

State of Minnesota
Department of Public Safety

Highway Safety Plan

Federal Fiscal Year 2017

Prepared for:
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National Highway Traffic Safety Administration

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Office of Traffic Safety

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Signature

217 HSP-1 from GTS

Minnesota's Highway Safety Plan: Federal Fiscal Year 2017 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 and the best ways to reduce their risk; increasing perception of the likelihood of negative consequences for taking risks on the road, 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 discusses traffic safety problems in the state and 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, other required plans, and program areas sections of this Highway Safety Plan report the required goals we have set for our program, and the strategies, tactics, and projects we intend to implement during Federal Fiscal Year 2017 with the NHTSA funding as well as any other funding of which we are aware.

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 implement 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 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 2015 to be nearly \$1.775 billion) but also the emotional toll on families of crash victims.

Toward Zero Deaths Program

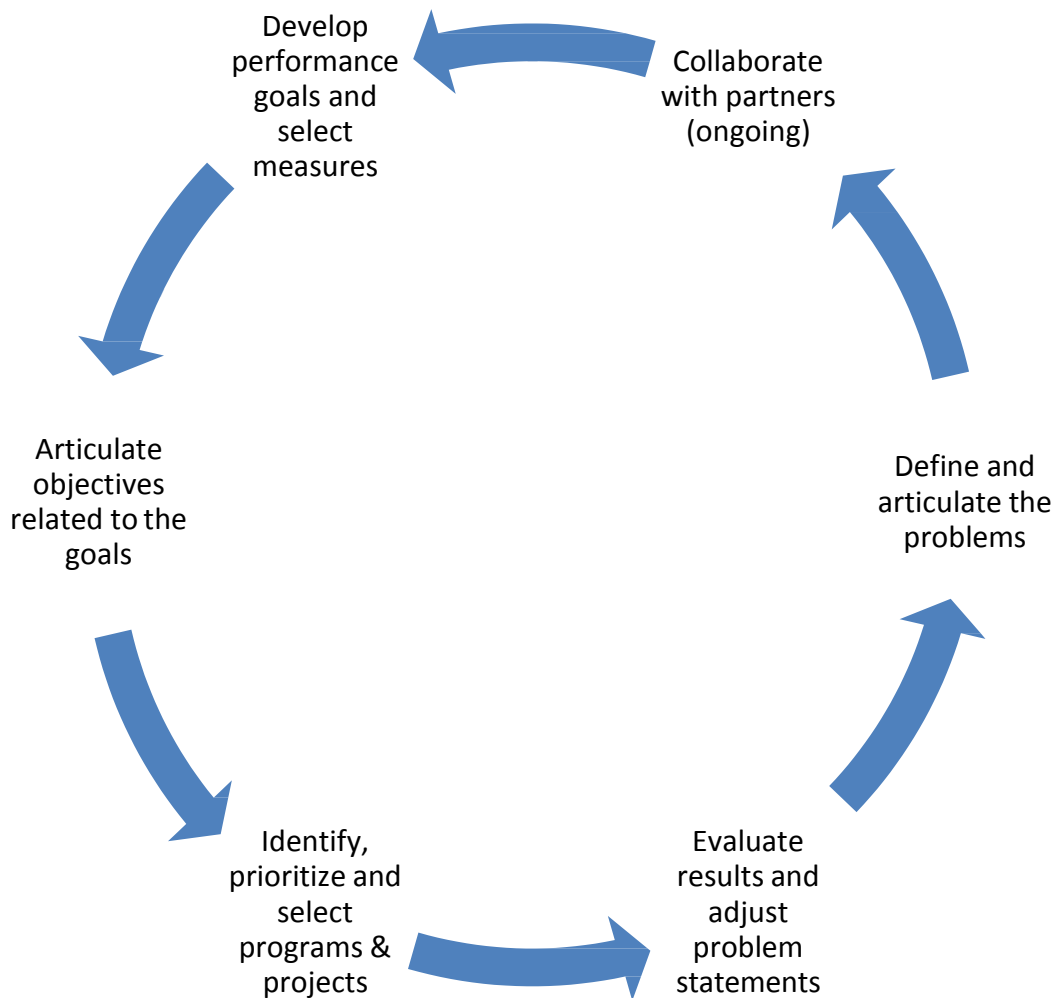
In 2001, the Minnesota Departments of Public Safety and Transportation collaborated on a conference called *Toward Zero Deaths*. The most significant results of that conference were an improved understanding between the two agencies of the shared roles we play in decreasing deaths and severe injuries 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. Since 2003, the Toward Zero Deaths (TZD) partners have been collaborating on some projects and routinely meeting and sharing information. A Comprehensive Highway Safety Plan, spearheaded by MnDOT, was written in 2006; in 2007 that plan was updated into the MnDOT Strategic Highway Safety Plan (SHSP). OTS's primary goals and strategies have been largely incorporated into the SHSP. The most recent update to the SHSP began under MnDOT's leadership in 2013 and was completed in 2014. MnDOT has sought participation in the update by a wide variety of stakeholders and interested persons.

The TZD (see <http://www.minnesotatzd.org/>) is an informal umbrella program, under which everyone working on traffic safety can join together. The TZD sponsoring partners (the Departments of Public Safety, Health, and Transportation). Current TZD program goals are fewer than 300 deaths and 850 serious injuries by 2020. These two goals are the same for OTS as they are for MnDOT and the general TZD program.

The TZD leadership team developed a strategic direction one pager with a mission, a vision, and three different goals and basic strategies to use to obtain them. The team has continued to update the strategic directions; marking items as completed and adding new items. Elements of the TZD Strategic Direction are addressed in appropriate sections that follow. Of course, the 2017 Minnesota Highway Safety Performance Plan (HSP) and the OTS office's work, concentrate solely on solutions to poor driver behaviors and decisions. However, the OTS does have an increasingly system-wide understanding of traffic safety problems.

Diagram of the Planning Process

At 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' staff consists of the Director; a Traffic Safety Programs Manager; a Research and Evaluation Manager; two support staff positions; four research positions; and eleven "coordinator" positions at three different classification levels.

Leadership Team: The leadership team consists of the Director of the Office, the Traffic Safety Program Manager and the Research and Evaluation Manager. Others can be invited at the Director's discretion. Ultimately, the Director is responsible for program and project decisions taking into account the advice, knowledge, and experiences of the NHTSA, Commissioner's Office, stakeholders, and OTS staff.

Program Coordinators: Responsible for the design, administration, and oversight of OTS grants and contracts as well as for implementation when appropriate. Additionally, these positions have a role in problem identification, development of the Highway Safety Plan (HSP) and Annual Report (AR), and compliance with the completed HSP as it relates to assigned project and program areas. Program area coordinators develop expertise in the area to which they are assigned, and act as subject matter experts for the legislature, the media, and other interested stakeholders.

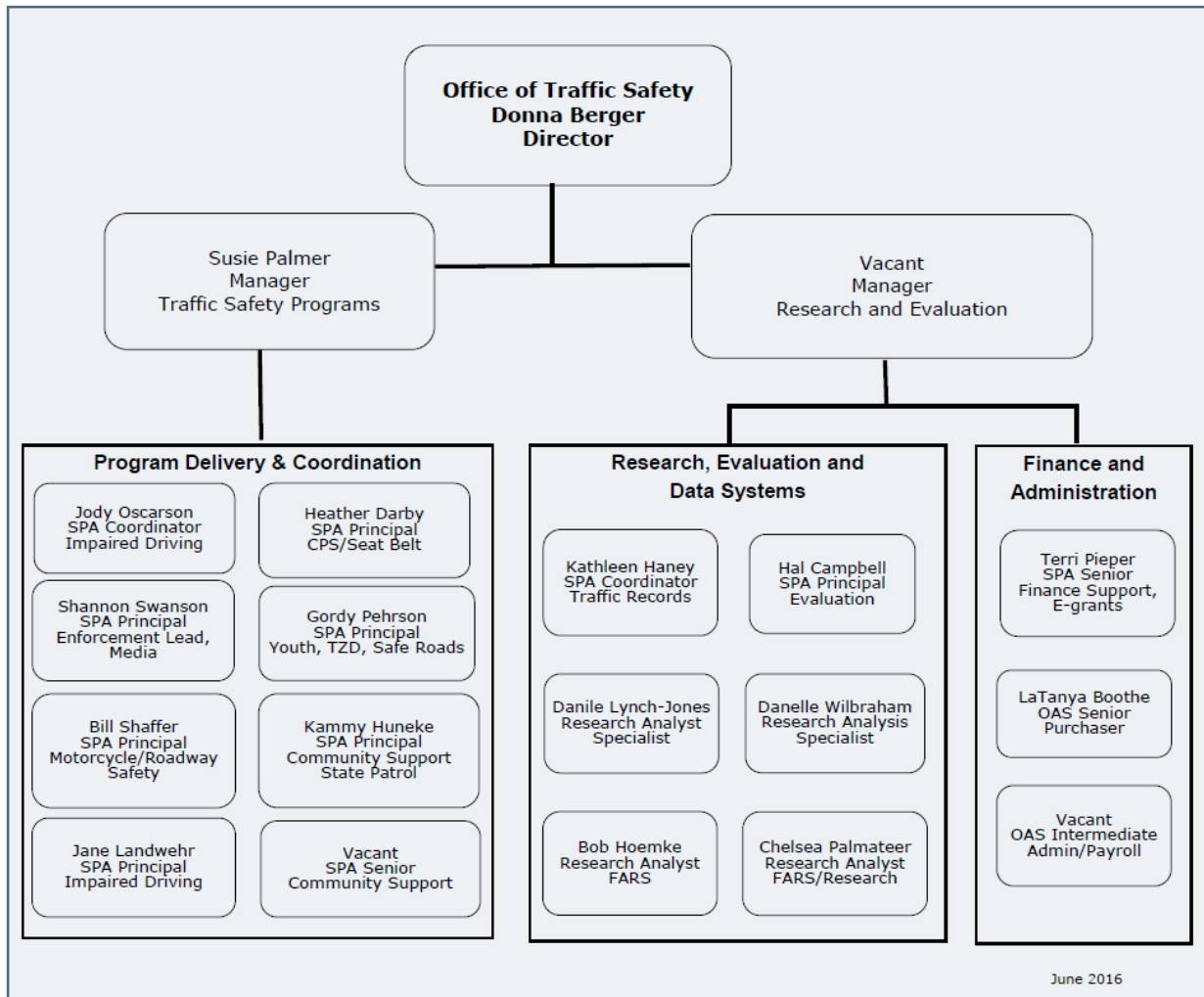
Research Analysts: Responsible for research and analysis of Minnesota's traffic crash data and for problem identification and evaluation for OTS, our partners, and other appropriate requesters. The research analysts produce Minnesota's annual *Crash Facts* and *Impaired Driving Facts* publications. In addition, the Fatality Analysis Reporting System (FARS), which contains data on fatal crashes for the nation, is maintained by one and one-half positions dedicated to FARS analysis.

Administrative Support: Responsible for general assistance both administrative and technical, including mailing, purchasing, payroll, and inventory

Although the organizational chart may indicate that lines of responsibility and program areas are clearly drawn, it is essential to keep in mind that the highway safety program involves close coordination among all employees and program areas.

As of the time this HSP is written, there are three vacancies in the office, one manager, one administrative support, and one program coordinator. These three positions should both be filled by the beginning of the 2017 federal year.

The OTS organizational chart as of May, 2016 is presented on the next page.



June 2016

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 OTS' efforts are conducted is called *Toward Zero Deaths (TZD)*. Within Public Safety, the OTS and Minnesota State Patrol are primarily involved in improving behavior on the roadway behavior, the larger TZD effort encompasses roadway engineering strategies by MnDOT, as well as, prevention, hospital and trauma oversight by the Department of Health, and initial medical response from Emergency Medical Services. In addition, courts and the media significantly impact traffic safety. 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.

Performance Plan

Annually, Minnesota's DPS, OTS prepares this Highway Safety Plan to describe how Minnesota will use the federal funding from the National Highway Traffic Safety Administration under the State and Community Highway Safety Program which was established in 1966. The plan also includes descriptions of related state and other federal programs conducted by and with the OTS. The Highway Safety Plan includes information on projects for the special funding areas under the various 405 programs under the FAST Act, and older sections of funding remaining from MAP 21 legislation.

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 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 an average year, 400 people are killed and 30,000 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 (with a special interest in and focus on severe 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 OTS 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 valued. 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. Evidence-based 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 various types of support to be effective and efficient. 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 systems 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 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 and accurately. A key value is outstanding communication within OTS, within DPS, with our partners, with the media, and with our customers.

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

Sources of Data

Minnesota uses a wide variety of sources of data when identifying problems, goals, and the strategies likely to be effective in combatting them. The following chart lists types of data sources commonly used. Multiple years are used whenever possible. With the exception of the NHTSA publication (*Countermeasures That Work*), the data used is specific to Minnesota.

Type of Data	Provider/Owner of Data
Crash Records	Minnesota Department of Public Safety (DPS/Driver and Vehicle Services-DVS)
FARS	National Highway Traffic Safety Administration (NHTSA)
Telephone Surveys of Attitudes and Knowledge	Contractors for DPS/OTS
Observational Studies of Seat Belt Use	Contractors for DPS/OTS
Evaluations of Specific Projects	DPS and Various contractors for DPS/OTS
Project Reports	Project Directors and OTS Staff for DPS/OTS
Citations and Convictions	State Court Administration and Project Directors
CODES	Minnesota Department of Health (DOH)
DWI Offender	DPS (from DVS' Driver's License Data Base)
Occupation, Cause of Death	County Coroner's Reports of Death
Vehicles Miles Traveled	Minnesota Department of Transportation (MnDOT)
Population	Minnesota State Demographer
Ambulance run reports	EMS Regulatory Board
Crash Location Mapping	MnDOT
Attendee Evaluations	Students from classes and conference attendees at DPS/OTS sponsored events
Tribal Relations	DPS' Tribal Liaison Coordinator
Tribal Boundaries	MnDOT
SHSP Focus Areas	MnDOT
2015 Countermeasures That Work	NHTSA

Trends

Sometimes traffic safety trends are not easily seen or forecast; however, the crash data itself always provides insights. For example, in the past ten years (2006-2015) Minnesota has seen three years (2007, 2012, and 2015) where the number of persons killed actually increased slightly over the previous year. However, during the ten year time frame mentioned, Minnesota has experienced an average decrease in fatalities of three percent every year. Similarly, there were three years (2007, 2011, and 2015) during which the number of fatalities that were alcohol-related (at least one driver, pedestrian, or bicyclist had consumed any amount of alcohol) also increased. However, overall since 2006, the number of alcohol-related fatalities in Minnesota has decreased three percent annually.

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. The National Safety Council's estimate of the cost of a traffic fatality was \$1.512 million in 2015. Over the last ten years, due to an overall decrease in fatalities and injuries, the estimated costs associated with traffic crashes in Minnesota have been similar from year to year. However, the cost estimate for traffic crashes in Minnesota rose to an all-time high in 2015 of \$1.773 billion. The previous all-time high was \$1.769 billion in 2004.

The primary seat belt and booster seat laws have given Minnesota its highest occupant restraint usage rate in history; based upon the NHTSA-approved observational survey it is now 94 percent. As restraint use by motor vehicle occupants increased in Minnesota starting in the early 1980's, the number of killed occupants has decreased dramatically. Forty years ago, about 700 motor vehicle occupants died each year in Minnesota. In 2015, a total of 285 occupants were killed.

Demographic Trends

All of the information in this section is from the website of the Minnesota State Demographic Center (see: <http://mn.gov/admin/demography/>); the most recent information presented is for 2015. A table showing population projections by age and gender is included as Attachment 1.

Minnesota's population is projected to grow by six percent from 2015 through 2025. 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 seven county metro area, the majority of the specific crashes with which OTS is concerned – the most severe ones resulting in deaths or serious injuries – occur in Greater Minnesota. Because the metro area is projected to increase in population at a faster rate than Greater Minnesota (6% vs. 5% respectively), fewer deaths and severe injuries relative to overall population size are expected by 2025.

In the coming decade, other demographic trends will also have implications for traffic safety. With the continued aging of the "baby boomers," there will be a significant growth in the population of Minnesotans over the age of 70. The "baby boomer" generation is defined by Pew Research Center as those born 1946-1964, who are currently aged 52-70 years. Along with the gradually aging population,

deaths and serious 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. Data from the previous ten years (2006-2015) show that the proportion of people with a driver's license does drop with aging, primarily after age 80. However, there is no emerging trend showing that people are keeping their licenses later in life now than they did ten years ago. This non-trend may or may not continue over the next decade as more Minnesotans age into the 65+ age groups. Therefore, it is likely that the growth of the number of drivers over age 65 will be primarily due to a larger number of people in that cohort.

The total percentage of Minnesotans in the age group least associated with risky driving behavior (35-64 year olds) is projected to decrease by three percentage points (39% of the total population in 2015 compared to 36% in 2025). A smaller percentage of the age group with the safest drivers will likely contribute to a higher number of traffic deaths and serious injuries.

The number of Minnesotans in their early 20s (20-24 year olds) is expected to decrease by one percent. With fewer people in this risky driver group, who are typically the most frequently cited for DWI, are least likely to buckle up, and the most likely to be killed or seriously injured, the corresponding number of deaths and serious injuries is projected to decrease for this age group.

The number of those in the inexperienced driver category (15-19 year olds) is projected to grow by four percent over the next decade. Generally, with more teens driving, more traffic deaths can be expected.

Two final trends for the next decade worth noting: the proportion of Minnesotans aged 25 to 34 will remain relatively constant. The majority of the persons those ages, especially the unmarried males, are at high risk for crashes. Minnesotans in the 75-79 year old age group will be the cohort most responsible for the increase in population; by 2025 they will increase by 60 percent over 2015.

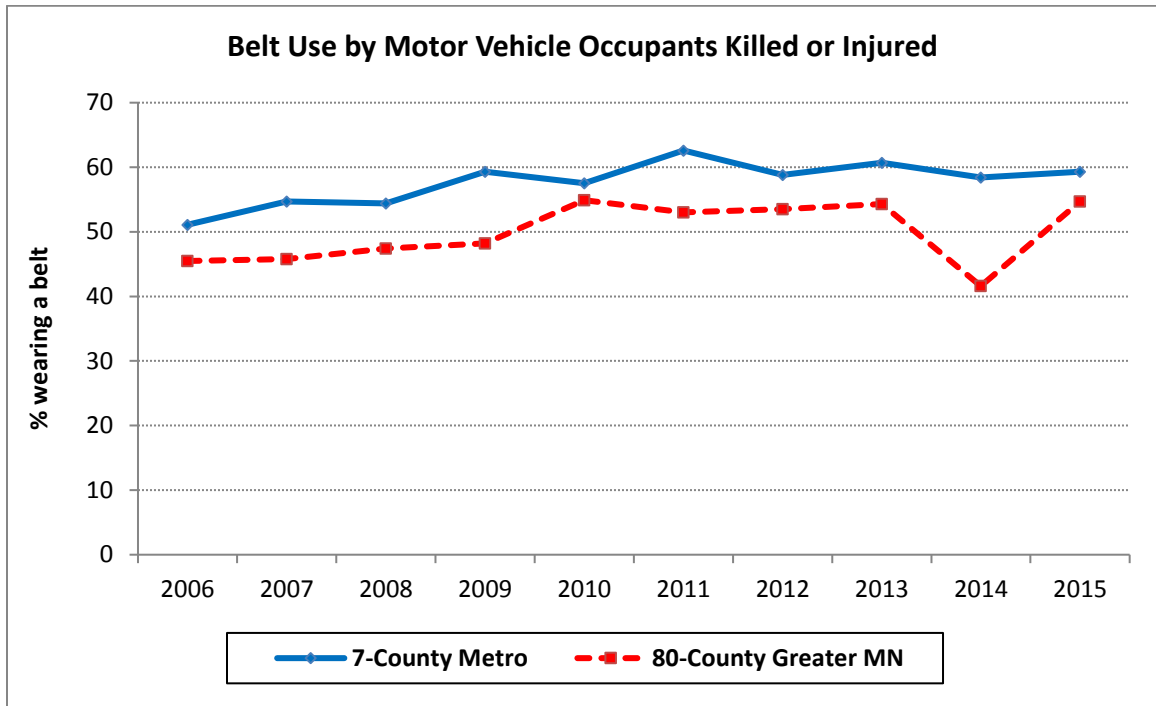
Seat Belt Use

Seat belt use as identified in the 2015 crash database for all levels of injury shows the southeast region had the highest use, with 85 percent of those killed or injured 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 73 percent in the northwest region and only 77 percent in the southwest region were known to be belted at the time of the crash. As noted below, in the general population observed, seat belt use is higher in the metro area. That discrepancy can be at least partially explained by the higher number and percentage of unknown belt use in metro area crashes.

In the past decade, the number of motor vehicle occupant children under the age of 10 who were killed or severely injured in crashes has decreased by 43 percent (from 37 in 2006 to 21 in 2015). The number of 'tweens and teens, ages 10 through 19, who were killed or severely injured decreased 58 percent (from 324 to 135 during those same years). Stronger seat belt and graduated driver license laws have been significant factors in those successes.

Seat belt use rates of those killed or injured are lowest on township roads (70%) and highest on interstates (91%). Seat belt use by those killed in alcohol-related crashes in 2015 was only 51 percent. These relationships have remained fairly constant over time.

In the past ten 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 seven percentage points. However, in 2015, that gap has narrowed to less than three percent.



Observed seat belt use in the general driving 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 June, 2015 survey the observed belt use was 94 percent. More detailed information on observed seat belt use is provided at the beginning of the occupant protection program area.

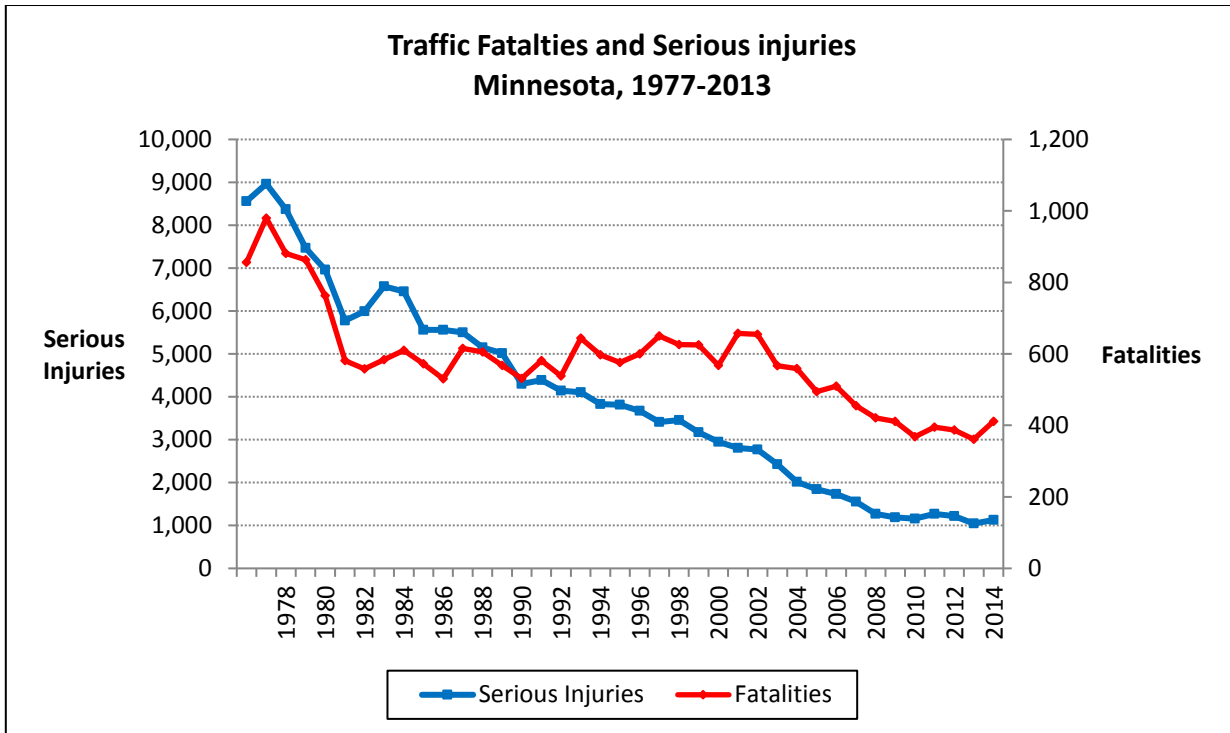
Deaths and Serious Injuries

There were 50 more traffic deaths in 2015 than in 2014, an increase of 13.9 percent. The number of deaths increased slightly in most age groups, but there were fewer deaths among children aged 5-9 years and among those over age 85. Of those killed in traffic crashes in 2015, 72 percent were males; this proportion is remarkably consistent over time.

There was an increase in motorcycle rider fatalities in 2015, from 46 in 2014 to 61 in 2015 (similar to 2013, during which there were 60 motorcycle rider fatalities). Sixty-nine percent of the motorcycle riders who died in 2015 were aged 40 and over.

Minnesota has kept records of serious injuries caused by crashes since 1977. Over this time period, the highest number of serious injuries, 8,965, occurred in 1978. In 2015, there were 1,127 serious injuries, a decrease of 87 percent compared with the nearly 9,000 serious injuries 37 years ago. A serious injury is defined as one that will not allow the victim to go about his or her regular routine in the near future.

Serious injuries include everything from a persistent comatose condition to a broken bone. A serious injury is a painful, expensive experience. According to the National Safety Council, the average cost for a serious injury is now \$88,500, an estimate that is considered conservative by many.



Impaired Driving

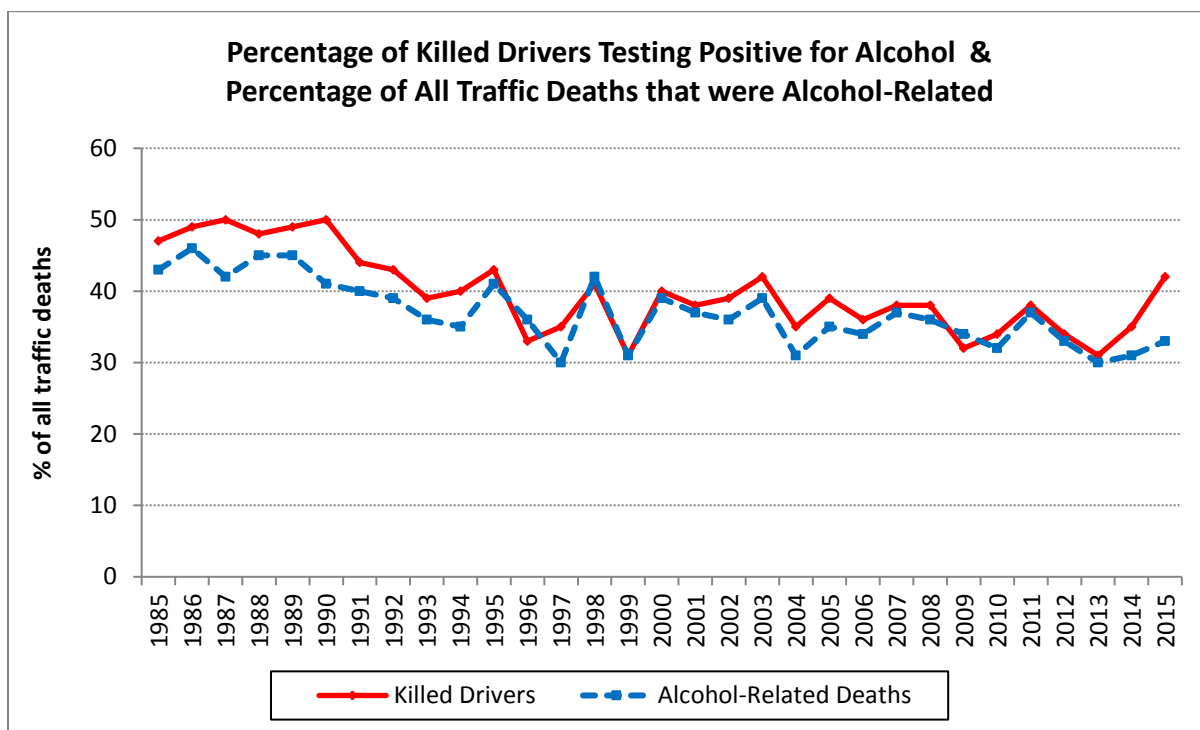
Alcohol-related deaths are defined by OTS as those in which at least one driver, pedestrian, or bicyclist involved in the crash had a measurable amount of alcohol in his or her system according to the coroner or to the investigating officer’s perception of the crash. In 2015, 137 people in Minnesota died in alcohol-related traffic crashes measured this way; they accounted for 33 percent of all traffic-related deaths. (These figures as reported by NHTSA will be a bit higher after they apply their imputation process to the unknowns).

NHTSA is now using an alcohol impaired measure instead of an alcohol-related measure in most cases; those are defined as deaths in which at least one driver had a blood alcohol content of .08 g/dL or above, the illegal *per se* limit in all states. In 2015, 95 people in Minnesota died in alcohol-impaired traffic crashes; they accounted for 23 percent of all traffic-related deaths.

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 at any given time or place – we cannot say, for example, that three percent of the miles driven in Minnesota are done by drivers in an impaired condition in the same manner as we can say seven to ten percent of the miles traveled in Minnesota is done by people who are not buckled up.

However, we can examine how many traffic deaths were alcohol-related (any amount of alcohol shown in a BAC or the report officer’s perception of drinking). Furthermore, we can identify how many of the killed drivers who were tested for alcohol had a positive blood alcohol content test result (according to the coroner’s report). Those two measures are closely related; 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, pedestrian, or bicyclist had been drinking any amount of alcohol – has remained relatively steady over the last thirty years. The same is true for the percentage of killed drivers who tested positive for any amount of alcohol. This consistency is in contrast to the progress seen with reducing serious injuries and fatalities during that same time period.



Minnesota is making some progress against drinking and driving, yet it’s a particularly frustrating problem. While alcohol-related measurements fluctuate each year, the above graph clearly shows a decreasing trend in the past 30 years. Predictably, there is a strong positive relationship between alcohol use and injury severity. In 2015, six percent of minor injuries, 11 percent of moderate injuries, 19 percent of serious injuries, and 33 percent of deaths were alcohol-related. The percentage of alcohol-related serious injuries decreased slightly from 2014.

Driver’s license data shows that Minnesota law enforcement officers arrested 24,940 impaired drivers in 2015, a slight (approximately one percent) decrease from the 25,384 arrests made in 2014. Minnesota’s .08 g/dL illegal *per se* blood alcohol content law was passed in August of 2005; prior to that it had been .10 g/dL. As a result, the number of DWI arrests made in 2006 rose to the highest level in Minnesota history, about 42,000. Since then, DWI arrests in Minnesota have decreased every year and are now lower than pre-2006 levels. In 2015, 66 percent of those arrested for DWI were male, and 25 percent were female; the

gender of the remaining 9 percent was not reported. In 2015, 21 to 34 year-olds committed 51 percent of the DWIs on record; the percentage is remarkably consistent over time. The percentage of DWIs issued in the metropolitan counties of the state has leveled off after several years of a slow decline with just under 52 percent total arrests in 2015.

Minnesotans aged 50 and over accounted for less than a third of alcohol-related fatalities and only 16 percent of DWI arrests in 2015. Therefore, as the Minnesota population grows older, particularly the “baby boomers” generation, we expect to see a decline in the percentage of 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 report. 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 the FARS website at <http://www.nhtsa.gov/FARS>, click on *FARS Manuals and Documentation*, click on *2014 FARS/NASS GES Coding & Validation Manual*, and the definitions begin on page 902 at the end of the manual.

Race of Traffic Fatalities in Minnesota

Race	2011	2012	2013	2014	2015
White	309	337	338	320	360
Black	10	17	16	14	10
Native American	18	10	9	7	17
Chinese	0	1	2	2	3
Filipino	0	0	0	1	0
Asian Indian	1	0	1	1	2
Korean	2	0	0	0	0
Vietnamese	7	3	1	0	1
Other Asian or Pacific Islander	5	0	7	6	7
Multiple Races	0	0	0	0	0
All other races	2	1	1	0	1
Unknown*	14	26*	12	10	10
Totals	368	395	387	361	411

*Five of the unknown in 2012 were from Somalia

Hispanic Origin of Traffic Fatalities in Minnesota

Hispanic Origin	2011	2012	2013	2014	2015
Mexican	11	9	7	13	13
Puerto Rican	0	0	1	1	1
Cuban	0	0	0	0	0
Central or South American	2	3	4	4	0
Hispanic, Origin not specified	2	0	2	0	3
Non-Hispanic	341	363	363	336	384
Unknown*	12	20*	10	7	10
Totals	368	395	387	361	411

*Five of the unknown in 2012 were from Somalia

Problems Identified from Trends

In 2014, the most recent year for which national data is available, Minnesota's fatality rate per hundred million vehicle miles traveled was 0.70 which is among the five lowest rates in our history and significantly better than the national average (which was 1.07). The number of people killed on our roadways in 2015 was 411, a 14 percent increase from 2014 but a 17 percent decrease from a decade ago (2006). Ninety-four percent of drivers and 96 percent of passengers were buckled up according to the 2015 observational survey.

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

Impaired Driving:

- 24,940 impaired driving arrests were made on Minnesota roadways in 2015. Of the DWI arrests, 66 percent were male, 25 percent were female and 9 percent were not stated. Over 51 percent of impaired drivers arrested were between the ages of 21 and 34; approximately 5 percent were under 21.
- Of the 411 persons killed on our roads that year, 137 (33%) died in crashes involving a driver, pedestrian, or bicyclist who had consumed a measurable amount of alcohol. Of the total killed, 95 (23%) involved a driver, pedestrian, or bicyclist whose blood alcohol content was at or over the illegal *per se* limit of .08 g/dL.

Age and Sex:

- When comparing the proportion of different licensed driver age groups to the proportion of those who were in a crash, those aged 15-39 years old continue to be over-represented in crashes. In 2015, drivers in the 20-24 age group were the most over-represented. They made up only 8 percent of all licensed drivers yet were involved in 13 percent of all traffic crashes.
- Over 72 percent of those killed in 2015 crashes were males. In contrast, females are injured slightly more frequently than males. In 2015, 51 percent of all injuries in Minnesota were to females.

Restraint Use:

- Of the 285 drivers or passengers inside vehicles who were killed in 2015, only 153 (54%) were known to be using a seat belt at the time of the crash. Female occupants who died in crashes continue to be more likely to be buckled up than males; 62 percent versus 50 percent, respectively.
- Belt use in 2015 fatal crashes was lowest for 25-29 year-olds (4 of the 19 killed were belted) and 40-44 year-olds (3 of the 14 killed) with only 21 percent of those killed in the two groups known to be restrained; the second lowest were 30-34 year-olds, with only 27 percent known to be restrained (6 of the 22 killed). In terms of numbers of motor vehicle occupants killed in

five year age groups, those aged 75 years or older (admittedly more than five years in the group) had the most with 47 deaths, followed by 50-54 year olds with 25 deaths.

Speeding and Inattention:

- While crashes in general occur much more frequently in the Minneapolis/St. Paul seven-county metropolitan area (63% of the total), approximately 60 percent 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 22% of the drivers). In multi-vehicle crashes, speeding contributed to crashes for only 6 percent of the drivers, with driver inattention/distraction being the most frequently cited factor (23% of those drivers).
- Illegal or unsafe speeds contributed to 78 of Minnesota's deaths (19% of all traffic deaths) and 3,495 injuries (12% of all injuries). Driver inattention/distraction contributed to 74 deaths (18%) and 7,666 injuries (26%).

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 Final or 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. It is difficult for the State to use FARS data that is not as current as state data. Minnesota already has 2015 data but the HSP requires that we use FARS final numbers, the most current of which is 2014.

Comparing calendar years 2013 and 2014, Minnesota made progress in the following areas:

- Traffic Fatalities (C-1) down from 387 to 361 (However the number is 411 for 2015)
- Serious Injuries (C-2) down from 1,216 to 1,044
- Fatalities per 100 million vehicle miles traveled (C-3) down from 0.68 to 0.63
- Motorcyclist fatalities (C-7) down from 61 to 46
- Unhelmeted motorcyclist fatalities (C-8) down from 34 to 29
- Drivers age 20 or under in fatal crashes (C-9) down from 49 to 38
- Pedestrian fatalities (C-10) down from 32 to 15 (VERY unusually low year)
- Bicyclists and other cyclist fatalities (C-11) down from 6 to 5
- Seat Belt use rate (B-1) steady at 95%

Unfortunately, progress was not made in these areas:

- Unrestrained occupant fatalities (C-4) up from 80 to 93
- Alcohol-impaired driving fatalities (C-5) up from 94 to 106
- Speed related fatalities (C-6) up from 84 to 111

It should be noted that Minnesota met or exceeded the 2014 target in 8 of the 11 measures. The three missed are in NHTSA's core focus areas of speed and alcohol with unhelmeted motorcyclist fatalities being the other. These behaviors have made great strides in the past few years making reductions even harder to come by, so the OTS continues to focus on them.

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

**Minnesota Performance Measure Data
2009-2014**

Core Outcome Measures		Prior 5 Years					2014	2015* Target	2016* Target	2017* Target
		2009	2010	2011	2012	2013				
Traffic Fatalities	Total (C-1)	421	411	368	395	387	361	390	375	367
	Rural	282	287	247	269	256	262			
	Urban	139	124	121	126	131	99			
Serious Injuries	(C-2)	1,271	1,191	1,159	1,268	1,216	1,044	1,144	1,103	1,061
Fatalities Per 100 Million Vehicle Miles Traveled	Total (C-3)	0.74	0.73	0.65	0.69	0.68	0.63	0.68	0.67	0.66
	Rural	1.15	1.17	1.00	1.10	1.10	1.12			
	Urban	0.43	0.39	0.38	0.39	0.39	0.29			
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	294	298	265	270	259	270			
	Restrained	128	148	128	129	149	156			
	Unrestrained (C-4)	117	113	106	101	80	93	91	86	80
	Unknown	49	37	31	40	30	21			
Alcohol-Impaired Driving Fatalities (BAC=.08+)** (C-5)		107	128	109	114	94	106	104	100	97
Speeding-Related Fatalities(C-6)		95	96	86	91	84	111	90	88	86
Motorcyclist Fatalities	Total (C-7)	52	48	42	55	61	46	60	55	56
	Helmeted	11	12	13	11	16	9			
	Unhelmeted (C-8)	38	26	19	33	34	29	32	32	33
	Unknown	3	10	10	11	11	8			
Drivers Involved in Fatal Crashes (C-9)	Total	551	592	503	537	559	525			
	Aged Under 15	0	1	2	0	0	0			
	Aged 15-20	69	64	54	47	49	38			
	Aged Under 21	69	65	56	47	49	38	55	51	47
	Aged 21 & Over	478	524	446	488	504	484			
	Unknown Age	4	3	1	2	6	3			
Pedestrian Fatalities (C-10)		42	35	39	38	32	15	40	35	33
Bicyclist/Other Cyclist Fatalities (C11)		10	9	5	7	6	5	7	7	7
Core Behavioral Measure										
Observed Seat Belt Use Rate (B-1)		90%	92%	93%	94%	95%	95%	95%	95%	95%
Distracted Driving Measure										
% of contributing factors in multi-vehicle crashes that were "Inattention/Distraction"		22.6%	22.4%	22.7%	24.1%	21.8%	20.3%	22.9%	22.8%	22.7%
Older Driver Measure										
% of drivers in fatal crashes who were 85 or more years old		2.0%	1.7%	3.6%	3.7%	1.9%	2.9%	3.0%	3.0%	3.0%
Core Activity Measure (FFY) ***		2010	2011	2012	2013	2014	2015			
Seat Belt Citations (A-1)		29,030	29,636	21,524	24,686	24,778	15,917			
Impaired Driving Arrests (A-2)		3,296	3,699	3,330	3,071	3,004	3,045			
Speeding Citations (A-3)		23,758	22,949	18,141	26,578	25,704	19,691			

Asterisk explanations are on the next page

- * 2015 FARS Data was Not Yet Available. However for target setting, state 2015 data was taken into consideration.
- ** 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.

**Additional measures include:
Distracted Driving, Older Drivers, and Child Passenger Safety**

Distracted Driving Measure

This measure looks at the percentage of contributing factors in multi-vehicle crashes that were coded as "Inattention/Distraction" and is included in the table above.

Older Drivers

Older drivers (85+) tend to be overrepresented in fatal crashes. This measure looks at drivers age 85 or above as a percentage of total drivers involved in fatal crashes and is included in the table above.

Child Passenger Safety

Minnesota Passenger Safety Statute 169.685 (as amended in 2009) requires all children age 7 and under to ride in a federally approved car seat or booster seat, unless the child is 4'9" or taller. Minnesota has focused on making correct booster seat use a priority. This measure looks at observed booster seat use of passengers aged 4 to 7. Observations were made by trained CPS practitioners.

Child Passenger Safety Measure	Booster Seat Survey		2017 Target
	2011	2014	
Observed correct use of booster seat of children 4–7 years of age.	64.1%	72.9%	78.0%

There are not enough data points to look at for prediction so the political climate and robust child passenger protection program were considered when setting this target. It should be noted that the observation is for correctly using a booster seat for this age group and not merely being restrained.

Targets

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

NOTE: The methods used to calculate Targets can be found in Attachment 2.

CORE OUTCOME MEASURES (11)

Traffic Fatalities (FARS)

C-1) To decrease traffic fatalities from the 2010-2014 calendar year average of 384 to 375 by December 31, 2016.

Serious Traffic Injuries (State Crash Data Files)

C-2) To decrease serious traffic injuries from the 2010-2014 calendar year average of 1,176 to 1,103 by December 31, 2016.

Fatalities/VMT (FARS/FHWA)

C-3) To decrease fatalities/VMT from the 2010-2014 calendar base year average of 0.68 to 0.67 by December 31, 2017.

Unrestrained Passenger Vehicle Occupant Fatalities (FARS)

C-4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions from the 2010-2014 calendar year average of 99 to 86 by December 31, 2016.

Alcohol- Impaired Driving Fatalities (FARS)

C-5) To decrease alcohol impaired driving fatalities from the 2010-2014 calendar year average of 110 to 100 by December 31, 2016.

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 from the 2010-2014 calendar year average of 94 to 88 by December 31, 2016.

Motorcyclist Fatalities (FARS)

C-7) To reduce the increase in the number of motorcyclist fatalities from the 2010-2014 calendar year average of 50 to 55 by December 31, 2016.

Unhelmeted Motorcyclist Fatalities (FARS)

C-8) To reduce the increase in the number of unhelmeted motorcyclist fatalities from the 2010-2014 calendar year average of 28 to 32 by December 31, 2016.

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

C-9) To maintain the number of drivers age 20 or younger involved in fatal crashes from the 2010-2014 calendar year average of 51 to 51 by December 31, 2016.

Pedestrian Fatalities (FARS)

C-10) To reduce the increasing trend in pedestrian fatalities from a projection of 46 in 2015 to 35 fatalities by December 31, 2016

Bicyclist Fatalities (FARS)

C-11) To maintain bicycle fatalities from 6 (2010-2014 average) to 6 by December 31, 2016

CORE BEHAVIOR MEASURE (1)

Seat Belt Use Rate (Observed Seat Belt Use Survey)

B-1) To maintain the high statewide observed seat belt use of front seat outboard occupants in passenger vehicles at the 2014 calendar year usage rate of 95% by December 31, 2016.

DISTRACTED DRIVING MEASURE (1)

D-1) To decrease driver inattention/distraction as a percentage of total contributing factors in multi-vehicle crashes.

OLDER DRIVER MEASURE (1)

O-1) To maintain the percentage of 85+ year old drivers in fatal crashes below 3% even with an increasingly older population.

CHILD PASSENGER SAFETY MEASURE (1)

D-1) To increase booster seat use of children 4–7 years of age as measured by observation surveys.

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 300 traffic related fatalities and fewer than 850 serious injuries by 2020.

Process Description

Problem Identification Process

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. Beginning January 1, 2016 all crash reports must be entered on-line; paper reports have ceased to exist. Fatality data is received daily by the Patrol and Driver and Vehicle Services and is shared with OTS and a wide range of other partners; 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 federal fiscal 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 DWI incidents and DWI offenders.

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 conducted that year with no significant differences in results. The OTS currently conducts one survey each year in June. For the 2017 survey, new sites will again be chosen to be observed.

Minnesota began designing and implementing a Crash Outcome Data Evaluation System (CODES) in 2006. CODES links data from 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.

Please see page 9 for a complete listing of sources and types of data used by the OTS during the 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 and for data not covered by *Crash Facts*. 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 by 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.

When identifying problems, OTS looks at both the size of the problem and at over-representation. If the percentage of five to nine year olds inside vehicles who killed or severely injured and are wearing seat belts is only 10 percent, it is important to also know that only one child in that age group was killed and nine were seriously injured. Low percentages of unsafe behaviors (such as 10% not wearing seat belts) or low numbers of people affected by that behavior do not automatically mean that

problem will or will not be addressed. It is always important for OTS to look at the numbers and the percentages together and design a balanced program that takes both into account.

When a basic problem is identified, such as the high number of fatal and serious injury crashes in the mid- to-late afternoons, it is further investigated. The researchers first identify over-representation in the problem. For example, the researcher will look at the age and gender of the people involved, if it is occurring on weekends or weekdays, if it is more a rural or urban phenomenon, if it is more common in any particular cities or counties, what types of roadways are involved, and what are drivers doing wrong in those crashes. After that second set of runs are done, findings from them (such as the 50-54 year old cohort is over-represented in these crashes) may lead to others questions such as running crosstabs of the age groups by the contributing factors or running a series of crosstabs on just the 50-54 year olds who are in fatal and serious injury crashes at that time of day. If a particular city or county is found to have a higher than average percentage of crashes of this type, a map of the crash locations may be generated. If a particular contributing factor is over-represented, the number of citations written in recent years for that offense may be sought.

Sometimes the further the data is followed the murkier the results become as the numbers get smaller and smaller. For example, pedestrian deaths and serious injuries occur all over the state (roughly 85 thousand square miles). Pedestrians killed and seriously injured in crashes basically break down into three groups by age. The first group is young children who run out into or play in streets and have no conception of the danger. The second group is young adults who have often been drinking. The third group is the elderly or physically challenged who may not be able to dodge or walk faster to avoid vehicles. If it's evening hours in the winter, the drivers often have difficulty seeing the pedestrians, especially those in dark clothing. Those at fault are fairly equally divided between the drivers and the pedestrians, with pedestrians being somewhat less likely to be at fault. All of these facts lead to difficulties in designing effective programs – the target audience is nearly everyone in the state and there isn't a single message or strategy that will attack the problem successfully. Regardless of the difficulties, the OTS initiated a pedestrian law enforcement project in 2013 targeting both the pedestrians and the drivers in the University of Minnesota Minneapolis campus area. In 2015, the program switched to the Minneapolis and Saint Paul urban areas; those police departments will again conduct the projects in 2017.

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

Minnesota Motor Vehicle Crash Facts (see <https://dps.mn.gov/divisions/ots/reports-statistics/Pages/crash-facts.aspx>) 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. 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 (see <https://dps.mn.gov/divisions/ots/reports-statistics/Pages/impaired-driving-facts.aspx>) is a newer publication than *Crash Facts* which has been around since 1971. Produced nearly every year since 1996, the *Impaired Driving* book contains a wealth of information such as the number of Minnesotans with DWIs on their driver's license records (including crosstabs of 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 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. OTS also annually produces *Minnesota Motor Vehicle Crash Facts* (see: <https://dps.mn.gov/divisions/ots/reports-statistics/Pages/crash-facts.aspx>) to satisfy the requirements of

M.S. 169.10 and the *Minnesota Impaired Driving Facts* (see <https://dps.mn.gov/divisions/ots/reports-statistics/Pages/impaired-driving-facts.aspx>).

OTS staff members 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, individualized training, and consultation to grant and contract 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 or individuals), six other divisions within Public Safety and five other state agencies have projects with OTS funding.

OTS has four research analyst positions to enter FARS data into the NHTSA data base, 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 (as well as from within the Department), and evaluate the effectiveness of various traffic safety programs. Two support staffers provide OTS with general administrative services and with purchasing services through the Minnesota SWIFT accounting system 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 good use of its website, <https://dps.mn.gov/divisions/ots/Pages/default.aspx>. Information on the website is, as required, accessibility compliant. The website was completely revamped for the entire department in 2011 and is under the control of the Office of Communications. The website contents include several years of Highway Safety Plans, as well as, *Crash Facts* and *Impaired Driving Facts* (see: <https://dps.mn.gov/divisions/ots/reports-statistics/Pages/default.aspx/>), active requests for proposals and application forms, schedules and pictures of events, information on child safety seats and clinics demonstrating their correct use, a resource catalog, the complete contents of media kits, fact sheets, and links to other sites. The website is updated at least frequently and it is a great source of information.

All grant applications and requests for proposals are managed through the department-wide e-grants system. All contract applications and requests for proposals are done through the statewide SWIFT accounting system. Law enforcement agencies submit short reports on their mobilization and crackdown work online through the use of Survey Monkey software. Law enforcement agencies all enter their grant worked activity on-line as it occurs through the ROAR system.

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 biennial NHTSA *Countermeasures That Work* publication
- Projects for which the trend is in the opposite direction of what we would like to see
- Projects that support traffic safety efforts in cities, counties, and communities
- Projects that support improvements to 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, manage, 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 aspects of the Strategic Highway Safety Plan (SHSP).

The OTS issues an idea solicitation each spring. Much less formal and a great deal less work than required to respond to a request for proposals, the idea solicitation asks for ideas for traffic safety projects that address problems from any interested individual or organization. The solicitation is heavily publicized throughout the TZD partner networks. While always interesting, many of the ideas received tend to involve ineligible expenses, changes in laws, or very small problems. Idea solicitations will continue to be issued each year and evaluated and recommendations brought to the full HSP meetings. In 2017, two ideas, one for pedestrian enforcement and a second for pedestrian media and public information, will be implemented.

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 based on rating sheets that consider such things as 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 and the weight given to the different aspects.

Depending on the specifics of the project being funded, 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 who were killed or seriously injured in crashes not using safety restraints than the state as a whole based on population
- A higher percentage of people who were killed or seriously injured in crashes not using safety restraints than the state as a whole based on vehicle miles driven
- A higher percentage of crashes involving speed as a contributing factor causing a death or serious injury than the state as a whole based on population
- A higher percentage of crashes involving speed as a contributing factor causing a death or serious injury than the state as a whole based on vehicle miles driven
- A higher percentage of crashes involving inattentive/distracted driving as a contributing factor causing a death or serious injury than the state as a whole based on population
- A higher percentage of crashes involving inattentive/distracted driving as a contributing factor causing a death or serious injury than the state as a whole based on vehicle miles traveled
- Identified as one of the worst twenty-five counties in terms of number of traffic fatalities or serious injuries involving impaired driving

Assuming the grant application responds to the RFP and meets the requirements, the more factors a location is worse than the average in and/or in the highest counties or cities for, the more likely the location is to receive a grant.

The OTS identifies the counties with the highest number of deaths and serious injuries related to impaired driving each year and invites them to participate in special impaired driving enforcement efforts each month of the federal year. The number of counties involved has changed over the years based on the number of ties and the amount of funding available. For more information on the counties: <https://dps.mn.gov/divisions/ots/law-enforcement/Pages/13-Counties-Targeted-for-Enhanced-DWI-Patrols.aspx>.

Indirect 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 paid media, 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 elsewhere – are extremely beneficial to and ultimately of direct benefit to local communities.

To capture the local recipients view of the benefit they receive from paid media and media relations activities conducted at the state level, the local enforcement and Safe Roads grantees are asked as part of their applications if they believe those activities were or were not of benefit to them.

Risk Assessment, Monitoring and Project Support

While OTS has always conducted risk assessments, taking into account prior experience with an agency related to timeliness, completeness, and eligibility of applications, invoices, and reports, as well as, responsiveness to e-mails or phone messages. In addition, for every grant we require all invoices to provide complete documentation of every expense to the program such as time sheets, packing slips, and receipts; withhold payment until reports for the same time period as the invoice have been received and are acceptable, and provide training and technical assistance on program matters and system. Those elements of coordinator project oversight will continue. However, beginning in 2016, that risk assessment process will be expanded and formalized.

Using the Montana Department of Transportation's form as a model, the OTS introduced a risk assessment form during mid-2016. Beginning in 2017, the form is required to be completed pre-award for all grantees. Completing the forms requires additional information from the potential grantees for the OTS coordinator to use in completing the form; this information will be collected by the e-grants system. The pre-award form assigns the applicants to one of three groups; low risk, medium risk, and high risk. As the level of risk increases, the follow-up steps for the OTS coordinator to conduct also increase. Because many applications and requests for proposals were available before the form was adopted, 2016 was a transition year for its use.

Through e-grants, potential grantees will report on audits and audit findings and on new personnel and systems administering the grant. Using that information and the experiences of OTS coordinators who previously worked with the grantee, if any, the risk level will be assigned. The likelihood of receiving an on-site monitoring visit from OTS is increased as the level of risk identified increases. For high risk agencies awarded a grant or contract, a form on problems identified and plans to mitigate and/or control the risk will be completed soon after the award is announced. Agreeing upon the plan will be part of the negotiation process.

In addition to our Planning and Administration activities, the OTS uses 402 funds to support program area experts who are responsible for coordinating and monitoring projects in the following traffic safety program areas: Impaired Driving, Occupant Protection, Enforcement (Police Traffic), Traffic Records, Community Programs, Motorcycle Safety, and Roadway Safety. Media, evaluation, distracted driving, younger drivers, older drivers, and pedestrian/bicycle efforts also are assigned to coordinators within the office. Federal funds are also used to support the OTS research staff that conduct the problem identification efforts. FARS (NHTSA 403) funding supports one FARS analyst and a combination of 402 and 405c funds support a second half-time FARS analyst.

In-depth on-site monitoring of the financial systems of specific projects are identified by management each year and assigned to a different coordinator than the one that is responsible for that project.

When choosing projects for on-site monitoring and review, the total amount of the grant, prior experiences with the grantee or contractor, the risk assessment level, and the date of the most recent on-site monitoring for the project are considered.

Ultimately, the coordinators are responsible for their projects; for ensuring they receive the assistance they need from us to be successful, as well as ensuring expenses are eligible and all laws, rules, and requirements have been followed.

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 from stakeholders and the general public to address the problems
- Review submissions for new projects
- Identify program deficiencies
- Identify specific strategies likely to address problems and projects to implement them
- Identify evaluation measures and or goals for projects
- Draft Highway Safety Plan
- Write requests for proposals (as needed or required) and set up applications in e-grants for grants or SWIFT for contracts
- Identify project directors and organizations
- Tentatively award funding to projects
- Finalize Highway Safety Plan and submit to NHTSA
- Conduct on-site project meetings
- Negotiate agreements
- Prepare project agreements
- Monitor projects
- Evaluate success
- Write Annual Report and submit to NHTSA
- 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 those in the Region 5 NHTSA Office and NHTSA headquarters.

Toward Zero Deaths Committees:

The Program and Leadership committees have been meeting on a regular basis for several years. A third level, the Executive Committee, consisting of the three agency commissioners (Public Safety, Health, and Transportation) and the leadership committee members, meets at least 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 is made up of decision making staff from the offices involved in DPS, MnDOT, Department of Health, EMS Regulatory Board, FHWA, and the Association of Minnesota County Engineers. 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 media outlets and 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 recommending TZD star award winners to be given at the TZD conference or to serve on a sub-committee related to a specific proposed legislation.

Traffic Records Coordinating Committee:

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. The TRCC recommends projects to be conducted using Section 405c funding. During 2014, an assessment of traffic records in the state was conducted via internet by an outside panel of national experts.

Open Solicitation of Projects:

In the spring of each year, the OTS let an open idea solicitation for the next year's traffic safety projects. The solicitation is kept informal so that organizations and individuals do not need to 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, ineligible costs, or the unlikelihood of the project resulting in success. Proposals are 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 is publicized throughout the TZD network, including by the Liaisons and MnDOT TZD representatives, and is on the OTS' website. 17 ideas were received via e-mail for federal 2017; two will be funded in the 2017 HSP; one will produce pedestrian materials and pay for media time or space to run them and a second will provide additional funding to an urban pedestrian safety project.

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. One of their primary job duties is to identify and bring to OTS challenges, successes, and recommendations from the agencies with whom they work. In addition, break-out sessions at the statewide annual TZD conference are given separately for enforcement grants recipients; these sessions are open to suggestions as well as questions and answers from law enforcement grantees. In 2012 OTS invited a number of representatives from the State Patrol, county sheriff's offices, and police departments in for a day-long professionally facilitated Law Enforcement Summit. Many of the summit's recommendations have been implemented, such as all the different enforcement programs being bundled into one grant from OTS. In addition, an OTS coordinator is responsible for each enforcement project and brings to the office ideas and strategies suggested by their grantees in meetings or through e-mails or telephone discussions.

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 new ideas and improvements from the law enforcement community back to OTS. A good example of that in recent years is the liaisons bringing back and sharing the different methods agencies were using to identify and stop violators of Minnesota's "texting" prohibition.

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 have both been involved in OTS projects in the past and will be invited again as appropriate. The chiefs association regularly reports OTS enforcement news, events, and grant 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 technician-certified members from around the state and different professions on the board. The board is also instrumental in identifying sessions for the CPS tack at the statewide TZD conference.

Toward Zero Deaths Conference:

In a collaborative effort, the Departments of Public Safety, Health, and Transportation, 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, and EMS providers). Evaluations of all sessions are conducted and used in

planning for the next year's conference. Ideas generated and issues discussed are summarized in conference proceedings.

Toward Zero Deaths Forums (formerly Traffic Safety Partners Breakfasts):

Twice 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 also archived for later review online. Participants include representatives from organizations such as MADD, the Minnesota Safety Council, 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 or competition 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 is in regular communication with the Emergency Medical Services Regulatory Board (EMSRB), the regulatory agency for ambulance services in the state.

MMAAP (Mobility for Minnesota's Aging Population):

Formerly housed at DARTS, a transportation provider, this group has been meeting on a regular basis for the past ten years to discuss older driver issues. Members include representatives from OTS, the Minnesota and Metropolitan Boards on Aging, occupational therapists, occupational therapists instructors at Universities, Driver and Vehicle Services, staff from the VA Medical Center Geriatric Research Center, the division of Injury and Violence Prevention at the Department of Health, the Minnesota Gerontological Association and the Offices of Transit and of Traffic, Safety, and Operations in MnDOT. 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.

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, receiving funding from OTS to provide support for all the TZD 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 (especially through the development of the new Crash Database), Intelligent Transportation Systems Institute, and Center for Excellence in Rural Safety at the U of MN.

Methods for Selecting Projects

Data analysis provided through OTS researchers is published annually in the *Minnesota Motor Vehicle Crash Facts*; however, requests for different types and deeper data runs and requests to use different datasources come in throughout the year. The *Crash Facts* book, 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 winter (January through March), 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 new project ideas and challenge the budget assumptions for proposed current and new projects. 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 types of funding. Within the constraints of our available funding and with reference to *Countermeasures That Work*, the OTS leadership team makes the final decision on which 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 further developing a new project idea or working with the project director identified in the prior application 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 himself or herself 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.

Strategic Highway Safety Plan (SHSP)

The current Strategic Highway Safety Plan was revised in 2014 and introduced in 2015. The plan is managed by the Minnesota Department of Transportation and was the written result of the cooperative work and input of a wide group of safety organizations, experts, and advocates who attended many meetings and regional conferences. Both the original and updated plans describe the critical emphasis areas and some recommend strategies to be implemented by engineering, enforcement, education (such as earned and paid media activities), emergency services, and everyone else to move *Toward Zero Deaths* on Minnesota roads. The SHSP can be found at:

<http://www.dot.state.mn.us/trafficeng/safety/shsp/index.html>. DPS' Office of Traffic Safety and the Minnesota State Patrol very active in the SHSP revision process.

The Minnesota focus areas are often displayed on a bulls eye, with the higher priority areas, those associated with high numbers of deaths and serious injuries in the center and the medium and lower priorities in the two outer tiers. In addition, while vehicle enhancements will continue to contribute a great deal to reaching the ultimate goal of zero deaths. Minnesota has almost no control over those enhancements and so that area is included in the outside tier. All possible areas (as identified by AASHTO) are included in the focus areas because all contribute to deaths and serious injuries on Minnesota roads. The focus areas from the *2014-2019 Minnesota Strategic Highway Safety Plan* with abbreviated explanations follow.

Center of the Bulls Eye:

- **Safety Culture and Awareness**
Traffic safety culture can be defined as the values, beliefs, frames, norms and attitudes shared by a group of people that influence individual decisions regarding driving behaviors and safety interventions. Awareness of traffic safety issues can ebb and flow depending on media interest, educational and outreach efforts at a given point in time.
- **Intersections**
Crashes that occur where two or more roadways intersect.
- **Lane Departures**
Crashes that involve vehicles leaving their original lane of travel, including run-off-the-road, head-on and sideswipe collisions.
- **Unbelted**
Drivers or passengers who are not restrained.
- **Impaired roadway user**
A person on the roadway driving a motor vehicle or a bicycle or other non-motorised vehicle or walking and who is under the influence of alcohol, illicit drugs or prescription drugs.
- **Inattentive driver**
Drivers who are not focusing on the task of driving because of distractions such as talking on the phone, texting or interacting with passengers. In addition, this category includes drivers who are drowsy.
- **Speed**
Drivers who are driving over the posted speed limit or too fast for conditions. The probability of death or serious injury grows with higher speed at impact.

First Tier

- Management Systems
Traffic safety governance including policies, processes, and management approaches
- Data Management
Data and systems used to evaluate including metadata, data quality parameters and application of data in decision making)
- Younger drivers
Drivers who are under 21 years of age. A lack of driving experience and a tendency toward risk taking contribute to higher crash rates involving younger drivers
- Older drivers
Drivers who are at least 65 years of age. The number of older drivers will continue to increase as the "baby boomer" generation ages and continues to drive.
- Pedestrians
Crashes involving a motor vehicle and a person walking, skating, exiting from a vehicle or operating a mobility assistance device (e.g., wheel chair) on public roadway.
- Motorcyclists
Crashes involving at least one motorcycle on a public roadway.
- EMS and Trauma Services
All response and emergency treatment systems involved in caring for victims of traffic crashes.

Second Tier

- Commercial vehicles
A vehicle requiring a Class A driver's license, including all heavy commercial vehicles and buses
- Trains
Crashes involving a motor vehicle on the roadway and a train crossing the roadway.
- Bicyclists
Crashes involving a bicycle and a motor vehicle on a street, bike lane or sidewalk
- Unlicensed drivers
Drivers who never had a license or had a license that has been suspended, revoked, expired or canceled.
- Work Zones
Work zones are a necessary part of building and maintaining roads. They require increased attention from drivers as they often involve restricted lanes or speeds
- Vehicle Enhancements
Select features in vehicles that can be added or optimized to provide increased safety for vehicle occupants. Such features may include airbags, stability control or lane departure alerts

The OTS has included in the brief project descriptions at least one focus area addressed by each of the projects to be conducted during 2017.

Critical Plans

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

2017 NHTSA Funded Media/Communications Plan Minnesota Department of Public Safety Office of Communications

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

Paid Media

The Department of Public Safety will contract with a media buying agency and plan paid media for the year; an emphasis will be on upfront buying to leverage total budget of at least \$2,579,379.00 (subject to change)

DWI - \$1,433,000.00 (164 PM)

- Dec. DWI - \$395,000.00
- "13 Targeted Counties"- \$463,000.00
- Motorcycle Impaired - \$175,000.00
- Labor Day DWI - \$400,000.00

Seat Belt, Distracted, Speed and Pedestrian - \$956,000.00 (402)

- Oct CIOT - \$200,000.00
- May CIOT - \$265,000.00
- April Distracted - \$175,000.00
- July Speed - \$150,000.00
- September CPS - \$66,000.00
- Pedestrian - \$100,000.00

Motorcycle Safety, Training and Motorist Awareness – (State Funds and Motorist Awareness 405f funds)

- State Funds - \$100,000.00
- Motorist Awareness - \$90,379.00

Total DPS/OTS Funding - \$2,579,379.00

Ongoing Editorial Activity and Outreach Throughout 2017

- Develop and provide key messages/talking points as issues and opportunities arise for OTS and partners.
- Distribute traffic safety updates to media and the public via email and social when statistics/incidents warrant.
- Develop partner materials in support of extra enforcement campaigns.
- Monthly “fatality free” recap (media email alerts and/or social media).
- Regular story mining development with OTS and Office of Communications to develop story ideas.
- Traffic fatality count updates at key milestones of 100, 200 and 300 deaths.
- “Ask the Trooper” columns for Greater Minnesota newspapers.
- Develop//distribute monthly media outreach plans.
- Update and coordinate printing and distribution of collateral materials.
- Update OTS website including What’s New section, daily fatal count and website banners.
- Write DPS blog posts in support of enforcement campaigns and other OTS story mining topics.
- Monitoring of news for messaging opportunities over Twitter and Facebook as they arise.
- Share weekly DWI arrests via Facebook/Twitter.
- State Patrol interview appearances on 93X morning drive-time radio station.
- Develop Facebook and Twitter messaging in support of enforcement campaigns, including promoted Facebook posts and video engagement, and promoted Tweets.
- Develop Facebook and Twitter messaging related to national and local events, such as festivals, concerts and sporting activities.

Month-Specific Communications Activities

October 2016

Editorial – Overview

Tentative news releases, advisories, email alerts and/or social media

- New TZD grantees announcement and Commissioner fly-around
- Deer-vehicle/motorcycle safety
- Halloween extra DWI enforcement - tied with announcement of new 13 targeted counties and new poster for partners/social media (TBD); recap previous fiscal year results.
- October Click It or Ticket seat belt enforcement - highlight annual state seat belt survey results
- New Ulm Oktoberfest
- Zombie Pub Crawl - Minneapolis
- Pedestrian safety (darker earlier, etc.)
- MMSC training totals for past season, compared to the prior season

Editorial – Extra Enforcement and/or Awareness Campaigns

Halloween DWI Enforcement

- Issue news release regarding added DWI enforcement during pre-Halloween weekend; announce 13 counties.
- Highlight DWI arrests and alcohol-related crashes during holiday period.
- Share via social media.

October Click It or Ticket Seat Belt Enforcement

- In September, post online partner materials such as pre- and post-enforcement template news releases, key messages/background talking points, sample social media (Twitter and Facebook)
- Issue news release to launch statewide seat belt/child restraints enforcement. Incorporate annual seat belt use rate results based on DPS observational survey. Event TBD.
- Coordinate public service interview opportunities on media outlets leveraged through paid media buy.
- For sustaining news, explore other news hooks based on new data and personal impact stories.
- Share via social media.

Paid Media/Creative

- CIOT
 - Creative including radio, online, out-of-home and promoted social.
 - Trooper PIOs assist on value-add radio interview opportunities.

November 2016

Editorial – Overview

Tentative news releases, advisories or email alerts and/or social media

- October seat belt enforcement results
- TZD Conference (statewide) - Duluth
- Pre-Thanksgiving extra DWI enforcement/safe travel advisory
- Vikings & DWI message – Vikings play on Thanksgiving
- Blackout Wednesday - day-before Thanksgiving party tradition
- Black Friday
- TBD: safe winter driving
- Post-Thanksgiving deaths/injuries recap
- Deer hunting opener
- Cyber Monday - don't shop while driving
- Motorcycle-deer safety

Editorial – Extra Enforcement and/or Awareness Campaigns

Holiday DWI Enforcement Mobilization

- Post online partner materials such as pre- and post-enforcement template news releases, key messages/background talking points, sample social media (Twitter and Facebook)
- Coordinate public service interview opportunities on media outlets leveraged through paid media buy.
- Develop content for Facebook and Twitter highlighting safe travel messaging and the dangers of Blackout Wednesday. Develop blog post.
- Issue news release in advance of holiday for DWI enforcement and pursue personal impact story or other story opportunity. Event TBD.
- Provide post-Thanksgiving DWI numbers.

Paid Media/Creative

- Holiday DWI Mobilization
 - Creative including TV, radio, online, out-of-home and promoted social.
 - Trooper PIOs assist on value-add radio interview opportunities.

December 2016

Editorial – Overview

Tentative news releases, advisories or email alerts and/or social media

- New Year's Eve message
- Post-holiday travel period fatal/injury recap
- Safe winter driving
- Christmas DWIs
- Holiday Office Parties
- Motorcycle training schedules up for next season

Editorial – Extra Enforcement and/or Awareness Campaigns

December DWI Mobilization

- Story mining effort for sustaining message during the enforcement.
- Coordinate public service radio interviews leveraged through media buy.

Paid Media/Creative

- Holiday DWI Mobilization – Ad flight for campaign runs including TV, radio, online, out-of-home. Coordinate interviews secured through radio buy with Trooper PIOs.

January 2017

Editorial – Overview

Tentative news releases, advisories or email alerts and/or social media

- December DWI Mobilization arrest recap
- 2016 preliminary traffic death numbers
- Super Bowl DWI enforcement/safety message
- College Football Playoff National Championship
- MMSC Training Course Registration Open

Editorial – Extra Enforcement and/or Awareness Campaigns

Preliminary Fatalities for 2016

- Issue news release citing preliminary total traffic fatalities for 2015.

Motorcycle

- Mailing Letter distributed to motorcycle dealers, organizations and outlet stores to announce rider training schedule and availability of rider coaches and the Safety Center SMARTrainer for events.
- Support mailing with items on website and social media.
- Provide background materials to partners to promote rider training (template news release, fact sheet, talking points).

Paid Media/Creative

- Develop creative for upcoming campaigns.
- Continue to determine creative needs.

February 2017

Editorial – OverviewTentative news releases, advisories or email alerts and/or social media

- Motorcycle SMARTrainer at events – International Motorcycle Show
- Super Bowl DWI enforcement/safety message
- Valentine's Day
- Academy Awards
- Grammy Awards

Editorial – Extra Enforcement and/or Awareness CampaignsMove Over – Winter Travel

- Reminder via email to media and social posts reinforcing Move Over law; pitch stories with troopers hit and secure video.

Super Bowl

- Issue email to media (news release TBD) and promote social media on extra DWI enforcement and the spike in DWI arrests over Super Bowl weekend.
- Recap number of DWI arrests via social media and possible media email alert.

St. Patrick's DWI Enforcement

- Provide online template media materials - key messages/background talking points, sample social media (Twitter and Facebook) for agencies/partners to customize.

Paid Media/Creative

- Plan for April texting/distracted media buy.
- Plan for May *Click It or Ticket* ad flight.

March 2017

Editorial – OverviewTentative news releases, advisories or email alerts and/or social media

- Motorcycle awareness once weather warms up
- Motorcycle spring riding tip and call for training (training starts end of March at some sites)
- Motorcycle fatalities - the first typically happens in March depending on weather
- Donnie Smith Bike Show (sometimes in April)
- St. Patrick's Day DWI enforcement
- Pedestrian Safety (longer daylight hours - people out walking later)
- Twin Cities Auto Show
- NCAA March Madness
- Spring Break
- Lucky Palooza - St. Paul
- NCHC Frozen Face-off
- Progressive Insurance Northwest Sportshow (Convention Center)
- March 20/21 - last day of winter but don't forget to drive according to the conditions.

- Daylight savings - we spring forward — a drowsy driving message.
- Easter. Your family depends on you driving safely.

Editorial — Extra Enforcement and/or Awareness Campaigns

Distracted Driving

- Develop and distribute template materials for partners to promote message, including news releases, key messages/talking points, sample social media (Twitter and Facebook)
- Consider infographic.

Motorcycle

- Issue news release for motorcycle helmet/protective riding gear, recap 2015 or preliminary 2016 data; motorists to be alert, riders to take training; cite first rider death of season; upcoming safety campaign.
- Booth at Donnie Smith Bike Show

St. Patrick's DWI Enforcement

- Issue email to media (news release TBD) on DWI arrests, enforcement, designated drivers.
- Share via social media.

Twin Cities Auto Show

- Feature Minnesota State Patrol car on show floor, along with Trooper meet-and-greets, OTS availability on safety topics and distribution of OTS traffic safety info.
- Issue media advisory and share via social.

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

- Develop and post online teen-focused template media materials for partners 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.

Paid Media/Creative

- 13 Targeted DWI Counties buy starts prior to St. Patrick's. Campaign continues during year for high-level enforcement periods. 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*.
- Plan for motorcycle awareness buy; motorcycle rider training buy.

April 2017

Editorial — Overview

Tentative news releases, advisories or email alerts and/or social media

- Distracted driving enforcement/safety message
- NCAA Men's Basketball Final Four
- Motorcycle awareness - riders back on the road; recap prelim 2016 MC deaths (tie to Flood Run or first rider death)
- MMSC training courses start at all training sites

- MC Flood Run – third weekend of April
- Teen prom safety - parents/distraction/alcohol
- Minneapolis Saint Paul International Film Festival
- Minnesota Craft Beer Festival
- Midwest Extreme Snowmobile Challenge (Lutsen)
- Twins home opener
- Rochester Craft Beer Expo

Editorial – Extra Enforcement and/or Awareness Campaigns

Distracted Driving

- Issue news release to promote message and pursue personal impact story or other story opportunity. Event TBD.
- Release infographic.
- Develop content for Facebook, Twitter and blog. Consider live tweeting of stops and a Facebook Q&A with Lt. Tiffani Nielson

May Click It or Ticket Seat Belt Mobilization

- Begin securing seat belt-related stories to pitch to media.
 - Develop and distribute template materials for partners to promote message, including news releases, key messages/talking points, sample social media (Twitter and Facebook)
- Coordinate public service radio interview opportunities secured/leveraged through media buy.

Motorcycles

- Issue Advisory for first training courses in campus cities.
- Issue Flood Run news release advising driving public to increase awareness.
- Letters are sent to motorcycle organizations to partake in May/June Washout events and distribute motorcycle safety collateral.

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

- Issue communications highlighting teen driving with prom hook – reinforce underage drinking and distracted driving.

Outreach

- Various: motorcycle safety reps/booths at motorcycle dealer open houses

Paid Media/Creative

- Distracted campaign: Creative including radio, online, out-of-home and promoted social.
- Trooper PIOs assist on value-add radio interview opportunities.
- Finalize/secure paid media for *Click It or Ticket* campaign: Creative including radio, online, out-of-home and promoted social.
- 13 Targeted DWI Counties – continue ad flight during high enforcement weekends.
- Plan for July speeding TV campaign.
- Motorcycle Awareness and Impaired – Finalize buys

Editorial – OverviewTentative news releases, advisories or email alerts and/or social media

- May Day
- May Click It or Ticket launch and sustaining news
- Memorial Day safe travel
- Memorial Day weekend fatal recap
- TBD: bike safety (MnDOT)
- TBD: MC death update
- OTS Commissioner's Award for TZD enforcement recognition
- Peace Officers Memorial Day
- Cinco de Mayo
- Mother's Day
- Fishing Opener
- Motorcycle Awareness Month (National)
- Evening motorcycle testing courses start (Run through August, push for people to sign up)
- Motorcycle Training Weekend (TBD)
- 100 deadliest days on Minnesota roads

Editorial – Extra Enforcement and/or Awareness CampaignsMay Click It or Ticket Mobilization

- Issue news release statewide announcing launch of law enforcement and pursue personal impact story or other story opportunity. Event TBD
- Coordinate public service radio interview opportunities secured/leveraged through media buy.
- Develop content for Facebook, Twitter and blog.

Memorial Day Safe Road Trip Tips

- Issue 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*.
- Support via Facebook and Twitter

Motorcycles

- Promote Motorcycle Awareness Month, including Washout events around the state, on website and social media.
- Training Day for Motorcycle Advisory Task Force (MATF) members

Outreach

- Communications planning for “DWI Enforcer All-Stars” with Twins.
- Various: motorcycle safety reps/booths at motorcycle dealer open houses

Paid Media/Creative

- May *Click It or Ticket* Seat Belt Mobilization Creative including radio, online, out-of-home and promoted social.
- Trooper PIOs assist on value-add radio interview opportunities.
- 13 Targeted DWI Counties – include motorcycle impaired spot.

- Motorcycle Awareness billboard in Lake City (April-June).

June 2017

Editorial – Overview

Tentative news releases, advisories or email alerts and/or social media

- May Click It or Ticket enforcement results
- Father's Day
- Motorcycle awareness (campaign)/deaths update
- Motorcycle SMARTrainer at Motorcycle Vintage Show
- Motorcycle training numbers update (halfway through training season)
- Summer driving "Share the Road" - bikes and pedestrians
- Minnesota Street Rod Association's Back to the Fifties (State Fairgrounds)
- School lets out - teen driving message
- Annual Secure Your Load Day (June 6)

Editorial – Extra Enforcement and/or Awareness Campaigns

July Speeding Mobilization

- Post online partner materials such as pre- and post-enforcement template news releases, key messages/background talking points, sample social media (Twitter and Facebook) to participating law enforcement agencies statewide for customization and distribution.
- Consider infographic.

May Click It or Ticket Seat Belt Mobilization

- Issue news release announcing results of enforcement effort.
- Share via Facebook and Twitter.

Motorcycles

- Announce ad campaign, awareness message on website and social media. Send to MC Task Force members to pass along.
- Washout events continue into June.
- 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.
- Promote Ride to Work Day – on web and social media (awareness message).

Outreach

- Continue DWI Enforcer All-Stars event planning.
- Develop speed materials for July.

Paid Media

- Motorcycle Awareness campaign continues through first week of June.
- Motorcycle Awareness billboard in Lake City (April – June)
- Assemble creative for July speed.
- Motorcycle Impaired paid media buys start end of June and run through August.

July 2017

Editorial – Overview

Tentative news releases, advisories or email alerts and/or social media

- July speed enforcement launch
- 4th of July DWI enforcement/travel message
- Crash Facts 2016
- DWI Enforcer All-Stars
- Aquatennial
- Basilica Block Party
- Motorcycle fatal update w/ safety messages
- Bastille Day Celebration Events
- Vikings training camp - people from across the state traveling to Mankato.

Editorial – Extra Enforcement and/or Awareness Campaigns

4th of July Safe Road Trip Tips

- Promote extra DWI enforcement and safe travel over the holiday.
- Issue fatal/serious crash re-cap of the 4th of July holiday period.

DWI Enforcer All-Stars

- Lock in DWI MVP for interviews; consider local morning/weekend shows.
- Coordinate event with Twins to announce the DWI enforcer all-stars.
- Issue release announcing team and make images/info available to interested statewide media.

July Speed Enforcement

- Issue news release announcing statewide speed enforcement and pursue personal impact story or other story opportunity. Event TBD
- Coordinate public service radio interview opportunities secured/leveraged through media buy.
- Develop content for Facebook, Twitter and blog.

Labor Day DWI Mobilization

- Post online partner materials such as pre- and post-enforcement template news releases, key messages/background talking points, sample social media (Twitter and Facebook) to participating law enforcement agencies statewide for customization and distribution.
- Alert State Patrol about radio interviews.

Crash Facts 2016

- Issue Crash Facts 2016 news release to recap state's traffic stats/trends.
- Secure county-by-county facts for last five years.
- Develop content for Facebook, Twitter and blog.

Motorcycles

- 4th of July travel messages
- 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 (Event happens in Aug.); YTD fatalities, August-September warning.
- Sturgis – promote awareness and safety message on web and social media

Paid Media

- July Speed buy. Creative including radio, online, out-of-home and promoted social.
- Trooper PIOs assist on value-add radio interview opportunities.
- 13 Targeted DWI Counties/Motorcycle Impaired first week in July.
- Motorcycle Impaired paid media buys continue through August.
- Labor Day DWI Mobilization – finalizing planning for two-week ad buy end of August–Labor Day, including TV, radio, online, indoor, gas pumptoppers.

August 2017

Editorial – Overview

Tentative news releases, advisories or email alerts and/or social media

- July speed enforcement results
- Labor Day DWI enforcement launch and sustaining messages (weekend DWI updates) - incorporate impaired driving facts into launch or recap news release
- Labor Day safe travel advisory
- Ongoing Motorcycle safety (tie to Sturgis, Bike Week)
- Motorcycle Advanced training Weekend opportunity
- Raksha Walk for Distraction-Free Driving (Shreya R. Dixit Memorial Foundation)
- WE Fest - Detroit Lakes
- Minnesota State Fair
- Bayfront Blues Festival - Duluth
- Minnesota Fringe Festival
- Move over law - Ted Foss Anniversary

Editorial – Extra Enforcement and/or Awareness Campaigns

Child Passenger Safety Week

- Post online partner materials such as pre- and post-enforcement template news releases, key messages/background talking points, sample social media (Twitter and Facebook) to participating law enforcement agencies statewide for customization and distribution.
- Explore collaboration with local media outlet for car seat safety checks.

July Speeding Mobilization

- Issue news release announcing speed citations from July mobilization.
- Share via social

Labor Day DWI Mobilization

- Issue news release to launch DWI crackdown and pursue personal impact story or other story opportunity. Event TBD.
- Coordinate public service radio interviews with law enforcement on radio stations statewide secured/leveraged through paid campaign.

- Develop content for Facebook, Twitter and blog.

Motorcycles

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

Outreach

- Reach out 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.).
- Motorcycle safety booth/rep 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 pump toppers.
- Plan/assemble creative for CPS buy in Sept.
- Motorcycle Impaired paid media buys continue through August.

September 2017

Editorial — Overview

Tentative news releases, advisories or email alerts and/or social media

- Back-to-school safety - bus/pedestrians
- Child passenger safety week
- Labor Day DWI arrest results
- Renaissance Festival
- America On Tap - St. Cloud
- Motorcycle Fall Flood Run
- MMSC training wraps up end of September, early October
- Gophers football home opener
- Vikings home opener
- Friday night lights
- Deer-Vehicle Safety
- Twin Cities Walk Like MADD

Editorial — Extra Enforcement and/or Awareness Campaigns

Back-to-School Safety

- Issue news release highlighting B-T-S with bus, pedestrian and bicycle safety and pursue personal impact story or other story opportunity.
- Develop content for Facebook, Twitter and blog.

Child Passenger Safety Week

- Issue news release for CPS Week and pursue personal impact story or other story opportunity.
- Work with CPS experts for radio station interview opportunities.
- TBD on car seat safety check collaboration with local media outlet.
- Develop content for Facebook, Twitter and blog.

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)
- End of training season – last chance to get trained, training numbers thus far (if possible to get)

October *Click It or Ticket* Seat Belt Enforcement

- Post online partner materials such as pre- and post-enforcement template news releases, key messages/background talking points, sample social media (Twitter and Facebook) to participating law enforcement agencies statewide for customization and distribution; include new seat belt rate and promote primary/booster message.

Halloween DWI enforcement

- Post online partner materials such as key messages/background talking points, sample social media (Twitter and Facebook) to participating law enforcement agencies statewide for customization and distribution.

New 13 Counties Targeted for DWI Patrols

- Prepare to share 13 DWI counties via Facebook and Twitter

Outreach

- Pitch partners to support CPS message through their social media outreach (Children’s Museum, zoos, etc.).
- Motorcycle safety booth/ reps at events/open houses

Paid Media

- CPS buy – young parent programming

2017 Evidence-Based Traffic Safety Enforcement Program

Minnesota Office of Traffic Safety

Enforcement Policies

By ruling of the Minnesota Supreme Court, check-points have been declared unconstitutional; therefore Minnesota's enhanced enforcement efforts are of the high visibility blitz/saturation type concentrating on roadways and areas suggested by traffic volume and/or crash history.

All enforcement projects funded by OTS are required to use high visibility tactics including vests and signs announcing the type of enforcement (speed, belts, DWI or distracted) and multiple agencies and squads whenever possible. The requirements for evidenced based performance plans for enforcement programs are met by OTS' enforcement projects.

Minnesota's enforcement efforts have strong earned media components and the major ones (April distracted driving, the May mobilization, December holiday and Labor Day crackdowns, and the July speed wave) have significant paid media components. In addition, paid media is conducted throughout the year in the counties with the highest number of alcohol-related deaths and serious injuries.

OTS requires multi-agency collaboration in grant-funded enforcement 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 within the partner agencies. All enforcement project awards are based on competition among applications received; a request for proposals was let in spring of 2016 for grants to be conducted during the 2017 federal fiscal year. High visibility enforcement efforts including the State Patrol, a Sheriff's Office, and at least one municipal agency in each event are encouraged; at least two squads are required in even the smallest population sites. Applications from more than one agency are required; only the patrol grant has a single agency funded by it. Each grant must identify one agency that will be the fiscal agent for the state and oversee the grant for the other agencies. In 2016, the 56 enforcement grants (including one to the State Patrol) covered 309 different county and municipal agencies in addition to each of the eleven districts of the Patrol. Grants for 2017 have not been selected yet as of the date of the HSP.

Crash Data and Selecting Grantees

OTS is most concerned with traffic deaths and serious injuries when looking at crash data. Using the "Grids" (see Attachment 3 for an example), the evaluators reviewing the enforcement grant applications assign points to each application for problem over-involvement. Because enforcement grants in Minnesota almost always represent at least one entire county (the two differences being St. Louis County which is split between the urban areas around Duluth and the more rural rest of the county and Hennepin County -- Minneapolis is the county seat -- which is split between four grants by area) the grids provide information by county. For each of the 87 counties, data on deaths and injuries involving unbelted, alcohol-related, speed-related, and distracted-related is provided for a three year period. In Minnesota, while well over half the population lives in the Minneapolis/Saint Paul area counties, only about 30 percent of the roadway deaths and serious injuries occur in the metro region. If OTS looked solely at the absolute numbers of deaths and serious injuries, we would be discounting the

majority of the problem. Therefore, OTS defines over-involvement in two ways, once by size of the problem (expressed by the number of deaths and serious injuries) and a second by the severity of the problem (expressed by the death and serious injury rate by vehicle miles traveled and by population in each county). Counties are compared to the state as a whole as if it were a single county and over-involvement points assigned based on which rates in which they were over-involved. Points are also assigned depending on how far up the list ordered by number of deaths and severe injuries they are.

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 the 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 required to use HVE techniques including signs and vests which have been provided by OTS. For the most rural, smaller agencies, HVE is not easily done due to lack of available officers and squads; however, signs and vests can still be used even when the number of squads out on a roadway stretch is only two.

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.

Evaluating Enforcement Activities

Minnesota statutes prohibit what are commonly referred to as "quota laws" – a prohibition against evaluating enforcement employees based on number of tickets written. Therefore, our early grants stated agencies would "strive to achieve" the productivity 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 now 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. Productivity is considered when awarding grants.

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 stops per hour. The citation objectives are computed on the simple ratio of citations issued or arrests made for the particular area (DWI, occupant restraints, texting, or speeding) to total number of citations issued.

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 and explain changes they will make to increase productivity in the future.

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 79% in June of 2016 to 90% in June of 2017”. In their final reports for the year, agencies discuss their progress towards meeting these goals.

Continuous Follow Up and the ROAR Project

It is nearly impossible to imagine follow up more continuous than that provided by the Real-time Officer Activity Report (ROAR).

OTS requires agencies to track a great deal of data about shift activities in order to be reimbursed for overtime enforcement. The Real-time Officer Activity Report (ROAR) is the brainchild of a Saint Paul PD officer and the departmental computer person with whom he worked, taking all the paperwork required and turning it into a relatively simple on-line program that officers can enter from their vehicles as the stops occur. After OTS saw a demonstration of the program Saint Paul was developing, we signed on as a partner with a grant to develop it for statewide use.

Grant administrators enter their detailed plans (dates, times and locations for high visibility enforcement of each of the four focus areas—belts, impaired, distracted, and speed) into the system so they are available for everyone who needs them. Authorized persons (such as lead fiscal agents, supervisors, and OTS personnel) can dial up their results at any time for any time period. As an evening of enforcement progresses, those same authorized people can watch as activity happens by officer and by agency. At the end of the event (the scheduled end time when all officers are done entering) a sheet of results is automatically printed out containing the stops per hour overall and by agency and bar graphs showing the results for the tickets of interest (belts, DWIs, distracted-related, and/ or speed). After each quarter, the OTS enforcement coordinator assigned to that project will share comparisons of results taking into account the number of officers working in the different events. Based on this follow up information, the agencies may decide to switch their enforcement roadways or encourage their officers to pay closer attention to a particular type of violation. Since the advent of high visibility enforcement for all grant events, citations per hour have decreased somewhat as expected.

The ROAR system also tracks and documents that officers working on OTS time have had the required training; this is one of the most challenging aspects of the system and of enforcement grants as a whole.

The system has greatly simplified reporting from the agencies viewpoint (especially considering how many agencies and individual officers reports had to be summarized accurately in the past) and it is officer tested and very much approved.

All agencies are required to use ROAR for all hours that they work for which OTS is expected to provide reimbursement. There is an exception for those very few areas of the state which sometimes face internet connectivity issues; those agencies are expected to enter data in the office at the end of the shift.

The ROAR program also helps agencies and OTS in monitoring, the dispatch logs can be compared to the activities in the ROAR system reports and any discrepancies sorted out. Future revisions may include modules to assist agencies with preparing their invoices for submittal to OTS.

E-Charging

The e-charging system, developed by the Bureau of Criminal Apprehension under a grant from the OTS, allows officers to electronically file the paperwork for a DWI arrest on-line through web-based applications. The system greatly cuts down on the time it takes to complete the paperwork and ensures all the right forms are completed, reading from the driver's license record the prior offenses so the officer knows with certainty what all the charges for the current offense should be. During 2014, 97.571% of DWI arrests were charged on-line using the e-charging system. Agencies which receive funding from an enforcement grant are required to use e-charging for at least 50% of their total DWIs. At this point, connecting to the on-line system 24-7 is a recurring problem for some agencies; thus the 95% use rate is as high as expected at this point. The BCA continues to provide training on the system and to make modifications to it through a grant with OTS. The next module to be completed, as a result of the U.S. Supreme Court McNealy decision, will allow warrants to be filed electronically as well.

DWI Data Dashboard

Through grants with the OTS, the DPS' Bureau of Criminal Apprehension (BCA) has developed a centralized and comprehensive computer system on all data related to DWI crashes, arrests, and convictions. The dashboard system documents and stores data from impaired driving cases from arrest through the completion of court and administrative sanctions along with data from impaired driving crashes. The system uses this information for many years to plot the occurrences on maps that are helpful for agencies deciding where to send their officers to patrol as well as to spend their other resources. Agencies can request reports from the BCA or run their own. A BCA staffer is available to assist agencies who are less computer savvy in using the dashboard. The OTS also uses the dashboard to identify gaps in city and county officer coverage on the maps. In addition to allowing agencies to be more effective in assigning their personnel to DWI trouble spots, the system reduces administrative costs and increases overall efficiencies.

Required Officer Training

Officers being reimbursed with NHTSA money 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 ARIDE). Officers are also required to have completed the four hour Occupant Protection Usage and Enforcement training – a course distilled from the NHTSA TOPS curriculum. In 2016 for the first time, the OPUE course will become available on-line. 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.

Law Enforcement Liaisons

Minnesota hired its first law enforcement liaison in June of 1994. Four liaisons have been on board since October 1 of 1994; they work with the enforcement agencies in their assigned areas. Referred to as “God’s gift to traffic safety” within the OTS, the liaisons have left an indelible impression on all they meet and a legacy of safer travel unrivalled in the state. The OTS lets a Request for Proposals for liaisons every three to five years; the liaisons are contractors, not employees of the state. An RFP for all four liaison positions will be let in the summer of 2016, covering the 2017 through 2021 federal years.

The liaisons work with agencies on a one-on-one basis and through area and statewide meetings of chiefs and/or sheriffs; encouraging placing a high priority on traffic safety and participating in OTS programs, as well as sharing their wealth of experience of tactics and strategies that are effective. Before the OTS had liaisons, the vast majority of the enforcement agencies in the state hadn’t heard of our office and would have been unable to say what problems we addressed or goals we strove to reach. They are now our strongest partners due in large part to the liaisons and their passion for traffic safety.

One Grant per Agency

Minnesota has returned to having only one enforcement grant per group of agencies covering all OTS’ enforcement efforts with one exception. In 2015, OTS began funding twelve DWI officers in the state; that contract is separate. 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.

One recommendation of the 2011 Minnesota Enforcement Summit was to have no more than one grant for enforcement per group of agencies. In prior years, a fiscal lead agency and its partners could apply for and receive a *Safe & Sober* grant where enhanced enforcement was done in patterns of “waves”, specific counties and 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 speed program. In some counties, there was a lack of coordination of the different projects; different people could be responsible for each grant 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. Beginning in 2013, OTS began to have no more than one grant with any local enforcement agency or group of agencies.

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 and Enforcement Calendar

The OTS enforcement grants provide funding on an annual basis as the result of applications received in response to a Request for Proposals. Only multiple agency grants are accepted and no agency receives more than a single grant for traffic safety work. At least 92% of the grant funds must be used for overtime enforcement during the time periods specified in the annual enforcement calendar with the remaining funds able to be used for overtime dispatch and/or overtime administrative services. At a minimum, mileage must be reported and claimed as local match. In federal 2017, the enforcement time periods include October 14-30 focusing on seat belts, November 23, 25 and 26 and December weekends on DWI (with weekends being defined as Thursday, Friday, and Saturday nights), April 10-23 concentrating on distracted driving, the national Memorial Day seat belt mobilization (May 22 through June 4), July 7-23 focused on speed, and the national Labor Day DWI crackdown (August 18 – September 3). Agencies do not necessarily work every day of each event; the number of hours worked depends on their work plan and budget. In addition to being a part of the Labor Day crackdown, 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, tow trucks, or ambulance services stopped on the side of the road). In addition to working during the enforcement time periods, agencies must publicize the efforts with the help of Safe Roads Coalition (if their community has one) and media materials prepared by the DPS Office of Communications.

In addition to designing and conducting statewide events publicizing the enforcement periods and setting up regional events with the help of the local coalitions and MnDOT TZD representatives, the OTS oversees a contract to purchase media related to the waves and the DPS' Office of Communications provides media packets for each enforcement period defined in the grant. The agencies (both enforcement and organized TZD coalitions) 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 for good behavior; placing messages on changeable outdoor signs, or messaged post its on prom flowers, 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 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 warmer months and/or

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 OTS grants for their overtime hours; however, the OTS continues to encourage departments to send additional on-duty officers to the events as well. In 2017, fourteen counties will participate in the enhanced DWI enforcement program.

Law Enforcement Recognition

Law enforcement officers are generally competitive and the importance of traffic enforcement is not understood by most citizens who may believe it is done to raise funds rather than to save lives and prevent injuries. It is important and effective to have some type of recognition program for officers who enforce traffic laws, in addition to motivating officers, it is a useful public information tool on the importance of the work in saving lives and reducing injuries.

All liaisons provide caps with the TZD enforcement logo on it to officers who get a first "hat trick" – three DWIs in a single shift, and uniform pins or engraved hockey sticks (not the expensive regulation sticks) for subsequent hat tricks.

In the past, OTS conducted an Enforcement Challenge each year. Participation in the Challenge continued to decline and the program has been cancelled. The OTS queried enforcement agencies in regards to their suggestions for recognition programs and in 2014 switched the program. The OTS now awards one or two agencies each quarter nominated by their area's liaison to receive their choice of award (lidar, radar, five PBTs or five PIT training registrations) for outstanding efforts, and provides an award lunch for approximately 100 people including the DPS Commissioner to one agency each year selected by OTS and OOC staff from nominations received from the liaisons. The first Commissioner's Award lunch in 2014 honored the Saint Cloud Police Department and the 14 municipal departments and two sheriffs' offices covered by that grant. The second Commissioner's Award lunch in 2015 honored the Blue Earth County Sheriff's Office and the three Sheriffs' Offices and 12 municipal agencies in that grant. Both events were resounding successes with nearly all sheriffs' and chiefs attending, in addition to their officers who were contacts for the grants and/or were leaders in DWI, seat belt and traffic safety enforcement for their agency. The 2016 award will go to the Brainerd Police Department and the ten other agencies (one sheriff's office and nine police departments) who are partners in that grant.

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. Each officer is presented with an engraved bat with his or her name inscribed and the highest writer in the state throws out the first pitch. The population of the jurisdiction for which the officers are working is informally considered by the OTS in the selection process of the nominations received; officers from smaller communities are not at a disadvantage. The event is extremely popular with the officers and their families, who receive tickets for the game from a sponsoring private organization (AAA of Minnesota and Iowa).

Mobilizations and Crackdowns

Minnesota has fully supported the seat belt and impaired driving national mobilizations since 2002 and will continue to do so. The mobilizations are planned and conducted by a team comprised of all

the OTS coordinators working with enforcement projects, OTS' law enforcement liaisons, a member of the State Patrol assigned to federal projects, staff from the Office of Communications, and MnDOT TZD regional representative staff who are responsible for events outside of the metro area. 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 enforcement liaisons, enforcement recognition programs, the annual Toward Zero Deaths conference with its law enforcement track, traffic officer training, paid and earned media, and the observational study and evaluation projects. All of our TZD Safe Roads community projects support the mobilizations and crackdowns with publicity. In 2017, OTS will have two mobilization events (mid-October and Memorial Day) for seat belts, one for distracted driving (April), one for speed (July) and two crackdowns (December and Labor Day) for impaired driving; all funded enforcement agencies are required to participate in each of these waves. All agencies, regardless of funding status, are encouraged to report activities during these time periods; grant recipient agencies are required to report. The seat belt waves use the *Click It or Ticket* slogan and the DWI waves use the *Drive Sober or Get Pulled Over* slogan; both unchanged from the NHTSA designs. Enforcement dates of the nationally-supported waves are the same as the enforcement dates provided by the NHTSA.

Individual agencies participate in the mobilizations and crackdowns through a *Survey Monkey* application; they are only required to report up to three numbers – the tickets of interest written for that particular event (whether belts and child seats, speed, DWIs, or distracted) and the highest speed for the speed event, the oddest distracted behavior for the distracted event, or the highest BAC for the DWI events. Because the requirements and reports are light, the mobilizations and crackdowns cover a much larger number of agencies than the grant programs alone. To participate in the mobilizations and crackdowns, 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. 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.

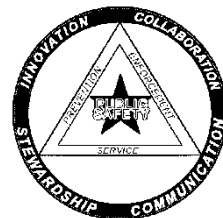
Highway Safety Plan Program Areas and Strategies

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, 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 2017 including their budgets, basic tactics/strategies, and ties to *Countermeasures That Work* and the Minnesota *Strategic Highway Safety Plan documents*. 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 submitted 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.



Projects and Funding

The following section of the HSP provides information on the strategies to be implemented and the amounts and types of funding committed to them for federal 2017. As issues, challenges, and successes arise; revisions to the Highway Safety Plan will be submitted.

For the 2015 Highway Safety Plan, the OTS made significant changes to the format of the individual project descriptions. Those changes have been kept up. A brief explanation of the changes follow:

- Placing information on the federal funding, the state and local match, and the amount of the federal funding that is of local benefit immediately after each project's brief description in addition to summarized all those at the end of each section.
- Citing the reference to *Countermeasures That Work 2015* by Chapter and Section. That document is designed to "assist highway safety offices [ed. such as OTS] in selecting effective, science-based traffic safety countermeasures". *Countermeasures That Work* does not cover projects which are related to such critical areas as planning, administration, evaluation, committees and task forces, traffic records, and systems improvements. As the document states "the guide does not include administrative or management topics such as traffic safety data systems and analysis, program planning or assessments, State and community task forces, or comprehensive community traffic safety programs".
- Citing the reference of that project to one of the focus areas in the 2014-2019 Minnesota Strategic Highway Safety Plan. Those areas are listed on page 35 of this document.

17-01: 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, employee development and training) and staff salaries as noted below.

During the 2017 federal 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 and Evaluation Manager (time of one full time position charged 50/50).
- State Program Administrator Senior (time of one full-time position charged 50/50)
- State Program Administrator Principal (time of one full-time position 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)

In the recent past, the Office of Traffic Safety (OTS) and other divisions of the Department of Public Safety (DPS) have worked on the development and the implementation of a website based grant system, commonly called "E-Grants". Beginning in the 2014 fiscal year, the E-grants system covered the whole life of the grant; from Request for Proposals, to application, to award, to invoicing and reporting and close out. The system makes it easier and more efficient for applicants, as well as, the Office of Traffic Safety and the Region 5 NHTSA office. The system will help OTS to better manage and track the grants. The development of the system is complete, maintenance and enhancements are presently under contract to AGATE. OTS will continue to provide funding for system maintenance and for needed enhancements as they arise; that funding is all included in the E-grants project in the traffic records (05) project area.

Project Number: 17-01-01

Project Title: Planning & Administration

C.T.W. Not applicable

SHSP Focus: Management Systems

Description: This project provides for the staff responsible for the overall leadership, 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 are 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 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 through planning and administration 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. This project also covers all rent, partial parking or bus passes, supplies, and communications and miscellaneous costs related to support all OTS staffs work.

Finally, the project provides the OTS with a half-time accounting officer in the Department's Office of Fiscal and Administrative Services 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

Funding \$560,000 Section 402

Match: \$560,000 State Hard Match

Local Benefit: \$0.00

Planning & Administration

Project Number 17-01-#

#	Title	Code	Federal	Match	Local Benefit
01	Planning and Administration	PA	\$560,000.0	\$560,000.0	\$0
Total P&A			\$560,000.0	\$560,000.0	\$0.0

17-02: 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.

Minnesota crash data are persuasive; of the 285 motor vehicle occupants killed in 2015, only 54 percent were known to be buckled up. And, of the 745 motor vehicle occupants severely injured, only 57 percent were known to be buckled up. Young people are especially at risk; 36 percent of motor vehicle occupants killed or severely injured in Minnesota were aged 15-29. Tragically, only 50 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 2015 crashes, only 79 percent were known to be buckled up, while 86 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 45 percent of those killed or severely injured were known to be buckled up. This compares to 57 percent belt use during the rest of the time. This compares to 59 percent belt use during the rest of the times. Thus, attention to enforcing seat belt use in the evening is being strengthened by OTS, regardless of the obvious difficulties.

From our 2015 Observational Study of seat belt use, we found that males in the general population buckle up less often than females (by 4.9 percentage points), a slight increase from 4.4 percentage points in 2014. Pick-up truck drivers buckled up less than drivers of other vehicles by about 5.5 percentage points, but this was an improvement of 6.5 percentage points from 2014. Those classified as 16 to 29 years old buckled up less in 2015 than in 2014 by 1.6 percentage points. The only age cohort that buckled up less than those 16 to 29 was 65 and up. The difference was 1.0 percentage point.

In 2011, OTS had designed and conducted an observational study of booster seat use. In 2014 OTS conducted a second Booster Seat Survey of children 4-7 years of age. Results found an increase in children properly restrained in a booster seat from the first study of 8.8 percentage points (from 64.1 percent to 72.9 percent). The survey sites for this study are observed by certified child passenger safety technicians and instructors.

Female drivers in 2011, 65.3 percent were properly restrained, in 2014 it was 74.0 percent. Male driver in 2011, 62.3 percent were properly restrained, in 2014 it was 71.7 percent. Drawing conclusions from the information on children in the following tables is difficult due to the smaller number of individuals observed in the cohort. Since so few children between birth and ten are observed, the changes in use from one year to the next are relatively meaningless.

Observed Shoulder Belt Use and Unweighted Number by Age

	Estimated Age									
	0–10		11–15		16–29		30–64		65–Up	
Survey Date*	%	N	%	N	%	N	%	N	%	N
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
2013	99.4	100	99.2	209	92.8	3,603	95.4	11,048	93.7	1,375
2014	94.6	45	96.2	268	94.0	3,339	94.7	10,513	96.4	1,172
2015	92.4	39	96.1	210	92.4	3,115	95.1	10,298	91.4	1,662

*August before 2012, June 2012 and after

**New survey design implemented in June 2012

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
Intersection13	94.6	9,614	95.8	4,361	96.7	2,376	97.3	1,092	86.4	1,755
Intersection 14	94.6	6,827	97.0	3,017	97.0	1,857	96.5	785	84.4	1,151
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
Exit Ramp 13	95.8	6,088	96.0	2,977	97.5	1,628	94.4	695	92.1	763
Exit Ramp 14	96.4	5,996	96.7	2,882	97.0	1,656	96.1	700	93.3	745
Exit Ramp 15	96.1	5,708	96.5	2,531	96.6	1,715	96.0	640	93.4	796
Mid-Block 12**	94.9	1,937	93.6	914	96.9	513	95.0	241	95.6	259
Mid-Block 13	96.4	734	97.6	300	97.2	193	98.9	90	90.5	141
Mid-Block 14	94.6	2,355	96.4	934	97.3	588	97.8	266	84.6	545
Mid-Block 15	92.8	1,720	92.5	683	96.8	462	91.7	188	89.7	373

*August before 2012, June 2012 and after

**New survey design implemented in June 2012

Observed Should Belt Use and Unweighted Number by Sex

Survey Date*	Male		Female	
	%	N	%	N
2005	78.7	7,878	87.2	6,692
2006	77.0	8,303	85.9	6,882
2007	82.7	6,986	90.2	5,704
2008	81.7	6,640	90.7	5,223
2009	83.4	6,917	90.4	5,543
2010	89.2	5,504	95.8	4,918
2011	88.0	5,900	94.7	4,989
2012**	91.9	9,161	95.6	7,653
2013	92.6	9,257	97.5	7,138
2014	92.8	8,630	97.2	6,707
2015	91.8	8,429	96.7	6,896

*Survey Conducted in August before 2012, and in June 2012 and years after

**New survey design implemented in June 2012

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, fewer people suffer debilitating and disfiguring injuries – an accomplishment we credit to Minnesota's high seat belt use rate.

Project Number: 17-02-01

Project Title: Occupant Protection Coordination

C.T.W. Not Applicable

SHSP Emphasis: Management Systems

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

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

Directing Agency: DPS: OTS

Funding \$125,000 Section 402

Match: \$0.00

Local Benefit: \$0.00

Project Number: 17-02-02

Project Title: Child Passenger Safety Support

C.T.W. Chapter 2; Sections 24, 26, 28, 30, 32, 33

SHSP Emphasis: Belts

Description: This project provides for a full-range of material and service support necessary to ensure the safe transportation of children in vehicles. The strategies undertaken include providing training for instructors and clinicians who in turn train parents and caregivers to correctly use the appropriate seat, and providing print and other outreach materials to the general public, as well as to CPS instructors and technicians. This project will fund support for the outreach and education disseminated to the public and our partners regarding the safe transportation of children. Costs include those associated with creating and printing or producing materials that cannot be done by DPS Office of Communications, mailing and shipping, conducting training and workshops, 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

Funding \$100,000, Section 402

Match: \$0

Local Benefit: \$100,000

Project Number: 17-02-03

Project Title: CPS to Lifesavers

C.T.W. Chapter 2; Sections 24, 26, 28, 30, 32, 33, 35

SHSP Emphasis: Belts

Description: Funds will be used for expenses related to send up to three CPS Advisory Board members to the Lifesavers conference and/or its CPS pre-conference.

Note: Out-of-state funding will not be used for expenses related to the Lifesavers conference unless the Minnesota ban on travel to North Caroline is officially lifted and grantee is informed of that fact by OTS.

Evaluation Attendee's assessment of the conference.

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

Funding \$4,000, Section 402
Match: \$0
Local Benefit: \$4,000

Project Number: 17-02-04

Project Title: Belt Enforcement for Patrol

C.T.W. Chapter 2; Section 2

SHSP Emphasis: Unbelted

Description: This project will provide for increased enforcement of the seat belt law during October and over Memorial Day by the Minnesota State Patrol. Costs reimbursed will include overtime salaries, fringe benefits, and indirect costs for the Patrol. This project is conducted in conjunction with 17-04-03: Patrol TZD Enforcement, 17-03-05: Patrol DWI Enforcement, and 17-04-10: Electronic Sign Rental.

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: OTS with a grant with MSP

Funding \$600,000 Section 405b

Match: \$150,000

Local Benefit: \$0.00

Project Number: 17-02-05

Project Title: Belt Enforcement for Cities and Counties

C.T.W. Chapter 2 ; Section 2.1

SHSP Focus Area: Unbelted

Description: This project will provide for increased enforcement of the seat belt law during October, and over Memorial Day for the Cities and Counties. Costs reimbursed will include overtime salaries, fringe benefits. All officers from agencies participating must have SFST, OPUE; and Drugs That Impair Driving (DTID) or Advanced Roadside Impaired Driving Enforcement (ARIDE). All required training must be updated every five years. This project is conducted in conjunction with, 17-04-04: TZD Enforcement for Cities and Counties, and 17-03-06: Cities and Counties 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 through grants with cities and counties

Funding: \$1,650,000 Section 405b

Match: \$400,000

Local Benefit: \$1,650,000

Project Number: 17-02-06

Project Title: Web-based OPUE for Officers

C.T.W. Chapter 2; Section 3.1

SHSP Emphasis: Awareness

Description: Officers who work OTS enforcement overtime hours are required to have completed Occupant Protection Usage and Enforcement (OPUE; a shortened Minnesota update of the original NHTSA curriculum) course. To be more efficient this course is now available online. The course is brought up onto a Web site where completion of it will result in continuing education credits from the Minnesota Board of Peace Officers Standards and Training (POST) given to the appropriate officers. Costs in the project include maintenance to manage the online training.

Evaluation The course is 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 Minnesota State Patrol.

Funding: \$10,000 Section 402

Match: \$0

Local Benefit: \$0

Project Number: 17-02-07

Project Title: Seat Belt Use Surveys

C.T.W. Not Applicable

SHSP Emphasis: Unbelted

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 buckle up. New sites will be selected by the contractor and submitted to NHTSA by March 1, 2017 for approval. The survey is conducted during a two week period in June to evaluate our efforts as well as to determine our statewide seat belt use rate. The new, approved observation sites will be used. The Seat Belt Use Observation Survey will also aid in the evaluation of the *Click It or Ticket* May enforcement mobilization. The observation survey will be completed by a contractor paid out of this project. A statewide report on seat belt use will be generated along with the State Seat Belt Use Rate Certification Form. Contract costs include the selection of 240 new sites, data collection, data analysis, and generating the statewide use report and the survey reporting form, as well as information on cell phone use.

Evaluation Evaluation is administrative for this project – the new survey sites will be submitted to NHTSA for approval by March 1, 2017, 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 seat belt use rate.

Directing Agency: DPS: OTS

Funding \$130,000 Section 402

Match: \$0.00

Local Benefit: \$0.00

Project Number: 17-02-08

Project Title: Child Seats for Needy Families and Other State Match

C.T.W. Chapter 2 ; Section 7.2

SHSP Emphasis: Unbelted

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 provide 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. Requests for the seats will be sought from foundations, and from governmental, service and philanthropic organizations. In addition, resources of the Minnesota State Patrol used to enforce seat belt and child seat laws will be used as additional match if needed.

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 through purchase orders for car seats

Funding \$0

Match: \$450,000 state match

Local Benefit: \$0

Project Number: 17-02-09

Project Title: Southern CPS Liaison

C.T.W. Chapter 2; Sections 24, 26, 28, 30, 32, 33, 35

SHSP Emphasis: Belts

Description: This position is to contract for the professional and technical services of an experienced child passenger safety advocate to support and assist law enforcement agencies, public health workers, the general public and other Child Passenger Safety (CPS) advocates in increasing their attention to child passenger safety and OTS programs. This contractor position is known as the Southern CPS Liaison. The liaisons' main function is to serve as a link for the OTS to promote child passenger safety in the southern half of the state.

Evaluation End of the year report

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

Funding \$50,000, Section 402

Match: \$0

Local Benefit: \$50,000

Project Number: 17-02-10

Project Title: AMPERS

C.T.W. Chapter 2; Sections 24, 26, 28, 30, 32, 33, 35

SHSP Emphasis: Belts

Description: AMPERS radio stations reach minority communities not served through traditional media. With AMPERS, OTS will be able to provide outreach to members of the Somali, Hispanic and Native American communities. Media messages will focus on child passenger safety in their native language and targeted to their community.

Evaluation End of the year report

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

Funding \$30,000 Section 402

Match: \$0

Local Benefit: \$30,000

Project Number: 17-02-11

Project Title: Northern CPS Liaison through Mahube Community Council

C.T.W. Chapter 2; Sections 24, 26, 28, 30, 32, 33, 35

SHSP Emphasis: Belts

Serves CPS needs in the northern area of Minnesota. Provide for a project coordinator, administration and program support staff. Provide outreach to potential contacts and community partners throughout the service area. Organize and conduct the National Highway Traffic Safety Administration (NHTSA) Standardized Child Passenger Safety Technician Training, NHTSA School Bus Curriculum or MN practitioner training, and MN Child and Foster Care Curriculum at least two times per year within the service area. Provide CPS activities including coordination of parent education and workshops in child passenger safety. Provide community car seat distribution events at least one time each month from fall through spring. Maintain a vehicle to serve as the mobile resource center/fitting station. Attend quarterly CPS board meetings and Toward Zero Deaths (TZD) conference in the fall of 2016.

Evaluation End of the year report

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

Funding \$100,000, Section 402

Match: \$0

Local Benefit: \$100,000

Project Number: 16-02-12

Project Title: Mom Enough

C.T.W. Chapter 2; Sections 24, 26, 28, 30, 32, 33, 35

SHSP Emphasis: Belts

Description: Mom Enough is a company devoted entirely to child safety, development and well-being. A representative from DPS will be a guest for **two** ME shows in addition to the Night Out show. The topics will focus on child passenger safety. Mom Enough will promote the DPS shows at least two months out of the year in the slideshow on the homepage. DPS logo/link & information will appear on the ME partner's page. Mom Enough will post some DPS educational materials in the ME resource section. Mom Enough will promote some DPS events and information on Facebook, Twitter, and e-mail.

Evaluation End of the year report

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

Funding \$20,000, Section 402

Match: \$0

Local Benefit: \$0

Occupant Protection

Project Numbers 17-02-#

#	Title	Code	Federal	Match	Local Benefit
01	Occupant Protection Coordination	OP	\$125,000	\$0	\$0
02	Child Passenger Support	OP	\$100,000	\$0	\$100,000
03	CPS to Lifesavers	OP	\$4,000	\$0	\$4,000
06	Web-based OPUE for Officers	OP	\$10,000	\$0	\$0
07	Seat Belt Use Survey	OP	\$130,000	\$0	\$0
08	State Child Seat & Seat Belt Match	OP	\$0	\$250,000	\$0
09	Southern CPS Liaison	OP	\$50,000	\$0	\$50,000
10	Ampers	OP	\$30,000	\$0	\$30,000
11	Northern CPS Liaison	OP	\$100,000	\$0	\$100,000
12	Mom Enough	OP	\$20,000	\$0	\$0
-	<i>Subtotal OP</i>	402	\$569,000	\$250,000	\$284,000
-					
04	MSP Belt Enforcement	405b	\$600,000	\$150,000	\$0
05	Cities & Counties Belt Enforcement	405b	\$1,650,000	\$400,000	\$1,650,000
08	State Child Seats & Seat Belt Match	405b	\$0	\$200,000	\$0
	<i>Subtotal M1HVVE</i>		\$2,250,000	\$550,000	\$1,650,000
	All Occupant Protection		\$2,819,000	\$800,000	\$1,934,000

Note these other projects with seat belt and child seat efforts:

Media Relations for Occupant Protection is in 17-06-04 and Creative Design in 17-06-11,

Paid Media for Occupant Protection is in 17-06-07,

Enforcement Liaisons for Occupant Protection are in 17-04-06, and

MnDOT TZD Regional Support is in 17-06-09.

17-03: Impaired Driving

Minnesota is monitoring the effectiveness of our impaired driving program by tracking alcohol impaired driving fatalities (those that involved a driver or motorcyclist with an alcohol concentration level of 0.08 and above) in addition to alcohol-related driving fatalities (those that involved a driver or motorcyclist with an alcohol concentration of 0.01 and above). Alcohol-related fatalities increased from 111 in 2014 to 137 in 2015, and alcohol impaired fatalities increased from 91 in 2014 to 107 in 2015. Severe injuries where alcohol was perceived to be involved remained about the same from 210 in 2014 to 212 in 2015. The most significant area of concern remains the 20-29 year-olds; nearly 31% percent of all alcohol impaired fatalities are in that age group compared with 18% percent of all traffic crash fatalities in that age group.

Paid media, enforcement and educational programs will remain focused on the young male driver, since 96% (22 out of 23) of the drivers aged 20-29 killed who tested over the legal limit were males. The impaired driving program will capitalize on the seat belt usage media message since only 32 percent of motor vehicle occupants that died in an alcohol impaired crash were known to be wearing a seat belt in 2015.

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 13 counties where nearly 53 percent of the impaired driving fatalities and severe injuries occurred. Community education programs have been developed in several of these counties. Twelve DWI officers have been hired and working in their counties.

Repeat DWI offenders continue to be an area of concern. Minnesota now has 16 DWI Courts and six hybrid courts that accept DWI offenders. Since Minnesota first implemented DWI Courts, 935 were admitted into the program. 594 people have graduated and 62 of them have reoffended; a 10.5% re-offense rate compared to a normal re-offense rate of 40 percent.

The expansion in of the DWI eCharging system, which provides a mechanism for law enforcement to file DWI arrest forms electronically, is being used for 97 percent of DWI arrests. 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. The next application that is being worked on is to have the ability to do electronic search warrants through the eCharging system. This piece should be finished in the next six months.

The use of ignition interlock continues to grow. As of today over 9,900 participants are driving a vehicle safely with an ignition interlock installed. There have been over 13,500 people that have graduated from the program so far. This past year an additional Vendor Oversight Liaison was hired. Between the two liaisons they have split the state in two and continue working on the oversight program. This has been an integral piece to this program.

DWI Dashboard is progressing well. Last fall the DWI Dashboard was released to 9,376 law enforcement officers in the state. This program provides user friendly queries of data sets, thematic maps, exploratory and predictive maps which will focus on roads and intersections. The next effort will be to be to connect to the new MNCrash system. Some of the other enhancements to the system include adding filters for drugs and refusals, help tooltips, improving the system performance creating an export table to Excel.

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.

Project Number: 17-03-01

Project Title: Impaired Driving Coordination

C.T.W.: Not Applicable

SHSP Emphasis: Management Systems

Description: 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, developing 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

Funding: \$300,000 Section 164PA (providing for carry forward to 2018 also)

Match: \$0

Local Benefit: \$0

Project Number: 17-03-02

Project Title: Additional Impaired Driving Coordination

C.T.W.: Not applicable

SHSP Emphasis: Management Systems

Description: This project provides for one and one-half full-time Office of Traffic Safety staff positions to assist the lead impaired driving 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, developing 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

Funding: \$300,000 Section 164PA (also providing carry forward to 2018)

Match: \$0

Local Benefit: \$0

Project Number: 17-03-03

Project Title: Drug Recognition Evaluator (DRE)/Traffic Law Enforcement Training

C.T.W. Chapter 1. Section 7.1

SHSP Emphasis: Impaired Roadway Users

Description: The project provides funding for one State Patrol Lieutenant to coordinate, train instructors, and supply materials for the traffic law enforcement training courses provided by the project. These courses include delivery of up to two drug recognition evaluator (DRE) courses, recertification training for current DREs, Occupant Protection Usage and Enforcement (OPUE), Standardized Field Sobriety Testing (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE), SFST Update, and one SFST instructor course. One Phlebotomy course offering for new phlebotomists and one refresher course for current phlebotomists will be offered. 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 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

Funding \$500,000 Section 405d

Match: \$0

Local Benefit: \$250,000

Project Number: 17-03-04

Project Title: To Be Determined

C.T.W.

SHSP Emphasis:

Description: The 2017 planning process had a project set up here that was conducted in 2016 instead. As the budgets were set up in the SWIFT state system with project numbers by the time that change was finalized, it was too late to change project numbers. If an impaired driving project starts later in the year, it will be included in a revision as project 17-03-04.

Evaluation

Directing Agency:

Funding

Match:

Local Benefit:

Project Number: 17-03-05

Project Title: Patrol DWI Enforcement

C.T.W. Chapter 1; Section 2

SHSP Emphasis: Impaired Roadway Users

Description: For those districts covering one or more of the thirteen counties making 53% of alcohol related traffic deaths, this is an overtime and on-duty enforcement program that funds impaired driving saturations on a regular basis. High visibility enforcement 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, Ramsey, Dakota, Anoka, St. Louis, Stearns, Washington, Otter Tail, Wright, Sherburne, Cass, Scott, Winona, and Crow Wing (Winona and Crow Wing tied, thus making fourteen top counties). All saturations include

participation by state, county, and local agencies. This project provides for the overtime salaries, fringe benefits, and indirect costs of the Minnesota State Patrol. TZD Enforcement is Minnesota’s statewide Selected Traffic Enforcement (STEP) Program, combining enhanced enforcement with public education and media relations of that enforcement. In addition to the deadliest counties discussed above, the program provides overtime funding for the patrol throughout the state specifically for four weekends in December and during 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. As a final task, this project provides for additional troopers to work at Brainerd International Raceway and WeFEST – two large Greater Minnesota events that generate a great deal of drinking and driving. This project is conducted in conjunction with 17-02-04: Belt Enforcement for Patrol, and 17-04-03: Patrol TZD Enforcement, and 17-04-10: Electronic Sign Rental.

Evaluation The project will be evaluated based on the requirement to conduct one saturation every month in each of the 14 counties with the highest number of alcohol-related deaths and severe injuries. A complete evaluation will determine if alcohol-related crashes have decreased in these counties and if DWI arrests increased. In addition, the project will be evaluated to determine if the number of on-duty high visibility enforcement saturations have increased.

Directing Agency: DPS: OTS through a grant with MSP

Funding \$1,000,000 Section 405d

Match: \$300,000

Local Benefit: \$0

Project Number: 17-03-06

Project Title: Cities and Counties DWI Enforcement

C.T.W. Chapter 1; Sections 2.2

SHSP Focus Area: Impaired Roadway Users

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 high visibility 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 13 counties with the highest number of traffic deaths. 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, Ramsey, Dakota, Anoka, St. Louis, Stearns, Washington, Otter Tail, Wright, Sherburne, Cass, Scott, Winona and Crow Wing. Because there was a tie for the 13th County, 14 counties will be funded. All saturations include participation by state, county, and local agencies; this project does not fund the state participation (see project 17-03-05 for the Minnesota State Patrol’s participation).

Evaluation: The OTS compares individual grants 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 has set goals in line with the states goals for a five-year period ending in 2020. Each grant reports their progress toward meeting those objectives in their final report to OTS.

Directing Agency: Police Departments and Sheriffs’ Offices through grants with DPS: OTS. In 2016, 55 grants covered 309 agencies. Enforcement grants for FFY 2017 are not yet selected.

Funding: \$3,000,000 Section 164PM

Match: \$400,000

Local Benefit: \$3,000,000

Project Number: 17-03-07

Project Title: Integrated Judicial & Administrative II

C.T.W. Chapter 1:Section 4.2

SHSP Emphasis: Impaired Roadway Users

Description: This program is providing funding for judicial districts and/or probation service agencies to implement an ignition interlock program in cooperation with their judges who agree to order the devices for offenders or make it part of the probation requirement and is

coordinated with the current administrative ignition interlock program at Driver and Vehicle Services. Five judicial districts currently have an interlock program in their district and a sixth district just started this spring.

Evaluation The project will be evaluated based on the number of offenders that are managed by the court system through this method.

Directing Agency: District courts and probation in Minnesota through grants with DPS/OTS

Funding \$750,000 Section 405d

Match: \$200,000

Local Benefit: \$750,000

Project Number: 17-03-08

Project Title: DWI Courts

C.T.W. Chapter 1; Section 3.1

SHSP Emphasis: Impaired roadway users

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. Minnesota has 16 DWI courts funded in part with NHTSA grants.

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: District Courts in Minnesota through grants with DPS/OTS

Funding \$2,000,000 Section 164; \$2,000,000 Section 405d

Match: \$500,000

Local Benefit: \$4,000,000

Project Number: 17-03-09

Project Title: DWI Court Assessment Training

C.T.W. Chapter 1; Section 4.1

SHSP Focus Area: Impaired roadway users

Description: This project will provide training to help Drug Court practitioners and others incorporate into their programs safe and effective assessment and treatment options. Assessment training can provide the latest information regarding assessment tools to assist in the screening for risk and needs of DWI offenders. Proper assessment training can help practitioners engage offenders in responsible, accountable and lasting change. Minnesota has 16 DWI courts funded in part with NHTSA grants.

Evaluation: Participants will provide feedback through evaluation forms which will be analyzed and used to implement improvements and changes to future trainings. DWI Courts will be provided the feedback to assist in implementation of improvements and changes of their current assessment practices.

Directing Agency: District Courts in Minnesota through grants with DPS/OTS

Funding: \$50,000 Section 405d

Match: \$0

Local Benefit: \$50,000

Project Number: 17-03-10

Project Title: Alcohol Media Relations

C.T.W. Chapter 1; Section 5.2

SHSP Focus Area: Culture/Awareness

Description: This project provides print and electronic materials on alcohol-related traffic safety issues, as well as media relations services. The earned media materials to be provided include, but are not limited to, brochures, 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 publication information and

education efforts. This project is conducted in conjunction with 17-06-04 which focuses on issues other than impaired driving.

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

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

Funding \$150,000 Section 405d

Match: \$0

Local Benefit: \$150,000

Project Number: 17-03-11

Project Title: DWI Paid Media Contract

C.T.W. Chapter 1; Section 5.2

SHSP Focus Area: Culture/Awareness

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 impaired driving. Paid Media related to occupant protection, speed, distracted driving, move over or other identified problems is covered under 17-06-07.

Evaluation Public awareness of the campaigns will be provided by the Random Telephone Surveys (17-06-13)..

Directing Agency: DPS: OTS writes a contract with a professional media purchaser.

Funding \$2,000,000 Section 164PM

Match: \$0

Local Benefit: \$2,000,000

Project Number: 17-03-12

Project Title: DWI Dashboard

C.T.W. Not applicable

SHSP Emphasis: Data Management

Description: This project is ongoing for DWI analytics and pays for staff time to increase the system's functionality. It has been released to 9,376 law enforcement users. In the coming year enhancements to the system will include integration with the new Crash system, automatic run queries, location information to crash events, adding pop-up info for drug impaired drivers and refusals, and additional filters for drugs and refusals. There will also be more advanced geocoding to improve the mapping rate since currently 20% of eCharging incidents cannot be matched.

Evaluation The program will be evaluated for ease of use by law enforcement and the enhancements being up and running..

Directing Agency: DPS/BCA through a grant from DPS/OTS

Funding \$200,000 Section 405d

Match: \$0.00

Local Benefit: \$0.00

Project Number: 17-03-13

Project Title: BCA Full-time Lab Technician

C.T.W. Chapter 1 Section 7

SHSP Emphasis: Impaired Roadway Users

Description: This project is funding two full-time toxicologists in DPS's Bureau of Criminal Apprehension, Forensic Science Services division that will be responsible for performing drug screening and drug confirmatory tests samples beyond the triage point. The study regarding the confirmatory tests will continue this year.

Evaluation The program will be evaluated by the results of the study and the additional tests performed by the toxicologists.

Directing Agency: DPS/BCA through a grant from DPS/OTS

Funding \$250,000 Section 405d

Match: \$0

Local Benefit: \$0

Project Number: 17-03-14

Project Title: DWI E-Charging

C.T.W. Not applicable

SHSP Emphasis: Impaired roadway users, Data Management

Description: An impaired driving arrest is time consuming and paper intensive for the arresting officer, prosecuting attorneys, and DPS' Division of Driver and Vehicle Services (DVS). Under the eCharging system, the officer is 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. Over 97 percent of DWI arrests are now processed through E-Charging. In 2017, continued training of the system to more agencies, officers and administrative staff will be done. Enhancements will be made to the system based on recommendations of users, and statutory changes. Upgrades to the system in 2017 will add the ability to create electronic search warrants. Other upgrades being discussed are to include the narrative which will require a drawing tool for law enforcement to record the arrest in its entirety.

Evaluation Evaluation is based on the usage of eCharging by law enforcement agencies statewide. The number of DWI's processed through eCharging is reported monthly. The percentage is determined by the total number of monthly DWI's, the number processed through eCharging and the number of paper DWI's sent in to Driver and Vehicle Services.

Directing Agency: DPS/Bureau of Criminal Apprehension with a grant from DPS/OTS

Funding \$275,000 Section 405d

Match: \$0.00

Local Benefit: \$0

Project Number: 17-03-15

Project Title: Ignition Interlock

C.T.W. Chapter 1, Section 4.2

SHSP Emphasis: Impaired Roadway Users

Description: This project is funding four full-time employees in DPS's Driver and Vehicle Services division that oversees the ignition interlock program. In

addition to oversight, the project will fund training and education to inform people of the program and employees in the division.

Evaluation There is an evaluation that will be completed by the end of this September. This should show that the program does reduce DWI recidivism and increases public safety.

Directing Agency: DPS/DVS through a grant from DPS/OTS

Funding \$400,000 Section 164AL

Match: \$0

Local Benefit: \$0

Project Number: 17-03-16

Project Title: Patrol DWI Conference Travel

C.T.W. Not applicable

SHSP Emphasis: Impaired Roadway Users

Description: The MSP will send appropriate officers to attend traffic safety conferences such as Lifesavers that are held outside of Minnesota. In addition, the MSP will send officers to attend the Toward Zero Deaths Conference the annual traffic safety conference 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. Out-of-state funding will not be used for expenses related to the Lifesavers conference unless the Minnesota ban on travel to North Caroline is officially lifted. Total costs will be share with 17-04-11.

Evaluation The reports received on the conferences attended will be used to determine the usefulness of the conferences and ultimately, this project.

Directing Agency: DPS: MSP with a grant from OTS

Funding \$10,000 Section 405d

Match: \$0

Local Benefit: \$0

Project Number: 17-03-17

Project Title: RAVE & Server Train the Trainer

C.T.W. Chapter 1, Section 5.3

SHSP Emphasis: Impaired Roadway Users

Description: Law enforcement agencies will offer training in a program entitled Retail Alcohol Vendor Enforcement (RAVE). The program is designed to enforce laws concerning serving alcohol to obviously intoxicated customers and educate servers and managers, by placing on-duty plain clothed officers inside licensed liquor establishments. Place of Last Drink (POLD) is an element of the RAVE program. Local police departments collect data on the place of last drink for DUI and other offenders, which will be used in conjunction with the RAVE program. The data collected allows RAVE teams to conduct an investigation identifying and targeting business' that overserve alcohol. By educating and enforcing with both criminal and civil penalties when needed at the retail seller/server level, the program can take impaired drivers off the road before they would get to their car.

In the past, local law enforcement officers and public health staff have been trained to be regional alcohol server awareness trainers, and special events trainers in their areas. Emphasis will be placed on statewide coverage focusing on areas where there are currently no trainers. Train the Trainer is ongoing with regard to replacement of trainers moving and/or retiring.

Evaluation The RAVE portion will be evaluated based on the number of agencies trained, and outcomes of the over-serving enforcement initiative. POLD will be evaluated on quarterly reports and the number of law enforcement agencies participating. The project will also be evaluated based on the number of regional trainers trained, and the number of training events held.

Directing Agency: DPS/Alcohol and Gambling Enforcement Division through a grant with DPS/OTS.

Funding \$102,000 Section 405d

Match: \$0

Local Benefit: \$51,000

Project Number: 17-03-18

Project Title: DWI Officers

C.T.W. Alcohol-Impaired and Drugged Driving – Deterrence: Enforcement

SHSP Emphasis: Impaired Roadway Users

Description: In order to assist large agencies who have the desire to heighten DWI enforcement, but currently do not have the resources for a dedicated DWI enforcement officer, this project will provide funding for the hiring of approximately twelve DWI Officers. These individuals would have DWI enforcement as their sole focus and would strictly work hours when impaired driving is more likely to be a problem and will focus on impaired driving saturations in their areas as much as possible.

Evaluation The twelve agencies will remain the same for a four year period. Activity of the DWI Officers and incidence of impaired driving in the jurisdiction will provide evaluation measures.

Directing Agency: DPS/OTS

Funding \$2,200,000 Section 164AL and \$1,100,000 Section 405d

Match: \$900,000

Local Benefit: \$3,300,000

Project Number: 17-03-19

Project Title: TSRP

C.T.W. Chapter 1: Section 3.1

SHSP Emphasis: Impaired Roadway Users

Description: This project will provide for a traffic safety resource prosecutor to serve as a liaison between the NHTSA and OTS, and the county and city prosecutors through a contract with the Minnesota County Attorneys' Association. The focus of the work is on prosecutor training, case consultation, research assistance, brief bans, expert witness referrals, a quarterly newsletter, a website for resources, and community outreach with MADD, schools, and other groups.

In addition, this project provides an avenue to ensure annual training is easily available to Minnesota officers and prosecutors on new laws and DWI court rulings. Training will be provided through video conferencing as a cost saving method, as well as a way to make the

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

Evaluation: 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.

Directing Agency: Minnesota County Attorney's Association through contract with DPS/OTS.

Funding: \$200,000 Section 405d

Match: \$0

Local Benefit: \$200,000

Project Number: 17-03-20

Project Title: To Be Determined

C.T.W.

SHSP Emphasis:

Description: The 2017 planning process had this project set up to purchase equipment for awarding recognized enforcement agencies; as a federally reimbursable project is no longer allowed to only purchase equipment, this work is bundled into project 17-03-21, Enforcement Recognition. As the budgets were set up in the SWIFT state system with project numbers by the time that change was finalized, it was too late to change project numbers. If an impaired driving project starts later in the year, it will be included in a revision as 17-03-20 after the 17-03-04 project is filled.

Evaluation: .

Directing Agency: .

Funding: \$

Match: \$

Local Benefit: \$

Project Number: 17-03-21

Project Title: DWI Enforcement Recognition

C.T.W. Chapter 1; Section 2

SHSP Emphasis: Impaired Roadway Users

Description: The Enforcement Recognition project recognizes law enforcement agencies for superior performance in enforcement and education outreach. The Commissioner's Award will be given to one OTS grant-funded agency for the previous year's activity. The OTS grant coordinator and LEL will present a plaque to each agency in the grant at a small awards luncheon in the grantee's region. The fiscal lead of the grant will have the opportunity to attend the GHSA conference; and each agency in the grant will have the option to send one extra person to the TZD Conference. In addition to the Commissioner's award, each of Minnesota's four law enforcement liaisons chose one outstanding agency per quarter to receive their choice of a piece of equipment; if they choose PBTs the costs is charged to this project. Project 17-04-07 is funded with 402 money and is the project charged if the award chosen is not specific to DWI.

Evaluation: The evaluation component related to this project will see if the awards are successfully encouraging agencies to participate in all mobilizations and report successes to the liaisons or OTS to share with other agencies.

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

Funding: \$25,000 Section 405d

Match: \$0

Local Benefit: \$25,000

Project Number: 17-03-22

Project Title: Law and Legal Training

C.T.W. Chapter 1; Section 1.5

SHSP Emphasis: Impaired Roadway User

Description: This project provides an avenue to ensure annual training is easily available to Minnesota officers and prosecutors on new traffic safety laws, and DWI court rulings. Training will be provided by a webinar, as

a cost saving method, as well as a way to make the training accessible to more officers.

Evaluation Participants will provide information through evaluation sheets which will be analyzed and reported by the contractor, and used to implement improvements and changes to future training.

Directing Agency: DPS/OTS

Funding \$50,000 Section 405d

Match: \$0

Local Benefit: \$50,000

Project Number: 17-03-23

Project Title: *Impaired Driving Facts* Book

C.T.W.: Not Applicable

SHSP Emphasis: Impaired Roadway Users

Description: This project funds the annual printing of *Impaired Driving Facts*, a book which provides detailed information on impaired driving arrests and offenders.

Evaluation: *Impaired Driving Facts* is extremely popular, and in very high demand. The project will be evaluated based on the number of requests for print copies, or the link to the online version, and feedback received from those interested in the publication.

Directing Agency: DPS/OTS

Funding: \$5,000 Section 405d

Match: \$0

Local Benefit: \$0

Project Number: 17-03-24

Project Title: DWI Enforcement Liaisons

C.T.W. Not applicable

SHSP Emphasis: Impaired Roadway Users

Description: The OTS will let a request for proposal for law enforcement liaisons in the summer of 2016 to start with the 2017 federal year. The liaisons activities relate primarily to impaired driving and seat belts, with speed and distracted driving tertiary efforts. One liaison is assigned to the metro area, one to southern Minnesota, one to northeastern Minnesota, and one to northwestern Minnesota. The liaisons are responsible for the region of the State in which they live. This project is conducted in conjunction with 17-04-06 which supports the liaisons activities that are not related to impaired driving.

Evaluation: The evaluation will consider the number of agencies participating in high-visibility impaired driving mobilizations, and the objectives set by the liaisons themselves and approved by the OTS.

Directing Agency: DPS: OTS through contracts with four liaisons.

Funding: \$150,000 Section 405d

Match: \$5,000

Local Benefit: \$150,000

Project Number: 17-03-25

Project Title: Ignition Interlock Vendor Oversight

C.T.W. Chapter 1; Section 4.2

SHSP Focus Area: Impaired roadway users

Description: After one year of implementation of the Ignition Interlock law, DPS requested that Traffic Injury Research Foundation (TIRF) review the Minnesota Ignition Interlock program for possible improvements in the program and enrollment process. One of the recommendations was for Vendor Over Sight. This project funds two positions that monitor the ignition interlock vendors certified by the state of Minnesota. This also includes service center monitoring and site visits across the state, in addition to handling customer complaints. The liaisons attend in and out state conferences, presenting on vendor oversight. The liaisons are also responsible for making recommendations to a DPS committee which will determine appropriate recommendations and implementation.

Evaluation: The program will be evaluated by improvements that are made during the year and how recommendations improve the program.

Directing Agency: DPS/OTS with DPS Driver and Vehicle Services

Funding: \$200,000 Section 405d

Match: \$0
Local Benefit: \$200,000

Project Number: 17-03-26

Project Title: Project Directors to Conferences

C.T.W.: Not applicable

SHSP Focus Area: Impaired Roadway Users

Description: This project will provide for representatives of up to 18 project directors from the local level selected by the OTS in consultation with others for their work in ridding the roads of impaired drivers and participating in the OTS' activities to travel to and participate in a national out-of-state conference. This project is in conjunction with 17-06-15 which funds non-DWI topics and project directors.

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

Directing Agency: DPS: OTS through annual plan contracts with individuals from other state agencies, counties or cities.

Funding: \$20,000 Section 405d

Match: \$0

Local Benefit: \$20,000

Project Number: 17-03-27

Project Title: DWI Media Creative Contract

C.T.W.: Chapter 2; Section 3.1

SHSP Focus Area: Culture/Awareness

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 creative services for paid media related to impaired driving. Media creative contracts related to seat belts, child seats, speeding, distracted driving and other identified problems are covered under 17-06-11.

Evaluation	Evaluation will be based on reports of frequency and reach of messages and random telephone surveys on public recognition of messages and knowledge of activities.
Directing Agency:	DPS: OTS writes a contract with a professional media purchaser.
Funding	\$100,000 Section 405d
Match:	\$0
Local Benefit:	\$100,000

Project Number:	17-03-28
Project Title:	State Match for Impaired Driving
C.T.W.	Not Applicable
SHSP Focus:	Impaired Roadway Users
Description:	This project will identify and document state matching funds for the 405d impaired driving projects.
Evaluation	A sufficient amount of state impaired driving funds is identified and documented to be used as necessary match.
Directing Agency:	DPS/OTS
Funding:	\$0
Match:	\$5,000,000 for 405d
Local Benefit:	\$0

Impaired Driving

Project Numbers 17-03-#

#	Title	Code	Federal	Match	Local Benefit
01	Impaired Programs Coordination	164PA	\$300,000	\$0	\$0
02	Impaired Coordination	164PA	\$300,000	\$0	\$0
	<i>Subtotal</i>	<i>164PA</i>	<i>\$600,000</i>	<i>\$0</i>	<i>\$0</i>
06	Cities & Counties DWI Enforce,	164AL	\$3,000,000	\$400,000	\$3,000,000
08	DWI Courts	164AL	\$2,000,000	\$500,000	\$2,000,000
15	Ignition Interlock	164AL	\$400,000	\$0	\$0
19	DWI Officers	164AL	\$2,200,000	\$400,000	\$2,200,000
	<i>Subtotal</i>	<i>164AL</i>	<i>\$7,600,000</i>	<i>\$1,300,000</i>	<i>\$7,200,000</i>
					-
11	DWI Paid Media	164PM	\$2,000,000	\$0	\$2,000,000
	<i>Subtotal</i>	<i>164PM</i>	<i>\$2,000,000</i>	<i>\$0</i>	<i>\$2,000,000</i>
	164 Total		\$10,200,000	\$1,300,000	\$9,200,000
04	To Be Determined	164AL or	\$0	\$0	\$0
20	To Be Determined	M6OT	\$0	\$0	\$0
11	DWI Paid Media	405d PM	\$1,500,000	\$0	\$1,500,000
	<i>Subtotal</i>	<i>M6X</i>	<i>\$1,500,000</i>	<i>\$0</i>	<i>\$1,500,000</i>
-	-				-
					-

Project Numbers 17-03-# (continued)

			Federal	Match	Local Benefit
03	DRE and Traffic Training	405d	\$500,000	\$0	\$250,000
05	Patrol DWI enforcement	405d	\$1,000,000	\$300,000	\$0
07	Judicial Ignition Interlock	405d	\$750,000	\$200,000	\$750,000
08	DWI Court	405d	\$2,000,000	\$500,000	\$2,000,000
09	DWI Court Assessment Training	405d	\$50,000	\$20,000	\$50,000
10	Media Relations	405d	\$150,000	\$0	\$150,000
12	DWI Dashboard	405d	\$200,000	\$0	\$0
13	BCA Technicians	405d	\$250,000	\$0	\$0
14	DWI E-Charging	405d	\$275,000	\$0	\$0
16	Patrol DWI Travel	405d	\$10,000	\$0	\$0
17	RAVE and Train the Trainer	405d	\$102,000	\$0	\$51,000
18	DWI Officers	405d	\$1,100,000	\$500,000	\$1,100,000
19	TSRP	405d	\$200,000	\$0	\$200,000
21	DWI Enforcement Recognition	405d	\$25,000	\$0	\$25,000
22	Law and Legal Training	405d	\$50,000	\$0	\$50,000
23	Impaired Driving Facts	405d	\$5,000	\$0	\$0
24	DWI Enforcement Liaisons	405d	\$150,000	\$5,000	\$150,000
25	Ignition Interlock Vendor Oversight	405d	\$200,000	\$5,000	\$200,000
26	Project Directors to Conferences	405d	\$20,000	\$0	\$20,000
27	DWI Creative Contract	405d	\$100,000	\$0	\$100,000
31	State & Local Match for DWI	405d	\$0	\$5,000,000	\$0
	<i>Subtotal M6OT</i>		<i>\$7,137,000</i>	<i>\$6,530,000</i>	<i>\$5,096,000</i>
	Total Impaired Driving		\$27,037,000	\$9,130,000	\$22,996,000

17-04 Police Traffic

Research shows people are most likely to change their driving behavior if they perceive 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 and highly visible traffic patrol are an essential part of our traffic safety program. Speeding, failure to yield, and inattention or distracted driving are the driver behaviors cited most frequently as causal 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.

The OTS is proud of fostering the strong spirit of cooperation found in the majority of Minnesota law enforcement agencies. In 2016, the 55 separate grants to local units of government covered 309 of the 436 municipal, county and tribal agencies, as well as the Minnesota State Patrol. Law enforcement agencies have collaborated to create strong high-visibility enforcement programs not only with others in their grant, but with neighboring grants as well. As part of the grant, these agencies report their enforcement activity to the OTS on a short report at the conclusion of six annual mobilizations (October seat belts, December impaired driving, April distracted driving, May seat belts and child safety seats, July speed and Labor Day impaired driving).

Changes to the 2017 Enforcement program include:

- In 2016, OTS funded the top 25 Minnesota counties with the highest number of drunk driving-related fatalities and severe injuries for a year-long sustained impaired driving enforcement program. In 2017, the “Top 25” has been reduced to the “Top 13” counties that are eligible to receive extra funding. Because there was a tie for the 13th place, there are 14 counties eligible to apply for the additional impaired driving funds. Those counties include: Anoka, Cass, Crow Wing, Dakota, Hennepin, Otter Tail, Ramsey, Scott, Sherburne, Stearns, St. Louis, Washington, Winona and Wright. These 14 counties represent 53 percent of Minnesota’s drunk driving-related deaths and alcohol-related serious injuries during 2013-2015.
- Equipment is no longer offered as part of the enforcement grant.
- In 2017, OTS has enhanced the training requirements for officers who work the grant-funded shifts.

Beginning Oct. 1, 2017, officers who work the grant-funded shifts must complete the following courses:

Course	Length	Type
Standardized Field Sobriety Testing (SFST) <ul style="list-style-type: none"> • 16 POST credits 	16 hours	classroom
Advanced Roadside Impaired Driving Enforcement (ARIDE) (replaced DTID on Oct. 1, 2015) <ul style="list-style-type: none"> • 9 or 14 POST credits 	9 or 14 hours	classroom
Occupant Protection Usage and Enforcement (OPUE) <ul style="list-style-type: none"> • 3 POST credits 	3 hours	online

Drugs That Impair Driving (DTID) was replaced by ARIDE on October 1, 2015. If an officer has taken DTID, the online ARIDE course is a required refresher after five years of the DTID date. The officer is not required to take classroom ARIDE if they have already taken DTID.

All training courses are required to be updated after five years of their original training date and every subsequent five years.

Refresher courses include:

Course	Length	Type
Standardized Field Sobriety Testing (SFST)-DWI Update <ul style="list-style-type: none"> • 4 POST credits 	4 hours	classroom
Advanced Roadside Impaired Driving Enforcement (ARIDE) <ul style="list-style-type: none"> • 6 POST credits 	6 hours	online
Occupant Protection Usage and Enforcement (OPUE) <ul style="list-style-type: none"> • 3 POST credits 	3 hours	online

Project Number: 17-04-01

Project Title: Enforcement Coordination

C.T.W.: Not applicable

SHSP Emphasis: Management Systems

Description: 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 projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to provide services to law enforcement agencies and officers and otherwise assist law enforcement in the state in addressing priority traffic safety issues and programs. This is accomplished by outreach, developing 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

Funding: \$125,000.00 Section 402

Match: \$0

Local Benefit: \$0

Project Number: 17-04-02

Project Title: Enforcement Coordinator II

C.T.W.: Not applicable

SHSP Emphasis: Management Systems

Description: This project provides for the equivalent of a three-quarter time Office of Traffic Safety staff position to work with the lead coordinator (in 16-04-01) 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 agencies and officers in the state to address priority traffic safety issues, to implement programs, and to conduct projects that meet all applicable laws, rules and regulations. This is accomplished by outreach to the law enforcement community, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.

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

Directing Agency: DPS/OTS

Funding: \$125,000 Section 402

Match: \$0

Local Benefit: \$0

Project Number: 17-04-03

Project Title: Patrol TZD Enforcement

C.T.W. Chapters 3 & 4; Sections 2 and 1 respectively

SHSP Emphasis: Distracted Driving and Speed

Description: The Minnesota State Patrol conducts overtime enforcement through this project. Each of the Patrol's TZD lieutenants in each district submit a plan to MSP headquarters. The MSP pro-rates the plans to fund all eleven districts. For 2017, 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 2017 mobilizations and crackdowns. This project is conducted in conjunction with 17-02-04; Belt Enforcement for Patrol, 17-03-05; Patrol DWI Enforcement, and 17-04-10; Electronic Sign Rental.

Evaluation The OTS' four TZD enforcement performance objectives (vehicle stopped per hour, percent of vehicles stopped receiving a citation for seat belts or child restraints, percent of vehicles stopped receiving a DWI, and percent of vehicles stopped receiving a citation) will be considered in evaluating the project. In addition, the results of the telephone surveys and observational studies will be used to evaluate the overall efforts.

Directing Agency: DPS: OTS through a grant with MSP

Funding \$250,000 Section 405b, \$500,000 Section 402 and \$75,000 Section 405e

Match: \$140,000

Local Benefit: \$0

Project Number: 17-04-04

Project Title: Cities and Counties TZD Enforcement

C.T.W. Chapter 4; Section 1.3

SHSP Focus: Speed, Distracted Driving

Description: 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 during July focusing on speed, two weeks 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 saturations (see project 17-03-06) and the two seat belt focused waves (17-02-05). Public information and media relations are conducted before, during, and after the campaigns. All officers from agencies participating must have SFST, OPUE; and Drugs That Impair Driving (DTID) or Advanced Roadside Impaired Driving Enforcement (ARIDE). All required training must be updated within five years.

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 has set goals in line with the states goals for a three year period ending in 2015. Each grant reports their progress towards meeting those objectives in their final report to OTS. In addition, the results of the telephone, and observational studies of the Memorial Day and Labor Day efforts will be used to evaluate the overall efforts.

Directing Agency: Police Departments and Sheriffs' Offices through grants with DPS: OTS. In 2016, 55 grants covered 309 agencies; selected agencies for 2017 have not yet been finalized.

Funding \$2,000,000 Section 402 and \$275,000 Section 405e

Match: \$525,000

Local Benefit: \$2,275,000

Project Number: 17-04-05

Project Title: MN State Patrol Project Support

C.T.W. Not applicable

SHSP Emphasis: Impaired Roadway Users

Description: The Minnesota State Patrol has hired a part-time person to provide project purchasing, reporting, tracking, and invoicing support for the NHTSA funded projects conducted. The project will pay for partial salaries, fringe benefits, and indirect costs associated with the position.

Evaluation The evaluation will be administrative in nature; necessary reporting requirements will be received in a timely manner.

Directing Agency: DPS: MSP with a grant from OTS

Funding \$50,000 Section 402

Match: \$0

Local Benefit: \$0

Project Number: 17-04-06

Project Title: Enforcement Liaisons

C.T.W. Not applicable

SHSP Emphasis: Unbelted, Speed, Inattentive Driving

Description: The liaisons are four retired enforcement officers with whom the OTS contracts to promote municipal and county participation in the various OTS enforcement activities. 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 sheriff's and chiefs' association meetings, distribute OTS outreach materials, provide advice on enforcement strategies, encourage participation in high-visibility mobilizations, and provide the OTS with recommendations for program changes and additions. At least every three years, a request for proposal is issued by the OTS, with contracts awarded on a competitive basis. An RFP will be let in the summer of 2016 to start with the 2017 federal year and will be published in the State register and by the Chief's Association in their

newsletter. Also see project 17-03-24 which provides for the liaisons impaired driving work.

Evaluation: The liaisons, in cooperation with OTS, set their own objectives for each year. The objectives include such things as the number of agencies participating in specific programs, meetings with area agencies, and regional and statewide meetings with law enforcement officials.

Directing Agency: DPS: OTS through contracts with four retired officers.

Funding: \$250,000 Section 402

Match: \$10,000

Local Benefit: \$250,000

Project Number: 17-04-07

Project Title: Enforcement Recognition

C.T.W.

SHSP Emphasis: Seat Belt, Speed and Distracted

Description: The Enforcement Recognition project recognizes law enforcement agencies for superior performance in enforcement and media and materials outreach. The Commissioner's Award will be given to one OTS grant-funded agency for the previous year's activity. The OTS grant coordinator and LEL will present a plaque to each agency in the grant at a small awards luncheon in the grantee's region. The fiscal lead of the grant will have the opportunity to attend an out-of-state traffic safety conference; and each agency in the grant will have the option to send one extra person to the Minnesota TZD Conference free of charge. In addition to the Commissioner's award, each of Minnesota's four law enforcement liaisons chose one outstanding agency per quarter to receive their choice of a piece of equipment; if they choose lidars, radars, or specialized PIT training, this project is charged.. Project 17-03-21 is funded with impaired driving funds and is the project charged if the award chosen is specific to DWI, such as PBTs.

Evaluation: The evaluation component related to this project will see if the awards are successfully encouraging agencies to participate in all mobilizations and report successes to the liaisons or OTS to share with other agencies.

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

Funding: \$55,000 Section 405d and \$75,000 Section 402

Match: \$0

Local Benefit: \$130,000

Project Number: 17-04-08

Project Title: To Be Determined

C.T.W.

SHSP Emphasis:

Description: The 2017 planning process had this project set up to purchase equipment for awarding recognized enforcement agencies; as a federally reimbursed project is no longer allowed to only purchase equipment, this work is bundled into project 17-04-07, Enforcement Recognition. As the budgets were set up in the SWIFT state system with project numbers by the time that change was finalized, it was too late to change project numbers. If an additional police traffic project starts later in the year, it will be included in a revision as project 17-04-08.

Evaluation .

Directing Agency: .

Funding: \$

Match: \$

Local Benefit: \$

Project Number: 17-04-09

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

C.T.W. Not applicable

SHSP Emphasis: Data Management

Description: Beginning in 2013, OTS required all enforcement grantees to use a web-based traffic stop data collection system. This system, called Real-Time Officer Activity Reporting (ROAR), required the entry of agency rosters, officer training dates, and overtime enforcement activity as it occurs. This data is available to the OTS and the grantees immediately as the information is entered by grantees and is used in media campaigns and to evaluate program, agency, and officer performance. This project provides for a portion of the costs to enhance and refine the system so it

may be more effectively used by law enforcement agencies statewide and by OTS.

Evaluation This project will be a success if TZD enforcement grant evaluation, monitoring, and invoicing needs are met in the enhanced reporting system.

Directing Agency: DPS: OTS through a contract with a developer.

Funding \$100,000 Section 405b and \$20,000 Section 402

Match: \$0

Local Benefit: \$0

Project Number: 17-04-10

Project Title: Electronic Sign Rental

C.T.W. Various

SHSP Emphasis: Unbelted, Inattentive, and Speed

Description: High visibility enforcement has been shown to be the most effective when combined with public education. In order to make the enforcement more visible, electronic changeable message boards have been quite successful in notifying the motoring public of DWI enforcement zones. This project will pay for sign rental for speed and seat belt high visibility enforcement in the metro area.

Evaluation OTS' annual random telephone survey of attitudes about and knowledge of OTS programs will identify those who saw and remembered the signs.

Directing Agency: DPS: OTS through a contract managed by the State Patrol

Funding \$25,000 Section 405b

Match: \$0

Local Benefit: \$25,000

Project Number: 17-04-11

Project Title: Patrol Travel

C.T.W. Not applicable

SHSP Emphasis: Management Systems

Description: This project will reimburse the portion of Minnesota State Patrol for costs to travel out of state to conference covering things other than impaired driving. In addition, the MSP will send officers to attend the Toward Zero Deaths Conference, the annual traffic safety conference 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. Out-of-state funding will not be used for expenses related to the Lifesavers conference unless the Minnesota ban on travel to North Caroline is officially lifted. Total costs will be share with 17-03-16.

Evaluation The project will be evaluated based on the traveling officer's ratings and short reports on the conferences.

Directing Agency: DPS: MSP with a grant from OTS

Funding \$7,000 Section 405b and \$2,000 Section 402

Match: \$0

Local Benefit: \$0

Police Traffic					
Project Numbers 17-04-#					
#	Title	Code	Federal	Match	Local Benefit
01	Enforcement Coordination 1	PT	\$125,000	\$0	\$0
02	Enforcement Coordination 2	PT	\$125,000	\$0	\$0
03	Patrol TZD Enforcement	PT	\$500,000	\$125,000	\$500,000
04	Cities & Counties TZD Enforce.	PT	\$2,000,000	\$475,000	\$2,000,000
05	Patrol Projects Support	PT	\$50,000	\$0	\$0
06	Enforcement Liaisons	PT	\$250,000	\$10,000	\$250,000
07	Enforcement Recognition	PT	\$ 75,000.00	\$0	\$ 75,000.00
09	ROAR	PT	\$ 20,000.00	\$0	\$0
11	Patrol Travel	PT	\$2,000	\$0	\$0
<i>Subtotal PT</i>		<i>PT</i>	<i>\$3,147,000</i>	<i>\$610,000</i>	<i>\$2,825,000</i>
03	Patrol TZD Enforcement	M1*PT	\$250,000	\$100,000	\$0
07	Enforcement Recognition	M1*PT	\$55,000	\$0	\$55,000
08	To Be Determined	M1*PT	\$0	\$0	\$0
09	ROAR	M1*PT	\$100,000	\$0	\$0
10	Electronic Sign Rental	M1*PT	\$25,000	\$0	\$25,000
11	Patrol to Conferences	M1*PT	\$7,000	\$0	\$7,000
<i>Subtotal Transferred from 405b</i>			<i>\$437,000</i>	<i>\$100,000</i>	<i>\$87,000</i>
03	Patrol TZD Enforcement	M8	\$75,000	\$15,000	\$0
04	Cities & Counties Enforcement	M8	\$275,000	\$50,000	\$275,000
<i>Subtotal 405e</i>			<i>\$350,000</i>	<i>\$50,000</i>	<i>\$275,000</i>
Total Police Traffic			\$3,934,000	\$760,000	\$3,187,000

17-05 Traffic Records

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

SAFETEA-LU provided funding for State Traffic Safety Information System Improvement Grants under section 408. MAP-21, and now FAST Act, continues to support the importance of data through the provisions in Section 405c – Traffic Safety Information Systems. The Traffic Records Coordinating Committee (TRCC) is moving forward with data improvements identified in the 2014 Traffic Records Assessment and additional ones identified by the committee since that time. Funds are used to: improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of State data; evaluate the effectiveness of efforts to make such improvements; and link State data systems. Minnesota is incorporating the findings of the Assessment into a new Traffic Records Strategic Plan.

The Traffic Records Program portion of the Highway Safety Plan supports a variety of projects designed to increase the ability to identify problem areas, evaluate the effectiveness of programs, and develop new data sources to mine for information about traffic crashes and injuries in Minnesota. These projects use multiple funding sources.

Project Number: 17-05-01

Project Title: Traffic Records Coordination

C.T.W.: Not Applicable

SHSP Focus: Management Systems

Description: This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the majority of the federally funded traffic records projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to increase the reliability and availability of data related to traffic safety to ensure the best possible problem identification, resource allocation, and evaluation of OTS projects. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. This position chairs the Traffic Records Coordinating Committee (TRCC) and sponsors the Crash Records System Replacement project.

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

Funding: \$150,000 Section 402

Match: \$0

Local Benefit: \$0

Project Number: 17-05-02

Project Title: Problem Identification and Analysis

C.T.W.: Not Applicable

SHSP Focus: Management Systems

Description: Federal funds cover the salary, fringe benefits, and indirect costs associated with two and one-half full-time OTS research analysts who perform problem identification and program evaluation as well as handle requests for data from stakeholders, media, the legislature, and public. This project also covers the costs of computer run time, software and computer equipment and training, upgrades to existing software packages, and acquisition of products to enhance the Office of Traffic Safety's research capabilities.

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

Directing Agency: DPS/OTS

Funding: \$275,000 Section 402

Match: \$0

Local Benefit: \$0

Project Number: 17-05-03

Project Title: FARS Support

C.T.W. Not Applicable, but affects all areas

SHSP Emphasis: Management Systems

Description: Federal data improvement funds cover the salary, fringe benefits, and indirect costs associated with a half-time research analyst who performs problem identification and program evaluation as well as handles requests for data from stakeholders, media, the legislature, and public for the FARS program. This is in addition to the full-time FARS analyst funded under the FARS Cooperative Agreement. This project also covers the costs of computer run time, software and computer equipment and training, upgrades to existing software

packages, and acquisition of products to enhance the Office of Traffic Safety's traffic research capabilities.

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

Directing Agency: DPS/OTS

Funding \$100,000 Section 405c

Match: \$0

Local Benefit: \$0

Project Number: 17-05-04

Project Title: Traffic Record Coordinating Committee (TRCC)

C.T.W. Not applicable, but affects all areas

SHSP Emphasis: Data Management

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

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

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

Funding \$75,000 Section 405c

Match: \$0

Local Benefit: \$0

Project Number:	17-05-05
Project Title:	State Match for Data Improvement
C.T.W.	Not Applicable
SHSP Focus:	Management
Description:	This project will identify and document state matching funds for the 405c data improvement projects.
Evaluation	A sufficient amount of state impaired driving funds is identified and documented to be used as necessary match.
Directing Agency:	DPS/OTS
Funding:	\$0
Match:	\$1,000,000 for 405c
Local Benefit:	\$0

Project Number:	17-05-06
Project Title:	E-Grants Support
C.T.W.	Not applicable
SHSP Emphasis:	Data Management
Description:	The OTS, along with other divisions in Public Safety, has developed and implemented 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 and needed.
Evaluation	Evaluation will be administrative in nature; considering progress made on implementing improvements identified as needed by OTS, the perceived value of the system to OTS staff and management and written surveys of users of the product both within the state and with our partners outside of the state system.
Directing Agency:	DPS/OTS through contracts with Agate Software (Intellegants)
Funding	\$75,000 Section 402
Match:	\$0
Local Benefit:	\$0

Project Number:	17-05-07
Project Title:	Crash Records Analysis

C.T.W. Not applicable, but affects all areas

SHSP Emphasis: Data Management

Description: On January 1, 2016 Minnesota implemented a new Crash Records System (MNCrash) as well as a new Crash Report form. This project funds a comparative audit of the crash data records collected by the legacy crash reporting system and the new MNCrash reporting system. Researchers will provide DPS and the TRCC valuable insight into the completeness, timeliness, accuracy, and user agreement of current MNCrash records by using the previous reporting standard as a benchmark.

Evaluation The project's deliverable will be a final report detailing the differences in traffic records measures from the old system to the new as well as areas that MNCrash can still improve.

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

Funding \$200,000 Section 405c

Match: \$0

Local Benefit: \$0

Project Number: 17-05-08

Project Title: Crash Records Enhancements and Maintenance

C.T.W. Not applicable, but affects all areas

SHSP Emphasis: Data Management

Description: On January 1, 2016 Minnesota implemented a new Crash Records System (MNCrash) as well as a new Crash Report form. Any new system can expect to have some enhancements requested for future releases. This project funds changes and enhancements to the MNCrash System as well as maintenance.

Evaluation This project will be considered successful when the enhancements are completed and deployed.

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

Funding \$800,000 Section 405c

Match: \$0

Local Benefit: \$0

Project Number: 17-05-09

Project Title: Mapping Enhancements for MNCrash

C.T.W. Not applicable, but affects all areas

SHSP Emphasis: Data Management

Description: On January 1, 2016 Minnesota implemented a new Crash Records System (MNCrash) as well as a new Crash Report form. Any new system can expect to have some enhancements requested for future releases. This project funds changes and enhancements to the new Crash Records System that need to be made by MNGEO, the Minnesota Geospatial Information Office. MNGEO must take the MnDOT Basemap and create the data files for use by the MNCrash vendor to incorporate into the application.

Evaluation This project will be considered successful when the MnDOT LRS data is added to MNCrash and enhancements are incorporated.

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

Funding \$40,000 Section 405c

Match: \$0

Local Benefit: \$0

Project Number: 17-05-10

Project Title: Transition from DVS Crash to MNCrash

C.T.W. Not applicable, but affects all areas

SHSP Emphasis: Transition from DVS Crash to MNCrash

Description: The work surrounding crash records will experience significant change as MNCrash becomes fully implemented. This project funds knowledge transfer and consulting assistance to redefine the roles and responsibilities for DPS, as well as assistance in updating the numerous SAS programs used by the OTS.

Evaluation This project will be considered successful when the roles and responsibilities are defined, and the research staff can move forward with data analysis.

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

Funding \$400,000 Section 405c

Match: \$0

Local Benefit: \$0

Traffic Records					
Project Numbers 17-05-#					
#	Title	Code	Federal	Match	Local Benefit
01	Traffic Records Coordination	TR	\$150,000	\$0	\$0
02	Problem Identification	TR	\$275,000	\$0	\$0
06	E-grants Support	TR	\$75,000	\$0	\$0
	<i>Subtotal TR</i>	<i>TR</i>	<i>\$500,000</i>	<i>\$0</i>	<i>\$0</i>
03	FARS Support	405C	\$100,000	\$0	\$0
04	TRCC	405C	\$75,000	\$0	\$0
05	State and Local Traffic Records		\$0	\$1,000,000	\$0
07	Crash Records Analysis	405C	\$200,000	\$0	\$0
08	Crash Records Enhancements	405C	\$800,000	\$0	\$0
09	MnGEO Mapping	405C	\$40,000	\$0	\$0
10	SAS/MNCrash Programming	405C	\$400,000	\$0	\$0
	<i>Subtotal</i>	<i>M3DA</i>	<i>\$1,615,000</i>	<i>\$1,000,000</i>	<i>\$0</i>
	Total Traffic Records		\$2,115,000	\$1,000,000	\$0

17-06 Community Programs

There are few deaths more violent than those associated with traffic crashes; there are few injuries more preventable than those caused by the decision to not wear a seat belt. Communities that are aware of the relative risks and costs that result from traffic crashes (as opposed to other factors and concerns) are more likely to devote their attention and resources to preventing more crashes, injuries and deaths on our roadways. In addition, community members working together to solve their crash and traffic problems often increases the community's cohesiveness and improves its quality of living.

Toward Zero Deaths (TZD) Safe Roads is a program that focuses on implementing effective countermeasures to address local crash problems identified by local data. Priority is given to areas with an over-involvement in fatal and severe injury crashes where seat belts were not used, the driver was impaired, and illegal or unsafe speed or driver distraction was a factor. An RFP was let in the spring of 2016 for federal 2017 TZD Safe Roads projects.

The Minnesota TZD program consists of community stakeholders from professional fields of education, enforcement, engineering, and emergency medical services, as well as employers, the judicial system, and media. The annual TZD conference gathers nearly 1,000 stakeholders to learn about new research findings, best practices, and innovative intervention strategies for reducing traffic fatalities and serious injuries. In an effort to localize and streamline TZD initiatives, regional partnerships in eight districts across Minnesota have been formed.

This past year, the Office of Traffic Safety, in collaboration with MNDOT, supported and actively participated in eight regional TZD workshops across the State that facilitated the goal of creating a collaborative, comprehensive, and regional approach to reducing traffic deaths and severe injuries. Workshops involved partners from a variety of traffic safety fields who considered behavior, as well as enforcement, infrastructure, and emergency medical strategies, for enhancing the reduction of traffic deaths and serious injuries.

OTS also continued to provide communities with technical assistance and materials to conduct "Point of Impact" teen driver safety parent awareness classes. Legislation requires all driver education providers to provide supplemental parent awareness classes to parents/guardians who choose to receive it. The OTS provided "Point of Impact" program materials to 77% of the 370 certified driver education providers in Minnesota.

Minnesota is well known for its exceptional traffic safety communications projects. Carried out by the Department of Public Safety's Office of Communications, projects include paid media buys, media relations, events to earn media coverage, and public education activities. The majority of the media campaigns are linked to the enhanced and continuous enforcement of Minnesota's traffic laws. The communications projects in this section address distractions, seat belts, child seats, speed, and other identified traffic safety problems. Additional communications projects can be found in the impaired driving section of this document.

Project Number: 17-06-01

Project Title: Community Programs Coordination

C.T.W.: Not applicable

SHSP Emphasis: Management Systems

Description: This project provides for one full 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 these positions is to assist and support traffic safety programs at the local level including media relations and paid media, community coalitions, the TZD Conference and the TZD Regions. 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

Funding: \$125,000 Section 402

Match: \$0

Local Benefit: \$0

Project Number: 17-06-02

Project Title: Evaluation Coordination

C.T.W.: Not applicable

SHSP Emphasis: Management Systems

Description: 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.

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
Funding:	\$125,000 Section 402
Match:	\$0
Local Benefit:	\$0

Project Number:	17-06-03
Project Title:	Community Programs Additional Coordination
C.T.W.:	Not applicable
SHSP Emphasis:	Information
Description:	This project provides for one and one-half Office of Traffic Safety staff positions to manage and coordinate the work associated with projects related to media, publicity, and educational materials, and special projects as they emerge. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goals of these positions are to provide direction and expertise on the issues of media and special projects as they arise, as well as, provide direction to and work with the Office of Communications on paid and earned media. 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
Funding:	\$125,000 Section 402
Match:	\$0
Local Benefit:	\$0

Project Number:	17-06-04
Project Title:	Traffic Safety Media Relations
C.T.W.:	Chapter 2; Section 3.1
SHSP Focus Area:	Culture/Awareness

Description: This project provides print and electronic materials on 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 17-03-10 which focuses on alcohol and impaired-driving related tasks.

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

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

Funding \$250,000 Section 402

Match: \$0

Local Benefit: \$250,000

Project Number: 17-06-05

Project Title: TZD Safe Roads

C.T.W. Not Applicable

SHSP Focus Area: Various

Description: Local coalitions with representation from law enforcement, public health, emergency medical services, traffic engineering, schools, businesses, and hospitals submit applications for project funding for a single year of community focused traffic safety activities in response to a Request for Proposals. Requirements of the grant include assisting law enforcement with outreach and publicity to support enhanced high-visibility enforcement efforts, conducting at least six local coalition meetings, quarterly fatal review committees to discuss and identify trends in local traffic deaths and serious injuries. Applications are awarded extra points if the traffic fatalities and serious injuries at or above State averages in the area served. Safe Roads grants focus on connecting crash data with local collaborations and activities that are proven to have an impact on reducing deaths and serious injuries.

Evaluation: Grantees are required to set measurable goals and objectives as part of their grant agreements. Progress toward meeting their goals and objectives will be used to evaluate the project.

Directing Agency:	DPS/OTS through grants to local governments or non-profit entities
Funding:	\$900,000 Section 402
Match:	\$500,000
Local Benefit:	\$900,000

Project Number:	17-06-06
Project Title:	NETS
C.T.W.	Various
SHSP Emphasis:	Culture/Awareness
Description:	The Minnesota chapter of the Network of Employers for Traffic Safety (NETS) is coordinated by the Minnesota Safety Council (www.mnsafetycouncil.org). NETS' mission is to educate employers about the cost saving benefits of enacting traffic safety programs in the workplace. NETS helps employers implement dynamic workplace programs, well-developed policies, and compelling community traffic safety activities, with a focus on businesses employing younger males. This project supports the development of appropriate traffic safety materials provided to employers and reimburses costs for part of a staff person at the Minnesota Safety Council to provide assistance to employers and community coalitions.
Evaluation	A survey is distributed to all employers using NETS services and the results are analyzed. In addition, the number of employers served, print materials and web site inquiries are reported.
Directing Agency:	Minnesota Safety Council through a grant with DPS: OTS
Funding	\$45,000 Section 402
Match:	\$20,000
Local Benefit:	\$0

Project Number:	17-06-07
Project Title:	Paid Media Contract
C.T.W.	Chapter 2; Section 3.1
SHSP Focus Area:	Culture/Awareness

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, distracted driving and other identified problems. Paid Media related to impaired driving is covered under 17-03-11.

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

Directing Agency: DPS: OTS writes a contract with a professional media purchaser.

Funding \$1,500,000 Section 402, \$100,000 Section 405e, and \$300,000 Section 405b

Match: \$0

Local Benefit: \$1,900,000

Project Number: 17-06-08

Project Title: Toward Zero Deaths Conference

C.T.W. Not applicable

SHSP Emphasis: All areas

Description: The OTS presents a yearly conference for 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). The conference is scheduled for November 16 and 17 of 2016. 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, emergency services and child passenger safety, and charts the course of 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.

Funding \$200,000 Section 402

Match: \$90,000

Local Benefit: \$100,000

Project Number: 17-06-09

Project Title: Regional Support

C.T.W. Not Applicable

SHSP Emphasis: Traffic Safety Culture and Awareness , Unbelted, Impaired, Speed, Inattentive, Older Drivers, Younger Drivers, Motorcyclists, Pedestrians

Description: The eight MnDOT districts will be provided funding to partially fund five TZD regional coordinators to support regional activities and provide assistance to current traffic safety advocates and coalitions as well as educating and encouraging formation of new coalitions where a need exists. The regional coordinators will facilitate communication among local traffic safety stakeholders including but not limited to engineers, public health, emergency responders and local law enforcement to address issues at the local level. Funding includes salary, fringe benefits, and indirect costs..

Evaluation The success of the project will be determined by the partnerships created and the level of awareness and participation of traffic safety stakeholders. The number of traffic fatalities and serious injuries will ultimately determine success.

Directing Agency: MnDOT's Districts with a grant from DPS: OTS

Funding \$150,000 Section 402

Match: \$0

Local Benefit: \$150,000

Project Number: 17-06-10

Project Title: Mobility for Minnesota's Aging Population (MMAP)

C.T.W. Chapter 7; Section 1.2

SHSP Emphasis: Older Drivers

Description:	The MMAP is a partnership of a variety of organizations OTS will fund a part time staffer to schedule meetings, provide minutes and support services for the MMAP group. In addition, the chair of the committee will receive partial payment for his time and leadership in keeping the projects moving ahead. Finally, limited amount of support in terms of printing or producing information will be provided.
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 Metropolitan Board on Aging
Funding	\$25,000 Section 402
Match:	\$0
Local Benefit:	\$0

Project Number:	17-06-11
Project Title:	Media Creative Contract
C.T.W.	Chapter 2; Section 3.1
SHSP Focus Area:	Culture/Awareness
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 creative services for paid media, related to seat belts, child seats, speeding, distracted driving and other identified problems. Media creative contracts related to impaired driving is covered under 17-03-27.
Evaluation	Evaluation will be based on reports of frequency and reach of messages and random telephone surveys on public recognition of messages and knowledge of activities.
Directing Agency:	DPS: OTS writes a contract with a professional media purchaser.
Funding	\$100,000 Section 402
Match:	\$0
Local Benefit:	\$100,000

Project Number:	17-06-12
Project Title:	AMPERS Non-English speaking TS Law

C.T.W. Chapter 1; Section 19. Chapter 4; Sections 10, 12, 15, 17, 19

SHSP Emphasis: Belts, impaired, and distracted

Description: OTS will use AMPERS radio stations reach minority communities not served through traditional media. With AMPERS, OTS will be able to provide outreach to members of the Somali, Hispanic and Native American communities. Media messages will focus on distracted driving, seat belt, and impaired driving in their native language and targeted to their community.

Evaluation End of the year report

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

Funding \$50,000, Section 402

Match: \$0

Local Benefit: \$50,000

Project Number: 17-06-13

Project Title: Telephone Surveys and Evaluation

C.T.W. Not Applicable

SHSP Emphasis: Culture/Awareness

Description: A random telephone survey of Minnesotans, with males aged 18-34 over-represented, will be conducted for the purpose of examining attitudes and behaviors regarding traffic safety issues and awareness of various efforts to promote safer driving in the state. The survey will also look at how various groups of subpopulations differ in their responses. The telephone survey is conducted over three to four weeks during the summer. A balance of phone surveys will be conducted by calling landline and cell phones. A traffic safety behaviors report will be generated. This written report will assess changes in attitudes and knowledge about seat belt use, speed, distracted driving and impaired driving in the state with a focus on drugged driving. Media awareness of enforcement campaigns will also be reported. Contract costs include survey administration, weighting and analyzing the data, and reporting the survey results. This will be completed by a contractor paid out of this project. This survey will help to better understand the impacts media and enforcement efforts are having on MN drivers including the specific subpopulations being surveyed.

Evaluation	The evaluation will be administrative in nature, considering analysis-driven results that clearly provide recommendations for developing or changing programs for the next fiscal year.
Directing Agency:	DPS: OTS
Funding	\$60,000 Section 402
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	17-06-14
Project Title:	Program Travel
Target Population:	OTS staff
C.T.W.	Not applicable
SHSP Emphasis:	Management Systems
Description:	All out-of-state travel undertaken by the OTS staff will be supported by this project. NHTSA requires out-of-state travel of staff and other appropriate advocates to attend regional and national meetings and conferences including the Region 5 leadership meeting and the annual GHSA conference. In addition, the project provides for staff to attend the recommended NHTSA courses provided through TSI on instructor development, training specific to staff's work such as Impaired Driving, and the NHTSA general courses on project management and financial accounting
Evaluation	Minnesota representatives are present at all significant meetings and conferences. Training advantageous to the program is attended. If the appropriate box is checked on the authorization form, those traveling out-of-state to a conference are required to submit a report on the trip's benefits and new ideas encountered upon return.
Directing Agency:	OTS/DPS
Funding	\$40,000 Section 402
Match:	\$0
Local Benefit:	\$0

Project Number:	17-06-15
Project Title:	Project Directors to Conferences
C.T.W.:	Not applicable

SHSP Focus Area: Impaired Roadway Users

Description: This project will provide for representatives of up to 18 project directors from the local level selected by the OTS in consultation with others for their work in ridding the roads of speeders, distracted drivers, and those who fail to buckle up, and participating in the OTS' activities to travel to and participate in a national out-of-state conference. This project is in conjunction with 17-03-26 which funds DWI topics and project directors; costs are split between the two.

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

Directing Agency: DPS: OTS through annual plan contracts with individuals from other state agencies, counties or cities.

Funding: \$ 18,000 Section 402

Match: \$0

Local Benefit: \$18,000

Project Number: 17-06-16

Project Title: Enforcing Pedestrian Laws

C.T.W. Chapter 8; Section 4.4

SHSP Emphasis: Pedestrians

Description: Pedestrians and motorists are equally responsible for pedestrian safety. According to the *2015 Minnesota Crash Facts*, motorist behaviors are at fault in about half of all pedestrian-vehicle crashes and pedestrian behaviors are at fault in the other half. Pedestrian behaviors that primarily cause pedestrian-vehicle crashes include inattention, crossing mid-block, walking along the roadway, intoxication and the resulting poor judgement, and ignoring signs or signals. Because there is a high-percentage of pedestrians on college campuses, colleges and university police departments, as well as populous cities, OTS will add funds to existing enforcement grants for patrol of campuses for those pedestrians and drivers not obeying pedestrian laws. Along with earned media, *Share the Road* materials will supplement the campaign to raise awareness of pedestrian-related crashes.

Evaluation: Compare pedestrian involved crash data before and after stepped up enforcement.

Directing Agency: DPS/OTS with grants to Minneapolis and Saint Paul PDs

Funding: \$100,000 Section 402

Match: \$50,000

Local Benefit: \$100,000

Community Programs

Project Numbers 17-06-#

#	Title	Code	Federal	Match	Local Benefit
01	Community Programs Coord.	CP	\$125,000	\$0	\$0
02	Evaluation Coordinator	CP	\$125,000	\$0	\$0
03	Distracted, Media & Other Coord.	CP	\$125,000	\$0	\$0
04	Media Relations	CP	\$250,000	\$0	\$250,000
05	Safe Roads	CP	\$900,000	\$300,000	\$900,000
06	NETS	CP	\$45,000	\$20,000	\$0
08	TZD Conference	CP	\$200,000	\$90,000	\$100,000
09	Regional Support	CP	\$150,000	\$0	\$150,000
10	MMAP	CP	\$25,000	\$0	\$0
11	Media Creative Contract	CP	\$100,000	\$0	\$100,000
12	AMPERS	CP	\$50,000	\$0	\$50,000
13	Telephone Surveys & Evaluation	CP	\$60,000	\$0	\$0
14	Program Travel	CP	\$40,000	\$0	\$0
15	Project Directors to Conferences	CP	\$18,000	\$0	\$18,000
16	Enforcing Pedestrian Laws	CP	\$100,000	\$50,000	\$100,000
	<i>Subtotal</i>	<i>402</i>	<i>\$2,313,000</i>	<i>\$460,000</i>	<i>\$1,668,000</i>
07	Paid Media	PM	\$1,500,000	\$0	\$1,500,000
	<i>Subtotal</i>	<i>402</i>	<i>\$1,500,000</i>	<i>\$0</i>	<i>\$1,500,000</i>
07	Paid Media Transfer (from 405b)	M1*PM	\$300,000	\$0	\$300,000
	<i>Subtotal</i>	<i>405b</i>	<i>\$300,000</i>	<i>\$0</i>	<i>\$300,000</i>
07	Paid Media (Distracted Driving	M8PE	\$100,000	\$0	\$100,000
	<i>Subtotal</i>	<i>405e</i>	<i>\$100,000</i>	<i>\$0</i>	<i>\$100,000</i>
Total Community Programs			\$4,213,000	\$460,000	\$3,568,000

17-07 Motorcycle Safety

The number of motorcycle rider and passenger fatalities increased from 46 in 2014 to 61 in 2015. Crash fatalities per 10,000 registered motorcycles also increased from 1.9 to 2.6 per 10,000 registered motorcycles. The overall crash rate increased from 51 crashes per 10,000 registered motorcycles in 2014 to 57 crashes per 10,000 registered motorcycles in 2015. The fatal crash rate per 100 crashes increased from 3.7 in 2014 to 4.3 in 2015.

A substantial part of the increase in fatalities can be attributed to an increase in motorcycle deer crash fatalities. Minnesota had only one motorcyclist killed in a deer crash in 2014 compared to six in 2015. Deer crash fatalities have been trending upward for the past decade with the exclusion of 2014.

The number of registered motorcycles increased slightly from 236,040 in 2014 to 238,243 in 2015. This marks a record high number of registered motorcycles in Minnesota. The number of licensed operators continued to increase to an all-time high of 414,782.

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 thirty years and is continually improving. Projects 17-07-03 through 17-07-08 are funded with state funds obtained through an additional license fee charged to each person with a motorcycle endorsement.

Project Number: 17-07-01

Project Title: Motorcycle Coordination

C.T.W.: Not applicable

SHSP Focus: Management Systems

Description: This project provides for a full-time Office of Traffic Safety (OTS) staff person to manage and coordinate the state funded projects of the Minnesota Motorcycle Safety Program (MMSP) and, if received by Minnesota, the Section 405f 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 the OTS' motorcycle safety initiatives and the Minnesota Motorcycle Safety Program.

Directing Agency: DPS: OTS

Funding: \$125,000 Section 402

Match: \$1,010,000 in state motorcycle safety funding

Local Benefit: \$0

Project Number: 17-07-02

Project Title: Motorcycle Safety Support

C.T.W.: Chapter 5; Section 4

SHSP Focus: Motorcyclists

Description: This project will fund a targeted motorist awareness campaign in Minnesota's twelve highest motorcycle crash counties. The campaign will feature both paid and earned media activities.

Evaluation: The evaluation will be administrative, consisting of the successful execution of a motorist awareness campaign by the DPS' Office of Communications (OOC).

Directing Agency: DPS: OTS

Funding: \$185,000 Section 405f

Match: \$0

Local Benefit: \$185,000

Project Number: 17-07-03

Project Title: Rider Training

C.T.W.: Chapter 5; Section 3

SHSP Focus: Lane Departure, Motorcyclists

Description: This project funds a half time project manager and provides for classroom and training range facilities and 160 RiderCoaches for basic, experienced, skills re-test, moped, advanced and expert courses at thirty sites through an Interagency Agreement with Minnesota State Colleges and Universities (MNSCU).

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

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

Funding: \$0

Match: \$572,775 in state funding

Local Benefit: \$0

Project Number: 17-07-04

Project Title: Public Information and Media Relations

C.T.W.: Chapter 5; Section 4

SHSP Focus: Impaired Roadway Users, Motorcyclists

Description: This project funds a full time information officer and provides for a motorcycle safety campaign, public information and education activities, and media relations through an Intra-agency Agreement with the DPS' OOC and funds advertising through the OTS media relations contract.

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

Directing Agency: DPS: OTS through an Intra-agency Agreement with DPS' OOC.

Funding: \$0

Match: \$280,000 in state funding

Local Benefit: \$0

Project Number: 17-07-05

Project Title: Motorcycle Testing and Licensing

C.T.W.: Chapter 5; Section 3

SHSP Focus: Management Systems, Motorcyclists

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

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

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

Funding: \$0

Match: \$35,000 in state funding

Local Benefit: \$0

Project Number: 17-07-06

Project Title: Equipment and Supplies

C.T.W.: Chapter 5; Section 3

SHSP Focus: Lane Departures, Motorcyclists

Description: This project provides training supplies, equipment, curriculum materials, and necessary insurances.

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

Directing Agency: DPS: OTS

Funding: \$0

Match: \$23,000 in state funding

Local Benefit: \$0

Project Number: 17-07-07

Project Title: Transport Services

C.T.W.: Chapter 5; Section 3

SHSP Focus: Management Systems

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

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

Directing Agency: DPS: OTS

Funding: \$0

Match: \$30,000.00 in state funding

Local Benefit: \$0

Project Number: 17-07-08

Project Title: Mechanical Services

C.T.W.: Chapter 5; Section 3

SHSP Focus: Lane Departure, Motorcyclists

Description: 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.

Evaluation: An administrative evaluation will be conducted focusing on training fleet readiness at the beginning of the training season and the timeliness and quality of necessary repairs during and after the season.

Directing Agency: DPS: OTS

Funding: \$0

Match: \$130,000 in state funding

Local Benefit: \$0

Motorcycle Safety					
Project Numbers 17-07-#					
#	Title	Code	Federal	Match	Local Benefit
01	Motorcycle Coordination	MC	\$90,000	\$0	\$0
	<i>Subtotal MC</i>	<i>402</i>	<i>\$83,000</i>	<i>\$0</i>	<i>\$0</i>
02	Motorcycle Support	405f	\$185,000	\$50,000	\$0
	<i>Subtotal</i>	<i>M9MA</i>	<i>\$185,000</i>	<i>\$50,000</i>	<i>\$0</i>
03	Rider Training	State	\$0	\$400,000	\$0
04	MC Public Info & Media Relations	State	\$0	\$400,000	\$0
05	MC Testing & Licensing	State	\$0	\$35,000	\$0
06	MC Equipment & Supplies	State	\$0	\$70,000	\$0
07	MC Transport Services	State	\$0	\$30,000	\$0
08	MC Mechanical Services	State	\$0	\$125,000	\$0
	<i>Subtotal State Match</i>	<i>state</i>	<i>\$0</i>	<i>\$1,060,000</i>	<i>\$0</i>
				<i>Match for 402</i>	<i>\$1,010,000</i>
				<i>Match for 405f</i>	<i>\$50,000</i>
	Total Motorcycle		\$268,000	\$1,060,000	\$0

17-09 Roadway Safety

Minnesota has not yet passed sufficiently stringent laws related to repeat DWI offenders; therefore, a percentage of federal funds are being transferred from construction to safety activities. Half of those Section 164 funds 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. However, beginning with MAP-21, this funding is no longer being transferred to public safety. As a result, all of the roadway safety projects are being funded with carry forward funding.

Project Number: 17-09-01

Project Title: Towards Zero Deaths Support

C.T.W.: Not applicable

SHSP Focus Area: Management Systems

Description: The object of the project is to maintain on-going committees that will work toward efforts designed to reach the goal of reducing traffic deaths to zero. The Leadership Committee consists of leaders from OTS, MSP, 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 the above governmental organizations. A third, high level Executive Advisory Committee was formed in 2013. In addition, 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, and costs to update the TZD website.

Evaluation: The membership and the projects generated by the committee will be reviewed for continued growth and progress.

Directing Agency: DPS: OTS through a grant with the Center for Transportation Studies at the University of MN.

Funding: \$95,000 Section 402

Match: \$0

Local Benefit: \$0

Project Number: 17-09-02

Project Title: Intersection Safety Countermeasure Deployment

C.T.W.	Not applicable
SHSP Focus:	Intersections
Description:	MnDOT has identified intersections with a high number of serious crashes that can be made safer through the deployment of intersection safety countermeasures. This project will deploy rural intersection conflict warning systems, reduced conflict U-turn intersections, turn lanes, and roundabouts to improve safety at these intersections.
Evaluation:	An administrative evaluation will be conducted comparing planned and completed projects.
Directing Agency:	MnDOT through a grant from DPS/OTS.
Funding:	\$8,000,000 Section 164HE
Match:	\$0
Local Benefit:	\$0

Project Number:	17-09-03
Project Title:	Lane Departure Countermeasure Deployment
C.T.W.	Not applicable
SHSP Focus:	Lane Departure
Description:	MnDOT has identified roadways with a high number of lane departure crashes. This project will deploy lane departure countermeasures including cable median barriers, curve chevrons, guard rails, rumble strips, rumble stripes, and wider fog lines.
Evaluation:	An administrative evaluation will be conducted comparing planned and completed projects.
Directing Agency:	MnDOT through a grant from DPS/OTS.
Funding:	\$2,000,000 Section 164HE
Match:	\$0
Local Benefit:	\$0

Project Number:	17-09-04
Project Title:	Roadway Safety Evaluation and Planning
C.T.W.	Not applicable
SHSP Focus:	Management Systems
Description:	MnDOT will be evaluating roadway safety countermeasures, plans and planning processes. This project will also fund any new planning processes undertaken as a result of these roadway safety evaluations.
Evaluation:	An administrative evaluation will be conducted comparing planned and completed activities.

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

Funding: \$1,000,000 Section 164HE

Match: \$0

Local Benefit: \$0

Roadway Safety

Project Numbers 17-09-#

#	Title	Code	Federal	Match	Local Benefit
01	TZD Support	RS	\$95,000	\$0	\$0
	<i>Subtotal</i>	<i>RS</i>	<i>\$95,000</i>	<i>\$0</i>	<i>\$0</i>
02	Intersection Countermeasures	164HE	\$8,000,000	\$0	\$0
03	Lane Departure Countermeasures	164HE	\$2,000,000	\$0	\$0
04	Evaluation and Planning	164HE	\$1,000,000	\$0	\$0
	<i>Subtotal</i>		<i>\$11,000,000</i>	<i>\$0</i>	<i>\$0</i>
	Roadway Safety Total		\$11,095,000	\$0	\$0

Attachment 1

Minnesota Population Projections by Age and Gender, Showing Percent Change from 2015 Population Estimates, 2015-2025

Minnesota State Demographic Center, August 2015

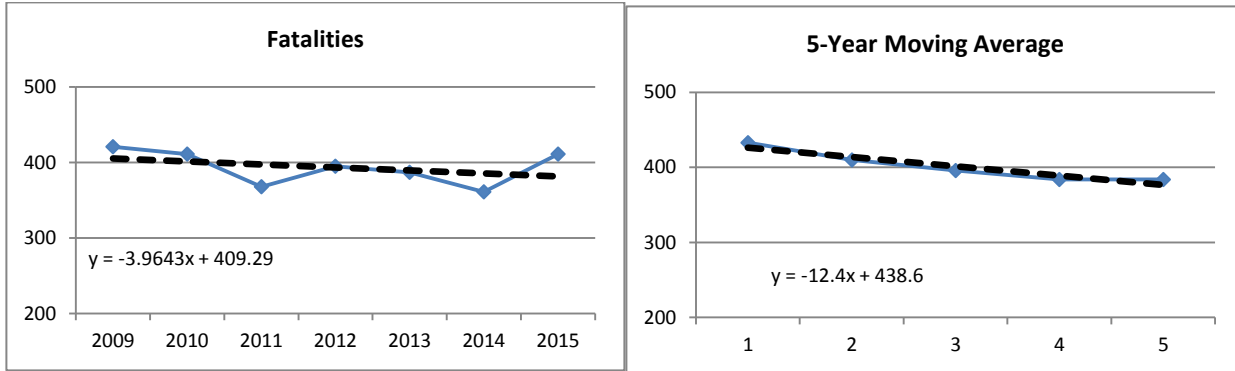
Year	2015			2020			2025		
AGE	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	5,502,683	2,735,903	2,766,780	5,687,161	2,829,948	2,857,213	5,844,466	2,908,579	2,935,887
				3%	3%	3%	6%	6%	6%
0-4	351,027	179,740	171,287	356,745	181,951	174,794	356,161	181,969	174,192
				2%	1%	2%	1%	1%	2%
5-9	361,136	184,170	176,966	357,786	183,160	174,626	363,495	185,345	178,150
				-1%	-1%	-1%	1%	1%	1%
10-14	361,199	184,460	176,739	367,170	187,226	179,944	363,559	186,086	177,473
				2%	1%	2%	1%	1%	0%
15-19	358,693	183,569	175,124	367,844	187,793	180,051	373,770	190,527	183,243
				3%	2%	3%	4%	4%	5%
20-24	362,579	183,409	179,170	356,727	182,346	174,381	365,866	186,551	179,315
				-2%	-1%	-3%	1%	2%	0%
25-29	364,587	186,288	178,299	375,379	189,604	185,775	368,975	188,324	180,651
				3%	2%	4%	1%	1%	1%
30-34	384,935	193,856	191,079	377,407	192,566	184,841	388,606	196,002	192,604
				-2%	-1%	-3%	1%	1%	1%
35-64	2,148,185	1,076,237	1,071,948	2,162,837	1,082,830	1,080,007	2,132,773	1,070,542	1,062,231
				1%	1%	1%	-1%	-1%	-1%
65-69	266,270	129,536	136,734	317,061	155,071	161,990	353,008	172,068	180,940
				19%	20%	18%	33%	33%	32%
70-74	187,574	88,744	98,830	245,087	117,456	127,631	291,431	140,394	151,037
				31%	32%	29%	55%	58%	53%
75-79	135,298	61,515	73,783	165,489	76,362	89,127	216,039	100,985	115,054
				22%	24%	21%	60%	64%	56%
80+	221,200	84,379	136,821	237,629	93,583	144,046	270,783	109,786	160,997
				7%	11%	5%	22%	30%	18%

Attachment 2

C-1 Fatalities

Forecast Year			1	2	3	4	5	6	7
Actual Year	2009	2010	2011	2012	2013	2014	2015	2016	2017
Traffic Fatalities	421	411	368	395	387	361	411	386*	382*
5-Year Averages	488	458	433	410	396	384	384	364*	352*
PM Target								375	367

*Projected

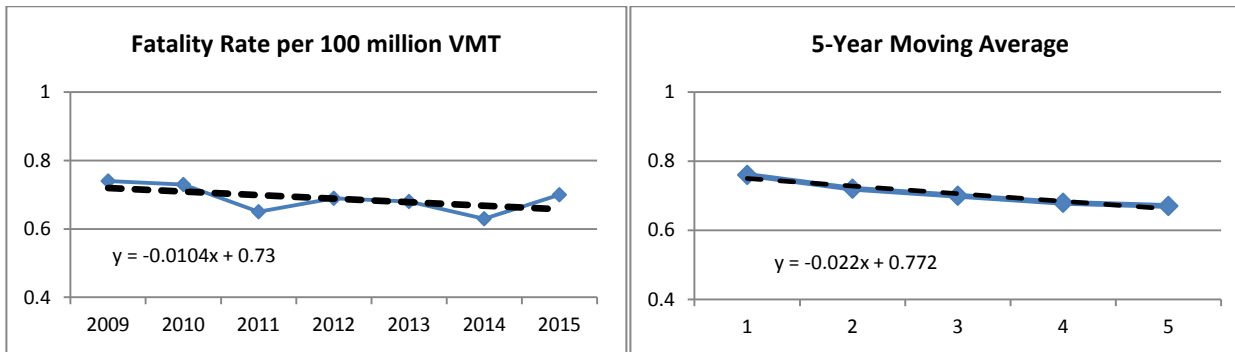


Minnesota has made remarkable gains in traffic safety over the past ten years. As to be expected, the yearly gains are becoming smaller. The performance measure targets are set at the average of the projections based on yearly numbers and those based on 5-year averages.

C-3 Fatality Rate

Forecast Year			1	2	3	4	5	6	7
Actual Year	2009	2010	2011	2012	2013	2014	2015	2016	2017
Fatality Rate	0.74	0.73	0.65	0.69	0.68	0.63	0.70	0.67*	0.66*
5-Year Averages	0.85	0.80	0.76	0.72	0.70	0.68	0.67	0.64*	0.62*
PM Target								0.67	0.66

*Projected

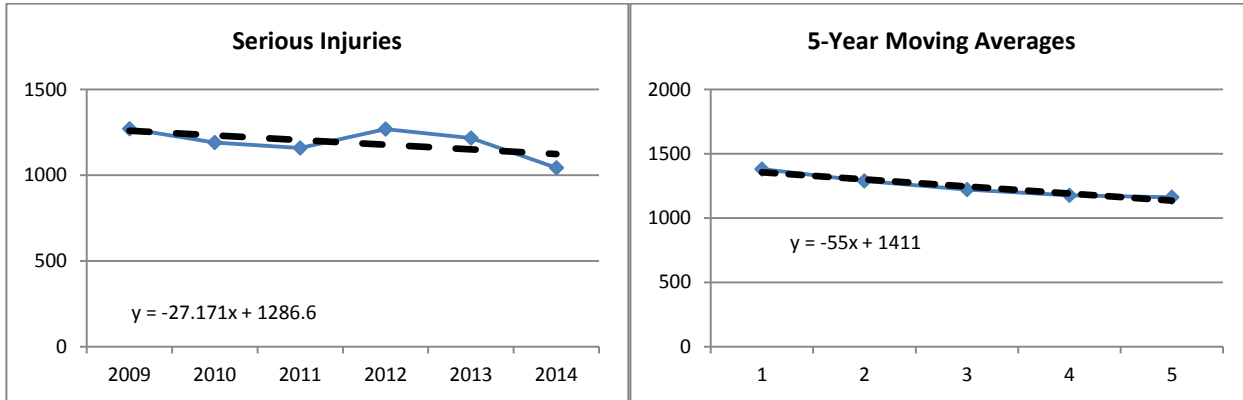


Minnesota has seen fairly consistent gains in VMT as fatalities continue to decrease, however 2015 saw the first increase in the fatality rate since 2010. The performance measure targets are set mirroring the projections based on the yearly numbers.

C-2 Serious Injuries

Forecast Year			1	2	3	4	5	6	7
Actual Year	2009	2010	2011	2012	2013	2014	2015	2016	2017
Traffic Injuries	1,271	1,191	1,159	1,268	1,216	1,044	1,127	1,124*	1,096*
5-Year Averages			1,382	1,288	1,221	1,176	1,163	1,081*	1,026*
PM Target								1,103	1,061

*Projected

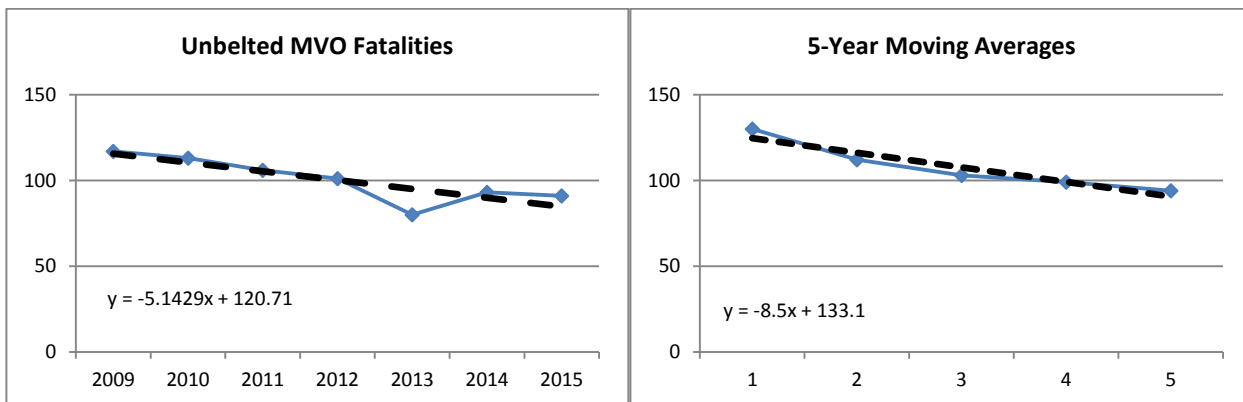


Although serious injuries have not enjoyed as dramatic a decline in recent years in Minnesota the trend is still a downward one. The performance measure targets are set at the average of the projections based on yearly numbers and those based on 5-year averages.

C-4 Unrestrained Occupant Fatalities

Forecast Year			1	2	3	4	5	6	7
Actual Year	2009	2010	2011	2012	2013	2014	2015	2016	2017
Traffic Fatalities	117	113	106	101	80	93	91	90*	85*
5-Year Averages	165	145	130	112	103	99	94	82*	74*
PM Target								86	80

*Projected

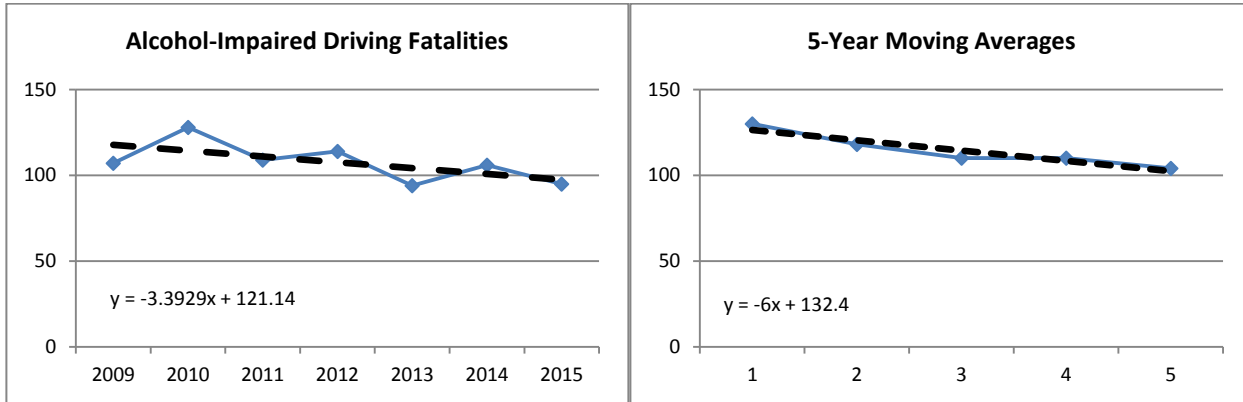


As with many trends in Minnesota, the number of unrestrained occupant fatalities has seen a leveling off after many years of great progress. It is unrealistic to expect high continual gains. The performance measure targets are set at the average of the projections based on yearly numbers and those based on 5-year averages.

C-5 Alcohol Impaired Driving Fatalities

Forecast Year			1	2	3	4	5	6	7
Actual Year	2009	2010	2011	2012	2013	2014	2015	2016	2017
Traffic Fatalities	107	128	109	114	94	106	95	101*	97*
5-Year Averages	145	138	130	118	110	110	104	96*	90*
PM Target								100	97

*Projected

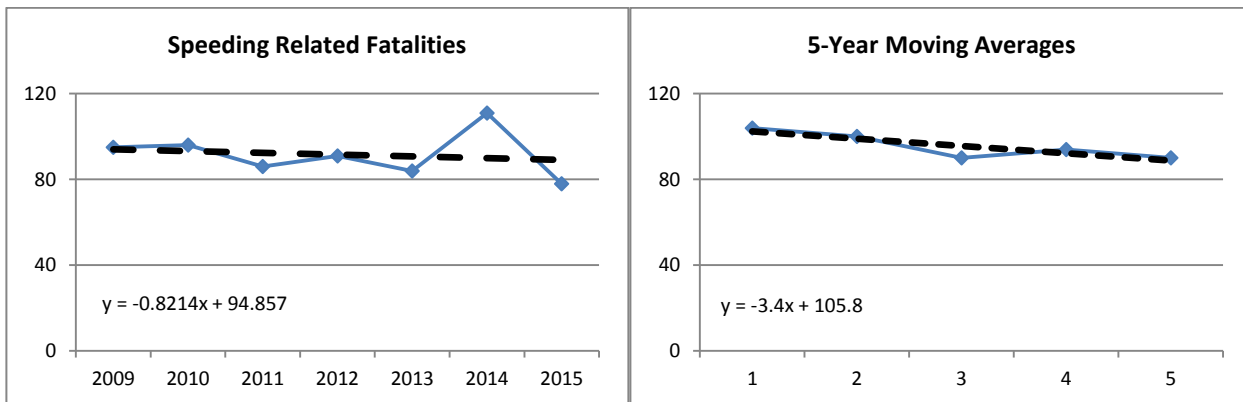


The number of alcohol impaired driving fatalities continues the downward trend. The performance measure targets are aligned with the projection of the yearly numbers, which has a more gradual slope and is more likely to project actual future fatalities.

C-6 Speeding Related Fatalities

Forecast Year			1	2	3	4	5	6	7
Actual Year	2009	2010	2011	2012	2013	2014	2015	2016	2017
Traffic Fatalities	95	96	86	91	84	111	78	90*	89*
5-Year Averages	124	113	104	100	90	94	90	85*	82*
PM Target								88	86

*Projected

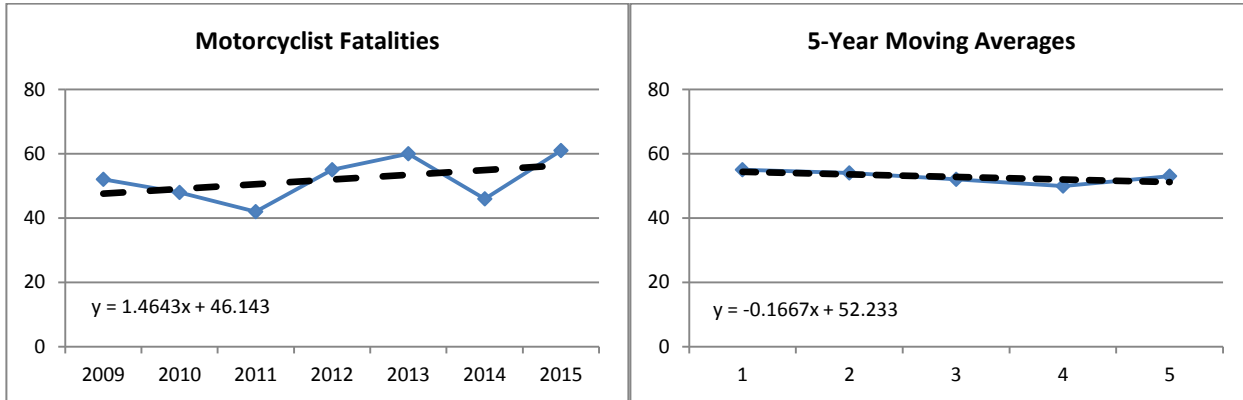


Minnesota has made remarkable gains in traffic safety over the past ten years. As to be expected, the yearly gains are becoming smaller. The performance measure targets are set at the average of the projections based on yearly numbers and those based on 5-year averages.

C-7 Motorcyclist Fatalities

Forecast Year			1	2	3	4	5	6	7
Actual Year	2009	2010	2011	2012	2013	2014	2015	2016	2017
Traffic Fatalities	52	48	42	55	61	46	61	55*	56*
5-Year Averages	62	60	55	54	52	50	53	51*	51*
PM Target								55	56

*Projected

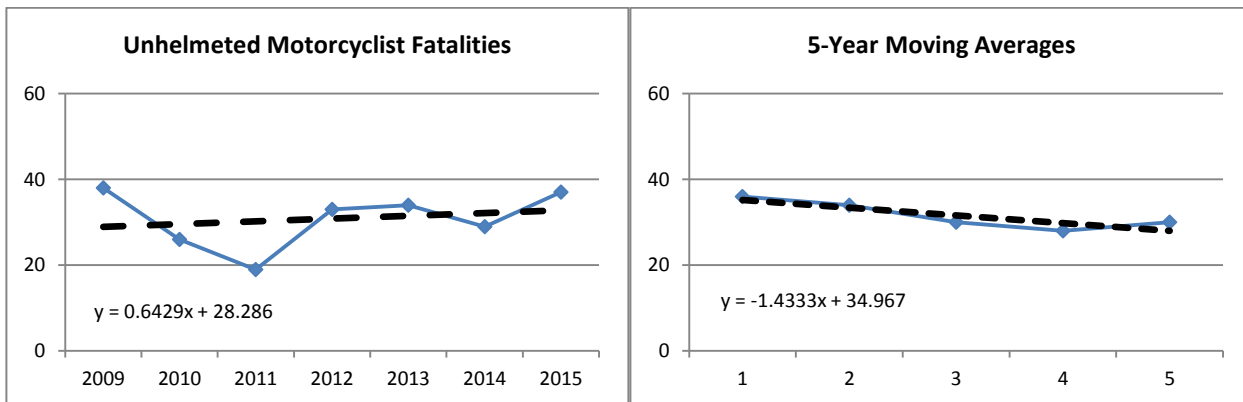


The performance measure targets are set using the projections of the yearly fatalities because the slope has begun to rise rather than fall.

C-8 Unhelmeted Motorcyclist Fatalities

Forecast Year			1	2	3	4	5	6	7
Actual Year	2009	2010	2011	2012	2013	2014	2015	2016	2017
Traffic Fatalities	38	26	19	33	34	29	37	32*	33*
5-Year Averages	46	43	36	34	30	28	30	26*	25*
PM Target								32	33

*Projected

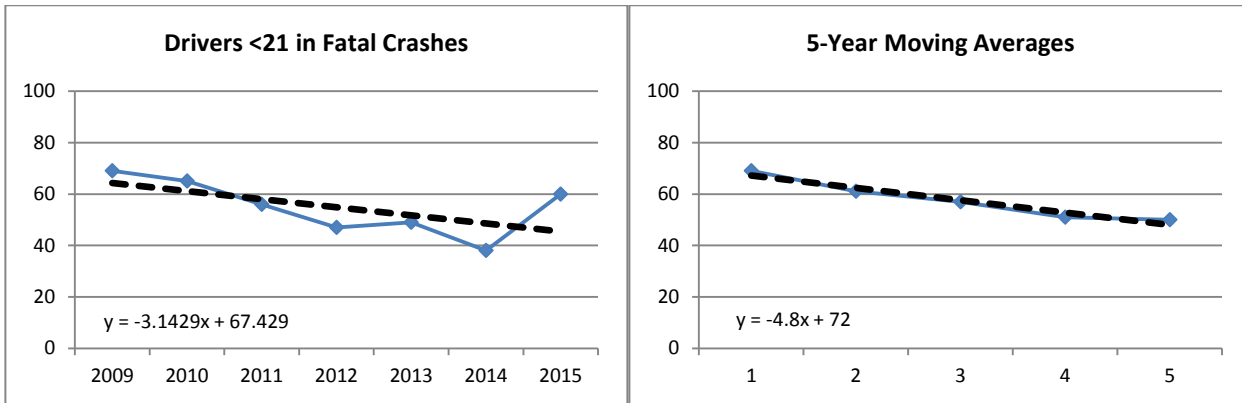


The performance measure targets are aligned with the projection of the yearly number of unhelmeted motorcyclist fatalities and reflect a maintenance target.

C-9 Drivers in Fatal Crashes Who Are <21 Years Old

Forecast Year			1	2	3	4	5	6	7
Actual Year	2009	2010	2011	2012	2013	2014	2015	2016	2017
Drivers <21	69	65	56	47	49	38	60	49*	45*
5-Year Averages	89	80	69	61	57	51	50	43*	38*
PM Target								51	47

*Projected

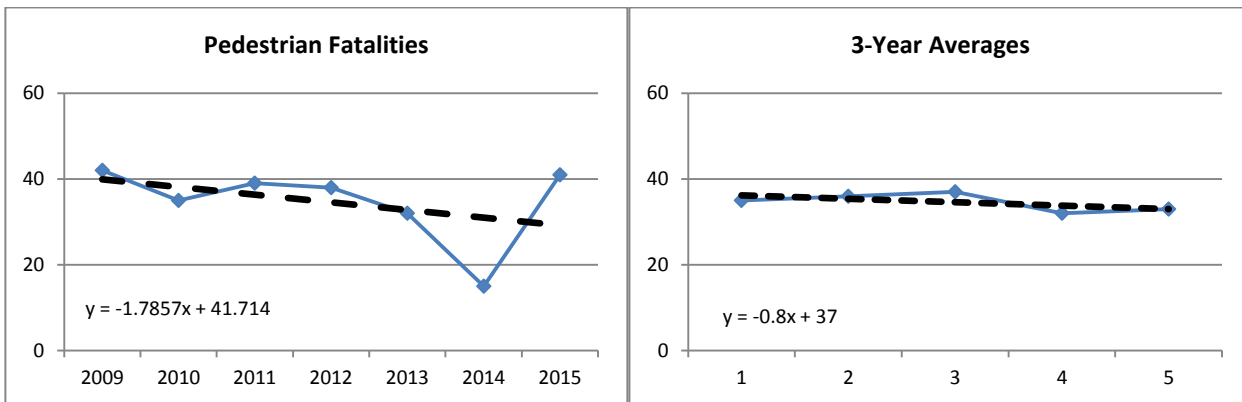


The performance measure targets are 4% above the projection projections based on yearly numbers in line with a projected 4% increase in Minnesota in that age group.

C-10 Pedestrian Fatalities

Forecast Year			1	2	3	4	5	6	7
Actual Year	2009	2010	2011	2012	2013	2014	2015	2016	2017
Traffic Fatalities	42	35	39	38	32	15	41	31*	29*
5-Year Averages	36	35	35	36	37	32	33	32*	31*
PM Target								35	33

*Projected

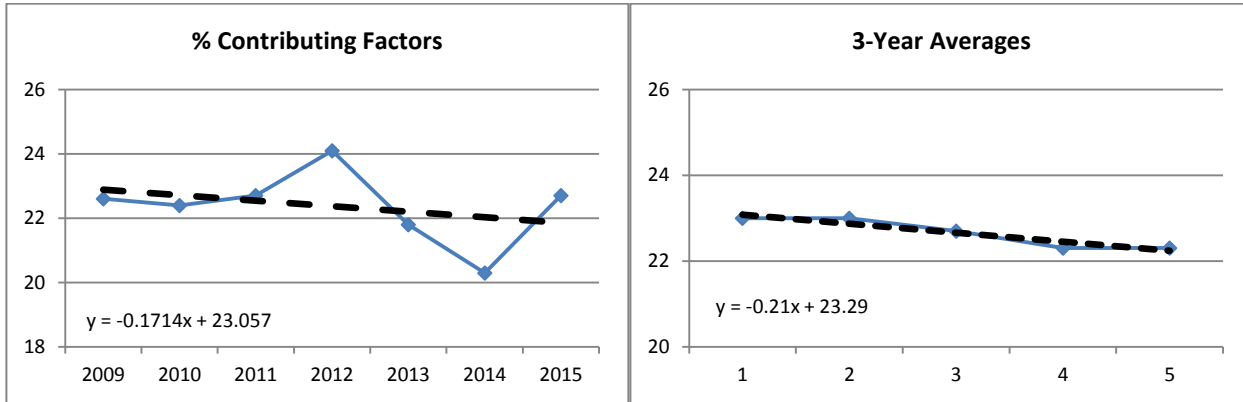


The performance measure targets are set above both the projections based on yearly numbers and those based on 3-year averages because of an unusually low number in 2014 and increased societal emphasis on walking.

% of Contributing Factors in multi vehicle crashes where Driver Inattention/Distraction was listed

Forecast Year			1	2	3	4	5	6	7
Actual Year	2009	2010	2011	2012	2013	2014	2015	2016	2017
Percentage	22.6	22.4	22.7	24.1	21.8	20.3	22.7	22.0*	21.9*
5-Year Averages			23.0	23.0	22.7	22.3	22.3	22.0*	21.8*
PM Target								22.8	22.7

*Projected

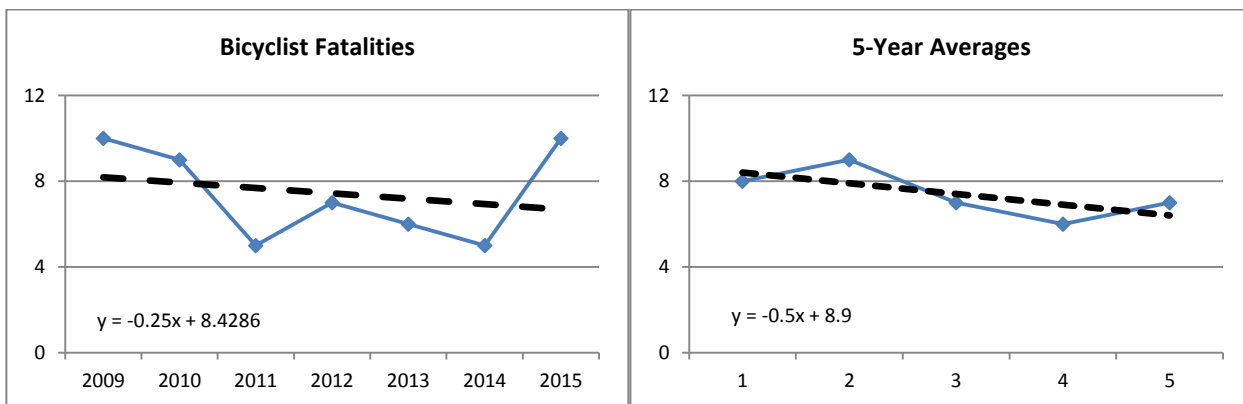


This measure looks at contributing factors in multi-vehicle crashes. It is the percentage of all contributing factors listed that were “Driver Inattention/Distraction”. The performance measure targets are set above the projections due to increased visibility of this area and the change in reporting that began in 2016.

Bicyclist Fatalities

Forecast Year			1	2	3	4	5	6	7
Actual Year	2009	2010	2011	2012	2013	2014	2015	2016	2017
Traffic Fatalities	10	9	5	7	6	5	10	6*	5*
5-Year Averages	8	9	8	9	7	6	7	7*	7*
PM Target								7	7

*Projected



The performance measure targets are aligned with the projection of the yearly number of bicyclist fatalities and reflect a maintenance target.