



2018
MINNESOTA
ANNUAL REPORT



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Office of Traffic Safety Director Sends a Special Message, Highlighting Minnesota's Accomplishments

The Minnesota Department of Public Safety -- Office of Traffic Safety is pleased to provide our federal fiscal year FFY18 Annual Report. We have much to be thankful for as we look at the progress in keeping Minnesotans safe – from fewer incidents of unbuckled people dying to improved laws on impaired driving. This report details accomplishments and demonstrates continued implementation of proven countermeasures and innovative approaches for reducing fatalities and serious injuries on Minnesota roadways. The following six fundamental building blocks guide these advances:

1. Demonstration of Consistent High Performance

Minnesota continues to be ranked as having one of the three lowest fatality rates per vehicle miles traveled in the nation, as a low incidence State for impaired driving in fatal crashes, and as a high seatbelt use State.

2. Implementation of Technological Enhancements

Minnesota OTS took the lead in partnering with the Department of Transportation and Department of Health to participate in a data sharing learning lab sponsored by the Governor's Highway Safety Association. Following the lab, a robust and sustainable data sharing project has been undertaken and has been incorporated into all three agencies protocols.

3. Strategic Support of Traffic Safety Partners

The OTS awarded grants to 22 Safe Roads coalitions. In addition, our Toward Zero Deaths Regional Coordinators provided leadership and support to approximately 35 additional unfunded local coalitions. Minnesota OTS increased the number of DWI courts supported to 16 and currently continues to support eight judicial interlock programs. In addition, 53 multi-agency enforcement grants covered 64 sheriffs' offices, 230 police departments, three tribal enforcement agencies, one university police department, and all districts of the State Patrol. Through a different grant with OTS, the State Patrol increased the number of Drug Recognition Evaluators active in the State to 231 officers representing 115 agencies. 351 officers were trained in ARIDE, and 412 officers in SFST; finally, they provided 459 officers with the DWI update class. Nine coordinators/experts on staff, as well as four law enforcement liaisons and two child passenger safety liaisons outside of the office are available to provide best practices and guidance to project directors. Partnering with the OTS staff are 5 regional TZD Coordinators who are supported by OTS and the Department of Transportation.

4. Employment of Data-Driven Programming, Research, and Evaluation

OTS identifies problems through analysis of crash data by the two and one half researchers and the one and one-half FARS analysts on staff. Whenever possible, our projects provide references to chapters and sections in Countermeasures That Work and the State's Strategic Highway Safety Plan focus area in the annual OTS Highway Safety Plan. The Countermeasures That Work publication does not cover administrative or management topics, community programs, or research studies and evaluation; therefore, those projects do not include references to it.

5. Proactive Recognition

Based on multi-agency enforcement efforts throughout the year and active participation in community awareness activities, one law enforcement grantee and their two partner agencies received the 2018 DPS Commissioner's Award during a recognition luncheon. Multiple agencies across the State were recognized for outstanding efforts during the year at their county board or city council meetings.

6. Increased Traffic Safety Education Efforts

The OTS and Office of Communications together provided updated supplemental materials for traffic safety advocates, as well as media, education, and law enforcement professionals. The materials convey important traffic safety messages, resources for parents and guardians of teen drivers and of children traveling in child seats, and use new creative messaging for a variety of media platforms to reach targeted audiences through an increased and improved emphasis on social media.

We are proud of our work and the accomplishments made with our traffic safety partners working on a common goal: Toward Zero Deaths. We look forward to continuing this work in the upcoming years. A comprehensive review of the individual projects conducted through the 2018 Highway Safety Plan follows the performance measure discussion in the body of this report.

Sincerely,

Michael Hanson, Director

Office of Traffic Safety, Minnesota Department of Public Safety

State of Minnesota • Office of Traffic Safety • Annual Report • Statewide Highway Safety Office Program Overview

MISSION: 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 efforts are conducted is called Toward Zero Deaths. In addition to the OTS and Minnesota State Patrol's efforts within the Department of Public Safety to improve roadway behavior, TZD encompasses:

- Participation from city, county, State, and tribal law enforcement personnel.
- Roadway engineering/related prevention strategies in conjunction with the Minnesota Department of Transportation.
- Hospital and trauma oversight by the Minnesota Department of Health.
- Emergency Medical Services and First Responders.
- Partnerships with judiciary affiliates.
- Numerous and ongoing media relationships.
- Many other stakeholders with direct and indirect interests in traffic safety.
- Minnesota Courts and prosecutors.
- Department of Public Safety Driver and Vehicle Services Section.
- Strategic partnerships with many nongovernmental and related interest groups/entities.

The OTS is mindful that fulfilling the mission demands concentrated and coordinated efforts involving a large number of traffic safety agents each working within their own sphere of influence while complementing the work of others. 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.

VISION: All programs initiated and supported are designed to reduce the number of people killed in traffic crashes to zero. Related, is the desire to minimize the number of severe injuries occurring in traffic crashes. We recognize that fatal and serious injury crashes are not inevitable, and in fact, each is a preventable event.

The vision of the wider TZD effort is:

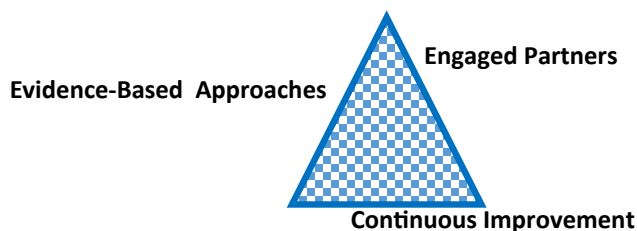
“To reduce fatalities and serious injuries on Minnesota’s roads to zero.”

Vision Components

Turning the OTS vision into reality will take more than hard work by the OTS staff. 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 related to all of our programs. The following 6 components must be in place in order to positively affect the culture, accomplish our mission, and achieve the long-term vision of zero traffic fatalities in Minnesota:

1. **Informed Public:** A well-informed populace views traffic safety as an important health issue, supports traffic safety legislation and enforcement, and understands and values the benefits of driving safely (and the dangers of not doing so). The public perception that traffic violations are likely to result in negative consequences (i.e. arrests, citations, fines, and injuries) is also an important component. Creative, persistent media and public information utilizing a wide variety of platforms are key to keeping the public informed that they are critical pieces to the solution.
2. **Safety Partnerships:** Supporting and working alongside traffic safety and injury prevention groups, organizations, and agencies sharing the vision is a priority. Activities enriching partnerships and contributing to an increased sense of community are valuable.
3. **Efficient/Effective Traffic Law Enforcement:** Law enforcement agencies working on improving traffic safety require various types of support to be effective and efficient. A well-trained and equipped enforcement community motivated to enforce traffic safety laws, that has the time available to do so, and is able to support their actions successfully when testifying in court, is necessary for success. High visibility collaborative efforts by multiple agencies working together are valued, as are efficient law enforcement procedures allowing officers to get quickly back on the road after an arrest.
4. **Improved Data and Records:** The problem identification and project/target group selection process relies on information from the crash database and linkages to other data systems. Data sharing with our partners and stakeholders is a critical component to developing solid and effective data driven solutions. Support of fiscal and administrative systems and procedures ensures confidence in the accuracy of claims, vouchers, and fiscal reports.
5. **Well-Managed/Innovative/Proactive Projects:** Work continues with considering and implementing strategies and countermeasures proven to be effective. Identification of new approaches and solutions to seemingly intractable problems, and quick and appropriate reactions to emerging traffic safety problems are essential. Well-trained and dedicated traffic safety professionals working within, and supported by, the OTS, as well as data systems providing information needed to identify problems, help us to carefully construct thoughtful traffic safety projects.
6. **Customer Service and Communication:** Products and services provided to citizens, agencies, and organizations must be high-quality and useful. As effective customer service agents we try to anticipate the needs of our customers, as well as respond quickly and accurately when information is requested. Outstanding communication is a key value within the DPS-OTS; both practiced and encouraged within our relationships with partners, the media, and other internal and external customers.

The TZD Program Values Shared by the OTS



Executive Summary and Other Important Highlights

Compiling and analyzing accurate crash data is critical to the OTS, as it allows invested stakeholders to better address traffic safety issues by understanding why and where crashes are occurring, and who is ultimately impacted.

A compilation of these statistics are collated to annually produce two significant publications:

- Minnesota Motor Vehicle Crash Facts.
- Minnesota Motor Vehicle Impaired Driving Facts.

These resources help to identify where and to whom valuable resources should be allocated, as well as how evidence-based countermeasures can be most practically applied. The OTS goes beyond the required elements to identify specific subgroups that are over-represented in crashes and risky behavior. Essentially, data is the origination point from which all programmatic decisions are made, and by compiling and utilizing reliable data, the Minnesota OTS is demonstrating strong stewardship of federal and State funds.

Highlights:

- Minnesota traffic fatalities declined from 392 in 2016 to 358 in 2017, a 9% reduction.
- Seatbelt use remained consistently high, at 92.4% in 2018.
- The vehicle miles traveled-based fatality rate in 2017 was .63, one of the lowest in the nation.
- Alcohol-related fatalities decreased by 7%, from 121 in 2016 to 113 in 2017.

Additional information and resources, including the Crash and Impaired Driving Facts publications are located on the OTS website: ots.dps.mn.gov

Legislative Updates

During the legislative session, there were two significant bills related to impaired driving offenses that have been passed and enacted and one initiative related to distracted driving that was not passed during the 2018 session.

1. There were two significant improvements to Minnesota's impaired driving laws:
 - The Passage of "Little Allen's Law" expanded all impaired driving laws, sanctions, and penalties to all recreational vehicles (snowmobiles, watercraft, and off road ATVs/UTVs).
 - The clarification of an impaired driving offense to include any type of impairing substance. This enhancement takes the guess work out of the law enforcement decision whether an arrest is legal/appropriate. With the new language, all that an officer needs to determine is if the subject is impaired and the arrest process is then used to determine what the impairing substance is.
2. The Minnesota Department of Public Safety again supported legislation requiring "hands free" only use of a cell phone or other electronic devices. While the legislation enjoyed widespread support, it failed to receive a floor vote and was not enacted.

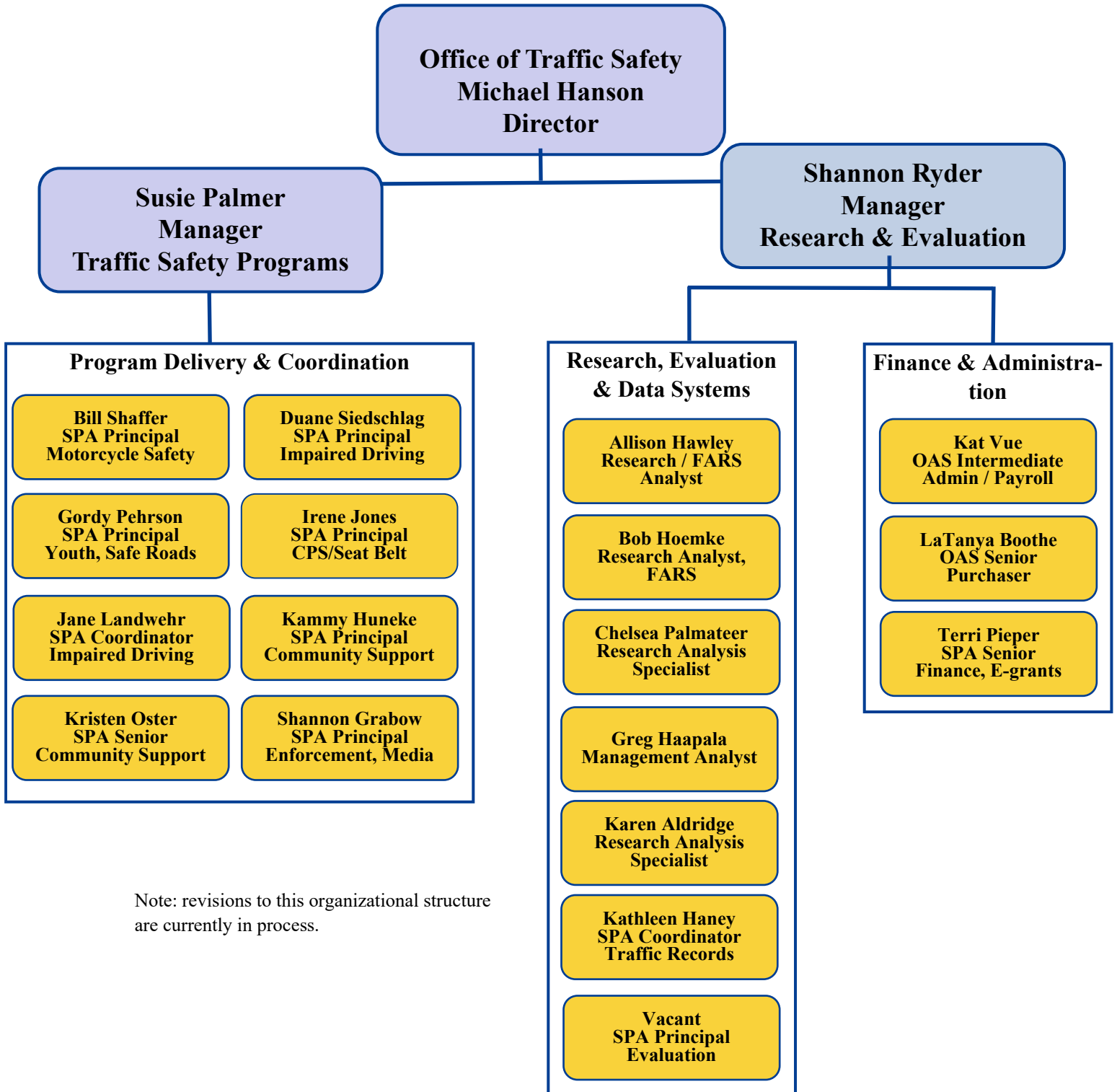
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Visit our website at: ots.dps.mn.gov

Accolades: The Minnesota Office of Traffic Safety truly appreciates the NHTSA Region V office and staff for their accessibility, guidance, and support throughout the year. We especially recognize Kaci Wray who took over as our State program manager this year. Her help and leadership has proven to be invaluable as our office has also undergone significant leadership changes. We are thankful for our partners and stakeholders for their interest, collaboration and hard work; as well as our team members who consistently display remarkable talent coupled with a level of passion for our mission that is second to none! Working together, all of us are driving Minnesota Toward Zero Deaths.

Organizational Structure

The OTS, as of this writing, is comprised of 18 staff. The office organizational chart directly following, includes staff names, position titles, and areas of responsibility.



Note: revisions to this organizational structure are currently in process.

Performance Measures

The National Highway Traffic Safety Administration and the Governors Highway Safety Association have recommended Core Performance Measures be included in State Highway Safety Plans and Annual Reports beginning in 2010. The sources for this information includes:

- Fatality Analysis Reporting System annual file (all fatality measures).
- State observational survey of seatbelt use (seatbelt use rate).
- State crash data file (serious injuries).
- Annual telephone survey of Minnesota residents.

Caveat: The data represented below (also included within the tables and graphs) is indicative of Minnesota utilizing agreed upon national definitions, which sometimes differ from State definitions. Resultant, some core outcome measures (i.e. alcohol impaired driving fatalities) may differ from literature produced by the State (i.e. Crash Facts).

The number of traffic fatalities in Minnesota declined nine percent from 2016 to 2017; unfortunately, fatalities are projected to increase in 2018. Minnesota met or exceeded the 2017 target in 9 of the 12 measures. As more people are buckling up, and vehicle manufacturers continue adding safety features, some of the crashes historically leading to death, are now resulting in injury instead.

Comparing calendar years 2016 and 2017, Minnesota made progress towards 2018 targets in the following 9 measures:

- Traffic Fatalities ▼ 392 to 358.
- Fatalities per 100 million vehicle miles traveled ▼ 0.66 to 0.63.
- Unrestrained occupant fatalities ▼ 74 to 71.
- Alcohol-impaired driving fatalities ▼ 95 to 85.
- Speed related fatalities ▼ 92 to 89.
- Motorcyclist fatalities ▼ 56 to 55.
- Drivers age 20 or under involved in fatal crashes ▼ 52 to 42.
- Pedestrian fatalities ▼ 58 to 38.
- Bicyclist fatalities ▼ 7 to 6.

Unfortunately, progress was not made in these areas:

- Unhelmeted motorcyclist fatalities: 36 to 36 (below target but no change from last year).
- Seat Belt use rate: 92%.

Minnesota's crash reporting system, MNCrash, went live on January 1, 2016 and incorporated the new MMUCC 4th edition injury definitions; the number of serious injuries saw a marked increase and the OTS is doing further research to see if additional training is necessary.

- Serious Injuries ▼ 1,992 to 1,849.

Minnesota Performance Measure Data
2012-2017

Core Outcome Measures		Prior 5 Years						2016 Target	2017 Target	2018 Target
		2012	2013	2014	2015	2016	2017			
Traffic Fatalities	Total	395	387	361	411	392	357	400	385	375
	Rural	269	256	262	274	232	209			
	Urban	126	131	99	135	159	147			
Serious Injuries		1,268	1,216	1,044	1,127	1,992	1,849	2,000	1,950	1,935
Fatalities Per 100 Million Vehicle Miles Traveled	Total	0.69	0.68	0.63	0.72	0.66	0.63	0.68	0.65	0.62
	Rural	1.10	1.10	1.12	1.17	0.96				
	Urban	0.39	0.39	0.29	0.40	0.45				
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	270	259	270	280	251	235			
	Restrained	129	149	156	156	144	134			
	Unrestrained	101	80	93	85	74	71	88	82	76
	Unknown	40	30	21	39	33	30			
Alcohol-Impaired Driving Fatalities (BAC=.08+)**		114	95	108	115	95	85	104	102	99
Speeding-Related Fatalities		91	84	111	84	92	89	89	87	86
Motorcyclist Fatalities	Total	55	61	46	61	56	55	60	60	60
	Helmeted	11	16	9	18	17	16			
	Unhelmeted	33	34	29	38	36	36	40	40	40
	Unknown	11	11	8	5	3	3			
Drivers Involved in Fatal Crashes	Total	537	559	525	589	565	533			
	Aged Under 15	0	0	0	0	3	0			
	Aged 15-20	47	49	38	60	49	42			
	Aged Under 21	47	49	38	60	52	42	49	47	45
	Aged 21 & Over	488	504	484	522	503	488			
	Unknown Age	2	6	3	7	10	3			
Pedestrian Fatalities		38	32	15	39	58	38	35	34	33
Bicyclist & Other Cyclist Fatalities		7	6	5	10	7	6	8	8	8
Distracted Driving Measure		2012	2013	2014	2015	2016	2017			
% of contributing factors in multi-vehicle crashes that were "Inattention/Distraction"		24.1%	21.8%	20.3%	22.7%	See Note	See Note	22.9%	22.8%	22.7%
Older Driver Measure		2012	2013	2014	2015	2016	2017			
% of drivers in fatal crashes who were 85 or more years old		3.7%	1.9%	2.9%	2.5%	2.5%	1.9%	3.0%	3.0%	3.0%
Core Behavioral Measure		2013	2014	2015	2016	2017	2018			
Observed Seat Belt Use Rate		95%	95%	94%	93%	92%	92%	95%	95%	95%
Core Activity Measure (FFY) ***		2013	2014	2015	2016	2017	2018			

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

*** Activity measures record those citations/arrests made during grant-funded enforcement hours

Additional Measures Include:

- Distracted Driving (included in the table directly above)

This measure represents the percentage of contributing factors in multi-vehicle crashes that were coded as “Inattention/Distraction.” The information on distracted driving is in a different (expanded) format in MNCrash that does not allow a direct comparison with prior years. A new measure will be developed.

- Older Drivers (85+) (included in table directly above)

This category of drivers tend to be overrepresented in fatal crashes - the associated measure offers a percentage of total drivers involved in fatal crashes.

- Child Passenger Safety

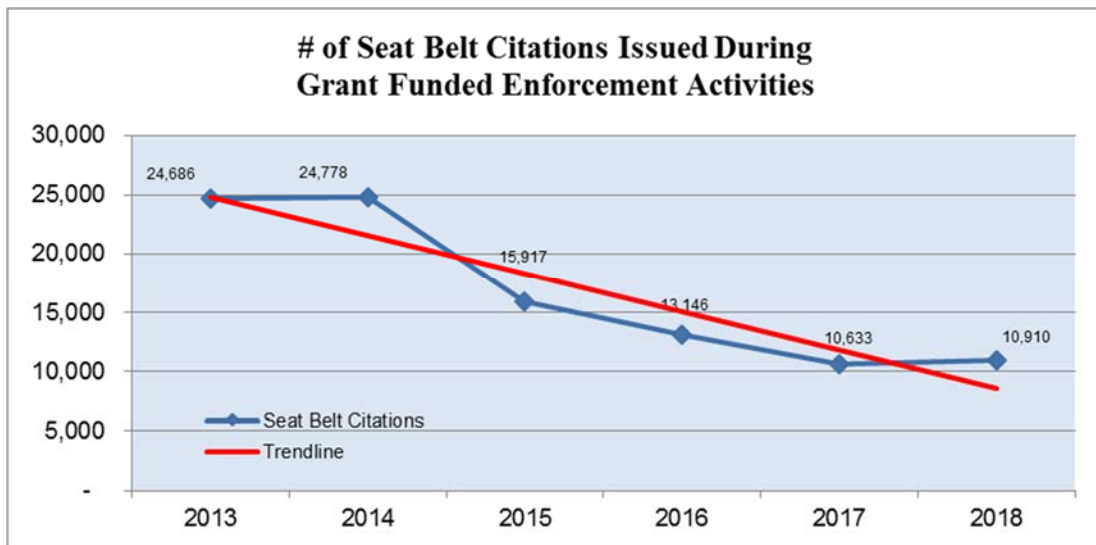
Minnesota Passenger Safety Statute 169.685 (amended in 2009) requires all children age 7 and under to ride in federally approved car or booster seats unless the child is 4'9" or taller. Minnesota has focused on making correct booster seat use a priority. This measure looks at observed booster seat usage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

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 (observations made by trained CPS practitioners).

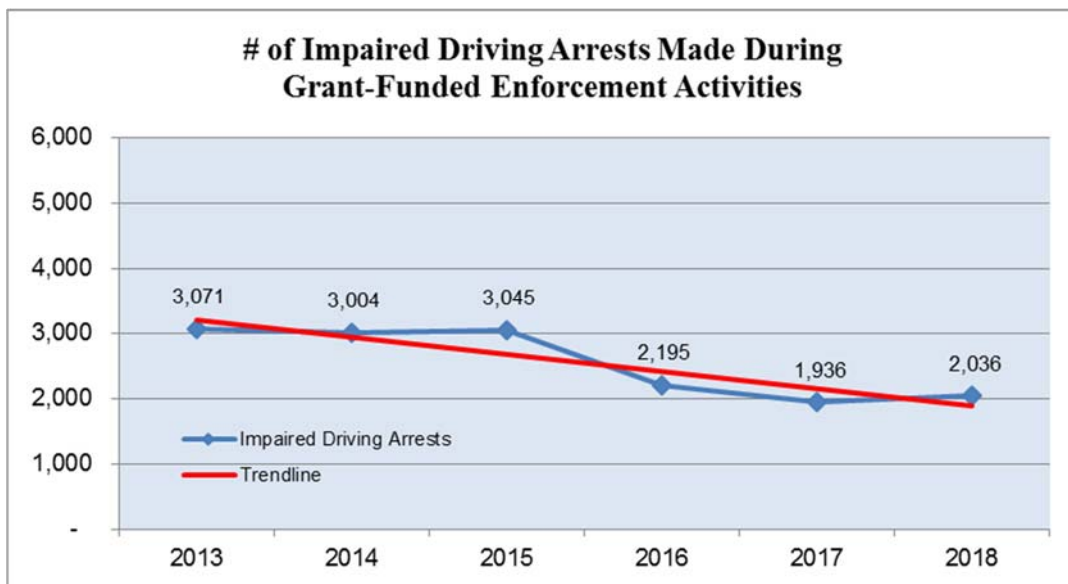
Child Passenger Safety Measure	Booster Seat Survey		2018 Target
	2011	2014	
Observed correct use of booster seat of children 4–7 years of age.	64.1%	72.9%	78.0%

Minnesota Activity Measures

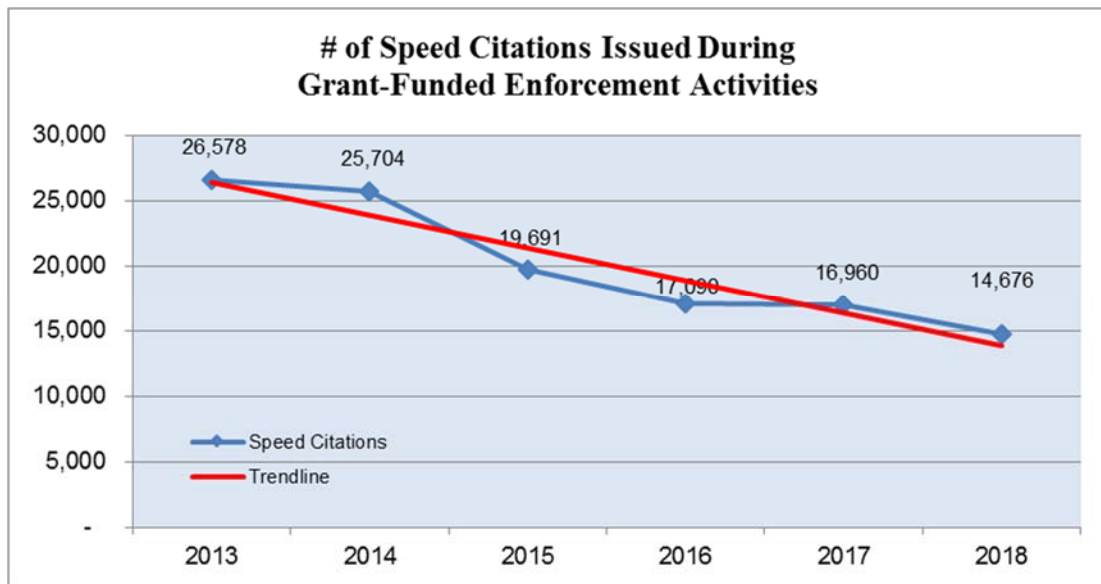
A-1) Seat belt citations issued during grant-funded enforcement activities



A-2) Impaired driving arrests made during grant-funded enforcement activities

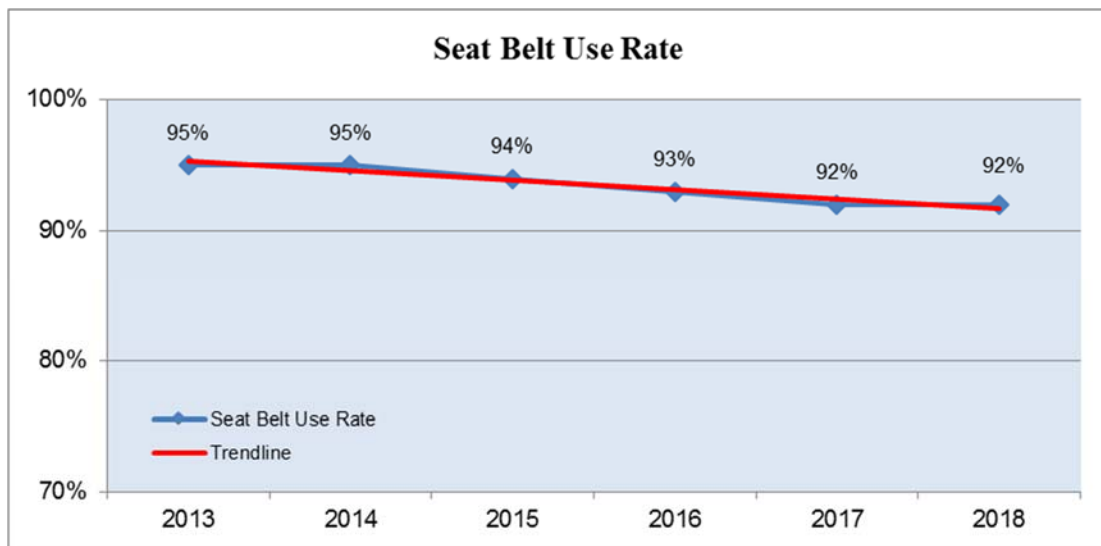


A-3) Speeding citations issued during grant-funded enforcement activities



Minnesota Behavioral Measure

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants



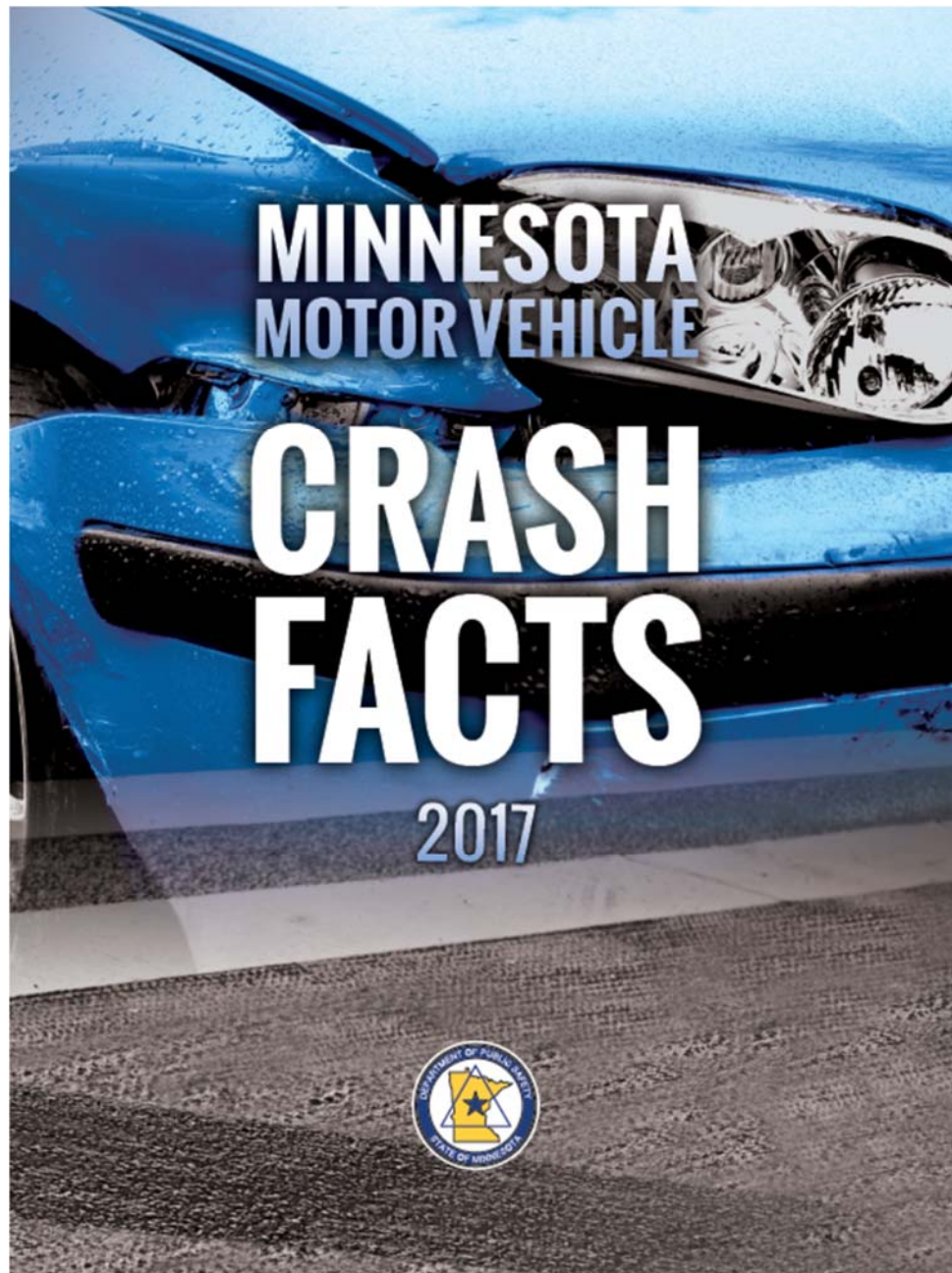
Target = Increase/Maintain Seatbelt Use: To ▲ Statewide observed seatbelt use of front seat outboard occupants in passenger vehicles back to the 95% rate seen in 2013 and 2015 by December 2018.

Status = Remains high and has plateaued

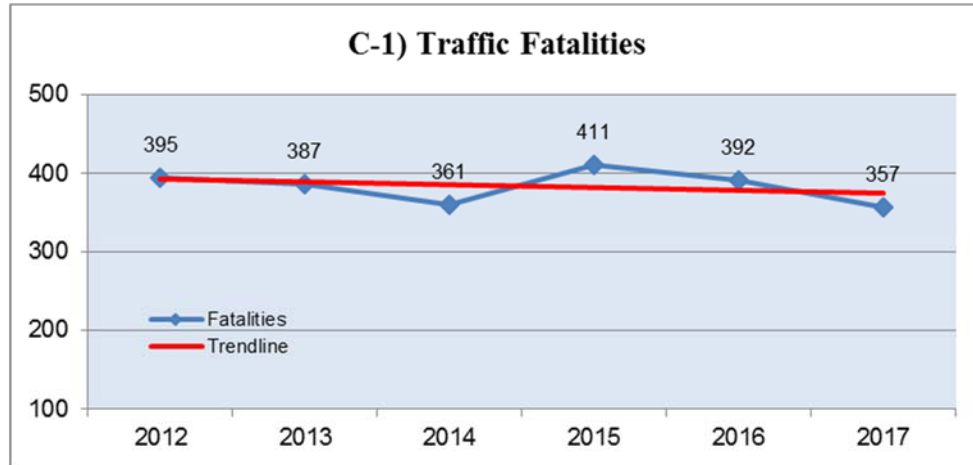
Minnesota's observed seatbelt use rate remains above 90% but below the historical high of 95.

Group/ Subgroup	All Vehicles	Car	SUV	Van/ Minivan	Pickup Truck
Overall	92.4%	92.5%	85.2%	94.7%	95.0%
Site Type					
Intersection	92.3%	92.3%	85.2%	94.6%	95.3%
Mid-Block	92.2%	93.3%	82.2%	95.2%	87.7%
Ramp	94.6%	94.2%	89.8%	96.0%	95.3%
Time of Day					
7-9 a.m.	91.3%	91.4%	86.6%	93.0%	94.6%
9-11 a.m.	91.6%	91.0%	84.4%	94.6%	96.3%
11 a.m.-1 p.m.	91.4%	91.0%	83.1%	94.8%	93.6%
1-3 p.m.	90.8%	91.6%	81.1%	93.9%	93.2%
3-5 p.m.	94.8%	94.1%	94.6%	95.1%	97.3%
5-7 p.m.	97.8%	99.6%	95.6%	96.6%	97.8%
Day of Week					
Monday	92.6%	93.1%	86.3%	94.6%	94.1%
Tuesday	93.9%	94.0%	86.1%	96.9%	91.9%
Wednesday	91.5%	93.6%	79.0%	93.6%	96.4%
Thursday	90.9%	89.1%	82.1%	96.2%	97.9%
Friday	93.2%	92.5%	89.4%	94.6%	95.9%
Saturday	92.5%	91.6%	87.0%	94.6%	98.0%
Sunday	90.3%	91.0%	89.1%	90.6%	90.2%
Weather					
Sunny	92.9%	93.9%	83.7%	95.2%	97.3%
Cloudy	92.0%	91.2%	88.8%	93.9%	92.6%
Rainy	92.1%	92.6%	78.9%	96.1%	98.1%
Sex					
Male	90.0%	91.6%	83.7%	92.3%	93.3%
Female	95.0%	93.3%	92.8%	96.4%	96.8%
Age					
0-10	97.2%	100.0%	91.8%	91.7%	100.0%
11-15	93.3%	93.7%	95.4%	91.7%	97.8%
16-29	89.9%	90.5%	76.7%	94.1%	92.2%
30-64	93.2%	94.6%	85.9%	94.5%	95.6%
65+	93.2%	89.5%	93.3%	96.5%	95.5%
Position:					
Driver	92.6%	93.5%	85.0%	94.5%	94.7%
Passenger	91.4%	87.8%	86.3%	95.3%	96.0%

Minnesota Outcome Measures



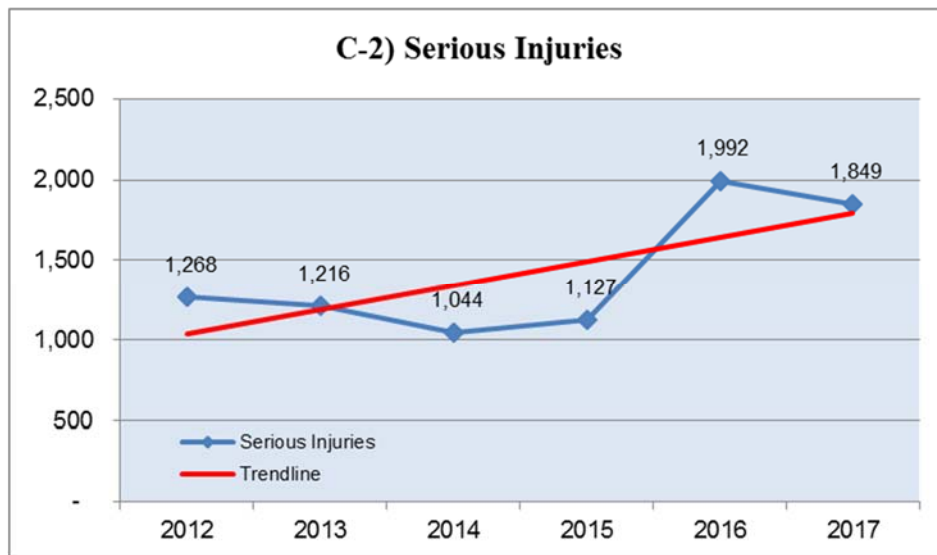
The 11 Outcome Measures and the progress toward targets are illustrated on the following pages.



Target = Reduce Fatalities: To ▼ traffic fatalities to fewer than 385 by December 2017.

Status: Target Met

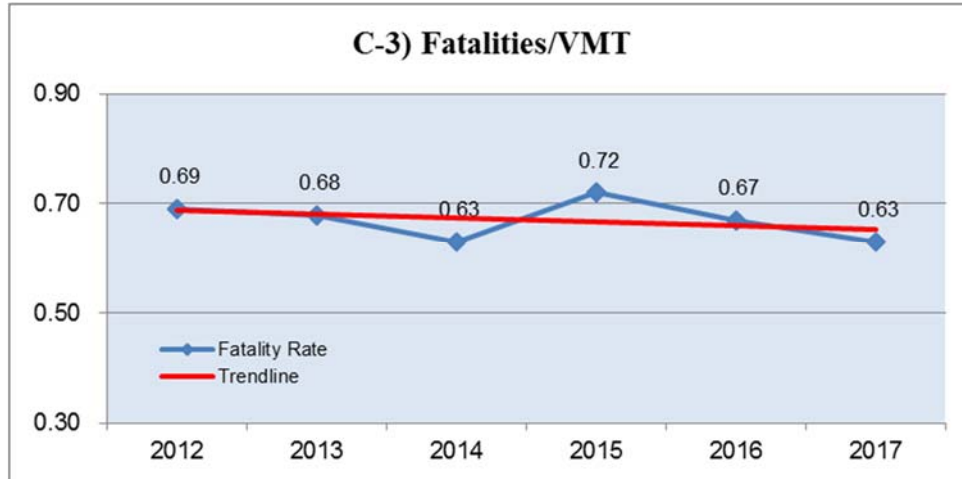
The SHSO worked with our partners at MnDOT to set the 2018 target and adjusted targets for 2016 and 2017. Fatalities in 2018 are projected to be higher than 2017.



Target = Reduce Serious Injuries: To have fewer than 1,950 serious traffic injuries by December 2017.

Status: Target Met

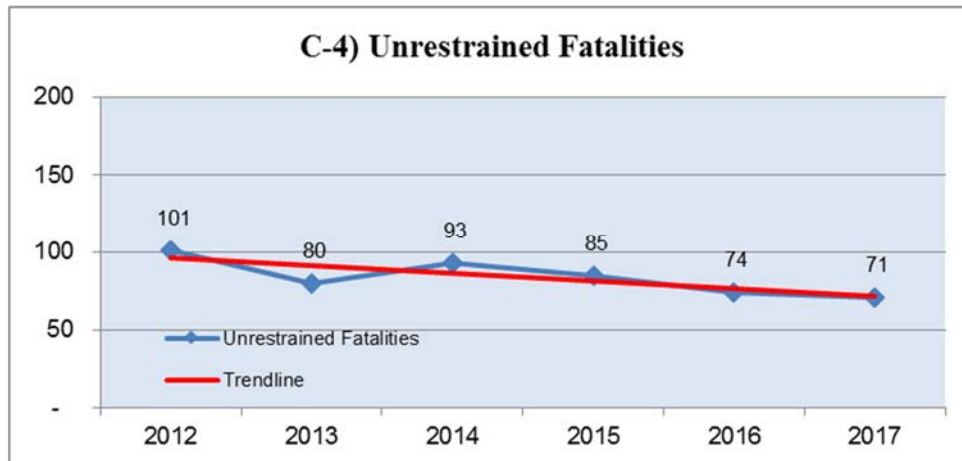
The SHSO worked with our partners at MnDOT to set the 2018 target and adjusted targets for 2016 and 2017. Minnesota’s crash reporting system, MNCrash, went live on January 1, 2016 and incorporated the new MMUCC 4th edition injury definitions; the number of serious injuries saw a jump and the OTS is doing further research to see if additional training is necessary.



Target = Reduce Fatalities per 100 Million VMT: To ▼ fatality rate to no greater than 0.65 by December 2017

Status: Target Met, Steady Progress

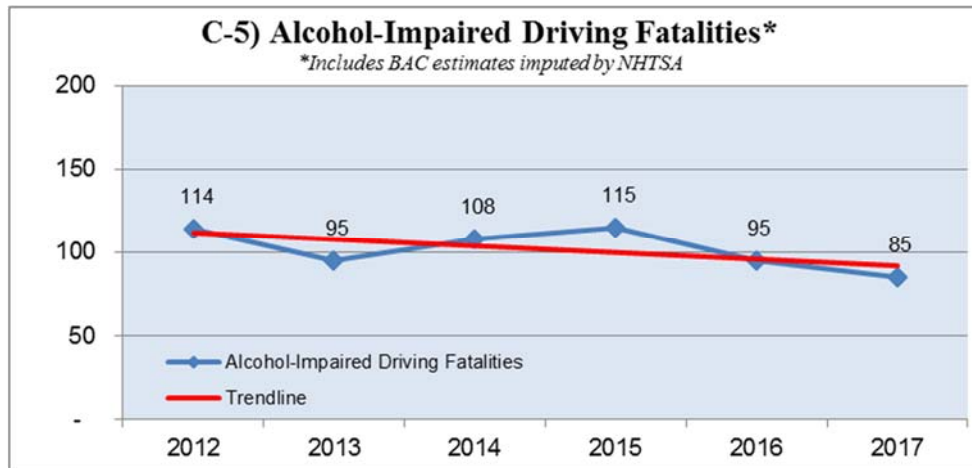
The State-calculated rate for 2017 is 0.63 and projected to be one of the lowest in the nation.



Target = Unrestrained Fatalities: To ▼ unrestrained passenger vehicle occupant fatalities in all seating positions to no more than 82 by December 2017.

Status: Target Met, Steady Progress

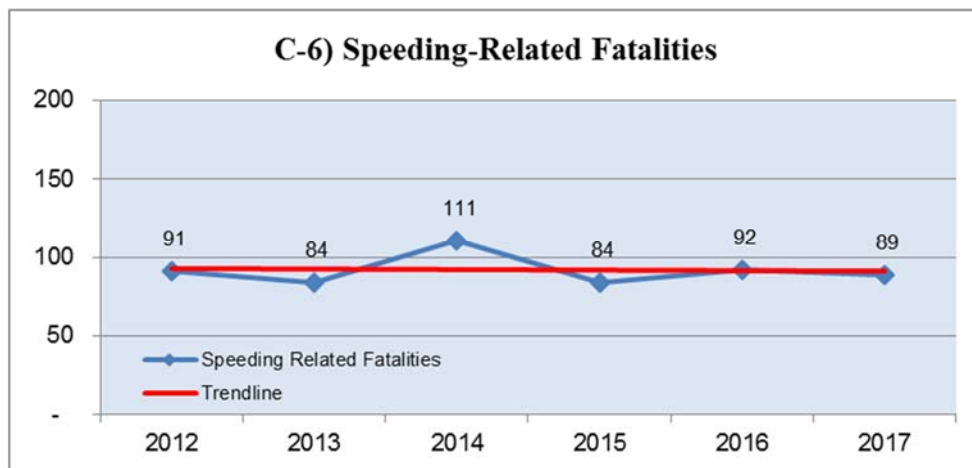
Though more Minnesotans than ever are wearing seatbelts, those choosing not to buckle continue to make up a large percentage of those killed in crashes.



Target = Alcohol-Impaired Driving Fatalities (BAC=.08+): To ▼ alcohol impaired driving fatalities to no more than 102 by December 2017

Status: Target Met

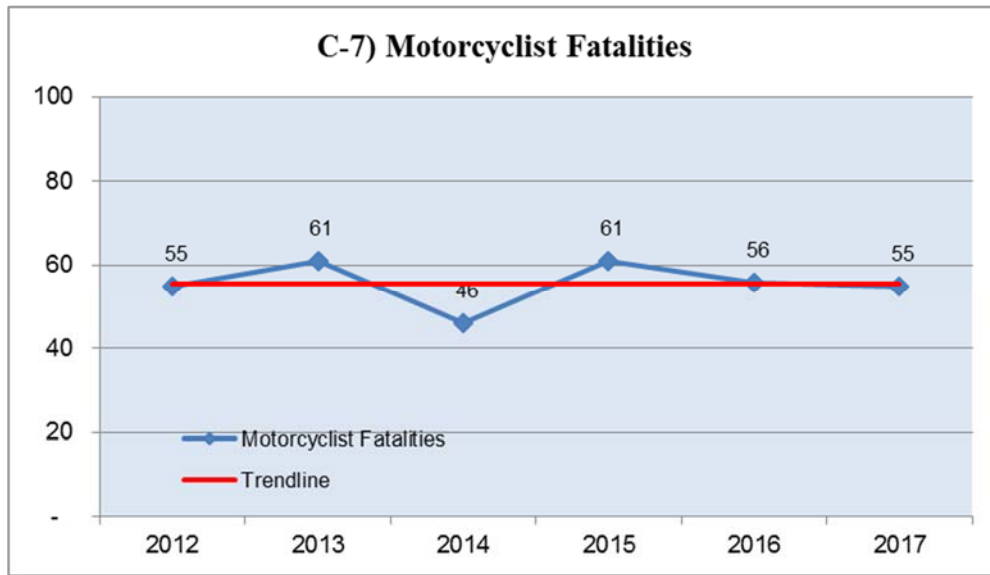
Although there is fluctuation in the number of alcohol-impaired driving fatalities from year to year, the overall outcome is trending downward and the 2017 target was met.



Target = Speeding-Related Fatalities: To ▼ speeding-related fatalities to no more than 87 by December 2017.

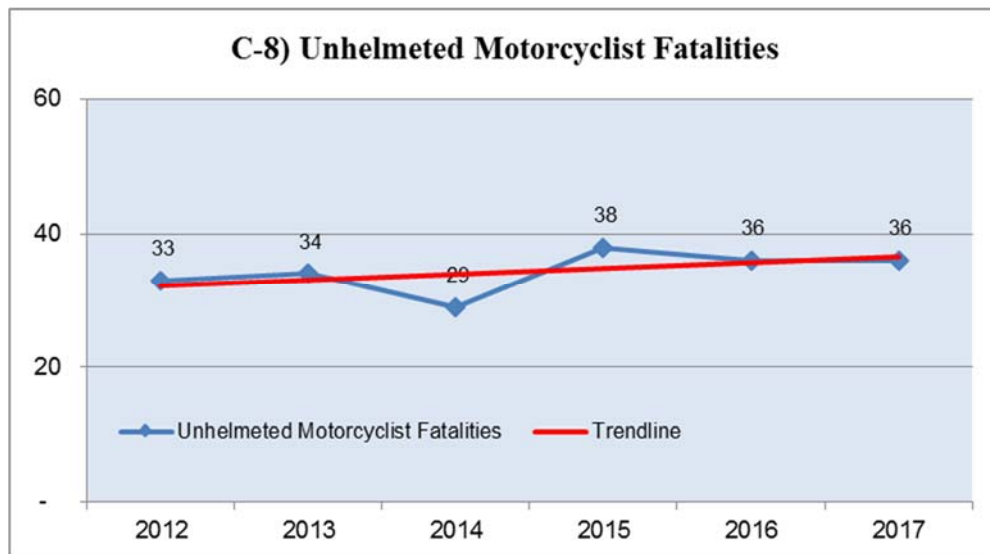
Status: Minimal Improvement

These numbers have fluctuated somewhat (i.e. up-tick in 2014); however little improvement is captured over time, and the 2017 target was not met.



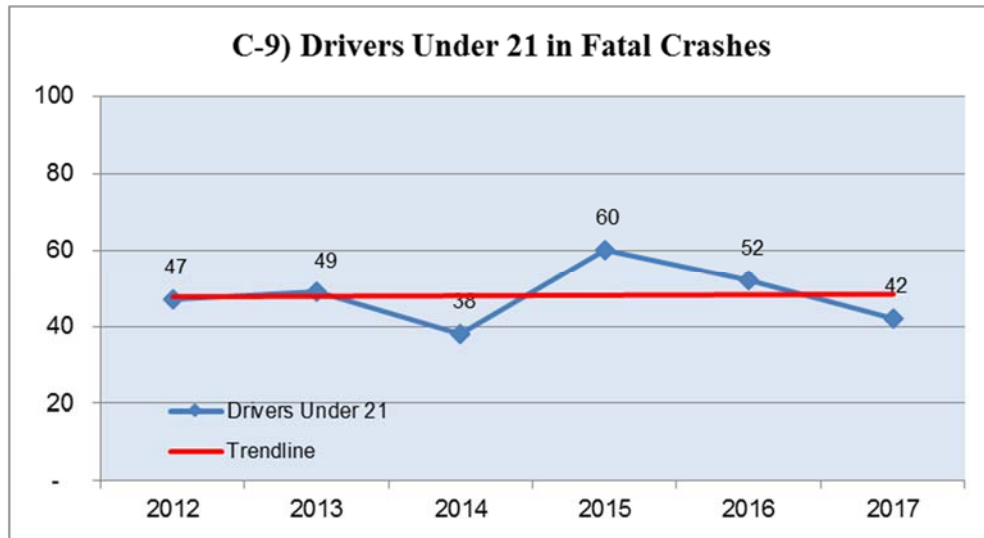
Target = Motorcyclist Fatalities: To maintain the number of motorcyclist fatalities to no more than 60 by December 2017

Status: Target Met, but plateaued
 Motorcyclist fatalities continue to hover around 60 per year.



Target = Unhelmeted Motorcyclist Fatalities: To maintain the number of Unhelmeted motorcyclist fatalities to no more than 40 by December 2017.

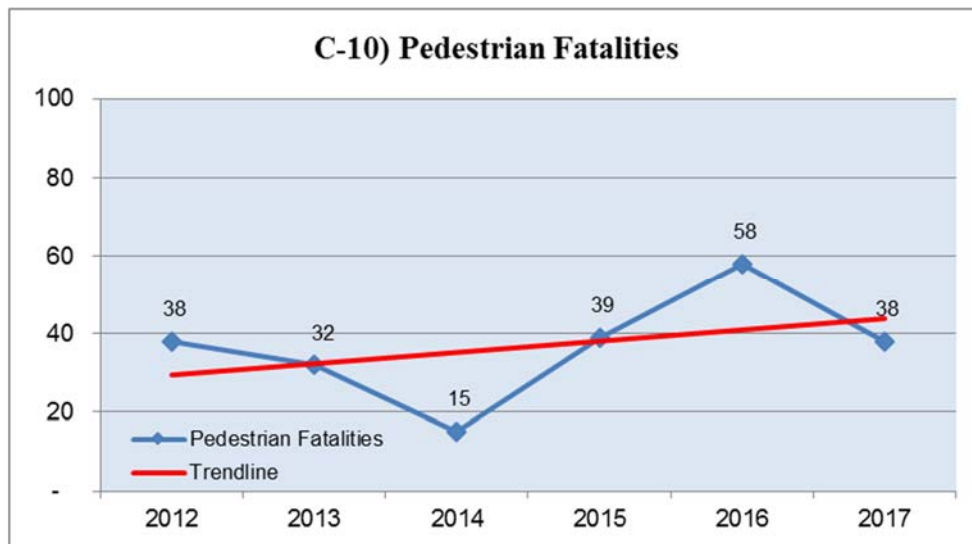
Status: Target Met, but plateaued
 Motorcyclist fatalities, including those not wearing a helmet, are not decreasing.



Target = Drivers Under 21 in Fatal Crashes: To ▼ the number of drivers age 20 or younger involved in fatal crashes to no more than 47 by December 2017

Status: Target Met, Plateaued

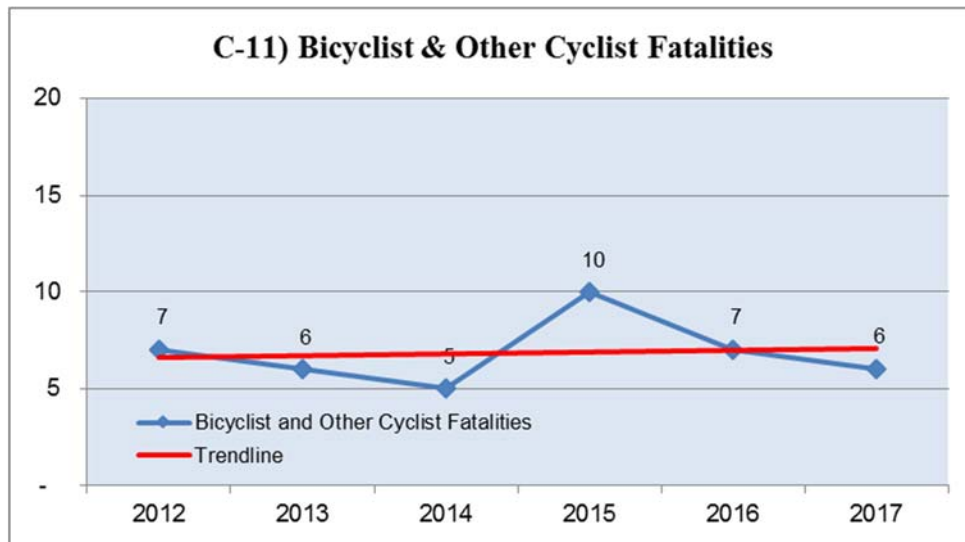
The overall trend is flat but the 2017 target has been met. Due to changing demographics, it is suggested that in the future, NHTSA consider referencing the percentage of drivers in fatal crashes rather than the number.



Target = Pedestrian Fatalities: To ▼ the increasing trend of pedestrian fatalities to no more than 34 by December 2017.

Status: Target Not Met, Overall trend is increasing

Pedestrian fatalities continue to be isolated events and appropriate countermeasures elusive. The overall trend is plateauing. Minnesota recorded a low number of pedestrian fatalities in 2014; however, the number jumped in 2016. Pedestrian fatalities in 2017 have returned to previous averages.

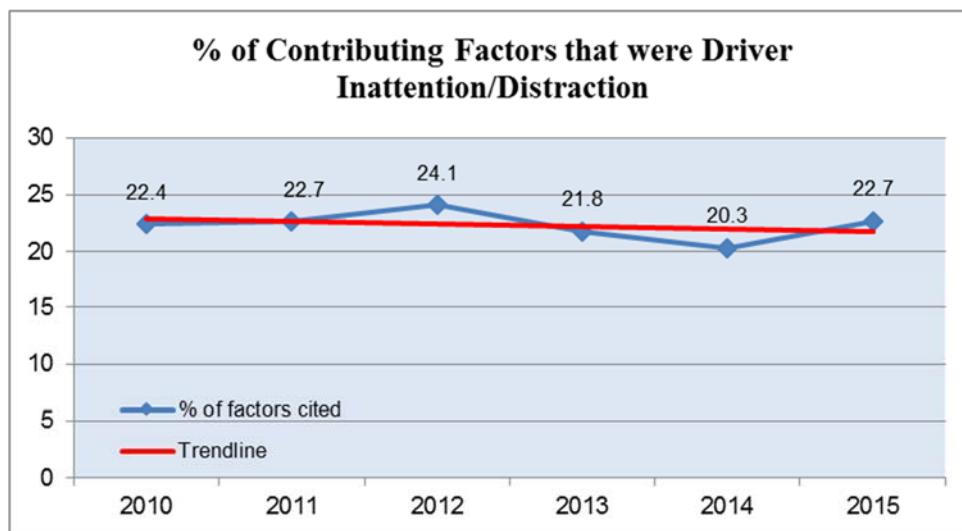


Target = Cyclist Fatalities: To maintain the trend of cyclist fatalities of no more than 8 by December 2017.

Status: Target Met

Cyclist fatalities from motor vehicle crashes continue to be isolated events. The overall trend is flat; however, with numbers in the single digits, progress becomes more difficult to achieve.

D-1) Driver Inattention/Distracted as a percentage of contributing factors in multi-vehicle crashes



Status: This measure looks at contributing factors in multi-vehicle crashes. It is the percentage of all contributing factors cited that were cited as “Driver Inattention/Distracted”. The overall goal is for this number to decrease but Minnesota anticipates some fluctuation as more attention is brought to this topic. The information on distracted driving is in a different (expanded) format in MNCrash that does not allow a direct comparison with prior years. A new measure will be developed.

Minnesota Telephone Survey Method and Results

This telephone survey was conducted between July 16th and August 8th, 2018, through a randomly generated sample of telephone numbers. The telephone sample included both landlines and cellular phones. The proportion of cellular phone to landline surveys was determined based on National Health Interview Survey (NHIS) data for “cell only” and “cell mostly” households. Dual users (i.e., households having both cell phones and landlines) were not excluded from the cellular sample, nor were they excluded from the landline sample. The specific number of respondents in each of the various subpopulations examined is reflected in the following table:

Audience	Total Completed Surveys
Total Population	939
Subpopulations	
Young Unmarried Males (ages 18-34)	227
Urban	505
Rural	434
Males	585
Females	354
Age under 35	318
Age 35 and over	621

Impaired driving

A-1: In the past 6 months, how many times have you driven a motor vehicle within 2 hours after drinking one or more alcoholic beverages?

2018 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
None	76%	57%	79%	74%	80%	68%	85%	73%	78%
1	13%	13%	13%	15%	9%	16%	11%	9%	15%
2	5%	12%	4%	6%	5%	7%	4%	9%	4%
3	2%	6%	1%	2%	1%	3%	0%	3%	1%
4	1%	4%	0%	1%	1%	2%	0%	2%	1%
5 or more	3%	8%	2%	2%	4%	5%	1%	5%	2%
Mean	.6	1.2	.5	.5	.6	.9	.3	.7	.5

Overall, the Statewide proportion of respondents who have never driven after consuming an alcoholic beverage has remained consistent in recent years. Females were notably more likely to report never driving after having an alcoholic drink compared with males (85 percent v. 68 percent).

A-2: In the past 6 months, have you read, seen, or heard anything about police enforcement of drunk driving?

2018 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	72%	70%	72%	76%	65%	75%	68%	71%	72%
No	27%	29%	26%	23%	33%	24%	29%	29%	26%
Don't know	2%	1%	2%	2%	2%	1%	3%	1%	3%

Overall, 72 percent of all respondents reported that they had read, seen, or heard about police enforcement of drunk driving.

A-3: How likely do you think it is that someone will get arrested if they drive after drinking?

2017 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M	Others	Urban	Rural	Male	Female	<35	35+
Very likely	45%	46%	45%	45%	45%	37%	52%	56%	40%
Somewhat likely	43%	41%	43%	42%	44%	49%	38%	34%	47%
Not likely	10%	11%	9%	10%	9%	12%	7%	9%	10%
Don't know	3%	2%	3%	3%	3%	2%	3%	2%	3%

Among all respondents, 45 percent believed it was “very likely” that they would be arrested for driving after drinking. Among subpopulations, younger respondents were considerably more likely to believe they would be arrested for driving after drinking compared with their counterparts, and younger respondents were more likely to believe they would be arrested for driving after drinking than older respondents.

Seatbelt use

B-1: In the past 6 months, have you read, seen, or heard anything about seatbelt enforcement by police?

2018 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M	Others	Urban	Rural	Male	Female	<35	35+
Yes	58%	65%	57%	60%	54%	61%	54%	60%	56%
No	40%	34%	41%	38%	44%	38%	42%	35%	42%
Don't Know	2%	1%	2%	2%	2%	1%	4%	5%	1%

Statewide, 58 percent of respondents were aware of seatbelt enforcement efforts by police in 2018, showing an increase in awareness from previous years. Most respondents were similarly likely to be aware of such efforts, though young, unmarried, male respondents were notably more likely to be aware of such efforts than other respondents.

B-2: How often do you use seatbelts when you drive or ride in a car, van, sport utility vehicle, or pick up?

2018 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M	Others	Urban	Rural	Male	Female	<35	35+
All of the time	90%	66%	93%	92%	87%	86%	94%	81%	94%
Most of the time	6%	24%	4%	6%	6%	8%	5%	14%	3%
Some of the time	1%	5%	1%	0%	2%	2%	0%	2%	1%
Rarely	1%	3%	1%	1%	2%	2%	0%	1%	1%
Never	2%	3%	2%	1%	3%	2%	1%	2%	2%

Similar to the trends seen in previous years, roughly nine in ten respondents (90 percent) reported wearing seatbelts “all of the time,” whereas almost none said they wear seatbelts “rarely” or “never.” Among subgroups, younger respondents and men were slightly less likely to wear seatbelts all of the time than older respondents and women. Young unmarried males were less likely than other respondents to wear seatbelts all of the time, and they were also more likely to say they “never” wear a seatbelt.

B-3: How likely do you think you are to get a ticket if you don't wear your seatbelt?

2018 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	31%	34%	31%	29%	34%	28%	34%	33%	30%
Somewhat likely	32%	33%	32%	31%	33%	32%	32%	35%	31%
Somewhat unlikely	16%	19%	15%	18%	12%	20%	12%	16%	16%
Very unlikely	22%	14%	22%	22%	21%	21%	22%	16%	24%

The percentage of residents who believed it was “very likely” they would be ticketed for not wearing a seatbelt was 31 percent in 2018. Women were more likely to believe they would be ticketed than men (34 percent v. 28 percent). In addition, older drivers were more likely than younger drivers to believe that it is “very unlikely” that they would get a ticket if they didn’t wear a seatbelt (24 percent v. 16 percent).

Speeding

S-1: On a road with a speed limit of 55 mph, how often do you drive faster than 60 mph?

Only 58 percent of drivers said that they rarely or never faster than 60 mph in a 55 mph zone. Men were more likely to speed than women, while rural drivers were more likely than urban drivers to say that they speed “most of the time” in this situation.

2018 Only	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Most of the time	18%	21%	18%	16%	21%	23%	14%	15%	20%
Half the time	23%	26%	23%	25%	19%	26%	20%	24%	23%
Rarely	37%	35%	37%	36%	39%	34%	40%	39%	36%
Never	21%	17%	21%	21%	20%	18%	24%	19%	21%
Don't know	1%	1%	1%	2%	1%	1%	2%	4%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%

S-2: In the past 6 months, have you read, seen or heard anything about speed enforcement by police?

Statewide, 59 percent of respondents reported having heard, read, or seen something about speed enforcement efforts by police in the past 6 months. Nearly all of the subpopulations examined responded similarly, though rural drivers were somewhat less likely than urban drivers to be aware of such efforts (54 percent v. 61 percent).

2018 Only	State-wide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	59%	63%	58%	61%	54%	62%	55%	60%	58%
No	40%	36%	41%	38%	44%	37%	43%	40%	41%
Don't know	1%	2%	1%	1%	2%	1%	2%	1%	2%

S-3: How likely do you think you are to get a ticket if you drive over the speedlimit?

2017 Only	State-wide	Target Group		Area		Gender		Age	
		YUM.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	26%	26%	26%	24%	29%	19%	32%	31%	24%
Somewhat likely	47%	52%	46%	48%	44%	49%	45%	49%	46%
Somewhat unlikely	15%	13%	16%	15%	15%	18%	13%	14%	16%
Very unlikely	11%	8%	11%	11%	11%	14%	8%	5%	13%
Don't know	1%	1%	1%	1%	1%	1%	2%	0%	1%

Most respondents perceived they were either “very likely” (26 percent) or “somewhat likely” (47 percent) to be ticketed for speeding. Among subpopulations, rural respondents were slightly more likely to believe that it was “very likely” they would be ticketed for speeding, women were more likely to believe they would be ticketed than men, and younger drivers were more likely to believe they would be ticketed than older drivers.

A detailed road map of Minnesota, showing a dense network of roads and highways. The map is titled 'MINNESOTA' at the top center. Overlaid on the map is the text 'Highway Safety Program Areas' in a large, blue, bold font with a drop shadow effect. The text is centered on the map. The map shows various road types, including major highways and local roads, and includes geographical features like lakes and rivers. The text 'Highway Safety Program Areas' is the primary focus of the image.

Highway Safety Program Areas



**Planning
and
Administration**

Program Area: Planning and Administration

Purpose Statement: Planning and Administration provides for the overall management, support, training, and operations of the Office of Traffic Safety.

Effective and efficient program administration impacts all of the performance measures.

Summary: The State Highway Safety Office needs strong and effective leadership and support services to improve traffic safety behaviors. The activities undertaken by the Planning and Administration project include:

- Providing leadership and guidance to staff.
- Hiring staff and prioritizing problems and solutions based on crash data.
- Seeking approval of and providing information for the State biennial budget process.
- Directing and testifying on State legislation as appropriate.
- Seeking approval from NHTSA on the Highway Safety Plan, 405 applications, and other matters as required.
- Providing support services for, and oversight of staff.

Overall costs are funded by NHTSA 402 funding (50%) and State trunk highway funding (50%).

Planning and Administration Objectives:

- Leadership and direction are provided for the OTS.
- Sufficient staff are available to complete the work in a timely manner.
- Deadlines are met and rules and requirements followed.

Results:

- During much of federal 2018, the OTS was short several positions.
 - * The permanent State Program Administrator Principal position in the occupant protection area was vacated in January and was filled in July.
 - * The Research and Evaluation manager position was vacated in November and filled in January.
 - * The permanent State Program Administration Director position was vacated in July, and continues to be vacant pending new organizational priorities.
 - * The Management Analyst position was vacated and is pending new organizational priorities.
- The 2018 Highway Safety Plan, 405 (Occupant Protection, Traffic Records, Impaired Driving, and Motorcycle Safety) Applications, and 2017 Annual Evaluation Report were sent on time and in acceptable formats to address the requirements of the FAST Act as directed by NHTSA.

Minnesota's programs are effective and well managed with a heavy emphasis on problem identification and use of proven countermeasures. Minnesota continues to have one of the lowest fatality rates in the nation, one of the higher seat belt use rates, and one of the lowest rates of alcohol involvement in fatal crashes.

Due to the problems associated with travel during winter weather, on-site monitoring is conducted each year in March through August. Projects to receive an on-site monitoring visit are selected in January of each year. Considerations when selecting those sites include: experience in years, past success with Office of Traffic Safety grants and contracts, timeliness and accuracy of reports, invoices, and other paperwork, score on the risk assessment (low, medium, or high), and dollar size of the grant or contract. On-site monitoring is conducted by someone other than the Office of Traffic Safety coordinator assigned to the grant or contract.

All grants and contracts have a desk review conducted by the Office of Traffic Safety coordinator (one of the staff classified as a State Program Administrator) assigned to the project for every report and invoice received. All invoices must include documentation of all purchases and all time must be tracked by day unless a person works full time on the program. Twice a year, those working full time on the program sign a sheet stating they did not use any time for non-program related activity or if they did, State what other program reimbursed those activities.

Future Strategies:

Strategic planning begun and will continue into 2019. This will include strategies for new organizational structure and succession planning to ensure the strength of the office will continue into the future.

- Increased professional staff development
- Complete revision of policy and procedure manual

Project Summaries:**Project # 18-01-01 2018 Planning & Administration**

The Office of Traffic Safety uses Planning and Administration funds to support the office's and staff's operational costs such as technical and administrative support.

Staff funded positions during 2018 include: one full-time director, two full-time managers, two full-time support staff, two full-time State Program Administrators (commonly referred to as a coordinators within the office), and one half time accounting officer.

50% NHTSA 402 funds

50% hard match State funds

*The OTS funds strong enforcement programs to develop coordinated traffic safety programs that include well-publicized, high-visibility enforcement as a priority, including earned media and roadway signage. The OTS enforcement calendar must be followed which includes two DWI campaigns, two seat belt campaigns, a distracted driving campaign, and speed enforcement to assure enforcement and paid media are running concurrently. 18-02-04, 18-02-05, 18-03-04, 18-03-05, 18-04-03 and 18-04-04 are the OTS enforcement programs funded in FFY18.

A photograph of a child car seat installed in a car seat. The car seat is light-colored with a grey base and a red tether strap. The text "Occupant Protection" is overlaid in a large, blue, bold font with a drop shadow effect. The background is a light-colored car interior.

Occupant Protection

Program Area: Occupant Protection

Purpose Statement: Correctly using an appropriate child restraint or seatbelt is the single most effective way to save lives and reduce injuries in crashes.

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

Occupant Protection Program Objectives:

- Increase the rate of seatbelt use in Minnesota.
- Target Minnesotans with the lowest seatbelt use rates.
- Decrease the percentage of unrestrained fatalities and serious injuries.
- Decrease the percentage of misused child restraint systems, especially in diverse communities.
- Partner with other agencies and individuals dedicated to increasing seatbelt use and improving Minnesota's seatbelt policies.

Results:

- Belt use observed at 92.4% Statewide in 2018.
- Seatbelt use among male front seat occupants = 90%.
- 1,559 child safety restraint systems distributed to low income families with education provided by a variety of trained CPS advocates (primarily through public health agencies).

Future Strategies:

In FFY19, the OTS will continue to implement seatbelt enforcement programs in conjunction with the October TZD enforcement wave and the national "Click it or Ticket" mobilization in May. The emphasis continues to be placed on evening hours and high-visibility enforcement. The OTS will also continue to publicize training opportunities to interested advocates (led by certified CPS instructors).

Project Summaries: 402, 405b, State

Child restraints are inspected throughout the State via 67 permanent fitting stations as well as 104 clinics where parents and caregivers can schedule an appointment or drive up. The goal is to provide parents/care givers the necessary tools and resources needed to comfortably and confidently install a child restraint themselves.

Project # 18-02-01 Occupant Protection Coordination (402)

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. The CPS Coordinator position was vacated in January and then filled before July.

Project # 18-02-02 Child Passenger Safety Support (402)

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 LATCH Manuals technicians and instructors, supporting the CPS Advisory Taskforce meetings, providing print and other outreach materials that the DPS Office of Communications supplies, supplying curriculums and materials on disk drives, and the cost for registration and hotel (when necessary) for a limited number of advocates to attend the TZD conference. All 14 members of the Minnesota CPS Taskforce attended the TZD Conference in October.

Project #18-02-03 National CPS Conference Attendance (402)

Funds will be used for expenses related to sending no more than two CPS Advisory Board members to conferences such as Kidz In Motion (KIM) or the Child Passenger Safety track of Safe Kids. Expenses will be no more than allowed under the Commissioners Plan. Five technicians attended the KIM conference, and two technicians attended the LifeSavers Conference.

Project #18-02-04 Belt Enforcement for Patrol (405b)

See also projects 18-04-03 and 18-03-04

The project provided the funding for the seatbelt enforcement campaigns in September and May. Using 405b funding, this project also funds the seat belt portion of the enforcement grant within the Minnesota State Patrol.

Project # 18-02-05 Cities and Counties TZD Belt Enforcement (405b)

This project provides city and county law enforcement agencies overtime funding for increased seat belt enforcement during September and May for the Click It or Ticket campaign. To encourage cooperation, only one grant per county with the exception of Hennepin and St. Louis counties. Counties are required to develop specific goals to reduce fatalities and serious injuries, increase seat belt usage and decrease impaired driving.

Project #18-02-06 Web-based (OPUE) for Officers (402)

An online version of the OPUE education requirement was created to replace the classroom curriculum. This project is complete, working well, and available for offers to take (Peace Officer Standards and Training [POST] credits provided). Officers who work OTS enforcement overtime hours are required to have completed Occupant Protection Usage and Enforcement (OPUE; a shortened Minnesota update of the NHTSA curriculum) course every five years.

Project #18-02-07 Seatbelt Use Survey

The OTS facilitates the annual implementation and methodology of a seatbelt use observation survey with requirements set forth by the NHTSA. This observational survey determines the Statewide seatbelt usage rate and allows the OTS to collect demographic data to help target the passenger protection program audience, judge the success of the efforts to influence Minnesotans to wear their seatbelts, and assess the TZD Enforcement efforts. This observational survey was conducted in FFY18, and resulted in a 92.4% seat belt usage rate.

Project #18-02-08 Occupant Protection State Match and Maintenance of Effort

This project will provide the documentation of State matching funds and maintenance of effort for occupant protection. 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. DPS/OTS uses the funds to purchase and provide child safety seats to trained child passenger safety specialists who distribute the safety restraints at the same time they provide education on using the seats to families. More than 1,559 car seats were given out to families in the State of Minnesota.

Project #18-02-09 Southern Child Passenger Safety Liaison (402)

This position provides for the professional and technical services of an experienced child passenger safety advocate to support and assist law enforcement agencies, public health workers, other Child Passenger Safety advocates, and to a lesser extent the general public, in increasing their attention to child passenger safety and OTS programs. This position covers the southern area of the State.

Project #18-02-10 Northern Child Passenger Safety Liaison (402)

This position provides for the professional and technical services of an experienced child passenger safety advocate to support and assist law enforcement agencies, public health workers, other Child Passenger Safety advocates, and to a lesser extent the general public, in increasing their attention to child passenger safety and OTS programs. This position covers the northern area of the State.

Project #18-02-11 Child Passenger Safety Training (402)

Trained CPS advocates committed to assisting parents and caregivers, provide education related to the correct installation of child restraints. While most CPS classes are conducted without OTS/NHTSA support, there are some areas of the State which are underserved and some instructors who need to take time off from work to provide training. OTS funded a contractor to update the Children and Restraint Systems (C.A.R.S.) curriculum, which is a mandated course for Minnesota Daycare and Foster Parents.

A glass of whiskey on the rocks sits on a surface next to a car keychain. The glass is filled with a golden liquid and several ice cubes. The keychain is dark and has a circular emblem. The background is a light, neutral color.

Impaired Driving

Program Area: Impaired Driving

Purpose Statement: Fatalities in crashes involving an alcohol-impaired driver represent more than one-fifth (21%) of the total motor vehicle fatalities in Minnesota (2013-2017).

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

The cornerstone for Minnesota's traffic safety program remains our strong high visibility enforcement projects. Minnesota is the only State in NHTSA Region 5 to require ARIDE training for any officers working an OTS supported enforcement project. 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 serious 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 were funded Statewide; however, additional funding was provided for the top 13 counties where nearly 52 percent of the impaired driving fatalities and serious injuries occurred. Community education programs have been developed in several of these counties.

Minnesota continuously seeks to improve current impaired driving projects. In addition, new projects are developed that support the Statewide goal to reduce alcohol-impaired deaths and serious injuries. Careful consideration is taken to determine how new projects can be implemented and woven into the current strong impaired driving program.

Impaired Driving Program Objectives:

- Decrease the percentage of alcohol-impaired fatalities and alcohol-related serious injuries
- Increase the number and visibility of Driving While Impaired arrests – an arrest is a key deterrent for impaired driving.
- Educate key stakeholders of the impaired driving arrest process (both law enforcement and the courts), on proper procedures, and the importance of their role in the process.
- Promote partnerships within communities that include the courts, law enforcement, health departments, engineers, and emergency services that support and encourage traffic safety initiatives.
- Design projects targeted at populations identified as over-represented in alcohol-impaired crashes: Minnesota focuses on 21-34-year-old male drivers.
- Increase public awareness of the risks of driving impaired and the impaired driving enforcement efforts through high-visibility enforcement.
- Promote the development of problem solving DWI courts that closely monitor repeat impaired driving offenders and consequently reduce recidivism.
- Evaluate and promote the use of technologies known to reduce impaired driving; e.g., ignition interlocks.

Results:

- According to Minnesota Department of Public Safety crash data, the percentage of alcohol impaired (0.08 alcohol concentration or above) driving fatalities increased slightly from 19% in 2016 to 20% in 2017.
- Alcohol-related serious injuries increased from 417 in 2016 to 433 in 2017.
- Minnesota experienced an increase in DWI arrests from 24,059 in 2016 to 24,862 in 2017. Enforcement efforts will continue to focus on high visibility to continue to create a strong general deterrence.
- All law enforcement officers that work funded programs take required training.
- The Traffic Safety Resource Prosecutor provided several courses, webinars, and training tools to assist prosecutors with successfully prosecuting DWI cases.
- Two Statewide impaired driving mobilizations were conducted, one in December and one in August/September. Additional year-long sustained enforcement efforts were conducted in the 13 counties with the highest number of alcohol-related fatalities and serious injuries. To increase the effectiveness of this enforcement effort, paid media was purchased and earned media encouraged.
- Seventy-two percent of telephone survey respondents report they recently had read, seen or heard about alcohol-impaired driving enforcement efforts by police in the past 6 months.
- Eighty-eight percent of respondents Statewide believe it is Very or Somewhat Likely someone will be arrested if they drive after drinking.
- Minnesota has sixteen DWI courts and eight Drug Courts that accept DWI offenders which covers nearly one-fourth of Minnesota's counties.
- More than 11,000 (11,098) individuals are currently using an ignition interlock and another 24,690 drivers have graduated from the ignition interlock program since the law went into effect on July 1, 2011. There are eight judicial districts that are integrating ignition interlock in the courts as part of an interlock project with OTS.
- The use of e-Charging was expanded throughout the State: Minnesota's e-Charging system is now consistently submitted 99.7% of all DWIs electronically to Driver and Vehicle Services. 4,843 warrant requests were processed through e-Search Warrant application in the e-Charging system. The e-Search Warrant continues to assist officers in handling warrant arrests much faster, some in as little time as 20 minutes.
- By the end of September there were 12 DWI Officers on the road and 1,256 arrests made.

Future Strategies:

Minnesota will continue to fund programs that reduce the number of alcohol-related fatalities and serious injuries. In FFY19, enforcement saturations will focus on the 13 counties with the highest number of alcohol-related fatalities and serious injuries. Strategies to increase the visibility of the enforcement effort will continue to expand. Paid and earned media will continue to enhance all enforcement efforts.

The Traffic Safety Resource Prosecutor will expand the opportunities to reach out to criminal justice stakeholders to educate them on the importance of a DWI arrest and conviction and the proper judicial procedures. DWI e-Charging will continue to train new law enforcement regarding eCharging so that we can continue the 99.7% use. Continued training in the e-Charging system will increase the use of the search warrant application as well.

Project Summaries: 164, 410 and 405d

Project # 18-03-01 Impaired Driving Coordination (164)

This project funded the senior, full-time impaired driving project coordinator in the office.

Project #18-03-02 Alcohol Coordination Assistance (164)

This project funds the second full-time impaired driving project coordinator in the office and a quarter time of each of two other project coordinators who are assigned primarily to the enforcement projects.

Project # 18-03-03 Drug Recognition Evaluators & Traffic Law Enforcement Training (405d)

The OTS contracts with the Minnesota State Patrol to train and coordinate instructors for courses that are known to enhance traffic enforcement and are sanctioned by NHTSA and International Association of Chiefs of Police. These courses are Standardized Field Sobriety Testing, Advanced Roadside Impaired Driving Enforcement, SFST-DWI Update (*Update*), Drug Evaluation and Classification/Drug Recognition Evaluator. In addition, the Minnesota State Patrol coordinated Law Enforcement Phlebotomy training in conjunction with Dakota County Technical College. Since law enforcement learns most effectively when taught by highly qualified peers, the Minnesota State Patrol contracts with and trains troopers, local and tribal officers, and county deputies to instruct these courses. The following chart indicates the number of courses provided and the number of law enforcement officers trained.

Course	Number of Courses Provided	Number of LEO Trained
SFST	22	412
ARIDE	22	351
DWI Update	43	459
DRE	2	41
Law Enforcement Phlebotomist	2	22
Instructor Development Course	1	24

Project # 18-03-04 MN State Patrol DWI Enforcement (405d)

See also projects 18-02-04 and 18-04-03

This project funds the impaired driving portion of the enforcement grant with the Minnesota State Patrol.

Project # 18-03-05 Cities and Counties DWI Enforcement (164)

See also project 18-02-05; and 18-04-04

To encourage cooperation, only one grant per county was accepted with the exception of Hennepin and St. Louis counties. Counties are required to develop specific goals to reduce fatalities and serious injuries, increase seat belt usage and decrease impaired driving. Based on problem identification, the top 13 counties that accounted for 66 percent of the State’s drunk-driving deaths are provided additional funds to focus on DWI.

Project # 18-03-06 Judicial Ignition Interlock Programs (164)

Minnesota’s ignition interlock is primarily administrative. This program provides funding for judicial districts and/or probation services agencies to implement an ignition interlock program that uses the advantages of a judicial program and is coordinated with the current administrative ignition interlock program.

The OTS issued eight grants to six judicial districts and two probation agencies. The districts have contracted with specific vendors through an RFP process. The eight districts are using a wireless vendor which enables probation to address breath fails and missed rolling retests within a short period of time. This project has encouraged and enabled the judicial system to use ignition interlock not just with the grant but within the entire DWI offender population. As of this writing, there have been over one thousand people that have received support and financial assistance through this program.

Project # 18-03-07 DWI Courts (164)

During this federal fiscal year, DWI Courts that were funded by OTS resulted in the following:

This project supports courts that provide judicial leadership, multidisciplinary collaboration and local planning including substance abuse issues when working with repeat DWI offenders: 16 DWI courts receive funding from OTS. Forty-one percent of DWI offenders are repeat offenders. Many of these offenders have serious alcohol abuse problems. In order to eliminate the impaired driving problem, a comprehensive alcohol program must also address the offender's abuse of alcohol. The objectives include: enhancing public safety by reducing the recidivism rate of hard core DWI offenders, increasing the percentage of repeat offenders that reinstate driving privileges and drive legally, restoring repeat DWI offenders to law-abiding citizens and reducing the cost to DWI offenders by breaking the cyclical process of repeated impaired driving arrests.

- 178 participants were admitted into the program.
- 127 participants graduated.
- 45 participants were terminated.
- 291 participants are currently enrolled.
- 8 graduates from DWI court incurred an additional DWI arrest.
- 88 participants obtained a restricted license with ignition interlock.
- 37 participants obtained a full unrestricted license.

Project # 18-03-08 DWI Courts Assessment Training (405D)

This project provides training to assist jurisdictions in the State of Minnesota in the best practices and update of DWI Courts. The training was provided by The National Center for DWI Courts (NCDC). Using a practitioner focused training program, the NCDC provided DWI court jurisdictions with the core knowledge, skills and operational focus necessary to properly plan and implement Minnesota DWI Courts within the parameters of established best practices in the DWI Court model.

During this federal fiscal year, 10 DWI Court teams participated in two separate training sessions. Two DWI Court teams attended the training program in St. Cloud, MN June 25-26, 2018 and five DWI Court teams attended the training program in Bemidji, MN June 28-29, 2018. A total of sixty Minnesota DWI Court team members received this training program.

Project # 18-03-09 Alcohol Media Relations (405d)

See also project 18-06-03

This project provides print and electronic materials on alcohol-related traffic safety issues, as well as media relations services. The earned media materials include, but are not limited to brochures, posters, other print materials, five TZD Enforcement campaign template materials posted to the Web site, production costs for public service announcements and paid ads, and individuals to develop the public information and media relations efforts. Costs also include salaries, fringe benefits, indirect costs, and travel for communications staff.

Project # 18-03-10 DWI Paid Media (164)

See also Project 18-06-06; and the Paid Media section of this report.

The analysis, negotiation, and placement of media for the OTS are handled through a professional technical contract with marketing communications agency Linnihan Foy Advertising. Each campaign's purpose is thoroughly reviewed and evaluated to make sure the right message will be delivered to the right audience with the right medium(s). The primary target for impaired driving paid media are men 18-34, with a skew towards men with less education and lower household income..

Project # 18-03-11 DWI Dashboard (405d)

This project provides software licensing and an analyst to integrate several different State databases relevant to DWI events. The analyst will plot incidents of DWI arrests from e-charging events, alcohol-related crashes resulting in injury or fatality from MN Crash, the State crash reporting system. The analyst will also provide plotting of on-sale liquor establishments, provided by other public safety stakeholders. Utilizing a mapping tool to capture geo coordinates accurately will enable greatly reduce or eliminate the need for manual intervention to plot events.

- 19,448 DWI locations were reported from eCharging.
- 11,507 locations were automatically or manually matched in the dashboard (59.2%).
- 7,941 locations remained backlogged and unmatched (40.8%).

Project # 18-03-12 BCA Full Time Lab Techs (405d)

This project provides funding for two (2) full time laboratory technicians. The technicians are responsible for testing blood and urine samples collected by law enforcement from suspected impaired drivers. The technicians will confirm for most drug classes as identified in the screen for DRE cases and for other DWI cases. The technicians continue to conduct toxicology screens for drugs identified as impairing and of high use in MN drivers. Additionally, the technicians will screen urine samples prior to one year disposal date for the presence of analyses of impairing substances.

- 88 urine samples were screened for impairing substances.*
- 46 samples (52.27%) were found to have additional analyses present, beyond alcohol.*
- 19 samples (21.59%) contained a Schedule I or II Controlled Substance or a metabolite of a Schedule I or II Controlled Substance.*
- 16 samples (18.18%) contained measurable amounts of THC.*

*Data set includes tests conducted only between October 2017 and August, 2108.. June samples are reported to have been disposed of prior to the additional toxicology screening tests could not be conducted.

Project # 18-03-13 DWI Electronic Charging System (405d)

The Office of Traffic Safety contracts with the Bureau of Criminal Apprehension to enhance and further deploy the DWI eCharging program. The system connects with the driver license database to provide immediate driver's license information to law enforcement including arrest data and prior DWI convictions. Automates, simplifies and expedites an otherwise complex and time consuming arrest process. DWI and Implied Consent forms and information are transmitted electronically to the State's license agency to immediately record the DWI offense on the DWI offender's driving record and revoke driving privileges. It is also used to electronically transmit the DWI arrest information to the applicable prosecutor for the filing of criminal charges. Due to several legal decisions the need for search warrants increased. The electronic search warrant application, was added to the system in spring of 2017. The officer can transmit the search warrant via eCharging to the Judge, who can electronically sign the warrant and send back to the officer. During (FFY) 2018 there were 4,843 eSearch Warrants for DWI processed through eCharging, 99% of the DWI's submitted to DPS were sent via eCharging. 21,489 DWI/Implied Consent events were processed via eCharging.

During that same time 1,081 law enforcement personnel were formally trained to use eCharging to process and report their DWI arrests during training sessions at 38 locations across the State.

Project # 18-03-14 Ignition Interlock (164)

This project is administered by the Department of Public Safety Driver and Vehicle Services, in collaboration with the Office of Traffic Safety to increase the use of ignition interlock in the State by training and educating those involved with DWI offenders. The ignition interlock law has been in place for over six years and the DPS continues to review possible changes to the law to increase the use of the device. Ignition Interlock is mandatory for those cancelled inimical to public safety.

Program related statistics:

- 11,098 individuals currently utilizing ignition interlock.
- 24,690 drivers have graduated from ignition interlock since the law went into effect.
- \$100 (average cost of installation).
- \$80 (removal cost).
- \$99 (average monthly calibration fee).

Minnesota Telephone Survey, Q17 - Have you heard of the Minnesota Ignition Interlock law?

2018 Only	Statewide	Y.U.M.	Others	Urban	Rural	Male	Fe- male	<35	35+
Sample Size (n)	939	227	712	505	434	585	354	318	621
Yes	41%	34%	42%	44%	37%	50%	33%	36%	43%
No	56%	65%	55%	53%	60%	49%	62%	59%	54%
Don't know	3%	2%	3%	3%	3%	1%	5%	5%	3%

Project # 18-03-15 MN State Patrol DWI Travel (405d)

See also project 18-04-09

The project allowed for opportunities for select Minnesota State Patrol staff to attend in-state and out-state conferences intended to share information on traffic safety issues and programs as well as build networks to further the efforts of traffic safety in Minnesota. 28 MSP law enforcement personnel attended the Towards Zero Deaths Conference in St. Paul, Minnesota. Two district Captains attended the Operation C.A.R.E. (Collision Awareness Reduction Efforts) conference in Nashville, TN in August. Attendees

- 21,214 total enforcement traffic stops
- 1256 DWI arrests made
- 1581 total arrests made
- 204 seatbelt and child restraint citations
- 1416 speed citations
- 1209 drivers cited for driving after license withdrawal
- 501 traffic stops for driver inattention or distraction
- 23 drivers cited for texting while driving

were chosen because of their involvement in regional TZD coordination.

Project # 18-03-16 DWI Officers (164 & 405d)

This project supports 12 selected agencies by providing straight time and overtime funding to pay the salary of a dedicated impaired driving enforcement officer. The highest concentration of alcohol-related crashes occurred between 5:00 p.m. and 5:00 a.m. The grantees are directed to focus their DWI Officer during this time period to reduce alcohol-related crashes.

During this federal fiscal year, 12 DWI Officers that were funded by OTS resulted in the following:

Project # 18-03-17 Traffic Safety Resource Prosecutor (TSRP) (405d)

The OTS contracts for a Traffic Safety Resource Prosecutor through the Minnesota County Attorneys' Association to serve as a liaison between the NHTSA and OTS, and the county and city prosecutors. This position trains prosecutors on new traffic safety laws and DWI court rulings, conducts case consultation, produces a monthly newsletter, maintains a website for resources for prosecutors and city attorneys and conducts community outreach with MADD, schools and other groups.

There were over 8 trainings conducted by Minnesota's TSRP throughout the state. These trainings included CVO Trial Advocacy training, legislative updates, Minnesota's electronic search warrant program, lab toxicology issues involving "uncertainty of measurement" for prosecutors. The TSRP also presented at two break-out sessions at the 2018 TZD Conference.

Project # 18-03-18 DWI Enforcement Recognition (405d)

See also project 18-04-07

Seventy-two officers who achieve three DWI arrests in one shift were recognized by receiving a Hat-Trick hat and pin for their first Hat-Trick, and a customized hockey stick and puck for subsequent Hat-Tricks.

Forty-two law enforcement officers, troopers, deputies, and prosecutors, with a combined total of 2,751 DWI arrests across Minnesota, were recognized as DWI All-Stars. Each DWI All-Star was presented with a customized baseball bat at a Minnesota Twins pre-game event.

For the higher level of achievement, a recognition committee selected the Olmsted County Toward Zero Deaths (TZD) Enforcement Grant comprised of the Rochester Police Department and Olmsted County to receive the 2017 Commissioner's Enforcement Award. The Commissioner of Public Safety, OTS Director, OTS Enforcement Coordinator, and the OTS Enforcement Liaison presented a plaque signed by the Commissioner and the OTS Director to each agency in the grant at a luncheon. Additionally, the fiscal lead for the grant will be sent to the Lifesaver's Conference in Louisville, Kentucky.

Project # 18-03-19 Law and Legal Training (405d)

The OTS contracts for Traffic Safety Resource Prosecutor to serve as a liaison between the NHTSA and OTS, and the county and city prosecutors through the Minnesota County Attorneys' Association. This position trains prosecutors on new traffic safety laws and DWI court rulings, conducts case consultation, produces a monthly newsletter, maintains a website for resources for prosecutors and city attorneys and conducts community outreach with MADD, schools and other groups. During (FFY) 2018, the TSRP provided two webinars for law enforcement officers. The webinars were each approved for 1.0 hours of POST credit. Both webinars were recorded and remain available to viewing on demand for POST credit. The first webinar was in May 2018 and attended by 910 people, the second webinar was attended by 1,025 people.

In addition, the TSRP provided training regarding legislative and case law updates. Implied consent, search warrants for blood tests and electronic search warrants are important topics again this year.

Project # 18-03-20 Impaired Driving Facts Book

This project was not completed priority was giving to producing *Minnesota Crash Facts* for the first two years following the implementation of MNCrash incorporating the new data structure.

Project # 18-03-21 DWI Enforcement Liaisons (405d)

See also project 18-04-06

The OTS contracts for the professional and technical services of four experienced law enforcement officers to encourage and assist state, county, tribal, and municipal law enforcement agencies in increasing the attention given to traffic safety and OTS programs. The LEL's main function is to serve as a link for the OTS to promote participation in the enforcement programs promoted by the OTS and increase traffic safety prioritization with our law enforcement partners.

Working in partnership through the TZD Enforcement Program to reduce fatalities and serious injuries, there were 53 multi-agency grants awarded, involving a total of 301 law enforcement agencies. Thirteen counties with the highest number of alcohol-related fatalities and severe injuries were eligible for additional funding for year-round impaired driving enforcement.

Project # 18-03-22 TIRF Recommendation (Ignition Interlock Vendor Oversight) (405d)

Minnesota began a vendor oversight program through a project created by the Office of Traffic Safety and Driver and Vehicles Services. Two Ignition Interlock Vendor Oversight Liaison positions were funded in DVS to continue the vendor oversight program to address and resolve issues with the certified vendors and service centers. The liaisons also conducted site visits and investigations and reported findings to DVS and OTS. There are currently almost 200 service centers statewide. They are also involved in the yearly vendor certification process, as well as annual vendor meetings held by DVS.

The liaisons continue to update a vendor oversight manual and oversight documents that are reviewed and approved by DVS. The liaisons attended 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.

Project # 18-03-23 Project Directors to Conference (405d)

See also project 18-06-13

For their work in reducing the roads of impaired drivers, the OTS selected 16 Law Enforcement officers, and 2 Safe Roads Coalition Coordinators to attend the 2018 Lifesavers Conference (the premier national conference on traffic safety issues and programs). Of the 18 participants selected, 17 traveled to San Antonio, Texas to attend. On average, the attendees rated the conference at 8.5 (scale of 1-10 [highest]). In addition to participating in informative break-out sessions, attendees reported taking advantage of opportunities to network with other traffic safety professionals from around the country, enhancing their learning experiences.

Project # 18-03-24 DWI Creative Contract (405d)

See also project 18-06-10

Creative services for the OTS are handled through a professional technical contract with the creative agency, Johnson Group. This project covers creative services for paid media, related to impaired driving. This project funded new creative messaging for impaired driving.

Project # 18-03-25 State and Local Match for DWI (410, 405d)

This is a place holder for Match and Local for DWI. See financials at the end of this report for details.

Police Traffic Services



Program Area: Police Traffic Services

Purpose Statement: Effective and efficient traffic law enforcement is the core of a sound traffic safety program.

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

Minnesota's Toward Zero Deaths Enforcement Program incorporates the national and statewide mobilizations as part of the overall plan. Based on problem identification, additional funding is provided to specific law enforcement agencies to conduct highly-visible enforcement focused on specific behaviors, such as DWI. Agencies participate in the national mobilizations and report their successes through a website. Minnesota has been fortunate to have very committed law enforcement liaisons that keep the program a priority locally and aid agencies in a myriad of ways.

Police Traffic Services Program Objectives:

- Reduce the number of traffic fatalities and serious injuries.
- Increase seat belt use as shown by observational studies.
- Decrease impaired driving as shown by the percentage of crash deaths that are alcohol-impaired.
- Maintain the number of agencies participating in the national mobilizations.
- Maintain the percentage of Minnesotans covered by agencies participating in the Minnesota TZD Enforcement Programs and national mobilizations.
- Increase the perception of the likelihood of receiving a citation or being arrested for violating traffic laws through conducting highly-visible enforcement.
- Increase the public's recognition of law enforcement traffic safety emphasis waves.

Results:

- In FFY 2018, there were 53 TZD Enforcement grants, comprised of 301 agencies (local, tribal and sheriff) plus the Minnesota State Patrol.
- The number of serious injuries decreased by 7% from 1,992 in 2016 to 1,849 in 2017.
- Seat belt use, as shown by observational surveys, was 92% in 2018. In 2017, 113 or 32 percent of the fatalities were alcohol related, 24 percent of fatalities were in alcohol impaired crashes.

Future Strategies:

Overall, the Minnesota public and enforcement communities identify with and support the enforcement programs. Evidence strongly supports that the combined efforts of increased enforcement with paid and earned media that supports the enforcement message have a positive impact on improving driver behavior. The telephone survey conducted in July 2018 supports that evidence and indicated that there is a strong correlation between perceived risk of a citation and behavior.

There anecdotal evidence that we are missing a good number of drug impaired DWI's. Beginning with FFY17, ARIDE was added to the training requirements for officers involved in the TZD enforcement program. In addition, the OPUE was revised and moved to an online curriculum for officers to complete. In FFY17, training requirements included "refreshers" of the required courses every five years. National best practices and local successes will continue to be incorporated into our successful program as well as those suggested by our federal partners.

Project # 18-04-01 Enforcement Coordination (402)

This project provides for three quarters time of a coordinator to focus on enforcement projects (with the other one-quarter of the position funded out of the impaired driving area).

Project # 18-04-02 Enforcement Coordination II (402)

This project provides for three quarters time of a coordinator to focus on enforcement projects (with the other one-quarter of the position funded out of the impaired driving area).

Project # 18-04-03 Minnesota State Patrol TZD Enforcement (MSP) (402)

See also projects 18-03-04, 18-02-04

This project funds the non-impaired driving portion of the enforcement grant with the Minnesota State Patrol.

Project # 18-04-04 Cities and Counties TZD Enforcement (402)

See also project 18-03-05; and 18-02-05

The project helps to coordinate bringing the four 'E's together in Minnesota's communities. To encourage cooperation, only one grant application per county was accepted with the exception of Hennepin and St. Louis counties. Counties are required to develop specific goals to reduce fatalities and serious injuries, increase seat belt usage and decrease impaired driving.

Project # 18-04-05 Minnesota State Patrol Federal Project Support (402)

The MSP is a significant partner in the TZD program, with a large number of troopers involved in organizing and working enforcement shifts. Clerical support is essential to maintain a smooth flow of the work in Central Headquarters. The OTS provides funding for the hours worked on NHTSA grants, TZD invoicing, and data collection.

Project # 18-04-06 Enforcement TZD Liaisons (402)

See also project 18-03-21

The OTS contracts for the professional and technical services of experienced law enforcement officers to encourage and assist state, county, tribal, and municipal law enforcement agencies in increasing the attention given to traffic safety and OTS programs. This contractor position is known as a Law Enforcement Liaison (LEL). The LEL's main function is to serve as a link for the OTS to promote participation in the enforcement programs promoted by the OTS and increase traffic safety prioritization with our law enforcement partners.

Working in partnership through the TZD Enforcement Program to reduce fatalities and serious injuries, there were 53 multi-agency grants awarded, involving a total of 301 law enforcement agencies.

Project # 18-04-07 Enforcement Recognition (402)

See also project 18-03-18

Criteria for enforcement recognition developed by OTS staff that highlights one Enforcement Grantee's success during a grant year.

A plaque is presented and signed by the Commissioner and the OTS Director to each agency in the grant at a luncheon. Additionally, the fiscal lead for the grant will be sent to the Lifesaver's Conference.

Project # 18-04-08 Real-Time Officer Activity Reporting (402)

The OTS requires all enforcement grantees to collect and report traffic stop data that is then used for program evaluation and media purposes. This data is available to the OTS and grantees immediately after it's entered. This project provides for costs to continue to maintain, support and further develop the system. Approximately 300 agencies and more than 4,500 officers, deputies, and troopers throughout Minnesota have been trained and are using ROAR to log overtime enforcement traffic data.

Project # 18-04-09**Minnesota State Patrol Travel (402)**

See also project 18-03-15

The project allowed for opportunities for select Minnesota State Patrol staff to attend in-state and out-state conferences intended to share information on traffic safety issues and programs as well as build networks to further the efforts of traffic safety in Minnesota. Twenty-eight (28) MSP law enforcement personnel attended the 2017 Towards Zero Deaths Conference in St. Paul, Minnesota. Two district Captains attended the 2018 Operation Collision Awareness Reduction Efforts conference in Nashville, TN in August. Attendees were chosen because of their involvement in regional TZD coordination.



Traffic Records

Program Area: Traffic Records

Purpose Statement: Accurate, complete, timely & accessible data are the foundation of any traffic safety program and the only method for evaluating progress.

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

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

Traffic Records Program Objectives:

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

Results:

- The TRCC continues to meet regularly and is moving forward in planning effective strategies for data systems improvements. This includes ensuring that associated stakeholders are informed of upcoming changes and innovations, as well as implementing improvements.
- MNCrash (Minnesota's new crash records database) launched January 1, 2016 on time and on budget and continues to function efficiently and effectively.
- The OTS research and evaluation staff performs problem identification and program evaluation, and currently has three researchers producing documents concerning Minnesota's traffic safety. As referred to numerous instances within this report, two major publications produced by the OTS are *Minnesota Motor Vehicle Crash Facts* and *Minnesota Impaired Driving Facts*. These reports are information-rich resources for those interested in traffic crash and impaired driving issues in Minnesota.

Future Strategies:

The MNCrash system will continue to evolve and improve. A two year project to assess data quality improvements was undertaken and continues next year. The Minnesota CODES database will be brought up to date and include EMS data. The TRCC will update the Traffic Records Strategic Plan. Minnesota participated in a National Governors Association Learning Lab for data integration and will be implementing that plan.

Project Summaries: 402, 405c**Project # 18-05-01 Traffic Records Coordination (405c)**

This project provided for the full-time traffic records coordinator who also serves as the chair of the traffic records coordinating committee.

Project # 18-05-02 Problem Identification and Systems (402)

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

Project # 18-05-03 Fatality Analysis Reporting System Support (405c)

The Fatality Analysis Reporting System program has expanded to include pre-crash elements. The work load warranted additional staff time for this project. Federal funds cover the salary, fringe benefits, and indirect costs associated with this half-time position (with the other half funded by 18-05-02).

Project # 18-05-04 Traffic Records Coordinating Committee (TRCC) (405c)

The TRCC functioned without costs (except for funds made available for traffic records system representatives to attend the annual International Forum on Traffic Records & Highway Information Systems). The TRCC continues to meet regularly and vets applications for 405c funding.

Project # 18-05-05 State and Local Traffic Records (State funds for 405c match)

This project is a placeholder to record required matching funds.

Project # 18-05-06 e-Grants Support (402)

The OTS has implemented a web based grant application and management system. This project covered a portion of the costs for Agate Software Inc. to maintain the system and provide updates and improvements. All grant applications, progress reports, and requests for reimbursement for OTS grants are processed in the e-Grants system.

Project # 18-05-07 Crash Records Analysis (405c)

This was the second year of a two-year project to analyze the data collected in the new MNCrash system. Human factors researchers began a systematic study of the data to compare quality of data from the legacy system with the new system. The study will also analyze the MNCrash data for inconsistencies or deficiencies to be corrected via training or system changes.

Project # 18-05-08 Crash Records Maintenance and Enhancements (405c and State)

This on-going project covered costs associated with maintaining and enhancing MNCrash. These roles have been taken over by the State and in the future much of the cost will be state funded.

Project # 18-05-09 Mapping Enhancements for MNCrash (State)

This on-going project covered costs associated with work conducted by the Minnesota Geospatial Information Office to provide and maintain MnDOT base map information in a format the MNCrash system utilizes. The result of this effort was increased timeliness and accuracy of location data. In the future the cost will be state funded.

Project # 18-05-10 MNCrash Support (State)

The OTS took over the majority of responsibilities for MNCrash so a retired DVS employee was contracted with to provide knowledge transfer and gap analysis. This project funds OTS personnel to support MNCrash.

Project # 18-05-11 SAS Contracted Services (405c)

All of the analysis programs the OTS uses had to be rewritten for the changes in data collected and data structure of the MNCrash system. SAS was contracted with to provide support and knowledge transfer. This multi-year project will end September 30, 2019.

Project # 18-05-12 CODES (405c)

This project was designed to support the CODES database being brought up to the new MNCrash data variables and link the data. The project was unable to proceed in 2018 while the groundwork for data exchange was finalized but will begin in 2019.

Community Programs



Program Area: Community Programs

Purpose Statement: Community activities and coalitions-dedicated advocates working together to make their roadways safer, brining people together through regional projects and conferences.

Community involvement is essential to raise awareness of and decrease traffic related serious injuries and fatalities. Community members who are aware of the risks and costs of traffic crashes are more likely to commit to safer driving practices and devote resources to traffic safety efforts. Community involvement is fostered through the development of Paid Media and Media Relations, supporting efforts of the TZD Safe Roads Coalitions, implementation of the Network of Employers for Traffic Safety Programs, facilitating the Annual TZD Conference, active participation in TZD Regional Workshops, and providing Regional TZD Support.

Collectively, these community programs develop partnerships with community members who are concerned with traffic safety issues and work within education, engineering, emergency medical services, law enforcement, healthcare, the judicial system, and local businesses. Communities are empowered to utilize evidence-based solutions to address traffic safety issues identified by local crash data. Evaluation of public perceptions and intervention programs also play a part in identifying effective outreach strategies. With engaged community members focusing on traffic safety issues, the OTS' goal of moving toward zero deaths becomes more attainable.

Communities Program Objectives:

- Increase Minnesotans' awareness of traffic safety issues and enforcement activity through public education and media relations.
- Increase awareness of the TZD Program mission, goals, strategies and evaluation measures throughout Minnesota.
- Expand the number of active coalitions and diverse backgrounds of members in all areas of the State, with an emphasis on rural areas.
- Encourage the formation, expansion, and support of regional partnerships.

Results:

- Numerous public information/education activities, as well as paid media, increased Minnesotans' awareness of our traffic safety issues and initiatives.
- The use of social media and online venues was increased to enhance messaging to target audiences.
- Older driver issues were addressed through the Mobility for Minnesota's Aging Population group.
- TZD annual conference, eight regional workshops, and two stakeholders' breakfasts were conducted to provide outreach to partners.
- There were 22 TZD Safe Roads Coalitions in 2018: coalitions continue to work on county-wide programs, as well as regional traffic safety activities.
- The TZD Program continues to coordinate efforts to advance traffic safety with regional partnership projects.

Future Strategies:

For 2019, OTS will continue to challenge complacency toward traffic crashes through our Public Information & Education and paid media efforts as well as working with the TZD Safe Roads Coalitions to enhance local ownership in addressing traffic safety issues. The OTS let an RFP for the Older Driver Task Force to enhance efforts to address older driver issues. The TZD conference will continue to address traffic safety solutions from specific disciplines, as well as from a multi-disciplinary angle, by offering breakout sessions that provide information on best practices and effective countermeasures to community stakeholders. Workshops will help facilitate the implementation of TZD efforts in communities within each region. Efforts will continue to address specific behaviors, populations, and other needs, as identified through data analysis.

Project Summaries: 402, 405e, 406**Project # 18-06-01 Community Programs Coordinator (402)**

This project funded the full-time community programs project coordinator in the OTS.

Project # 18-06-02 Evaluation Coordination (402)

This project has no reported activity.

With several changes in the leadership team in 2018 this project was placed on hold. The project plan was to employ an individual to manage projects and serve as the point of contact for various program areas to the legislature, media, grantees, the public, and our many other traffic safety partners.

The future of this project is unknown at this time.

Project # 18-06-03 Traffic Safety Media Relations (402)

See also the Paid Media section of this report.

This project provides print and electronic materials on traffic safety issues, as well as media relations services. The materials include, but are not limited to brochures, posters, other print materials, five TZD Enforcement wave template materials posted to the Web site, production costs for public service announcements and paid ads, and individuals to develop the public information and media relations efforts. Costs also include salaries, fringe benefits, indirect costs, and travel for communications staff. Alcohol and impaired driving related tasks undertaken are covered in project 18-03-09.

Project # 18-06-04 Safe Roads (402)

The 22 Grantees were given a menu of options for activities based on best practices and proven success in impacting traffic safety. In addition to required grant activities, the grant applications included options to implement activities involving local governments, worksites, schools, liquor establishments, and medical clinics. Data for their specific county was used to identify choices of approved optional grant activities. Time was reimbursed for the coordination of working coalitions comprised of community partners to assist in implementing the approved strategies and grant activities.

Project # 18-06-05 Network of Employers for Traffic Safety (402)

NETS is a program dedicated to helping employers prevent vehicle related injuries involving their employees and employee family members by reducing crash risks. This project provides appropriate traffic safety materials and employee focused awareness/education programs to employers. A portion of a Minnesota Safety Council staff member's time, sub-contracted presenters, as well as project-related printing and travel costs were provided.

Project # 18-06-06 Paid Media (402)

See also the Traffic Safety Media Relations section of this report.

The analysis, negotiation, and placement of media for the OTS are handled through a professional technical contract with marketing communications agency Linnihan Foy Advertising. Each campaign's purpose is thoroughly reviewed and evaluated to make sure the right message will be delivered to the right audience with the right medium(s). The primary target for seat belt and impaired driving paid media are men 18-34, with a skew towards men with less education and lower household income. Digital Facebook Advertising layers in additional behavioral targeting to focus on users who participate in risky activities or appear to be heavy drinkers/partiers.

In addition to the primary mediums of Broadcast TV, Cable TV and Radio, other media elements are utilized to reach the intended targets of each campaign. These include Out-of-Home Advertising: Digital Billboards, Indoor Posters at hospitality establishments (restaurant and bar restrooms), cinema advertising, social media promoted posts (Facebook and Twitter) and gas station TV and pump-toppers.

Project # 18-06-07 Toward Zero Deaths Conference (402)

The annual TZD Conference provides a venue for sharing information on progress made since 2001, for sharing best practices in the areas of engineering, enforcement, education, and emergency services, and for charting the course for a future with fewer traffic fatalities and life changing injuries. The conference provides breakout sessions that cover the four "E's", as well as plenary sessions that will motivate and educate the audience. Attendance of sessions that cover other disciplines is encouraged. Leadership from multiple state agencies reinforce the need for everyone to work together to reach the goal of zero deaths and serious injuries on Minnesota roads. In October 2017, 914 individuals attended the conference in St. Paul, Minnesota.

Project # 18-06-08 TZD Regional Support (402)

This project provides administrative leadership for the Toward Zero Deaths program so citizens, public officials, other traffic safety professionals and the media have a local resource for information about TZD issues. This is a shared position that is supported by both the Minnesota Department of Transportation and the DPS-Office of Traffic Safety. Each region in Minnesota has individual data pointing to different target audiences and different contributing factors to crashes. Regional coordination is needed to maximize traffic safety partner buy in, coordination, and partnering, as well as to enhance the use of data driven approaches to reducing fatal and serious injury crashes.

Regional workshops were held in all eight TZD regions. Regional seatbelt surveys were conducted in seven of the eight regions to monitor progress. The Metro Region did not conduct a seat belt survey because the Statewide survey covers this area. Regional steering committees meetings were held at least quarterly and Regional media events were held to support May "Click it or Ticket" and Labor Day and Holiday DWI enforcement mobilizations.

Project # 18-06-09 Older Driver Working Group (402)

The project was undertaken by the Metropolitan Area Agency on Aging (MAAA) who let contracts for the Mobility for Minnesota's Aging Population (MMAAP) group chairperson's time and group support (such as calling meetings and writing notes). Six meetings were held during the year. The MMAAP website was used by members to share related information and resources. The chairperson participated in several workshops and conferences. A cognitive and neuro challenge presentation was created and was presented at the October 2018 TZD Conference. The OTS let an RFP for the Older Driver Task Force to enhance efforts to address older driver issues in FFY19.

Project # 18-06-10 Media Creative Contract (402)

Creative services for the OTS are handled through a professional technical contract with the creative agency, Johnson Group. This project covers creative services for paid media, related to seat belts, child seats, speeding, distracted driving and other identified problems. In 2018, the OTS began developing creative messaging for distracted driving and child passenger safety. Media creative contracts related to impaired driving are covered under 18-03-24.

Project # 18-06-11 Telephone Surveys and Evaluation (402)

See also the Telephone Survey Results at the beginning of this report.

In an effort to reduce traffic deaths and serious injuries on Minnesota roads, the Office of Traffic Safety sought information related to the driver attitudes, awareness of highway safety enforcement, and self-reported driving behaviors. A telephone survey was conducted between July 16 and August 8, 2018 through a randomly generated sample of telephone numbers. The telephone sample included both landlines and cell phones, and the proportion of cell phone to landline surveys was determined based on National Health Interview Survey (NHIS). Respondents were surveyed on NHTSA Performance Measure questions, ignition interlock laws, motorcycle safety efforts and distracted driving.

Project # 18-06-12 Program Travel (402)

This project funds out-of-State travel for OTS staff to keep up-to-date on research, as well as share and discover new ideas within other States. During 2018 OTS staff attended conferences, classes and meetings listed to learn and stay up to date on new ideas.

- 3 staff attended the GHSA Annual Conference
- 3 staff attended the Region 5 Leadership meeting
- 1 staff attended the NHTSA Managing Hwy Safety Programs class
- 2 staff attended the Traffic Records Forum
- 5 staff attended the Lifesavers Conference
- 2 staff attended the Transportation Records Board Annual Conference
- 1 attended the NHTSA Managing Grant Funds class
- 1 attended the AIIPA conference
- 1 attended NHTSA Communications Forum
- 1 attended Alcohol Interlock Symposium

Project # 18-06-13 Project Directors to Conference (402)

See also project # 18-03-23

For their work in reducing the roads of impaired drivers, the OTS selected 16 Law Enforcement officers, and two Safe Roads Coalition Coordinators to attend the 2018 Lifesavers Conference. Of the 18 participants selected, 17 traveled to San Antonio, Texas to attend. On average, the attendees rated the conference at 8.5 (scale of 1-10 [highest]). In addition to participating in informative break-out sessions, attendees reported taking advantage of opportunities to network with other traffic safety professionals from around the country, enhancing their learning experiences.

Project # 18-06-14 Enforcing Pedestrian Laws (402)

A grant was written with the Minneapolis Police Department and the Ramsey County Sheriff's Office to conduct high-visibility enforcement and increase the number of citations written to pedestrians and drivers aiming to decrease the number of pedestrian fatalities.

Project # 18-06-15 Identifying Driver Drowsiness (402)

This programs goal is to establish a valid test to assess fatigue in drivers by validating Critical Flicker Frequency (CFF), a reliable and valid psychophysical technique that measures an individual's level of alertness and could potentially be used to assess fatigue. The tool and process will need to be designed and tested which will then validate the measurements given by the device. Funding supports Dr. Morris' salary and her graduate student researchers, lab supplies, simulator fees, participant costs and medical expenses of The HumanFIRST Laboratory at the University of Minnesota.

Motorcycle Programs



Program Area: Motorcycle Programs

Purpose Statement: Minnesota motorcycle crash fatalities are not decreasing along with the overall decrease in fatalities.

In 2017, 53 motorcycle riders and passengers were killed in 52 crashes. This was a decrease of one crash fatality from 2016's total of 54 motorcyclist crash fatalities. The number of registered motorcycles decreased 2% from 227,746 to 223,443. The fatality rate per 10,000 registered motorcycles remained the same at 2.4.

The Minnesota Motorcycle Safety Program (MMSP) conducts rider training courses, targeted public information campaigns, and an evening testing program for motorcycle license endorsement to improve motorcyclist safety. The MMSP developed and rolled out new campaign concepts for protective gear, rider training, impaired riding, and motorist awareness in 2016 and continued the third year of this campaign in 2018 with fresh ad concepts.

Motorcycle Safety Program Objectives:

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

Results:

- The number of motorcyclist fatalities decreased from 54 in 2016 to 53 in 2017.
- The number of unhelmeted motorcyclist fatalities increased from 35 in 2016 to 36 in 2017.
- The percentage of unhelmeted motorcyclist fatalities increased from 65% in 2016 to 68% in 2017.
- The number of fatalities involving a motorcycle operator with a BAC of .08 or above increased from 8 in 2016 to 10 in 2017.
- The rate of motorcycle fatalities per 10,000 registered motorcycles remained at 2.4 from 2016 to 2017.

Total 2018 course enrollment was 5,112. The MMSP offers several types of courses. Rider training course totals were:

- 3,918 in the Basic Rider Course.
- 384 in the Intermediate Rider Course (BRC2).
- 415 in the Moped Course.45 in the Skills Re-test Course.
- 34 in the Introduction to a Motorcycle Course.
- 134 in the MN Advanced and Expert Rider Courses.
- 15 in the Sidecar/Trike Course.167 Road Guard Course.

In 2018, the MMSP conducted the third year of a planned three year ad campaign to encourage riders to wear full protective gear, ride sober, and build their operator skill level.

Future Strategies:

A Section 405f funded motorist awareness ad campaign is planned again for 2019. New rider training ad concepts will be developed for 2019, and a mix of concepts from the past three years will be utilized for protective gear, impaired riding and motorist awareness. All campaign paid advertising will occur during the months of April – July. The ads will focus on the themes of protective gear, rider training, impaired riding, and motorist awareness. Finally, the MMSP will continue to support coordinated, multi-jurisdictional enforcement efforts around specific riding events with media and public information and materials support.

Project Summaries: 402, 405f, State**Project # 18-07-01 Motorcycle Programs Coordination (402)**

A staff member manages projects and serves as a point of contact for the various programs to the legislature, media, grantees, the public, and our many other traffic safety partners. As well as provide subject area expertise and ensure projects are well managed and follow all applicable and relevant state and federal rules, requirements, and procedures.

This project provided for one full-time coordinator to focus on motorcycle projects. The result of this project was motorcycle safety programming were conducted.

Project # 18-07-02 Motorcycle Safety Support (405f)

Failure to yield the right of way by other motorists in multi-vehicle crashes involving another vehicle and a motorcycle is the most cited contributing factor in Minnesota motorcycle crashes. This project utilized NHTSA Section 405(f) funding to conduct a motorist awareness campaign in Minnesota's top twelve motorcycle crash counties with the goal of reminding the general driving public to "look twice" for motorcycles. The result of this project was a targeted motorist awareness campaign that ran heavily during the months of May and June in these counties. A wide variety of advertising mediums were used including earned media via new releases and a variety of social media platforms.

Project # 18-07-03 Motorcycle Rider Training (State)

A majority of single vehicle, fatal motorcycle crashes in Minnesota are "run off the road" crashes; with a high number of these being in curves. Additionally, research of motorcycle crash reconstruction reports shows under-use of the front brake in emergency stopping situations; such as another vehicle entering the motorcyclist's path of travel. Minnesota State Colleges provided seven different, on cycle courses for riders of varying skill levels in counties containing 66% of the state's registered motorcycles. The result of this training effort was that the Minnesota Motorcycle Safety Program (MMSP) trained 5,112 students in 2018. All students received an electronic survey, and the program, instructors, and courses were uniformly given excellent ratings.

Project # 18-07-04 Motorcycle Public Information and Media Relations (State)

Motorcycle crashes account for a significant number of Minnesota's highway crash fatalities every year. Both the motorcycling population and the general driving public must be made aware of safety messaging that has the potential to save their lives. A new ad campaign was developed in 2016 and this state wide statewide public information campaign was continued featuring new concepts for training, full protective gear, riding sober, and motorist awareness in 2018. The campaign utilized both paid and earned media to reach riders on the importance of wearing DOT approved motorcycle helmets, brightly colored protective gear, riding sober, and regularly taking a rider training course. These were also the primary themes included in all of our news releases. The result of this project is that a comprehensive, state wide motorcycle public information campaign was conducted.

Project # 18-07-05 Motorcycle Testing and Licensing (State)

In 2017, 20% of persons killed in motorcycle crashes did not have a valid motorcycle endorsement. In an effort to increase the number and percentage of motorcyclists who hold a motorcycle license endorsement, evening skills testing hours were offered at select exam stations throughout the state. The result was that 812 permitted motorcycle riders took advantage of the evening testing program, and 3,918 motorcyclists enrolled in a Basic Rider Course in 2018.

Project # 18-07-06 Motorcycle Training Equipment, Insurance and Supplies (State)

Substantial amounts of equipment and supplies are needed to operate a rider training program. This equipment must also be insured. This project serves to purchase curriculum and site training supplies and distribute them before the rider training season begins; maintain communication with site coordinators and RiderCoaches throughout the season; replenish any supplies that run low; and purchase equipment insurance and maintain an up to date insurance policy. The motorcycle and transport trailer fleet is fairly up to date with the oldest motorcycles being of the 2004 model year. The result was that training sites were well supplied and all equipment was insured.

Project # 18-07-07 Motorcycle Equipment Transport (State dedicated Motorcycle Safety Fund)

Training motorcycles and the trailers that house them must be deployed to the training sites each spring, moved between sites that share a trailer during the training season, and returned to storage in the fall. Under this project the OTS contracted with a hauler who has a rig capable of towing twenty-five 9,000 pound transport trailers, two 5,000 pound trailers, and two 3,000 pound trailers over long distances. As a result, training motorcycles and their storage trailers were delivered on time to training sites, moved on time between sites that share a trailer, and returned to storage after the training season.

Project # 18-07-08 Mechanical Services (State)

Training motorcycles and the trailers that transport them must be winterized each fall, have a full tune up and pre-season maintenance completed before the start of the training season, and be repaired during the training season (April through October). Under this project the OTS contracted with a skilled mechanic who has the capacity to maintain and repair a fleet of 335 training motorcycles and 29 transport trailers. As a result, training motorcycles and their transport trailers were well maintained and repaired in a timely manner.

Project # 18-07-09 Transition to the updated Basic Rider Course curriculum (State)

The MMSP began transitioning to the Motorcycle Safety Foundation's updated Basic Rider Course (BRCu) in 2018 and will complete this transition in 2019. The MMSP will also begin transitioning to the Motorcycle Safety Foundation's updated Basic Rider Course 2 (BRC2u) in 2019. This contract provided for initial Transitional RiderCoach Prep support from the Motorcycle Safety Foundation and subsequent transitional preps in 2018 and 2019 for MMSP RiderCoaches. As a result, the MMSP is poised to complete the transition in the spring of 2019, and all training sites will utilize the BRCu and BRC2u for every basic and intermediate course in 2019.

Roadway Safety

An aerial photograph of a roundabout with a central grassy island. The road has white lane markings, including arrows and dashed lines. Several cars are visible on the road. The text 'Roadway Safety' is overlaid in a blue, bold, sans-serif font with a drop shadow.

Program Area: Roadway Safety

Purpose Statement: The OTS works in partnership with the MNDOT to conduct hazard elimination.

Summary: Section 164HE funding (transferred to the OTS from the MNDOT due to Minnesota's insufficient sanctions on repeat DWI offenders) has been employed by the MnDOT toward eliminating common roadway hazards through high-value, low-cost countermeasures. These hazard elimination projects are also building new, and strengthening existing, TZD partnerships. In addition, funding for support of the Toward Zero Deaths committees and efforts is provided to the University of Minnesota, Center for Transportation Studies through 402 funds coded as Roadway Safety.

Planned Projects included:

- Intersection conflict warning systems
- Reduced conflict intersections
- Enhanced pavement markings
- Roundabouts
- Turn Lanes

Roadway Safety Program Objectives:

- Provide administrative support for the TZD efforts
- Create a safer roadway environment
- Expand projects providing for hazard elimination on roadways

Results

- Roundabouts and J-turns installed at high-injury crash intersections have been effective in preventing and reducing T-bone crashes.

Future Strategies:

This funding must be depleted by the end of FF19, as the old 164HE funds will be completely expended. Newer 164HE funds go directly to MnDOT and do not pass through the OTS in DPS, therefore these engineering projects will not be funded by OTS. However, OTS will continue to provide funding for the TZD Administrative Support project.

Program Summaries:402, 164HE**Project # 18-09-01 TZD Program Support (402)**

This project maintains on-going committees working toward efforts designed to reach the goal of reducing traffic deaths to zero. The leadership committee consists of leaders from the DPS (OTS and MSP), MnDOT, Department of Health, and the Center for Transportation Studies (CTS) at the University of Minnesota. The program committee consists of representatives from the various traffic safety stakeholders – traffic safety advocates, consultants, non-profit organizations, and other committees (in addition to the above referenced governmental organizations). In addition, co-chair meetings, and the communications and legislative sub-committees are supported. Funds were used to provide staff support, printing costs, light refreshments for Traffic Safety Forums (formerly called Partners Breakfasts), and costs related to the TZD website.

18-09-02 Intersection Safety Countermeasures Deployment

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 deployed rural intersection conflict warning systems, reduced conflict U-turn intersections, turn lanes, and roundabouts to improve safety at these intersections.

18-09-03 Lane Departure Countermeasures Deployment (164 HE)

With complications and unforeseen circumstances this project has no reported activity. This program will not be funded in 2019.

18-09-04 Roadway Safety Evaluation and Planning (164 HE)

MnDOT has continued to evaluate roadway safety countermeasures, plans and planning processes. This project has also funded new planning processes undertaken as a result of roadway safety evaluations. This program will not be funded in 2019.

A signpost with a red sign that says "MEDIA" and several grey signs for "INTERNET", "RADIO", "ZINES", "TELEVISION", and "NEWSPAPERS".

MEDIA

Paid Media

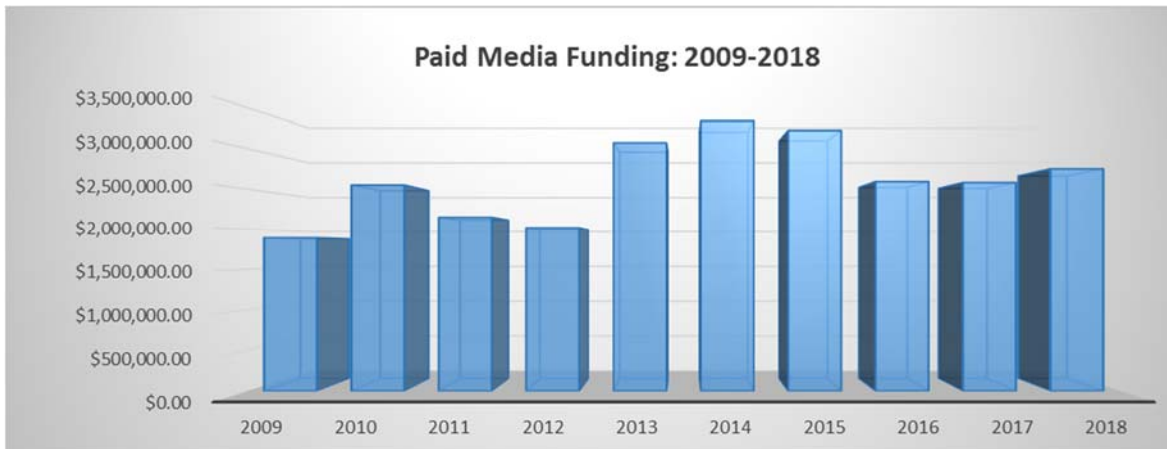
Report and Recap

Paid Media Report and Recap

Paid Media Principles

The OTS continues to employ paid media advertising in its communications plan. Paid media is used primarily in conjunction with enforcement, and paired with Statewide campaigns targeting seatbelt use, impaired driving, distracted driving and speeding. Minnesota’s paid media also complements national paid media and enforcement.

In a 10-year period, paid media has increased since 2009, but has been down slightly in the last three fiscal years. The education campaign supports increased enforcement and coincides with increased seatbelt usage rates and decreases in alcohol-related traffic fatalities. The following table shows funding by FFY.



The analysis, negotiation, and placement of media for the OTS are handled through a professional technical contract with Linnihan Foy Advertising. Each campaign’s purpose is reviewed and evaluated to ensure the right message will be delivered to the right audience, using the most appropriate platforms.

In addition to broadcast/cable TV and radio, other media elements are used to reach the intended targets of each campaign. These include:

- Out-of-home advertising (OOH)
- Digital billboards
- Indoor displays in restaurants and restrooms
- Cinema advertising
- Light rail train wraps, bus tails, bus kings, truck side wraps
- Social media promoted posts (i.e. Facebook, Instagram and Twitter)
- Gas station Media - TV, fillboards, pump-toppers, concrete floor graphics

For digital advertising, the focus has been using the behavioral targeting competencies of Facebook, as well as the high reaching capabilities of top local websites. On local websites, the implementations have gone beyond standard advertisements on sports, entertainment, and home pages to include “homepage takeovers” during key high-traffic days/holidays - this includes in-banner video to connect with the audience.

Paid advertising is often negotiated to deliver a value-added return, including bonus public service announcements, additional OOH advertising and digital impressions, programming sponsorships, and radio drive-time, on-air interviews.

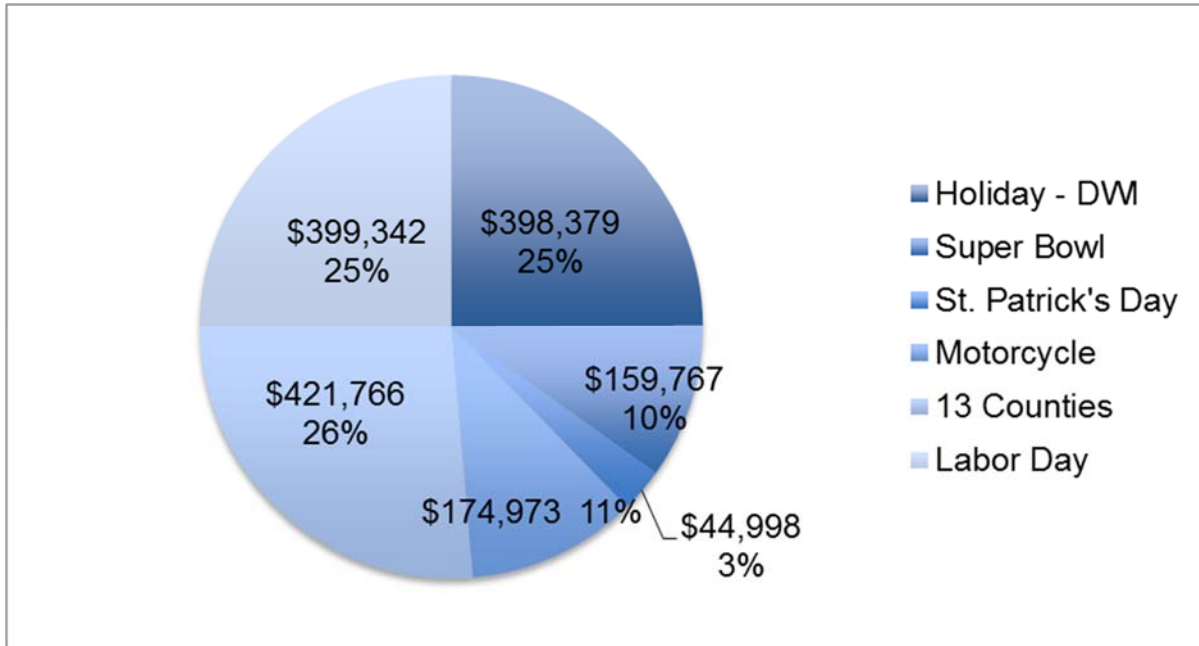
Impaired Driving Campaigns

Objectives/Strategy

Execute a highly intrusive, multi-media campaign garnering Statewide reach and impression-driving awareness of the impaired driving message, with special emphasis on informing and educating citizens of increased DWI enforcement periods.

Impaired Details

FY2018 Impaired Driving Budget Breakout by Campaign



Objectives/Strategy

Execute a highly intrusive, multi-media campaign garnering Statewide reach and impression-driving awareness of the impaired driving message, with special emphasis on informing and educating citizens of increased DWI enforcement periods.

Holiday – DWI Media Summary

Flight Dates: November 22, 2017 thru
December 30, 2017

Television

Total TRPs: 254.4

Total Spots: 15x

Markets: Duluth, Mankato, Mpls-St. Paul and
Rochester

OTT (Over-the-top Digital Video)

Total Impressions: 626,285

Markets: Statewide

Radio

Total TRPs: 922.7

Total Spots: 2,427x

Rated Markets: Duluth, Mpls-St. Paul and Rochester

Spot Markets: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, International Falls, Hibbing, Little Falls, Mankato, Marshall, Pine City, Redwood Falls, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington

Pandora

Total purchased budget: \$19,987

Total impressions: 2,387,231

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (19x), Bar Media (53x), Gas Station TV (237x), Light Rail Wrap (Green Line)

Total Impressions: 18,882,948

Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud and Statewide coverage

Digital/Social

Digital Video, Display, Facebook, Instagram

Total impressions: 9,245,206

Coverage: Statewide



Super Bowl Media Summary

Flight Dates: January 18, 2018 thru February 11, 2018.

Television and Digital Video (KARE)

Total impressions: 750,000

Total TRPs: 166.7

Total Spots: 68x

Markets: Duluth, Mpls-St. Paul and Rochester

Radio

Total Spots: 300

Rated Markets: Minneapolis -St. Paul, Statewide

Out-Of-Home/Sponsorships

Light Rail Wrap (Green Line)

Total impressions: 4,588,947

Markets: Mpls-St. Paul

Digital

Facebook, Instagram

Total impressions: 1,984,288

Coverage: Statewide



St. Patrick's Day Media Summary

Flight Dates: March 12, 2018 thru March 17, 2018

Radio

Total TRPs: 329.9

Total Spots: 586x

Rated Markets: Duluth, Minneapolis St. Paul and Rochester

Spot Markets: Bemidji, Brainerd, Ely, Fergus Falls, Hibbing, St. Cloud, Wadena, Winona

Pandora

Total impressions: 224,016

Coverage: 13 Counties

Out-Of-Home/Sponsorships

OOH Billboards (14x)

Total impressions: 2,915,808

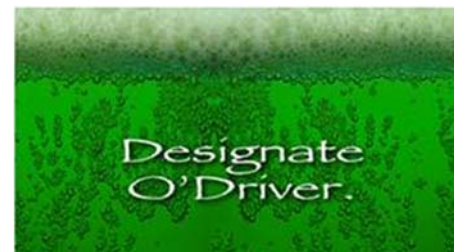
Markets: Duluth, Minneapolis St. Paul, Rochester, St. Cloud

Digital

Digital Video, Facebook, Instagram

Total impressions: 1,173,309

Coverage: 13 Counties



Motorcycle Media Summary

Flight Dates: June 25, 2018 thru August 5, 2018

Pandora

Total impressions: 2,871,815

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (17x), Bar Media (50x), Gas Station TV (159x)

Total impressions: 9,143,150

Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud and Statewide

Digital/Social

Digital Video, Display, Facebook, Instagram

Total impressions: 5,174,916

Coverage: Statewide

13 Counties Media Summary

Flight Dates: June 18, 2018 thru August 19, 2018

OTT (Over-the-top Digital Video)

Total Impressions: 953,535

Markets: 13 Counties

Radio

Total TRPs: 1,116.6

Total Spots: 2,014x

Rated Markets: Duluth, Minneapolis-St. Paul and Rochester

Spot Markets: Bemidji, Brainerd, Ely, Fergus Falls, Hibbing, St. Cloud, Wadena, Wilmar

Pandora

Total impressions: 3,597,663

Coverage: 13 Counties

Out-Of-Home/Sponsorships

OOH Billboards (12x), Bar Media (100x), Movie Theaters (235x) Light Rail Wrap (Green Line)

Total impressions: 8,346,928

Markets: Duluth, Mpls-St. Paul, Rochester, St. Cloud and 13 county coverage

Digital/Social

Digital Video, Display, Facebook, Instagram

Total impressions: 13,791,035

Coverage: 13 Counties

Labor Day Media Summary

Flight Dates: August 17, 2018 thru September 23, 2018

Television

Total TRPs: 199.5

Total Spots: 74x

Markets: Duluth, Mankato, Mpls-St. Paul and Rochester

OTT (Over-the-top Digital Video)

Total Impressions: 436,551

Markets: Statewide

Radio

Total TRPs: 879.2

Total Spots: 2,889x

Rated Markets: Duluth, Minneapolis -St. Paul and Rochester

Spot Markets: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, International Falls, Hibbing, Little Falls, Mankato, Marshall, Pine City, Redwood Falls, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington

Pandora

Total impressions: 1,365,470

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (16x), Bar Media (100x), Movie Theaters (204x), Gas Station TV (475x),

Light Rail Wrap (Green Line)

Total impressions: 7,147,476

Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud and Statewide coverage

Digital/Social

Digital Video, Display, Facebook, Instagram

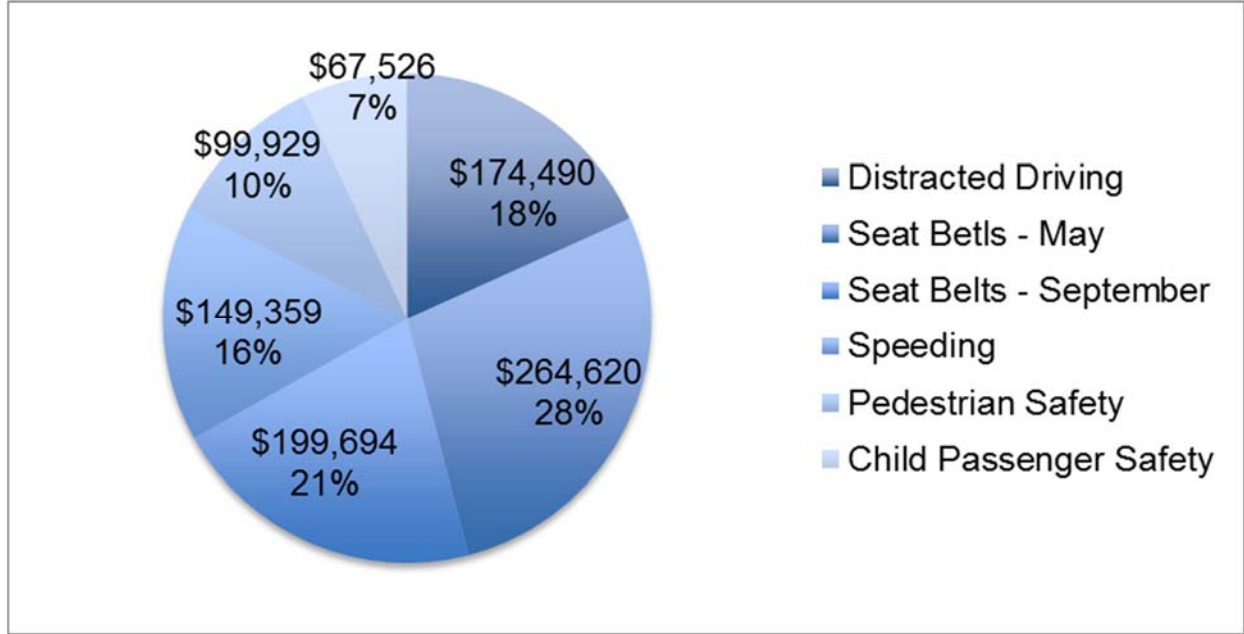
Total impressions: 9,903,629

Coverage: Statewide

Distracted Driving Media Summary

Objectives/Strategy

Generate Statewide awareness of the dangers associated with distracted driving, while educating and reinforcing key brand position of “Don’t Text and Drive” to targeted demo.



Distracted Driving Details

Total paid media: \$174,490 (including agency fees)

Flight Dates: 4/09/18-4/22/18

Demo: A18-49

OTT (Over-the-top Digital Video)

Total Impressions: 300,187

Markets: Statewide

Radio

Total TRPs: 782.2

Total Spots: 2,707x

Rated Markets: Duluth, Minneapolis -St. Paul and Rochester

Spot Markets: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, International Falls, Hibbing, Little Falls, Mankato, Marshall, Pine City, Redwood Falls, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington

Pandora

Total impressions: 1,167,038

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (20x), Gas Station TV (495x)

Total impressions: 6,994,237

Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud and Statewide coverage

Digital/Social

Digital Video, Display, Facebook, Instagram

Total impressions: 5,085,107

Coverage: Statewide

Seat Belts Media Summary

Objectives/Strategy

Through Statewide, high-impression media campaign, continually raise awareness of the importance of wearing seat belts at all times, as well as reinforcement of the “Click It or Ticket!” life-saving message.

Seat Belts Details – May

Flight Dates: May 21,2018 thru June 3, 2018

OTT (Over-the-top Digital Video)

Total Impressions: 278,107

Markets: Statewide

Radio

Total TRPs: 801.8

Total Spots: 2,580x

Rated Markets: Duluth, Minneapolis-St. Paul and Rochester

Spot Markets: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, International Falls, Hibbing, Little Falls, Mankato, Marshall, Pine City, Redwood Falls, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington

Pandora

Total impressions: 1,652,109

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (18x), Gas Station Media (50x concrete floor graphics, window clings), Bus Wraps (6x), Movie Theaters (232x)

Total impressions: 23,604,909

Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud and Statewide coverage

Digital/Social

Digital Video, Display, Facebook, Instagram

Total impressions: 4,055,487

Coverage: Statewide

Seat Belts Details – September

Total paid media: \$199,694 (including agency fees)

Flight Dates: 9/17/18-9/29/18

Demo: M18-34

OTT (Over-the-top Digital Video)

Total Impressions: 278,107

Markets: Statewide

Radio

Total TRPs: 807.9

Total Spots: 2,586x

Rated Markets: Duluth, Minneapolis -St. Paul and Rochester

Spot Markets: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, International Falls, Hibbing, Little Falls, Mankato, Marshall, Pine City, Redwood Falls, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington

Pandora

Total impressions: 1,221,915

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (18x), Gas Station Media (50x concrete floor graphics, window clings)

Total impressions: 18,536,976

Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud and Statewide coverage

Digital/Social

Digital Video, Display, Facebook, Instagram

Total impressions: 4,127,471

Coverage: Statewide

Speed Media Summary

Objectives/Strategy

Execute a Statewide campaign utilizing highly effective media platforms to increase awareness of the life-saving message around the dangers of speeding, while simultaneously informing and educating citizens of extra enforcement patrols on Minnesota roads.

Speeding Details

Flight Dates: July 6, 2018 thru July 22, 2018

Radio

Total TRPs: 738.7

Total Spots: 2,343x

Rated Markets: Duluth, Minneapolis -St. Paul and Rochester

Spot Markets: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, International Falls, Hibbing, Little Falls, Mankato, Marshall, Pine City, Redwood Falls, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington

Pandora

Total impressions: 1,166,897

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (16x), Gas Station Media (50x pump toppers)

Total impressions: 11,315,292

Markets: Duluth, Mankato, Minneapolis -St. Paul, Moorhead, Rochester and St. Cloud and Statewide coverage

Digital/Social

Digital Video, Display, Facebook, Instagram

Total impressions: 3,078,478

Coverage: Statewide



Pedestrian Safety Media Summary

Objectives/Strategy

Implement a strategic, multi-media campaign to drive awareness amongst motorists of their increased need to share the road with and recognize non-motorized vehicles and pedestrians while operating their vehicles.

Pedestrian Safety Details

Flight Dates: August 20, 2018 thru September 30, 2018

Radio

Total TRPs: 183.0
 Total Spots: 342x
 Markets: Minneapolis -St. Paul

Pandora

Total impressions: 2,121,336
 Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (5x), Bus Tails (45x), Bus Kings (40x)
 Total impressions: 13,493,672
 Markets: Duluth, Mankato, Minneapolis -St. Paul, Rochester and St. Cloud

Digital/Social

Facebook, Instagram
 Total impressions: 2,419,507
 Coverage: Statewide



Child Passenger Safety Media Summary

Objectives/Strategy

Utilize multi-media platforms to generate significant reach and impression levels to drive awareness of the importance of properly installing and using child safety and booster seats.

Child Passenger Safety Details

Flight Dates: September 17, 2018 thru September 29, 2018

Radio

Total TRPs: 503.1
 Total Spots: 532x
 Rated Markets: Duluth, Mpls-St. Paul and Rochester

Pandora

Total impressions: 547,978
 Coverage: Statewide

Out-Of-Home/Sponsorships

Posters – pediatric hospitals and clinics (25x), daycare centers (65x)
 Total impressions: 1,080,000
 Markets: Statewide

Digital/Social

Facebook, Instagram
 Total impressions: 474,625
 Coverage: Statewide



Motorcycle Summary

Objectives/Strategy

Increase awareness of, and enrollment in Motorcycle Safety training courses in select, Statewide markets as well as reinforce the importance of safety gear.

Motorcycle Training and Safety Details

Flight Dates: April 16, 2018 thru June 10, 2018 (always on Search strategy)

Radio

Total TRPs: 450.4

Total Spots: 588x

Markets Minneapolis -St. Paul

Pandora

Total impressions: 1,703,022

Coverage: Statewide

Out-Of-Home/Sponsorships

Gas Station Media (75x pump toppers)

Total impressions: 7,627,200

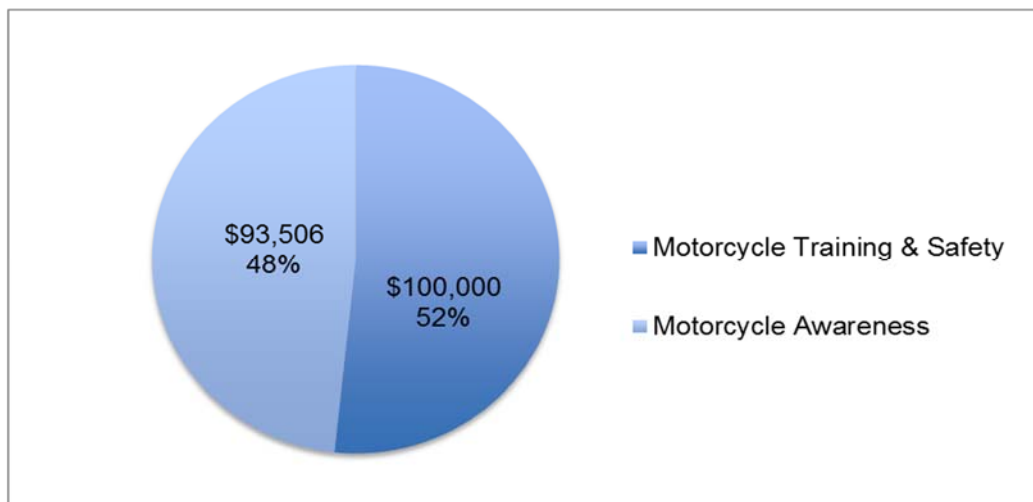
Markets: Statewide

Digital/Social

Search, Facebook, Instagram

Total impressions: 1,927,591

Coverage: Statewide



Motorcycle Awareness Media Summary

Objectives/Strategy

Educate the general auto-driving population and raise awareness around their increased need to be highly aware of motorcycles while on the road.

Motorcycle Awareness Details

Flight Dates: May 14, 2018 thru June 17, 2018

Out-Of-Home/Sponsorships

OOH Billboards (10x), Truck sides – Infinity Wraps (11x)

Total impressions: 23,404,979

Markets: Duluth, Mankato, Minneapolis-St. Paul, Moorhead, Rochester and St. Cloud

Digital/Social

Digital Video, Display, Facebook, Instagram

Total impressions: 3,318,838

Coverage: Statewide



The background of the cover is a light blue gradient. It features several faint, semi-transparent graphics: a bar chart with four bars of increasing height on the left; a line graph with a fluctuating line in the upper center; a large, stylized dollar sign (\$) on the right; and a computer keyboard at the bottom. The text 'Financial Report' is centered in a bold, blue, sans-serif font with a white outline and a slight drop shadow.

Financial Report

	NHTSA Code	Amount Budget	Vouchered	Local Benefit	State Local Match
0101 Planning and Administration		\$471,000.00	\$416,645.39	\$0.00	\$416,645.39
	PA 1701				
Subtotal P&A 402		\$471,000.00	\$416,645.39	\$0.00	\$416,645.39
0201 CPS/OP Coordination	OP 1702	\$115,000.00	\$53,404.58	\$0.00	\$0.00
0202 CPS Support	OP 1702	\$27,000.00	\$9,826.81	\$9,933.51	\$70,275.53
0203 CPS to KIM or Lifesavers	OP 1702	\$6,000.00	\$7,899.91	\$8,150.04	\$0.00
0204 Belt Enforcement for Patrol	M1HVE1702	\$300,000.00	\$273,108.16	\$273,108.16	\$81,708.78
0205 Belt Enforcement for Cities and Counties	M1HVE1702	\$850,000.00	\$712,145.52	\$712,145.52	\$159,481.55
0206 Web Based OPUE	OP 1702	\$5,000.00	\$2,220.00	\$0.00	\$0.00
0207 Seat Belt Use Survey	OP 1702	\$60,000.00	\$60,864.91	\$0.00	\$0.00
0208 Child Seats for Needy Families	State		\$0.00	\$0.00	\$78,931.62
0209 Southern CPS liaison	OP 1702	\$50,000.00	\$49,327.11	\$49,327.21	\$0.00
0210 Northern CPS Liaison	OP 1702	\$80,000.00	\$62,739.56	\$62,739.56	\$0.00
0211 CPS Instruction	OP 1702	\$20,000.00	\$20,600.95	\$3,340.51	\$0.00
Subtotal 402	OP	\$363,000.00		\$133,490.83	\$70,275.53
Subtotal 405b	405b	\$1,150,000.00		\$985,253.68	\$241,190.33
0301 Impaired Driving Coordination	164PA 1703	\$175,000.00	\$102,057.18	\$0.00	\$0.00
	AL 1703				
0302 Alcohol Coordination Assistance	164PA 1703	\$225,000.00	\$180,669.22	\$0.00	\$0.00
	AL 1703				
0303 DRE and Traffic Training	M6OT 1703	\$500,000.00	\$460,603.05	\$219,944.81	\$0.00
0304 Patrol Impaired Driving Enforcement	M6OT 1703	\$850,000.00	\$680,114.29	\$10,356.74	\$179,985.96
0305 Cites & Counties DWI Enforcement	164AL 1703	\$2,500,000.00	\$2,291,164.72	\$2,570,958.56	\$444,576.71
0306 Integrated Judicial & Administrative II	M6OT 1703	\$650,000.00	\$485,762.57	\$485,762.57	\$20,832.86
0307 DWI Courts	164AL 1703	\$1,800,000.00	\$1,561,700.10	\$1,561,700.10	\$489,636.34
0308 DWI Court Assessment Training	M6OT 1703	\$40,000.00	\$38,796.77	\$38,796.77	\$0.00
0309 DWI Media Relations at OOC	M6OT 1703	\$160,000.00	\$101,554.49	\$76,165.87	\$0.00
0310 DWI Paid Media Contract	164PM 1703	\$1,600,000.00	\$1,599,222.08	\$1,400,191.17	\$0.00
0311 DWI Dashboard	164AL 1703	\$50,000.00	\$0.00	\$0.00	\$0.00
""	M6OT 1703	\$100,000.00	\$28,677.65	\$0.00	\$0.00
0312 BCA Full-time Lab Technicians	M6OT 1703	\$250,000.00	\$162,398.59	\$162,398.59	\$0.00

	NHTSA Code	Amount Budget	Vouchered	Local Benefit	State Local Match
0313 DWI E-Charging	M6OT 1703	\$260,000.00	\$259,753.13	\$0.00	\$0.00
0314 Ignition Interlock	164AL 1703	\$300,000.00	\$235,300.10	\$0.00	\$3,935,288.44
0315 Patrol DWI Conference Travel	M6OT 1703	\$9,000.00	\$8,679.32	\$8,679.32	\$0.00
0316 DWI Officers	164AL 1703	\$917,600.00	\$704,247.69	\$815,884.19	\$0.00
" ""	M6OT 1703	\$458,400.00	\$346,730.47	\$346,730.47	\$230,919.38
0317 TSRP	M6OT 1703	\$200,000.00	\$174,442.68	\$174,442.68	\$0.00
0318 DWI Enforcement Recognition	M6OT 1703	\$25,000.00	\$9,036.78	\$9,036.78	\$0.00
0319 Law and Legal Training	M6OT 1703	\$50,000.00	\$9,612.38	\$9,612.38	\$0.00
0320 Impaired Driving Facts	M6OT 1703	\$4,000.00	\$0.00	\$0.00	\$0.00
0321 DWI Enforcement Liaisons	164AL 1703	\$140,000.00	\$123,921.59	\$137,773.92	\$0.00
0322 Ignition Interlock Vendor Oversight	M6OT 1703	\$250,000.00	\$120,903.72	\$0.00	\$0.00
0323 Project Directors to Conferences	M6OT 1703	\$18,000.00	\$13,294.90	\$13,294.90	\$0.00
0324 DWI Creative Contract	M6OT 1703	\$25,000.00	\$24,755.49	\$21,042.17	\$0.00
0325 State DWI Match for 405d	State		\$0.00	\$0.00	\$1,893,432.56
Subtotal AL					
Subtotal 164AL		\$5,707,600.00	\$4,916,334.20	\$5,086,316.77	\$4,869,501.49
Subtotal 164PA		\$400,000.00	\$282,726.40	\$0.00	\$0.00
Subtotal 164PM		\$1,600,000.00	\$1,599,222.08	\$1,400,191.17	\$0.00
		\$7,707,600.00	\$6,798,282.68	\$6,486,507.94	\$4,869,501.49
Subtotal 405d		\$3,849,400.00	\$2,925,116.28	\$1,576,264.05	\$431,738.20
All Impaired Driving		\$11,557,000.00	\$9,723,398.96	\$8,062,771.99	\$5,301,239.69
0401 Enforcement Coordination 1	PT 1704	\$100,000.00	\$80,174.33	\$0.00	\$0.00
0402 Enforcement Coordination 2	PT 1704	\$75,000.00	\$80,010.32	\$0.00	\$0.00
0403 Patrol TZD Enforcement	PT 1704	\$275,000.00	\$254,374.96	\$0.00	\$57,911.70
0404 Cities & Counties TZD Enforcement	PT 1704	\$500,000.00	\$382,761.65	\$382,761.65	\$74,214.21
"{" ""	FESDDLE	\$275,048.95	\$245,131.02	\$245,131.02	\$60,754.93
0405 Patrol Project Support	PT 1704	\$50,000.00	\$24,564.96	\$20,778.51	\$0.00
0406 Enforcement Liaisons	PT 1704	\$205,000.00	\$186,765.00	\$166,884.04	\$0.00
0407 Enforcement Recognition	PT 1704	\$70,000.00	\$1,788.31	\$890.76	\$0.00
0408 ROAR	PT 1704	\$45,000.00	\$34,744.57	\$0.00	\$0.00
0409 Patrol Travel	PT 1704	\$9,000.00	\$8,679.34	\$0.00	\$0.00

	NHTSA Code	Amount Budget	Vouchered	Local Benefit	State Local Match
0410 Distracted Driving Webinar	PT 1804	\$500.00		\$500.00	
Subtotal PT 402	PT	\$1,329,000.00		\$571,314.96	\$132,125.91
Subtotal 405Esubtotal	M8DDLE	\$275,048.95		\$245,131.02	\$60,754.93
0501 Traffic Records Coordination	M3DA 1705	\$150,000.00	\$129,431.25	\$-857.79	\$0.00
0502 Data Analysis	TR 1705	\$225,000.00	\$203,775.80	\$0.00	\$0.00
0503 FARS Support	M3DA 1705	\$80,000.00	\$31,296.85	\$-286.09	\$0.00
0504 TRCC	M3DA 1705	\$15,000.00	\$0.00	\$0.00	\$0.00
0505 State and Local TR	State&local		\$0.00	\$0.00	\$302,987.43
0506 E Grants Support	TR 1705	\$40,000.00	\$31,012.40	\$0.00	\$0.00
0507 Crash Records Analysis	M3DA 1705	\$110,000.00	\$72,947.00	\$0.00	\$0.00
0508 Crash Records Enhancements	M3DA 1705	\$430,000.00	\$368,064.50	\$0.00	\$0.00
""	State	\$320,000.00	\$0.00	\$0.00	\$0.00
0509 MNGEO Mapping	State	\$75,000.00	\$0.00	\$0.00	\$0.00
"{"	M3DA 1705		\$0.00	\$0.00	\$0.00
0510 MNCrash Support	State	\$75,000.00	\$0.00	\$0.00	\$0.00
""	M3DA 1705		\$0.00	\$0.00	\$0.00
0511 SAS Support	M3DA 1705	\$75,000.00	\$33,975.00	\$0.00	\$0.00
""	State	\$75,000.00	\$0.00	\$0.00	\$0.00
0512 CODES	M3DA 1705	\$100,000.00	\$3,262.50	\$0.00	\$0.00
0513 Web-Based OTS Training	TR 1705	\$15,000.00	\$4,940.10	\$0.00	\$0.00
""	M3DA 1705	\$15,000.00		\$0.00	\$0.00
State General Fund	State	\$545,000.00	\$0.00	\$0.00	\$0.00
Subtotal TR 402	TR 1705	\$265,000.00	\$239,728.30	\$0.00	\$0.00
Subtotal Data 405c	405c 1705	\$960,000.00	\$643,917.20	\$-1,143.88	\$0.00
0601 Community Programs Coordination	CP 1706	\$120,000.00	\$104,901.28	\$0.00	\$0.00
0602 Evaluation Coordination	CP 1706	\$120,000.00	\$0.00	\$0.00	\$0.00
0603 Media Relations	CP 1706	\$195,000.00	\$125,528.69	\$84,713.70	\$23,096.53
0604 Safe Roads	CP 1706	\$450,000.00	\$327,376.21	\$327,376.21	\$242,089.96
0605 NETS	CP 1706	\$45,000.00	\$42,364.57	\$0.00	\$3,943.00
0606 Paid Media	PM 1706	\$956,000.00	\$955,616.40	\$812,273.95	\$0.00

	NHTSA Code	Amount Budget	Vouchered	Local Benefit	State Local Match
0607 TZD Conference	CP 1706	\$262,400.00	\$262,400.00	\$131,146.01	\$0.00
0608 Regional Support	CP 1706	\$154,000.00	\$152,157.24	\$152,157.24	\$0.00
0609 Older Driver Working Group	CP 1706	\$25,000.00	\$3,507.56	\$0.00	\$0.00
0610 Creative Contract	CP 1706	\$100,000.00	\$95,286.26	\$80,993.33	\$0.00
0611 Telephone Surveys and Evaluation	CP 1706	\$60,000.00	\$60,700.00	\$0.00	\$0.00
0612 Program Travel	CP 1706	\$30,000.00	\$40,375.60	\$0.00	\$0.00
0613 Project Directors to Conferences	CP 1706	\$18,000.00	\$13,294.91	\$13,294.91	\$0.00
0614 Enforcing Pedestrian Laws	CP 1706	\$75,000.00	\$57,695.25	\$58,695.25	\$18,972.85
0615 Identifying Driver Drowsiness	CP 1706	\$215,000.00	\$0.00	\$0.00	\$0.00
Subtotal CP 402	CP 1706	\$1,869,400.00	\$1,285,587.57	\$848,376.65	\$288,102.34
Subtotal PM 402	PM 1706	\$956,000.00	\$955,616.40	\$812,273.95	\$0.00
0701 Motorcycle Coordination	MC 1707	\$110,000.00	\$111,744.24	\$0.00	\$393,792.79
0702 Motorcycle Support	M9MA 1707	\$94,000.00	\$93,506.06	\$79,480.05	\$23,500.00
0703 to 0709 State MC Safety Program	State		\$0.00	\$0.00	\$0.00
Subtotal MC 402		\$110,000.00	\$111,744.24	\$0.00	\$393,792.79
Subtotal 405F		\$94,000.00	\$93,506.06	\$79,480.05	\$23,500.00
0901 TZD Support	RS 1709	\$80,535.00	\$76,655.50	\$0.00	\$0.00
0902 Intersections	164HE 1709	\$1,457,000.00	\$1,201,369.81	\$0.00	\$0.00
0903 Evaluation and Planning	164HE 1709	\$100,000.00	\$31,721.63	\$0.00	\$0.00
Subtotal RS 402		\$80,535.00	\$76,655.50	\$0.00	\$0.00
Subtotal 164HE	carry forward only	\$1,557,000.00	\$1,233,091.44	\$0.00	\$0.00
All 402 Including PM		\$5,443,935.00	\$4,406,724.67		\$1,091,771.24
All 402 Except PM		\$4,487,935.00	\$3,451,108.27	\$1,553,182.44	\$1,091,771.24
PM		\$956,000.00	\$955,616.40	\$812,273.95	\$0.00
All 405b in OP		\$1,150,000.00	\$985,253.68	\$985,253.68	\$241,190.33
All 164 AL		\$7,707,600.00	\$9,291,553.71	\$5,086,316.77	\$4,869,501.49
All 405c		\$960,000.00	\$643,917.20	\$-1,143.88	\$160,979.30
All 405d		\$3,849,400.00	\$2,925,116.28	\$1,576,264.05	\$2,325,170.76
All 405e		\$275,048.95	\$0.00	\$245,131.02	\$60,754.93
All 405f		\$94,000.00	\$93,506.06	\$79,480.05	\$23,500.00

Below is a listing of acronyms and definitions used in this report.

Acronym	Definition
AIIPA	Association of Ignition Interlock Program Administrators
ARIDE	Advanced Roadside Impaired Driving Enforcement
ATV	All-Terrain Vehicle
BAC	Blood Alcohol Content
BCA	Bureau of Criminal Apprehension
BRC2u	Basic Rider Course 2
BRCu	Basic Rider Course
CARE	Collision Awareness Reduction Efforts
CARS	Children and Restraint Systems
CFF	Critical Flicker Frequency
CHQ	Central Headquarters
CPS	Child Passenger Safety
DCTC	Dakota County Technical College
DOT	Department of Transportation
DPS	Department of Public Safety
DRE	Drug Recognition Evaluators
DVS	Driver and Vehicle Services
DWI	Driving While Impaired
EMS	Emergency Medical Services
FARS	Fatality Analysis Reporting System
FAST Act	Fixing America's Surface Transportation Act
FFY	Federal Fiscal Year
GHSA	Governors Highway Safety Association
HSP	Highway Safety Plan
HVE	High-Visibility Enforcement
IACP	International Association of Chiefs of Police
KIM	Kidz In Motion
LEL	Law Enforcement Liaison

Acronym	Definition
MAAA	Metropolitan Area Agency on Aging
MC	Motorcycle
MDH	Minnesota Department of Health
MMAP	Mobility for Minnesota's Aging Population
MMSP	Minnesota Motorcycle Safety Program
MMUCC	Model Minimum Uniform Crash Criteria
MnDOT	Minnesota Department of Transportation
MSP	Minnesota State Patrol
NCDC	National Center for DWI Courts
NETS	Network of Employers for Traffic Safety
NHIS	National Health Interview Survey
NHTSA	National Highway Traffic and Safety Administration
OOO	Office of Communications
OP	Occupant Protection
OPUE	Occupant Protection Usage and Enforcement
OTS	Office of Traffic Safety
POST	Peace Officer Standards and Training
RFP	Request For Proposal
ROAR	Real-Time Officer Activity Reporting
SFST	Standardized Field Sobriety Test
SHSO	State Highway Safety Office
SHSP	Strategic Highway Safety Plan
TRCC	Traffic Records Coordinating Committee
TZD	Toward Zero Death
UTV	Utility Terrain Vehicle
VMT	Vehicle Miles Traveled
YUM	Young Unmarried Male
IACP	International Association of Chiefs of Police
KIM	Kidz In Motion
LEL	Law Enforcement Liaison

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