use has traditionally been conducted each August with the results available by September. During 2012, NHTSA approved a new survey design for OTS and that survey, along with the prior approved survey were both implemented. The 2012 results are not yet available. Survey results are used in our planning process and reported in the annual evaluation report to NHTSA.

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

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

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

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

- Impaired driving
- Failing to use seat belts or child seats
- Driver inattention and distraction
- Speeding
- Inexperience

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

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

## Services

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

Staff play a variety of roles in accomplishing the division's mission and goals. State Program Administrators (roughly half of the OTS staff of 20) serve as grant coordinators who provide technical assistance and consultation to project directors (grant recipients), and interact with funding agencies (usually NHTSA), providing them with necessary and requested information. Coordinators also act as program experts, answering questions from the media and the general public, and advising policy makers and legislative staff on issues related to the program areas they coordinate. The coordinators manage approximately 300 federally-funded grants, 30 state-funded grants and contracts, and 40 federally funded contracts each year. In addition to non-profits and local units of government (and to a much lesser extent private organizations), six other divisions within Public Safety and five other state agencies have projects with OTS funding.

OTS has three research analyst positions (only two of which are presently filled) to analyze traffic crash data from Minnesota, produce the legislatively-mandated *Minnesota Motor Vehicle Crash Facts* publication, identify traffic safety problems, answer questions from the media and general public, and evaluate the effectiveness of various traffic safety programs. A fourth research analyst position

obtains and provides data for the FARS system. Two support staff provide OTS with general administrative services and with purchasing services through the Minnesota SWIFT system (new in July of 2011) and expediting and payroll services through the Statewide Employee Management System (SEMA4). And finally, a director and two managers oversee the programs, budgets and direction of the office and provide leadership on working with the media and legislature.

Several members of OTS staff are proficient in using and updating websites, as a result of which the OTS has made much better use of its website, <https://dps.mn.gov/divisions/ots/Pages/default.aspx>, in recent years. The website was completely revamped for the entire department in 2011. The website contents include several years of Highway Safety Plans, as well as, *Crash Facts* and *Impaired Driving Facts* books, active requests for proposals and application forms, schedules and pictures of events, a resource catalog, the complete contents of media kits, fact sheets, and links to other sites. The website is updated at least weekly and it is a great source of information. Law enforcement agencies can submit short reports on their mobilization and crackdown work online through the use of Survey Monkey software.

## Project Selection

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

- Projects that have been found to be effective by research as shown in the annual NHTSA *Countermeasures That Work* publication
- Projects that directly support traffic safety efforts in cities, counties, and communities
- Projects that support traffic safety efforts at the state level or which indirectly support the activities in local units of government
- Projects that support our in-house efforts to evaluate, coordinate, and monitor the work we do
- Projects supporting mobilizations and crackdowns
- The OTS also considers if the project is likely to address or support the goals in this plan (the annual Highway Safety Plan) or the behavioral portion of the goals and strategies identified in the TZD Strategic Directions document

## Direct Community Support

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

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

- A higher percentage of impaired driving crashes than the state as a whole based on population
- A higher percentage of impaired driving crashes than the state as a whole based on vehicle miles driven
- A higher percentage of people in crashes not using safety restraints than the state as a whole based on population
- A higher percentage of people in crashes not using safety restraints than the state as a whole based on vehicle miles driven
- Identified as one of the worst twenty counties in terms of number of traffic fatalities

Assuming the grant application responds to the RFP, the more factors a location is worse than the average in and/or in the high 25 for, the more likely the location is to receive a grant.

The OTS identifies the 25 counties with the highest number of deaths related to impaired driving and invites them to participate in special impaired driving enforcement efforts.

## **Indirect Community Support**

Many of our projects provide indirect support to local traffic safety programs. For these projects, the coordinator responsible for the program area determines what types of support (such as program guides, public information materials, or improved crash data analysis) are most needed. Many of our traffic safety efforts at the state level — such as projects that provide training and assistance for peace officers and prosecutors, provide new technology that makes gathering accurate data easier, and provide data improvement projects at OTS or the Department of Health — are extremely beneficial to and ultimately of direct benefit to local communities.

## **Coordination/Monitoring Support**

In addition to our Planning and Administration activities, we use the 402 funds to support program area experts who are responsible for coordinating and monitoring projects in the following traffic safety program areas: Impaired Driving (youth access to alcohol, as well as, adult impaired driving), Occupant Protection (both adult and child passenger safety), Police Traffic Services, Traffic Records, Community Programs, and Motorcycle Safety. Media, Evaluation, and Distracted Driving efforts also have assigned coordinators. Federal funds are used to support the OTS research staff (presently two research analysts) who are charged with conducting our problem identification efforts and FARS funding supports our FARS analyst. Coordinators conduct desk monitoring of every invoice and in-depth on-site monitoring of at least three projects per year.

## **Mobilizations and Crackdowns**

Minnesota has fully supported the seat belt and impaired driving national mobilizations since 2002 and plans to continue to do so. The mobilizations are planned and conducted by a team comprised of all the OTS coordinators as well as the director and managers, OTS' law enforcement liaisons, a member of the State Patrol assigned to federal projects and staff from the

Office of Communications. The amount of effort and number of personnel hours invested in the mobilizations is enormous, as is the financial commitment. Projects most directly related to the mobilizations include our overtime enforcement projects, our liaisons, the Minnesota Enforcement Challenge, equipment incentives for every agency participating in the mobilizations, the annual Toward Zero Deaths conference with its law enforcement track, traffic officer advanced training, paid and earned media, and the observational study and evaluation projects. All of our TZD Safe Roads projects support the mobilizations and crackdowns with publicity. In 2013, OTS will have three mobilizations (mid-October and Memorial Day for seat belts and July for speed) and two crackdowns (December and Labor Day) where all agencies, regardless of funding status, are encouraged to report. The seat belt waves use the *Click It or Ticket* slogan unchanged and the DWI waves use the *Drive Sober or Get Pulled Over* slogan unchanged.

## Strategic Highway Safety Plan (SHSP)

The current Strategic Highway Safety Plan is a 2007 revised version of the Comprehensive Highway Safety Plan (CHSP) which was introduced jointly by the Minnesota Departments of Public Safety and Transportation. The CHSP was the written result of the cooperative work of a wide group of safety organizations, experts, and advocates who attended many meetings and two conferences and considered the wealth of information available on the most effective countermeasures. Both Plans describe the critical emphasis areas and recommend strategies to be implemented by engineering, enforcement, education (such as earned and paid media activities), and emergency services to move *Toward Zero Deaths* on Minnesota roads.

MnDOT was primarily responsible for the 2007 version of the SHSP with OTS as a secondary partner. Future versions/revisions will likely include input from a more varied group of safety organizations and advocates. A new version/revision of the SHSP is expected to be written in federal 2013 and will take into account the new authorization of federal transportation programs.

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

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

The OTS' Highway Safety Plan is one of the many safety plans mentioned in the document. Specific projects from our HSP mentioned in the SHSP are all enforcement programs, Safe Roads community grants, Motorcycle Safety, law enforcement liaison, child passenger safety, public information and education (Office of Communications programs), and monitoring of drivers with repeat DWI offenses (DWI courts). The recommendations of the OTS' Traffic Records Coordinating Committee for projects to be covered by federal funds are included in the SHSP but have not been updated since 2007.

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

- Encourage the enactment of graduated drivers licensing system for young drivers
- Create a TZD task force to raise public awareness of traffic crash issues
- Enhance driver education
- Support the enforcement of traffic laws by working with courts to prevent the reduction or dismissal of citations for impaired or aggressive driving
- Provide resources for enforcement for speeding, unbelted occupants, and impaired drivers
- Encourage the enactment of a state primary seat belt law
- Support and implement automated enforcement
- Use well-publicized saturations and targeted enforcement
- Support and encourage DWI Courts
- Conduct training for law enforcement on the importance of crash data collection
- Expand quick clearance policies for incidents and allow law enforcement to retrieve data from onboard computers
- Provide common location information to assist EMS
- Fund a project coordinator in DVS for crash data improvement
- Build an Impaired Driving Offender Tracking System
- Provide carriers with automatic notification of driving convictions for any driver that works for them

## Project Development

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

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

## Gathering Input from Partners

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

**National Highway Traffic Safety Administration:** The OTS takes into account the recommendations and opinions of the Region 5 NHTSA Office and the NHTSA headquarters staff.

**Toward Zero Deaths Committees:** The program and leadership Toward Zero Deaths committees have been meeting on a regular basis for several years. The TZD Strategic Plan is now finalized; its provisions are included in the appropriate sections of this Highway Safety Plan. A third level, the Executive Committee, consisting of the three agency commissioners and the leadership committee members, will meet once a year to provide an update on TZD progress towards meeting goals and provide broad-based leadership and support. The leadership committee has the responsibility for providing strategic direction and implementing TZD initiatives and is made up of decision making staff from the offices involved in DPS, MnDOT, and Health. The program committee is made up of stakeholders and other interest groups from the four E's – engineering, enforcement, education, and emergency medical services – and other vital partners such as the court system. The program committee shares information on what activities are being conducted to enhance synergies and draws members into sub-committees for specific actions such as reading nominations and recommending TZD star award winners to be given at the TZD conference.

**Traffic Records Coordinating Committee:** This committee was completely overhauled and revitalized in 2005, partially in response to expectations of the new 408 funding and mostly because the need to do so had been previously identified within the state. Under the leadership of the OTS traffic records coordinator, representatives from local law enforcement, DOT, Health, DPS divisions, and the courts worked together to develop a strategic plan and prioritize projects in it to ensure that any proposed changes to data systems related to traffic safety are reviewed by and acceptable to all. The TRCC currently meets monthly; when working on changes to the strategic plan, meetings can be more frequent.

**Open Solicitation of Projects:** In the spring of 2012, the OTS let an open idea solicitation for 2013 Traffic Safety Projects. The solicitation was kept informal so that organizations and individuals would not spend a great deal of time writing up a proposal for something that is not funded due to the lack of a significant problem identification or the unlikelihood of the project resulting in success. Proposals were limited to two pages including information on the proposer, the problem addressed, the target market, a brief project description, and an estimate and explanation of funding needed. The solicitation was publicized throughout the TZD network and was on the OTS' website. Twenty proposals were received; one will be funded in 2013. We anticipate doing this again in future years in the hopes of receiving additional proposals that will make successful projects.

**Enforcement:** Minnesota's four law enforcement liaisons provide a wealth of information and recommendations about the needs of state, county, and local law enforcement agencies. In

addition, one of the required sessions for enforcement grantees at the TZD conference is a session open to suggestions as well as questions and answers. In 2011, the OTS conducted a survey of satisfaction with OTS enforcement programs and liaisons via Survey Monkey. Many of the summit's recommendations have been implemented and the survey results were considered (see the enforcement plan section for more information).

Our law enforcement liaisons staff booths at the Sheriffs' and Chiefs' conferences each year in addition to visiting individual law enforcement agencies on a regular basis. One of the liaisons' primary responsibilities is to bring ideas from the law enforcement community back to OTS.

**Chiefs and Sheriffs Associations:** The boards of the Chiefs' and Sheriffs' associations receive a presentation on traffic safety legislation and emerging issues nearly every year. The executive directors of the associations are invited to the TZD program committees and conference. The boards of the associations are invited to the quarterly TZD Partners Breakfasts. The chiefs and sheriffs associations' executive directors were both heavily involved in the 2010 OTS project to provide in-squad cameras to local agencies; the sheriffs' department received a grant from OTS for ordering and distributing the cameras and expediting and tracking the paperwork with the cities and counties and camera vendors. The chiefs association regularly reports OTS enforcement events and opportunities in its weekly online newsletter.

**Motorcycle Safety Advisory Board:** This long-standing committee continues its role in defining key messages for public information campaigns and providing recommendations for the state-funded motorcycle safety program.

**Child Passenger Safety Advisory Board:** Formed in the summer of 2000, this team of Minnesota child passenger safety experts meets quarterly to provide advice on improvements to Minnesota's child passenger safety program. There are twelve CPS certified members from around the state and different professions on the board.

**Toward Zero Deaths Conference:** In a collaborative effort, the Departments of Transportation and Public Safety develop and conduct the annual Toward Zero Deaths conference with sessions geared towards child passenger safety advocates; state and county traffic engineers; public health personnel; local, county and State Patrol enforcement officers; and other advocates (including OTS staffers, AAA of MN/IA, MADD, the Minnesota Safety Council, the MN Department of Health, and EMS providers). Evaluations of all sessions are conducted and used in planning for the next year's conference.

**Toward Zero Deaths Forums** (formerly Traffic Safety Partners Breakfasts): Four times a year, the Center for Transportation Studies will invite advocates from around the state into St. Paul to discuss trends, current efforts, and new ideas for decreasing traffic deaths and injuries. The sessions are available in real-time with dial up capabilities and are archived for later review also online. Participants include representatives from organizations such as MADD, the Minnesota Safety Council, the Minnesota Institute of Public Health, EMS, the law enforcement community, and AAA; from other state agencies such as Health and DOT, other divisions within the Department of Public Safety (the Minnesota State Patrol, Office of Communications, and Driver and Vehicle Services); and present contractors to the Office (our law enforcement liaisons and traffic safety resource prosecutor). Information gathered at these meetings is considered when

developing future programs and plans. In addition, the meetings increase partnership possibilities and decrease the possibility of duplication of efforts for everyone involved.

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

**EMSRB:** The OTS traffic records coordinator also sits on the board of the Emergency Medical Services Regulatory Board (EMSRB) and is a member of the Data Policy Standing Advisory Committee.

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

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

## Methods for Selecting Projects

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

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

We discuss each new project idea and challenge the budget assumptions for each proposed project. We also consider our funding by area – are we fulfilling our responsibilities for

maintenance of effort and do we have projects that fit into the conditions and plans for the various NHTSA funding sections (402, 405, 406, 408, 410, 1996, 2010, 2011, and 164 -- both HE and AL). Within the constraints of our available funding and with reference to *Countermeasures That Work*, the OTS management team decides which of these projects to fund and at what level.

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

# Specific NHTSA Required Plans

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## 2013 Federal Enforcement Plan

### Minnesota Office of Traffic Safety

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#### Enforcement Activities Philosophy

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

Minnesota's enforcement efforts have strong earned media components and the major ones (the May mobilization, Labor Day crackdown, and the July speed wave) have significant paid media component. In addition, paid media is conducted throughout the year in the 25 (out of 87) counties with the highest number of impaired-related deaths and serious injuries.

OTS requires multi-agency collaboration in grant-funded projects to increase communication about and coordination of activities, maximize the impact on the public's perception, decrease duplicative paperwork and media efforts, and allow for flexibility of funding to the partner agencies. All enforcement project awards are based on competition among applications received. High visibility enforcement efforts must include the State Patrol, a Sheriff's Office, and at least one municipal agency in each event. Applications from more than one agency are required; only the patrol grant has a single agency funded by it. In 2013 the 55 enforcement grants (including one to the State Patrol) will cover 290 different county and municipal agencies in addition to each of the eleven districts of the Patrol.

Some of the OTS's enforcement efforts are statewide, and some are specific to a limited number of OTS identified counties with the most serious problems. All are based on problem identification. Because of the large numbers of people killed in the late afternoons and evenings (the "dying to get home syndrome") at least 50% of hours worked during seat belt waves must be worked between 4:00 PM and 1:00 AM and all of the speed waves work must be conducted between 2:00 PM and 7:00 PM. Because research shows that high visibility enforcement (HVE) is more effective, agencies are strongly encouraged (or in the case of the 25 counties receiving extra money to conduct impaired driving events at least monthly, required) to use HVE techniques including signs and vests. The average enforcement agency for 2013 has committed to working 50 percent of their total hours using HVE tactics (signs, vests and three or more squads). For the most rural, smaller agencies, HVE is not easily done due to lack of available officers and squads. In contrast, many of the larger agencies use HVE tactics whenever their work is reimbursed by OTS.

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

agency by OTS, always explain why traffic safety is so important, provide local statistics, praise the enforcement agency for their work, and thank the council/board for their support.

### **Enforcement Training**

Officers being reimbursed with NHTSA money, regardless of the project, are all required to have completed Standardized Field Sobriety Training (a two day course with actual drinking subjects each of the two days) and Advanced SFST: Drugs that Impair (a one day course that is soon to be replaced by ARRIDE). Officers are also required to have completed the four hour Occupant Protection Usage and Enforcement training – a course distilled from the NHTSA TOPS curriculum. All officers for whom we pay any time are required to have an SFST Update four hour class unless their last experience with an SFST class (either the basic or advanced) was less than five years ago. The instructors and materials for the classes are provided by the Minnesota State Patrol through a grant with OTS.

### **Enforcement Projects**

Minnesota has returned to having only one type of enforcement projects (with extra requirements for DWI enforcement for those agencies in the high 25). Our saturations are all STEP projects: publicizing the up-coming enforcement, increasing enforcement activities for a period of time, and then publicizing the results of the enhanced enforcement. Enforcement projects are summarized here to assist those interested in this single strategy which has been shown to be very effective in changing behavior.

### **New This Year to Enforcement Projects**

One recommendation of the 2010 Enforcement Summit was to have no more than one grant for enforcement per agency. In prior years, an agency could apply for and receive a *Safe & Sober* grant where enhanced enforcement was done in patterns of “waves”, approximately 33 counties and 33 cities were identified by MnDOT to work HEAT (speed patrols) through a second grant, and thirteen counties were identified by OTS to work at least one impaired driving saturation a month through the NightCAP project; a third grant. Due to the significant traffic safety problems identified, a few counties in Minnesota received one grant for Safe & Sober enforcement, a second for NightCAP enforcement, and a third for HEAT, the recently re-incarnated speed program. In some counties, there was a lack of coordination of the different projects; different people could be responsible for each and they may not share information very well. That sometimes resulted in such problems as a need for more officers for overtime than want to work certain days, or impaired driving activities scheduled in the middle of a seat belt wave. In 2013, OTS will have no more than one grant with any local enforcement agency.

### **Ultra-High Visibility DWI Enforcement**

Several years ago, Minnesota OTS piloted an ultra-high visibility project in Anoka County; a suburban metropolitan county. All agencies in Anoka County including the State Patrol, Sheriff's Office and every municipal agency, participated in the saturation efforts monthly during inclement/winter months and more frequently during the more pleasant months when DWI crashes most often occur. The project concentrated a very large number of squads on selected roadways. The project utilized large, portable electronic message signs and officers wearing reflectorized vests identifying the event as DWI enforcement. The project was very successful and was presented at several national conferences and regional meetings. It increased the

public's perception of the likelihood of being arrested for driving while impaired. The basics of the project have been incorporated into all our enforcement projects, with some modifications especially in the number of squads used, due to populations and unique circumstances.

### ***The Basic Grant: TZD Enforcement***

The statewide grants provide funding on an annual basis as the result of applications received in response to a Request for Proposals. Beginning in 2013, only multiple agency grants were accepted and no agency receives more than a single grant. At least 90% of the grant funds are used for overtime enforcement during the time periods specified in the Request for Proposals with the remaining able to be used for overtime dispatch services, administrative services, and/or up to half the cost of traffic safety enforcement equipment. Mileage must be reported and claimed as local match. In federal 2013, the enforcement time periods include October 12-26 focusing on seat belts, weekends in December on DWI (with weekends being defined as Thursday, Friday, and Saturday nights), a week in March focusing on speed, April 5-14 concentrating on seat belts and teens, the national Memorial Day seat belt mobilization, a week in June concentrating on speed, July 6-21 focused on speed and motorcycle riders, and the national Labor Day DWI crackdown. In addition, the third Thursday in April focuses on distracted driving enforcement and the last day in August focuses on the Ted Foss Move Over law (requiring vehicles to slow down and/or move over when encountering a squad car, highway construction workers/vehicles, or ambulance service stopped on the side of the road). In addition to working during the enforcement time periods (not every day), agencies must conduct pre and post media publicizing the efforts with the help of media kits prepared by the DPS Office of Communications.

Eligibility for the basic grant is defined as being over-involved in alcohol-related deaths and severe injuries, over-involved in deaths or severe injuries where passenger protection was not used, or being in one of the twenty counties with the highest number of deaths and severe injuries.

In addition to designing and conducting statewide events publicizing the enforcement periods and setting up regional events with the help of the locals, the Office of Communications oversees a contract to purchase media related to the waves and it provides media packets for each enforcement period defined in the grant. The agencies do much more than simply send out personalized news releases before and after each wave; they set up and conduct news conferences kicking off the waves, are active in seeking interviews on radio stations and cable television, encourage reporters to ride along with patrolling officers and attend SFST classes, write letters to the editor and seek others to do the same. Some are also adept at finding businesses to support their efforts through such things as providing coupons; placing messages on changeable outdoor signs, on prom flowers and pizza boxes and dry cleaning bags; and a wide range of other creative earned media ideas. In the past couple of years, most of the Safe Roads (formerly Safe Community) grants have become more active in promoting the enforcement waves; one of the requirements of that grant is that they support enforcement waves by assisting with or conducting outreach to the public about those events.

### **Selected TZD Enforcement Grants: additional DWI enforcement**

In the 25 counties with the highest number of alcohol-related deaths and serious injuries, TZD enforcement grants have additional requirements related to more DWI enforcement. In most cases, the State Patrol districts set up at least monthly saturations in those counties – in the summer and metropolitan area, the events become more frequent. Each saturation must include officers from at least one sheriff's department and local police department in addition to the patrol; however, it is not uncommon to see ten agencies in the metro and St. Cloud areas. The local agencies are usually reimbursed by the grants for their overtime hours; however, the OTS continues to encourage departments to send additional on-duty officers to the events as well. The program has a large motor home, called the BATmobile, which is equipped with an evidentiary blood alcohol content machine (PBTs are not admissible in court), and a room suitable for field drug exams. One of the liaisons is generally responsible for taking the BATmobile to the more populous NightCAP saturations, where it greatly cuts down on the amount of time to process an impaired driver. All liaisons also provide caps with TZD enforcement logo on it to officers who get a "hat trick" – three DWIs in a single shift.

A *DWI All Star* event is held annually at a Minnesota Twins baseball game. The event honors officers arresting the highest numbers of impaired drivers in the previous year on the field before the game begins with the presentation of bats with their names inscribed and the highest writer throwing out the first pitch. The population of the jurisdiction for which the officers are working is informally considered by the OTS in the selection process of the nominations received. The event is extremely popular with the officers and their families, who receive tickets for the game from a sponsoring private organization.

The Minnesota DOT and DPS in cooperation with a wide array of organizations and individuals formulated the Comprehensive Highway Safety Plan (CHSP). The CHSP identified enforcement as the highest priority strategy to improve traffic safety. Federally funded programs specifically for the enforcement of impaired driving and seat belt laws, and public education about that enforcement, had been available to address those highway safety priorities for some approximately 10 years before the CHSP; therefore, impaired driving and passenger protection were to some extent already covered in the state. Speed and distracted driving have been added in.

The Minnesota DOT and DPS jointly designed and implemented an enforcement project entitled HEAT to address high speeds on suitable expressways and freeways during the past three years (2010-2012). MnDOT and the State Patrol selected three roadway segments in each patrol district based on deaths, injuries, and enforceability. Grants were written with local agencies responsible for those roadway segments and the Patrol. Enforcement could be done at any time except those weeks during which OTS was funding special seat belt or DWI waves. An evaluation of the HEAT project is currently being conducted by MnDOT.

### **Law Enforcement Challenge/Enforcement Recognition**

The Challenge program encouraged agencies to report all the traffic activities they have done at the end of the year to OTS. Agencies compete with others based on number of officers and the top three in each of ten size categories are given a mini-grant (separate from the overtime grants discussed above). In the past, the Challenge program has been particularly effective with the

small enforcement agencies. Participation had been declining in recent years; only those agencies which did not have a grant with OTS funding were eligible and more agencies each year did have a grant. Beginning in 2011, the OTS revised the program. The dates were changed to mimic those of the IACP challenge and OTS forwards copies of the applications to the IACP. In addition, all agencies were eligible. Participation in the Challenge has been falling off for years as more agencies received regular overtime grants from OTS. 2012 was the last year of the Challenge which was begun in 1994.

Law enforcement officers are generally competitive and the importance of traffic enforcement is not understood by most citizens. It is important and effective to have some type of recognition program for officers who enforce traffic laws. The OTS has queried enforcement agencies on their suggestions for recognition programs but has not yet decided what form they will take.

### **Mobilizations and Crackdowns**

Because the requirements and reports are light, the mobilizations and crackdowns cover a much larger number of agencies than the grant and challenge programs combined. To participate in the mobilizations and crackdowns, (October seat belts and December holiday DWI, Memorial Day seat belts, July speed, and Labor Day DWI) agencies must at a minimum issue pre and post news releases, increase their patrols and enforcement of the chosen violation, and report to OTS the number of chosen violations written during the enforcement period within less than a week of the end of the wave. Any and all officers can participate; there are no training requirements. On the report, each agency also marks their choice of small award – an item valued at approximately \$50 such as two convertible child seats, a Stinger flashlight, a tint meter, or two duty/equipment bags. OTS tries to change those incentives to keep interest up and the agencies motivated. Agencies are not allowed to report together on mobilization results; each agency must report their own. All agencies are strongly encouraged by the liaisons to participate in all mobilizations and crackdowns; and grantees are required to participate under their grant agreements. In addition to the small awards each agency receives for participating, each receives a chance at a drawing for a larger item – their choice of a lidar, radar, in-squad camera, two low profile light bars, or five tuitions for “Pursuit Intervention Tactics” at the St. Cloud Driving Range.

### **Evaluating Enforcement Activities**

In the beginning, the OTS imposed three specific performance objectives on all enforcement projects. Those three objectives were 1) number of contacts with the public per hour worked, 2) number of stops resulting in citations as opposed to warnings or no action at all, and 3) number of passenger protection actions. The minimum objectives were set at two contacts per hour, fifty percent which resulted in a citation and twenty percent which related to seat belts or child seats. Impaired driving arrests were included as a performance measure at a later date.

Minnesota statutes include a prohibition of what are commonly referred to as “quota laws” – a prohibition against evaluating enforcement employees based on number of tickets written. Therefore, our grants stated agencies would “strive to achieve” the objectives. Nevertheless, even that was challenged in 1999 and beginning with federal 2000 grants, OTS was no longer allowed to set any numerical objectives for agencies. The absence of numerical goals set by OTS has not had any adverse impact on enforcement activity. Instead of comparing an agency with the numerical goals we had set, we compare each agency with the average performance of all

agencies during that same time period. An allowance is made for the rural areas with a lower pools of traffic and violators. Grantees are appraised of their progress in comparison to the average results throughout the year.

A contact is defined as a vehicle stopped. In order to encourage DWI and other arrests in which a person is taken into custody -- necessitating a long process and/or a long drive to jail for the arresting officer -- metro agencies receive four points for each person taken into custody, and non-metro agencies receive six points. When an officer is having a car towed, but is not taking the driver into custody, two points are awarded as a wait for a tow truck will be the likely result. Other vehicle stops result in one contact point. An agency's total points are divided by the hours worked to compute the contacts per hour. The citation objective is computed on the simple ratio of citations issued to number of vehicles stopped, the belt objective is the simple ratio of seat belt and child seat citations and warnings to vehicles stopped, and the impaired driving objective is the simple ration of DWI arrests to vehicles stopped. In 2011, OTS also began looking at and comparing citations per hour, seat belt and child seat actions per hour, and impaired driving arrests per hour.

The four present enforcement objectives are factors the OTS looks at carefully when considering funding individual projects for a subsequent year. In particular, agencies must compare their past funded enforcement actions with the averages of all agencies in a separate section of that application if they have not met or exceeded the average.

In addition to the enforcement performance objectives discussed above, each grant must write at least three measurable, time-specific objectives of their own. For example, "increase seat belt use as shown by informal surveys from a baseline of 72% in June of 2011 to 90% in June of 2015". In their final reports for the year, agencies discuss their progress towards meeting these goals.

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## 2013 Federal Fiscal Media/Communications Plan

### Minnesota Department of Public Safety Office of Communications

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

#### Paid Media

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Contract with media buying agency and plan paid media for the year; emphasis on upfront buying to leverage total budget of \$1,920,000.

#### General – belts/speed/distraction dollars: \$700,000

- April Distracted Driving: \$250,000
- May *Click It or Ticket*: \$225,000
- July Speed enforcement: \$150,000.
- Child Passenger safety: \$40,000
- \$35,000 TBD.

#### Alcohol – impaired driving dollars: \$1, 220,000

- December DWI: \$300,000
- Labor Day DWI enforcement: \$300,000
- “13 Targeted DWI Counties”: \$320,000
  1. (About \$110,000 of above messaging goes to interlock throughout year for out-of-home)
- Motorcycle Impaired: \$100,000
- Twins: \$200,000

#### Motorcycle Safety – motorist awareness federal dollars: TBD

- May–June 2013

## October 2012

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### Editorial

#### Tentative news releases

- TZD conference announcement
- New TZD grantees announcement (and template release)
- September death recap
- *Teens! TV commercial* contest announcement
- Deer-vehicle safety
- Halloween extra DWI enforcement — tied with announcement of new 13 targeted counties (TBD); recap previous fiscal year results.
- October *Click It or Ticket* seat belt enforcement and accompanying sustaining messages
- Worse belt use counties for teens/state
- State seat belt survey results — during mid-Oct. enforcement (TBD)
- Pedestrian safety (darker earlier, etc.); partner with MnDOT

#### Teens TV Commercial Challenge

- Issue news release to announce TV commercial contest for teens with video links to last year's winner
- Blast email to SADD contacts.
- Develop and distribute radio PSAs.
- Update/build website.
- Provide flyer/PA announcements for partners to promote in schools.

#### Deer-Vehicle — Partner with DNR

- Issue news release on deer-vehicle safety. Emphasize driver response to situation (“Don’t veer for deer”). Provide fact sheet for deer crashes by county.
- Develop and distribute PSAs and scripts to radio stations statewide.
- Request for dash-cam crashes (Sept.).

#### Halloween DWI Enforcement

- Post online template media materials (news releases, fact sheets, talking points, PSAs) for agencies/partners to customize for any Halloween-specific DWI patrols or DWI safety message.
- Distribute radio PSA scripts statewide.
- Issue news release regarding added DWI enforcement during pre-Halloween weekend, announce 13 counties.
- Merchandise DWI arrests and alcohol-related crashes during holiday period.
- Provide posters/coasters and other appropriate collateral to entertainment/hospitality venues.
- Secure dash-cam footage of arrests; edit to TV spot if possible or for YouTube posting.

## October 2012, continued

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### "13 targeted counties" impaired driving enforcement.

- Ongoing; issue post-enforcement news releases on results/arrests/alcohol-concentration levels of impaired driving saturations by market.
- Develop and distribute new poster — secure new "13 deadliest counties" information and develop extensive distribution.
- Update and provide template media/outreach materials for enforcement partners to customize and use throughout year.
- Develop infographic.

### October *Click It or Ticket* Seat Belt Enforcement

- In September, post online grantee media packets (including pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, social media outreach ideas, etc.) to participating law enforcement agencies statewide for customization and distribution. Include new seat belt rate and hype primary/booster message.
- Conduct news conference/issue news release to launch statewide seat belt/child restraints enforcement.
- Confirm bonus ads from May *CIOT* are running in Oct. interview opportunities.
- For sustaining news, issue teen belt use/worst teen belted counties and seat belt use survey.
- Reach out to chiefs/sheriffs associations for memo.
- Develop infographic.

### Teen Messaging — Deadliest Counties/Texting, etc.

- Issue release naming deadliest counties for teen driver-involved fatal crashes; provide county-specific fact sheets, talking points to partners.
- Distribute county-specific fact sheets.
- Provide talking points to partners.
- May be linked to teen TV contest news.

### Pedestrian Safety

- Issue news release for ped safety, trends, etc.
- Issue material for use to public/private schools encouraging classroom use.
- Provide talking points to partners.
- Distribute radio PSAs.

### Motorcycle Safety

- Minnesota Motorcycle Monthly and St. Croix Valley Riders ad placement that encourages rider groups to secure a speaker on group riding, MC maintenance, etc. during non-riding months. Also promote availability on OTS, DVS and MSP websites.

### Seat Belt Use Rate

- To sustain news of October belt enforcement, issue news release mid-enforcement on new seat belt use rate based on DPS observational surveys (emphasize unbelted vehicle occupant serious injuries/fatalities). This may occur in August 2012, TBD.

## **October 2012, continued**

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- Merchandise to media PDF format maps showing location of unbelted crash fatalities; merge this new data with October Seat Belt enforcement effort/news. Hype primary/booster.
- Provide talking points to partners.
  
- Develop infographic.

### Thanksgiving

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

### Dec DWI

- Alert partners of regional news events to launch enforcement.

### Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

### **Outreach**

- Determine quantities for December DWI promotional materials.
- Request officer DWI stories/videos for December.
- Prepare/develop December DWI Mobilization crackdown materials to distribute (coasters, clings, Designated Driver Gift Cards, etc.)
- Outreach to MLBA for coaster distribution.
- Confirm creative updated for December DWI.
- Request winter driving factoids.
- *Miles Per Hour* newsletter, fall.
- SADD blast emails promoting various efforts.
- Distribute materials for October belt mobilization (window clings, etc.); continue efforts for partners (Gander Mtn, White Castle, Subway, Holiday, etc.)
- Ongoing – development/distribution of monthly media outreach plans; talking points.
- Ongoing – update OTS website.
- Ongoing – Facebook and Twitter updates.
- Ongoing – update, coordinate printing, distribution of collateral materials.
- Ongoing – review and revise of MC PI&E collateral.

### **Paid Media/Creative**

- (TBD) Halloween DWI patrols (TV)

## November 2012

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### Editorial

#### Tentative news releases

- October deaths recap
- October 13 targeted DWI counties recap
- October seat belt enforcement results
- Pre-Thanksgiving extra DWI enforcement/safe travel advisory
- Post-Thanksgiving deaths/injuries recap
- Lights on for safety message
- TBD: winter driving

#### December DWI Enforcement Mobilization

- Post online template media materials (pre- and post-enforcement template news releases, county-specific fact sheets, news conference materials, talking points, etc.) to participating law enforcement agencies statewide for customization and distribution. Include belt enforcement message/primary. Include interlock news release.
- Coordinate public service interview opportunities on media outlets leveraged through paid media buy.
- Distribute bar coasters/clings, other promotional items; print as needed.
- Reach out to MnSCU for partnership.
- Send chiefs/sheriffs associations memo about enforcement.

#### 13 Targeted DWI Counties

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

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

- Issue news release in advance of holiday for DWI enforcement, traffic safety reminder; emphasize increased travel, impaired drivers, role of seat belts.
- Partners distribute provided template media materials.
- Distribute radio PSAs to radio partners.
- Issue news release detailing crash fatalities and serious injuries after Thanksgiving weekend; stress unbelted.

## **November 2012, continued**

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### Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

### **Outreach**

- Continue to develop/produce and begin distribution of December DWI Mobilization materials (coasters, clings, etc.)
- Distribute 13 targeted DWI counties poster
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.
- Ongoing — review and revise of MC PI&E collateral.

### **Paid Media/Creative**

- (TBD) Thanksgiving DWI patrols (TV)
- December DWI Mobilization — Plan/finalize ad flight for campaign.
  - Prepare creative — TV, radio, indoor, online, out-of-home. Ad flight to run pre-weekend/weekends in December.
  - Send LELs heads up about upcoming radio interview opportunities.

## December 2012

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### Editorial

#### Tentative news releases

- November death recap
- November 13 targeted DWI counties recap
- December DWI Mobilization launch
- Mid-enforcement DWI arrest recap
- Pre-holiday safe travel advisory
- Ignition interlock pitches
- New Year's Eve message
- Post-holiday travel period fatal/injury recap
- TBD — Safe winter-weather driving advisory(ies) as needed

#### December DWI Mobilization

- Announce statewide month-long DWI mobilization. Supported by ad buy. Include "13 targeted counties" Nov. results in this release.
- Provide facts and talking points to partners.
- Distribute poster highlighting "13 counties" to law enforcement agencies, Minnesota County Attorneys Association, county-specific legislators and elected officials, MADD chapters, and other.
- News release/effort for sustaining message during the enforcement.
- Coordinate public service radio interviews leveraged through media buy.

#### Motorcycle

- Announce Rider Training Schedule available for 2013 on website and social media

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

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

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

- Issue news release with safe winter weather driving tips coinciding with first measurable snowfall (emphasis on belts, safe speeds, vehicle maintenance; coordinate with MnDOT and its message re: snow plows and safe distances), include Move Over message.
- Secure video of move over crashes.
- Provide winter driving facts and talking points to partners.

#### Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

## December 2012, continued

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### Outreach

- December DWI Mobilization — Distribute bar coasters through Minnesota Beer Wholesalers Association. Provide window clings/other items to grantees to display in commercial settings (fast food, retails, bank drive-thrus, etc.).
- Develop new CPS Valentines for Feb., TBD.
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.
- Ongoing — review and revise of MC PI&E collateral.

### Paid Media/Creative

- December DWI Mobilization — Ad flight for campaign runs: TV, radio, indoor, online, gas pump toppers, etc. Coordinate interviews secured through radio buy with law enforcement partners.

## January 2013

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### Editorial

#### Tentative news releases

- December DWI Mobilization arrest recap
- 2012 preliminary traffic death numbers — with county breakout
- *Teens! TV commercial challenge* second announcement
- Winter driving safety/Move Over

#### Teens! TV Commercial Challenge

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

#### Child Passenger Safety/CPS Valentines

- Develop and distribute materials to partners/child passenger safety partners for CPS message and valentine outreach effort — template news release; letter for school newsletters.
- Outreach to Boy Scouts; posters to youth sports leagues (hockey/basketball).
- Update valentine art.
- Distribute radio and TV CPS PSAs statewide.
- Focus on online merchandising and downloadable material.
- Outreach to popular wintertime family fun businesses/birthday centers — skating rinks, Pump It Up, Chuck E. Cheese, indoor playgrounds, etc.

#### Preliminary Fatalities for 2012

- Issue news release citing preliminary total traffic fatalities for 2012.
- Merchandise at county level — provide county break-out of deaths if available.

#### Motorcycle

- Mailing Letter distributed to motorcycle dealers, organizations and outlet stores to announce rider training schedule and availability of RiderCoaches and the Safety Center SMARTrainer for events.
- Support mailing with items on website and social media.

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

- Issue news release with safe winter weather driving tips coinciding with first measurable snowfall (emphasis on belts, safe speeds, vehicle maintenance; coordinate with MnDOT and its message re: snow plows and safe distances), include Move Over message.
- Provide winter driving facts and talking points to partners.

## **January 2013, continued**

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### Super Bowl

- Provide online template media materials (news releases, fact sheets, talking points, PSAs) for agencies/partners to customize for any Super Bowl-specific DWI patrols.
- Distribute radio PSAs statewide.
- Merchandise controlled drinking demo illustrating unsafe/illegal morning-after AC levels.

### Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)
- Winter driving safety reminders.

### **Outreach**

- April Distraction — promotional materials.
- Lock in DWI Enforcer All-Star date with Twins.
- May *Click It or Ticket* — approach private partners and check quantities of promotional materials.
- *Miles Per Hour* newsletter, winter.
- Finalize redesign of CPS valentines.
- Re-distribute *Teen! TV commercial challenge* flyers to partners for school distribution.
- Discuss St. Patrick's Day/general partnership opportunities with Minnesota Beer Wholesalers Association/Minnesota Licensed Beverage Association — coasters and clings.
- Motorcycle safety booth at Minneapolis Women's Expo.
- Distribute motorcycle safety collateral materials to partners.
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

### **Paid Media/Creative**

- TBD: various Timberwolves courtside messages.
- Develop creative for upcoming campaigns.
- Continue to determine creative needs.

## February 2013

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### Editorial

#### Tentative news releases

- January deaths recap
- January 13 targeted DWI counties recap
- Child passenger safety (tie with Valentine's outreach)/winter tips
- Move Over law
- Motorcycle rider training
- Super Bowl DWI enforcement/safety message

#### Child Passenger Safety

- Issue news release for general CPS, reinforce booster message, promote Valentines. Pitch any tragedy/survivor stories; 2012 data. Use partnerships as support (see Jan.)
- Post CPS Valentines online, notify partners, daycares, elementary schools of availability.
- Distribute radio and TV PSAs.
- Continue searching for partners.

#### Distracted Driving

- Begin development of media materials for April event.

#### Move Over

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

#### Motorcycle

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

#### 13 Targeted DWI Counties

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

#### April Seat Belts

- Develop template media materials (news releases, fact sheets, talking points, PSAs) for agencies/partners to customize for seat belt enforcement.

#### St. Patrick's DWI Enforcement

- Provide online template media materials (news releases, fact sheets, talking points, PSAs) for agencies/partners to customize for any St. Patrick's-specific DWI patrols or safety message.
- Confirm distribution of coasters through MLBA.
- Develop infographic.

## **February 2013, continued**

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### Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)
- Winter driving safety reminders.

### **Outreach**

- SADD outreach (blast email) re: teen issues as needed.
- Continue discussions with MBWA/MLBA ideas/plans for St. Patrick's Day/general.
- Outreach for private partners for belts/May CIOT.
- Ongoing – development/distribution of monthly media outreach plans; talking points.
- Ongoing – update OTS website.
- Ongoing – Facebook and Twitter updates.
- Ongoing – update, coordinate printing, distribution of collateral materials.

### **Paid Media/Creative**

- Plan for May *Click It or Ticket* ad flight.
- Plan for April texting/distracted media buy.
- 13 Targeted DWI Counties – Assemble creative that starts before St. Patrick's Day.

## March 2013

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### Editorial

#### Tentative news releases

- February deaths recap
- February 13 targeted counties recap/mid-year results
- Teens contest — one month until due date
- OTS challenge luncheon winners (template)
- Motorcycle awareness/call for training
- St. Patrick's Day DWI enforcement

#### Distracted Driving

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

#### May Click It or Ticket Seat Belt Mobilization

- Begin securing seat belt-related stories to pitch to media.
- Develop outreach materials/other items/partnerships.
- Continue outreach to secure private partners.
- Update "Heights" creative for ad buy (CompassPoint).
- Develop infographic.

#### Motorcycle

- Issue news release to promote rider training.
- Issue news release to promote awareness of riders (depending on weather).
- Issue news release on first rider death of season.
- Booth at Donnie Smith Bike Show

#### 13 Targeted DWI Counties

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

#### April Seat Belts

- Develop and post online template media materials (news releases, fact sheets, talking points, PSAs) for agencies/partners to customize for seat belt enforcement.

#### St. Patrick's DWI Enforcement

- Issue news release on DWI arrests, enforcement, designated drivers.
- Merchandise DWI arrests and alcohol-related crashes during holiday period.
- Target counties and pitch State Patrol interviews/controlled drinking exercises to youth-oriented radio stations stressing enforcement.
- Distribute St. Patrick-specific TV spot and radio PSA scripts statewide.
- #DesignateODriver

## March 2013, continued

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### Teen Prom – Parent role, distraction/texting, underage drinking

- Develop and post online teen-focused template media materials (talking points, fact sheets) to grantees to promote teen driving issues for prom/end-of-school period (teen deaths, crash rate, fatal crashes involving teen drivers); stress belt use/distraction, parent role.

### Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bimonthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

### **Outreach**

- Distribute item (TBD) through Minnesota Beer Wholesalers Association/Minnesota Licensed Beverage Association for St. Patrick's Day/general calendar year.
- Distribute "DWI Enforcer All-Star" nomination forms to law enforcement; continue meeting with Twins to secure event night and details.
- Develop promotional items for May *Click It or Ticket* (clings, banners, yard signs post-its, etc.)
- Motorcycle safety booth at Donnie Smith Custom Bike Show
- Ongoing – development/distribution of monthly media outreach plans; talking points.
- Ongoing – update OTS website.
- Ongoing – Facebook and Twitter updates.
- Ongoing – update, coordinate printing, distribution of collateral materials.

### **Paid Media/Creative**

- 13 Targeted DWI Counties buy starts prior to St. Patrick's. Campaign continues during year for high-level enforcement periods. (TV, radio, online, out-of-home, college papers, etc.). Motorcycle impaired buy is coupled with this buy in summer months.
- Assemble creative for April distracted.
- Continue planning buy/assembling creative for May *Click It or Ticket*.
- Continue developing Twins creative.
- Plan for motorcycle awareness buy; motorcycle rider training buy.

### **Other**

- OOC representative to attend Lifesavers Conference, TBD.

## April 2013

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### Editorial

#### Tentative news releases

- March deaths recap
- March 13 targeted counties recap
- Distracted driving enforcement/safety message
- Seat belt enforcement and results
- *Teens TV Contest* — name finalists, promote public online vote
- Motorcycle awareness — riders back on the road; recap prelim 2012 MC deaths (tie to Flood Run or first rider death)
- MC Flood Run
- Teen prom safety — parents/distraction/alcohol
- TBD: Share the road

#### Teens TV Commercial Contest

- Issue news release to announce finalists, promote online voting.
- Update website to reflect finalists.

#### Distracted Driving

- Issue news release to promote message, ride-alongs.
- Paid media campaign rolls.
- Release infographic.

#### May Click It or Ticket Seat Belt Mobilization

- Post online grantee media packets (including pre- and post-enforcement template news releases, county-specific fact sheets, news conference materials, talking points, social media ideas, etc.) to participating law enforcement agencies statewide for customization and distribution. Include belt enforcement message/primary and regional maps that plot unbelted deaths.
- Promote promotional materials available for partners to order (clings, banners, yard signs).
- Coordinate public service radio interview opportunities secured/leveraged through media buy.
- Lock in support from Chiefs/sheriffs association — provide memo, etc.
- Alert partners of regional news events to launch enforcement.

#### Motorcycles

- Issue news release for motorcycle helmets/protective riding gear, recap 2012 data; motorists to be alert, riders to take training; cite first rider death of season.
- Issue Advisory for first training courses in campus cities.
- Issue Flood Run news release advising driving public to increase awareness.
- Issue news release to industry publications to promote rider training campaign.
- Post online grantee media packets, (template news release, county-specific fact sheets, PSAs, talking points, etc.) to promote motorcycle awareness and local facts.
- Develop PSA scripts in support of enforcement/general motorcycle awareness, impaired riding, rider training.

## **April 2013, continued**

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### April Seat Belts

- Issue news about enhanced enforcement.
- Issue news about citation results.

### 13 Targeted DWI Counties

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

### Teen Prom — Parent role, distraction/texting, underage drinking

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

### Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bimonthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

### **Outreach**

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

### **Paid Media/Creative**

- Texting/distraction buy runs (TV, out-of-home).
- April belts runs (radio, out of home).
- Finalize/secure paid media for *Click It or Ticket* campaign (extensive, two week statewide campaign targeting M, 18-34.). TV, radio, online, gas pumptoppers, and mobile boards, etc.
  - Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interview with law enforcement.
- 13 Targeted DWI Counties — Continue ad flight during high enforcement weekends.
- Plan for July speeding TV campaign.
- Motorcycle Awareness (TBD) — Finalize buy for May–June TV.
- Minnesota Twins (TBD) — Begin six-month, home plate signage campaign with Minnesota Twins.

## May 2013

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### Editorial

#### Tentative news releases

- April death recap
- 13 targeted DWI counties recap/extra enforcement May 10
- *Teens TV Contest* voting/winner announced
- May *Click It or Ticket* launch and sustaining news
- Memorial Day safe travel advisory
- Memorial Day weekend fatal recap
- Other sustaining messages for *CIOT* effort (teen)
- MC highlights from rider survey.
- TBD: bike safety (MnDOT)
- TBD: 100 death mark
- TBD: MC death update

#### Teens TV Commercial Challenge

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

#### May Click It or Ticket Mobilization

- Issue news release/news conference, stress primary, teens/rural, fact sheets statewide announcing launch of law enforcement.
- Sustain message with news push mid-enforcement on TBD topics/stories.
- Secure editorial coverage leveraged by paid media buy (radio interviews, etc.).
- Leverage media buy to secure radio station event sponsor in each market for regional news events.
- Continue distributing promotional items/materials to partners.
- World's largest "Click-In" at high school.
- Release infographic.

#### Memorial Day Safe Road Trip Tips

- Issue news release for safe travel message; reinforce *Click It or Ticket* enforcement.
- Issue fatal/serious crash re-cap of the Memorial Day weekend, reinforce *Click It or Ticket*.

#### Motorcycles

- Post online grantee media packets, (pre- and post-enforcement template news releases, county-specific fact sheets, PSAs, talking points, etc.) to promote motorcycle awareness and local facts.
- Issue news advisories to local weekly newspapers regarding Washout events around the state.
- Issue news release for motorist awareness of motorcycles statewide.
- Send PSAs to metro media.

## **May 2013, continued**

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### 13 Targeted DWI Counties

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

### 2012 Crash Facts

- Prep news, develop infographic.

### July Speeding Mobilization

- Develop and post online grantee media packets (pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, etc.) to participating law enforcement agencies statewide for customization and distribution; include belt enforcement message/primary.
- Alert partners of regional news events to launch enforcement.
- Develop promotional materials (clings, banners, etc.)
- Develop infographic.

### Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

### **Outreach**

- SADD blast email re: CIOT message.
- Distribute materials for May seat belt distribution (window clings, post-its, etc.); continue building partnerships.
- Develop speed materials for July.
- Develop booster seat poster for partners to post for summer (camps/pools, etc.)
- Determine bar coaster quantity for Labor Day campaign.
- Finalize logistics for "DWI Enforcer All-Stars" with Twins, select all-stars.
- Various: motorcycle safety reps/booths at motorcycle dealer open houses
- Ongoing – development/distribution of monthly media outreach plans; talking points.
- Ongoing – update OTS website.
- Ongoing – Facebook and Twitter updates.
- Ongoing – update, coordinate printing, distribution of collateral materials.

### **Paid Media/Creative**

- May *Click It or Ticket* Seat Belt Mobilization – TV, cable and local radio; employ gas pumptoppers, indoor, online, and mobile boards as appropriate.
  - Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interviews with law enforcement.
- 13 Targeted DWI Counties – week of May 10; include motorcycle impaired spot.
- Assemble creative for motorcycle awareness, (May) and June.
- Minnesota Twins – home plate campaign continues (seat belts).

## June 2013

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### Editorial

#### Tentative news releases

- May deaths recap
- May 13 targeted counties DWI arrest recap
- *Teens TV contest* winner announced (or late May)
- *Crash Facts 2012*
- May *Click It or Ticket* enforcement results
- TBD metro extra DWI enforcement
- Motorcycle awareness (campaign)/deaths update
- Summer driving "Share the Road" — bikes and pedestrians
- DWI enforcer all-stars (TBD)

#### Teens! TV Commercial Challenge

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

#### Crash Facts 2012

- Issue *Crash Facts 2012* news release to recap state's traffic stats/trends.
- Secure county-by-county facts for last five years, and prelim 2013 stats.
- Issue infographic.

#### July Speeding Mobilization

- Post online grantee media packets (pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, etc.) to participating law enforcement agencies statewide for customization and distribution. Include belt enforcement message/primary.
- Finalize printing of materials (clings/banners, etc.)
- Contact local law enforcement partners to merchandise their speed enforcement plans/stories for July.
- Lock in support from Chiefs/sheriffs association — provide memo, etc.

#### May Click It or Ticket Seat Belt Mobilization

- Issue news release announcing results of enforcement effort.

#### Motorcycles

- Issue news release to announce ad campaign, awareness message.
- Send PSAs and scripts to radio station partners.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- Event and media pitches to highlight rider training campaign.
- Various: motorcycle safety reps/booths at motorcycle dealer open houses.
- Booth at Vintage Motorcycle Show – State Fairgrounds

#### Summer Driving Advisory/Share the Road

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

## **June 2013, continued**

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### 13 Targeted DWI Counties

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

### Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

### **Outreach**

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

### **Paid Media**

- 13 Targeted DWI Counties and Motorcycle Impaired — one weekend in June.
- Motorcycle Awareness — June (and maybe in May too).
- Motorcycle rider training campaign (June-August), TBD
- Minnesota Twins — continue six-month, home plate signage campaign.
- Assemble creative for July speed.

## July 2013

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### Editorial

#### Tentative news releases

- June deaths recap
- June 13 targeted DWI counties recap
- July speed enforcement launch
- 4<sup>th</sup> of July DWI enforcement/travel message
- 4<sup>th</sup> of July fatal crash recap
- Booster seat law reinforce message (4 years)
- DWI Enforcer All-Stars, TBD
- Interlock law reinforce (2 years)
- Motorcycle fatal update w/ safety messages

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

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

#### Booster Seat Law

- Issue news release reinforcing booster seat law/child safety message with new data and citation results.
- Provide talking points to partners.
- Distribute booster/CPS materials to pools/camps, etc.

#### DWI Enforcer All-Stars, TBD

- Lock in DWI MVP for interviews.
- Coordinate event with Twins to announce the DWI enforcer all-stars.
- Issue release announcing team.
- Provide template release, provide talking points for all-stars.
- Pitch media ride-alongs with top enforcers.
- Secure commissioner/trooper in-booth on Fox Sports/Twins Radio during Twins broadcast.

#### July Speed Enforcement

- Issue news release announcing statewide speed enforcement.
- Provide talking points to partners, fact sheets, etc.
- Distribute promotional materials.
- Infographic.

#### Labor Day DWI Mobilization

- Post online grantee media packets, (pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, etc.), to participating law enforcement agencies statewide for customization and distribution; include belt enforcement message/primary.
- Ensure quantities for promotional items ready/coordinate printing.
- Lock in support from Chiefs/sheriffs association — provide memo, etc.

## **July 2013, continued**

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- Alert partners about radio interviews.
- Alert partners about regional news event kick-off.
- Develop infographic.

### 13 Targeted DWI Counties

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

### Motorcycles

- Issue news release re: impaired riding facts, etc.
- News releases in response to high-profile fatal crash(es) as appropriate or reaching milestone.
- Various: motorcycle safety reps/booths at motorcycle dealer open houses.
- Issue news release in advance of Sturgis (Aug. 5-11, 2013); YTD fatalities, August-September warning.

### Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

### **Outreach**

- *Miles Per Hour* newsletter, summer
- Confirm quantities of promotional items for Labor Day effort.
- Develop and distribute items for Labor Day DWI enforcement; work to secure partners (Minnesota Beer Wholesalers Association, Minnesota Licensed Beverage Association, etc.)
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.

### **Paid Media**

- July Speed buy.
- 13 Targeted DWI Counties/Motorcycle Impaired first week in July.
- Motorcycle rider training campaign continues (June-August).
- Minnesota Twins — continue six-month, home plate signage campaign.
- Labor Day DWI Mobilization — finalizing planning for two-week ad buy end of August–Labor Day, including TV, radio, online, indoor, gas pumptoppers.
  - Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interview with law enforcement.

## August 2013

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### Editorial

#### Tentative news releases

- July deaths recap
- July 13 targeted DWI counties results
- July speed enforcement results
- Labor Day DWI enforcement launch and sustaining messages (weekend DWI updates)
- Labor Day safe travel advisory
- Impaired Driving Facts release
- Teen GDL law 5 year anniversary
- Texting law 5 year anniversary
- Ongoing Motorcycle safety (tie to Sturgis, Bike Week)

#### Child Passenger Safety Week

- Develop and post online template CPS Week media materials for partners (releases, letters to editor, fact sheets, talking points, pitch letters, radio PSAs); emphasize booster law.
- Secure “tragedy/success” stories for CPS Week “human interest” stories.
- Efforts to pitch mom-targeted blogs/sites; Children’s Museum; zoos, etc.
- Distribute CPS/booster stickers for schools.
- Infographic

#### July Speeding Mobilization

- Issue news release announcing speed citations from July mobilization.

#### Labor Day DWI Mobilization

- Issue news release/news conference to launch DWI crackdown.
- Coordinate public service radio interviews with law enforcement on radio stations statewide secured/leveraged through paid campaign.
- Sustain enforcement message with various DWI topics (Impaired Driving Facts release; DWI courts/ignition interlock and with Labor Day safe travel advisory — reinforce DWI enforcement).
- Make sure chiefs/sheriffs have memo about enforcement.
- Infographic.

#### 13 Targeted DWI Counties

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

#### Motorcycles

- Issue news release in response to high-profile fatal crash(es) as appropriate.

## **August 2013, continued**

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### Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.).

### **Outreach**

- Develop and distribute items for Labor Day DWI enforcement; work to secure partners (Minnesota Beer Wholesalers Association, Minnesota Licensed Beverage Association, etc.)
- Send mailing to daycares/pre-schools with call-to-action to visit CPS website for CPS-related materials info for CPS Week.
- Pitch partners to support message through their social media outreach (Children's Museum, zoos, etc.).
- Pitch Minnesota Wild for potential partnership.
- Motorcycle safety booth/ reps at events/open houses.

### **Paid Media**

- Labor Day DWI Mobilization — two-week ad flight runs end of August–Labor Day, including TV, radio, online, indoor, gas pumptoppers.
- Minnesota Twins — continue six-month, home plate signage campaign.
- Plan/assemble creative for CPS buy in Sept.

## September 2013

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### Editorial

#### Tentative news releases

- August deaths recap
- August 13 targeted DWI counties recap
- Back-to-school safety — bus/peds
- Child passenger safety week
- Labor Day DWI arrest results
- Motorcycle Fall Flood Run

#### Back-to-School Safety Advisory

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

#### Child Passenger Safety Week

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

#### Labor Day DWI Mobilization

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

#### Motorcycles

- Issue Flood Run news release advising driving public to increase awareness; reinforce September is deadly month too, MC fatalities year-to-date, etc.
- Post on website and social media about Deer Safety (pose risk to riders in autumn months)

#### October *Click It or Ticket* Seat Belt Enforcement

- Post online seat belt enforcement grantee media packets (pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, etc.) to participating law enforcement agencies statewide for customization and distribution; include new seat belt rate and promote primary/booster message.
- Alert chiefs/sheriffs about campaign.
- Alert partners about regional news event dates.

#### Halloween DWI enforcement

- Post online template materials (pre- and post-enforcement template news releases, county-specific fact sheets, talking points) to participating law enforcement agencies statewide for customization and distribution.

#### Teens TV contest

- Develop materials for teen contest launch.

## **September 2013, continued**

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### New 13 Counties Targeted for DWI Patrols

- Begin media material development for new 13 DWI counties, poster, etc.

### Deer-Vehicle Safety

- Secure dash-cam of deer-squad crashes.

### Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

### **Outreach**

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

### **Paid Media**

- CPS buy — young parent programming
- Minnesota Twins (TBD) — continue six-month, home plate signage campaign.
- Begin paid media contract process for FY14.

**NOTE: Dual messaging (most frequently seat belt messages during impaired driving or speed focuses) is used throughout the year as appropriate.**

# Highway Safety Plan Program Areas

## Introduction

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

The following pages provide basic information about all the projects of OTS during federal fiscal year 2013. We have included brief descriptions of all types of funding sources and special projects for which we have information at this time. Revisions to the Highway Safety Plan will be written as necessary during the year. This Highway Safety Plan supports our mission, will move us towards zero deaths and our interim goals, and ultimately help us achieve our vision of a safer Minnesota.



## 13-01: Planning and Administration

Planning and Administration is a critical function of Minnesota's traffic safety program, ensuring funds are used on identified problems, towards target markets, and on the strategies most likely to make an impact on the number of crash related deaths and serious injuries. The OTS uses P&A funds to support the operational costs of the Office of Traffic Safety (such as technical support, rent, supplies, phones, general mailings, in-state travel, and employee development and training) and staff salaries as noted below.

During the 2013 year, the following OTS staff members are planned to be supported through the P&A project and so charged half to the federal program and half to the state required match:

- Director (time of one full time position charged 50% federal and 50% state)
- Traffic Safety Program Manager (time of one full time position charged 50/50)
- Research, Evaluation and Traffic Records Manager (Time of one full time position charged 50/50; this person is also responsible for the Traffic Records Coordinating Committee.)
- State Program Administrator Principal (time of one and one-quarter full-time positions charged 50/50)
- Support Staff (time of two full time positions charged 50/50)
- Accounting Officer (time of one-half full-time position charged 50/50)

For the past three years, the Office of Traffic Safety (OTS) has met with other divisions of the Department of Public Safety (DPS) to discuss the implementation of a website based grant system, commonly called "E-Grants". Beginning in the 2013 fiscal year, the E-grants system will cover the whole life of the grant; from Request for Proposals, to application, to award, to invoicing and reporting and close out. The system will make it easier and more efficient for applicants, as well as, the Office of Traffic Safety. In addition, the system will help OTS to better manage and track the grants. The development of the system is presently under contract to AGATE. OTS will continue to provide funding for system maintenance of \$38,000 per year and has set up \$162,000 this year for project training, upgrades, and enhancements. That funding is all included in a single project in the traffic records project area.

NOTE: All Minnesota bargaining unit contracts ended on July 1, 2012. While the unions and management have agreed to new contract terms, the legislature has not ratified them and the issues may not be settled until the next legislative session which will start in late January. If there are any adjustments to salaries from July 1, 2012 through September 30, 2012 paid after the contracts are settled and after the 2012 federal GTS projects are closed, those costs will be reimbursed out of similar federal 2013 budgets when available.

**Project Number:** 13-01-01

**Project Title:** Planning and Administration

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

**Description:** This project provides for the staff responsible for the overall management, support, and operations of the Office of Traffic Safety and projects primarily funded by the National Highway Traffic Safety Administration (NHTSA). In-state travel costs for staff, and the use of state vehicles is also supported to ensure travel within Minnesota to meet traffic safety partners, discuss and monitor projects, and attend in-state meetings, conferences, and workshops. Other funding received and managed by the office includes the federal Enforcing Underage Drinking Law program (in its final year during 2013), the state funded planning and administrative match from the trunk highway fund, the state dedicated Motorcycle Safety Fund, and the state dedicated Child Seats for Needy Families Fund. The activities undertaken include hiring staff, prioritizing problems and solutions based on crash data, providing leadership and guidance to the programs, directing and testifying on traffic safety legislation as appropriate, seeking approval and providing information for the biennial state budget, and providing support services and oversight for program staff members and the operations of the Office of Traffic Safety. Allowable costs are split on a 50/50 basis between federal and state funds.

In the past, a second project in the P&A section provided for a specialized accounting officer in the Department's Office of Fiscal and Administrative Services. This year that project is a part of the overall P&A, providing the OTS with a half-time accounting officer to set up and track budgets in the state system, submit the voucher of costs incurred on the grant tracking system (GTS), run and provide financial reports to the OTS and others, and assist the OTS with fiscal processes and procedures.

**Evaluation** Business programs are efficiently and effectively managed so that operations support the effectiveness of program areas and work towards obtaining our goals and objectives. Staff evaluations are considered to identify needed training and ensure staff have the skills and knowledge to do their jobs successfully.

**Directing Agency:** DPS:OTS and DPS: Office of Fiscal & Administrative Services

### 13-01 Funding for Planning and Administration

(In thousands of dollars)

<b>Project</b>	<b>Code PA Section 402</b>	<b>NHTSA Total</b>	<b>State &amp; Local</b>	<b>Local Benefit</b>
01 OTS Planning and Administration	460.0	460.0	460.0	0.0%
<b>Totals</b>	<b>460.0</b>	<b>460.0</b>	<b>460.0</b>	<b>0.0</b>

## 13-02: Occupant Protection

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

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

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

Minnesota crash data are persuasive; of the 271 motor vehicle occupants killed in 2011, only 46 percent were known to be buckled up. And, of the 796 motor vehicle occupants severely injured, only 59 percent were known to be buckled up. Young people are especially at risk; four out of every ten motor vehicle occupants killed or severely injured in Minnesota are aged 15-29. Tragically, only 35 percent of them were known to be buckled up. Males of all ages are less likely than females to wear their seat belts. Of all the MVO males killed or injured in 2011 crashes, only 79 percent were known to be buckled up, while 87 percent of the females were. Seat belt usage is worse during late night hours. During crashes between 9:00 p.m. and 3:00 a.m., only 37 percent of those killed or severely injured were known to be buckled up. This compares to 62 percent belt use during the rest of the time. Thus, attention to enforcing seat belt use in the evening is continually stressed by the OTS.

From our Observational Studies, we found that males in the general population buckle up less often than females (by 3 percentage points), pick-up truck drivers buckled up less than drivers of other vehicles by about 7 percentage points, and those classified as 15 to 29 years old wear their seat belts less than other age cohorts. It is interesting to note, however, that all age groups showed an increase over last June's survey.

When drawing conclusions from the following tables, it is important to keep in mind that the smaller the number of individuals observed in the cohort, the larger the range for statistical significance will be. For example, since so few children between birth and ten are observed, the changes in use from one year to the next are relatively meaningless.

### Observed Shoulder Belt Use and Unweighted Number by Estimated Age

	Estimated Age									
	0-10		11-15		16-29		30-64		65-Up	
Survey Date*	%	N	%	N	%	N	%	N	%	N
2005	86.7	116	80.3	274	74.8	4,524	84.8	8,205	88.7	1,560
2006	81.0	85	85.5	302	75.6	4,320	82.0	8,943	88.6	1,713
2007	95.1	80	89.8	235	77.9	2,868	87.5	7,987	93.3	1,530
2008	91.3	86	86.1	259	81.5	3,062	86.4	7,020	89.0	1,477
2009	95.9	80	88.5	208	83.9	3,174	86.5	7,410	90.8	1,603
2010	95.6	75	97.2	185	88.7	2,487	93.4	6,148	92.6	1,520
2011	100	33	97.8	173	90.7	2,585	90.6	6,875	94.1	1,233
2012**	97.4	24	84.0	227	93.3	3,706	94.1	11,557	91.9	1,312

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

Site Type & Survey Date*	All Vehicles		Car		SUV		Van/Minivan		Pickup	
	%	N	%	N	%	N	%	N	%	N
Intersection05	80.6	7,408	82.0	3,703	83.9	1,511	87.0	932	68.8	1,262
Intersection06	79.7	8,322	81.8	3,921	83.1	1,643	84.4	1,163	68.7	1,595
Intersection07	85.7	6,964	86.6	3,333	90.3	1,445	90.7	1,008	74.5	1,178
Intersection08	84.8	6,611	86.3	3,315	88.7	1,302	88.9	985	76.1	1,189
Intersection 09	85.2	7,390	86.1	3,702	88.8	1,440	90.7	936	76.0	1,312
Intersection10	91.3	6,579	91.6	3,162	93.0	1,558	95.6	844	84.2	1,015
Intersection11	90.3	5,933	90.8	2,803	92.0	1,415	94.1	770	81.7	945
Intersection12**	93.1	9,449	93.7	4,262	95.7	2,323	92.0	1,179	85.7	1,624
Exit Ramp 05	87.5	7,289	87.9	3,827	91.1	1,437	89.4	1,016	78.6	1,009
Exit Ramp 06	84.7	7,058	85.6	3,630	86.1	1,374	86.8	1,005	76.1	1,049
Exit Ramp 07	87.5	5,749	87.2	2,919	89.4	1,172	91.6	837	80.7	821
Exit Ramp 08	87.4	5,339	87.8	2,761	89.1	1,070	88.5	771	81.4	737
Exit Ramp 09	89.8	5,108	90.52	2,641	92.3	1,020	93.3	600	81.1	847
Exit Ramp 10	94.9	3,870	95.6	1,927	98.1	882	95.4	524	83.1	537
Exit Ramp 11	93.7	4,994	94.4	2,597	94.2	1,162	96.9	642	88.7	593
Exit Ramp 12**	96.4	5,211	97.2	2,728	96.8	1,485	97.3	614	90.2	615
Mid-Block 12**	94.9	1,937	93.6	914	96.9	513	95.0	241	95.6	259

**Observed Shoulder Belt Use and Unweighted Number by Sex**

Survey Date*	% Male	No. Males	% Female	No. Females
2005	78.7	7,878	87.2	6,692
2006	77.0	8,303	85.9	6,882
2007	82.7	6,986	90.2	5,704
2008	81.7	6,640	90.7	5,223
2009	83.4	6,917	90.4	5,543
2010	89.2	5,504	95.8	4,918
2011	88.0	5,900	94.7	4,989
2012**	91.9	9,161	95.6	7,653

\*June

\*\*New survey design implemented in June

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

**Project Number:** 13-02-01**Project Title:** Child Passenger Safety (CPS) and Occupant Protection Coordination**Target Population:** NHTSA, MN Department of Public Safety, project directors, CPS advocates; also the legislature, media, and private citizens with questions or concerns

**Description:** This project provides for a full-time Office of Traffic Safety position to manage and coordinate the federally funded occupant protection projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to increase the appropriate use of child seats and seat belts by all occupants in the vehicle, regardless of age or seating position. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. This coordinator is also responsible for providing certification updates for nationally accredited child passenger safety instructors and technicians at the annual Toward Zero Deaths conference. Additionally, the position assists coalitions and partners in the state addressing seat belt and child seat issues.

**Evaluation** Evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination and monitoring of projects undertaken. The written evaluations from the CPS portion of the Toward Zero Deaths conference and reports from the Resource Center(s) will also be considered.

**Directing Agency:** DPS: OTS

<b>Project Number:</b>	13-02-02
<b>Project Title:</b>	Youth Belt Coordination
<b>Target Population:</b>	NHTSA, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for a quarter-time Office of Traffic Safety staff position to manage and coordinate the federally funded occupant protection projects concentrating on teenagers. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to increase seat belt use of all occupants from 10 to 19 years old. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. Additionally, the position exists to assist coalitions and partners in the state addressing youth traffic safety issues.
<b>Evaluation</b>	Evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination and monitoring of projects undertaken.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	13-02-03
<b>Project Title:</b>	Child Passenger Safety Support
<b>Target Population:</b>	CPS advocates, parents and caregivers of children, NHTSA, Department of Public Safety, and advocates, project directors; also the legislature and media with questions and concerns
<b>Description:</b>	This project provides for a full-range of material and service support necessary to ensure the safe transportation of children in vehicles. The strategies undertaken include providing training for instructors and clinicians who in turn train parents and caregivers to correctly use the appropriate seat, and providing print and other outreach materials to the general public, as well as to CPS instructors and technicians. This project will fund support for the outreach and education disseminated to the public and our partners regarding the safe transportation of children. Costs include those associated with creating and printing or producing materials that cannot be done by DPS Office of Communications, mailing and shipping, conducting training and workshops, purchasing booster and child seats (as allowable 50% of the 2011 funding received in federal 2010), and CPS training tools (including child restraint instructional compact discs, latch manuals, and zip drives) are all used to support the CPS efforts of staff and partners. In addition, the costs for registration and hotel (when necessary) for a limited number of advocates to attend the TZD conference will be provided.

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

**Directing Agency:** DPS: OTS

**Project Number:** 13-02-04  
**Project Title:** Special CPS Support (Section 2011)  
**Target Population:** Policy makers, OTS, CPS advocates, and ultimately, parents and caregivers of children under the age of eight  
**Description:** Section 2011 child safety and booster seat funds were received and will be used to send people to conferences and training, to provide car seats to agencies to give to needy families, and to publicize the correct use of child seats and booster seats.  
**Evaluation** The activities conducted based on the specifics of the use.  
**Directing Agency:** DPS: OTS through grants and contracts as needed

**Project Number:** 13-02-05  
**Project Title:** Seat Belt Enforcement by the Minnesota State Patrol (MSP)  
**Target Population:** Young male drivers in Minnesota  
**Description:** A primary, standard seat belt law passed the Minnesota legislature during the 2009 legislative session. This project will provide for increased enforcement of the seat belt law during October and over Memorial Day as well as during the week in March when ten rural counties will work afternoons through a grant with the MSP. Costs reimbursed will include overtime salaries, fringe benefits, and indirect costs. This project is conducted in conjunction with 13-04-04 – TZD Enforcement at the MSP and 13-03 07 – MSP DWI Enforcement.  
**Evaluation** The seat belt use rate of those killed and severely injured as identified by the crash record data base will increase.  
**Directing Agency:** DPS: MSP

**Project Number:** 13-02-06  
**Project Title:** Safety Belt Observational Survey  
**Target Population:** NHTSA, Minnesota Legislature, and Safety Professionals

**Description:** Minnesota's random, statistically valid, NHTSA –approved survey of seat belt use allows us to capture demographic data to help target our passenger protection program as well as judge the success of our efforts to convince Minnesotans to simply buckle up. The survey is conducted during a two week period to evaluate our efforts as well as to determine our statewide use rate. The Safety Belt Observation Surveys will also aid in the evaluation of the *Click It or Ticket* May enforcement mobilization. During 2012, a new survey design was approved by NHTSA and implemented in June. That year both the old and new survey designs were conducted. In 2013, only the new survey design will be used. The observation survey will be completed by a contractor paid out of this project. A statewide report on safety belt use will be generated. Contract costs include data collection, data analysis, and generating the statewide use report as well as information on cell phone use and motorcycle helmet use.

**Evaluation** Evaluation is administrative for this project -- the survey will be completed in a timely manner and in accordance with the official survey methodology and the results will be reported on schedule. The results of the survey will be used to evaluate progress in increasing the safety belt use rate.

**Directing Agency:** DPS-OTS through a contract with a private firm.

**Project Number:** 13-02-07

**Project Title:** OPUE for Officers

**Target Population:** Law Enforcement Officers

**Description:** Currently officers who work OTS enforcement overtime hours are required to have completed Occupant Protection Usage & Enforcement (OPUE; a Minnesota revision of the original NHTSA course) course which they receive in a classroom setting. To be more efficient in the future, these courses will be available online. To make that happen, a Request for Proposals will be written, the course developed, pilot tested and edited for ease of use and to correct any errors, and brought up onto a website where completion of a course will result in continuing education credits from the Minnesota Board of Peace Officers Standards and Training (POST) will be given to the appropriate officers. Costs in this project include salary, fringe and indirect for a person at the Minnesota State Patrol to manage the provision of training until the new system is completed, and the costs of a contractor to develop, test, and set up the new system on the internet.

**Evaluation** The courses will be completed, working well, and available online for officers to take with POST credits provided.

**Directing Agency:** DPS-OTS through a contract with an unknown and grant with the MSP

**Project Number:** 13-02-08

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

**Target Population:** Organizations concerned with child passenger seat use

**Description:** Fines for failure to comply with the child passenger safety law are dedicated to the Minnesota Child Restraint and Education Account, the primary state means for providing car seats to low-income families. OTS uses the funds to support child safety seats to trained child passenger safety specialists who distribute the safety restraints at the same time they provide education to families. A grant program has been developed that allows local agencies to order and distribute child restraints for which lower than usual prices have been obtained under a state purchasing contract. The agencies complete an application, accept the state educational outline, and provide proof of child passenger safety certification, samples of print materials, and attest to following a low-income guideline for recipient selection. Additional funding will be provided by the remaining 2011 grant funding (not more than half used to purchase seats). Requests for the seats will be sought from foundations, and from governmental, service and philanthropic organizations.

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

**Directing Agency:** DPS: OTS

### 13-02 Funding for Occupant Protection

(In thousands of dollars)

Project	Code OP Section 402	Code K3 Section 2011	Code K2 Section 405	NHTSA Total	State & Local \$	Local Benefit
0201 CPS/OP Coordination	97.0			97.0		0.0
0202 Youth Belt Coordination	25.0			25.0		0.0
0203 CPS Support	145.0			145.0		145.0
0204 New CPS Support		465.0		465.0	25.0	465.0
0205 Belt Enforcement for Patrol			650.0	650.0	150.0	0.0
0206 Seat Belt Use Surveys (Daytime)	90.0			90.0		0.0
0207 Web-based OPUE for officers	60.0			60.0		45.0
0208 Child Seats for Needy Families				0.0	65.0	
<b>Totals</b>	<b>417.0</b>	<b>465.0</b>	<b>650.0</b>	<b>1,532.0</b>	<b>240.0</b>	<b>655.0</b>

Please note: Enforcement, paid media and public information efforts related to seat belts and child seats are included in the police traffic and community programs areas.

## 13-03: Impaired Driving

To keep consistent with the National Highway Traffic Safety Administration, Minnesota has transitioned to monitoring the effectiveness of our impaired driving program by tracking alcohol impaired driving fatalities (those that involved a driver or pedestrian with an alcohol concentration level of 0.08 and above) in addition to alcohol-related driving fatalities. While alcohol-related fatalities increased from 131 in 2010 to 136 in 2011, alcohol impaired fatalities decreased from 121 in 2010 to 111 in 2011. Unfortunately, severe injury crashes where alcohol was perceived to be involved increased from 280 in 2010 to 301 in 2011. The most significant area of concern remains the 20-29 year-olds; nearly 40 percent of all alcohol impaired fatalities are in that age group and 51 percent of traffic crash fatalities in that age-group were impaired.

Paid media, enforcement and educational programs will remain focused on the young male driver, since 86% of the drivers killed who tested over the legal limit were males. The impaired driving program will capitalize on the seat belt usage media message since only 26 percent of motor vehicle occupants that died in an alcohol impaired crash were known to be wearing a seat belt in 2011.

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

Repeat DWI offenders continue to be an area of concern. Minnesota now has 11 DWI Courts and eight hybrid courts that accept DWI offenders. Additional courts are expected to receive training in the coming year. Since Minnesota first implemented DWI Courts, 392 people have graduated and 18 of them have reoffended; a five percent re-offense rate compared to a normal re-offense rate of 50 percent. An extensive evaluation of these courts is expected to be completed in the coming year.

Minnesota is expanding the deployment and development of the DWI eCharging system. The eCharging system, which provides a mechanism for law enforcement to

file DWI arrest forms electronically, is being used for over 30 percent of DWI arrests and is expected to expand to 50 percent by January 1, 2013. The system interfaces with the new breath testing instruments, the Bureau of Criminal Apprehension laboratory that processes blood and urine results, Driver and Vehicle Services and prosecutors throughout the state, creating an extensive impaired driving information system. This year a data warehouse of information on DWI arrests processed through eCharging is scheduled to be developed. Information stored in this database will assist in creating even stronger impaired driving programs.

The use of ignition interlock continues to grow. As of today over 4,000 people are driving a vehicle safely with an ignition interlock installed. Traffic Injury Research Foundation has provided recommendation for possible program improvements. In the coming year, a committee will determine which improvements will be implemented to even further strengthen the state's ignition interlock program.

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

<b>Project Number:</b>	13-03-01
<b>Project Title:</b>	Impaired Driving Coordination
<b>Target Population:</b>	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for a full-time Office of Traffic Safety staff position to lead, manage, and coordinate the federally funded impaired driving projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to decrease impaired driving in Minnesota and to assist other groups in the state addressing impaired driving. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. So far as possible, this position will be funded out of 164 funds. 402 funds will be used if sufficient 164 Transfer funds are not expended.
<b>Evaluation</b>	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	13-03-02
<b>Project Title:</b>	Youth Alcohol Coordination
<b>Target Population:</b>	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for up to one-quarter time of an Office of Traffic Safety staff position to manage and coordinate the majority of the federally funded projects related to teenagers and to underage drinking (including those related to the federal Enforcement of Underage Drinking Laws – EUDL) grants. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to decrease the high risk behaviors of those under the age of 21, decrease minors’ access to alcohol, and increase enforcement of minor consumption and sales of alcohol to minors laws. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. So far as possible, this position will be funded out of 164 funds. 402 funds will be used if sufficient 164 Transfer funds are not expended.
<b>Evaluation</b>	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	13-03-03
<b>Project Title:</b>	Additional Impaired Driving Coordination
<b>Target Population:</b>	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for up to one full-time and one quarter-time Office of Traffic Safety staff positions to assist the lead coordinator with managing and coordinating the federally funded impaired driving projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of these positions is to decrease impaired driving in Minnesota and to assist others in the state addressing impaired driving. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. So far as possible, this position will be funded out of 164 funds. 402 funds will be used if sufficient 164 Transfer funds are not expended.

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

**Directing Agency:** DPS: OTS

**Project Number:** 13-03-04

**Project Title:** Drug Recognition Expert/Advanced Officer Training

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

**Description:** The project provides funding for one State Patrol trooper to coordinate, provide instructors, and supply materials for the advanced traffic training courses provided by the project. These courses include delivery of one drug recognition evaluator (DRE) course, recertification training for current DREs, advanced training in OPUE II (Minnesota's version of TOPS), SFST, Advanced SFST – Drugs that Impair, SFST Update, and at least one SFST instructor course. Classes are provided without charge to state, municipal and county officers as requested, with a priority given to enforcement officers that are required to take courses prior to working OTS overtime enforcement shifts.

**Evaluation** The project evaluation will be based on the number of officers that receive training and their level of satisfaction with the training. The DRE program will be evaluated based on the number of controlled substance arrests and the level of satisfaction that officers give on the evaluations of training received.

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

**Project Number:** 13-03-05

**Project Title:** Pilot Administrative Hearings

**Target Population:** DWI Offenders

**Description:** DWI offenders are able to request a judicial review to contest the administrative revocation of their driving privileges. Minnesota is one of the few states that conduct these hearings in a district court setting, which is costly and time consuming. This project will fund a pilot project that will transfer the jurisdiction for these hearings to the Office of Administrative Hearings. New technologies, such as interactive television (ITV) will be used to determine cost and time savings. A law change is required prior to starting this project.

<b>Evaluation</b>	The program will be evaluated based on process improvements that include time it takes to process an administrative review and costs.
<b>Directing Agency:</b>	OTS through a grant to the Office of Administrative Hearings

<b>Project Number:</b>	13-03-06
<b>Project Title:</b>	MSP DWI Enforcement
<b>Target Population:</b>	Drivers and riders in Minnesota, particularly those males from 21 through 34 who are at the highest risk for drinking and driving
<b>Description:</b>	<p>For those districts covering one or more of the thirteen counties making up 60% of alcohol related traffic deaths, this is an overtime and on-duty enforcement program that funds impaired driving saturations on a regular basis. Saturations will occur at least monthly in the 13 counties with the highest number of alcohol-related deaths and serious injuries. During the warmer weather months, when impaired driving deaths increase, the saturations will occur more than once per month. In order of the deadliest, the counties are Hennepin, Saint Louis, Anoka, Ramsey, Dakota, Olmsted, Wright, Scott, Washington, Rice, Stearns, Itasca, and Otter Tail. All saturations include participation by state, county, and local agencies.</p> <p>In addition, this project funds a part time clerical position to support this and other MSP traffic safety projects. <i>TZD</i> Enforcement is Minnesota's statewide Selected Traffic Enforcement (STEP) Program, combining enhanced enforcement with public education and media relations of that enforcement. In part, the program provides overtime funding for the patrol specifically for four weekends in December and the national Labor Day crackdown. This project provides for the Minnesota State Patrol to participate in the program through the provision of overtime patrolling hours and administrative hours at the district level. The project also funds additional troopers to work at Brainerd International Raceway and We FEST – two large Greater Minnesota events that generate a great deal of drinking and driving. Other issues focused upon by the single enforcement grant with the Patrol are funded under projects 13-02-05 for seat belts, and 13-04-03 for distracted driving, the move over law, speed and aggressive driving.</p>
<b>Evaluation</b>	The project will be evaluated based on the requirement to conduct one saturation every month in each of the 13 counties with the highest number of alcohol-related deaths and sever injuries. A complete evaluation will determine if alcohol-related crashes have decreased in these counties and if DWIs increased. In addition, the project will be evaluated to determine if the number of on-duty saturations have increased. In addition to the enforcement measures of comparison

outlined by the OTS , the Patrol will identify objectives of their own and report on their progress towards meeting those in their final report for the year. Each district of the Patrol shall report separately for each mobilization and crackdown held during the year.

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

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

**Project Title:** TZD DWI Enforcement with Counties and Cities

**Target Population:** Potential impaired drivers at grant sites, specifically 21 – 34 year old males

**Description:** TZD Enforcement is Minnesota’s statewide Selected Traffic Enforcement (STEP) Program, combining enhanced enforcement with public education and media relations of that enforcement. The program provides overtime funding in the form of saturations specifically for DWI periods of the *TZD Enforcement* program – four weekends in December and the Labor Day crackdown in conjunction with the national effort. Grants are awarded in a competitive process with eligibility restricted to those over-represented in crashes or in one of the 25 counties with the highest number of traffic deaths.

In addition, the agencies in the thirteen counties that account for approximately 60% of alcohol-related fatalities and serious injuries are provided with funding to participate in high visibility saturations with the MSP at least monthly and more frequently in the warmer months.

See also projects 13-04-04 for seat belt, child seat, speed, distracted, move over, and distracted driving enforcement efforts by these agencies.

**Evaluation** In addition to the four enforcement performance measures designated by OTS, each TZD enforcement grant must write objectives of their own in specific formats and report their progress towards meeting those objectives in their final report to OTS. In addition, the results of the telephone surveys related to the Labor Day efforts will be used to evaluate the overall efforts.

**Directing Agency:** Local Police Departments and Sheriffs’ Offices with Grants from OTS: DPS (In 2013, 55 grants cover 290 agencies.)

**Project Number:** 13-03-08

**Project Title:** Court Interventions for DWI Offenders

**Target Population:** Courts, DWI Offenders

**Description:** DWI Courts are an effective program for handling hardcore DWI offenders. However, many times little is done to intervene on first-or second-time offenders, even though 40 to 50 percent of those will reoffend and 80 percent of drinking drivers involved in a fatal crash had one or fewer DWI offenses. This project will solicit a community that has an effective countermeasure and is willing to implement such a program targeting these offenders. The program(s) will include the use of a brief intervention and/or ignition interlock. The project will help fund implementation of the program and an evaluation to determine best practices to reduce re-offense of these DWI offenders.

**Evaluation** A program evaluation will be a component of the project and will be based on a reduction of DWI re-offense.

**Directing Agency:** Grant provided to a respondent of a request for proposal

**Project Number:** 13-03-09

**Project Title:** DWI Courts

**Target Population:** Minnesota Judiciary and Convicted DWI Offenders

**Description:** This project supports judicial leadership in the development of DWI Courts for repeat DWI offenders. The Minnesota Supreme Court and Office of Juvenile Justice Programs have dedicated state and federal grant funding for the implementation of Drug Courts which were used as a model for the DWI Courts. The project will augment state, local and other federal funding to support close supervision by the courts that focus on repeat high risk DWI offenders. Funding will also support training for new and current DWI Court members.

**Evaluation** The project will be evaluated based on the number of offenders that are managed by the court system through this method and the recidivism rate of DWI Court graduates. Ultimately, success will be determined by the number of courts that are able to achieve self-sustainability with a court program that is effective in reducing impaired driving.

**Directing Agency:** Judicial Districts through grants from OTS

**Project Number:** 13-03-10

**Project Title:** Alcohol Focused Safe Roads

**Target Population:** People in rural communities with programs focusing on alcohol-related crashes

<p><b>Description:</b> Counties and communities outside the metropolitan area that are over-involved in crashes are eligible to apply for the Safe Roads grants. Special consideration is given to communities where the number of alcohol-related crashes and severe injuries are worse than the average in the state. Community coalitions respond to a request for proposals from OTS to receive funding for conducting specific activities and using practices having the greatest impact in reducing alcohol related traffic deaths and serious crashes. A workshop with the project directors of each of the TZD Safe Roads grants is conducted at the TZD conference. Coalitions receiving impaired driving money also receive (a higher amount) funding related to other traffic safety issues under project 13-06-05.</p> <p><b>Evaluation</b> Grantees are required to set measurable goals and objectives as part of their grant contracts. Progress towards meeting those goals will be the evaluation of the overall project.</p> <p><b>Directing Agency:</b> County and non-profit agencies through DPS:OTS' grants</p>
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<p><b>Project Number:</b> 12-03-11</p> <p><b>Project Title:</b> Alcohol Media Relations</p> <p><b>Target Population:</b> Minnesota's media, travelers, law enforcement and other traffic safety partners. In particular, those most likely to drive impaired (young males) and those identified as over-represented in fatal and serious injury crashes.</p> <p><b>Description:</b> This project provides print and electronic materials on alcohol related traffic safety issues, as well as media relations services. The earned media materials to be provided include, but are not limited to, brochures, enforcement media wave packets, production costs for public service announcements and paid ads, and poster boards and other materials to assist with news conferences and events. In addition to materials, costs include salaries, fringe benefits, indirect costs, and travel for one full-time equivalent staff who develops and directs the public information and education efforts. This project is conducted in conjunction with 13-06-04 which focuses on issues other than impaired driving.</p> <p><b>Evaluation</b> The evaluation will consider reports on frequency and reach of paid media messages and results of random telephone surveys on public recognition of messages and knowledge of activities.</p> <p><b>Directing Agency:</b> DPS: Office of Communications with a grant from OTS</p>
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<b>Project Number:</b>	13-03-12
<b>Project Title:</b>	DWI Paid Media
<b>Target Population:</b>	Those likely to drive impaired (males 21 through 34 years of age) and identified as being over-represented in fatal and serious injury crashes
<b>Description:</b>	This project provides print and electronic materials on alcohol related traffic safety issues, as well as media relations services. The earned media materials to be provided include, but are not limited to, brochures, enforcement media wave packets, production costs for public service announcements and paid ads, poster boards and other materials to assist with news conferences and events. In addition to materials, costs include salaries, fringe benefits, indirect costs, and travel for one full-time equivalent staff that develop and direct the public information and education efforts. This project is conducted in conjunction with 13-06-04 which focuses on issues other than impaired driving.
<b>Evaluation</b>	The evaluation will consider the reports on the reach and frequency of the paid media messages and the results of the random telephone surveys of awareness of the campaigns and any resultant changes in beliefs or behavior.
<b>Directing Agency:</b>	DPS: Office of Communications with a grant from OTS writes a contract with a professional media purchaser

<b>Project Number:</b>	13-03-13
<b>Project Title:</b>	Regional Impaired Driving Support
<b>Target Population:</b>	Advocates in Minnesota regions
<b>Description:</b>	This project compliments the project described under project number, 13-06-09, entitled Regional Support which deals with activities other than impaired driving. The southeast, southwest, south central, west central, east central, northeast, and northwest MnDOT districts will be provided with a part-time employee to build partnerships and provide support for regional TZD activities and community coalitions within the districts. Funding from this portion of the project will focus on reducing impaired driving and will include salary, fringe benefits, and limited out-of-state travel.
<b>Evaluation</b>	The success of the project will be determined by the partnerships created and the level of awareness of traffic safety issues in specific areas. The number of alcohol-related fatalities and severe injuries will ultimately determine success.
<b>Directing Agency:</b>	MnDOT District through a grant with OTS/DPS

<b>Project Number:</b>	13-03-14
<b>Project Title:</b>	DWI Electronic Charging System and Model Impaired Driving Information System (MIDRIS)
<b>Target Population:</b>	Law enforcement officers, prosecutor, courts, and the DPS division of Driver and Vehicle Services
<b>Description:</b>	<p>An impaired driving arrest is time consuming and paper intensive for the arresting officer, prosecuting attorneys, and DPS' Division of Driver and Vehicle Services. In prior years, this project funded re-engineering the business process for filing forms required to create a criminal complaint and administratively revoke driving privileges. Under the new system, the officer will be able to electronically file all forms required by DVS and the courts so they can take the appropriate administrative and criminal action against the offender. In 2013, deployment of the system to more agencies and officers will continue and enhancements will be made based on recommendations of users.</p> <p>Minnesota conducted an assessment of our Impaired Driving Information System. The assessment evaluated the current system and determined missing information in view of the NHTSA's Model Impaired Driving Information System. Recommendations will be reviewed and if feasible will be funded through this project.</p>
<b>Evaluation:</b>	The project evaluation will consider how often e-charging is used by law enforcement and how it improves the speed, accuracy, and ease of filing forms to charge a person with a DWI. The progress made toward a model impaired driving information system will also be considered.
<b>Directing Agency:</b>	DPS: Bureau of Criminal Apprehension with a grant from DPS-OTS

<b>Project Number:</b>	13-03-15
<b>Project Title:</b>	Ignition Interlock
<b>Target Population:</b>	Policy Makers and Repeat DWI Offenders
<b>Description:</b>	<p>Ignition interlock is a promising tool to help reduce repeat impaired driving. During the 2010 legislative session, a DWI Sanctions bill with Ignition Interlock at its center was passed and went into effect July of 2011. This project will fund up three full-time equivalent positions in DPS's Driver and Vehicle Services division that will oversee statewide ignition interlock project. In addition to oversight, the project will fund training and education to inform people of the program.</p>

<b>Evaluation</b>	The program will be evaluated by considering the performance reviews of the individuals and the number of enrollees into the ignition interlock program which will result in a reduction of the DWI recidivism rate and an increase in public safety.
<b>Directing Agency:</b>	DPS: OTS through a grant to DVS

<b>Project Number:</b>	13-03-16
<b>Project Title:</b>	Patrol DWI Out-of-state Travel
<b>Target Population:</b>	Officers of the Minnesota State Patrol
<b>Description:</b>	The MSP will send appropriate officers to attend traffic safety conferences such as Lifesavers and Drug Recognition that are held out of Minnesota. In addition, the MSP will send officers to attend the Toward Zero Deaths Conference which is held within Minnesota. Authorizations for travel or special expenses will be written as needed and submitted to the OTS and Commissioners Offices for approval and expenses reimbursed at a rate no higher than those authorized by Minnesota's Commissioners Plan. Attendees will provide short written reports to OTS after their return.
<b>Evaluation</b>	The reports received on the conferences attended will be used to determine the usefulness of the conferences and ultimately, this project.
<b>Directing Agency:</b>	DPS: MSP with a grant from the OTS

<b>Project Number:</b>	13-03-17
<b>Project Title:</b>	Alcohol Server Training Regional Program Development
<b>Target Population:</b>	Local law enforcement, public health staff, individuals employed as mangers of establishments that serve alcohol, and the servers of alcoholic beverages.
<b>Description:</b>	Local law enforcement officers and public health staff will be trained to be regional alcohol server awareness trainers, and special events trainers in their areas. Training programs will focus on over-serving and other practices for the proper selling and serving of alcohol for the purpose of diminishing alcohol related problems, injuries, and deaths on Minnesota's roads. Regionalized training to local law enforcement agencies will also include best practices for conducting alcohol compliance checks to avoid the dismissal of criminal charges for offenders cited for alcohol sales to minors.

**Evaluation** The project will be evaluated based on the number of regional trainers trained, the number of training events held, the number of servers and managers trained.

**Directing Agency:** The DPS: Alcohol and Gambling Enforcement Division through a DPS: OTS grant agreement.

**Project Number:** 13-03-18

**Project Title:** DWI Evaluation and Research

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

**Description:** Evaluation of projects continues to be an integral part of traffic safety efforts. The OTS will conduct and/or contract for various methods to evaluate the programs carried out, particularly with regard to the national mobilizations as well as study the impaired driving problem and programs in Minnesota. As part of this project there will be a comprehensive evaluation of DWI courts in the state. This includes a cost benefit evaluation in seven courts and a process and outcome evaluation in nine courts. The DWI court evaluation will be completed by a contractor paid out of this project. The evaluation will determine whether the program is meeting its intended goals for its participants and the extent to which the costs of implementing the program are offset by cost-savings due to positive outcomes. The OTS will also contract for a random statewide telephone survey that will include questions that address attitudes and behaviors about impaired driving and *Drive Sober or Get Pulled Over* enforcement awareness.

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

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

**Project Number:** 13-03-19

**Project Title:** Informal Investigating of Non-Interlock DWI Technologies

**Target Population:** OTS, DPS, NHTSA

**Description:** Now that interlock devices are being required in many states around the country, a new industry in similar devices is growing and vendors of those new products are clamoring for states to consider using their products for similar efforts. OTS will not conduct a formal study of the validity of any of these devices but may incur some small costs related to having an independent party use the devices to see if they might be useful and further evaluation might be recommended.

**Evaluation** Evaluation will consider the number of new devices used and the resulting recommendation of further tests.

**Directing Agency:** DPS: OTS through small grants or contract

**Project Number:** 12-03-20

**Project Title:** Drug Detecting Laboratory Improvements

**Target Population:** Impaired drivers and DWI stakeholders

**Description:** The Drug Recognition Evaluators (DREs in Minnesota) are an important aspect of the impaired driving program. Subsequent to a suspected DWI stop where a DRE evaluation was conducted, blood and urine samples are sent to the DPS' BCA laboratory to prove the existence or absence of any drug. The current screening method for these drugs requires several days of preparation and testing for each group of samples analyzed. The BCA is currently unable to identify the new synthetic drugs that have become prevalent in impaired driving cases where alcohol is not a factor. If the BCA's current screening ends in a negative result, the arresting law enforcement agency is forced to look to a private facility for additional testing at their own cost, which will often not happen, therefore the offender is never charged. Current methods for testing synthetic drugs exist in the forensic community but have not been examined by and validated for use at the BCA lab.

The process for developing methods to test for these drugs started in 2012 and is expected to be completed in 2013. This project will fund a scientist (salary, fringe benefits, and indirect costs) to assist the BCA Toxicology Section by examining and validating the most current methods for testing the presence of drugs. This scientist will not be conducting new research; he or she will be responsible for running samples as directed by the senior scientist, helping tabulate data, and writing the section standard operating procedures and methods.

This project will help to identify drugs that impair and assist in the prosecution of and applying swift sanctions to those impaired drivers.

**Evaluation** The project will be evaluated based on the increased number of drugs that can be tested by the BCA lab.

**Directing Agency:** DPS-BCA with a grant from OTS

**Project Number:** 13-03-21

**Project Title:** Impaired Driving Coordinating Committee

**Target Population:** Impaired Drivers and Potential Grantees

**Description:** The Minnesota Impaired Driving Coordinating Committee (IDCC) is a new forum charged with making significant improvements in coordination and best practices for impaired driving projects in Minnesota. This group includes policy-level and program-level representatives from the Office of Traffic Safety, Driver and Vehicle Services, the sheriffs' and chiefs' association, State Patrol, probation, corrections, adjudication, MADD, and Minnesotans for Safe Driving. The budget for this project covers operating expenses for the group, specific educational efforts to enhance awareness of impaired driving issues and travel to appropriate conferences. The group will make recommendations on impaired driving projects to be conducted and on re-codification of impaired driving laws.

**Evaluation** The group will be formed and meetings held on a regular basis.

**Directing Agency:** DPS/OTS and possible grants and contracts with others

**Project Number:** 13-03-22

**Project Title:** Impaired Driving Equipment

**Description:** During 2009, OTS was informed that a very limited number of specific items can be purchased with impaired driving funding, regardless of whether the item is given in place of overtime hours worked. Only in-squad camera, PBTs, and other impaired driving specific equipment will be provided with 410 or 164 funds. Equipment will be provided to those agencies that participate significantly in an on-duty basis on TZD enforcement efforts. Hats will be purchased and given to officers who complete a hat trick (three DWIs on one shift) as are commemorative bats presented to DWI All Stars at the Twins game. No single piece of equipment will cost over \$5,000 without a request for approval letter being first submitted to the NHTSA. Incentives will be given out by the law enforcement liaisons.

**Evaluation** The evaluation component related to this incentive project will see if the awards are successfully encouraging agencies to participate.

**Directing Agency:** DPS: OTS

**Project Number:** 13-03-23

**Project Title:** Impaired Driving Enforcement Recognition

**Target Population:** Law Enforcement Officers

<p><b>Description:</b> Previously, officers have been recognized by the TZD Challenge program and a variety of local luncheon/award ceremonies initiated by the local agencies. Because participation in the TZD Challenge program has drastically declined, the Enforcement Recognition project will be the alternative to recognizing law enforcement officers and agencies. Specific tactics have not yet been determined on how to best accomplish this goal, and a revision to the HSP will be made once a decision has been reached. See also project 13-04-07 which provides for occupant protection, speed and distracted driving work.</p> <p><b>Evaluation:</b> The evaluation component related to this project will see if the awards are successfully encouraging agencies to participate in the program.</p> <p><b>Directing Agency:</b> DPS-OTS with unknown agencies and individual officers.</p>
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<p><b>Project Number:</b> 13-03-24</p> <p><b>Project Title:</b> DWI Prosecutor and Officer Support</p> <p><b>Target Population:</b> Court administrators, judges, prosecutors, and enforcement officers</p> <p><b>Description:</b> The project will provide for a position as a traffic safety resource prosecutor to serve as a liaison between the NHTSA and OTS, and the county and city prosecutors through the Minnesota County Attorneys' Association. The focus of the work is on prosecutor training, case consultation, research assistance, brief bans, expert witness referrals, a monthly newsletter, a website for resources, and community outreach with MADD, schools, and other groups.</p> <p>In addition, this project provides an avenue to ensure annual training is easily available to Minnesota officers and prosecutors on new traffic safety laws and DWI court rulings. Training will be provided through video conferencing as a cost saving method, as well as a way to make the training easily accessible to more officers. Officers can view it after the fact as well as during the real-time video conference.</p> <p><b>Evaluation:</b> The resource prosecutor will set goals and objectives with OTS and progress towards their completion will be tracked. The number of prosecutors contacted and served, training conducted, and outreach activities conducted will be part of the project evaluation, as will evaluations of training received. Participants in training will provide information through evaluation sheets which will be analyzed and reported by the contractor, and used to implement improvements and changes to future training.</p> <p><b>Directing Agency:</b> The Minnesota County Attorneys Association through a contract with the OTS</p>
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<b>Project Number:</b>	13-03-25
<b>Project Title:</b>	<i>Impaired Driving Facts Book</i>
<b>Target Population:</b>	Minnesotans interested in impaired driving
<b>Description:</b>	This project will fund printing an <i>Impaired Driving Facts</i> book which will document detailed information on impaired driving arrests, crashes, serious injuries, and fatalities.
<b>Evaluation</b>	The <i>Impaired Driving Fact</i> book is extremely popular and in high demand. The project will be evaluated based on the number of requests and feedback received.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	13-03-26
<b>Project Title:</b>	<i>DWI TZD Enforcement Liaisons</i>
<b>Target Population:</b>	County and municipal law enforcement agencies, especially those identified as being over-represented in fatal and serious injury crashes
<b>Description:</b>	The OTS let a request for proposals for law enforcement liaisons between the OTS and the agencies in the state in the summer of 2011. The liaisons' activities relate mainly to impaired driving and seat belts, with speed a tertiary effort. The state is broken up into four areas (southern, metro, north east and north west), with each liaison responsible for one area in which they live. This project is conducted in conjunction with 13-04-06, which funds the liaisons' activities that are not related to impaired driving.
<b>Evaluation</b>	The evaluation component will consider the number of agencies reporting the impaired driving crackdowns, and the objectives set by the liaisons themselves.
<b>Directing Agency:</b>	DPS: OTS through contracts with four liaisons

<b>Project Number:</b>	13-03-27
<b>Project Title:</b>	TIRF Recommendation Implementation
<b>Target Population:</b>	DPS Division of Driver and Vehicle Services and DWI Offenders
<b>Description:</b>	After one year of implementation of the ignition interlock law, DPS requested that Traffic Injury Research Foundation (TIRF) conduct a review of Minnesota's ignition interlock program. This project will fund TIRF recommendations that a DPS committee determines should be implemented.

**Evaluation** The program will be evaluated by how the improvements increase enrollments in the program and improvements in the work processes.

**Directing Agency:** OTS through a grant to DVS

**Project Number:** 13-03-28

**Project Title:** DWI Enforcers to Conferences

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

**Description:** Up to fifteen local enforcement officers selected by the OTS for their work in ridding the roads of impaired drivers and participating in the OTS' mobilizations and crackdowns will travel to and participate in a national traffic safety conference not held in Minnesota.

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

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

**Project Number:** 13-03-29

**Project Title:** Innovative DWI Materials

**Target Population:** Young males in Minnesota

**Description:** This project will allow OTS to take advantage of opportunities to purchase innovative materials or otherwise fund innovative ideas to further support impaired driving enforcement in 2013.

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

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

**Project Number:** 13-03-30

**Project Title:** Post-Conference Officer Training

**Target Population:** Law enforcement officers

**Description:** Immediately after the TZD Conference in October of 2012, a SFST/DWI Update class will be held at the conference venue. Officers working overtime that OTS reimburses are required to have completed a SFST/DWI update class within the past five years of the start of the grant year. The class is four hours long and discussions include new court cases and laws and an SFST skills refresher. Costs may include refreshments and room rental fees.

**Evaluation** The program will be based on numbers of attendees and the evaluation sheets they submit on it.

**Directing Agency:** OTS

**Project Number:** 13-03-31

**Project Title:** Joyride

**Target Population:** Drinking population that would normally drive impaired

**Description:** This project will fund technical assistance for up to five communities that have a desire to start an alternative transportation program. Technical assistance will be provided through a tool kit that will assist in bringing key stakeholders together and creating effective organizational strategies for a successful program. The project will also fund start-up expenses that will enable communities to develop the alternative transportation model that is most likely to succeed in their community.

**Evaluation** The program will be evaluated based on the number of people that choose to use alternative transportation and eventually evaluated by the reduction alcohol impaired fatalities in the community.

**Directing Agency:** Grant provided to a respondent of a request for proposal

**Project Number:** 13-03-32

**Project Title:** State Funded Impaired Driving Strategies ( portions of the Bureau of Criminal Apprehension lab and law enforcement DWI work)

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

**Description:** The BCA laboratory receives and analyzes all blood and urine samples submitted by law enforcement agencies to detect impaired driving. Employees of the BCA lab frequently serve as expert witnesses in impaired driving court cases. In addition, they educate law enforcement in breath-alcohol testing procedures, and evaluate and maintain breath-alcohol testing instruments. The lab is entirely state funded and a portion of it is used as match by the OTS. The Minnesota State Patrol's mission centers on traffic safety, and decreasing impaired driving is one of their highest priorities. The Patrol commonly makes at least one out of every five DWI arrests in Minnesota, and a portion of their costs are used as match by the OTS. In addition, county and municipal enforcement agencies have costs associated with training their officers and arresting impaired drivers that can be used as match.

**Directing Agency:** DPS: OTS with reports from Bureau of Criminal Apprehension (BCA) and Minnesota State Patrol, and local units of government

**Project Number:** 13-03-33

**Project Title:** OJJDP Enforcing Underage Drinking Laws

**Target Population:** Drivers and passengers under the age of 21, providers of alcohol to minors

**Description:** Each year the OTS applies for and receives grant money from the federal Office of Juvenile Justice and Delinquency Prevention (OJJDP) to reduce the access, use, and abuse of alcohol by those under the age of 21. Through an RFP process, the funding provides grants to the law enforcement agencies for compliance checks and alternate underage drinking strategies, educational programs for retailers and servers, judicial task forces to increase consistency in county courts, and youth designed activities to decrease underage drinking. In addition, the DPS' Alcohol and Gambling Enforcement Division is provided with funding for a staffer to conduct workshops on compliance checks around the state.

**Evaluation** Each of the grantees collects data to reflect project activity. This data, reported to OTS and OJJDP, is used to measure changes in the program. The data tracks community involvement and is also used to plan the future direction of the program.

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

### 13-03 Funding for Impaired Driving

(In thousands of dollars)

Project	Code AL/PA/PM Section 164	Code K8/PM Section 410	Code AL Section 402	NHTSA Total	State & Local \$	Local Benefit
0301 Alcohol Coordination	112.0		60.0	172.0		0.0
0302 Youth Alcohol Coordination	25.0		15.0	40.0		0.0
0303 Alcohol Coordination Assistance	130.0		60.0	190.0		0.0
0304 DRE and Advanced Training		400.0		400.0	30.0	300.0
0305 Pilot Administrative Hearings	300.0			300.0		0.0
0306 Patrol DWI Enforcement	2,000.0			2,000.0	300.0	0.0
0307 Cites & Counties DWI Enforcement	5,000.0			5,000.0	500.0	5,000.0
0308 Court Interventions for DWI	500.0			500.0		500.0
0309 DWI Courts	3,000.0			3,000.0		3,000.0
0310 AI Focused Safe Roads		800.0		800.0	40.0	800.0
0311 DWI Media Relations		1,000.0		1,000.0		0.0
0312 DWI Paid Media	2,000.0	1,000.0		3,000.0		0.0
0313 Regional Alcohol Support		150.0		150.0	150.0	150.0
0314 DWI E-Charging and MIDRAS	2,400.0			2,400.0		1,440.0
0315 Ignition Interlock		700.0		700.0		0.0
0316 Patrol DWI Out-of-State Travel		50.0		50.0		0.0
0317 Server Training Regional Development		210.0		210.0		178.5
0318 DWI Evaluation and Research		560.0		560.0		0.0
0319 Investigating Non-Interlock Devices		20.0		20.0		0.0
0320 Drug Detecting Lab Improvements		120.0		120.0		30.0
0321 DWI Coordinating Committee		100.0		100.0	10.0	0.0
0322 DWI Equipment		70.0		70.0		63.0
0323 DWI Enforcement Recognition		60.0		60.0		60.0
0324 DWI Prosecutor and Officer Support		200.0		200.0		150.0
0325 Impaired Driving Facts		5.0		5.0		0.0
0326 DWI Enforcement Liaisons		140.0		140.0		140.0
0327 Implement TIRF Recommendations	500.0			500.0		0.0
0328 Project Directors to Conferences		25.0		25.0		25.0
0329 Innovative DWI Materials		25.0		25.0		22.5
0330 Post-Conference Officer Training		7.0		7.0		7.0
0331 Joyride		75.0		75.0		75.0
0332 State DWI Match					10,000.0	
0333 EUDL						
<b>TOTAL</b>	<b>\$15,967.00</b>	<b>\$5,717.00</b>	<b>\$135.00</b>	<b>\$21,819.00</b>	<b>\$11,030.00</b>	<b>\$11,941.00</b>

## 13-04 Police Traffic Services

Research shows people are most likely to change their driving behavior if they perceive it likely they will receive a ticket or be arrested for non-compliance with traffic laws. Therefore, well-trained and well-equipped law enforcement officers with time dedicated to well-publicized traffic patrol are an essential part of our traffic safety program. Speeding, failure to yield, and inattention are the driver behaviors cited most frequently as casual factors in all types of crashes. However, the primary reason many people are dying is the failure to use seat belts and one of the primary reasons for being in a serious crash is impaired driving. The Police Traffic Services section of our traffic safety plan supports additional hours of enforcement throughout the state, and it provides assistance and some part of the motivation that officers need to do their work effectively and efficiently.

Significant changes to OTS's enforcement program in 2013 include: increasing the number of counties where enhanced impaired driving enforcement occurs from 13 to the top 25 counties based on the number of alcohol impaired fatalities and severe injuries, adding an additional seat belt enforcement wave in April for all participants to our October and May mobilizations, and increasing the number of speed enforcement waves from one to four throughout the year. These additions to the program will create a strong year-long traffic safety enforcement program focused on changing driving behavior using this method proven to save lives.

The OTS is proud of fostering the strong spirit of cooperation found in the majority of Minnesota law enforcement agencies. In 2013 the 55 separate grants to local units of government will cover 290 of the 438 municipal, county and tribal agencies, as well as the entire Minnesota State Patrol. Law enforcement agencies have truly partnered up to create strong high-visibility enforcement programs. We also are proud of the high percentage of agencies in the state which report on our five annual mobilizations (October belts, December DWI, Memorial Day belts, July speed, and Labor Day DWI).

The OTS has introduced new technologies that will help streamline the administrative component of the enforcement grant requirements. In 2012, grant leads were introduced to E-Grants; a web-based grant management system of reporting activity and invoicing to the OTS. Law enforcement are required to submit grant applications, activity reports, and invoices using this system. In addition to E-Grants, OTS has developed a web-based traffic stop data collection system called Real-Time Officer Activity Reporting (ROAR). During 2013, all law enforcement will be using the system to track officer eligibility, work plans and enforcement activity using federal funding. Since the system provides data real-time, OTS and grant leads will be able to track officers' activity as it occurs and review reports immediately. This will improve the accuracy of data, streamline grant administration processes, and help to provide enforcement activity results to the media more quickly.

<b>Project Number:</b>	13-04-01
<b>Project Title:</b>	Enforcement Coordination
<b>Target Population:</b>	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for the equivalent of a three-quarters-time Office of Traffic Safety staff position to manage and coordinate the federally funded police traffic services projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is provide services to local law enforcement and to assist law enforcement in the state in addressing priority traffic safety issues. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.
<b>Evaluation</b>	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	13-04-02
<b>Project Title:</b>	Enforcement Coordinator II
<b>Target Population:</b>	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for the equivalent of a half time Office of Traffic Safety staff position to work with the lead coordinator (in 13-04-01) to manage and coordinate the federally funded enforcement projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is also to assist law enforcement in the state in addressing priority traffic safety issues and running projects that meet all applicable laws, rules and regulations. This is accomplished by outreach to the law enforcement community, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.
<b>Evaluation</b>	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	13-04-03
<b>Project Title:</b>	TZD Enforcement with the Minnesota State Patrol
<b>Target Population:</b>	District commanders and safety education officers of the MSP and, through them, drivers and passengers in Minnesota
<b>Description:</b>	A combination of overtime enforcement and media relations are carried out by the Minnesota State Patrol through this project. Each district submits a plan to MSP headquarters. The MSP pro-rates the plans to fund all eleven districts. For 2013, this project will fund Patrol work related to the TZD days devoted to enforcing speed, distracted driving and the move over law. On a district level, the Patrol will also participate in the federal year 2013 mobilizations and crackdowns. Related projects are 13-02-05 for seat belt work and 13-03-06 for DWI work.
<b>Evaluation</b>	The OTS' four <i>TZD Enforcement</i> performance objectives (vehicles stopped per hour, percent of vehicles stopped receiving a citation for seat belts or child seats, percent of vehicles stopped receiving a DWI, and percent of vehicles stopped receiving a citation) will be considered in evaluating the project as will progress made by the Patrol in meeting their own DWI goals. In addition, the results of the telephone surveys and observational studies will be used to evaluate the overall efforts.
<b>Directing Agency:</b>	DPS: MSP through a grant with OTS

<b>Project Number:</b>	13-04-04
<b>Project Title:</b>	<i>TZD Enforcement</i> with Cities and Counties
<b>Target Population:</b>	Drivers and passengers in counties and cities where seat belt use is lower than the norm for the state, where impaired driving is involved in a higher proportion of crashes than the norm, or that are the twenty most dangerous counties in terms of traffic-related deaths and severe injuries
<b>Description:</b>	The TZD enforcement grants are Minnesota's statewide Selected Traffic Enforcement Program (STEP). Agencies are selected on the basis of over-involvement in crash measures, evaluations of applications written, geographical location, and past experience with OTS. The project waves funded here consist of enhanced enforcement for the October, April and Memorial Day mobilization focusing on seat belts, five weeks during the year focusing on speeding, and the single days on the third Thursday in April focusing on distracted driving and August 30, the anniversary of the death of Trooper Ted Foss, a day where the focus is the Move Over (for emergency vehicles) Law. In addition, grantees are required to participate in at least two

DWI waves (see project 13-03-07). Public information and media relations are conducted before, during, and after the waves. All officers from agencies participating for the first year for which OTS pays must have SFST and OPUE; from agencies participating for a second or subsequent year must also have Advanced SFST; Drugs That Impair; and from agencies participating a third or subsequent year must have one or two child seat practitioners on staff. All officers for whom we pay overtime who last had an SFST class more than five years ago, must complete an SFST Update course. At least 50% of the seat belt enforcement must be conducted between 4 p.m. and 1 a.m..

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

**Directing Agency:** Police Departments and Sheriffs' Offices through grants with DPS: OTS. In 2013, 54 grants will cover 290 agencies.

**Project Number:** 13-04-05

**Project Title:** MSP Federal Project Support

**Target Population:** OTS Staff and Patrol Leaders

**Description:** The Minnesota State Patrol has hired a person to enter and work with the citation statistics provided by the troopers working federal overtime and provide project purchasing, reporting, tracking, and invoicing support for the federal projects conducted. The project will pay for salaries, fringe benefits, and indirect costs associated with the position.

**Evaluation** Paperwork will be received in a timely manner.

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

<b>Project Number:</b>	13-04-06
<b>Project Title:</b>	Law Enforcement Liaisons
<b>Target Population:</b>	The law enforcement community in Minnesota who need knowledge of OTS programs and resources, and encouragement and assistance with placing a higher priority on traffic enforcement
<b>Description:</b>	The liaisons are four retired enforcement officers with whom the OTS contracts to promote municipal and county participation in the various TZD enforcement project. One liaison is assigned to the metro area, one to southern Minnesota, one to northeastern Minnesota, and one to northwestern Minnesota. In addition to traffic safety consulting with departments on a one-to-one basis, the liaisons promote the OTS goals and objectives at large sheriffs' and chiefs' association meetings, distribute OTS materials, provide advice on enforcement strategies, encourage participation in crackdowns and mobilization, and bring back recommendations for program changes and additions to the OTS. At least every five years, a request for proposals is issued by the OTS and contracts are awarded on a competitive basis. An RFP was let the summer of 2012 for two year contracts to begin with the 2013 federal year and was published in the State Register and by the Chief's Association in their e-mail newsletter. See also project 13-03-26 which provides for the liaisons impaired driving work.
<b>Evaluation</b>	The liaisons, in cooperation with OTS, set their own objectives for each year. The objectives include such things as the numbers of agencies participating in specific programs, meetings with area agencies, and regional and statewide meetings of law enforcement officials..
<b>Directing Agency:</b>	Four Retired Officers through contracts with DPS: OTS

<b>Project Number:</b>	13-04-07
<b>Project Title:</b>	Enforcement Recognition
<b>Target Population:</b>	Law Enforcement Officers
<b>Description:</b>	Previously, officers have been recognized by the TZD Challenge program and a variety of local luncheon/award ceremonies initiated by the local agencies. Because participation in the TZD Challenge program has drastically declined, the Enforcement Recognition project will be the alternative to recognizing law enforcement officers and agencies. Specific tactics have not yet been determined on how to best accomplish this goal, and a revision to the HSP will be made once a decision has been reached. See also project 13-03-23 which provides for the recognition of impaired driving work.

**Evaluation:** The evaluation component related to this project will see if the awards are successfully encouraging agencies to participate in the program.

**Directing Agency:** DPS-OTS with unknown agencies and individual officers.

**Project Number:** 13-04-08

**Project Title:** Incentive Equipment for Mobilizations

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

**Description:** Agencies that participate in the October, December holidays, Memorial Day, July, and Labor Day mobilizations will be eligible for incentive items in appreciation for their efforts. Participation is defined as conducting enhanced enforcement and media relations and reporting results to the OTS. Each agency will have their choice of a small incentive such as two windbreakers, a flashlight, or two child seats. A random drawing will be held for nine larger pieces of equipment. If there is any single piece of equipment that costs more than \$5,000, OTS will seek prior approval from Region V before purchasing. The appropriate liaison and staff from OTS present the larger items at city council and county board meetings. Items are delivered by the law enforcement liaisons.

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

**Directing Agency:** DPS: OTS through purchasing orders

**Project Number:** 13-04-09

**Project Title:** DDACTS

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

**Description:** In times of diminishing city budgets, an option for law enforcement is to patrol for traffic violations at the same time as checking on general criminal activity in areas identified by data as over-involved in both issues. Presently, Minnesota has one somewhat similar project in Duluth which is being conducted with no money from or participation by the OTS. In 2013, a southeastern metropolitan area county, Dakota, will be introducing a DDACTS project with financial assistance from OTS. OTS will not pay for overtime as there would be not be a way to ensure our funds are used only on traffic stops; however, OTS will provide funding for software to work with or develop their own traffic and mapping statistics and expenses related to obtaining the necessary training. Additional sites are being sought.

**Evaluation** The evaluation would depend upon the details of an effort funded. Ultimately, fewer deaths and serious injuries in the jurisdiction funded would be considered.

**Directing Agency:** DPS: OTS with grants as appropriate

**Project Number:** 12-04-10

**Project Title:** Real-time Officer Activity Reporting (ROAR)

**Target Population:** Law enforcement agencies that have been awarded a TZD Enforcement Grant

**Description:** Beginning in 2013, OTS will require all enforcement grantees to use a newly developed web-based traffic stop data collection system that was piloted in 2012. This system, called Real-Time Officer Activity Reporting (ROAR), requires the entry of agencies' individual eligible officers into a roster that includes the dates on which the officers completed the required training. Grant lead officers enter "enforcement events" into the calendar that their officers will sign into and, on an electronic log, enter each traffic stop as it occurs. The data is available to the OTS and the grantees immediately as it happens. The St. Paul Police Department (SPPD) originally developed the system for participants in the Ramsey County grant to more easily and effectively manage reporting requirements for their joint enforcement grant. This project provides for a portion of the costs for SPPD to enhance and refine the system so it may be used by law enforcement agencies statewide and by OTS.

**Evaluation** This project will be a success if TZD enforcement grant reporting needs are met in the enhanced E-Reporting System

**Directing Agency:** DPS:OTS through a joint powers agreement with the St. Paul Police Department and the City of St. Paul

**13-04 Funding for Police Traffic**

(In thousands of dollars)

<b>Project</b>	<b>Code PT Section 402</b>	<b>Code K4PT Section 406</b>	<b>NHTSA Total</b>	<b>State &amp; Local \$</b>	<b>Local Benefit</b>
0401 Enforcement Coordination 1	79.0		79.0		0.0
0402 Enforcement Coordination 2	47.5		47.5		0.0
0403 Patrol TZD Enforcement		500.0	500.0	50.0	0.0
0404 Cities & Counties TZD Enforcement	2,700.0		2,700.0	500.0	2,700.0
0405 Patrol Federal Project Support		100.0	100.0	0.0	0.0
0406 TZD Liaisons	205.0		205.0	10.0	205.0
0407 Enforcement Recognition	100.0		100.0		100.0
0408 Mobilization Incentives	150.0	150.0	300.0		300.0
0409 DDACTS	200.0		200.0	25.0	200.0
0410 ROAR	75.0		75.0		0.0
<b>Total</b>	<b>3,556.5</b>	<b>750.0</b>	<b>4,306.5</b>	<b>585.0</b>	<b>3,505.0</b>

## 13-05 Traffic Records

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

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

The Traffic Records Program portion of the Highway Safety Plan supports a variety of projects designed to increase our ability to identify problem areas, evaluate the effectiveness of our programs, and develop new data sources, such as CODES, to mine for information about traffic crashes and injuries in Minnesota. These projects include funding sources other than 408 as well.

**Project Number:** 13-05-01

**Project Title:** Internal Systems Coordination

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

**Description:** This project provides for an eight-tenths time Office of Traffic Safety staff position to manage and coordinate the e-grants and ROAR projects, as well as other systems internal to OTS. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to increase the reliability and availability of data about OTS grant projects. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.

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

**Directing Agency:** DPS: OTS

<b>Project Number:</b> 13-05-02
<b>Project Title:</b> Problem Identification and Systems
<b>Target Population:</b> DPS, other government and safety organizations, the general public and media
<b>Description:</b> Federal funds cover the salary, fringe benefits, and indirect costs associated with three OTS research analysts who perform problem identification and program evaluation as well as handling requests for data from stakeholders, media, the legislature and public. This project also covers the costs of computer run time, software and computer equipment, upgrades to existing software packages, and acquisition of products to enhance the Office of Traffic Safety's traffic research capabilities.
<b>Evaluation:</b> The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful completion of projects undertaken.
<b>Directing Agency:</b> DPS: OTS

<b>Project Number:</b> 13-05-03
<b>Project Title:</b> Crash Records Database Solution
<b>Target Population:</b> Crash Data Stakeholders
<b>Description:</b> The crash records system used by DPS is a legacy system that the Traffic Records Assessment of 2008, as well as the Crash Data Improvement Program (CDIP), recommended be replaced. As Minnesota moves forward with defining the requirements of the new system, the Police Crash Report form will be revised, MMUCC variables will be further incorporated, GIS technology for crash location data will be employed and the crash system itself will be more stable and flexible. The next steps include a technical evaluation of currently available systems and producing a cost estimate for the crash system upgrade options.
<b>Evaluation:</b> This project will be considered successful this year when business and technical needs of the new system are documented.
<b>Directing Agency:</b> DPS: OTS with grants and contracts as needed

<b>Project Number:</b> 13-05-04
<b>Project Title:</b> TIS Crash Data Module

**Target Population:** Crash Data Stakeholders

**Description:** This project will fund a replacement for the crash analysis application which has been in production for 30+ years on a functionally obsolete mainframe. With this funding, MnDOT will identify the business needs for its internal and external user community. The goal is to implement a solution that not only meets the current business needs but will be flexible and adaptable enough to respond to future crash data initiatives.

**Evaluation:** The project will be a success when the business needs are identified and a replacement system is identified and in production. This will be the first year of this project that is anticipated to run two years.

**Directing Agency:** DPS: OTS with a grant to MnDOT

**Project Number:** 13-05-05

**Project Title:** CODES Improvement

**Target Population:** Crash Data Stakeholders

**Description:** This project uses federal funds to cover the salary, fringe benefits, and indirect costs associated with an employee in the Department of Health Injury and Violence Prevention Unit. This project will fund a half of a staff position at the Department of Health (MDH) to eliminate the backlog in updating data into the Crash Outcome Data Evaluation System (CODES).

**Evaluation:** The project will be a success when the CODES database is current through calendar year 2011.

**Directing Agency:** DPS: OTS with a grant to MDH

**Project Number:** 13-05-06

**Project Title:** e-Citations project with BCA

**Target Population:** BCA, courts, DVS, locals

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

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

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

**Directing Agency:** DPS: BCA with a grant from OTS

**Project Number:** 13-05-07

**Project Title:** MNSTAR Improvements

**Target Population:** EMS providers and data users

**Description:** The MNSTAR system was one of the first to submit data to the National EMS Information System (NEMSIS). This project will provide funding for a data analyst/trainer to implement data quality improvements.

MNSTAR will be making the transition to NEMSIS 3.0 and this position will help services with the transition through identifying training needs and training services on how to access and use their own data for quality improvements.

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

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

**Project Number:** 13-05-08

**Project Title:** MNLARS Support

**Target Population:** Traffic Safety data users and other stakeholders

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

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

**Directing Agency:** DPS:OTS in conjunction with DVS

<b>Project Number:</b> 13-05-09
<b>Project Title:</b> Data Analytics Investigation
<b>Target Population:</b> NHTSA, DPS, and other agencies, organizations, and grantees
<b>Description:</b> Predictive analytics is being used in many government and private sector areas. Data-Driven Approaches to Crime and Traffic Safety (DDACTS) is one example. For Traffic Records purposes the TRCC is interested to find out how crash data may be used in a predictive model for use in law enforcement traffic enforcement. This project would fund a study of current applications and applicability of predictive analytics.
<b>Evaluation</b> The project will be a success if a report of the analysis is completed and presented to the TRCC.
<b>Directing Agency:</b> DPS: OTS with contracts as needed

<b>Project Number:</b> 13-05-10
<b>Project Title:</b> Crash Data Quality Review
<b>Target Population:</b> OTS, and Crash Records Database Project
<b>Description:</b> In preparation for a new Crash Records System the TRCC proposes a quality review of crash data. A review of consistency errors and current edit checks will be used in the new system design. This project will also look for elements with missing or incomplete data to aid in training and design. It is important to look at both accuracy and consistency to ensure that the new system will collect high quality data..
<b>Evaluation</b> The project will be a success if a report of the analysis is completed and presented to the TRCC.
<b>Directing Agency:</b> DPS: OTS with contracts as needed

<b>Project Number:</b> 13-05-11
<b>Project Title:</b> Traffic Records Forum
<b>Target Population:</b> NHTSA, DPS, and other agencies, organizations, and grantees
<b>Description:</b> The 2013 International Forum on Traffic Records will be held in St. Paul, Minnesota. This project will provide some local support for the conference needs,
<b>Evaluation</b> The evaluation will be administrative in nature; the successful conduct of the conference.
<b>Directing Agency:</b> DPS: OTS with contracts as needed

<b>Project Number:</b> 13-05-12
<b>Project Title:</b> E-Grants Support
<b>Target Population:</b> DPS, OTS, federal project directors, and potential project directors
<b>Description:</b> OTS, along with other divisions in Public Safety, has been working toward developing and implementing a web based grant application and management system. This project provides for a portion of the costs for Agate Software Inc. to maintain the grant system and to provide updates and improvements as identified after OTS begins to work with the system.
<b>Evaluation:</b> Evaluation will be administrative in nature; considering progress made on implementing improvements identified as needed by OTS, the perceived value of the system to OTS staff and management, and written surveys of users of the product both within the state and with our partners outside the state system.
<b>Directing Agency:</b> DPS: OTS through contracts with Agate Software (Intelligrants)

<b>Project Number:</b> 13-05-13
<b>Project Title:</b> Traffic Record Coordinating Committee (TRCC)
<b>Target Population:</b> Data Users and Potential Grantees
<b>Description:</b> The Minnesota Traffic Records Coordinating Committee (TRCC) is an ongoing forum charged with making significant improvements in coordination and sharing of highway safety data and traffic records systems in Minnesota. This group includes policy-level and program-level representatives. The TRCC umbrella covers six systems areas which include: motor vehicle crashes; roadway inventory data; drivers' license information; motor vehicle registration; crash outcome/injury surveillance; and traffic citations and adjudication. The budget for this project covers operating expenses for the group, specific educational efforts to enhance awareness of traffic records issues and travel to the annual Traffic Records Forum.
<b>Evaluation:</b> Active participation of members within the TRCC and success of initiatives derived from group efforts.
<b>Directing Agency:</b> DPS: OTS through purchase orders, grants and/or contracts as necessary

<b>Project Number:</b>	13-05-14
<b>Project Title:</b>	State Funded Traffic Records Strategies
<b>Target Population:</b>	Traffic Crash Data Owners and Users
<b>Description:</b>	The crash records data base is owned and maintained by a unit in the DPS division called Driver and Vehicle Services. The cost of that unit is used as state match for the data improvement projects, as are costs of entering the data by enforcement agencies to meet the requirements of 408 funding.
<b>Directing Agency:</b>	DPS' Driver and Vehicle Services and Law Enforcement Agencies

### 13-05 Funding for Traffic Records

(In thousands of dollars)

Project	Code TR Section 402	Code K9 Section 408	NHTSA Total	State & Local \$	Local Benefit
0501 Internal Systems Coordination	75.0		75.0		0.0
0502 Problem Identification	312.0		312.0		0.0
0503 Crash Records Database Solution		1,010.0	1,010.0		0.0
0504 TIS Crash Module		500.0	500.0	250.0	0.0
0505 CODES Improvement		240.0	240.0		0.0
0506 E-Citations at BCA		200.0	200.0		180.0
0507 MNSTAR Improvements		220.0	220.0		0.0
0508 MNLARS Support		75.0	75.0		0.0
0509 Data Analytics Investigation		50.0	50.0		0.0
0510 Crash Data Quality Review		75.0	75.0		0.0
0511 Traffic Records Forum	5.0		5.0		0.0
0512 E-Grants Support & Improvement	200.0		200.0		0.0
0513 TRCC	35.0	35.0	70.0		70.0
0514 State and Local TR			0.0	1,000.0	
<b>Totals</b>	<b>627.0</b>	<b>2,405.0</b>	<b>3,032.0</b>	<b>1,250.0</b>	<b>250.0</b>

## 13-06 Community Programs

There are few deaths more violent than those in traffic crashes; there are few injuries more preventable than those caused by a decision not to wear a seat belt.

Communities that are aware of the relative costs and risks posed by traffic crashes (as opposed to robberies, drugs, gangs, murders, or other societal ills) are more likely to devote energy and resources to solving the crash problems. In addition, solving crash and traffic problems often increases a community's cohesiveness and improves its livability.

TZD Safe Roads is a program that focuses sharply on connecting identified crash data problems in rural counties with specific research-based countermeasures. Eligibility factors include over-involvement in fatal and severe injury crashes where seat belts were not used, the driver was impaired, the driver was distracted, and/or illegal or unsafe speed was a factor. An RFP was let in the summer of 2012 for federal 2013 projects.

The Minnesota Toward Zero Deaths program consists of partners in the community from the fields of engineering, enforcement, education and emergency medical services, as well as the judicial system and employers. The annual TZD conference gathers more than 600 stakeholders to learn about best practices, new research, and new interventions for reducing traffic fatalities and serious injuries. Regional partnerships have been formed in an effort to localize and streamline activities. Regions are defined as MnDOT districts.

This past year, the Office of Traffic Safety supported MnDOT's development of county and district safety plans for 47 counties and three districts by assigning a coordinator to the tasks involved with the behavioral aspects. Workshops were conducted statewide involving the partners from all traffic safety fields who considered behavior, as well as infrastructure strategies, for reducing traffic deaths and serious injuries. Safety plans will be developed for 16 additional counties in 2013.

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

<b>Project Number:</b>	13-06-01
<b>Project Title:</b>	Community Programs Coordination
<b>Target Population:</b>	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for a full-time and a half time Office of Traffic Safety staff positions to manage and coordinate the majority of the federally funded Safe Roads and TZD projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to assist and support community-based programs addressing traffic safety issues and to manage and assist the TZD projects (the annual conference, support from the Center for Transportation Studies, Regional TZD support, and OTS' participation in the County Highway Safety Plans). This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.
<b>Evaluation</b>	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	13-06-02
<b>Project Title:</b>	Evaluation Coordination
<b>Target Population:</b>	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for a full-time Office of Traffic Safety staff position to manage and coordinate the federally funded evaluation efforts and projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to ensure OTS projects are appropriately evaluated so success or failure can be measured and explained, and secondarily that necessary reports of seat belt use given to the NHTSA. This is accomplished by devising and conducting projects such as observational and telephone surveys, assisting with print and electronic materials, and forming beneficial partnerships.
<b>Evaluation</b>	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	13-06-03
<b>Project Title:</b>	Distracted Driving, Media, and Communities Coordination
<b>Target Population:</b>	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for one and one half of Office of Traffic Safety staff positions to manage and coordinate the work associated with distracted driving issues, projects related to media, publicity, and educational materials, and other issues as they emerge. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goals of these positions is to provide direction and expertise on the issues of distracted driving and other new issues as they arise, as well as, provide direction to and work with the Office of Communications on paid and earned media, and work on other issues as they arise. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.
<b>Evaluation</b>	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	13-06-04
<b>Project Title:</b>	Traffic Safety Media Relations
<b>Target Population:</b>	Travelers in Minnesota, Minnesota media, law enforcement, and other traffic safety partners
<b>Description:</b>	This project provides print and electronic materials on traffic safety issues, as well as media relations services. The materials include, but are not limited to brochures, posters, other print materials, five <i>TZD Enforcement</i> wave packets, production costs for public service announcements and paid ads, and individuals to develop the public information and media relations efforts. Costs also include salaries, fringe benefits, indirect costs, and travel for communications staff. Alcohol and impaired driving related tasks undertaken are covered in project 13-03-18.
<b>Evaluation</b>	Evaluation will be based on reports on frequency and reach of messages and random telephone surveys on public recognition of messages and knowledge of activities.
<b>Directing Agency:</b>	DPS: Office of Communications with a grant from OTS

<b>Project Number:</b>	13-06-05
<b>Project Title:</b>	TZD Safe Roads
<b>Target Population:</b>	Communities with high fatality and injury rates associated with low seat belt use and/or speeding
<b>Description:</b>	Local coalitions with representation required from law enforcement, schools, public health, emergency medical services, traffic engineering, businesses, hospitals, and child passenger safety advocates submit applications for project funding in response to a Request for Proposals. Requirements of the grant include over-involvement in some area of traffic crashes, local coalitions meeting at least six times a year, fatal review committees to be held to discuss and try to identify trends in traffic deaths in their jurisdiction, and assisting law enforcement with events and publicity about enhanced enforcement. Safe Roads grants are focused on connecting crash data with local collaborations and activities that are proven to have an impact on reducing deaths and serious injuries. A workshop with the project directors from the Safe Roads projects will be held as part of the annual Towards Zero Deaths conference. Impaired-driving focused activities of the Safe Roads grants are conducted through project 13-03-10.
<b>Evaluation</b>	Grantees are required to set measurable goals and objectives as part of their grant contracts. Their progress towards meeting those will be used in evaluating the projects.
<b>Directing Agency:</b>	DPS: OTS through grants to local governments or non-profits

<b>Project Number:</b>	13-06-06
<b>Project Title:</b>	NETS
<b>Target Population:</b>	Minnesota employers and their employees
<b>Description:</b>	The Minnesota chapter of the Network of Employers for Traffic Safety (NETS) is coordinated by the Minnesota Safety Council ( <a href="http://www.mnsafetycouncil.org">www.mnsafetycouncil.org</a> ). NETS' mission is to educate employers about the cost saving benefits of enacting traffic safety programs in the workplace. NETS helps employers implement well-developed policies, dynamic workplace programs, and compelling community activities relating to traffic safety. This project provides for appropriate traffic safety materials to be provided to employers and reimburses part of a staff person at the Safety Council to provide assistance to them.
<b>Evaluation:</b>	A survey is distributed to all employers using NETS services and the results are analyzed. In addition, the number of employers served, print materials and web site inquiries are reported.

**Directing Agency:** Minnesota Safety Council through a grant with DPS: OTS

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

**Project Title:** Paid Media

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

**Description:** Paid media provides the highest yield for reaching the specific high risk audience with our traffic safety messages. The only good way to ensure the messages will be seen by the target audience is by placing it in locations and on programs favored by that audience. The Office of Communications along with OTS and the professionals under contract to DPS will assess the best plan for paid advertising for the various campaigns within the available funding. This project covers paid media related to seat belts, child seats, speeding, and other identified problems; paid media related to impaired driving is covered under 13-03-20.

**Evaluation** Reports on frequency and reach of messages will be used to evaluate the campaigns, as will random telephone surveys on public recognition of messages and knowledge of publicized activities.

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

**Project Number:** 13-06-08

**Project Title:** Toward Zero Deaths Conference

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

**Description:** The OTS presents a yearly conference for traffic safety stakeholders. The conference is scheduled for November 17 and 18 of 2011. This conference provides a venue to share progress that has been made in implementing Minnesota's Toward Zero Deaths program. Achieving the goal of zero deaths requires cooperation among all levels of government, as well as building connections between government agencies and organizations whose focus is traffic safety. The conference shares best practices in the areas of engineering, enforcement, education, and emergency services, and charts the course for a future where traffic fatalities and life-changing injuries are rare events.

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

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

**Project Number:** 13-06-09

**Project Title:** TZD Regional Support

**Target Population:** Travelers on regional roadways

**Description:** This project compliments the project described under project number, 13-03-19, entitled Regional Alcohol Support which deals with activities related to impaired driving. The southeast, south central, southwest, west central, east central, northeast and northwest MnDOT districts will be provided with funding for a part time staff person to coordinate regional activities and provide assistance to newly forming coalitions. Funding includes salary, fringe benefits, indirect costs and a limited amount of out-of-state travel.

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

**Directing Agency:** MnDOT's Non-metro Districts with a grant from DPS: OTS

**Project Number:** 13-06-10

**Project Title:** Older Driver Working Group

**Target Population:** Older drivers, their care givers, and policy makers

**Description:** DARTS, a metro provider of transportation, had been holding regular meetings of the Minnesota Partnership for Safe Mobility (MPSM), a working group of various agencies and individuals concerned about older drivers and keeping them safe. When the executive director left for health reasons, the organization no longer provided support for the meetings. OTS will fund a part time staffer at the Minnesota Board on Aging to schedule meetings, provide minutes and generally keep the projects moving ahead. In 2012, the group began meeting again and retitled itself Mobility for Minnesota's Aging Population (MMAP).

**Evaluation** Evaluation will be based upon how successful MMAP is in moving projects ahead and keeping interest up from within the group.

**Directing Agency:** DPS-OTS through a grant the Minnesota Board on Aging in the Minnesota Department of Human Services

**Project Number:** 13-06-11

**Project Title:** Teen Driving Initiatives

**Target Population:** Teen drivers, parents of teen drivers.

**Description:** While many agencies, organizations and individuals are working to reduce the number of teen crashes, injuries and deaths, more needs to be done to educate and engage parents. This project will provide funding to promote and support further implementation of community-involved parental education classes through driver education programs across the state using a curriculum developed by OTS.

**Evaluation** Project success will be measured by the number of parent classes conducted and evaluating parental awareness outcomes.

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

**Project Number:** 13-06-12

**Project Title:** Teen PSA Challenge

**Target Population:** High school students

**Description:** This project encourages high school students to produce a 30-second television ad on a specific teen driving issue to be determined. Ads will be sent to DPS where teens and staff from AAA Minnesota/Iowa, OTS, DPS' Office of Communications will select the top entries. The top entries will be placed on the OTS website ([www.dps.state.mn.us/ots](http://www.dps.state.mn.us/ots)) where the public will be able to vote for their favorite entry after completing a short teen driver safety quiz. The winner will be broadcast on local television and AAA Minnesota/Iowa will provide awards of \$1,000, \$600, and \$400 for first, second, and third places respectively. There are no other direct costs for this program.

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

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

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

**Project Title:** Telephone Surveys and Evaluation

<b>Target Population:</b>	DPS, OTS, federal project directors, and potential project directors
<b>Description:</b>	A random telephone survey, with young males over-represented, will be conducted and reports written to assess changes in attitudes and knowledge about the seat belt, speed, and impaired driving in the state, as well as other subjects of special interest. Media awareness of enforcement campaigns will also be evaluated. Survey administration, data analysis, and reporting survey results will be completed by a contractor paid out of this project. The impaired driving component of the survey is covered in project 13-03-18.
<b>Evaluation</b>	Evaluation will be administrative in nature, considering the usefulness of the reports in developing or changing programs for the next fiscal year.
<b>Directing Agency:</b>	DPS-OTS with a contract for a private vendor

<b>Project Number:</b>	13-06-14
<b>Project Title:</b>	Program Travel
<b>Target Population:</b>	OTS Staff, Project Directors, and other advocates
<b>Description:</b>	All out-of-state travel undertaken by the OTS staff will be supported by this project. NHTSA requires out-of-state travel of staff and other appropriate advocates to attend regional and national meetings and conferences to include the winter Region 5 leadership meeting, Lifesavers, and the annual GHSA conference. In addition, the project provides for new staff to attend the recommended NHTSA training courses specific to their work and the NHTSA general courses on project management and financial accounting.
<b>Evaluation</b>	Minnesota representatives are present at all significant meetings and conferences; on-site visits of grantees are conducted. Training advantageous to the program is attended. Those using federal funds for out-of-state travel are required to submit a report on the trip's benefits and new ideas encountered upon return.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	13-06-15
<b>Project Title:</b>	Train the Trainer Course for Project Directors
<b>Target Population:</b>	Enforcement Project Directors
<b>Description:</b>	The people from Minnesota who attended the law enforcement liaison training conducted by NHTSA Region 5 in 2011 strongly advocated for providing a shortened version of the class to OTS' enforcement project directors. In 2012, two OTS staff and one LEL

attended the training in Chicago. As a result, a shortened curriculum will be developed by OTS staff for the project directors of grants to local units of government who will be dealing with different funding sources and the LEL training aspects related to funding sources and requirements.

**Evaluation** Evaluation will be based on the evaluations of the training to be provided by those attending the class.

**Directing Agency:** DPS-OTS

### 13-06 Funding for Community Programs

(In thousands of dollars)

Project	Code CP/PM Section 402	Code K4/K4PM Section 406	NHTSA Total	State & Local \$	Local Benefit
0601 Community Programs Coordination	137.0		137.0		51.0
0602 Evaluation Coordination	100.0		100.0		0.0
0603 Distracted, Media, & Emerging Coord.	137.0		137.0		0.0
0604 Media Relations		500.0	500.0		0.0
0605 Safe Roads	900.0		900.0	50.0	900.0
0606 NETS	120.0		120.0	50.0	120.0
0607 Paid Media		1,400.0	1,400.0		0.0
0608 TZD Conference	366.0		366.0		183.0
0609 Regional Support	180.0		180.0		180.0
0610 Older Driver Working Group	50.0		50.0		0.0
0611 Teen Driving Initiatives	30.0		30.0		15.0
0612 Teens Ad Contest			0.0	10.0	0.0
0613 Telephone Surveys and Evaluation	55.0		55.0		0.0
0614 Program Out-of-State Travel	30.0		30.0		
0615 Train the Trainer for Project Directors	25.0		25.0		
<b>Total</b>	<b>2,130.0</b>	<b>1,900.0</b>	<b>4,030.0</b>	<b>110.0</b>	<b>1,449.0</b>

## 13-07 Motorcycle Safety

The number of motorcycle rider and passenger fatalities declined in 2011 for the third consecutive year. Despite the modest decrease of three fatalities from 2010, there were 42 percent fewer motorcycle crash fatalities than just three years earlier in 2008; which was the deadliest year for Minnesota riders in over two decades.

Even more encouraging was that Minnesota posted a new record low rate of 1.8 motorcycle crash fatalities per 10,000 registered motorcycles; eclipsing the previous records of 2.1 set in 1997 and 2.0 set in 2010. Minnesota also achieved a new record low overall crash rate of 56 crashes per 10,000 registered motorcycles; which improved upon the previous record set in 2010 of 60 crashes per 10,000 registered motorcycles.

Motorcycling in Minnesota continues to grow. Ridership is at an all time high with new record high numbers recorded in 2011 for both registered motorcycles (232,274) and license endorsed riders (398,092).

Minnesota has an active motorcycling community that provides dedicated funds for motorcycle training, public information campaigns, and endorsement testing. The program has been in operation for over twenty-five years and is continually improving. Projects 12-07-03 through 12-07-08 are funded with state funds obtained through an additional license fee charged to each person with a motorcycle endorsement.

**Project Number:** 13-07-01

**Project Title:** Motorcycle Coordination

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

**Description:** This project provides for a full-time Office of Traffic Safety staff position to manage and coordinate the state funded projects of the Minnesota Motorcycle Safety Program (MMSP) and, if received by Minnesota, the section 2010 motorcycle safety funding from NHTSA. The project covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to decrease the number of deaths and severe injuries suffered by motorcyclists.

**Evaluation:** The evaluation will be administrative, consisting of employee performance reviews and the successful coordination and implementation of OTS' motorcycle safety initiatives and the Minnesota Motorcycle Safety Program.

**Directing Agency:** DPS: OTS

<b>Project Number:</b> 13-07-02
<b>Project Title:</b> Section 2010 Motorcycle Safety Support
<b>Target Population:</b> Minnesota rider training students and Minnesota car drivers
<b>Description:</b> This project will fund a targeted motorist awareness campaign in Minnesota's ten highest motorcycle crash counties. Section 2010 funding left over from previous campaigns will be programmed this year along with all funding received from our current Section 2010 application.
<b>Evaluation:</b> The evaluation will be administrative, consisting of the successful coordination and implementation of a motorist awareness campaign execution.
<b>Directing Agency:</b> DPS: OTS

<b>Project Number:</b> 13-07-03
<b>Project Title:</b> Rider Training
<b>Target Population:</b> Novice, returning and experienced motorcyclists
<b>Description:</b> This project funds a half time project manager and provides for classroom and training range facilities and 180 RiderCoaches for basic, experienced, skills re-test, moped and civilian police motor courses at thirty-three sites through an Interagency Agreement with Minnesota State Colleges and Universities (MNSCU).
<b>Evaluation:</b> An administrative evaluation will be conducted comparing planned and completed activities.
<b>Directing Agency:</b> DPS: OTS through an Interagency Agreement with MNSCU.

<b>Project Number:</b> 13-07-04
<b>Project Title:</b> Public Information and Media Relations
<b>Target Population:</b> Motor vehicle operators and the media
<b>Description:</b> This project funds a full time information officer and provides for a motorcycle safety campaign, public information and education activities, and media relations through an Intra-agency Agreement with the DPS' Office of Communications.
<b>Evaluation:</b> An administrative evaluation will be conducted comparing planned and completed activities.
<b>Directing Agency:</b> DPS: OTS through an Intra-agency Agreement with DPS' Office of Communications

<b>Project Number:</b> 13-07-05
<b>Project Title:</b> Motorcycle Testing and Licensing
<b>Target Population:</b> Unendorsed motorcyclists and RiderCoaches who conduct third party testing
<b>Description:</b> This project conducts evening hours for motorcycle skills testing at select exam stations throughout Minnesota and provides for the training, testing, and auditing of RiderCoaches operating as third party testers for the MMSP. This project is conducted through an Intra-agency Agreement with the DPS' Division of Driver and Vehicle Services (DVS).
<b>Evaluation:</b> An administrative evaluation will be conducted comparing planned and completed activities.
<b>Directing Agency:</b> DPS: OTS through an Intra-agency Agreement with DPS' DVS

<b>Project Number:</b> 13-07-06
<b>Project Title:</b> Equipment and Supplies
<b>Target Population:</b> Students of the MMSP and RiderCoaches
<b>Description:</b> This project provides training supplies, equipment, curriculum materials, and necessary insurances.
<b>Evaluation:</b> An administrative evaluation will be conducted comparing planned and completed activities.
<b>Directing Agency:</b> DPS: OTS

<b>Project Number:</b> 13-07-07
<b>Project Title:</b> Transport Services
<b>Target Population:</b> Students of the MMSP, MNSCU course sites and RiderCoaches
<b>Description:</b> This project provides for the scheduling and transportation of training motorcycles to, from and between MNSCU training sites during Minnesota's rider training season through the use of private and state haulers. Included in this project will be transportation of the SMARTrainer to motorcycle events around the state.
<b>Evaluation:</b> An administrative evaluation will be conducted comparing planned and completed activities.
<b>Directing Agency:</b> DPS: OTS

<b>Project Number:</b>	13-07-08
<b>Project Title:</b>	Mechanical Services
<b>Target Population:</b>	Students of the MMSP and RiderCoaches
<b>Description:</b>	This project provides for the maintenance and repair of 350 training fleet motorcycles and 28 transportation trailers through a professional services contract with Starr Cycle.
<b>Evaluation:</b>	An administrative evaluation will be conducted focusing on training fleet readiness and ridability at the beginning of the training season and the timeliness and quality of necessary repairs during and after the season.
<b>Directing Agency:</b>	DPS: OTS

### 13-07 Funding for Motorcycle Safety

(In thousands of dollars)

Project	Code MC Section 402	Code K6 Section 2010	NHTSA Total	State & Local	Local Benefit
01 MC Coordination	98.0		98.0		0.0
02 Motorcycle Support		270.0	270.0		216.0
03 Rider Training			0.0	413.0	
04 Public Education & Media Relations			0.0	280.0	
05 Testing and Licensing			0.0	35.0	
06 Equipment and Supplies			0.0	112.0	
07 Transport Services			0.0	35.0	
08 Mechanical Services			0.0	125.0	
<b>Totals</b>	<b>98.0</b>	<b>270.0</b>	<b>368.0</b>	<b>1000.0</b>	<b>216.0</b>

## 13-09 Roadway Safety

Minnesota has not yet passed sufficiently stringent laws related to repeat DWI offenders; therefore, a percentage of federal funds are transferred from construction to safety activities. Half of those Section 164 funds are dedicated to projects focused on decreasing impaired driving-related behaviors (described in the impaired driving –Section 3 – of this HSP) and the other half are dedicated to engineering safety improvements to roadways. Due to the impetus of the original Towards Zero Death conference in 2001 and the successes of the Comprehensive Highway Safety Plan and later Strategic Highway Safety Plan, DPS and MN/DOT are working very closely together to reach the common goal of decreasing deaths and serious injuries.

<b>Project Number:</b>	13-09-01
<b>Project Title:</b>	Toward Zero Deaths Support
<b>Target Population:</b>	Drivers in Minnesota
<b>Description:</b>	The object of the project is to maintain on-going committees that will work toward efforts designed to reach the goal of reducing traffic deaths to zero. The Leadership Committee consists of leaders from OTS, MSP, MnDOT, Department of Health, and the Center for Transportation Studies (CTS) at the University of Minnesota. The Program Committee consists of representatives from the various traffic safety stakeholders -- traffic safety advocates, consultants, non-profit organizations, and other committees in addition to the above governmental organizations. A third, high level Executive Advisory Committee was formed this year. In addition, a working group and co-chair meetings are supported. Funds will be used to provide staff support for the committees and the overall TZD effort, printing costs, light refreshments for quarterly Traffic Safety Forums (formerly called Partners Breakfasts), and costs to update the TZD website.
<b>Evaluation:</b>	The membership and the projects generated by the committee will be reviewed for continued growth and progress.
<b>Directing Agency:</b>	DPS: OTS and through a grant with MnDOT, the Center for Transportation Studies at U of MN.

<b>Project Number:</b>	13-09-02
<b>Project Title:</b>	District and County Roadway Safety Plans
<b>Target Population:</b>	People traveling on county roadways that have been identified as a priority for safety improvement through a MnDOT facilitated planning process and also those state highways that have been identified in the Strategic Highway Safety Plan.

<b>Description:</b>	MnDOT is facilitating planning processes to identify problem areas for installation of low cost safety countermeasures. One planning process is for county roadway projects and brings together stakeholders from the local and county level to identify types of roadway and specific roadway segments for improvement. A second planning process is conducted at the MnDOT District level and focuses on state and trunk highways. So far 48 of 87 counties all 8 MnDOT districts have completed this planning process; 22 counties are in the final phase of the planning process; and 17 have initiated the process.
<b>Evaluation:</b>	The evaluation will be administrative, comparing the progress of county plans to the schedule of completing this project in four years (approximately 20 plans per year).
<b>Directing Agency:</b>	MnDOT, counties and traditional road construction contracts through a 164HE grant from DPS/OTS.

<b>Project Number:</b>	13-09-03
<b>Project Title:</b>	Rural Intersection Conflict Warning Systems
<b>Target Population:</b>	People traveling on Minnesota roadways.
<b>Description:</b>	MnDOT has identified rural intersections with a high number of serious crashes that are in need of conflict warning systems to reduce the incidence of these crashes. This project will deploy various conflict warning systems at these intersections.
<b>Evaluation:</b>	The evaluation will be administrative, tracking the timely installation of the above conflict warning system countermeasures.
<b>Directing Agency:</b>	MnDOT through a 164HE grant from DPS/OTS.

<b>Project Number:</b>	13-09-04
<b>Project Title:</b>	New Cable Median Barrier Projects
<b>Target Population:</b>	People traveling on trunk highways.
<b>Description:</b>	MnDOT will identify trunk highway sections in need of cable median barriers to prevent and/or reduce the incidence of cross over median crashes. MnDOT will contract for the installation of cable median barriers in these high risk areas.
<b>Evaluation:</b>	An administrative evaluation will be conducted comparing planned and completed activities.
<b>Directing Agency:</b>	MnDOT and contractors through a 164HE grant from DPS/OTS.

<b>Project Number:</b>	13-09-05
<b>Project Title:</b>	New Roadway Safety 2013 Initiative A
<b>Target Population:</b>	People traveling on trunk highways.
<b>Description:</b>	MnDOT will be identifying new projects to address priority areas within its Strategic Highway Safety Plan. This project serves as a placeholder for an anticipated 2013 initiative.
<b>Evaluation:</b>	An evaluation will be conducted based on actual project activities once developed.
<b>Directing Agency:</b>	MnDOT through a 164HE grant from DPS/OTS.

<b>Project Number:</b>	13-09-06
<b>Project Title:</b>	Better Roads
<b>Target Population:</b>	People traveling on Minnesota Trunk Highway 55.
<b>Description:</b>	MnDOT will construct additional turn lanes and reduced conflict intersections on Minnesota Trunk Highway 55 to improve roadway safety.
<b>Evaluation:</b>	An administrative evaluation will be conducted comparing planned and completed activities.
<b>Directing Agency:</b>	MnDOT through a 164HE grant from DPS/OTS.

<b>Project Number:</b>	13-09-07
<b>Project Title:</b>	Safe Intersection CWS – Systematic Safety Improvement to Reduce Lane Departure and Intersection Fatal and Serious Injury Crashes.
<b>Target Population:</b>	People traveling through the intersection of US Trunk Highway 75 and Polk County State Aid Highway 21.
<b>Description:</b>	The intersection at US TH 75 and Polk County State Aid Highway 21 has a higher than expected crash severity rate. MnDOT will install an Intersection Conflict Warning System at a cost of \$120,000 in an attempt to reduce the number of severe crashes at this intersection.
<b>Evaluation:</b>	An administrative evaluation will be conducted comparing planned and completed activities.
<b>Directing Agency:</b>	MnDOT and contractors through a 164HE grant from DPS/OTS.

<b>Project Number:</b>	13-09-08
<b>Project Title:</b>	New Roadway Safety 2013 Initiative B
<b>Target Population:</b>	People traveling on Minnesota roadways.
<b>Description:</b>	MnDOT will be identifying new projects to address priority areas within its Strategic Highway Safety Plan. This project serves as a placeholder for an anticipated 2013 initiative.
<b>Evaluation:</b>	An evaluation will be conducted based on actual project activities once developed.
<b>Directing Agency:</b>	MnDOT through a 164HE grant from DPS/OTS.

<b>Project Number:</b>	13-09-09
<b>Project Title:</b>	Best Pedestrian and Bike Safety Practices
<b>Target Population:</b>	Minnesota county and state engineers; pedestrians and bicyclists
<b>Description:</b>	MnDOT will facilitate the creation of a best practices handbook for pedestrian and bike safety. Work will include a literature review of existing best practices in order to document a best analytical practices approach relative to identifying locations that are considered at-risk for pedestrian and bicycle crashes in Minnesota; and assemble a best practices list of mitigation strategies with a focus on documenting potential applications, safety effectiveness, and estimated implementation costs. In addition, the pieces developed on the pedestrian safety <i>Share the Road</i> campaign developed in 2012 will be distributed.
<b>Evaluation:</b>	An administrative evaluation will be conducted comparing planned and completed activities.
<b>Directing Agency:</b>	MnDOT through a 164HE grant from DPS/OTS.

<b>Project Number:</b>	13-09-10
<b>Project Title:</b>	Reduced Conflict Intersections
<b>Target Population:</b>	People traveling on Minnesota roadways.
<b>Description:</b>	MnDOT will construct three reduced conflict intersections on U.S. trunk highways 52 and 212 and state trunk highway 36.
<b>Evaluation:</b>	An administrative evaluation will be conducted based on project activities completed.
<b>Directing Agency:</b>	MnDOT through a 164HE grant from DPS/OTS.

**Project Number:** 13-09-11

**Project Title:** New Roadway Safety 2013 Initiative C

**Target Population:** People traveling on Minnesota roadways.

**Description:** MnDOT will be identifying new projects to address priority areas within its Strategic Highway Safety Plan. This project serves as a placeholder for an anticipated 2012 initiative.

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

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

## 13-09 Funding for Roadway Safety

(In thousands of dollars)

<b>Project</b>	<b>Code RS Section 402</b>	<b>Code 164HE Section 164</b>	<b>NHTSA Total</b>	<b>State &amp; Local</b>	<b>Local Benefit</b>
01 TZD Support	79.0		79.0		
02 County and District Safety Plans		2,183.0	2183.0		
03 Rural Intersection CWS		1,000.0	1000.0		
04 Cable Media Barriers		10,299.0	10229.0		
05 Future New Project A		3,033.0	3033.0		
06 Better Roads		4,375.0	4375.0		
07 Safe Intersection CWS		120.0	120.0		
08 Future New Project B		3,032.0	3032.0		
09 Pedestrian/Bike Safety Handbook		100.0	100.0		
10 Reduced Conflict Intersections		3,350.0	3350.0		
11 Future New Project C		3,032.0	3032.0		
<b>Totals</b>	<b>79.0</b>	<b>30,524.0</b>	<b>30603.0</b>		

## **State Certifications and Assurances**

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

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

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

### **Certifications and Assurances**

#### **Section 402 Requirements (as amended by Pub. L. 112-141)**

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

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

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

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

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

- **National law enforcement mobilizations and high-visibility law enforcement mobilizations,**
  - **Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,**
  - **An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,**
  - **Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources,**
  - **Coordination of its highway safety plan, data collection, and information systems with the State strategic highway safety plan (as defined in section 148)(a).**
- (23 USC 402 (b)(1)(F));**

**The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 USC 402(j)).**

### **Other Federal Requirements**

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

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

The same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations. 49 CFR 18.41.

Failure to adhere to these provisions may result in the termination of drawdown privileges.

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

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

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

### **Federal Funding Accountability and Transparency Act (FFATA)**

The State will comply with FFATA guidance, OMB Guidance on FFATA Subward and Executive Compensation Reporting, August 27, 2010, ([https://www.fsr.gov/documents/OMB\\_Guidance\\_on\\_FFATA\\_Subaward\\_and\\_Executive\\_Compensation\\_Reporting\\_08272010.pdf](https://www.fsr.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf)) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; , and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;
  - (i) the entity in the preceding fiscal year received —
    - (I) 80 percent or more of its annual gross revenues in Federal awards; and
    - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
    - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42 USC § 12101, *et seq.*; PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 *et seq.*), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

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

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
  1. The dangers of drug abuse in the workplace.
  2. The grantee's policy of maintaining a drug-free workplace.
  3. Any available drug counseling, rehabilitation, and employee assistance programs.

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

### **BUY AMERICA ACT**

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

**POLITICAL ACTIVITY (HATCH ACT).**

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

**CERTIFICATION REGARDING FEDERAL LOBBYING**

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

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

## **RESTRICTION ON STATE LOBBYING**

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

## **CERTIFICATION REGARDING DEBARMENT AND SUSPENSION**

### Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies

available to the Federal Government, the department or agency may terminate this transaction for cause or default.

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

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

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

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal

government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a

participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

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

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

POLICY TO BAN TEXT MESSAGING WHILE DRIVING

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

- (1) Adopt and enforce workplace safety policies to decrease crashes caused by distracted driving including policies to ban text messaging while driving—
  - a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
  - b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.
- (2) Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as –
  - a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and

- b. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

## **ENVIRONMENTAL IMPACT**

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

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**Governor's Representative for Highway Safety**

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**Minnesota**

**State or Commonwealth**

2013

**For Fiscal Year**

August 31, 2012

**Date**

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

State: Minnesota

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Report Date: 09/19/2012

Posted: 09/19/2012

Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
<b>NHTSA</b>									
<b>NHTSA 402</b>									
<b>Planning and Administration</b>									
	PA-2012-01-00-00	obligate 402			\$427,914.01	\$228,718.35	\$ .00		\$199,195.66
		<b>Planning and Administration Total</b>			<b>\$427,914.01</b>	<b>\$228,718.35</b>	<b>\$ .00</b>		<b>\$199,195.66</b>
<b>Alcohol</b>									
	AL-2012-03-00-00	new obligation			\$348,047.45	\$ .00	\$ .00		\$348,047.45
		<b>Alcohol Total</b>			<b>\$348,047.45</b>	<b>\$ .00</b>	<b>\$ .00</b>		<b>\$348,047.45</b>
<b>Motorcycle Safety</b>									
	MC-2012-07-00-00	voucher 8			\$110,000.00	\$75,165.53	\$ .00		\$34,834.47
		<b>Motorcycle Safety Total</b>			<b>\$110,000.00</b>	<b>\$75,165.53</b>	<b>\$ .00</b>		<b>\$34,834.47</b>
<b>Occupant Protection</b>									
	OP-2012-02-00-00	clear critical error			\$656,000.00	\$265,931.52	\$ .00		\$390,068.48
		<b>Occupant Protection Total</b>			<b>\$656,000.00</b>	<b>\$265,931.52</b>	<b>\$ .00</b>		<b>\$390,068.48</b>
<b>Police Traffic Services</b>									
	PT-2012-03-00-00	Correcting entry; PT 03 doesn't exist			\$ .00	\$ .00	\$ .00		\$ .00
	PT-2012-04-00-00	clear critical error			\$3,104,468.05	\$621,962.68	\$ .00		\$2,482,505.37
		<b>Police Traffic Services Total</b>			<b>\$3,104,468.05</b>	<b>\$621,962.68</b>	<b>\$ .00</b>		<b>\$2,482,505.37</b>
<b>Traffic Records</b>									
	TR-2012-05-00-00	voucher 8			\$745,000.00	\$300,952.66	\$ .00		\$444,047.34
		<b>Traffic Records Total</b>			<b>\$745,000.00</b>	<b>\$300,952.66</b>	<b>\$ .00</b>		<b>\$444,047.34</b>
<b>Community Traffic Safety Project</b>									
	CP-2012-06-00-00	obligate 402			\$1,878,318.00	\$518,451.24	\$ .00		\$1,359,866.76
		<b>Community Traffic Safety Project Total</b>			<b>\$1,878,318.00</b>	<b>\$518,451.24</b>	<b>\$ .00</b>		<b>\$1,359,866.76</b>

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Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
<b>Roadway Safety</b>									
	RS-2012-09-00-00	voucher 8			\$62,500.00	\$1,009.40	\$ .00		\$61,490.60
	<b>Roadway Safety Total</b>				<b>\$62,500.00</b>	<b>\$1,009.40</b>	<b>\$ .00</b>		<b>\$61,490.60</b>
<b>Paid Advertising</b>									
	PM-2012-06-00-00	voucher 8			\$581,278.74	\$207,948.50	\$ .00		\$373,330.24
	<b>Paid Advertising Total</b>				<b>\$581,278.74</b>	<b>\$207,948.50</b>	<b>\$ .00</b>		<b>\$373,330.24</b>
	<b>NHTSA 402 Total</b>		<b>\$4,639,461.92</b>	<b>\$3,274,064.63</b>	<b>\$7,913,526.25</b>	<b>\$2,220,139.88</b>	<b>\$ .00</b>	<b>\$ .30</b>	<b>\$5,693,386.37</b>
<b>405 OP SAFETEA-LU</b>									
	K2-2012-00-00-00				\$49,000.00	\$ .00	\$ .00		\$49,000.00
	K2-2012-02-00-00	voucher 8			\$1,518,036.87	\$919,951.49	\$ .00		\$598,085.38
	<b>405 Occupant Protection Total</b>				<b>\$1,567,036.87</b>	<b>\$919,951.49</b>	<b>\$ .00</b>		<b>\$647,085.38</b>
	<b>405 OP SAFETEA-LU Total</b>		<b>\$604,375.08</b>	<b>\$962,661.79</b>	<b>\$1,567,036.87</b>	<b>\$919,951.49</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$647,085.38</b>
<b>NHTSA 406</b>									
	K4PM-2012-06-00-00	voucher 8			\$487,937.74	\$277,141.79	\$ .00		\$210,795.95
	<b>406 Safety Belts Paid Media Total</b>				<b>\$487,937.74</b>	<b>\$277,141.79</b>	<b>\$ .00</b>		<b>\$210,795.95</b>
<b>406 Occupant Protection</b>									
	K4OP-2012-02-00-00	voucher 8			\$1,516,061.21	\$1,351.77	\$ .00		\$1,514,709.44
	<b>406 Occupant Protection Total</b>				<b>\$1,516,061.21</b>	<b>\$1,351.77</b>	<b>\$ .00</b>		<b>\$1,514,709.44</b>
<b>406 Police Traffic Services</b>									
	K4PT-2012-04-00-00	voucher 8			\$2,270,622.32	\$524,243.95	\$ .00		\$1,746,378.37
	<b>406 Police Traffic Services Total</b>				<b>\$2,270,622.32</b>	<b>\$524,243.95</b>	<b>\$ .00</b>		<b>\$1,746,378.37</b>
	<b>NHTSA 406 Total</b>		<b>\$ .00</b>	<b>\$4,274,621.27</b>	<b>\$4,274,621.27</b>	<b>\$802,737.51</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$3,471,883.76</b>
<b>408 Data Program SAFETEA-LU</b>									
	K9-2012-05-00-00	obligate 408			\$2,248,655.14	\$136,928.75	\$ .00		\$2,111,726.39

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Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
<b>408 Data Program Incentive Total</b>					\$2,248,655.14	\$136,928.75	\$0.00		\$2,111,726.39
<b>408 Data Program SAFETEA-LU Total</b>			\$424,451.54	\$1,824,203.60	\$2,248,655.14	\$136,928.75	\$0.00	\$0.00	\$2,111,726.39
<b>410 Alcohol SAFETEA-LU</b>									
	K8-2012-00-00-00				\$0.00	\$0.00	\$0.00		\$0.00
	K8-2012-03-00-00	voucher 8			\$4,129,017.51	\$1,368,490.21	\$0.00		\$2,760,527.30
<b>410 Alcohol SAFETEA-LU Total</b>					\$4,129,017.51	\$1,368,490.21	\$0.00		\$2,760,527.30
<b>410 Alcohol SAFETEA-LU Paid Media</b>									
	K8PM-2012-03-00-00	voucher 8			\$1,000,000.00	\$434,781.65	\$0.00		\$565,218.35
<b>410 Alcohol SAFETEA-LU Paid Media Total</b>					\$1,000,000.00	\$434,781.65	\$0.00		\$565,218.35
<b>410 Alcohol SAFETEA-LU Total</b>			\$0.00	\$5,129,017.51	\$5,129,017.51	\$1,803,271.86	\$0.00	\$0.00	\$3,325,745.65
<b>2010 Motorcycle Safety</b>									
	K6-2012-07-00-00	voucher 8			\$232,056.91	\$118,532.19	\$0.00		\$113,524.72
<b>2010 Motorcycle Safety Incentive Total</b>					\$232,056.91	\$118,532.19	\$0.00		\$113,524.72
<b>2010 Motorcycle Safety Total</b>			\$0.00	\$232,056.91	\$232,056.91	\$118,532.19	\$0.00	\$0.00	\$113,524.72
<b>2011 Child Seats</b>									
	K3-2012-02-00-00	voucher 8			\$195,969.89	\$12,485.35	\$0.00		\$183,484.54
<b>2011 Child Seat Incentive Total</b>					\$195,969.89	\$12,485.35	\$0.00		\$183,484.54
<b>2011 Child Seats Total</b>			\$0.00	\$195,969.89	\$195,969.89	\$12,485.35	\$0.00	\$0.00	\$183,484.54
<b>1906 Prohibit Racial Profiling</b>									
	K10-2012-06-00-00	obligate match			\$2,747.53	\$0.00	\$0.00		\$2,747.53
<b>1906 Prohibit Racial Profiling Total</b>			\$0.00	\$2,747.53	\$2,747.53	\$0.00	\$0.00	\$0.00	\$2,747.53
<b>164 Transfer Funds</b>									
	164PA-2012-03-00-00	voucher 8			\$323,841.37	\$191,029.06	\$0.00		\$132,812.31
<b>164 Planning and Administration Total</b>					\$323,841.37	\$191,029.06	\$0.00		\$132,812.31

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

Status of Obligations and Expenditures

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Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
<b>164 Alcohol</b>									
	164AL-2012-03-00-00	voucher 8			\$14,225,371.57	\$2,815,798.80	\$ .00		\$11,409,572.77
	<b>164 Alcohol Total</b>				<b>\$14,225,371.57</b>	<b>\$2,815,798.80</b>	<b>\$ .00</b>		<b>\$11,409,572.77</b>
<b>164 Paid Media</b>									
	164PM-2012-00-00-00				\$ .00	\$ .00	\$ .00		\$ .00
	164PM-2012-03-00-00	Revision 1 to HSP			\$1,525,198.79	\$ .00	\$ .00		\$1,525,198.79
	<b>164 Paid Media Total</b>				<b>\$1,525,198.79</b>	<b>\$ .00</b>	<b>\$ .00</b>		<b>\$1,525,198.79</b>
<b>164 Hazard Elimination</b>									
	164HE-2012-09-00-00	clear critical error			\$26,677,613.29	\$1,521,646.45	\$ .00		\$25,155,966.84
	<b>164 Hazard Elimination Total</b>				<b>\$26,677,613.29</b>	<b>\$1,521,646.45</b>	<b>\$ .00</b>		<b>\$25,155,966.84</b>
	<b>164 Transfer Funds Total</b>		<b>\$13,187,039.00</b>	<b>\$29,564,986.02</b>	<b>\$42,752,025.02</b>	<b>\$4,528,474.31</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$38,223,550.71</b>
	<b>NHTSA Total</b>		<b>\$18,855,327.54</b>	<b>\$45,460,329.15</b>	<b>\$64,315,656.39</b>	<b>\$10,542,521.34</b>	<b>\$ .00</b>	<b>\$ .30</b>	<b>\$53,773,135.05</b>
	<b>Total</b>		<b>\$18,855,327.54</b>	<b>\$45,460,329.15</b>	<b>\$64,315,656.39</b>	<b>\$10,542,521.34</b>	<b>\$ .00</b>	<b>\$ .30</b>	<b>\$53,773,135.05</b>