

2020

# MINNESOTA

## ANNUAL REPORT



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## ***Office of Traffic Safety Director's Message***

As a data driven organization, compiling and analyzing accurate crash data is critical to the OTS Mission, 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 in our legislatively mandated annual report titled Crash Facts:

- Minnesota Motor Vehicle Crash Facts--2019

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 DPS-OTS goes beyond the required elements to identify specific data subsets that are over-represented as significant contributing factors. 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 a continuing commitment to the proper stewardship of federal and state funds.

Noteworthy statistics from 2019:

- Minnesota traffic fatalities decreased by 17 to 364 deaths in 2019.
- Seatbelt use compliance was not surveyed in 2020. The 2019 compliance rate was 93.4%.
- Vehicle miles traveled-based fatality rate in 2019 was 0.599, second best in the nation.
- Alcohol-related fatalities decreased 9 with 114 fatalities in 2019.
- Additional information and resources, including the Crash and Impaired Driving Facts publications are located on the OTS website: [ots.dps.mn.gov](http://ots.dps.mn.gov)

### **Legislative**

As the 2020 session of the Minnesota legislature convened, DPS/OTS was prepared to move several traffic safety initiatives forward. These included an oral fluid roadside testing pilot project and an improvement to the existing ignition interlock program. Shortly after the session began, the COVID-19 pandemic struck and all non-critical legislative activity ceased. These initiatives will be carried forward for possible introduction in the 2021 legislative session.



The Minnesota Department of Public Safety / Office of Traffic Safety (DSP/OTS) has prepared this report of our activities and accomplishments for federal fiscal year 202 (FFY20) Annual Report. While Minnesota continues to make progress on many fronts as we work tirelessly to prevent serious and fatal motor vehicle crashes on all of Minnesota's roadways, 2020 has brought significant challenges. The COVID-19 pandemic has affected virtually every aspect of our operations. From delayed and cancelled enforcement and media events to having our entire staff working remotely, nothing has been easy. Additionally, Minnesota has experienced significant and widespread civil unrest. The challenges faced by our law enforcement partners is unprecedented and has only exacerbated the difficulties we have experienced with our traffic safety programs.

This report details our staff and program accomplishments and demonstrates continued implementation of proven countermeasures and innovative approaches that will achieve our ultimate goal of Zero Deaths. In spite of the critical challenges we continue to face, we remain focused on our mission of preventing fatal and serious injury crashes across our state. The following six pillars form the foundation for our approach to our preventative approach:

1. Demonstration of Consistent High Performance

Minnesota is proud of the fact that we again rank #2 in the nation for the lowest fatality rates per vehicle miles traveled in the nation. We continue to be recognized as a low incidence state for impaired driving in fatal crashes, and as a high compliance seatbelt use state. Utilizing and implementing innovative and forward thinking strategies and strong data driven principles we are continuing to change driver behavior in positive ways.

2. Implementation of Technological Enhancements

In 2019, the Minnesota OTS continued to engage our partners at the local, regional, and national level continually seeking and sharing new and emerging best practices. DPS/OTS has received additional grant funding through GHSA to support our State's Drug Recognition Evaluator (DRE) program. As COVID-19 and other societal events impacted our ability to deliver programs and services, OTS staff worked with both NHTSA and our multiple grantees to allow for the maximum amount of flexibility for each individual program. While some events were curtailed or reduced in scope, we continued to provide resources that positively affected traffic safety across the state.

3. Strategic Support of Traffic Safety Partners

Minnesota OTS awarded grants to 23 Safe Roads coalitions across the state. In addition, our nine TZD Regional Directors provided leadership and support to approximately 30 additional unfunded local coalitions. Minnesota OTS maintained support for 16 DWI courts and currently continues to support eight judicial interlock programs. In addition, 56 multi-agency enforcement grants covered 68 sheriffs' offices, 232 police departments, two tribal enforcement agencies, two university police departments, and all districts of the State Patrol. Through a different grant with OTS, the State Patrol increased the number of DRE active in the State to 268 officers representing 114 agencies. 306 officers were trained in Advanced Roadside Impaired Driving Enforcement (ARIDE), and 241 officers in Standardized Field Sobriety Test (SFST); finally, they provided 465 officers with the DWI update class. Nine program coordinators/subject matter 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 coordinators. Working in concert with our staff are nine Regional Toward Zero Deaths program coordinators who provide real time and on the ground support to a vast array of traffic safety advocates and professionals from all five sectors of the TZD team: Engineering, Education, Enforcement, Emergency Medical Service providers, and everyone with a vested interest in traffic safety issues at the local level.

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

Minnesota utilizes a robust problem identification process through the analysis of crash data by the two and one half researchers and the one and one-half Fatality Analysis Reporting System (FARS) analysts on staff. For FFY20 an improved and more detailed problem identification process was established. We continue to use data as our foundation and are increasingly using more effective evaluation tools to ensure that projects and programs are doing their intended work. Whenever possible, our projects provide references to chapters and sections in Countermeasures That Work and the State's Strategic Highway Safety Plan (SHSP) focus area in the annual OTS Highway Safety Plan (HSP).

5. Proactive Recognition

During 2019 multiple agencies as well as individual officers from across the State were recognized for outstanding traffic safety and engagement efforts during the year. These recognition events took place at their county board or city council meetings and during agency roll call briefings. These recognition presentations were made to all individual officers, troopers, and deputies as well as too many support staff members who play a key role in program delivery and operational success. Several individual agencies and their leadership were recognized for their commitment to traffic safety as a priority even during the ongoing pandemic.

6. Increased Traffic Safety Education Efforts

Minnesota OTS and Office of Communications (OOC) 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. Minnesota DPS/OTS is firmly committed to reaching out to all of our diverse communities with these same critical messages. Multiple, nontraditional platforms are utilized to ensure significant outreach with difficult to reach communities and demographic groups FFY21 has already started off with significant continuing challenges. COVID-19 is once again resurging and, as a result, many of our stakeholders and partners have been forced to restrict activities and have had to reduce participation in some traffic safety programs. At the same time our fatality rate is continuing to climb and is well above last year's level and the 5-year averages. As the Minnesota DPS/OTS moves onward with our mission in 2021 we acknowledge that improvements in a number of our program areas will need to be made. The OTS is committed to a thorough evaluation of each of our projects and programs in order to ensure that we are doing everything possible to improve overall traffic safety across all of Minnesota. Specifically, we will be evaluating and making adjustments in the following performance target areas:

- In the area of traffic fatalities, we will leverage current, new, and emerging data sets to specifically identify root causal factors and then apply appropriate strategies to prevent them. We know that speed has proven to be a major contributing factor in the increase in fatalities and we reallocated available resources to address this increasing menace.
- While our occupant restraint compliance rate appears to be stable (a survey was not conducted in 2020 due to COVID-19 restrictions), 73 unrestrained vehicle occupants were killed. We are working to identify additional outreach and education opportunities while also increasing outreach to our law enforcement partners.

- Nearly 90 persons were killed as a result of impaired driving. We will continue to advocate for policy and legislative solutions that will strengthen our current laws and make them more effective. The addition of Judicial Liaison Outreach position with specialized training and knowledge in the area of impaired driving has proven to be an excellent addition to our overall impaired driving programs. We will continue to evaluate DWI officer support and adjust as necessary, up to 25 DWI Officers across the entire state .
- Speed related fatalities continue to plague our entire state. OTS will improve our outreach and educational efforts while also looking for additional ways to support enforcement efforts.
- In the area of Motorcycle Safety, we will continue to work closely with rider advocacy groups and industry to educate all riders of the importance of helmets and high visibility gear. With COVID-19 restrictions in place, many of our rider training classes were either canceled or moved to the end of the riding season. In 2021 we are anticipating a return to a more normal schedule that will allow us to reach our novice riders early in the season. Close attention and adjustments will be made as evaluation of the program is done.
- Fifty-six teen drivers were killed in crashes last year. In 2020 OTS will work closely with our newly formed Teen Driver Safety Task Force and with our partner agency Driver and Vehicle Services (DVS) to study and improve teen driver education and testing for all new drivers. Data collected will be monitored and programs will be adjusted based on task force feedback.
- Minnesota is following the national upward trend in the number pedestrian and bicycle fatalities. In 2021 we will work with the Minnesota Department of Transportation (MnDOT) to expand both education and outreach projects as well as enforcement efforts.

With the onset of the COVID-19 pandemic, Minnesota, like many other states, saw a rapid and unprecedented increase in the number of speed attributed fatal crashes. At the same time, our law enforcement partners reported a parallel increase in the number of serious speed violations being encountered (especially the number of violations over 100 Miles Per Hour). In response to this critical public safety threat in late 2020 the Minnesota TZD program partners (DPS, MnDOT, MDH), all worked jointly to develop a long term and robust speed reduction project. This enforcement and education campaign will kick off in the first weeks of 2021 and will carry through the summer months. This effort will be supported in part with a \$1M Section 402 funding amendment to the FFY21 HSP. The funding will provide for additional, speed focused, high visibility enforcement and with a corresponding media outreach and education efforts. Data will be evaluated and programs adjusted for 2022 and beyond. Additional resources from MnDOT and MDH in support of this project are also being developed.”

In addition, DPS/OTS took the following steps in 2020 to address emerging traffic safety challenges:

- HSP Amendment #3: Added an additional \$100,000 to the DWI Officer grant program.
- HSP Amendment #6: An Additional \$60,000 to Ignition Interlock to support increase in enrollment.
- HSP Amendment #8: Additional funding to both Occupant Protection and Impaired Driving programs to support NHTSA Program Assessments.
- HSP Amendment #9: Additional \$220,000 to Enforcement Support programs to address speed and distracted driving behaviors.
- HSP Amendment #10: An additional \$30,000 to Enforcement Support for local agencies and \$10,000 to the State Patrol Enforcement grants to be used to target speed violations.

Regardless of the challenges of 2020 and the unknowns of 2021, the staff and leadership of the Minnesota OTS are proud of our work and the accomplishments made with our traffic safety partners working toward a common goal: Zero Deaths. We look forward to continuing this work in the upcoming years. A comprehensive review of the individual projects conducted through the 2020 HSP follows the performance measure discussion in the body of this report.

Sincerely,

*Michael J. Hanson*

Michael Hanson, Director  
Office of Traffic Safety, Minnesota Department of Public Safety

P.S. CARES Waivers

Several Waivers were issued and advantage was taken of the following

- #1 High Visibility Enforcement
- #3 Seat Belt Survey
- #5 Maintenance of Effort
- #6 Ability to spend grant funds
- #7 Local Benefit

With the health emergency and the civil unrest many staff in all areas were reassigned thus the redirecting of priorities was impacted.

## Community Involvement

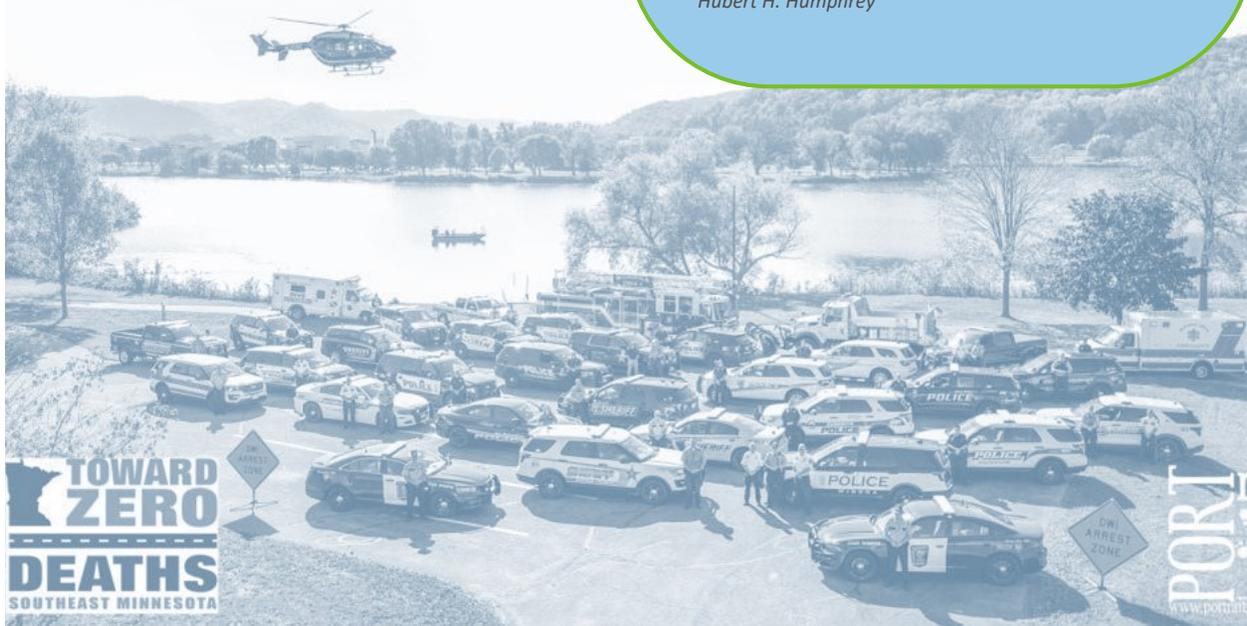
The Community Event Report objective is to inform Commissioner Harrington’s and Governor Walz’s offices about public safety outreach to Minnesota communities provided by CPS Techs, LELs, TZD Regional Coordinators and OTS staff. In 2020, meetings, presentations, classes and events were attended despite the challenges presented by the COVID-19 pandemic. Innovative solutions were implemented to move conferences and other events to virtual formats, which in many cases, enhanced the ability of traffic safety advocates to reach larger and more geographically disparate audiences. For more detailed information, see Appendix B.

To date some of the meetings, classes, presentations and events attended are as follows:

- C.A.R.S class (Child and Restraint System)
- DWI Court Commencement Celebration
- DRE Graduation
- MMAP Meeting (Mobility for MN Aging Population)
- MN South Central Investigator’s Coalition Annual Conference
- Point of Impact Program
- TZD Stakeholder Breakfast
- Range TZD Meeting
- Red Lake Trial Leadership meeting



*“It was once said that the moral test of government is how that government treats those who are in the dawn of life, the children; those who are in the twilight of life, the elderly; and those who are in the shadows of life, the sick, the needy and the handicapped.”*  
 – Hubert H. Humphrey



## ***The Office of Traffic Safety Mission***

*To prevent traffic deaths and serious injuries by changing human behavior in Minnesota through policy development and support, stakeholder engagement, program delivery, leadership, innovation, and research and evaluation.*

Our signature traffic safety campaign is a multi-agency, holistic program titled Toward Zero Deaths. In addition to the Office of Traffic Safety, the Bureau of Criminal Apprehension, Driver and Vehicle Services, and the Minnesota State Patrol's all work together to support the efforts within the Department of Public Safety to improve roadway behavior.

Toward Zero Death encompasses:

- City, county, state, and tribal law enforcement personnel
- Courts and prosecutors
- Department of Transportation, roadway engineering related prevention strategies
- Driver and Vehicle Services
- Emergency Medical Services and First Responders
- Hospital and trauma oversight by the Minnesota Department of Health
- Judiciary affiliates
- Media relationships
- Stakeholders with direct and indirect interests in trafficsafety

### ***The overarching goal of Minnesota Toward Zero Deaths***

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

#### ***Mission***

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.

## Performance Measures

Core performance measures and outcome measures in key traffic safety areas provide realistic targets and help Minnesota develop programs with the goal of saving lives and making our roads safer. To project and set performance measure targets, MN DPS and MnDOT calculate a rolling five year average of data. When yearly data becomes finalized these targets are then adjusted for the next year's projected target.

Several sources of data are used in determining performance measure targets:

- Fatality Analysis Reporting System annual file (all fatality measures)
- Vehicle miles traveled (MnDOT data)
- State observational survey of seatbelt use (seat belt use rate)
- State crash data file (serious injuries, 2019 counts and 2020 YTD counts feathering almost 10 months of preliminary data)
- Annual attitude and behavioral survey of Minnesota residents

Due to differing national and state definitions, some core outcome measures (i.e. alcohol impaired driving fatalities) may differ from literature produced by the State (i.e. Minnesota Motor Vehicle Crash Facts, Impaired Driving Facts).

Minnesota made tremendous progress lowering traffic fatalities in the past decade. That downward trend is evident examining yearly fatality counts. In fact, the 2017 count of 358 fatalities marked the lowest number of traffic deaths since 1944. Since 2017, there have been increases (381 fatalities in 2018 and 364 fatalities in 2019), but the overall trend is decreasing. The fatality rate per 100 million vehicle miles traveled for 2019 was 0.60; (actually 0.599) this marks the state's lowest fatality rate ever.

Minnesota's 2019 target in 8 of the 11 measures:

- Serious injuries 1520 (Target 1,711)
- Fatalities per 100 million vehicle miles traveled: 0.60 (Target 0.62)
- Alcohol-impaired driving fatalities: 86 (Target 97)
- Speed related fatalities: 77 (Target 90)
- Motorcyclist fatalities: 46 (Target 55)
- Undeleted motorcyclist fatalities: 33 (Target 35)
- Drivers age 20 or under involved in fatal crashes: 37 (Target 51)
- Observed seat belt use rate: 93.4% (Target 94%)

Unfortunately, targets were not hit in these areas:

- Unrestrained occupant fatalities: 74 (Target 68)
- Pedestrian fatalities: 47 (Target 35)
- Bicyclist fatalities: 11 (Target 9)

A chart featuring Minnesota's performance measure targets, behavioral measures, and core activity measures is detailed on the next page. Trend graphs, and a listing of DPS/OTS projects by performance measure are also provided.

### Minnesota Performance Measures and Targets

								2020	2019	2020
<b>Performance Measure</b>		<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>YTD</b>	<b>Target</b>	<b>Target</b>
C-1	Traffic Fatalities	361	411	392	358	381	364	323	371	375
C-2	Serious Injuries	1,044	1,127	1,992	1,849	1,660	1,520	1,332	1,711	1,714
C-3	Fatalities Per 100M VMT	0.63	0.72	0.66	0.63	0.63	0.60	0.76	0.62	0.62
C-4	Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions)	93	85	74	71	84	74	82	68	61
C-5	Alcohol-Impaired Driving Fatalities (BAC=.08+)**	108	115	95	85	104	86	91	96	93
C-6	Speeding-Related Fatalities	111	84	92	89	114	77	96	90	90
C-7	Motorcycle Fatalities	46	61	56	55	59	46	57	55	56
C-8	Unhelmeted Motorcycle Fatalities	29	38	36	36	42	33	37	35	38
C-9	Drivers Age 20 and Under Involved in Fatal Crashes	38	60	52	42	56	37	54	51	38
C-10	Pedestrian Fatalities	15	39	58	38	42	47	36	35	50
C-11	Bicyclist and Other Cyclist Fatalities	5	10	7	6	7	11	9	9	10
<b>Behavioral Measure</b>		<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2019</b>	<b>2020</b>
B-1	Observed Seat Belt Use Rate	94.7%	94.0%	93.2%	92.0%	92.4%	93.4%	N/A	94.0%	92.0%
	Distracted Driving Measure - % of drivers "Not Distracted" (prior to 2016, % contributing factors)	21.8%	20.3%	67.9%	66.8%	67.5%	89.3%	69.8%	65.0%	65.0%
	Older Driver Measure - % of drivers in fatal crashes who were age 85+	2.9%	2.5%	2.5%	1.9%	1.5%	0.6%	0.01%	3.0%	3.0%
<b>Core Activity Measures</b>		<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>		
A-1	Seat Belt Citations	24,778	15,917	13,146	10,633	10,910	9,896	5,210		
A-2	Impaired Driving Arrests	3,004	3,045	2,195	1,936	2,036	1,913	1,628		
A-3	Speeding Citations	25,704	19,691	17,090	16,960	14,676	12,515	12,065		

 Green indicates performance meets or exceeds target.  
 Red indicates performance does not meet target.

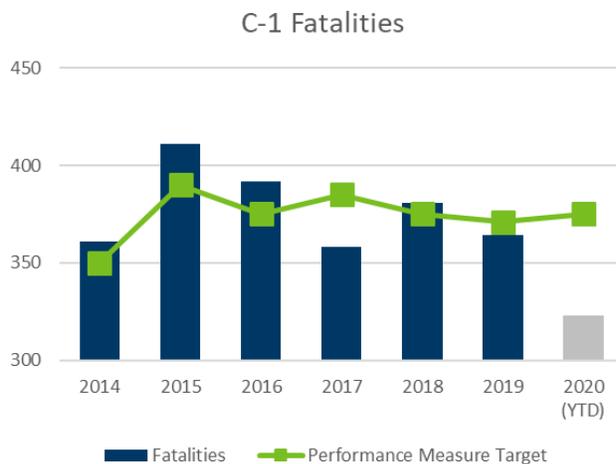
C-1 Fatalities								
Year	2014	2015	2016	2017	2018	2019	2020 YTD	2021
Yearly Result	361	411	392	358	381	364	323	352.4*
5-Year Avg	396	384	384	389	382	381	381	356*
Target	350	390	375	385	375	371	375	352.4*

\* Projected

**Target:** 371 in 2019. Rolling 5-year average was 381 in 2019.

**Status:** Target met in 2019 but not on path to hit target for 2020.

Traffic fatalities are trending downwards for Minnesota and the state has one of the lowest fatality rates in the nation. The state has historically been successful in attaining its fatality target and did so in 2019.

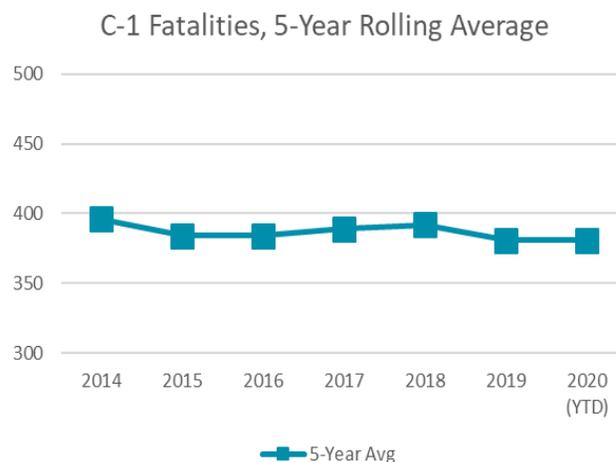


An aggressive 2021 target was set in conjunction with MnDOT and TZD leadership for the 2021 HSP and SHSP. Details on how this target was determined are provided in Appendix B

Increases in speeding and fatalities during the COVID-19 pandemic are cause for alarm and will impact the ability to hit the 2020 target. Analysts at MnDOT compared state crash data since March 1, 2020 to previous years and believe that with the decreased traffic levels the 2020 fatality rate may be up over 20% given current trends.

These strategies will be implemented in an attempt to curb pandemic fatality trends:

Minnesota has a growingly diverse population.



- The objective of the Multicultural Driver Education Pilot Program (HSP amendment project 21-06-02) is to reduce crashes, injuries and fatalities in multicultural communities by identifying problems associated with ethnic or cultural differences.

- In order to improve our overall performance in 2021 we will emphasize the importance of coordinated high visibility enforcement campaigns. We will also explore targeting various high risk corridors for additional efforts both enforcement and education related.

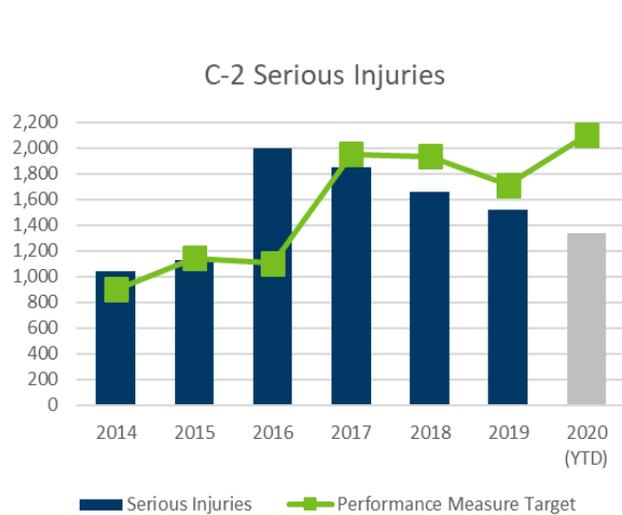
C-2 Serious Injuries								
Year	2014	2015	2016	2017	2018	2019	2020 YTD	2021
Yearly Result	1,044	1,127	1,992	1,849	1,660	1,520	1,332	1,580*
5-Year Avg	1,176	1,163	1,329	1,456	1,534	1,630	1,671	1,588*
Target	900	1,144	1,103	1,950	1,935	1,711	1,714	1,580*

\* Projected

Target: 1,711 in 2019. Rolling 5-year average was 1,630 in 2019.

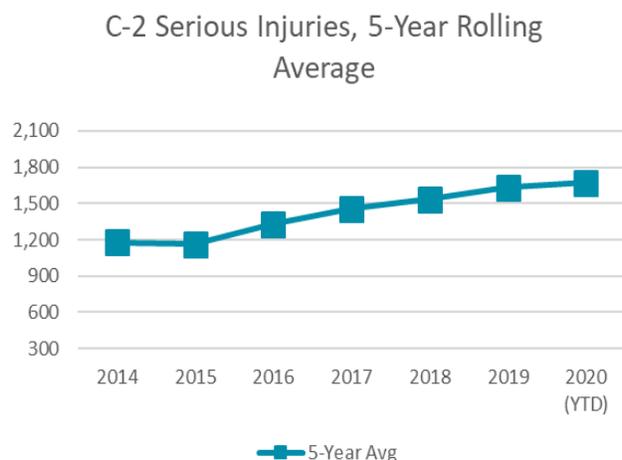
Status: Target met in 2019 and on path to hit target for 2020.

January 1, 2016 marked the launch of MnCrash, Minnesota’s crash reporting system. Changes in serious injury definitions resulted in spikes of serious injury counts being reported. These spikes have leveled off in the past few years as additional training of law enforcement officers was implemented. An aggressive 2021 serious injury target was set in conjunction with MnDOT and TZD leadership.



Efforts to reduce serious injuries are taking place throughout Minnesota in many of our program areas.

- During regional and statewide TZD meetings in 2019, the Central Minnesota Advisory Committee representatives provided educational presentations on the “Stop the Bleed” campaign. This national grassroots campaign encourages bystanders to become trained, equipped, and empowered to help in a bleeding emergency before EMT professionals arrive. Attendees at these presentations learned the ABCs of Bleeding Control and practiced tourniquet application on other attendees. These presentations were informative and well-received by attendees.



- In late 2020 working with our communications section we have established a series of traffic safety web-based landing pages. These serve as an important information source for anyone seeking specific tactics and strategies to prevent crashes and serious injuries. In 2021 we will continue to work with our partners at MDH on the CODES project and on further enhancements to MVC related trauma injury data systems. In 2021 we will make additional outreach to our EMS and first responder services to better engage them as front line preventers and top quality medical care providers.

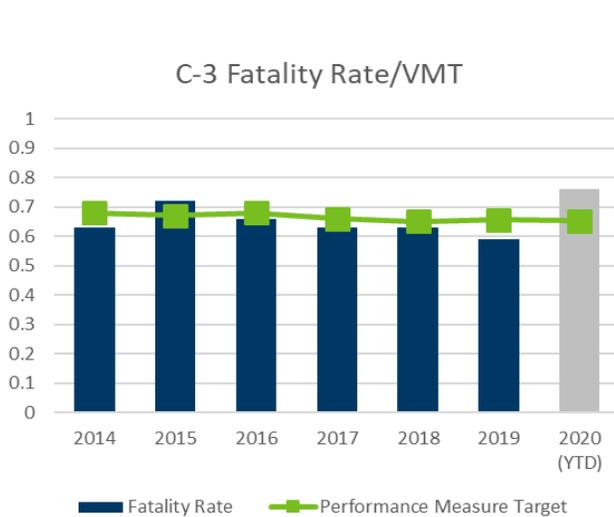
C-3 Fatality Rate/VMT								
Year	2014	2015	2016	2017	2018	2019	2020 YTD	2021
Yearly Result	0.63	0.72	0.66	0.63	0.63	0.60	0.76	0.582*
5-Year Avg	0.6	0.68	0.67	0.65	0.62	0.62	0.62	0.64*
Target	0.68	0.67	0.68	0.66	0.65	0.66	0.65	0.582*

\* Projected

Target: 0.66 in 2019. Rolling 5-year average was 0.62 for 2019.

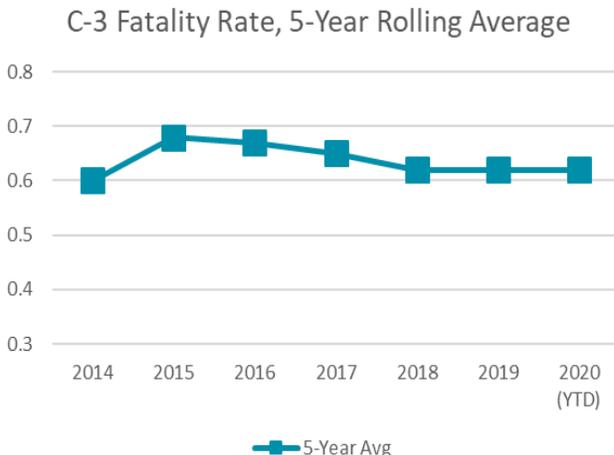
Status: Target met in 2019 and not on path to hit target for 2020.

Minnesota consistently touts one of the lowest fatality rates in the nation and consistently hits its goal. The fatality rate has been trending downwards and the 2019 rate of 0.60 was the lowest fatality rate in the State’s history.



Unfortunately, this success will probably see an interruption in 2020. The COVID-19 pandemic has greatly reduced the amount of vehicle traffic on our roadways. This decreased vehicle traffic resulted from governor’s executive orders on business shutdowns, quarantines, and many individuals working or schooling from home. As of October 2020, vehicle traffic was estimated to be 19% lower since March 1, 2020. Due to this, the state most likely will not meet its fatality rate target of 0.65 for 2020.

Plans to aggressively enforce speed are in place for the second quarter of 2021 and will be evaluated to improve other project adjustments to work toward hitting the aggressive future targets set in conjunction with MnDOT and TZD leadership.



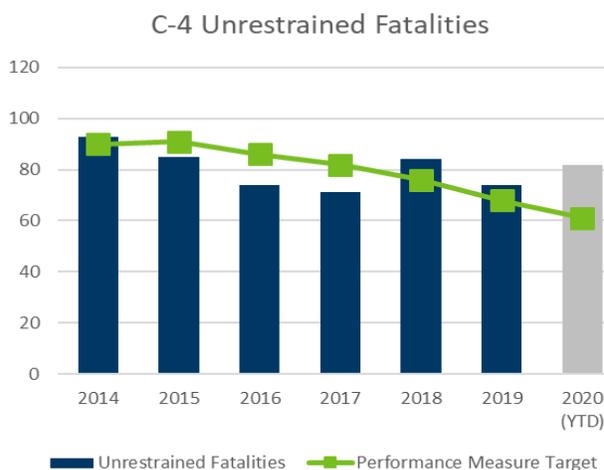
C-4 Unrestrained Occupant Fatalities								
Year	2014	2015	2016	2017	2018	2019	2020 YTD	2021
Yearly Result	93	85	74	71	84	74	82	70*
5-Year Avg	103	99	93	87	81	81	79	76*
Target	90	91	86	82	76	68	61	75*

\* Projected

Target: 68 in 2019

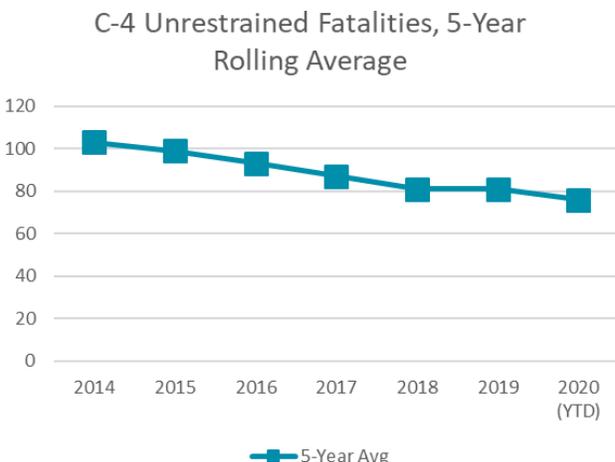
Status: Target not met in 2019 or 2020.

The unrestrained fatality data is trending downwards, but meeting this performance measure target has proven challenging for Minnesota the past few years. Minnesota has not met this target since 2017. The state was five over its target in 2019 and the year-to-date preliminary 2020 data reveals over 21 fatalities above the 2020 target.



Why the state struggles with this target is difficult to determine. The state has a high rate of seat belt usage both from an observed and certified rate (observational seat belt study) and from a self-reported rate (attitude and behavior survey). While the observational seat belt study was not conducted in 2020 (due to the COVID-19 pandemic), the seat belt usage rate in 2019 was 93.4%. In 2019, the attitude and behavior study found that 94% of respondents wore their seat belt “All of the time”.

Data from both of these studies indicates the Northwest region of the state (which includes 12 counties) consistently yields the lowest seat belt usage rates. State crash data reveals the highest percentage of unbelted fatalities and serious injuries in that region as well.



- To address the persistent but small proportion of occupants who do use seat belts or proper occupant restraint systems, we will improve our communication and outreach strategies particularly among the YUM in the rural areas of our state.

- In addition, our seat belt enforcement funds will be tailored to provide some supplemental funding to specific regions that continue to be overrepresented in the area of unrestrained fatalities.

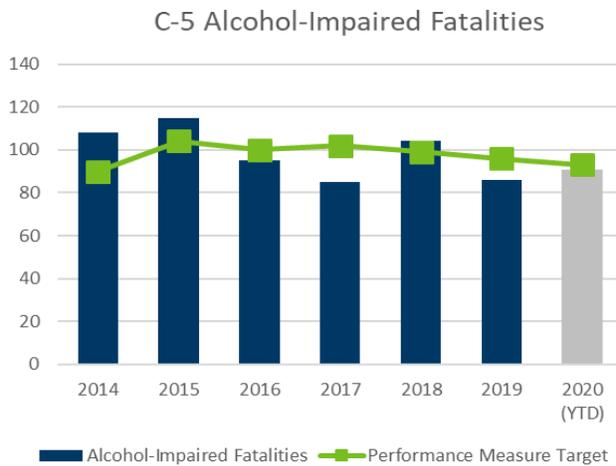
C-5 Alcohol-Impaired Fatalities								
Year	2014	2015	2016	2017	2018	2019	2020 YTD	2021
Yearly Result	108	115	95	85	104	86	91	93*
5-Year Avg	111	111	108	105	99	101	97	92*
Target	90	104	100	102	99	96	93	90*

\* Projected

Target: 96 in 2019.

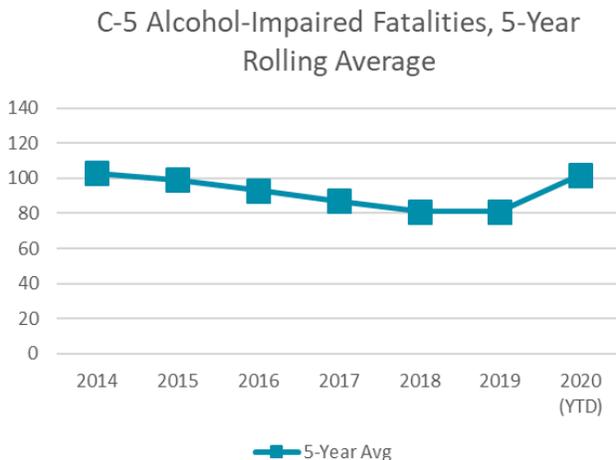
Status: Target met in 2019 and not on track for 2020.

Historical data from the past decades reveals Minnesota had much success reducing the prevalence of impaired driving. DWI arrests, alcohol-related traffic deaths, and the portion of total alcohol-related deaths have declined. Minnesota has many creative programs in place to combat alcohol-impaired driving and reduce impaired fatalities.



While the State did meet its 2019 target, it is not on schedule to meet this performance measure target in 2020. According to YTD numbers, there has been a 16.2% decrease in DWI arrests in 2020 compared to the same time period in 2019. However, the YTD preliminary state crash data indicates over ninety alcohol-related fatalities.

- To further combat impaired driving OTS has added a Judicial Liaison Outreach position to our staff. This addition will allow us to ensure consistent and effective methods to prevent recidivism and best practices in within the criminal justice system.
- The future of the DWI officer program will be expanded and use contributing factor data to pin point problem areas to ensure the counties with the highest incidence of impaired driving attributed serious injury and fatal crash rates are patrolled.



C-6 Speeding-Related Fatalities								
Year	2014	2015	2016	2017	2018	2019	2020 YTD	2021
Yearly Result	111	84	92	89	114	77	96	88*
5-Year Avg	94	91	92	92	98	98	102	93*
Target	75	90	88	87	86	92	90	87*

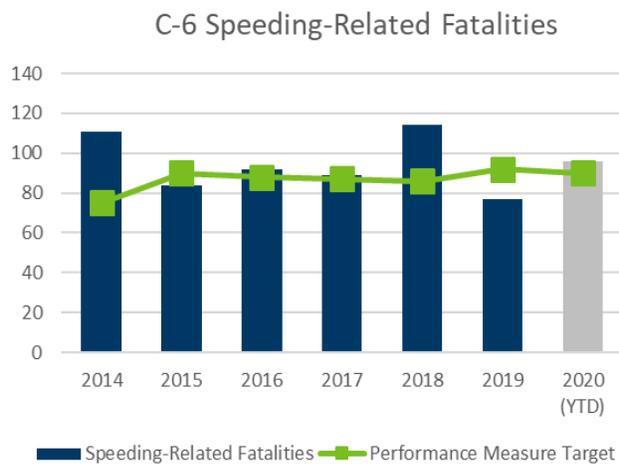
\* Projected

Target: 92 in 2019.

Status: Target met in 2019, but not met for 2020.

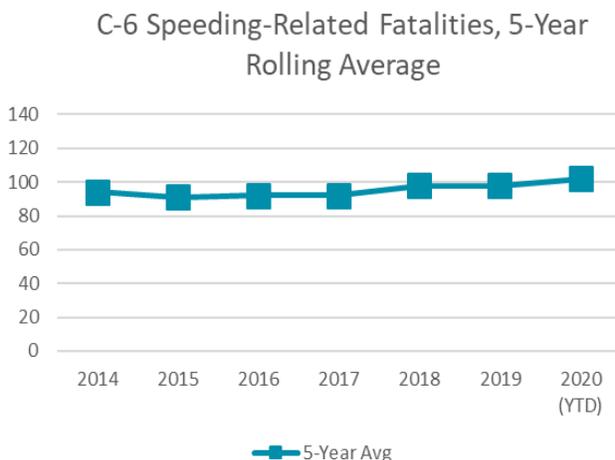
Meeting the speed-related fatalities target tends to be a challenge for Minnesota. Historical speed-related fatality data shows fluctuating numbers instead of a desired downward trend. The ability to speed is greatly impacted by the length and intensity of a Minnesota winter as snow-covered roads generally mean driving at slower speeds. If winter arrives early and stays late, the speeding season is shortened.

Minnesota uses several grant-funded speed and aggressive driving campaigns to enforce speeding and combat speed-related fatalities. See the graph for Speeding Citations under Core Activity Measures for details on yearly results.



To ensure progress was made in the speed-related fatalities performance measure, OTS altered plans during FFY20. Below are some of our changes:

Observations of speeding (exceeding 100+ mph) were noticed in 2020. To address this problem, we obtained approval to redirect funding from a distraction project to speed-related activities. The table below shows fatality counts during the extra enforcement wave using state crash data.



June 22- July 19	Speed-Related Fatalities	Total Fatalities
2016	7	39
2017	8	41
2018	7	36
2019	7	34
2020	15	42
Total	44	192

In 2021 OTS will devote resources to both education and outreach and to enforcement. We will work with OOC to develop relevant and appropriate education and outreach materials across a variety of mediums.

**C-6 Speeding-Related Fatalities, continued**

- Backing up the education and outreach effort, the limited funding available for speed enforcement will be used to target data identified hot spots and the counties with the highest speed attributed fatal and serious injury crash rates.

The table below details the top 15 counties with the highest number of fatal and serious injury crashes.

**Speed-Related Crashes, 2016-2020\***  
**15 Worst Counties, Ranked by Avg 2016-2019**

County	2016	2017	2018	2019	Avg 2016-2019	*2020 YTD	Fatal Crashes	Serious Injury Crashes
Hennepin	2,390	2,762	3,040	3,333	2,881	604	71	262
Ramsey	1,392	1,526	1,490	1,633	1,510	290	21	123
Dakota	793	865	1,016	1,107	945	167	20	67
St. Louis	558	540	542	567	552	98	17	68
Anoka	325	425	592	594	484	106	28	61
Washington	404	438	475	556	468	86	5	47
Stearns	343	306	410	446	376	82	11	35
Olmsted	277	312	307	390	322	70	4	36
Wright	188	206	378	369	285	46	5	22
Scott	173	170	270	328	235	59	11	36
Sherburne	156	153	203	239	188	43	8	22
Carver	150	139	153	150	148	38	3	19
Clay	111	125	164	175	144	32	4	13
Goodhue	138	107	148	173	142	41	2	18
Freeborn	106	109	143	195	138	12	1	25

\*2020 YTD state data

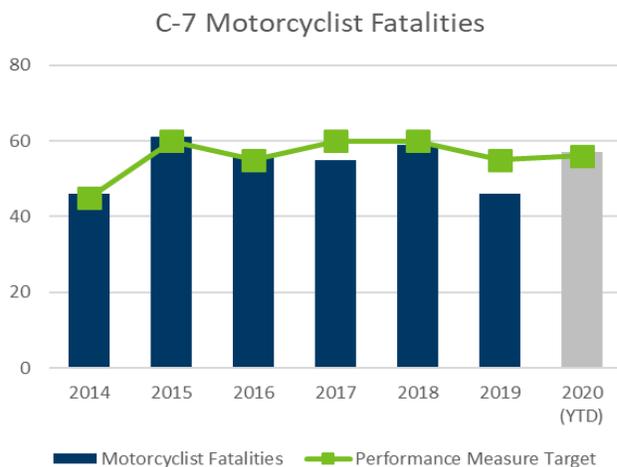
C-7 Motorcyclist Fatalities								
Year	2014	2015	2016	2017	2018	2019	2020 YTD	2021
Yearly Result	46	61	56	55	59	46	57	52*
5-Year Avg	50	53	56	56	55	55	54	54*
Target	45	60	55	60	60	55	56	52*

\* Projected

Target: 55 in 2019.

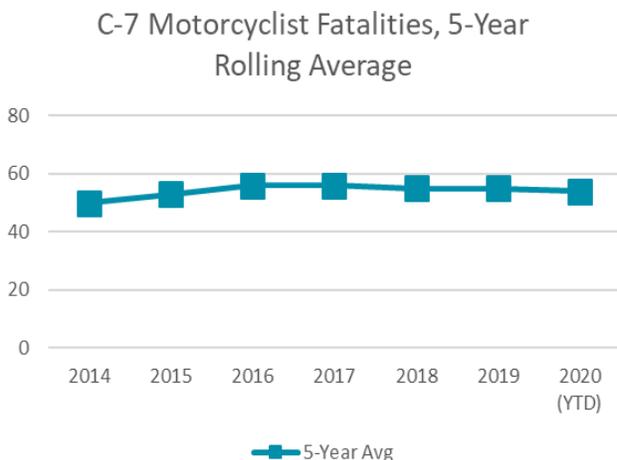
Status: Target met in 2019, but not met for 2020.

The State is generally successful in meeting the motorcyclist fatality target. However, the trend line has plateaued and new ideas are needed to tackle this performance measure. Similar to speeding, the length of the motorcycle riding season is dependent on the length of the Minnesota winter. Cyclists take advantage of riding opportunities when the weather permits – whether it be an unexpected sunny February day or an Indian Summer evening in November.



According to state crash data, each year since 2017, over 20% of motorcycle drivers involved in fatal crashes did not have a motorcycle endorsement on their drivers license.

- Working with our Motorcycle Safety program coordinator, we will collaborate with the various rider groups and stakeholders to develop better methods of outreach and education. The focus will be on the importance of rider training, especially for novice riders, and on the need to always use proper safety equipment.



- Our education messaging will also target motor vehicle operators to bring attention to the need to always be aware that motorcycles can be present at any time.

- We will explore various enforcement approaches to addressing the unlicensed riders, potentially with a pilot project in a specific region of the state.

- We anticipate the 2021 will allow a return to a more normal schedule for our rider training courses. In 2020 most of the training was canceled or had to be rescheduled to later part of the Minnesota riding season. It is always more effective to have classes available at the front end of the season.

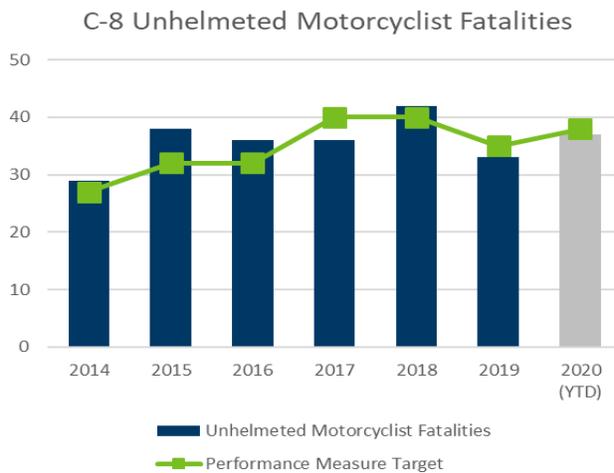
C-8 Unhelmeted Motorcyclist Fatalities								
Year	2014	2015	2016	2017	2018	2019	2020 YTD	2021
Yearly Result	29	38	36	36	42	33	37	37*
5-Year Avg	30	28	31	34	35	36	54	37*
Target	27	32	32	40	40	35	38	36*

\* Projected

Target: 35 in 2019.

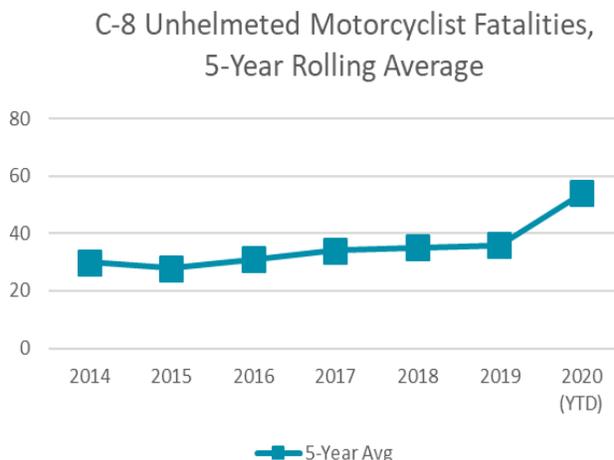
Status: Target met in 2019, and on track to meet for 2020.

While trend data for motorcyclist fatalities has plateaued, the trend data for unhelmeted motorcyclist fatalities has increased. In 2019, more than half of serious injuries and more than two-thirds of motorcyclist fatalities involved unhelmeted riders.



Minnesota currently does not mandate helmet usage for riders over the age of 18. In 2021 our outreach and education programs will continue to encourage the use of all safety and high visibility garments, including helmets. In 2019 the curriculum was updated and the target was met. In 2020 due to the health emergency, the curriculum needed to be modified to satisfy regulations set for social distancing and in-person training.

Evaluation and adjustments will be made throughout the season and into all future trainings as the new normal becomes more apparent. Education and outreach will be a priority.



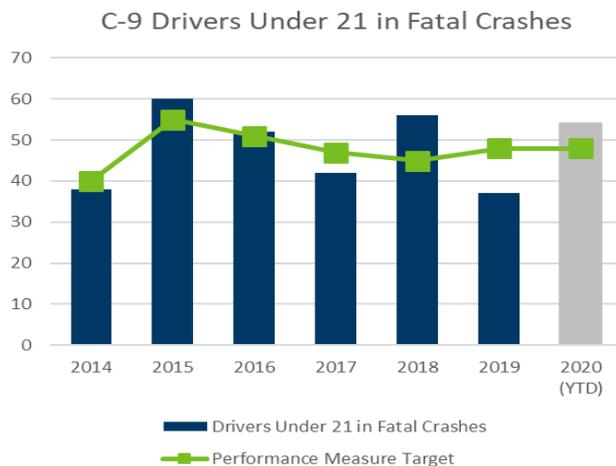
C-9 Drivers Under 21 Years Old in Fatal Crashes								
Year	2014	2015	2016	2017	2018	2019	2020 YTD	2021
Yearly Result	38	60	52	42	56	37	54	45*
5-Year Avg	51	50	49	48	50	50	49	47*
Target	40	55	51	47	45	48	48	47*

\* Projected

Target: 48 in 2019.

Status: Target met in 2019, and not on track to meet for 2020.

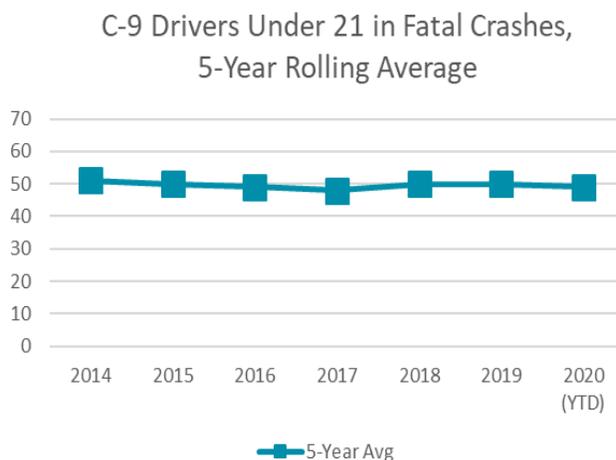
Results for this performance measure fluctuate year by year and there is no clear trend of increases or decreases. Younger drivers disproportionately are involved in fatal crashes due to their lack of experience and greater likelihood to exhibit risk-taking behaviors.



Most efforts to reduce the numbers in this metric focus on educational and outreach programs.

These are some of the initiatives recently implemented, under consideration or HSP amendments targeting this performance measure:

- In 2019, OTS designated an experienced fulltime staff member to head up a teen driver task force to educate and implement strategies regarding teen driver concerns.
- The second annual Teens Toward Zero Death Workshop was held. High school students work with the Pennington County TZD coalition to provide education, spread awareness, and build community support about the TZD movement.
- TZD Webinar on Community Engagement Strategies on Teen Driver Safety Parent Awareness Programs. This webinar provided information about the Point of Impact (POI) program and how to implement in communities.



**C-9 Drivers Under 21 Years Old in Fatal Crashes,  
continued**

- Implement the Novice Driver Education and Outreach (HSP amendment, project 20-06-05). This program will bring teens and parents together to understand the driving laws and the role of new driver and parent.
- Short and long range plans will continue with the development of Teen Driver Safety Task Force. Input and feedback from the Task Force will be used to improve training, identify needed policy change, and to development improved GDL standards. An additional focus for the Task Force will be training for novice drivers and how to improve to meet today's automotive technology.

C-10 Pedestrian Fatalities								
Year	2014	2015	2016	2017	2018	2019	2020 YTD	2021
Yearly Result	15	39	58	38	42	47	36	47*
5-Year Avg	37	32	33	36	36	38	45	42*
Target	38	40	35	34	33	44	45	43*

\* Projected

Target: 44 in 2019.

Status: Target not met in 2019, but on track to hit for 2020.

Pedestrian fatalities have been trending upwards in Minnesota in recent years. This performance measure has been a challenge for Minnesota to hit and the state is in brainstorming mode for ideas and partnerships to educate and inform both pedestrians and drivers about pedestrian safety and laws. Minnesota appears on track for FFY20 with this performance measure, but this is most likely due to a reduction in vehicle traffic and an increase in employees working from home.



Most efforts to reduce the numbers in this measure focus on educational and outreach programs.

These are some of the initiatives recently implemented, under consideration or HSP amendments targeting this performance measure:

- Through the States collaborative TZD program, in 2021 DPS/OTS will work closely with our MnDOT and MDH partners to construct and implement a wide ranging pedestrian and bicycle safety campaign.
- DPS/OTS will allocate the limited amount of enforcement funding to the jurisdictions with the highest rates of pedestrian crashes.



Through a project called Proctor, our partners at MnDOT created a Demonstration Project Implementation Guide to provide information on the development of short term, low cost, temporary roadway projects to promote and advance walking and bicycling. MnDOT installed seven pedestrian safety demonstration projects on state highways in August/September 2020. An additional project was installed as part of the Safe Routes to School program in Fond du Lac.

### C-11 Bicyclist Fatalities

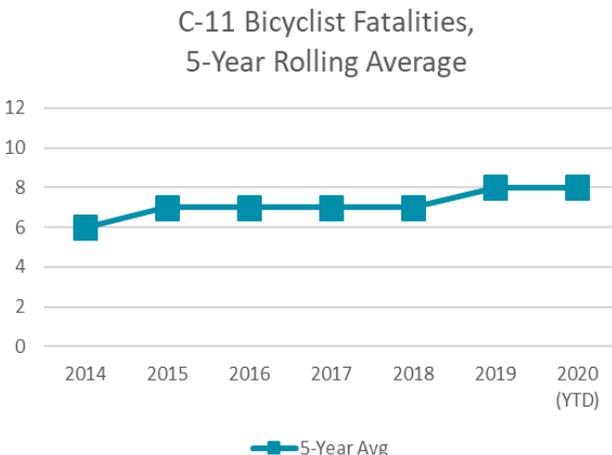
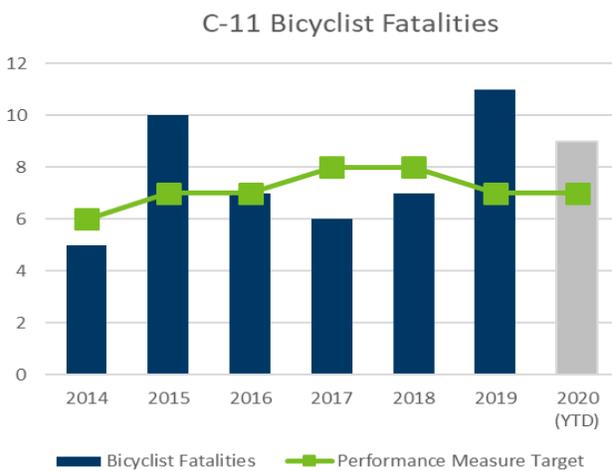
Year	2014	2015	2016	2017	2018	2019	2020 YTD	2021
Yearly Result	5	10	7	6	7	11	9	8*
5-Year Avg	6	7	7	7	7	8	8	8*
Target	6	7	7	8	8	7	7	7*

\* Projected

Target: 7 in 2019.

Status: Target not met in 2019 or 2020.

Bicyclist fatalities have been trending upwards in Minnesota, and are generally of single-digit frequency each year. Bicycle fatalities tend to occur within urban areas with larger populations and where other non-motorists access the roadways.



Most programs aimed at preventing bicyclist fatalities focus on non-motorists and specifically bicyclists. However, there is a very active bicycle coalition in Minneapolis. Most efforts to reduce the numbers in this metric focus on educational and outreach programs.

These are some of the initiatives recently implemented, under consideration or HSP amendments targeting this performance measure:

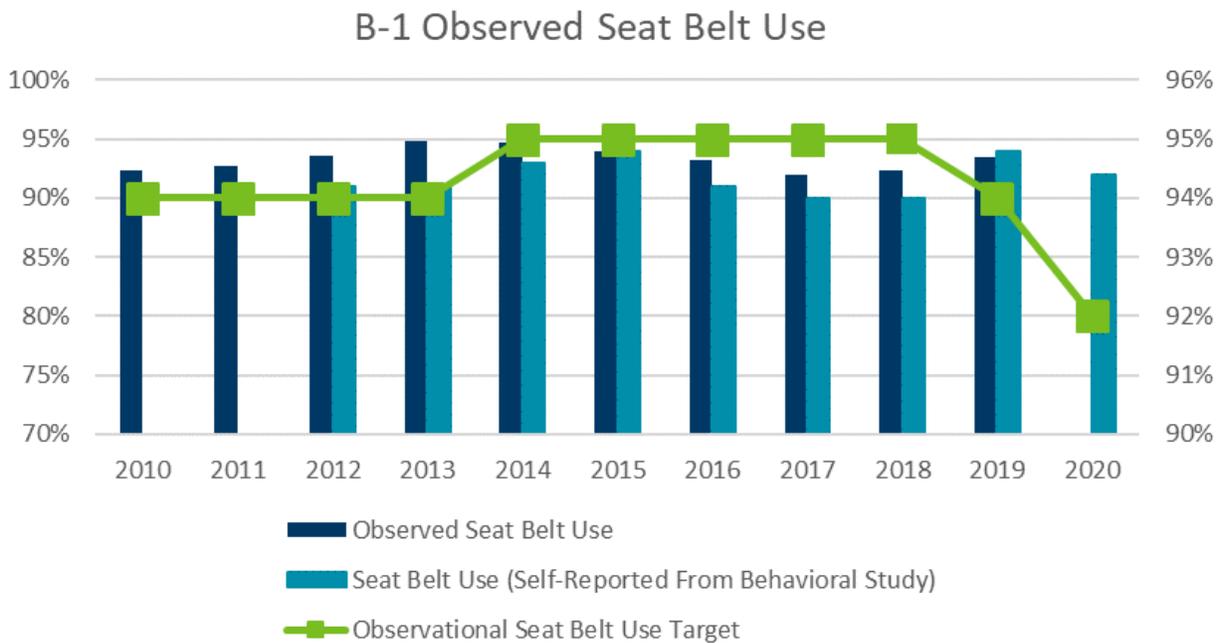
- See entry for pedestrians.
- DPS/OTS will also work with interest groups such as Cycling Savvy to provide rider education and potentially rider training opportunities.

B-1 Observed Seat Belt Use											
Measure	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Observed Seat Belt Use	92.3%	92.7%	93.6%	94.8%	94.7%	94.0%	93.2%	92.0%	92.4%	93.4%	N/A
Target	94.0%	94.0%	94.0%	94.0%	95.0%	95.0%	95.0%	95.0%	95.0%	94.0%	

**Target:** 94% in 2019.

**Status:** Target not met in 2019 and study not conducted in 2020.

Minnesota has one of the highest seat belt usage rates in the nation. The state implemented a primary seat belt law in 2009 and has seen over 90% compliance in the law since then. Results from both the observational seat belt study (Behavioral Measure B-1) and a yearly random attitude and behavior survey indicate most Minnesotans wear their seat belts while driving or riding in motor vehicles. This high rate of seat belt compliance has resulted in a decrease in the number of issued seat belt citations; that trend is evident looking at results of seat belt enforcement mobilizations. (See graphs in the Core Activity Measures section.)

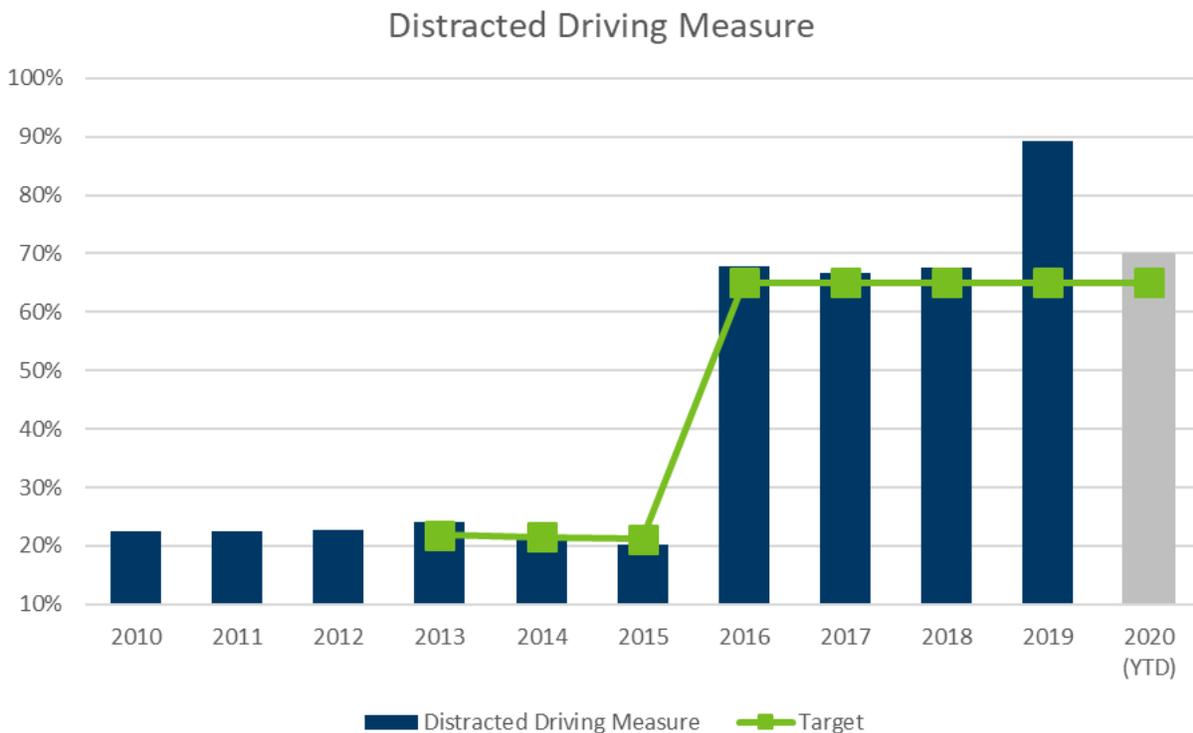


Behavioral Measure	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020 YTD
Distracted Driving Measure - % of drivers "Not Distracted" (prior to 2016, % contributing factors)	22.6%	22.4%	22.7%	24.1%	21.8%	20.3%	67.9%	66.8%	67.5%	89.3%	69.8%
<b>Target</b>				21.9%	21.5%	21.2%	65.0%	65.0%	65.0%	65.0%	65.0%

**Target:** 65% in 2019.

**Status:** Target met in 2019 and on track to meet in 2020.

Minnesota strives to meet this distracted driving measure with at least 65% of drivers reported as “Not Distracted” by officers on crash reports. Any percentage higher than 65% meets this behavioral target. Prior to 2016, this measure was determined by the reported percentage of contributing factors documenting distraction; percentages greater than the target did not meet the behavioral measure target.

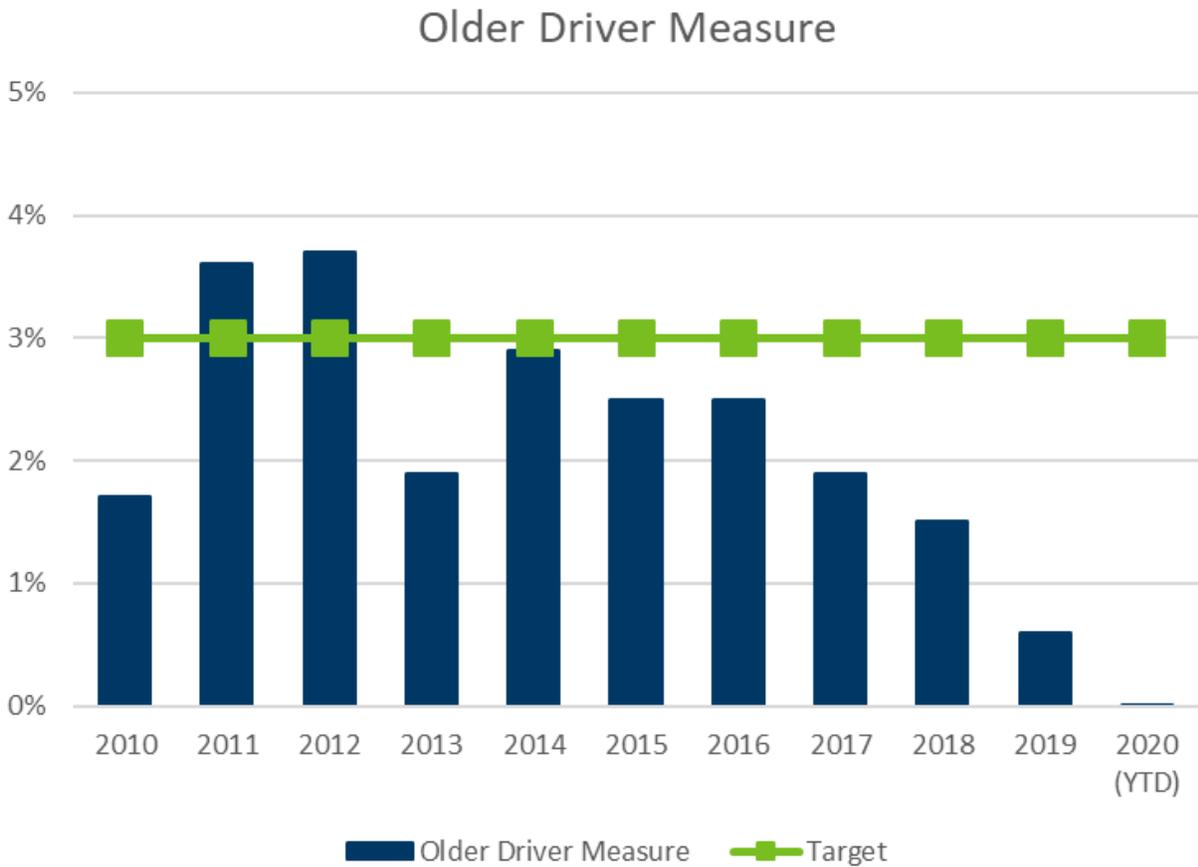


Behavioral Measure	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020 YTD
Older Driver Measure - % of drivers in fatal crashes who were age 85+	1.7%	3.6%	3.7%	1.9%	2.9%	2.5%	2.5%	1.9%	1.5%	0.6%	0.01%
Target						3.0%	3.0%	3.0%	3.0%	3.0%	3.0%

**Target:** 3% in 2019.

**Status:** Target met in 2019 and on track to meet in 2020.

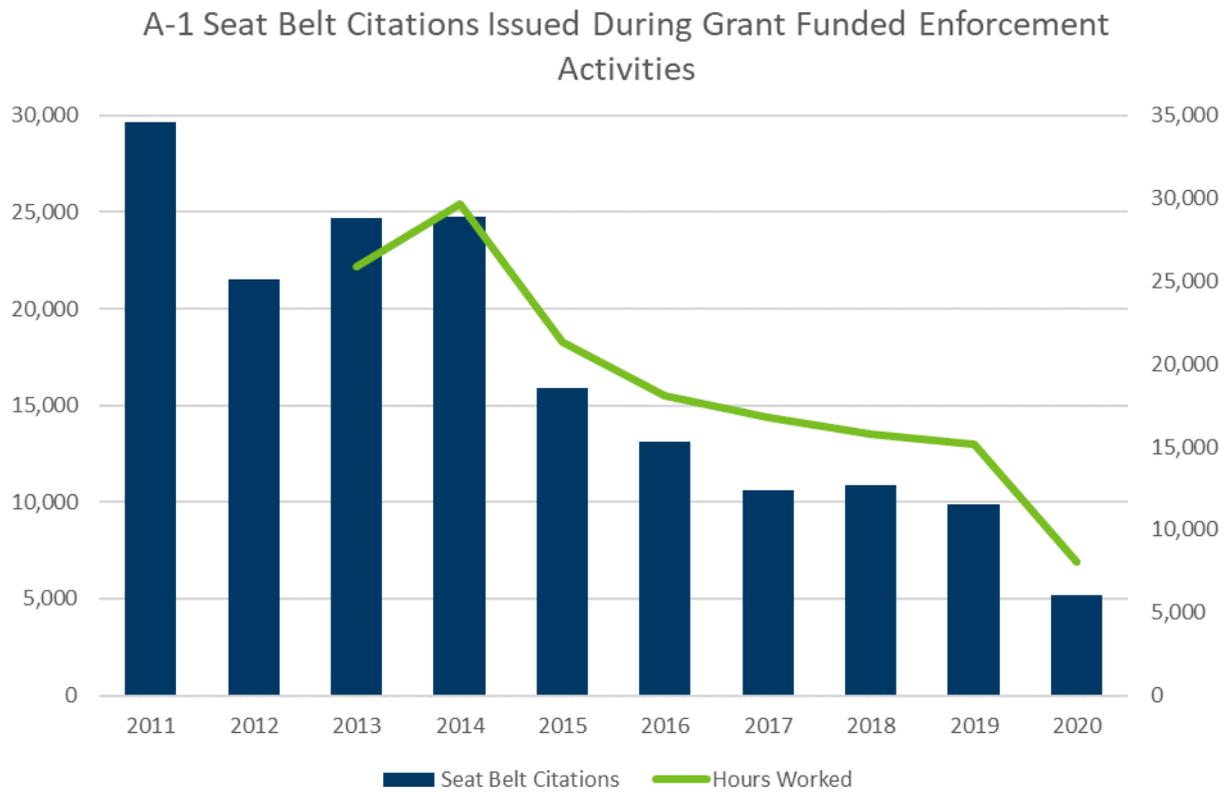
Minnesota strives to meet this older driver measure with less than 3% of drivers above age 85 involved in fatal crashes. Any percentage lower than 3% meets this behavioral target.



Core Activity Measures												
	Measure	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
A-1	Seat Belt Citations	29,030	29,636	21,524	24,686	24,778	15,917	13,146	10,633	10,910	9,896	5,210
A-2	Impaired Driving Arrests	3,296	3,699	3,330	3,071	3,004	3,045	2,195	1,936	2,036	1,913	1,628
A-3	Speed Citations	23,758	22,949	18,141	26,578	25,704	19,691	17,090	16,960	14,676	12,515	12,065

**Core Activity:** Seat Belt Citations

Instead of the usual two campaigns, Minnesota mobilized only one grant-funded seat belt enforcement and awareness wave in FFY20. More than 300 law enforcement agencies participated in the statewide Click It or Ticket campaign, which, ran from September 18 to September 30, 2020. For FFY21, Minnesota does plan to initiate three seat belt enforcement waves.



Core Activity Measures												
	Measure	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
A-1	Seat Belt Citations	29,030	29,636	21,524	24,686	24,778	15,917	13,146	10,633	10,910	9,896	5,210
A-2	Impaired Driving Arrests	3,296	3,699	3,330	3,071	3,004	3,045	2,195	1,936	2,036	1,913	1,628
A-3	Speed Citations	23,758	22,949	18,141	26,578	25,704	19,691	17,090	16,960	14,676	12,515	12,065

**Core Activity:** Impaired Driving Arrests

Minnesota ran two impaired driving extra enforcement campaigns in 2020. The summer extra DWI enforcement wave ran from August 14 to September 7, 2020.

A-2 Impaired Driving Arrests During Grant Funded Enforcement Activities

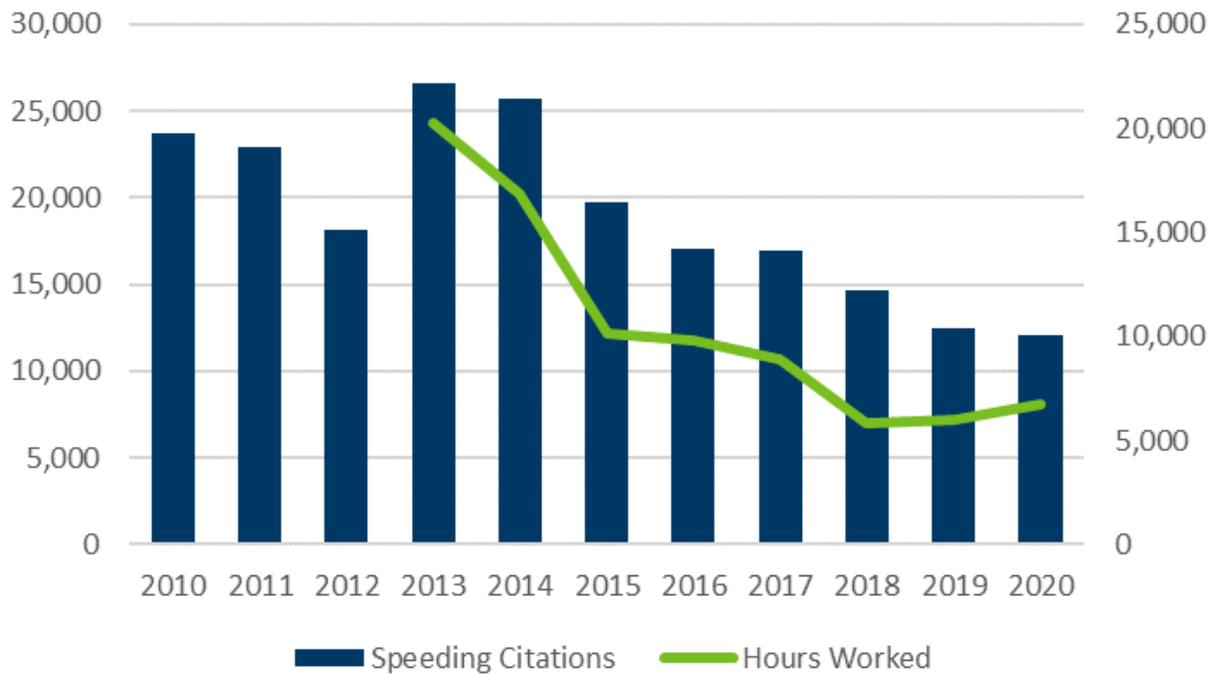


Core Activity Measures												
	Measure	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
A-1	Seat Belt Citations	29,030	29,636	21,524	24,686	24,778	15,917	13,146	10,633	10,910	9,896	5,210
A-2	Impaired Driving Arrests	3,296	3,699	3,330	3,071	3,004	3,045	2,195	1,936	2,036	1,913	1,628
A-3	Speed Citations	23,758	22,949	18,141	26,578	25,704	19,691	17,090	16,960	14,676	12,515	12,065

**Core Activity:** Speed Citations

Minnesota ran a speed enforcement campaign June 22– through July 19, 2020.

A-3 Speeding Citations Issued During Grant Funded Enforcement Activities

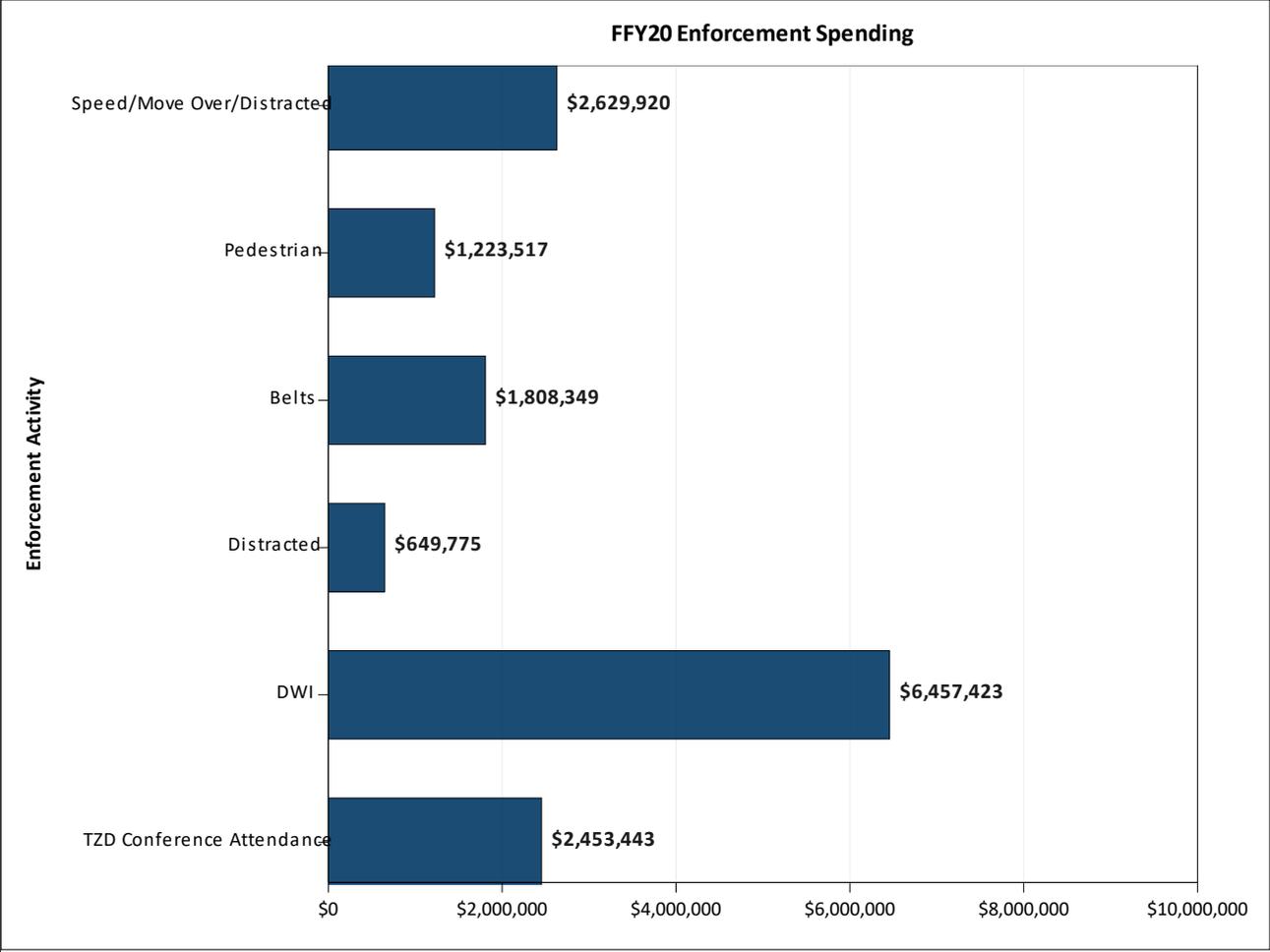


## Mobilization Enforcement Summary

Minnesota supports and participates in national traffic safety enforcement mobilizations. COVID-19 did impact the timing, agency and officer participation in these mobilizations in FFY20. The table below details citations during the grant-funded enforcement activities. OTS expended over \$12M on national mobilizations during FFY20.

Grant-Funded Enforcement Activities, FFY20							
Citations	Seat Belt	Impaired	Speed	Pedestrian	Move Over	Distracted	Total FFY20
Seat Belt	3,030	733	281	228	24	725	5,021
Child Restraint	43	77	20	17	6	25	188
DWI	46	1,455	26	4	5	40	1,576
Not A Drop/Zero Tolerance	1	63	3	0	0	4	71
Speed	1,234	4,188	5,200	93	162	1,089	11,966
Fail to Use Due Care	14	76	8	3	1	15	117
DAR/DAS/DAC	784	3,699	488	155	55	518	5,699
Move Over Law	10	91	27	1	195	21	345
Use of Wireless Equipment	898	573	220	292	34	1,981	3,998
	138	603	91	16	8	91	947
Citations Total	6,198	11,558	6,364	809	490	4,509	29,928
Warnings Total	7,069	34,343	6,912	242	830	5,782	55,178
Enforcement Activity Total	13,267	45,901	13,276	1,051	1,320	10,291	85,106
Agencies Participating	191	255	164	19	64	206	899
Officers Working	724	1,290	631	74	147	723	3,589
Hours Worked	8,060	37,589	6,740	1,454	717	6,518	61,077
Mileage	115,482	594,675	103,962	8,359	12,559	98,389	933,426
<b>Total Stops</b>	<b>14,054</b>	<b>56,617</b>	<b>13,569</b>	<b>2,419</b>	<b>1,399</b>	<b>11,200</b>	<b>99,258</b>
People Taken Into Custody	180	2,260	89	21	10	121	2,681
Number Vehicles Towed	59	1,151	48	5	6	69	1,338
Number of Designated Drivers Contacted	71	601	105	0	25	92	894
Contacts Per Hour	1.74	1.51	2.01	1.66	1.95	1.72	1.63

Source: ROAR database



Program Area and Projects, by Performance Measures														
Program Area and Projects	C-1 Traffic Fatalities	C-2 Serious Injuries	C-3 Fatalities /VMTes	C-4 Unrestr ained Fatalities	C-5 Impaired Driving Fatalities	C-6 Speeding- Related Fatalities	C-7 Motorc yclist Fatalities	C-8 Unhelm eted Motorc yclist Fatalities	C-9 Drivers Under 21 in Fatal Crashes	C-10 Pedestr ian Fatalities	C-11 Bicyclis t Fatalities	Distract ed Driver Measur e	Older Driver Measur e	B-1 Observed Seat Belt Use Rate
<b>Occupant Protection</b>														
Child Passenger Hospital Support	•	•	•	•										
Belt Enforcement Cities & Counties OP	•	•	•	•										
Liaison Occupant Protection	•	•	•						•					
MSP Enforcement OP	•	•	•	•										
MSP Sustained Belt Enforcement	•	•	•	•										
Support OP/Professional Development	•	•	•	•										
Car Seats for Needy Families	•	•	•	•										
Seat Belt Use Survey Project														•
<b>Impaired Driving</b>														
Impaired Driving Courts	•	•	•		•									
Enforcement Impaired Officers	•	•	•		•									
Enforcement Cities & Counties Impaired	•	•	•		•									
Ignition Interlock (Vendor Oversight)	•	•	•		•									
Liaisons Alcohol Impaired Enforcement	•	•	•		•									
MSP Impaired Driving Enforcement	•	•	•		•									
GHSA DRE	•	•	•		•									
Enforcement/DRE Support Development	•	•	•		•									
Ignition Interlock (Judicial)	•	•	•		•									
Liaison Judicial	•	•	•		•									
Responsible Server Training Impaired	•	•	•		•									
MSP Impaired Prof Development	•	•	•		•									
Support Impaired Prof Development	•	•	•		•									
Traffic Safety Resource Prosecutor	•	•	•		•									
<b>Police Traffic Services</b>														
Enforcement Cities & Counties TZD	•	•	•			•								
Enforcement Cities & Counties TZD/Distracted	•	•	•			•						•		
Enforcement Pedestrian Laws	•	•	•						•		•			
State Patrol Professional Development	•	•	•			•								
Enforcement Patrol TZD/Distracted	•	•	•									•		
State Patrol TZD Enforcement	•	•	•			•								
Distraction Project Enforcement	•	•	•									•		
<b>Community Programs</b>														
Novice Drivers Education and Outreach	•	•	•						•					
Older Driver Working Group	•	•	•										•	
Pedestrian Outreach	•	•	•							•	•			
<b>Motorcycle Safety</b>														
Motorcycle Rider Training	•	•	•				•	•						
Motorcycle Safety Public Information/OOC	•	•	•											
<b>Media</b>														
Creative Media Contract Alcohol	•	•	•		•									
Creative Media Contract Community Programs	•	•	•		•									
Creative Media Contract Impaired	•	•	•		•									
Media Relations at OOC Alcohol	•	•	•		•									
Media Relations at OOC Community Programs	•	•	•		•									
Media Relations at OOC Impaired	•	•	•		•									
Paid Media Alcohol	•	•	•		•									
Paid Media/Distracted Community Programs	•	•	•		•							•		
Paid Media Impaired	•	•	•		•									
Paid Media/Rider Training; Motor Awareness	•	•	•				•	•						
Media Contract/Pedestrian	•	•	•						•	•				

## *Additional performance plan and measures*

Drugged Driving: % of drivers in crashes

Minnesota has and will continue to increase awareness and enforcement efforts. Focus on DRE program and DWI officers program ensuring well trained officers both in drug and alcohol are within reach of all counties that stretch across the state.

Cps: Observed correct use of booster seat of children 4-7 year of age

Minnesota Passenger Safety Statute 169.685 (amended in 2009) requires all children age 8 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 8. The observational study has not been conducted progress cannot be confirmed.

## Minnesota Telephone Survey Method and Results

Minnesota has conducted a behavior and attitude survey annually since 2003. This year, the telephone survey was conducted between July 7 and August 20, 2020, 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. Understanding the target group of young unmarried male (Y.U.M.) perceptions is of great strategic importance for OTS’s traffic safety strategies.

The chart below details the demographic breakdown of survey respondents.

Segment	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size	930	224	706	498	432	577	353	322	608

### 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?

2020 Results	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
None	87%	81%	88%	87%	87%	80%	94%	85%	88%
1	5%	8%	5%	5%	6%	8%	2%	5%	5%
2	3%	3%	3%	4%	2%	4%	2%	3%	3%
3	2%	2%	2%	2%	2%	3%	1%	1%	2%
4	1%	1%	1%	0%	1%	1%	1%	2%	0%
5 or more	2%	4%	2%	3%	2%	4%	1%	3%	2%

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 (94% vs. 80%). Responses for those who admitted driving after one drink follow similarly with 8% males and 2% of females.

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

2020 Results	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	57%	61%	57%	57%	58%	58%	57%	62%	55%
No	41%	36%	42%	41%	40%	41%	41%	36%	43%
Don't know	2%	3%	2%	2%	2%	2%	2%	2%	2%

Overall, 57% of all respondents reported that they had read, seen, or heard about police enforcement of drunk driving. This result is down from the 68% score from last year. Interestingly, the overall acknowledgement was down, but acknowledgement was up for the target group of young unmarried males. Sixty-one percent of young unmarried males reported acknowledging seeing, hearing, or reading anything about drunk driving enforcement this year. This is up from 52% last year.

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

2020 Results	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	40%	60%	37%	39%	41%	37%	42%	54%	34%
Somewhat likely	49%	35%	50%	49%	48%	49%	48%	41%	52%
Not likely	10%	5%	11%	11%	10%	12%	9%	5%	12%
Don't know	2%	0%	2%	2%	1%	2%	1%	1%	2%

Among all respondents, 40% believed it was “very likely” that they would be arrested for driving after drinking. Among subpopulations, younger respondents (under age 35) were considerably more likely to believe they would be arrested for driving after drinking compared to their older counterparts (age 35+).

**Seatbelt use**

**B-1:** In the past 6 months, have you read, seen, or heard anything about seatbelt enforcement by police? Statewide, 38% of respondents were aware of seatbelt enforcement efforts by police in 2020. This was a

2020 Results	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	38%	49%	37%	36%	41%	41%	35%	41%	37%
No	60%	51%	62%	62%	58%	58%	63%	59%	61%
Don't Know	2%	1%	2%	2%	1%	2%	1%	0%	2%

decrease of 14% from 2019. Interestingly, historical results for the young unmarried males on this question fluctuate wildly – 49% in 2020, 31% in 2019, 65% in 2018, and 70% in 2017. OTS will move to an online panel survey methodology for this study in 2021 to gain better response rates and better understanding of the targeted Y.U.M. population.

**B-2:** How often do you use seatbelts when you drive or ride in a car, van, sport utility vehicle, or pickup? With 92% of respondents reporting wearing seatbelts “all of the time”, this result is slightly lower than the 93.4% resulting from the observational seat belt study conducted in June 2019. No observational seat belt study was conducted in 2020 due to the COVID-19 pandemic.

2020 Results	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
All of the time	92%	83%	93%	93%	90%	88%	96%	90%	93%
Most of the time	5%	12%	5%	5%	6%	7%	3%	8%	4%
Some of the time	1%	1%	1%	1%	2%	2%	1%	1%	1%
Rarely	1%	2%	0%	0%	1%	1%	-	1%	0%
Never	1%	3%	1%	1%	1%	2%	0%	1%	1%

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

The percentage of residents who believed it was “very likely” they would be ticketed for not wearing a seatbelt was 29% in 2020. Of all demographic groups examined, females held the largest percentage (33%) who believed they were “very likely” to be ticketed for not wearing a seat belt.

2020 Results	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	29%	32%	28%	26%	33%	24%	33%	31%	28%
Somewhat likely	31%	33%	31%	29%	34%	29%	33%	35%	29%
Somewhat unlikely	21%	21%	21%	23%	18%	24%	18%	21%	21%
Very unlikely	20%	14%	20%	22%	15%	23%	16%	13%	22%

**Speeding**

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

Speeding continues to be a traffic safety problem and this survey found young unmarried men sped more than any other demographic group. Young unmarried men indicated they speed “most of the time” (19%) or “half of the time” (28%). Young unmarried males believed they could drive 8 miles over the speed limit before getting ticketed.

2020 Results	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Most of the time	15%	19%	15%	18%	11%	17%	13%	15%	15%
Half the time	20%	28%	19%	19%	22%	21%	19%	24%	18%
Rarely	45%	42%	46%	45%	45%	45%	45%	47%	44%
Never	18%	9%	20%	16%	22%	15%	22%	13%	21%
Don't know	1%	1%	1%	2%	1%	1%	1%	1%	1%
Refused	0%	1%	0%	0%	0%	1%	0%	0%	0%

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

Almost half (47%) of respondents reported having heard, read or seen something about speed enforcement efforts by police in the past six months. This score has been dropping the last few years- 51% in 2019, 59% in 2018 and 64% in 2017.

2020 Results	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	47%	47%	46%	46%	47%	50%	43%	41%	49%
No	51%	52%	51%	51%	52%	48%	55%	58%	48%
Don't know	2%	1%	2%	3%	1%	2%	2%	0%	3%

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

2019 Results	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	22%	26%	21%	20%	24%	18%	25%	28%	19%
Somewhat likely	47%	48%	47%	45%	50%	45%	49%	48%	46%
Somewhat unlikely	18%	20%	18%	21%	14%	22%	15%	17%	19%
Very unlikely	10%	6%	11%	10%	11%	12%	8%	4%	13%
Don't know	3%	0%	3%	4%	2%	4%	2%	2%	3%

There has been very little movement in this metric since 2015. Statewide percentages have remained similar over the years. However, in 2020, the portions of young unmarried males who believed they were “somewhat unlikely” to get a ticket for driving over the speed limit increased from 5% (in 2019) to 20% (in 2020).



### ***Planning and Administration***

*Purpose Statement : Providing overall management, support, training, and operations of the Office of Traffic Safety.*

20-01-01 Planning and Administration (402): Shannon Ryder

#### **Staff Projects**

20-02-22 Staff of OTS/Occupant Protection (402) Craig Flynn

20-03-23 Staff of OTS/Alcohol (164AL & 405d) Craig Flynn

20-04-22 Staff of OTS/Police Traffic Services(402) Craig Flynn

20-05-22 Staff of OTS/Traffic Records(402) Craig Flynn

20-05-23 Staff of OTS/Traffic Records (405c) Craig Flynn

20-06-22 Staff of OTS/Community Programs (402) Craig Flynn

20-07-22 Staff of OTS/Motorcycle (402) Craig Flynn

## **20-01-01 Planning & Administration (402 & State)**

People are the biggest assets and providing resources to people is essential. This project funds a portion of leadership and support salary and provides physical resources for the individuals coordinating NHTSA funded traffic safety programs.

### **Staff Projects**

Staff coordinators serve as points of contact for the various areas to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure projects are well documented and follow all applicable and relevant state and federal rules, requirements, and procedures.

FFY20 was a challenging year for OTS to maintain effective staffing levels. Once the pandemic became a significant concern, Minnesota's Governor instituted a hiring freeze for state agencies. Due to this, it was difficult to fill vacancies. We remain short one program coordinator which has led to increased workloads for some coordinators. The hiring freeze, travel restrictions, and conference cancellations resulted in Federal funds not being fully used.

One critical position we did fill was the Traffic Records Coordinator. Filling this position will allow for the revitalization of the TRCC moving into FFY21.

# CHILD PASSENGER SAFETY

Protect Your Kids from Air Bag Injuries



[buckleupkids.mn.gov](http://buckleupkids.mn.gov)

## Occupant Protection

### ***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.*

20-02-01 Child passenger Hospital Support (402) Irene Jones

20-02-02 Belt Enforcement for Cities and Counties (405b) Shannon Grabow

20-02-03 Occupant Protection Assessment (402) Irene Jones

20-02-04 Liaison Occupant Protection (402) Irene Jones

20-02-05 State Patrol Enforcement Occupant Protection (405b) Kammy Huneke

20-02-06 State Patrol Sustained Belt Enforcement (402) Kammy Huneke

20-02-07 Support Occupant Protection / Professional Development (402) Irene Jones

20-02-08 Survey Seat Belt Use Occupant Protection Projects (402) Allison Hawley

**20-02-01 Child passenger Hospital Support (402)**

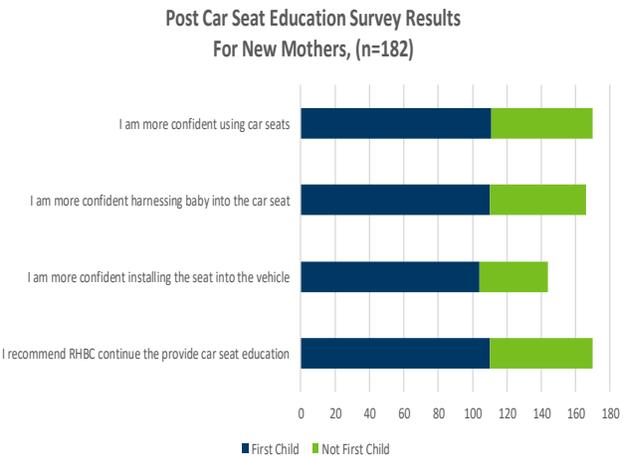
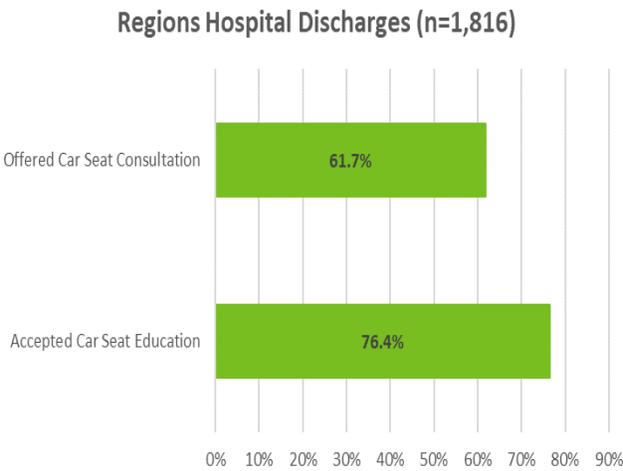
Car crashes continue to be a leading cause of injury and fatality for children. When installed and used correctly, child safety seats decrease the risk of fatal injury by 71% among infants, 54% among toddlers and 45% among children ages 4 to 8 (CDC). Educating new parents on the proper installation of car seats is a vital component of child passenger safety.

Through this grant, Regions Hospital was able to create a new patient care service line: the in-patient car seat consult service. An in-patient survey for parents of newborns who received car seat consultation was implemented in the hospital. A total of 182 in-patients surveys were completed. A total of 1,816 babies were discharged from Regions Hospital from January 21 – September 30, 2020, and 1,122 families were offered car seat consult education, with 858 receiving education. 76% of the families accepted the car seat education.

Car crashes continue to be a leading cause of fatalities and injuries for children. When installed and used correctly, child safety seats decrease the risk of death by 71% among infants, 54% among toddlers and 45% among children ages 4 to 8 (CDC). Educating new parents on the proper installation of car seats is therefore a vital component of child passenger safety. Through this grant, Regions Hospital was able to create a new patient care service line named the In-patient Car Seat Consult Service. An in-

patient survey for parents of newborns who received car seat consultation was implemented in the hospital. During the timeframe of January 21 – September 30, 2020, Regions Hospital discharged 1,816 babies. Of these discharges 1,122 families were offered car seat consult education (61.7%) and 858 (76.4%) accepted the car seat education. A total of 182 in-patient surveys were completed (results below to left).

A total of 93 car seats were distributed at Regions Hospital to families in need. Car seats were distributed to families who did not own a car seat, were not able to purchase one, had an outdated or damaged car seat, or possessed a car seat which was not the correct size for the child (e.g. premature babies or smaller twins). A total of 93 car seats were distributed at Regions Hospital to families in need. Car seats were distributed to families who did not own a car seat, were not able to purchase one, had an expired, damaged or unknown history car seat, or possessed a car seat which was not the correct size for the child (e.g. premature babies or smaller twins).



By reaching families with children, child passenger safety education is one of the contributing factors to a patient’s lifelong positive effect on children’s health and contributes to keeping Minnesota roadways safe.

**20-02-02 Belt Enforcement for Cities and Counties (405b)**

According to Crash Facts 2019, 73 unbelted motorists lost their lives on Minnesota roads, and 77 % of the unbelted deaths occurred in Greater Minnesota (outside the seven-county metro area).

The good news is that unbelted deaths were down from 2018 (96) and the seat belt compliance rate was up in 2019. The 2019 Minnesota Seat Belt Survey shows 93.4% compliance for front seat occupants compared to 92.4% in 2018. In addition, seat belt use among males continues a positive trend. For the ninth year in a row (2011 – 2019), seat belt use among male front seat occupants was at or above 92%, according to the 2019 Minnesota seat belt survey.

This project focuses on unbuckled motorists and child passenger safety so the work of decreasing serious injuries and deaths on Minnesota’s roads can continue. This well-publicized and highly visible effort focuses on seat belt enforcement.

Cities and counties are required to develop specific goals to reduce fatalities and serious injuries, and increase seat belt usage. The OTS enforcement calendar coincides with the NHTSA enforcement calendar, but was modified this year due to COVID-19. Two *Click it or Ticket* campaigns were scheduled; May and September, however, the national campaign in May was moved to November 2020.

In March 2020, several law enforcement agencies suspended all grant-funded overtime enforcement due to agency-directed COVID restrictions. Although many of these law enforcement agencies slowly began participation in grant-funded shifts during mid-summer, not all were able to participate in September due to the rising number of COVID-19 cases.

FFY20 city and county grant-funded enforcement resulted in 4,087 seat belt citations and 133 child restraint citations:

<b>FFY20 Grant-funded Enforcement Cities &amp; Counties Seat Belt Enforcement</b>		
<b>Event/Campaign Type</b>	<b>Child Restraints Citations</b>	<b>Seat Belt Citations</b>
Distracted	14	455
Impaired Driving	58	514
Move Over	2	5
Pedestrian	17	228
Seat belt	36	2,683
Speed	6	202
<b>Overtime/Grant Funded Totals:</b>	<b>133</b>	<b>4,087</b>

**20-02-03      Occupant Protection Assessment**

This Occupant Protection Assessment was postponed due to COVID-19.

**20-02-04      Liaison Occupant Protection (402)**

The rural parts of the state have been identified as areas lacking support in child passenger safety. To ensure support reaches the entire state, a CPS liaison position was created to educate and advocate CPS efforts in the northern and southern Minnesota. The CPS liaison provided 10 Child And Restraint Systems (C.A.R.S.) trainings, 12 car seat check clinics, 1 technician training, and numerous media and community events, and general CPS support. Five technician trainings scheduled but canceled due to COVID-19.

**20-02-05      State Patrol Enforcement Occupant Protection (405b)**

*See also project 20-02-06, 20-03-08, and 20-04-09*

According to Crash Facts 2019, 73 unbelted motorists lost their lives on Minnesota roads, and 77% of the unbelted deaths occurred in Greater Minnesota (outside the seven-county metro area).

The good news is that unbelted deaths were down from 2018 (96) and the seat belt compliance rate was up in 2019. The 2019 Minnesota Seat Belt Survey shows 93.4% compliance for front seat occupants compared to 92.4% in 2018. In addition, seat belt use among males continues a positive trend. For the ninth year in a row (2011 – 2019), seat belt use among male front seat occupants was at or above 92%, according to the 2019 Minnesota seat belt survey.

This project provided funding to the State Patrol to focus on unbuckled motorists and child passenger safety so the work of decreasing serious injuries and deaths on Minnesota’s roads can continue. This well-publicized and highly visible effort focuses on seat belt enforcement.

The OTS enforcement calendar coincides with the NHTSA enforcement calendar, but was modified this year due to COVID-19. Two *Click it or Ticket* campaigns were scheduled: May and September. However, the national campaign in May was moved to November 2020.

The statewide seat belt portion of the enforcement grant with the State Patrol and resulted in 1,073 seat belt citations and 63 child restraint citations. Through overtime seat belt and child passenger safety enforcement, the activity funded by this project contributed toward the goal of reducing occupant protection related traffic fatalities.

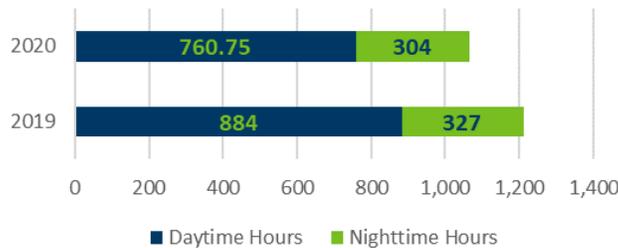
**20-02-06 State Patrol Sustained Belt Enforcement (402)**

See also project 20-02-05, 20-03-08, and 20-04-09

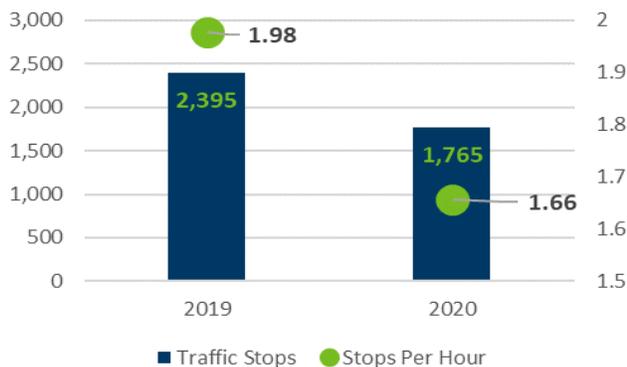
The Minnesota State Patrol provides service to the entire state, from the busy Twin Cities metropolitan area to the most sparsely populated expanses. In many areas of the state, the agency is the only traffic enforcement presence on any given roadway. Teamwork has continued with local and county agencies with the goal of developing working partnerships in traffic safety efforts. Several strategies to improve interdiction of texting drivers and unrestrained occupants are being used in trooper-only and combined enforcement saturations. One special project is a seatbelt enforcement project in the western portions of the state which have had the lowest compliance rates for occupant protection for several years running. Special events are created and staffed by troopers with encouragement, but not funding, for local agency participation in these events. In 2020, 1,064.75 hours were worked on this project, including 304 nighttime hours. 1,765 traffic stops were made, resulting in 532 seat belt citations. Additionally, seven child restraint violations and 100 uses of a wireless device while driving violations were cited. Four impaired drivers were arrested during the project.

Through overtime seat belt and child passenger safety enforcement, the activity funded by this project contributed toward the goal of reducing unbelted motor vehicle occupant traffic fatalities.

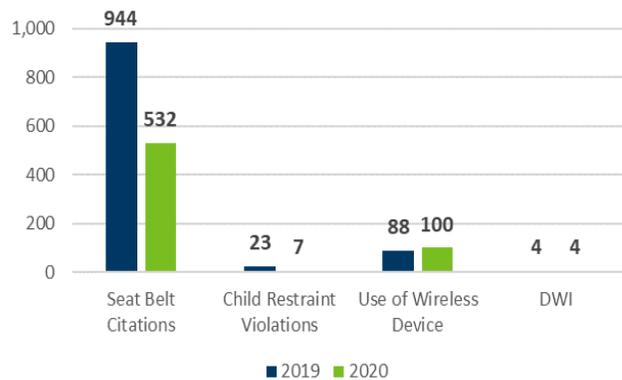
**MSP Sustained Belt Enforcement Hours**



**MSP Sustained Belt Enforcement Traffic Stops**



**MSP Sustained Belt Enforcement Citations**



**20-02-07 Support/Professional Development (402)**

Evidence clearly shows that children who are properly restrained are far less likely to be injured or killed in the event of a motor vehicle crash. It is, therefore, vital that caregivers understand how to safely restrain children for transport. The Child Passenger Safety program leads efforts to support the education of parents/caregivers on how to properly transport children in child restraint systems. In FY2020 1,190 child safety restraint systems were distributed to low income families with education provided by a variety of nationally trained Child Passenger Safety Technicians/Instructors (CPST or CPST -I). Office of Traffic Safety – Child Passenger Safety Program, partnered with other agencies and individuals dedicated to seatbelt use and law.

Training is provided for CPST at the Toward Zero Death conference. In October 2019, 189 CPST, partners, and stakeholders attended the CPS workshops in St. Cloud, MN, featuring two-days of CPS breakout sessions. Each CPS session had 100 or more attendees, as they learned the best practices and technical skills from the leading industry car seat manufacturers who are part of the Manufacturers Alliance for Child Passenger Safety (MACPS). MACPS members are dedicated to training CPST evidence based practices from Federal Motor Vehicle Safety Standards. Over 11 continuing unit credits were offered for technicians/instructors for National Safe Kids Worldwide certification.

Education related materials were provided to child safety experts, community health educators, law enforcement, firefighters/EMS, teachers, nurses and tribal communities. Car Seat Fitting Stations/Clinics, and classes were advertised on the DPS website, printed materials, brochures, and equipment.

Photos of Car Seat Signage and CPS Simulator training Seat III



**20-02-08 Survey Seat Belt Use (402)**

The seat belt survey did not take place due to constrictions placed on the state due to COVID-19.

## Car Seats For Needy Families (State)

Fines for failure to comply with the child passenger safety laws are dedicated to the Minnesota Child Restraint and Education Account, the primary state means for providing car seats to low-income families. The OTS uses the funds to provide child safety seats to nationally trained child passenger safety technicians who distribute the seats and offer education to families.

The Children And Restraint Systems (C.A.R.S.) / Daycare & Foster Care trainings, were conducted for individuals and groups. Upon completion of these courses, participants are expected to (refer to graphic on following page).

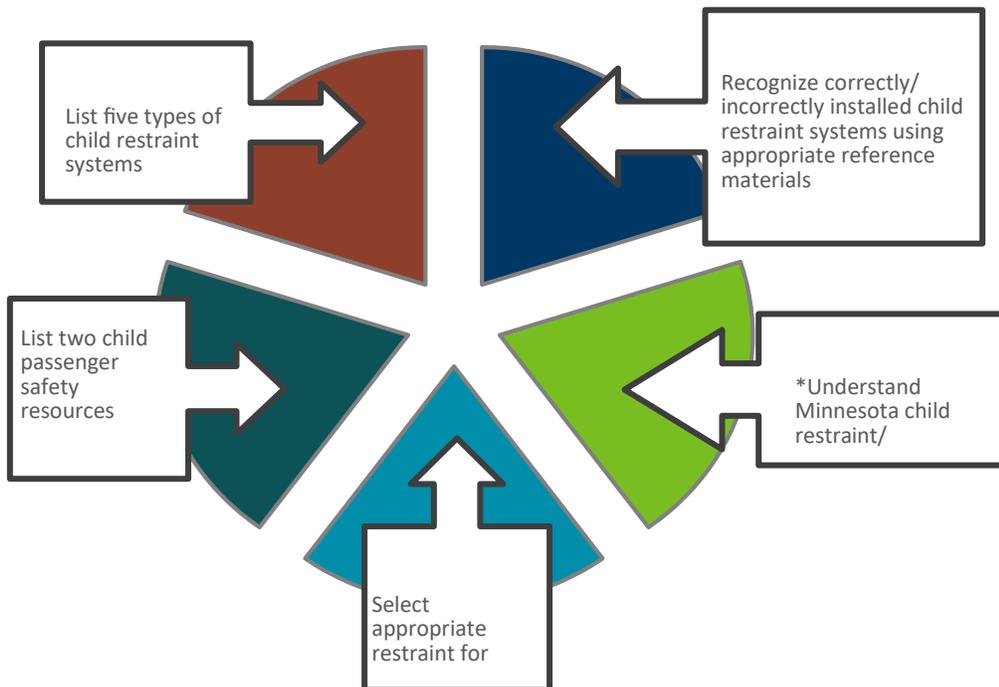
C.A.R.S. courses have been approved by the Board of Peace Officer Standards and Training (POST) for continuing education credit. Peace officers who successfully complete this course will receive 3 Continuing Education Units (CEUs).

### CPS Training-Related Statistics (FFY 2020)

156 C.A.R.S. trainings have been completed to Child and Foster Care Providers (located in all 87 Minnesota counties).

1,773 participants attended C.A.R.S. training in the State of Minnesota.

13 scheduled National Standardized Child Passenger Safety Technician (CPST) certification courses, 11 canceled due to COVID-19.





### ***Impaired Driving***

*Purpose Statement: Continuing the work of reducing alcohol-impaired driving fatalities through education, enforcement, outreach and recognition because fatalities in crashes involving an alcohol-impaired driver represents more than one-fifth (22%) of the motor vehicle fatalities in Minnesota (2014-2018).*

20-03-01 Courts Alcohol Impaired (164AL & 405d) Duane Siedschlag

20-03-02 Dashboard Alcohol Impaired (164AL & 405d) Duane Siedschlag

20-03-03 Enforcement Alcohol Impaired Officer (164AL & 405d) Duane Siedschlag

20-03-04 Enforcement Cities and Counties (164AL & 405d) Shannon Grabow

20-03-05 Ignition Interlock (Vendor Oversight) (164AL) Jane Landwehr

20-03-06 Liaisons Alcohol Impaired Enforcement (164AL) Kristen Oster

20-03-07 MnIT Support and Services/EZ guide (164AL & 405d) Shannon Grabow

20-03-08 State Patrol Driving Enforcement (164AL & 405d) Kammy Huneke

20-03-09 BCA Lab Technicians Administrative Support (405d) Duane Siedschlag

20-03-10 eCharging Alcohol/Drug Impaired (405d & 405c) Jane Landwehr

20-03-12 DRE Traffic Law Enforcement Training (405d) Kammy Huneke

20-03-13 Ignition Interlock (Judicial) (405d) Jane Landwehr

20-03-14 Impaired Driving Facts (405d) Chelsea Palmateer & Duane Siedschlag

20-03-15 Liaison Judicial (405d) Duane Siedschlag

20-03-16 MnIT Support and Services/Landing Pages (405d) Shannon Grabow

20-03-17 Recognition Alcohol/Drug Impaired Enforcement (405d) Gordy Pehrson

20-03-18 Responsible Server Training Impaired (164AL) Jane Landwehr

20-03-19 State Patrol Professional Development (405d) Kammy Huneke

20-03-20 State Patrol Support (405d) Kammy Huneke

20-03-21 Traffic Safety Resource Prosecutor TSRP (405d) Jane Landwehr

20-03-22 Project Directors to Conferences (164AL) Duane Siedschlag

20-03-24 Impaired Driving Assessment (405d) Jane Landwehr

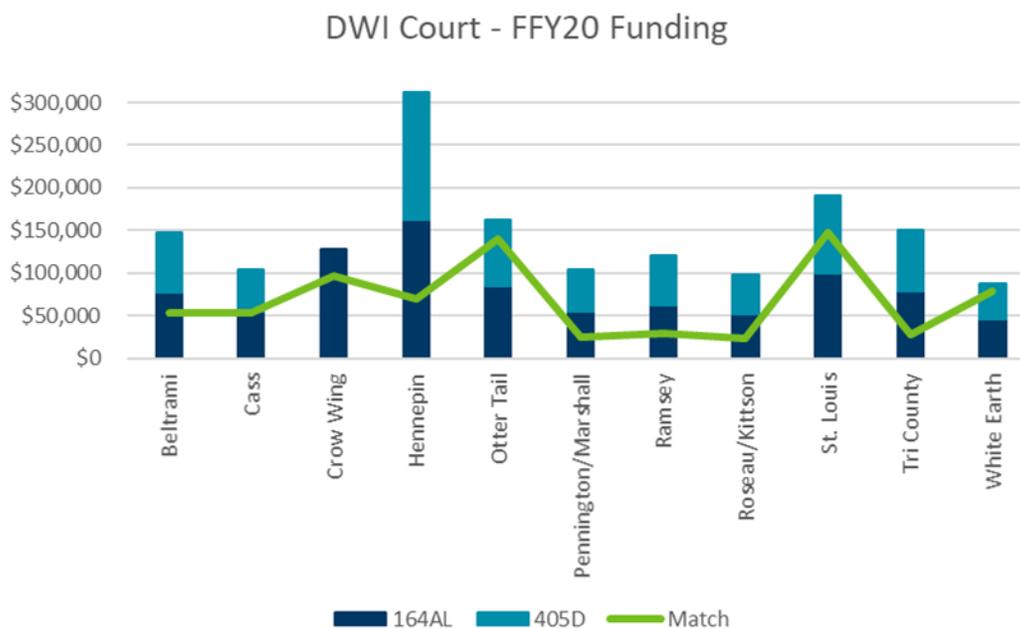
## 20-03-01 Courts Alcohol Impaired (164AL & 405d)

This project supports courts that provide judicial leadership, multidisciplinary collaboration and local planning, including substance abuse issues when working with repeat DWI offenders. Sixteen DWI courts receive funding from OTS. In Minnesota, forty-one percent of DWI offenders are repeat offenders, many of whom 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 whose driving privileges are reinstated, 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. DWI Court Teams also assist participants with obtaining valid driving privileges, obtaining housing and finding gainful employment as needed.

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

- 125 participants admitted into the program
- 129 participants graduated
- 48 participants terminated
- 244 participants currently enrolled
- 5 graduates from DWI court incurred an additional DWI arrest (4% recidivism rate)
- 83 participants obtained a restricted license with ignition interlock
- 26 participants obtained a full-unrestricted license



### **20-03-02 Dashboard Alcohol Impaired (164AL & 405d)**

Identifying geographic correlations between alcohol-related crashes, DWI incidents and on-sale liquor establishments can help direct enforcement and prevent impaired driving crashes, fatalities and injuries. Manually mapping these incidents is time consuming and prone to error. Automating the process not only saves time, but also improves accuracy.

This project provides software licensing and an analyst to integrate several different state databases relevant to DWI events. The analyst plots incidents of DWI arrests from eCharging events and alcohol-related crashes resulting in injury or fatality from MnCrash, the state accident reporting system. The analyst also provides plotting of on-sale liquor establishments, provided by other public safety stakeholders. Utilizing a mapping tool to capture geo coordinates accurately greatly reduces or eliminates the need for manual intervention to plot events.

During the FFY20:

- 12,612 DWI locations were reported from eCharging.
- 5,812 locations were automatically or manually matched in the dashboard (46%)
- 4,242 locations remained backlogged and unmatched (34%)

### **20-03-03 Enforcement Alcohol Impaired Officer (164AL & 405d)**

The problem is the high cost and death rate because of impaired driving.

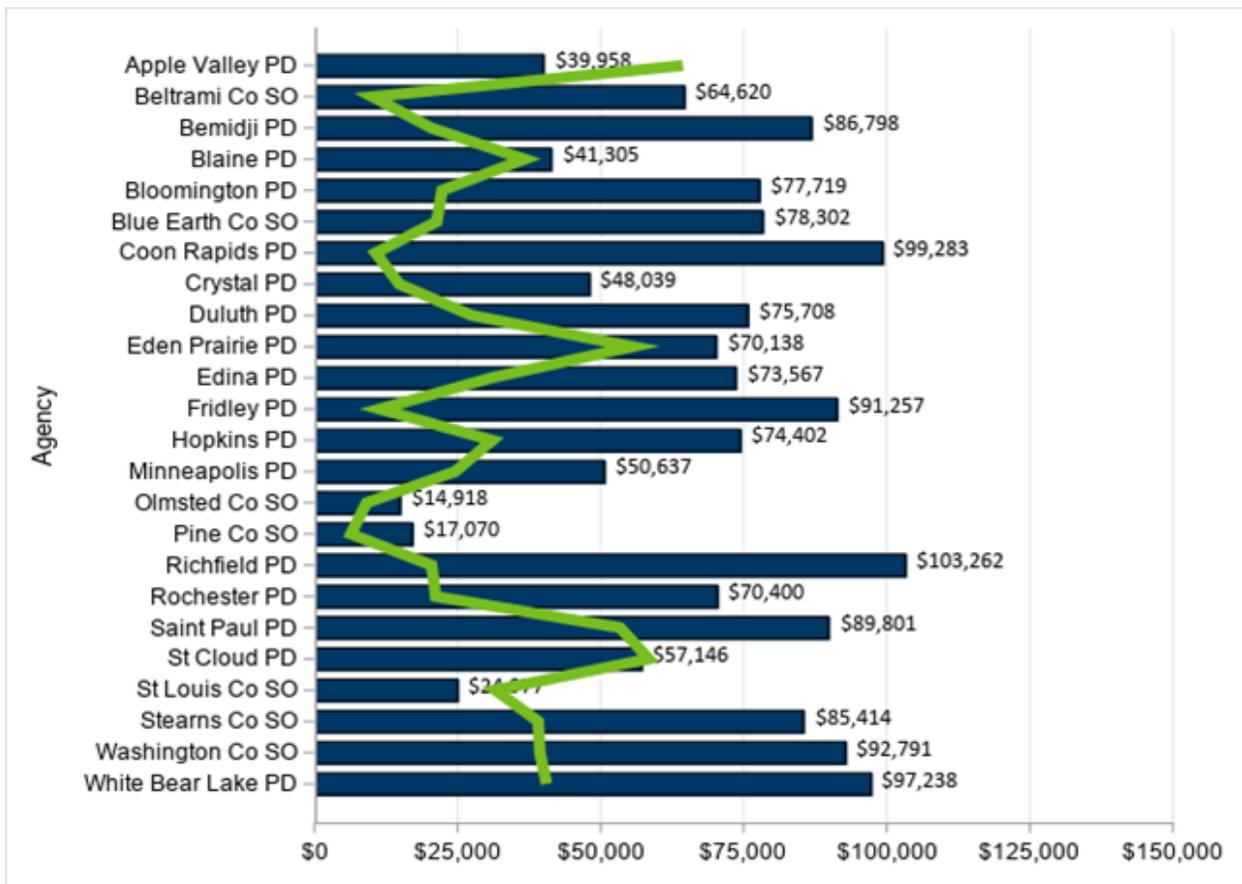
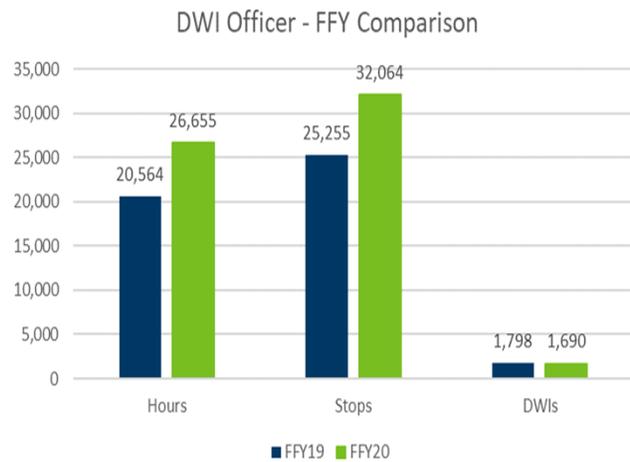
This project supports 24 selected agencies by providing straight time and overtime funding to pay the salary of a dedicated impaired driving enforcement officer. In 2019, the National Safety Council estimated the cost of alcohol related crashes in Minnesota was \$279 million. During 2019, 15.4% of crashes resulting in serious injury and 32% of fatal crashes were alcohol-related. 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 deployment during this time period to reduce alcohol-related crashes.

During this federal fiscal year, 24 DWI Officers that were funded by OTS resulted in the following:

- 32,064 total enforcement traffic stops
- 1,690 DWI arrests
- 2,328 total arrests
- 166 seatbelt and child restraint citations
- 2,154 speed citations
- 2,064 drivers cited for driving after license withdrawal (revocation, suspension or cancellation)
- 1,368 traffic stops for driver inattention or distraction and 238 drivers cited for hands-free violations

As an evaluation tool, arrests and citations during FFY20 DWI Officer grant are compared to the FFY19 DWI Officer grant arrests and citations. The COVID-19 pandemic caused many agencies to reassign their DWI Officers to meet the needs of their communities. As a result, fewer funds were used and there was a greater amount of reported match funding. The pandemic resulted in about 100 fewer Impaired Driving arrests, 1,690 in FFY20 compared to 1,798 in FFY19, but the overall number of traffic stops increased from 25,255 in FFY19 to 32,064 in FFY20. The lower number of impaired driving arrests is associated with Governor Walz's executive order that closed bars and restaurants from mid-March to the end of June.

In addition to setbacks attributed to the COVID-19 pandemic, one agency's DWI Officer (Olmsted Co SO) suffered a career ending injury on December 18, 2019, and the agency was not able to replace him for the remainder of FFY20. Another agency, (Pine Co SO) suffered staffing issues and was only able to participant in the project for one quarter. A third agency, (Minneapolis PD) reassigned its DWI Officer out of an abundance of caution following an in custody death in May 2020. Eight agencies remained engaged in this project despite the pandemic (Beltrami Co SO, Bemidji PD, Blue Earth Co SO, Coon Rapids PD, Crystal PD, Fridley PD, Minneapolis PD and Richfield PD). During the pandemic, those 8 DWI Officers arrested a disproportionate amount of drivers impaired by something other than alcohol, with 40% of those drivers arrested found to be under the influence of another impairing substance.



**20-03-04 Enforcement Cities and Counties Alcohol Impaired (164AL & 405d)**

Drunk driving resulted in 89 deaths in 2019 and continues to be one of the top four contributing factors in Minnesota. This project focuses on impaired driving so the work of decreasing serious injuries and deaths on Minnesota’s roads can continue.

This project funds enforcement programs that develop a coordinated traffic safety program that includes well publicized, highly-visible enforcement as a priority. To encourage cooperation, only one application for a 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. High-visibility enforcement is required, which includes earned media. Based on problem identification, specific grants provide additional funds to focus on DWI enforcement. The data available at the time of the application process (March 2019) was 2013-2017, which was used to determine eligibility for additional funding. The “Top 13 Counties” for impaired driving contributed to 53 percent of all drunk-driving related deaths and alcohol-related suspected serious injuries.

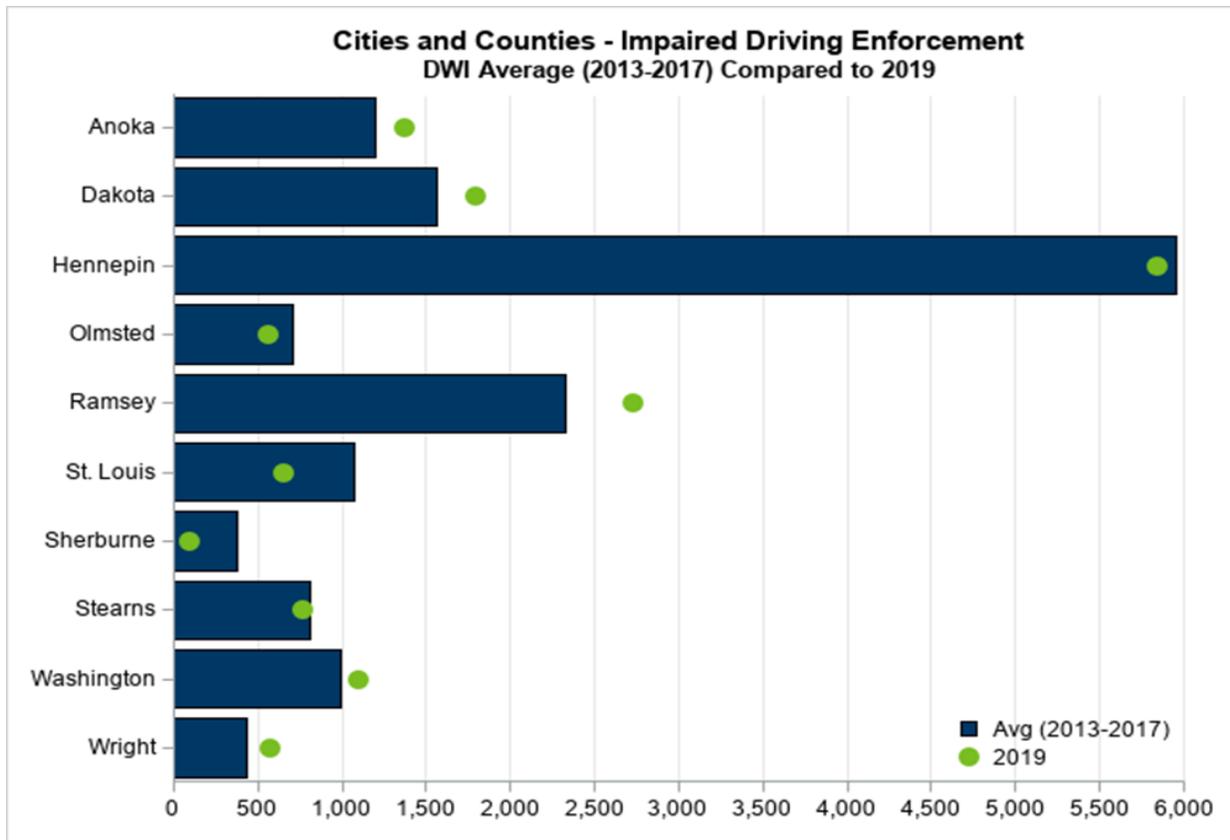
During FFY20, local city and county law enforcement agencies arrested 1,353 impaired drivers during grant-funded shifts.

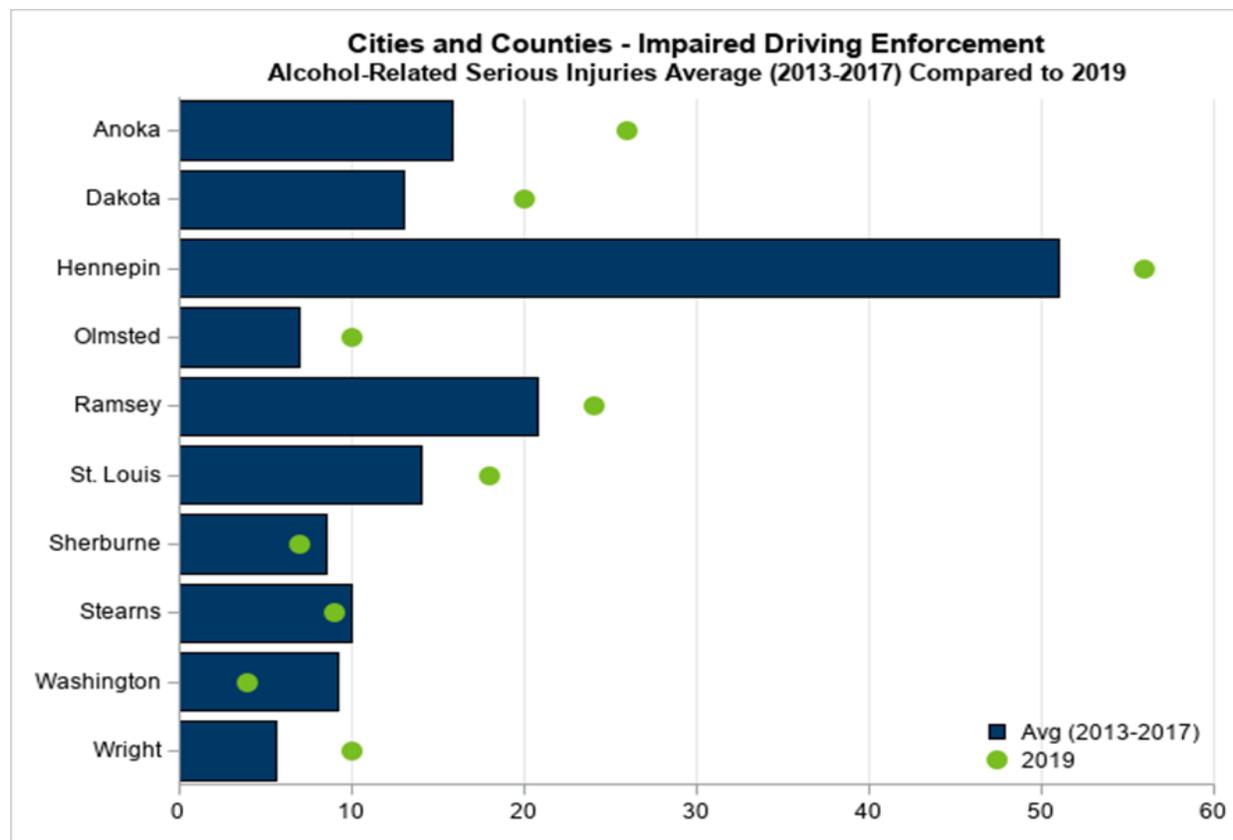
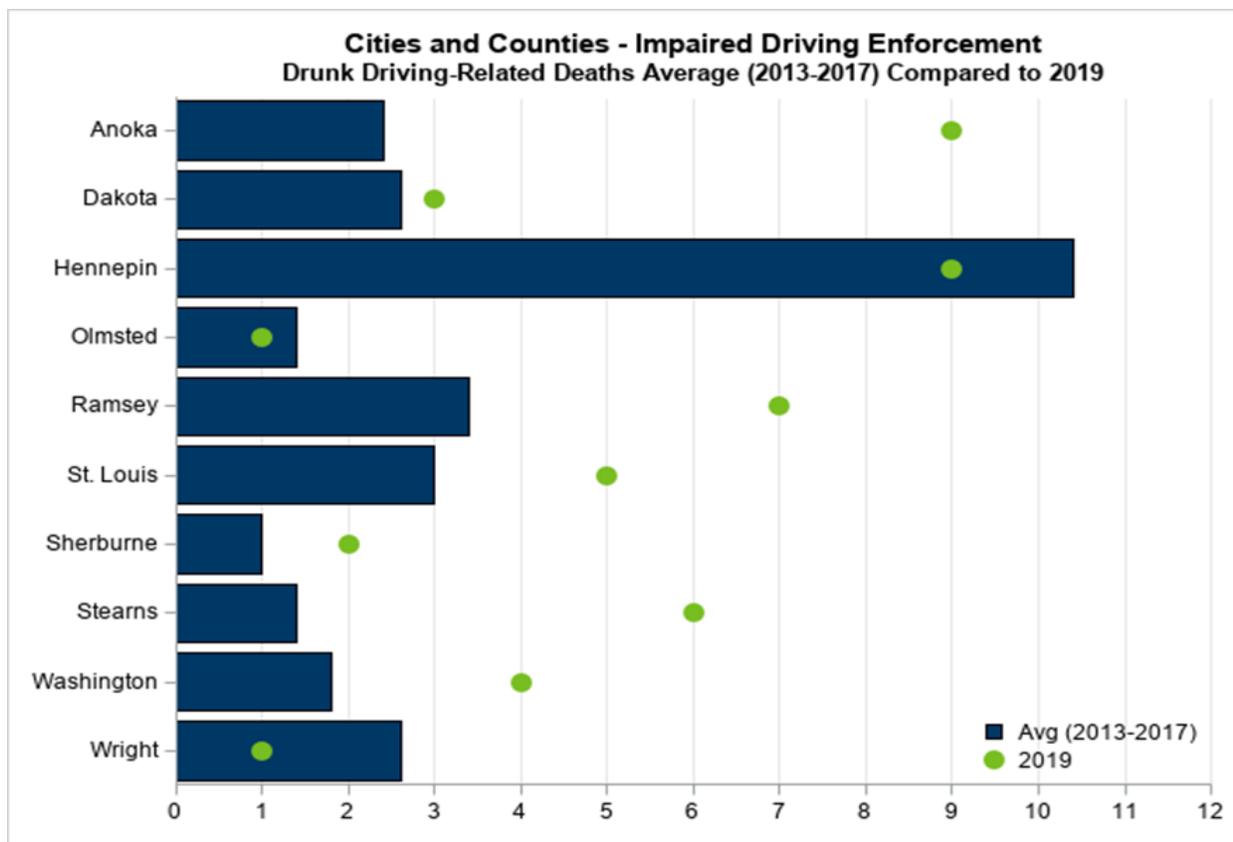
<b>FFY20 TZD Enforcement - Grant Funded</b>	
<b>Event Type</b>	<b>DWI Arrests</b>
Distracted	33
Impaired Driving	1241
Move Over	5
Pedestrian	4
Seat belt	48
Speed	22
Overtime/Grant Funded Totals:	1,353

To compliment enforcement, local city and county law enforcement agencies conducted education primarily through social media. Due to COVID-19, there were fewer in-person news conferences, however, media interviews continued through local agencies. The DPS/OOC also provided sample news releases, interview talking points, sample social media posts and letters to the editor to assist with the education efforts.

Through overtime impaired driving enforcement, the activity funded by this project contributed toward the goal of reducing alcohol-related traffic fatalities.

Worst Alcohol-Related Counties, 2013-2017								
Rank	County	Deaths	DD-Rel Deaths	Serious Injuries	Alc-Rel Serious Injuries	Deaths & Serious Injuries	DD-Rel Deaths & Alc-Rel Serious Injuries	DWI Arrests
1	Hennepin	199	52	1,440	255	1,639	307	29,746
2	Ramsey	76	17	537	104	613	121	11,652
3	Anoka	76	12	421	79	497	91	5,983
4	St. Louis	78	15	262	70	340	85	5,356
5	Dakota	79	13	445	65	524	78	7,802
6	Stearns	45	7	203	50	248	57	4,051
7	Washington	50	9	188	46	238	55	4,969
8	Sherburne	33	5	144	43	177	48	1,901
9	Olmsted	52	7	184	35	236	42	3,540
10	Wright	55	13	182	28	237	41	2,201
11	Otter Tail	29	4	111	34	140	38	1,417
12	Cass	31	12	76	21	107	33	939
13	Rice	26	5	89	28	115	33	1,139
<b>5-year, 13-County Totals</b>		<b>829</b>	<b>171</b>	<b>4,282</b>	<b>858</b>	<b>5,111</b>	<b>1,029</b>	<b>80,696</b>
<b>% of 5-year MN Totals</b>		<b>43%</b>	<b>42%</b>	<b>59%</b>	<b>56%</b>	<b>56%</b>	<b>53%</b>	<b>64%</b>





## **20-03-05 Ignition Interlock (Vendor Oversight) (164AL)**

This project is administered by the DPS/DVS, in collaboration with the OTS to increase the use of ignition interlock in the state by training and educating DWI offenders, those involved with DWI offenders and the general public. The ignition interlock law has been in place since June, 2011. Repeat offenders and offenders with high BAC are required to install ignition interlock in order to maintain driving privileges. Ignition Interlock is mandatory for those cancelled inimical to public safety. DPS continues to review possible changes to the law to increase the use of the device.

For the grant year FFY20, participation decreased slightly since last year, as did DWI arrests for 2020, likely due to COVID-19 related concerns and restrictions. Enrollment has dropped 9% from the highest enrollment recorded in February, 2020 (12,162).

Description	FFY20	FFY19	FFY18	FFY17
Installations	430	913	392	350
Removals	220	284	219	156
Active Participants at end of grant year	466	490	443	157

While the level of participation has dropped, our goal to increase enrollment in ignition interlock. COVID's impact only dropped the numbers slightly, considering the pandemic was ongoing for more than half of this grant year.

New legislation has been, and will continue to be, introduced to make the process of enrollment easier for participants.

Program related statistics (October 1, 2019 through September 30, 2020):

- 11,032 individuals currently utilizing ignition interlock
- 36,406 drivers have graduated from ignition interlock since the law went into effect
- \$110 (average cost of installation)
- \$93 (removal cost)
- \$70 (average monthly calibration fee)

The project also includes two vendor oversight positions with the purpose of ensuring vendor compliance with certification policies, maintenance of equipment, proper installation, and accurate reporting. Minnesota began a vendor oversight program through a project created by the OTS and DVS. In FFY20, 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.

There are currently 225 service centers state wide. The goal for 2020 was for the liaisons to visit each service center four times during the year. While they were on track to do so, issues related to COVID-19 prevented them from reaching this goal. They were only able to visit each center three times. They are also involved in the yearly vendor certification process, and conducting field testing of new devices. The liaisons continually communicate and interact with all stakeholders through verbal, written, and in person means in order to bring current ignition interlock monitoring issues to light. The liaisons were unable to attend any in or out of state conferences due to cancellations related to the pandemic.

This year, individuals covered under the grant processed 51,157 documents, responded to 5,695 emails, and answered 1,171 calls, with an average turnaround time of 2 days. 661 service center visits were also completed. The Ignition Interlock Unit continues to work with no back logs. This all meets the goal of enrolling participants as quickly as possible to reduce the likelihood of driving illegally, which also reduces recidivism.

**20-03-06 Liaisons Alcohol Impaired Enforcement (164AL)**

*See also project #20-04-05*

Through the LEL program, OTS contracts four retired law enforcement members to provide hands-on outreach to the law enforcement community across the state.

These four law enforcement liaisons provide weekly updates on traffic safety strategies and outcomes with their districts, generate interest in the grant application process, and answer questions about how to enforce traffic safety laws. They also present at traffic safety events, conduct site visits, and are involved in our TZD Safe Roads coalitions. The LELs provide insight into problems from a law enforcement officer perspective which is invaluable when reviewing effectiveness of our strategies.

One initiative the LELs proposed was the development of a pilot program for FFY22 to impact traffic safety culture in law enforcement through use of a mentoring platform. This plan would connect police explorers for a "Ride-Along" with an officer the LEL believed placed a high value on traffic safety and would be able to impress upon the protégée the value of using enforcement as a strategy to change behaviors. This may also generate new officers with a passion for traffic safety. Mentoring is believed to be one of the most effective strategies in cultural change and it is our belief that these relationships could impact traffic safety culture in the LEO community. With the pandemic and civil unrest occurring in FFY20, the LELs opted to delay the launch of this pilot program.

**20-03-07 MnIT Support and Services/EZ guide (164AL & 405d)**

The purpose of this project is to create a user-friendly app to be downloaded onto law enforcement officers' smart phones to use in place of the existing paper brochure titled, DWI EZ Guide. There was no activity on this project due to time and coordination constraints and competing MnIT priorities.

**20-03-08 State Patrol Alcohol Impaired Driving Enforcement (164AL & 405d)**

*See also project 20-02-05, 20-02-06; and 20-04-09*

Drunk driving resulted in 89 deaths in 2019 and continues to be one of the top four contributing factors to crashes in Minnesota. This project focuses on impaired driving so the work of decreasing serious injuries and deaths on Minnesota's roads can continue.

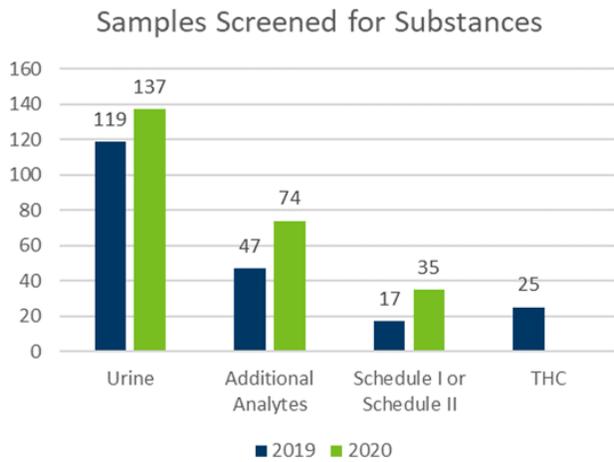
The OTS provides funding for a coordinated traffic safety program that includes well publicized, highly-visible enforcement as a priority. High-visibility enforcement is required, which includes the State Patrol working with the city and county enforcement grantees. Data driven problem identification directed the allocation of additional funds to specific counties to focus on impaired driving. The "Top 13 Counties" for impaired driving contributed to 53 percent of all drunk-driving related deaths and alcohol-related suspected serious injuries.

During FFY20, the State Patrol arrested 243 impaired drivers during grant-funded shifts.

Through overtime impaired driving enforcement, the activity funded by this project contributed toward the goal of reducing alcohol-related traffic fatalities.

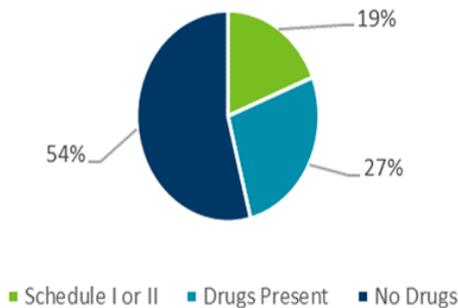
**20-03-09 BCA Lab Technicians Administrative Drug Impaired Support (405d)**

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 analytes of impairing substances.



Minnesota continues to see alcohol impaired drivers using other substances that also impair one’s ability to operate a motor vehicle. This project allows the BCA to gather additional data on substances used in addition to alcohol by motorists. By testing the urine samples beyond the triage stage, the technicians learn what substances drivers use that supplement the driver’s impairment. This data is shared with traffic safety stakeholders throughout the state and can be useful in educating legislators determined to strengthen existing impaired driving laws. The data is useful to the MDH to determine how to address alcohol impairment that is enhanced by other impairing substances and what underlying addictions may be present.

Samples Screened Since 2016 (n=1,930)



During FFY20:

- 137 urine samples were screened for impairing substances
- 74 samples (54.01%) were found to have additional analytes present, beyond alcohol
- 35 samples (25.55%) contained a Schedule I or II Controlled Substance or a metabolite of a Schedule I or II Controlled Substance

The pie chart shows percentages of this project’s total of 1,930 samples screened since January 2016. \$228,126.34 expended in FFY20.

## **20-03-10 eCharging (405c & 405d)**

The eCharging program provides electronic workflow, data integration, validation, and signing for traffic related charging documents that flow between law enforcement, prosecutions and the court entities across the state of Minnesota. The system has been in place since April of 2009 and has processed approximately 2.4 million citations between 2013 and 2019 and processes an average of 2,193 DWI cases per month. The eCharging system connects with Driver and Vehicle Services (DVS) driver license database to provide immediate driver's license information to law enforcement including arrest data and prior DWI convictions. eCharging automates, simplifies and expedites an otherwise complex and time consuming arrest process.

24,487 DWI/Implied Consent events were processed via eCharging during FFY20. eCharging submissions represented 99.94% of the total number of submissions. During that same time 6,132 public safety personnel were trained in eCharging. The vast majority of personnel trained were peace officers. All training is POST (Peace Officers Standards & Training) certified for peace officer continuing education credits. 5,427 of those trained attended recorded on-line training sessions. Webex training was necessary as in-person training was suspended due to COVID-19.

The eCharging system is also used to process electronic search warrant applications from the applying peace officer to the judge, and back again. eCharging allows Minnesota peace officers to create a search warrant and receive an approved eSearch Warrant back from a judge in 15 minutes or less. The eCharging search warrant application has been emphatically praised by peace officers, judges and court personnel. Minnesota is the only state in the U.S. that has a fully integrated online system that processes search warrants from the peace officer's application through the judge's approval. During FFY20 7,478 DWI blood/urine search warrants were processed through eCharging. The use of blood/urine search warrants increased significantly as agencies shifted away from breath testing to fluid tests due to COVID-19 related risks.

During FFY20 a great deal of work has been done in order to enhance and improve the current citation system. Some of the enhancements include:

- Increased use of the DWI forms system
- Decreased time from arrest to time of entry on driving record and filing of criminal complaints
- Decreased error rates on DWI forms and increased usage of the electronic search warrant application.
- Improved accuracy of DWI violation location information, which helped decrease time spent manually locating events for the DWI Dashboard activity analysis

Enhancements to the reporting capabilities continues, creating reports that are easily accessible for needed data in a timely manner.

The eCharging program has provides a quick and efficient way for law enforcement officers to process a DWI offender, giving officers more time for patrolling the roads and arresting offenders before a crash can happen. While DWI arrests were down from the 27,797 arrests in FFY19, search warrant submissions were up. Lower DWI arrests were most prominent during stay at home restrictions due to COVID. eCharging continues to assist OTS in meeting the goal of reducing crashes resulting in injuries and fatalities.

### **20-03-11 State Patrol Professional Development (405d)**

*See also project #20-04-08*

In order to maintain the excellent performance we expect from our law enforcement officials, it is important that we provide them with opportunities for professional development with the goal of keeping pace with changing best practices and evolving countermeasure strategies.

The project provided for State Patrol member attendance at two traffic safety conferences, the Toward Zero Deaths (TZD) conference in St. Cloud, Minnesota, and the Lifesavers Conference (which was moved to a virtual format).

The Minnesota TZD conference was attended by 32 members of the State Patrol, including supervisors and troopers. This conference provides a forum for sharing information on best practices in engineering, enforcement, education, and emergency medical/health services and for identifying new approaches to reducing the number of traffic fatalities and life-changing injuries on Minnesota roads.

For out-state events, conference attendees submit reports stating how the knowledge they've gained through their attendance will be shared amongst their Minnesota counterparts.

### **20-03-12 Drug Recognition Enforcement (DRE) (405d)**

Law enforcement officers are required to have knowledge of all facets of the law that pertain to their work. Traffic enforcement is an important component of a law enforcement officer's job; however, it is always competing with other job requirements. It is important that officers understand the importance of traffic enforcement and are fully trained on traffic laws.

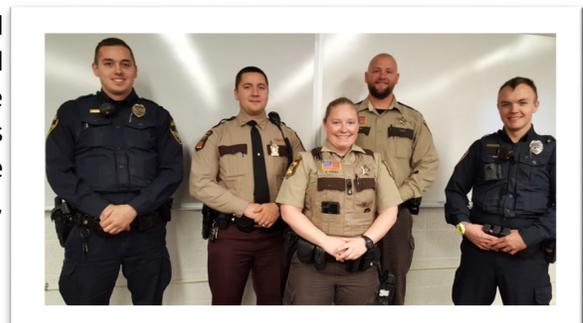
Maintain current training material as provided by NHTSA and International Association of Chiefs' of Police (IACP).

Maintain training records as required by the Minnesota POST Board.

Since law enforcement officers learn most effectively when taught by highly qualified peers, the MSP contracts with and trains troopers, local and tribal officers, and county deputies to instruct these courses.

To ensure that officers receive this training, SFST, ARIDE, and Occupant Protection Usage and Enforcement (OPUE) are required for all law enforcement officers who participate in grant-funded enforcement programs by the Minnesota Office of Traffic Safety.

In addition to these classes, the SFST-DWI Update and the online ARIDE courses provide refreshers and updates for law enforcement officers on the importance of impaired driving enforcement. Officers working enforcement program projects must have current (within the last 60 months) training in SFST, ARIDE, and OPUE.



Course evaluations are provided and reviewed after each class to guarantee that course material meets the training needs of law enforcement.

At the end of FFY20, Minnesota had 268 certified DREs representing 114 agencies. There are currently 117 trained SFST instructors and 58 certified DRE instructors. There were 620 Drug Influence Evaluations for enforcement purposes during FFY20. DRE enforcement evaluations resulted in 47% of the drivers as polydrug or polycategory users (under the influence of more than one drug and/or drug category at the time of the evaluation).

DRE opinion and toxicology results match is 80%.

- Depressants = 34%
- Stimulants = 92%
- Hallucinogens = 85%
- Dissociative Anesthetic = 40%
- Narcotic Analgesics = 67%
- Inhalants = 50%
- Cannabis = 84%

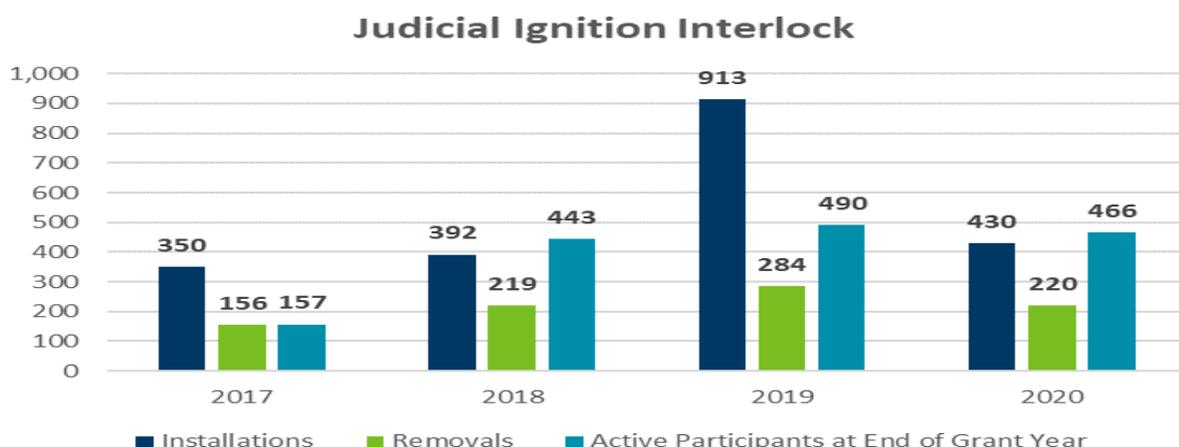
Training materials are updated immediately after receiving updates from NHTSA.

The project provided instruction to new judges as part of the Minnesota Judicial Branch’s New Judge Orientation.

**20-03-13 Ignition Interlock (Judicial) (405d)**

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 grants to five judicial districts and three probation agencies. The districts have contracted with specific vendors through an RFP process. The eight grantees 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. In Minnesota, about 40% of DWI offenders reoffend. The Ignition Interlock program not only decreases recidivism, it puts more legal drivers on Minnesota roads. This assists OTS meeting its goal of reducing impaired driving fatalities.

FFY20 had a significant decrease in offender participation from the 1<sup>st</sup> of the year until the end of the grant year. Many participants dropped out due to COVID-19. Some of the factors were attributed to the shutdown of DVS for a period of time, and financial hardship. The financial hardship of participants supports the purpose of this grant. With the availability of grant funds, more participants are able to enroll quickly and efficiently and regain their driving privileges with the restriction of an ignition interlock device. Furthermore, as in years prior, the requests to participate in Ignition Interlock with grant funds far exceeds the number allowed due to funding restraints.

Public outreach done by the Judicial Ignition Interlock coordinators has greatly increased interest by not only offenders, but judicial district judges, prosecutors and defense attorneys. This outreach continues to contribute to increasing in the use of ignition interlock, reducing recidivism, and putting more legal drivers on Minnesota roads. This will assist OTS in meeting its goal of reduced crashes and fatalities due to impaired driving. Something like that.

#### **20-03-14 Impaired Driving Facts (405d)**

This project had no activity. Planning and implementing for this project was delayed due to staff reassignments and other priorities due to health emergency and civil unrest. This project is anticipated to begin in FFY21

#### **20-03-15 Liaison Judicial (405d)**

This project was intended to begin in FFY20 using funding from NHTSA. Funding became available in a partnership with the American Bar Association. With the help of the ABA, Minnesota was able to contract with our first State Judicial Outreach Liaison. This partnership was crucial in getting this project started and OTS was very excited to see it begin in FFY20.

#### **20-03-16 MnIT Support and Services/Landing Pages (405d)**

The purpose of this project is to create a microsite to raise awareness, educate and influence behaviors related to impaired driving. The site will include potential content such as statute information, safe driving guidance and resources (i.e. sober cab options, campaign creative, personal impact statements and crash data) that are easily accessible to the public.

Minnesota wanted to mimic [www.endwi.com](http://www.endwi.com), a microsite developed by the New Mexico Department of Transportation, which was paid for by 164 funds. In FFY19, Minnesota submitted a Joint Powers Agreement to NMDOT to obtain the code for the site. The JPA was submitted by MnIT services as the authorized representative and was never finalized, and therefore, no funding was used on this project.

With continued time and coordination constraints, and competing MnIT priorities, there are no plans to continue this project in FFY21.

**20-03-17 Recognition Alcohol/ Drug Impaired Enforcement (405d)**

*See project #20-04-03*

Commissioner's Enforcement Award: (This effort is split-funded with 20-04-03: Enforcement Recognition)

Criteria for selecting Commissioner's Award:

Demonstrates continuous coordinated enforcement efforts throughout the year

- Timely in reporting/invoicing
- Short reports were not missed by any of the grant's partner agencies during the grant year
- Warnings generally do not exceed citations
- Participates in community policing activities such as mock car crashes, bike rodeos, child passenger safety clinics, safety education in schools, etc.
- If applicable, works with Safe Roads Coalition in their region
- Has not received the award in the past five years

For FFY20 none of the entries submitted by the Law Enforcement Liaisons met the recognition criteria standards.

Hat-Trick Recognition:

For their first Hat-Trick, officers who achieved three DWI arrests in one shift are recognized by receiving a hat and pin. For subsequent Hat-Tricks, officers who achieved three DWI arrests in one shift are recognized by receiving a customized hockey stick. Sticks are customized with the officer's name, agency, and hat trick date.

During FFY20, a total of 46 individual officers received hats and pins and/or customized hockey sticks. 17 hats and pins and 50 sticks were awarded. During FFY19, a total of 66 officers received hats and pins and/or customized hockey sticks. 30 hats and pins and 52 sticks were awarded. The decrease in awards from the previous year was possibly due to a reduction in overall enforcement efforts out of Covid-19 safety concerns. However, an increase from FFY18 to FFY19 in hat-trick recognition shows a growth trend, which will likely resume next year.

Grand Slam Recognition:

Officers who achieved four or more DWI arrests in one shift are recognized by receiving a customized baseball bat with their name, agency, and BAC Average for the arrests. In FFY20, 5 officers were recognized. In FFY19, three officers were recognized. FFY19 was the first year for this type of officer recognition.

DWI Enforcer All-Star Recognition:

The DWI Enforcer All-Stars are the state's leading law enforcement officers for arresting drunk drivers and preventing alcohol-related crashes. The All-Stars include law enforcement and prosecutors from the Twin Cities' metro area and Greater Minnesota. Awardees are selected for outstanding service in enforcement and in prosecution of impaired driving during the previous calendar year by a committee comprised of OTS Staff. Agency/city size is considered to recognize those from smaller agencies.

In 2020, 48 law enforcement officers and prosecutors with a combined total of 3,170 DWI arrests across Minnesota were recognized as DWI All-Stars, a slight increase (153) from the previous year's combined arrest total. Each All-Star was presented with a customized baseball bat. Unfortunately, due to the COVID-19 pandemic, we were unable to present bats to the award recipients at a Minnesota Twins pre-game event as planned.

### **20-03-18 Responsible Server Training Impaired (164AL)**

Impaired driving often begins with over-indulgence in alcoholic beverages at bars and restaurants, and ends with an impaired driver behind the wheel. While the impaired driver bears the ultimate responsibility for this dangerous behavior, servers at establishments that serve alcohol play a role in this potentially deadly sequence of events. Preventing the over-serving of alcohol is instrumental in keeping impaired drivers off our roadways.

Responsible Server Training Program provides training through the MN Alcohol and Gambling Enforcement Division (AGED) to individuals in each region of Minnesota to prepare them to provide consistent, quality training to local servers and managers on the responsible service of alcohol.

Training curriculum will continue to be updated and focus on preventing impaired driving crashes, injuries and deaths by training the staff of on-sale establishments to recognize impairment and providing them with strategies to prevent over-serving alcohol to their customers.

For FFY20 AGED was unable to perform any tasks of this grant. Hiring for the position of the coordinator for the grant was held up by the DPS Human Resources. No funds were expended. AGED has applied and been awarded a grant for FFY21.

### **20-03-19 State Patrol Alcohol/ Drug Impaired Professional Development (405d)**

In order to maintain the excellent performance we expect from our law enforcement officials, it is important that we provide them with opportunities for professional development with the goal of keeping pace with changing best practices and evolving countermeasure strategies.

This project provided for State Patrol member attendance at two traffic safety conferences, the Toward Zero Deaths (TZD) conference in St. Cloud, Minnesota; the Lifesavers Conference which was moved to a virtual format.

The Minnesota TZD conference was attended by 32 members of the State Patrol, including supervisors and troopers. This conference provides a forum for sharing information on best practices in engineering, enforcement, education, and emergency medical/health services and for identifying new approaches to reducing the number of traffic fatalities and life-changing injuries on Minnesota roads. For out-state or national events, conference attendees submit conference reports stating how the

knowledge they've gained through their attendance will be shared amongst their Minnesota counterparts.

### **20-03-20 Support Alcohol/Drug Impaired Professional Development (405d)**

Contributing to the goal of reducing traffic fatalities and serious injuries by giving law enforcement the opportunity for professional development, this project provided for TZD enforcement grantee's hotel expenses attending the TZD conference in St. Cloud, Minnesota.

This conference provides a forum for sharing information on best practices in engineering, enforcement, education, and emergency medical/health services and for identifying new approaches to reducing the number of traffic fatalities and life-changing injuries on Minnesota roads. The knowledge gained through attendance will be shared amongst their Minnesota law enforcement and traffic safety partners.

### **20-03-21 Traffic Safety Resource Prosecutor TSRP (405d)**

Effective prosecution of impaired driving cases is a vital component in the effort to reduce impaired driving-related fatalities and injuries, and relies on up-to-date training for prosecutors on the latest impaired legislation and litigation techniques, access to expert case consultation, and research assistance. The OTS contracts for a Traffic Safety Resource Prosecutor (TSRP) through the Minnesota County Attorneys' Association (MCAA) to serve as a liaison between the NHTSA and OTS, and the county and city prosecutors.

The TSRP trains prosecutors on new traffic safety laws and DWI court rulings, conducts case consultation, maintains a website for resources for prosecutors and city attorneys and conducts community outreach with MADD, schools and other groups. The TSRP started teleconferencing in place of in person meetings due to COVID-19. This has been beneficial for prosecutors and other stakeholders working outside the metro area who previously experience difficulty attending meetings in person. During this time, participation by people outside of the Minneapolis/St. Paul metro area has increased. It will be important to make use of this technology in the future, as it expands access to wider audiences. The TSRP also presented at two break-out sessions at the TZD Conference. With the COVID-19 pandemic, webinar training is in increasingly high demand and the Minnesota Supreme Court recently made changes to the CLE (Court Legal Education) rules to allow some credit for video playback and "on demand" viewing. Based upon feedback, law enforcement and prosecutors find webinar training to be valuable and convenient.

The TSRP program has made a difference by providing prosecutors the training and resources to better prosecute impaired driving. The MCAA also continues to recognize the need for trial school training. As the problem of drug impaired driving continues to increase, the TSRP tried to meet the needs of law enforcement and prosecutors for training in this area by offering several virtual training sessions over the course of the year. A large number of law enforcement officers attend these online trainings. This ensures consistent information is getting out to those that need it to continue to combat impaired driving in Minnesota.

In addition, there is a new technology in testing using oral fluid. The TSRP has been involved in a group working to make use of this technology and a pilot program for oral fluid testing as a screening test

With the aid of NHTSA grant funding, all these efforts and resources contribute to the OTS to meet its goal of reducing impaired driving fatalities.

**20-03-22 Project Directors to Conferences (164AL)**

*See project #20-06-10*

Due to travel restriction this project seen limited activity, non refunded travel expenses incurred were covered.

**20-03-24 Impaired Driving Assessment (405d)?**

This Impaired Driving Assessment was postponed due to COVID-19.



### ***Police Traffic Services***

Purpose Statement: Effective and efficient law enforcement is the core of a sound traffic safety system. While working to reduce speed-related and traffic fatalities.

20-04-01 Enforcement Cities and Counties TZD (405e & 402) Shannon Grabow

20-04-02 Enforcing Pedestrian Laws (405h) Shannon Grabow

20-04-03 Enforcement Recognition Commissioners Award (402) Gordy Pehrson

20-04-04 Enforcement Support/Professional Development (402) Kammy Huneke

20-04-05 Liaison Law Enforcement (402) Kristen Oster

20-04-06 MnIT Support and Service ROAR (402) Kammy Huneke

20-04-07 State Patrol Administrative Support (402) Kammy Huneke

20-04-08 State Patrol Professional Development (402) Kammy Huneke

20-04-09 State Patrol TZD Enforcement (405e & 402) Kammy Huneke

20-04-11 Distraction Project Enforcement (402) Shannon Grabow

**20-04-01 Enforcement Cities and Counties TZD (405e & 402)**

The top four contributing factors in Minnesota 2019 traffic fatalities continue to be:

- Drunk Driving: 89 deaths
- Speed: 75 deaths
- Unbuckled motorists: 73 deaths
- Distractions: 34 deaths

This project is conducted in conjunction with 20-02-02 which focuses on seat belt and child restraint enforcement, 20-04-11 which focuses on distracted driving enforcement, 20-04-02 which focuses on pedestrian enforcement, and 20-03-04 which focuses on impaired driving enforcement.

Through overtime speed, distracted driving, and move-over enforcement, the activity funded by this project contributed toward the goal of reducing speed and distraction-related traffic fatalities.

**20-04-02 Enforcing Pedestrian Laws (405h)**

*See also project 20-04-01; 20-04-11, 20-03-04 and 20-02-02*

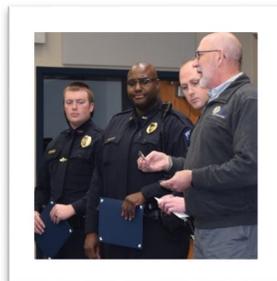
From 2014-2018, 205 pedestrians were killed in Minnesota. In 2018, 92 percent of pedestrian crashes occurred in urban areas (defined as areas with populations over 5,000). Minnesota crash data show that approximately half the time the driver made the error in judgment and half the time the pedestrian made the error.

Through funding from NHTSA, this project funds pedestrian enforcement to the top eight counties for Pedestrian fatalities and severe injuries in Minnesota from 2013-2017.

Law enforcement agencies in these counties conducted high-visibility enforcement to increase the number of citations written to pedestrians and drivers in an effort to decrease the number of pedestrian fatalities. In FFY2020, A total of 1,760 pedestrian hours were worked and 2,297 traffic stops were initiated. Realtime Officer Activity Reporting (ROAR) was used to log Pedestrian stop information.

**20-04-03 Enforcement Recognition Commissioners Award (402)**

*See project #20-03-17*



**20-04-04 Enforcement Professional Development (402)**

*See project #20-03-20*

**20-04-05 Liaison Law Enforcement (402)**

*See project #20-03-06*

**20-04-06 MnIT Support and Service ROAR (402)**

The OTS requires all enforcement grantees to collect and report traffic stop data that is then used for program evaluation and media purposes. By providing a system to support the administration of OTS' grants and the evaluation of traffic safety programs, this project contributed toward the goal of reducing unrestrained occupant, alcohol-impaired driving, and speed-related fatalities).

Developed in 2012, the Real-Time Officer Activity Reporting (ROAR) System requires the entry of agencies' individual eligible officers into a roster that includes the dates on which the officers completed required training. Lead grant officers enter "enforcement events" or traffic stops into the system's electronic calendar as they occur. These data are available to the OTS and grantees immediately after they are 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 activity data.

The project allows the MSP to employ a full time staff member to assist with the management of the Patrol's Traffic Safety Grants. By providing administrative support to the State Patrol to conduct work associated with their traffic safety grants, this project helped to ensure that law enforcement were able to perform their duties as seamlessly as possible.

The position also is responsible to assist the DRE Coordinator throughout the fiscal year. The grant pays 75% of the employee's wages.

The position has been vacant since October 15, 2019. Since then, an unsuccessful attempt was made to reclassify the position. Before the current classification could be resumed, a departmental hiring freeze was enacted and remains in place. The position is intended to support the DRE program by issuing student completion certificates and assisting with shipping classroom materials to training sessions held throughout the state. The support employee helped coordinate travel arrangements for DRE personnel to attend the annual conference.

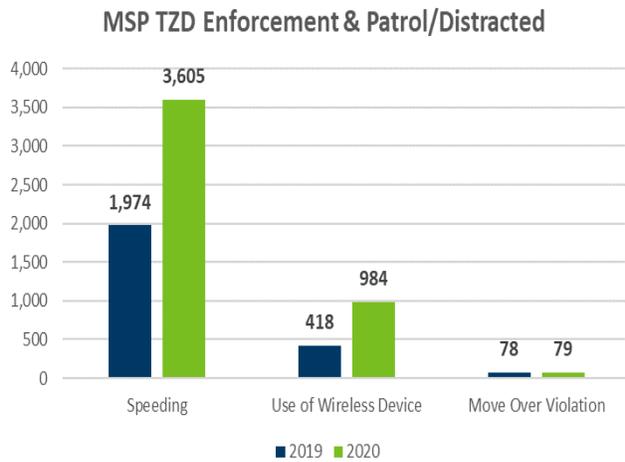
The position also provides administrative support for the MSP's TZD Enforcement grant, the DRE grant, the Travel Grant and the Support grant by supporting day-to-day tasks such as purchasing and grant tracking, and providing accurate and timely grant reporting to the OTS.

**20-04-08 State Patrol Professional Development (402)**

*See project #20-03-19*

**20-04-09 State Patrol TZD Enforcement (405e & 402)**

See projects 20-02-05, 20-02-06; and 20-03-08



This project focuses on distracted driving so the work of decreasing serious injuries and deaths on Minnesota’s roads can continue.

The OTS funds this enforcement-led, coordinated traffic safety program that includes well publicized, highly visible enforcement as a priority. The OTS enforcement calendar must be followed, which includes two DWI mobilizations, two seat belt mobilizations, a distracted driving campaign, and speed enforcement effort to ensure enforcement and paid media are running concurrently. This project funded the non-impaired driving portion of the enforcement grant with the MSP, including speed

enforcement, distracted driving enforcement, and move-over law enforcement. The results of the project include 3,605 speed citations, 984 use of wireless device citations, and 79 move over citations.

Through overtime speed and distracted driving enforcement, the activity funded by this project contributed toward the goal of reducing speed-related and distraction-related traffic fatalities.

**20-04-11 Distraction Project Enforcement (405e & 402)**

See projects 20-04-02, 20-04-01, 20-03-04 and 20-02-02

Although the numbers have decreased, there is more work to be done. This project focuses on distracted driving so the work of decreasing serious injuries and deaths on Minnesota’s roads can continue.

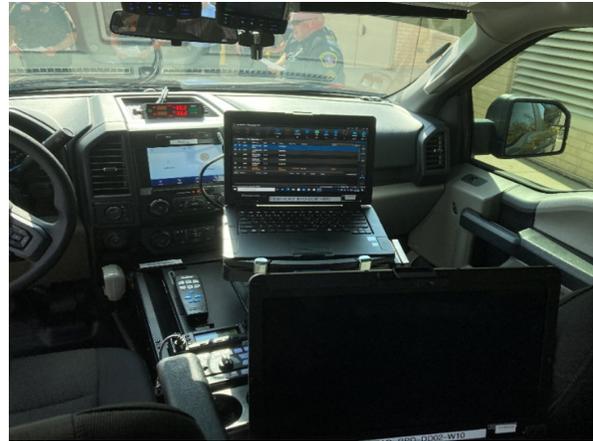
To encourage cooperation, only one grant application per county was accepted with the exception of Hennepin and St. Louis counties. Counties are required to develop specific goals to reduce fatalities and serious injuries, increase seat belt usage and decrease impaired driving. The OTS enforcement calendar coincides with the NHTSA enforcement calendar, but includes additional speed, distracted, seatbelt and impaired driving campaigns. The OTS enforcement calendar must be followed to ensure enforcement and paid media are running concurrently. High-visibility enforcement is required, which includes earned media. The DPS/OOC provides sample news releases, talking points for news conferences, sample social media posts and letters to the editor to assist with the education efforts.

In addition to conducting enforcement, a new truck with a higher vantage point was purchased by the Richfield Police Department to enhance distracted driving enforcement. The truck purchased was a Ford F-150 crew cab, STX package with a 5.6-foot bed. The truck has a six-inch suspension lift kit allowing officers to easily see the violations. The inside is equipped with a Motorola radio that has a special microphone for undercover operations. A Stalker radar system, and two Watchguard camera systems were configured to monitor distracted driving from all view points in the truck. The vehicle has a front console for the driver, and a second console for the rear seat passenger. These consoles have Toughbook computers and printers for efficient ticket writing.

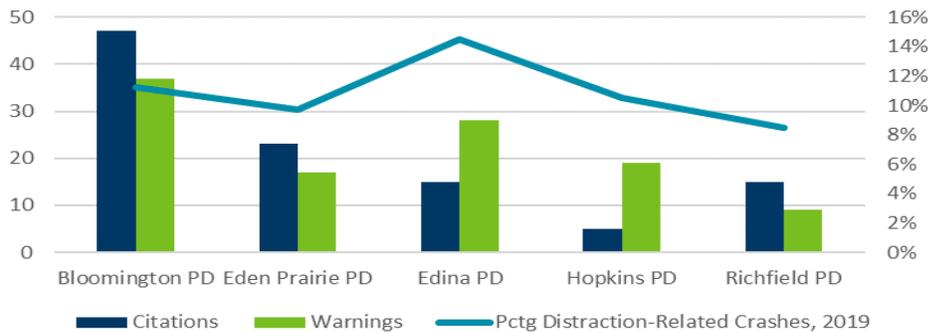
The main focus when using the truck is the enforcement and education of Minnesota State Statute 169.475 "Use of Wireless Communications Device", although all other forms of inattentive and or distracted driving violations will also be enforced.

This vehicle is being used jointly with the enforcement grant group that includes the Police Departments of Richfield, Bloomington, Edina, Eden Prairie, Airport, and Hopkins, but housed in the City of Richfield's Police Department garage.

Through overtime distracted driving enforcement, the activity funded by this project contributed toward the goal of reducing speed-related and distraction-related traffic fatalities.



Texting Citations and Warnings  
(Grant-Funded Activity)  
Distraction Project Enforcement, 20-04-11





MN Department of Transportation

### **Traffic Records**

*Purpose Statement : Accurate, complete, timely and accessible data are the foundation of any traffic safety program and the only method for evaluating progress. By providing a traffic records that assist in identifying areas of focus for all projects contributes to the overarching goal of zero deaths.*

- 20-05-01 Crash Outcome data Evaluation System/CODES (405c) Brendan Wright
- 20-05-02 Crash Records Analysis/Human FIRST (405c) Karen Aldridge
- 20-05-04 Local Updates MnDot (405c) Allison Hawley
- 20-05-06 MnIT Support and Services/Training (405c) Kammy Huneke
- 20-05-07 Crash Record Enhancement (405c/State) Karen Aldridge
- 20-05-08 Research Analyst for RMS Data/TIMS (405c) Mike Hanson
- 20-05-11 Trauma Data Improvements (405c) Brendan Wright
- 20-05-14 MnIT Support and Services/E-grants (402) Kristen Oster

## **20-05-01 Crash Outcome Data Evaluation System/CODES (405c)**

OTS wrote a multi-year grant with MDH to bring the CODES dataset current. This is the second year of that contract. The work entails first linking the data through 2015 as well as making the changes to the new data structure and elements. When that is completed, the TRCC will oversee the linking back to MnCrash of the MMUCC person variables from the injury surveillance systems.

To ensure success in this project, The MDH's Office of Injury and Violence Prevention Section completed the following tasks:

- Collect and maintain hospital data: MDH has hospital and emergency department discharge data through quarter 1 of 2020. The MN Hospital Association sent quarter 1 2020 emergency department and hospital inpatient data in July 2020. MDH processed the files to create the SAS dataset.
- Acquired crash data: MDH has crash data through 2019, provided by MnDOT, including geocoded crash locations. MDH has cleaned the data, created crash level variables from the person and vehicle level files, and linked it to the geocoded crash locations. As the MnDOT data do not contain names, MDH has continued to review the DPS crash data elements with plans to request DPS crash data.
- Updated linkage programs for new data formats: Key MDH staff working on the data use agreement with EMS have been reassigned to the COVID-19 response. During the peacetime emergency, EMS providers are not required to collect data. This will affect quality, completeness and timeliness of 2020 data. EMS data will be linked with the crash and hospital data after the crash/hospital linkages are complete and up-to-date. This will be an important enhancement of the CODES linked dataset. MDH continued to update the first of three hospital/registry/death prep programs.
- Updated the MIDAS CODES online query system: MDH continued to consult with other IVPS staff who are creating various new MIDAS modules and continued to use Tableau for various small projects to keep updated. MDH has accessed and utilized online Tableau e-Learning. The CODES module will be the sixth module to be released in the new MIDAS Tableau platform. MDH developed a work plan for linking the 2019 crash and hospital/death/trauma data, the most recent data available, and designing the Tableau dashboards by early December 2020. This module is on track to go live in February 2021.
- Attended Online Conferences: MDH staff attended the Virtual Traffic Records Forum (TRF) in August 2020. Upon invitation from the Centers for Disease Control and Prevention (CDC), the MDH staff participated in a roundtable discussion at the TRF on sustaining state data linkage programs. MDH staff attended the SafeStates Injury and Violence Prevention Virtual Conference September. The conference included presentations on motor vehicle data linkage, shared risk and protective factors for traffic-related injuries, child safety seats, teen traffic risks, older drivers, and built city environments for pedestrian safety.

## **20-05-02 Crash Records Analysis/ Human FIRST (405c)**

This year marks the final year of this multiple-phase project. During FFY20, this project implemented changes to the MnCrash crash data collection system, which stemmed from human factors research and user-suggested enhancements. Combining the human element to this analysis resulted in a high quality, accurate and efficient system. Additionally, an officer training course was developed to increase knowledge and reduce reporting inconsistencies and errors. Law enforcement officers earn one POST credit upon completion of the MnCrash training course.

## **20-05-04 Local Updates MnDot (405c)**

MnDOT contracted with the Minnesota Geographic Information Office (MnGEO), a branch of MnIT for them to scope and build an automated, scheduled Extract/Transform/Load (ETL) application. This ETL application reviews the Centerline data that MnGEO receives from local agencies for the statewide Next-Gen 911 system and finds any changes in the data since the last time the application was run. These changes are written to a Redline or spatially enabled reference file for use by MnDOT editors as they update the Linear Referencing System (LRS) data. These data are used by the DPS and other law enforcement agencies for location information as they create crash records. The purpose for creating this application was to solve the problem of DPS and law enforcement agencies of not receiving timely and accurate updates to location data.

The project objectives were as follows:

- To bring efficiency to MnDOT business process day-to-day centerlines changes for their Linear Reference System (LRS) editing needs.
- To recognize and detect any shared centerlines changes between local government and MnDOT to help detect geometry changes, road characteristic changes and street name changes
- To help communication between the counties – improves data flow from local government to MnDOT via NG911.
- To improve data quality and business process efficiency
- To minimize redundancy, dependency and cost

All of these objectives were accomplished on time and under budget. The application was created successfully and pushed to production on September 11, giving LRS editors access to timely roadway data updates, which are imperative for law enforcement to have the ability to create accurate and complete crash reports.

## **20-05-05 MnIT General Support (402)**

Planning and implementing for this project was delayed due to staff reassignments and other priorities due to health emergency and civil unrest. This project is anticipated to begin in FFY21

#### **20-05-06 Law Enforcement Training (405c)**

The OTS requires all law enforcement working TSD grant-funded shifts to complete the Occupant Protection Usage and Enforcement (OPUE) course every five years. The course transitioned from a classroom to an online version in 2015. This project provides for the licensing seats for the learning management system which hosts the training curriculum. A total of 1,069 officers completed the OPUE online course in FFY20. Skilled and informed law enforcement officers are better equipped to meet the goal of reducing unrestrained occupant fatalities.

#### **20-05-07 MnIT Support and Services/Crash Record Enhancement (405c/State)**

Results from research conducted by the University of Minnesota's HumanFIRST lab (project 20-05-02, Crash Records Analysis) highlighted areas of improvement for the MnCrash system. The State opted to make enhancements and maintain the software both in-house and through the use of contractors.

This project funded changes and enhancements that were completed by MnIT. This included resolving issues with crash location selection, version history, and missing data. It also upgraded the diagram tool and updated language for clarification purposes. It is essential to address system problems and user complaints in order to facilitate timely and accurate crash reporting.

#### **20-05-08 Research Analyst for RMS Data/TIMS (405c)**

Planning and implementing for this project was delayed due to staff reassignments and other priorities due to health emergency and civil unrest. This project is anticipated to begin in FFY21.

#### **20-05-11 Trauma Data Improvements (405c)**

The Minnesota Trauma / Traumatic Brain Injury (TBI) / Spinal Cord Injury (SCI) Registry currently requires hospital staff to input case reports (a) individually or (b) with uploads from the hospital's trauma registry, which change annually, resulting in delayed reporting. Additionally, the current registry system required time and resources from MDH staff to process biweekly downloads. There can be significant delays before the data are available for analysis.

Using a blend of an informatics approach through the Encounter Alert Service (EAS), with new capacity for the All Payer Claims Data, and the new EMS database process at the MDH, data will be available in a timelier manner. Questions of impairment, distraction and other driver behaviors would be part of the analysis.

The TRCC identified the delay in hospital discharge data as an impediment to timely CODES data. A goal of this project was to create a measurable decrease between hospital discharge date and data availability for analysis in the trauma/TBI/SCI registry.

MDH resource availability was impacted by the COVID-19 pandemic and the project did not accomplish its goals nor its planned activities.

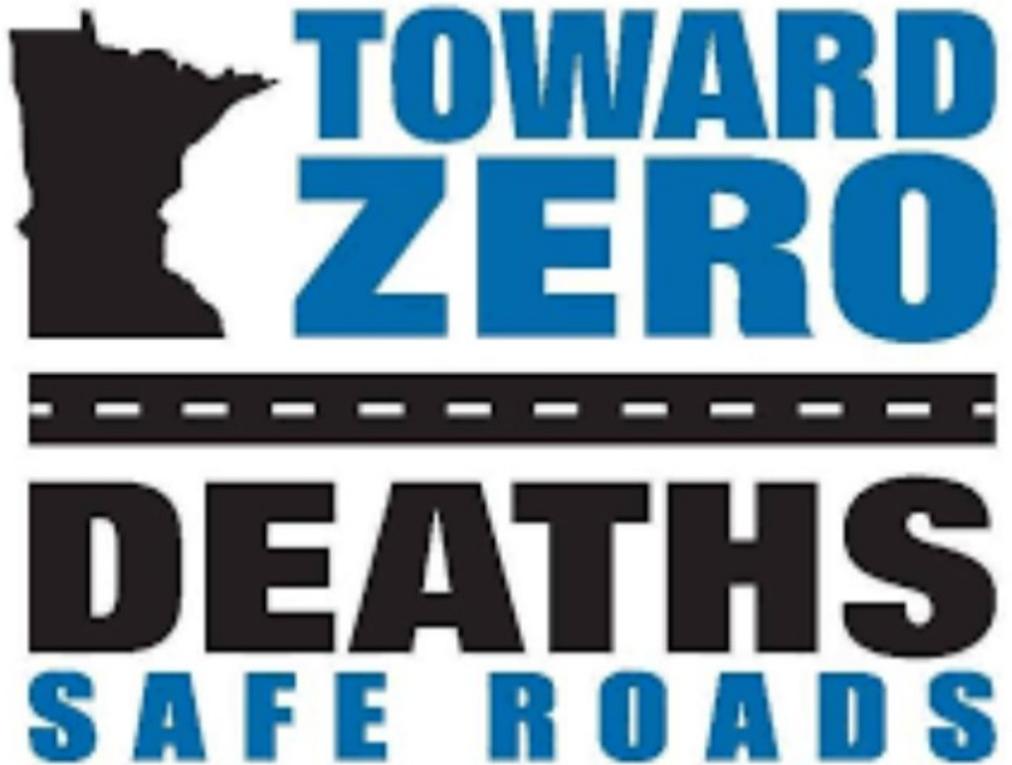
**20-05-12 Pursuit Study (402)**

Planning and implementing for this project was delayed due to staff reassignments and other priorities due to health emergency and civil unrest.

**20-05-14 MnIT Support and Services/E-grants (402)**

E-grants is our online electronic grant management system at DPS/OTS. MnIT Services provides support for system updates, helpdesk, and system maintenance. Agate, the software developer, also provides support to the E-grants platform.

The E-grants system allows one location for all grant management. This includes applications, agreements, addendums to agreements, budget details, and revisions. Sub-recipients of our awarded grants report their progress and submit financial status reports, which generate a reimbursement of their pre-approved costs.



**Community Programs**

*Purpose Statement: Community activities and coalitions dedicated advocates working together to make their roadways safer, bringing people together through regional projects and training.*

20-06-01 Conference Annual Toward Zero Death (402) Gordy Pehrson

20-06-02 Identifying Driver Drowsiness (402) Kristen Oster

20-06-03 MnIT Support and Services (402) Shannon Grabow

20-06-04 Network of Employers for Traffic Safety/NETS (402) Gordy Pehrson

20-06-05 Novice Drivers Education and Outreach (402) Gordy Pehrson

20-06-06 Older Driver Working Group (402) Gordy Pehrson

20-06-07 Regional Coordinators Toward Zero Death (402) Shannon Ryder

20-06-08 Safe Roads Coalition (402) Kristen Oster

20-06-09 Pedestrian Outreach (405h) Kristen Oster

20-06-10 Professional Development Project Directors (402) Duane Siedschlag

20-06-11 Behavior Survey and Evaluation (402) Karen Aldridge

20-06-12 Hennepin County TZD (402) Kristen Oster

**20-06-01 Conference Annual Toward Zero Death (402)**

Although the collective Minnesota TZD efforts have contributed to fewer traffic deaths over its 16 years, data for the last four years shows the need to aggressively enhance efforts to achieve greater outcomes. An effective strategy for maximizing comprehensive understanding of the problem, assessing the effectiveness of current countermeasures being implemented, and generating new, innovative solutions, is the sharing of information and ideas among a variety of stakeholders with different areas of expertise. The annual Statewide TZD conference offers such an opportunity.

The Center for Transportation Studies (CTS) at the University of Minnesota coordinated and managed the activities associated with planning and carrying out the annual two-day TZD Conference. The conference provided 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 provided breakout sessions that covered the areas of engineering, enforcement, education, and emergency services, as well as plenary sessions that motivated and educated participants. Leadership from multiple state agencies reinforced the need for everyone working together to reach the goal of zero deaths and serious injuries on Minnesota roads.

In October 2019, 951 individuals attended the conference in St. Cloud, Minnesota. Evaluation was in the form of participant surveys. 226 surveys were received with average ratings of 4.125 out of 5 points possible.

This grant also provided resources to plan the October 2020 TZD Conference. Due to the COVID-19 pandemic, the 2020 TZD Conference was held virtually with 11 featured webinars. The webinars were held October 20 through November 19.



Commissioner Harrington

Governor Walz



## **20-06-02 Identifying Driver Drowsiness (402/ GHSA grant)**

In FFY19, this grant was awarded to the University of Minnesota's HumanFIRST lab to determine if a roadside device using Critical Flicker Frequency (CFF) could be created for law enforcement to measure the level of drowsiness in drivers.

The HumanFIRST research lab conducted a 30 hour sleep deprivation and driving simulation study in 2019, which CCF and other cognitive tests were used to measure drowsiness. The participants were kept awake for the duration of the study and subjected to simulated driving tests to gauge changes in performance (a control measure for fatigue-impaired driving), the goal being to determine how accurately CCF predicted drowsiness.

In FFY20, the results from the study were processed and analyzed. These results indicate some promise for a number of the measures to predict fatigue impaired driving.

The CFF was determined not to be strong predictive tool for level of fatigue.

Two cognitive tests, the Brief PVT and Trail Making Test, demonstrated corresponding performance tests and are recommended for further advancement to determine methods in which they could be administered in a roadside test by law enforcement officers when considering run-off-road crash risks for drivers who fall asleep at the wheel for even brief amounts of time.

## **20-06-03 MnIT Support and Services/Contracts (402)**

The purpose of this project is to create a microsite to raise awareness, educate and influence behaviors related to distracted driving and occupant protection. The site will include potential content such as statute information, safe driving guidance and resources such as campaign creative, personal impact statements, and crash data that is easily accessible to the public.

Minnesota wanted to mimic [www.dntxt.com](http://www.dntxt.com), and [www.bklup.com](http://www.bklup.com), microsites developed by the New Mexico Department of Transportation, which was paid for by NHTSA funds. In FFY19, Minnesota submitted a Joint Powers Agreement to NMDOT to obtain the code for the site. The JPA was submitted by MnIT services as the authorized representative and was never finalized, and therefore, no funding was used on this project.

With continued time and coordination constraints, and competing MnIT priorities, there are no plans to continue this project in FFY21.

## **20-06-04 Network of Employers for Traffic Safety/NETS (402)**

The Minnesota Safety Council, through the NETS Program, provided traffic safety educational materials, training and resources to employers and traffic safety partners throughout Minnesota. When combined with enforcement, driver safety awareness and education is effective in reducing the number of crashes, injuries and deaths.

Minnesota continues to have unacceptable levels of traffic crashes, injuries and deaths. When combined with enforcement, driver safety awareness and education is effective in reducing the number of crashes, injuries and deaths. To support this effort, the Minnesota Safety Council's NETS Program provides educational materials, training and resources to employers and other traffic safety partners throughout Minnesota. This outreach helps support statewide enforcement efforts.

Due to COVID-19, the following events were canceled or postponed:

- TZD Regional Workshops
- 2020 Lifesavers Conference
- 2020 NETS Benchmark Conference
- 2020 GHSA Annual Meeting
- All presentations previously scheduled for Mid-March – June
- All exhibiting opportunities at safety and health events

During FFY20, the NETS program:

- Distributed two electronic newsletters to over 5,000 employees and traffic safety partners
- Distributed over 15,000 brochures, posters and resources and employee focused awareness/education programs to employers and other statewide traffic safety partners
- Reached over 1,500 employees and distributed 10,000 pieces of traffic safety information at 7 safety and health events

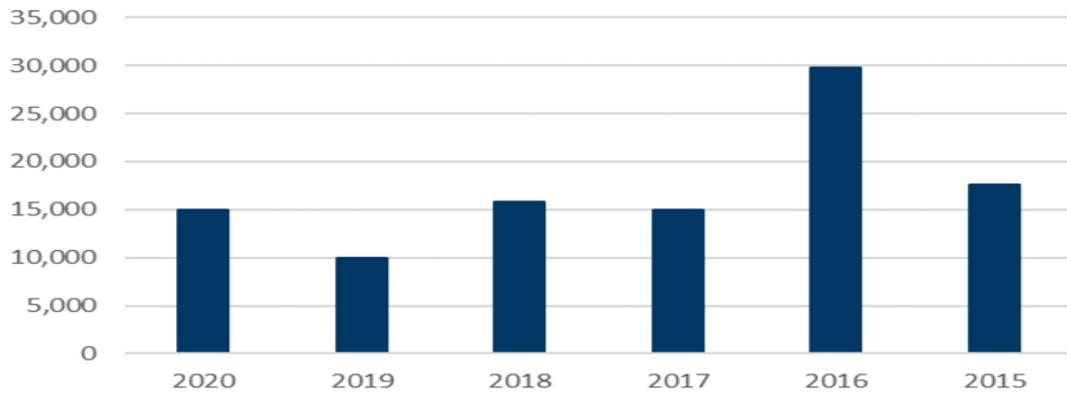
Provided 23 traffic safety presentations reaching 1,048 employees from all over the state  
Participated, presented, and utilized the distracted driving simulator at 9 high schools reaching over 550 students

Developed and launched a Minnesota specific Work Zone Safety Campaign and employer toolkit including videos, posters, social media templates and more. The PSA was viewed over 1,500 times and shared in hundreds of media posts. Information about the campaign can be found at:  
<https://www.minnesotasafetycouncil.org/nets/Workzonesafety.cfm>

Developed and launched the distracted driving/hands-free 1-year anniversary campaign. The materials were shared with more than 3,500 employers and traffic safety partners statewide. Information about the campaign can be found at: <https://www.minnesotasafetycouncil.org/traffic/handsfree.cfm>

The NETS program has run for several years and the success of this outreach is evident with the following graphs.

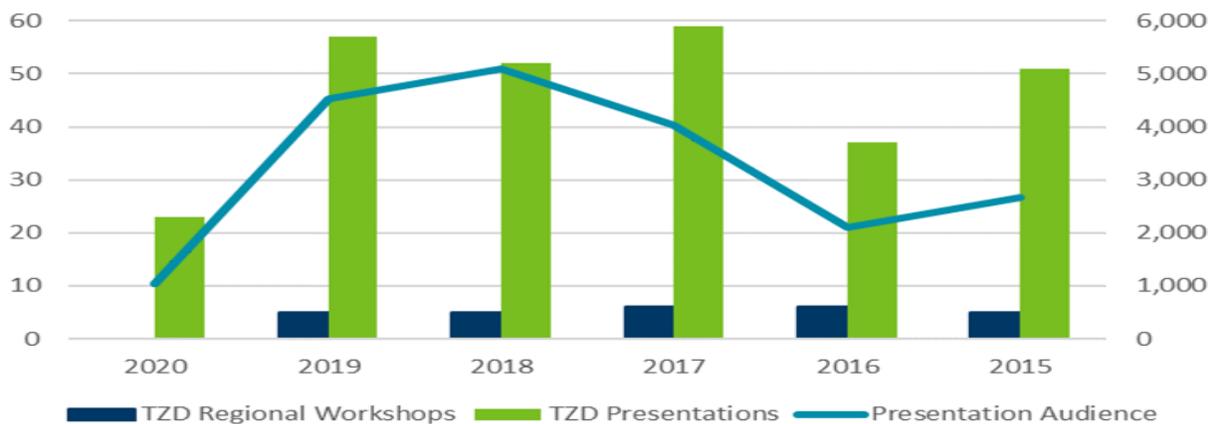
### NETS - Mailed Brochures, Posters, and Resources



### NETS - Participation at Safety & Health Events



### NETS - Participation at TZD Workshops



### **20-06-05 Novice Drivers Education and Outreach (402)**

No activity took place as the proposed grantee was unable to secure the coordinator position for their project.

### **20-06-06 Older Driver Working Group (402)**

Nearly one out of every four traffic fatalities, in Minnesota, involves someone who is 65 years or older. Senior drivers are disproportionately involved in fatal and injury crashes- compared to the rest of the driving population, and their involvement in all types of crashes has been increasing over the past several years. In 2012, 14% of crashes involved at least one senior driver. In 2019, senior driver involvement in crashes increased to 16%.

This project addresses problems associated with aging drivers by implementing outreach to older drivers, their families, law enforcement and medical providers. This grant was awarded for the first time in FFY19 and again in FFY20, to the Emergency Nurses Association (ENA).

During the FFY20 grant year, the ENA expanded its list of stakeholders beyond law enforcement and medical personnel, to include traffic safety engineers and community based advocates. In addition to expanding the organization's reach, and despite pandemic-related restriction, the ENA's education and outreach accomplishments were expansive.

Activities during the 2020 grant period included:

- Participation in two emergency nurse meetings; Virtual presentation to 45 older adults at Triad conference; Presentations to South East, South Central, & Dakota County TZD groups; Attendance at the Minnesota Mobility for Aging Population (MMAP) and National Aging Road User Programs Interstate Collaboration Group meetings
- The creation of a nursing education offering that provided resource materials, a pamphlet asking "Do you know someone who should retire from driving?", which were mailed to 1,000 nurses and hospital emergency departments throughout MN.
- The additional screening tools for nurses and emergency care providers, which included a rapid physical screen, as well as several cognitive screens.
- The creation and distribution of over 2,000 DOSCI cards and about 40 booklets about older driver resources, as well as 1,000 tri-fold pamphlets and resource lists that were sent to nurses, emergency departments, law enforcement, and interested stakeholders.

Forty-one law enforcement agencies requested the link to the Older Driver Education webinar, which is a tool created by the ENA for the purposes of educating law enforcement officers on how to recognize aging-related, dangerous driving behaviors. Over 150 law enforcement officers have submitted an evaluation of the webinar. The surveys generally indicate an increased knowledge about the older driver confusion, the ability to screen or score confusion, and what happens when the request for examination is completed.

The newly approved SHSP contains a section looking for ways to increase awareness of the issues related to older drivers, identifying a screening tool for the roadside, and identifying actions that can be taken when a cognitively impaired driver is encountered. As a result, there are also moves to create sub-committees related to older drivers in several of the TZD Regions. Since the training has started, DVS has noted requests for examination of driver forms are being completed in a more descriptive manner, resulting in more drivers being called-in for test.

## **20-06-07 Regional Coordinators Toward Zero Death (402)**

Nine TZD program coordinators, plus one state wide program coordinator, were deployed in all regions of Minnesota. Individual coordinators are based in greater Minnesota and two provide service to our seven county metro area. This funding provides partial support for eight of the positions and full support for the full time metro area coordinator. As with all aspects of DPS/OTS operations, the COVID-19 pandemic and all of the restrictions that came with it greatly impacted their ability to lead and further develop over fifty Safe Roads coalitions across the state.

Each regional coordinator monitored and provided regional data to evaluate the TZD program including the regional belt use surveys in all regions including the metropolitan area for the first time as we continue to pursue 100% compliance.

In spite of all of the limitations, they continued to support each of these coalitions. Regular county-level meetings were conducted virtually and the quarterly regional steering committee meetings were also conducted uninterrupted. With the Safe Roads coalitions supported the extra enforcement efforts as they occurred and served as resource for our media and outreach partners. They worked with their respective Law Enforcement Liaisons on several regional and statewide traffic safety initiatives included the US Hwy 14 Border-Border Saturation event that was coordinated with Wisconsin and South Dakota. In central Minnesota a region wide speed enforcement and education campaign was conducted utilizing dynamic speed limit signs provided by MnDOT and MDH. A statewide media event was developed and coordinated to bring attention to the significant increase in Minnesota traffic related fatalities.

## **20-06-08 Safe Roads Coalition (402)**

In FFY19 there were 22 agencies who were awarded the 2019 TZD Safe Road grant. There are 23 other unfunded coalitions who provide TZD Safe Roads support across the state. These organizations represent just over half of Minnesota's 87 counties.

Funding for this Safe Roads project educates, supports and prepares traffic safety stakeholders across the state to work cooperatively to advocate traffic safety contributing to reducing serious injuries and fatalities. One requirement for these grantees is that all four 'E's (Education, Emergency Medical and Trauma Services, Enforcement, and Engineering) must meet at least six times during the grant year to ensure proper communication and expectations for upcoming events, review past events and their outcomes and evaluate their effectiveness. 20 grantees (91% of our grantees) met six times or more.

Another main requirement for the TZD Safe Road grantees is establishing a Fatality and Serious Injury Review Committee that meets at least quarterly. Over 100 crashes were reviewed with an emphasis on education and outreach regarding risky driving behaviors.

All 22 grantees were successful in implementing public information and earned media campaigns for enhanced enforcement efforts for the entire year and implemented at least one activity to increase awareness of distracted driving. Other grantee activities included, but were not limited to, attending the Statewide TZD conference, coordinating victim impact presentations and mock crashes, forming partnerships with medical establishments and local businesses to advocate traffic safety discussions and workplace policies, and promoting participation in motorcycle safety training courses.

### **20-06-09 Pedestrian Outreach (405h)**

In the past few years, Minnesota has seen an increase in pedestrian fatalities and serious injuries. More than 40 pedestrians were killed on Minnesota roads in 2020. Our crash data indicates both pedestrians and drivers contribute equally to these crashes.

In an effort to combat this serious problem, we planned to work with our partner agency, MnDOT and their new campaign regarding Pedestrian Safety. We attended several planning sessions and advocated that the messages must be created for both the driver, as well as the pedestrian, in order to make any impact to Pedestrian Safety.

Our funding was set aside to assist MnDOT in their campaign, but due to the COVID-19 pandemic, the campaign was postponed. After the civil unrest in the Twin Cities, the group reviewed the project and determined that the cost of advertising during an election cycle would not be a good use of the funding MnDOT had acquired. As such, MnDOT has postponed their launch of a new pedestrian campaign until the spring of 2021.

In order to use the dollars in the fiscal year for which they were awarded, the funding was pointed to education and outreach for Pedestrian Safety in our Paid Media campaigns. These projects are identified as programs 20-08-03 and 20-08-04.

### **20-06-10 Professional Development Project Directors (402)**

*See project #20-03-22*

Due to travel restriction this project seen limited activity, non refunded travel expenses incurred were covered.

### **20-06-11 Behavior Survey and Evaluation (402)**

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

OTS' targeted media campaigns and educational outreach efforts aim to positively influence the driving behaviors of all Minnesotans, particularly those who have been identified as higher risk according to traffic crash data. We can, and do, examine crash data trends as an indicator of behavioral change.

However, self-reported behavioral change directly attributed to our efforts is an important metric in determining whether our programs are reaching, and influencing, the intended audiences.

This program administers an annual attitude and behavior survey to a random sample of Minnesotans. The goal of this project is to get an understanding of driving behaviors and the level of influence of OTS' targeted media campaigns to evaluate program success. This survey was conducted between July 7 and August 20, 2020. This year, 930 respondents provided feedback in the areas of seat belt enforcement, speed enforcement, drunk driving and ignition interlock laws, drugged driving, motorcycle safety efforts, distracted driving, and media campaigns. Survey results were reported in total and by several demographic categories – Y.U.M. (young unmarried males), geographic area, gender, and age.

## **20-06-12 Hennepin County TZD (402)**

Our goal was to fund a consultant position to help Hennepin County, the largest county in our state and a significant portion of our metropolitan area, create a TZD Safe Roads coalition to work with the four E's across the county without restricting the work hours allowed for the project. The Hennepin County Public Works Department was selected to lead this new traffic safety initiative in addition to working with other advisory programs, such as Vision Zero. The focus of this grant year was to build capacity around the internal infrastructure of Hennepin County and implement a county wide traffic safety program.

### Project Goals and Outcomes:

The first goal was to develop a TZD Work Plan which would involve establishing a coalition and holding at least six meetings throughout the year. It would also entail forming a Fatal and Serious Injury Review Committee that would meet quarterly. The team did develop a TZD work plan to accomplish these program goals. The creation of the plan was successful, however a coalition with external stakeholders has not been formed; instead, the group consists only of internal Hennepin County officials.

The second goal was to lead the implementation of TZD across Hennepin County and leverage the resources and staff available in the County. This was not successful. The amount of impact on this program due to the COVID-19 pandemic should be taken into consideration, but there were problems with internal communications, roles and duties to be managed before we could initiate this implementation. This was not due to the consultant nor the coordinator but the government agencies with whom they were trying to connect. Once we had a solid plan, the COVID-19 pandemic was upon us and we had to go back to the drawing board.

The third goal was to conduct data analysis and effectively communicate insights into implementable traffic safety countermeasures. Analysis was completed to identify high crash intersections for all modes of transportation. Hennepin County also reviewed high crash intersections for pedestrians only. Based on these data, it was determined that pedestrians are overrepresented in the crash data in Hennepin County. Pedestrians are a vulnerable roadway user group and a primary focus area for Hennepin County to improve crash outcomes.

Another goal was to manage day-to-day outreach and public communications regarding the TZD program. Outside communications were limited to Hennepin County Sheriff's Office, Metro TAC and Hennepin Health.

The final goal was to manage multiple project work plans, including setting performance metrics and evaluating outcomes. This goal was not reached, as the program did not progress to this stage during 2020.

When taking population into account, fatal crashes in Hennepin County are generally at or below Hennepin County's relative share of statewide population. Hennepin County's population is 22% of the total Minnesota population based on 2019 US Census Bureau data.

Hennepin County had 23% of the state's DWI crashes and 30% of all crashes statewide. Hennepin County had 22% of the state's serious injury crashes, which is proportional to Hennepin County's share of the state population.

Fatal crashes, all death and alcohol related deaths are all below Hennepin County's relative share of population at 12%, 11% and 15% respectively.

That these last three categories, which are all related to deaths, are lower percentages is a positive trend as it shows that Hennepin County is experiencing fewer roadway deaths than might be expected given its population size.



# MOTORCYCLE SAFETY

EXPECT THE UNEXPECTED

## ***Motorcycle Safety***

*Purpose Statement: Motorcycle crash fatalities are not decreasing along with the overall decrease in fatalities.*

20-07-01 Motorcycle Rider Training (State) Bill Shaffer

20-07-02 Safety Public Information (State) Bill Shaffer

20-07-03 Rider Testing and License (State) Bill Shaffer

20-07-04 Equipment and Supplies (State) Bill Shaffer

20-07-05 Equipment Transport (State) Bill Shaffer

20-07-06 Mechanical Services (State) Bill Shaffer

### **20-07-01 Motorcycle Rider Training (State,402)**

This project was conducted through a contract with Minnesota State Colleges, utilizing state dedicated motorcycle safety funding. 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 six different, on cycle courses for riders of varying skill levels in counties containing 65% of the state’s registered motorcycles. While the 2020 training season was delayed due to pandemic safety, the result of this training effort was that the Minnesota Motorcycle Safety Program (MMSP) trained 2,733 students in 2020. All students received an electronic evaluation survey, and the program, instructors, and courses were uniformly given excellent ratings. The goal of this project is to improve the mental and physical riding skills of Minnesota’s riding public. Through Basic Rider Course participant surveys, 73% of respondents reported their skills were much improved and 22% reported their skills were somewhat improved. This project planned activities were fulfilled utilizing all state funds no federal funds were used.

### **20-07-02 Motorcycle Safety Public Information and Media Relations (State, 405f, 402)**

Motorcycle crashes accounted for 44 of Minnesota’s highway crash fatalities in 2019. 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 paid ad campaign featuring concepts for training, riding sober, and motorist awareness was conducted by the DPS/OOC in 2020. The campaign also utilized earned media to reach riders on the importance of wearing MnDOT approved motorcycle helmets, brightly colored protective gear, riding sober, and regularly taking a rider training course. These, along with motorist awareness, were also the primary themes included in all of our news releases. The goal of this project is to conduct a comprehensive, statewide motorcycle public information campaign, and the result is that a statewide motorcycle safety campaign was conducted.

Failure to yield the right of way by other motorists in multi-vehicle crashes and a motorcycle is the most cited contributing factor in Minnesota motorcycle crashes. NHTSA Section 405f funding was programmed in the OTS paid media project, 20-08-03, with Linnehan Foy Advertising to conduct a motorist awareness campaign in Minnesota’s top 12 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 news releases and a variety of social media platforms. The evaluation for this project is administrative, and all tactics over-delivered. This project planned activities were fulfilled by the movement of funds into 20-08-03 through an amendment.

### **20-07-03 Motorcycle Rider Testing and Licensing (State)**

In 2019, 31% of operators killed in motorcycle crashes did not have a valid motorcycle endorsement or permit. 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 by the DPS/DVS utilizing dedicated state motorcycle safety funding. The result was that 620 permitted motorcycle riders took advantage of the evening testing program, and 2,368 motorcyclists enrolled in a Basic Rider Course in 2020.

#### **20-07-04 Motorcycle Rider Training Equipment and Supplies (State)**

Substantial amounts of equipment and supplies are needed to operate a rider training program, and this equipment must also be insured. Through state dedicated motorcycle safety funding, the OTS purchases curriculum and site training supplies and distributes them before the rider training season begins, and training sites are supplied as needed throughout the training season. The OTS insures 335 training motorcycles, 29 transport trailers, and also 48 instructor motorcycles when they are being used for demonstrations in intermediate, advanced and expert rider courses. The goal of this project is to have training sites that are well supplied and to have all equipment insured. Through participant satisfaction surveys, we were able to determine that 94% of students rated the equipment as in good condition.

#### **20-07-05 Motorcycle Transport (State)**

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. Utilizing state dedicated motorcycle safety funding, the OTS contracted with Starr Cycle, who have 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. The result was that 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.

#### **20-07-06 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). Using state dedicated motorcycle safety funding, the OTS contracted with Starr Cycle 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.



MN Department of Transportation

### ***Roadway Safety***

*Purpose Statement: Working through partnerships to reach zero deaths.*

20-09-01 Administrative Support TZD Outreach (402) Craig Flynn

20-09-02 Professional Development (402) Tanya Boothe

**20-09-01 Administrative Support TZD Outreach/Center for Transportation Studies CTS (402)**

The objective of this project was to continue to provide administrative support and coordination, as well as outreach and communications support, to the TZD program.

As with so many traffic safety projects in FFY20, this project is a tale of working in two distinct environments. The first is quarters one and two where business was conducted as usual. The second is quarters three and four, where COVID-19 became a factor in program delivery. Beginning in March, 2020 many of the staff supporting the project needed to transition to working remotely, and initially abiding by a state-wide stay at home order.

Following guidance from state health officials and the Centers for Disease Control and Prevention, to Prevent further spread of COVID-19, Minnesota TZD made the difficult decision to cancel the Spring 2020 TZD Regional Workshops.

The following activities were successfully implemented during the FFY20 Grant cycle:

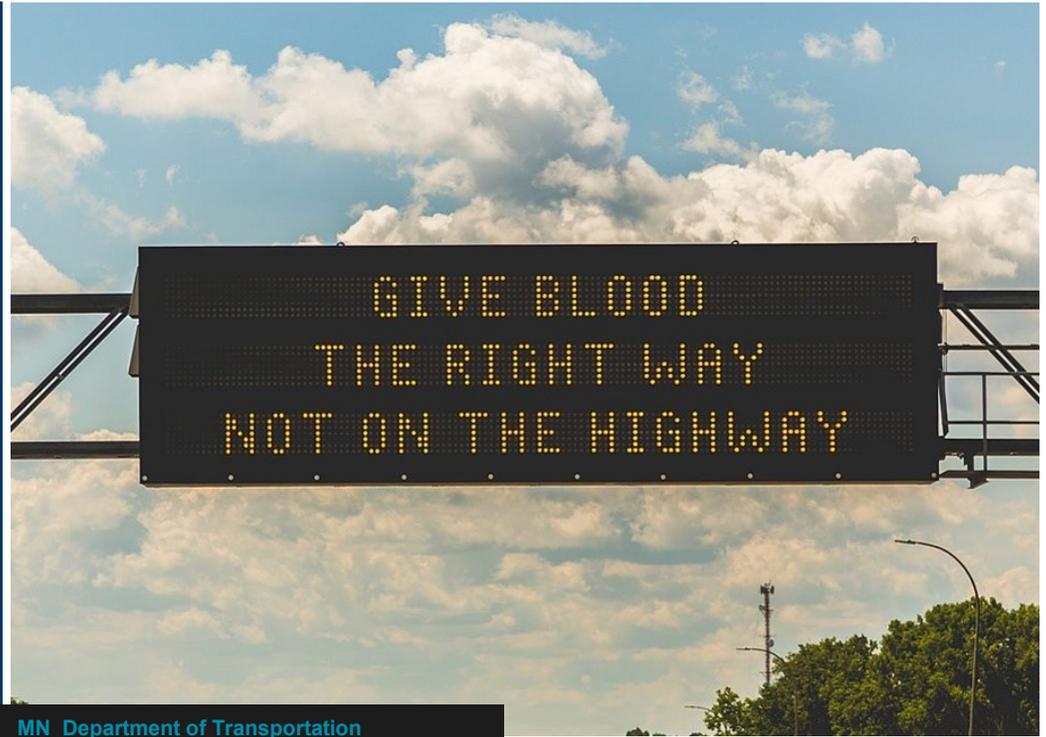
Administrative Support for TZD Outreach: FFY20 Activities	
Activity	Result
Support for TZD the Executive Advisory Commission, Leadership and Co-Chair Team, Program Team, Working Group, Legislative Subcommittee, and Communications Committee	The 2019 TZD Statewide Conference was attended by 974 people. This was an increase from 951 in 2018.
	A Point-of-Impact: Teen Driver Safety Parent Awareness Program pre-conference event was held at the 2019 TZD Statewide Conference. Ninety-three people registered and 68 attended.
	Legislative subcommittee (made up of members from DPS, MnDOT, MDH, and other safety partners) worked to prepare a presentation to the three department commissioners asking that they work to arrange a presentation to interested legislators on the TZD program and how legislators can help to increase traffic safety. At the end of FFY20 the commissioner meeting had been scheduled but had not yet taken place. This effort will continue into FFY21.
Implementation of Stakeholder Breakfasts	A TZD Stakeholder Breakfast in January was hosted by the Minnesota Safety Council and featured the topic Drugs, Drivers, and Damage on our Roads. Sixty people attended in-person and 64 attended via webinar.
	A virtual TZD Stakeholder Breakfast was successfully held in July. The topic was Verbal De-escalation Skills: Lowering the Temperature of Boiling Encounters; 174 people attended via webinar.
	Grantee supported transition to primarily virtual formats for TZD related activities, including the statewide conference and stakeholder breakfasts in addition to facilitating a redesign and redeployment of the Minnesota TZD Website.
Support of TZD Strategic Direction Work Plan Development and Implementation	The grantee worked with other TZD partners to develop and submit the five-year Strategic Highway Safety Plan (SHSP) to the Federal Highway Administration (FHWA). See Appendix B for additional details of the SHSP work.

**20-09-02 Professional Development Office of Traffic Safety Staff (402)**

Traffic safety is an ever-evolving field in which new problems are being identified and innovative solutions implemented. In order to keep current with the latest traffic safety problems, countermeasures, and best practices, it is important for industry professionals to engage in continuous learning, professional-development, and idea exchange with peers. Minnesota values the active learning and participation in the traffic safety conversation offered by many statewide and national trainings and conferences. In fact, Minnesota was the first state in the nation to obtain the Highway Safety Professional Certificate, which was earned by Shannon Ryder through the successful completion of several professional development courses.

During FFY20 the following trainings were attended to learn and share ideas with colleagues.

Title	Type/Location	Month	Training Provider	Learner
Leadership in Police Organizations	In person/St. Paul	November-19	Bureau of Criminal Apprehension	Shannon Ryder
Effective Speaking and Presenting	In person/Elk Grove, CA	December-19	TSI	Kat Vue, Chelsea Palmateer
Transportation Research Board	In person/DC	January-20	TRB	Karen Aldridge, Chelsea Palmateer, Michael Hanson
FARS Training	In person/Savannah, GA	January-20	NHTSA	Bob Hoemke, Allison Hawley, Shannon Ryder
Diversity and Inclusion in Grant Administration: Rating Criteria for Competitive Grant Review Policy Training	Virtual	February-20	MN ADM Office of Grants Management	Craig Flynn, Kat Vue
National Academy of Sciences, Engineering and Medicine Meeting	In person/DC	February-20	National Academies	Michael Hanson
Regional 5 HSP Training	In person/Chicago	February-20	Region 5	Shannon Ryder
Together for Life Utah: Reducing Disparities Between Urban & Rural Seat Belt Use Rates	Virtual	April-20	Montana State University-Center for Health & Safety Culture	Irene Jones
NHTSA Region 5 meeting	Virtual	April-20	NHTSA	Michael Hanson, Craig Flynn, Shannon Ryder
Basics of Data Driven Highway Safety Planning	Virtual	May-20	TSI	All OTS Staff
The Computerized Assessment & Referral System: Getting Started with CARS-5	Virtual	May-20	Cambridge Health Alliance – Division on Addiction	Irene Jones
Federal Relations Training	Virtual	June-20	GHSA	Shannon Ryder
Introduction to Pedestrian and Bicycle Safety Program Management Virtual Live	Virtual	July-20	TSI	Duane Siedschlag, Jr.
GHSA Executive Seminar	Virtual	August-20	GHSA	Craig Flynn, Michael Hanson, Shannon Ryder
NHTSA Training/Effective Speaking	Virtual	September-20	NHTSA	Shannon Ryder
Distracted Driving Enforcement Strategies	Virtual		TSI	Shannon Grabow



MN Department of Transportation

### **Media**

*Purpose Statement: conducting advertising through, but not limited to, local message boards, news releases, personal impact stories, social media, public service announcements, radio interviews, in conjunction with enforcement will make the most impact on Minnesota drivers. Education to the public through the media activity contributes toward the goal of reducing serious injuries and fatalities.*

20-08-01 Creative Contract (405d & 402) Shannon Grabow

20-08-02 Media Relations (402, 405d and 164AL) Shannon Grabow

20-08-03 Paid Media (402, 405d and 164AL) Shannon Grabow

20-08-04 Media (405h) Shannon Grabow

### **Project # 20-08-01 Creative Contract (405d & 402)**

The top four contributing factors in Minnesota’s fatal crashes are drunk driving, speeding, distraction, and not buckling up. A top priority of OTS is to help reduce deaths by developing campaigns that focus on preventing these behaviors.

Creative services for the OTS are handled through a professional technical contract with the creative agency, Linnihan Foy Advertising. This project covers creative services for paid media, related to seat belts, child seats, speeding, distracted driving and other identified problems.

In 2020, the OTS developed and completed creative messaging for child passenger safety, distracted driving, motorcycle impaired, , and refreshed Minnesota’s Hands-Free creative to coincide with the one-year anniversary of the law that took effect on Aug. 1, 2019. Messaging was translated into Spanish, Hmong and Somali for out-of-home paid media executions to reach a diverse population.

To determine if the messaging would resonate with the target demographic, the Motorcycle Safety Task Force provided feedback and input on motorcycle impaired driving concepts. All new creative messaging included collateral materials for traffic safety partners and stakeholders to distribute.

Although not completed in FFY20, this project also is funding two additional concepts – an impaired driving message to be used during the holiday season, and a video to be used in the curriculum for a parent awareness class of new teen drivers. Concepts for the holiday impaired message and “Point of Impact” video have been completed and the personal impact story has been identified. Video production and editing will continue on both concepts in FFY21.

By creating specific messages about distracted driving, child passenger safety, Hands Free, and motorcycle impaired, the activity funded by this project contributed toward the goal of reducing distracted driving and motorcycle fatalities.

**Project # 20-08-02    Media Relations (402, 405d and 164AL)**

By providing traffic safety education and community outreach, the activity funded by this project contributed toward the goal of reducing speed and distracted driving related fatalities.

This project focuses on education efforts to support enforcement campaigns. Enforcement and education are proven countermeasures that work to change dangerous driving behavior that contributes to serious injuries and deaths on Minnesota’s roads.

These funds provide print and electronic materials on alcohol impaired driving, distracted driving, motorcycle and pedestrian safety, and speed, as well as media relations services with a grant through DPS/OOC. The earned media include, but are not limited to Web site blogs, social media posts, news conferences, interviews, talking points, and collateral materials such as brochures, posters, other print materials, five TZD Enforcement campaign template materials posted to the Web site, production costs for public service announcements, and individuals to develop the public information and media relations efforts.

This project focused heavily on an additional campaign as a result of new legislation for the Hands-Free law that went into effect on Aug. 1, 2019. On the one-year anniversary of the law, messaging was developed to “Park the Phone,” “Drive Smart” and avoid slipping back into old habits. HandsFreeMN.org continues to be updated with legislation information, FAQs in diverse languages, partner resources such as icon artwork and communications materials, personal impact videos, order site link for brochures, PSAs and advertising creative. The OOC and the OTS conducted ongoing social media outreach, blog development and Facebook Live events to answer questions about the law.

In FFY20, COVID-19 forced DPS to conduct several in-person news events to an online platform. Social media was key to continue this education effort.

Costs also include salaries, fringe benefits, indirect costs, and travel for communications staff.

**Social Media Samples:**

Facebook – September 2020

News Conference shown on Twitter, Aug. 2020

Instagram Post: September 2020

News Conference shown on Twitter, Dec. 2019 (pre-COVID-19)

**Project # 20-08-03 and # 20-08-04 Paid Media / Media Contract Pedestrian (164AL/402/405)**

Paid media is used primarily in conjunction with enforcement, and paired with statewide campaigns targeting seatbelt use, impaired driving, distracted driving, speeding and pedestrian safety. Minnesota’s paid media complements national paid media and enforcement.

In a 10-year period, the paid media budget has fluctuated, but increased slightly in 2019 to include additional funding for a Hands Free media buy, but decreased slightly in 2020. Paid media education campaigns support 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.

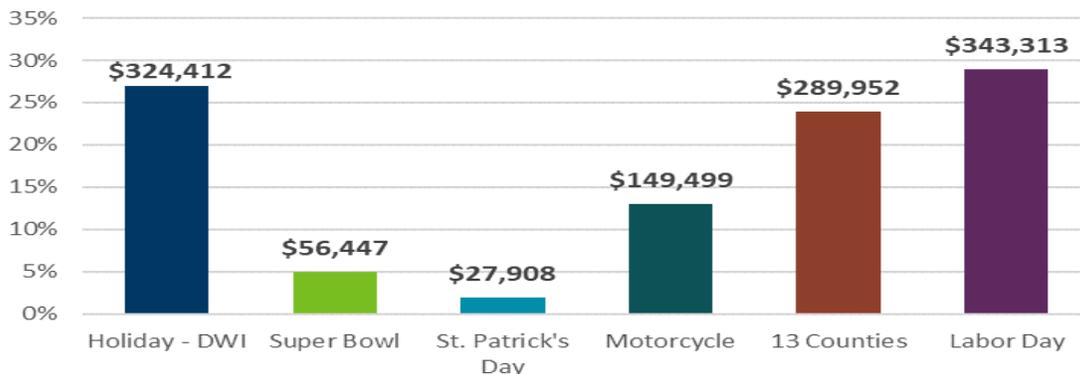
In addition to broadcast/cable TV and radio, other media elements are used to reach the intended targets of each campaign. These include:

- \* 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, billboards, 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. 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.

**FFY20 Impaired Driving Paid Media Budget  
By Campaign**



**Impaired Driving Recap**

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

Total budget: \$1,200,000  
Total paid media: \$1,191,531 (including agency fees)  
Demo: Males 18-34

FY2020 Impaired Driving Budget Breakout by Campaign

**Holiday – DWI Media Summary**

Flight Dates: 11/27/19-12/31/19  
Total Campaign Spend: \$324,412 (including agency fees)

OTT (Over-the-top Digital Video)

Total purchased budget: \$43,806  
Total Impressions: 1,125,355  
Markets: Statewide

Radio

Total purchased budget: \$55,656  
Total TRPs: 638.8  
Total Spots: 4,120x  
Rated Markets: Duluth, Mpls-St. Paul and Rochester  
Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

Pandora

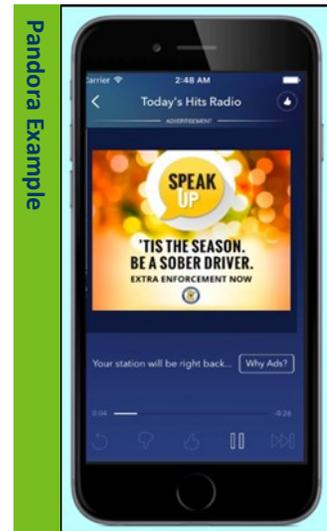
Total purchased budget: \$15,000  
Total impressions: 1,740,485  
Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (16x), Bar Media (65x), Gas Station TV (528x), Light Rail Wrap (Green Line), Monster Jam Sponsorship  
Total purchased budget: \$97,690  
Total Impressions: 8,332,217  
Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud and statewide coverage

Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers  
Total purchased budget: \$79,760  
Total impressions: 12,747,374  
Coverage: Statewide



### Super Bowl Media Summary

Flight Dates: 1/25/20-2/2/20  
Total Campaign Spend: \$56,447 (including agency fees)

#### Out-Of-Home/Sponsorships

OOH Billboards (4) Light Rail Wrap (Green Line)  
Total purchased budget: \$30,639  
Total impressions: 457,495  
Markets: Mpls-St. Paul

#### Digital/Social

Digital Video, Facebook, Instagram  
Total purchased budget: \$20,182  
Total impressions: 3,366,428  
Coverage: 13 Counties

### St. Patrick's Day Media Summary

Flight Dates: 3/9/20-3/17/20  
Total Campaign Spend: \$27,908 (including agency fees)

#### Pandora

Total purchased budget: \$2,500  
Total impressions: 210,050  
Coverage: 13 Counties

#### Out-Of-Home/Sponsorships

OOH Billboards (11x), Light Rail Wrap (Green Line)  
Total purchased budget: \$10,591  
Total impressions: 2,339,773  
Markets: Duluth, Mpls- St. Paul, Rochester, and St. Cloud

#### Social

Facebook, Instagram  
Total purchased budget: \$12,059  
Total impressions: 1,927,963  
Coverage: 13 Counties



Instagram Example



Digital Video on Facebook

**Motorcycle Media Summary**

Flight Dates: 6/29/20-9/6/20

Total Campaign Spend: \$149,499 (including agency fees)

Pandora

Total purchased budget: \$19,923

Total impressions: 1,985,429

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (176), Bar Media (60x)

Total purchased budget: \$80,025

Total impressions: 9,336,477

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

Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers

Total purchased budget: \$34,551

Total impressions: 7,894,296

Coverage: Statewide



### 13 Counties Media Summary

Flight Dates: 6/29/20-8/30/20

Total Campaign Spend: \$289,952 (including agency fees)

#### OTT (Over-the-top Digital Video)

Total purchased budget: \$42,000

Total Impressions: 1,314,949

Markets: 13 Counties

#### Radio

Total purchased budget: \$49,553

Total TRPs: 922.5

Total Spots: 213x

Rated Markets: Duluth, Mpls-St. Paul and Rochester and Ampers radio (diverse targeting)

#### Pandora

Total purchased budget: \$28,445

Total impressions: 2,926,631

Coverage: 13 Counties

#### Out-Of-Home/Sponsorships

OOH Billboards (14x), Bar Media (80x), Light Rail Wrap (Green Line)

Total purchased budget: \$61,324

Total impressions: 7,879,857

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

#### Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers

Total purchased budget: \$79,515

Total impressions: 16,083,632

Coverage: 13 Counties



Light Rail wrap (Green Line)

**Labor Day Media Summary**

Flight Dates: 8/14/20-9/7/20

Total Campaign Spend: \$343,313 (including agency fees)

OTT (Over-the-top Digital Video)

Total purchased budget: \$55,000

Total Impressions: 1,668,207

Markets: Statewide

Radio

Total purchased budget: \$62,495

Total TRPs: 950.6

Total Spots: 5,528x

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

Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

Pandora

Total purchased budget: \$20,000

Total impressions: 2,311,762

Coverage: Statewide

Out-Of-Home/Sponsorships

OOH Billboards (16x), Bar Media (100x), Gas Station TV (788x), Light Rail Wrap (Green Line)

Total purchased budget: \$102,465

Total impressions: 6,586,557

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

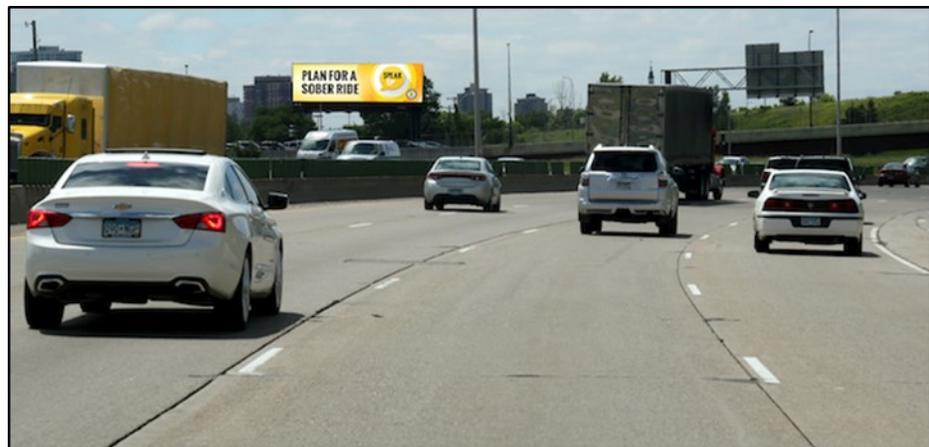
Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers

Total purchased budget: \$68,353

Total impressions: 13,382,600

Coverage: Statewide



## Non-Impaired Campaigns

### FY20 Occupant Protection Budget Breakout by Campaign

#### **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 while ultimately conditioning drivers to change those behaviors causing drivers to be distracted.

##### Distracted Driving Details

Total budget: \$200,000

Total paid media: \$199,528 (including agency fees)

Flight Dates: 8/3/20-8/30/20

Demo: A18-49

##### OTT (Over-the-top Digital Video)

Total purchased budget: \$32,500

Total Impressions: 1,049,067

Markets: Statewide

##### Radio

Total purchased budget: \$57,645

Total TRPs: 715.6

Total Spots: 4,644x

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

Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

##### Pandora

Total purchased budget: \$14,688

Total impressions: 1,076,504

Coverage: Statewide

##### Out-Of-Home/Sponsorships

OOH Billboards (13x), Gas Station TV (545x)

Total purchased budget: \$41,337

Total impressions: 8,543,615

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

##### Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers

Total purchased budget: \$33,358

Total impressions: 5,817,172

Coverage: Statewide



## Seat Belts Media Summary

### Objectives/Strategy

Continually raise awareness and drive recall of life saving messaging detailing the importance of wearing seat belts at all times through a statewide, high-impresion media campaign. Ultimately changing non-compliant behavior and informing drivers of extra enforcement periods.

### Seat Belts Details – September

Total budget: \$175,000  
Total paid media: \$174,911 (including agency fees)  
Flight Dates: 9/18/20-9/30/20  
Demo: M18-34



### Radio

Total purchased budget: \$50,748  
Total TRPs: 799.0  
Total Spots: 4,671x  
Rated Markets: Duluth, Mpls-St. Paul, Rochester and St. Cloud  
Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

### Digital Audio

Pandora, Spotify  
Total purchased budget: \$13,900  
Total impressions: 1,456,665  
Coverage: Statewide

### Out-Of-Home/Sponsorships

OOH Billboards (13x), Gas Station Media (55x pump toppers, floor graphics, window clings)  
Total purchased budget: \$57,769  
Total impressions: 15,973,496  
Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud and statewide coverage

### Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers  
Total purchased budget: \$34,994  
Total impressions: 5,069,754  
Coverage: Statewide



## Speeding Media Summary

### Objectives/Strategy

Execute a statewide campaign utilizing highly effective media platforms to increase awareness and consumer recall of the life-saving message around the dangers of speeding, while simultaneously informing and educating citizens of extra enforcement patrols on Minnesota roads. Ultimately, instigating behavioral change and adherence to the speeding laws.

### Speeding Details

Total budget: \$150,000  
Total paid media: \$149,999 (including agency fees)  
Flight Dates: 6/22/20-7/19/20  
Demo: A18-49

### Radio

Total purchased budget: \$57,979  
Total TRPs: 933.7  
Total Spots: 200x  
Rated Markets: Duluth, Mpls-St. Paul, Rochester, St. Cloud and Ampers radio (diverse targeting)

### Pandora

Total purchased budget: \$20,000  
Total impressions: 2,525,850  
Coverage: Statewide

### Out-Of-Home/Sponsorships

OOH Billboards (6x)  
Total purchased budget: \$27,020  
Total impressions: 4,887,418  
Markets: Mpls-St. Paul

### Digital/Social

Digital Video, Display, Facebook, Instagram,  
Local and Diverse Publishers  
Total purchased budget: \$30,000  
Total impressions: 7,288,167  
Coverage: Statewide

### Local Diverse Publication Performance:

We ran display ads in digital publications with exclusive positions across 3 local publications. These publications are Hmong Times, Vida y Sabor, and MN Spokesman Recorder. They serve the Hmong, Latin, and African American communities respectively.



## Hands-Free Media Summary

### Objectives/Strategy

Generate continued statewide awareness around and adherence to the newly legislated hands-free law. Educating drivers further about the specific behaviors that are illegal, the consequences of the illegal behavior and the dangers associated with holding the phone while driving. Ultimately, conditioning drivers to change their behavior related to phone use while driving.

### Hands Free Details

Total budget: \$300,000  
Total paid media: \$299,203 (including agency fees)  
Flight Dates: 1/20/20-2/2/20 and 7/27/20-8/16/20  
Demo: A18-49

### Radio

Total purchased budget: \$86,929  
Total TRPs: 1085.6  
Total Spots: 8,066x  
Rated Markets: Duluth, Mpls-St. Paul, and Rochester  
Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

### Pandora

Total purchased budget: \$19,998  
Total impressions: 2,530,007  
Coverage: Statewide

### Out-Of-Home/Sponsorships

OOH Billboards (13x), Gas Station Media (505x), Bus Tails (35x), Bus Sides (35x)  
Total purchased budget: \$102,793  
Total impressions: 25,338,312  
Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud and statewide coverage

### Digital/Social

Digital Video, Display, Facebook, Instagram,  
Local and Diverse Publishers  
Total purchased budget: \$59,483  
Total impressions: 10,719,861  
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

Total budget: \$100,000  
Total paid media: \$99,967 (including agency fees)  
Flight Dates: 8/17/20-9/20/20  
Demo: A18-49

### Radio

Total purchased budget: \$26,339  
Total TRPs: 150.2  
Total Spots: 123x  
Markets: Mpls-St. Paul and Ampers radio (diverse targeting)

### Pandora

Total purchased budget: \$11,532  
Total impressions: 1,420,680  
Coverage: Statewide

### Out-Of-Home/Sponsorships

OOH Billboards (4x), Bus Tails (66x), Bus Kings (50x)  
Total purchased budget: \$32,096  
Total impressions: 12,381,207  
Markets: Duluth, Mankato, Mpls-St. Paul, Rochester and St. Cloud

### Digital/Social

Digital Video, Facebook, Instagram  
Total purchased budget: \$20,000  
Total impressions: 6,364,292  
Coverage: Statewide



Digital Facebook Example



Bus King Example (ad on side of bus)

## 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

Total budget: \$75,000  
Total paid media: \$75,051 (including agency fees)  
Flight Dates: 9/18/20-9/30/20  
Demo: W18-49

### Radio

Total purchased budget: \$20,250  
Total TRPs: 140.2  
Total Spots: 340x  
Rated Markets: Mpls-St. Paul

### Pandora

Total purchased budget: \$7,000  
Total impressions: 495,291  
Coverage: Statewide

### Out-Of-Home/Sponsorships

Posters – pediatric hospitals and clinics (25x), daycare centers (65x)  
Total purchased budget: \$25,250  
Total impressions: 1,080,000  
Markets: Statewide

### Digital/Social

Digital video, Facebook, Instagram, Pinterest  
Total purchased budget: \$15,051  
Total impressions: 1,359,440  
Coverage: Statewide



## Motorcycle Recap

### FY20 Motorcycle Budget Breakout by Campaign

#### **Motorcycle Training Media Summary**

##### Objectives/Strategy

Increase awareness of, and enrollment in Motorcycle Safety training courses in select, statewide markets.

##### Motorcycle Training Details

Total budget: \$100,000

Total paid media: \$100,000 (including agency fees)

Flight Dates: 5/18/20-6/26/20 (always on Search strategy)

Demo: M25-54

##### Radio

Total purchased budget: \$30,740

Total TRPs: 300.0

Total Spots: 731x

Markets: Mpls-St. Paul

##### Pandora

Total purchased budget: \$14,936

Total impressions: 1,424,981

Coverage: Statewide

##### Out-Of-Home/Sponsorships

Gas Station Media (80x pump toppers)

Total purchased budget: \$30,560

Total impressions: 7,627,200

Markets: Statewide

##### Digital/Social

Search, Facebook, Instagram

Total purchased budget: \$13,764

Total impressions: 3,342,190

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

Total budget: \$100,000

Total paid media: \$100,000 (including agency fees)

Flight Dates: 5/4/20-5/31/20

Demo: A18-49

### Pandora

Total purchased budget: \$20,700

Total impressions: 2,473,907

Coverage: Statewide

### Out-Of-Home/Sponsorships

OOH Billboards (5), Truck sides – Infinity Wraps (16x)

Total purchased budget: \$44,800

Total impressions: 17,789,989

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

### Digital/Social

Digital Video, Display, Facebook, Instagram

Total purchased budget: \$24,500

Total impressions: 5,926,065

Coverage: Statewide



*List of Acronyms and Definitions*

<b>Acronym</b>	<b>Definition</b>
ACR	Ambulance Child Restraint
AIIPA	Association of Ignition Interlock Program Administrators
ARIDE	Advanced Roadside Impaired Driving Enforcement
ATV	All-Terrain Vehicle
B2B	Border to Border
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
CEU	Continuing Education Unit
CFF	Critical Flicker Frequency
CHQ	Central Headquarters
CLEO	Chief Law Enforcement Officer
CODES	Crash Outcome Data Evaluation System
CPS	Child Passenger Safety
CPST	Child Passenger Safety Technician
CTS	Center for Transportation Studies
CVO	Criminal Vehicular Operation
DCTC	Dakota County Technical College
DMV	Department of Motor Vehicles
DOSCI	Driver Orientation Screen for Cognitive Impairment
DOT	Department of Transportation
DPS	Department of Public Safety
DRE	Drug Recognition Evaluators
DVS	Driver and Vehicle Services
DUID	Driving Under the Influence of Drugs
DWI	Driving While Impaired

**List of Acronyms and Definitions**

Acronym	Definition
EC	East Central (TZD Region)
EMS	Emergency Medical Services
ENA	Emergency Nurses Association
FARS	Fatality Analysis Reporting System
FAST	FAST Enterprises (Software vendor for DVS)
FAST Act	Fixing America's Surface Transportation Act
FFY	Federal Fiscal Year
GHSA	Governors Highway Safety Association
HS	High School
HSP	Highway Safety Plan
HVE	High-Visibility Enforcement
IACP	International Association of Chiefs of Police
IRB	Institutional Review Board
JPA	Joint Powers Agreement
KIM	Kidz In Motion
LATCH	Lower Anchors and Tethers for Child Restraints
LEL	Law Enforcement Liaison
LMS	Learning Management System
MAAA	Metropolitan Area Agency on Aging
MADD	Mother's Against Drunk Driving
MC	Motorcycle
MDH	Minnesota Department of Health
MEMSA	Minnesota EMS Association
MIDAS	Minnesota Interactive Data Access System
MMAP	Mobility for Minnesota's Aging Population
MMSP	Minnesota Motorcycle Safety Program
MMUCC	Model Minimum Uniform Crash Criteria
MN	Minnesota
MnIT	Minnesota Information Technology
MnDOT	Minnesota Department of Transportation

### *List of Acronyms and Definitions*

<b>Acronym</b>	<b>Definition</b>
NCDC	National Center for DWI Courts
NE	North East (TZD Region)
NETS	Network of Employers for Traffic Safety
NGA	National Governor's Association
NHIS	National Health Interview Survey
NHTSA	National Highway Traffic and Safety Administration
NMS Labs	National Medical Services Labs
NW	North West (TZD Region)
OOC	Office of Communications
OOH	Out of Home
OP	Occupant Protection
OPUE	Occupant Protection Usage and Enforcement
OTS	Office of Traffic Safety
OTT	Over the Top
PBT	Preliminary Breath Testing
PD	Police Department
PeCANS	Pedestrian and Cyclist Awareness Notification System
POST	Peace Officer Standards and Training
PSA	Public Safety Announcement
RFP	Request For Proposal
RMS	Risk Management Solutions
ROAR	Real-Time Officer Activity Reporting
SAS Software	Statistical Analysis System Software
SCI	Spinal Cord Injury
SE	South East (TZD Region)
SFST	Standardized Field Sobriety Test
SHSO	State Highway Safety Office
SHSP	Strategic Highway Safety Plan
SO	Sheriff's Office
STEP	Strategic Traffic Enforcement Program
SW	South West (TZD Region)
TBI	Traumatic Brain Injury
TRCC	Traffic Records Coordinating Committee
TRF	Traffic Records Forum

***List of Acronyms and Definitions***

<b>Acronym</b>	<b>Definition</b>
TRPs	Target Rating Points
TSI	Traffic Safety Institute
TSRP	Traffic Safety Resource Prosecutor
TZD	Toward Zero Deaths
TZDRC	Toward Zero Deaths Regional Coordinator
TZDRD	Toward Zero Deaths Regional Director
UTV	Utility Terrain Vehicle
VMT	Vehicle Miles Traveled
WC	West Central (TZD Region)
YUM	Young Unmarried Male

## Appendix B

### SHSP Steering Committee Strategic Direction Work Plan Development and Implementation

1. SHSP Project Team Attendees: Brad Utecht (MnDOT); Richard Storm (HDR); Linda Preisen (Athey Creek Consultants)

### 2. SHSP 2025 Goals for Fatalities and Serious Injuries Goals

- The goals for fatalities and serious injuries in the SHSP have previously been used as a benchmark to track progress over the life of the plan (5 years). The goals are primarily aspirational and are not required by the federal oversight agency (FHWA).

#### Qualitative feedback from the TZD Conference Input Station:

- Majority (80%) favor setting aggressive goals.
- 2/3 indicated the goals should be set using long-term crash trends.
- Slightly more indicated use of tools and technologies available today rather than future tools and technologies.

#### 2025 Fatalities Goal

- 3-year and 10-year trends are projecting fatalities at 358 and 345, respectively.
- The goal for 2020 was fewer than 300 fatalities.
- Live polling results from the TZD conference = 170 average with all votes or 225 average without "0" votes.

#### Discussion:

- A number is needed in order to show a tangible target. The SHSP should have a goal so it can be referenced by the HSP. **General agreement that the fatalities and serious injuries goals should remain in the SHSP -- as goals to aspire to and benchmarks to track progress.**
- The group is in favor of something in the range of 225 to 250. Governors Office goal is reduction is 20%, but unsure of starting number or timeline. 20% reduction from current number (381) would be 305.
- **Recommendation from Leadership Team: Fatalities goal of 225 by 2025. The TZD Co-Chairs will work with their respective commissioners to verify this goal.**

#### 2025 Serious Injuries Goal

- 3-year and 10-year trends are projecting serious injuries at 1,441 and 926, respectively.
- Live polling results from the TZD conference = 970 average with all votes or 1,070 average without "750" votes (750 was the lowest available response due to Mentimeter software limitations.)

#### Discussion:

- With 225 as the 2025 goal for fatalities, the same rate of reduction applied to serious injuries would be 980.
- **Recommendation from Leadership Team: Serious injuries goal of 980 by 2025.**

### 3. Strategies/Tactics Review by TZD Regional Coordinators

- Changed “Point of Last Drink” to “Place of Last Drink”
- Suggestion to change “high-visibility law enforcement” to “more effective law enforcement tactics.”
- Just distracted strategies or across the board for all enforcement strategies?
- Keep the “high-visibility” language.
- Work “enhanced” enforcement into strategies, to be more inclusive.
- This is not specific to distracted driving, also apply this to other enforcement strategies.
- Suggestion to pursue professional athletes to promote traffic safety messages.
- What if they get arrested for impaired driving/speeding/distraction, etc.?

#### Discussion and suggested next steps:

- Keep this tactic out. If there’s an opportunity to promote examples of positive behavior by athletes (e.g. seat belt saved a life), that would be fine, but not as a specific tactic.
- Could keep a tactic at the “sports organizations” level (e.g. already partnering with MN Wild.) This could likely fit into one of the current communications-related tactics, but don’t include it as a separate tactic.

#### Discussion and suggested next steps:

- Suggestion to pursue legislation change, to require farmers to use seat belts at all times
- Does this open the door to repealing the primary seat belt law?
- Due to significant political challenges, don’t include this as a tactic.
- Look at current action plans (e.g. for educating judges) as a place where this could fit as an educational topic for judges.

### 4. Comments from Advocacy Council for Tribal Transportation (ACTT)

- The Project Team recently presented the SHSP status to ACTT, with focus on sharing the draft pedestrian safety strategies. ACTT has noted that pedestrian crashes are concern, especially in rural areas, and the current SHSP pedestrian strategies/tactics are primarily urban-focused. The Project Team is reviewing the strategies and will make revisions for increased focus on rural scenarios and tribal lands.

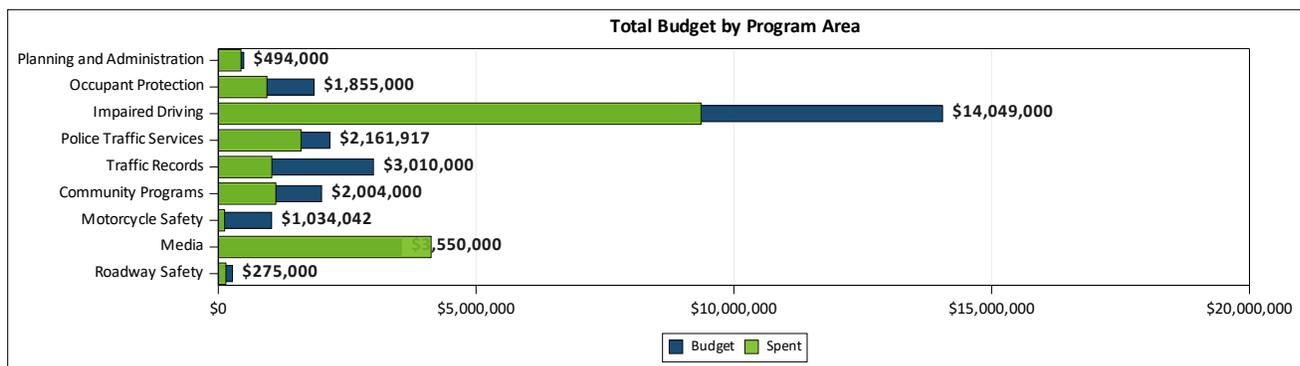
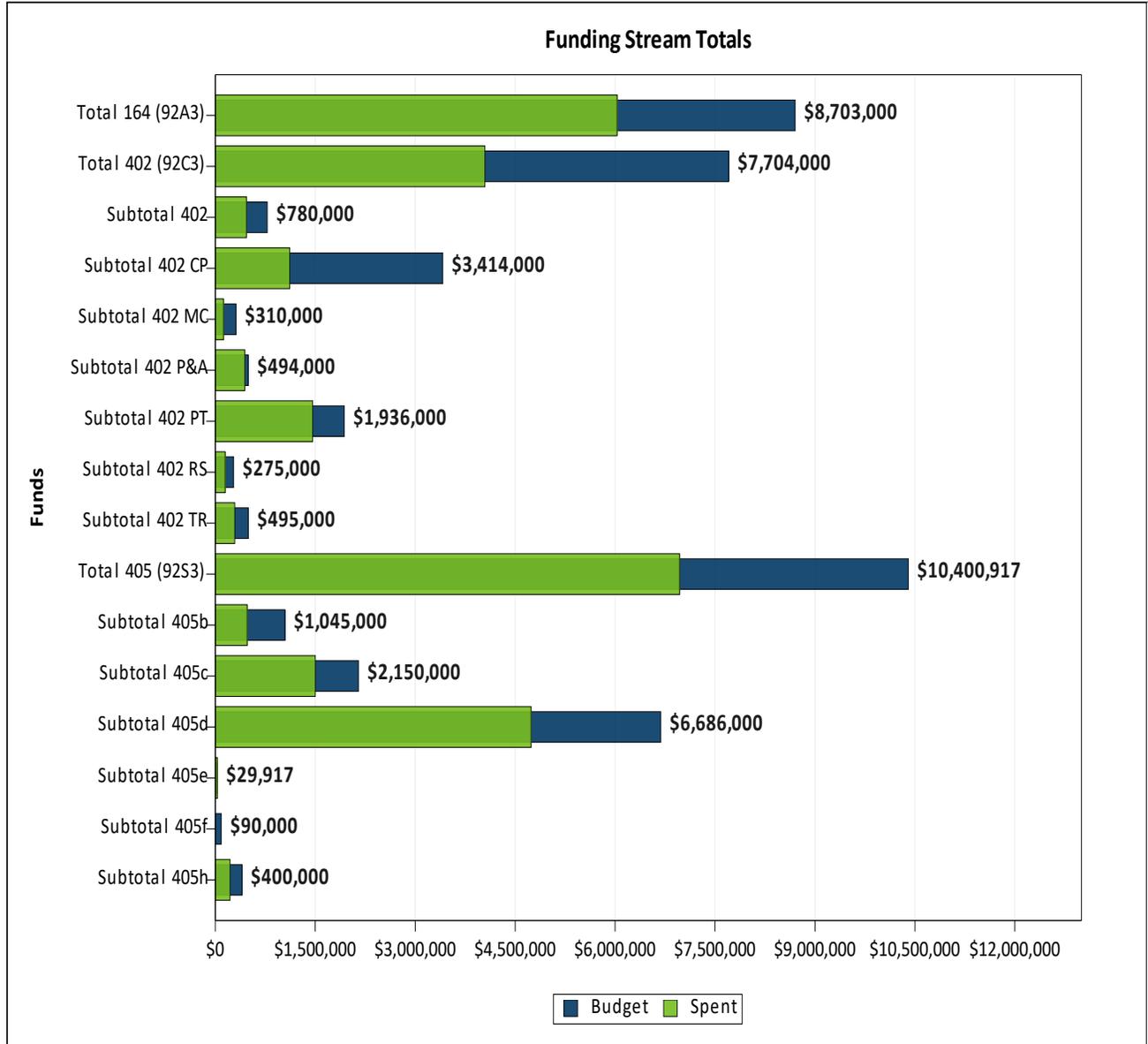
#### Discussion and suggested next steps:

- Review the pedestrian strategies and tactics to ensure they address both pedestrians and drivers. (For pedestrian crashes, roughly half are pedestrians at fault and half are drivers at fault.)
- For some of the pedestrian strategies and tactics, the responsibility will fall to locals (e.g. plowing trails), which will be a challenge to implement. The project team will take another look at this.

### 5. Prioritizing Strategies and Tactics

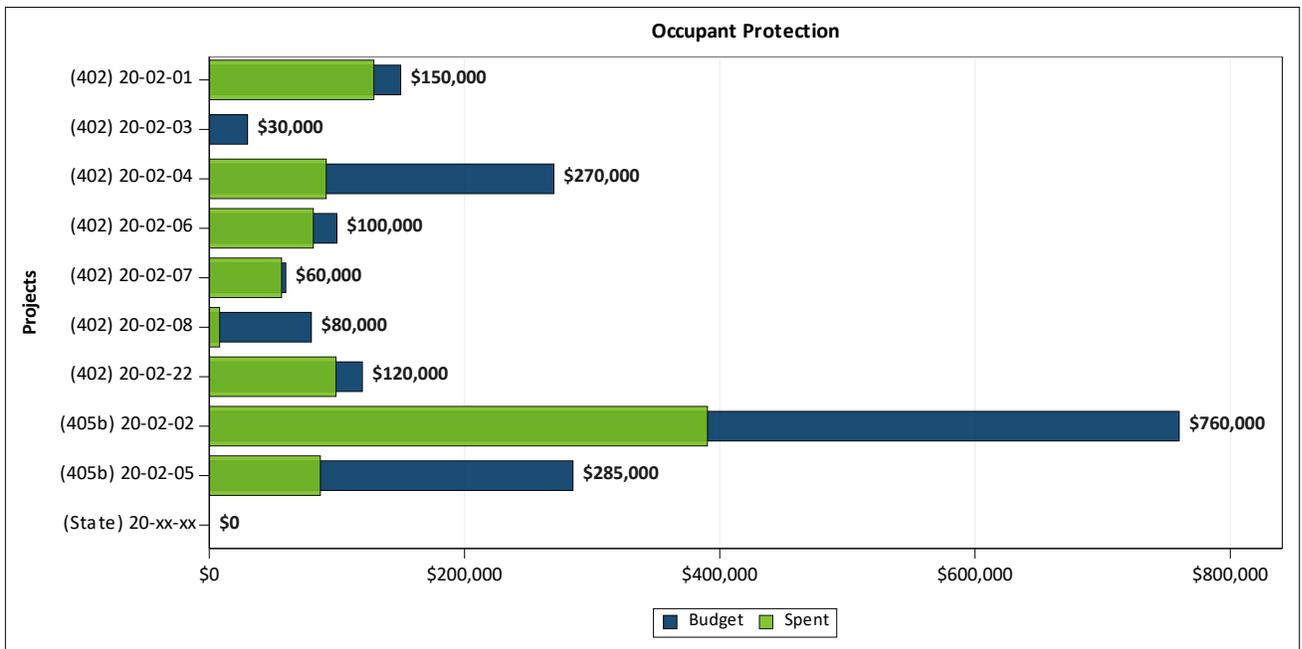
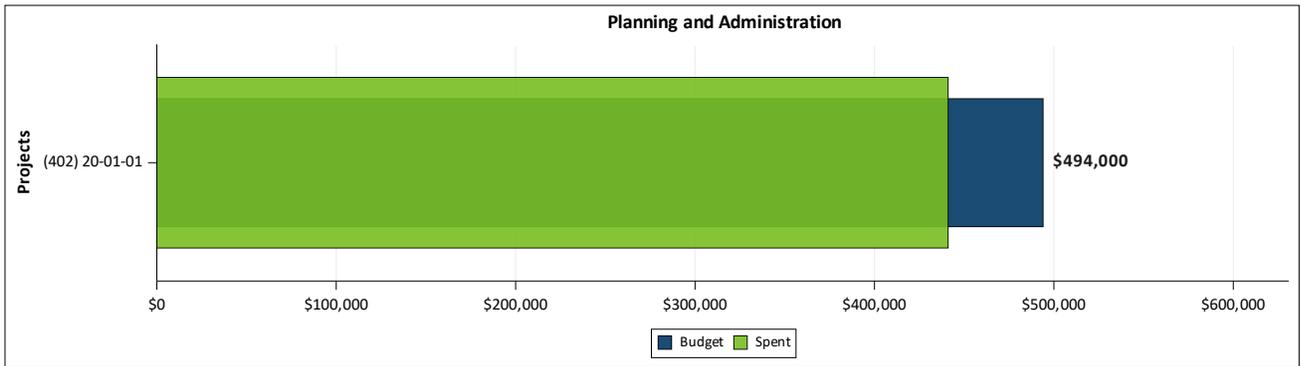
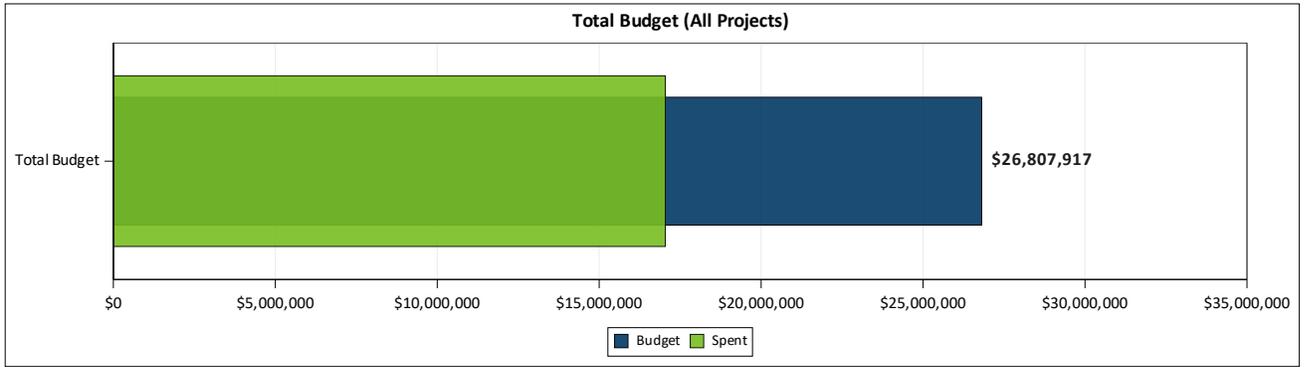
- Year 1 Priority Tactics are items not being done now but a commitment to start in 2020. These will have action plans in SHSP Technical Report. There are currently 35 Year 1 Priority Tactics. The Project Team is working with MnDOT, DPS, and MDH to determine whether further prioritization is needed.
- 5-Year Priority Strategies will receive extra attention over the life of the SHSP. There are 12 Strategies in 11 Focus Areas designated as 5-Year Priority Strategies.

## Appendix C

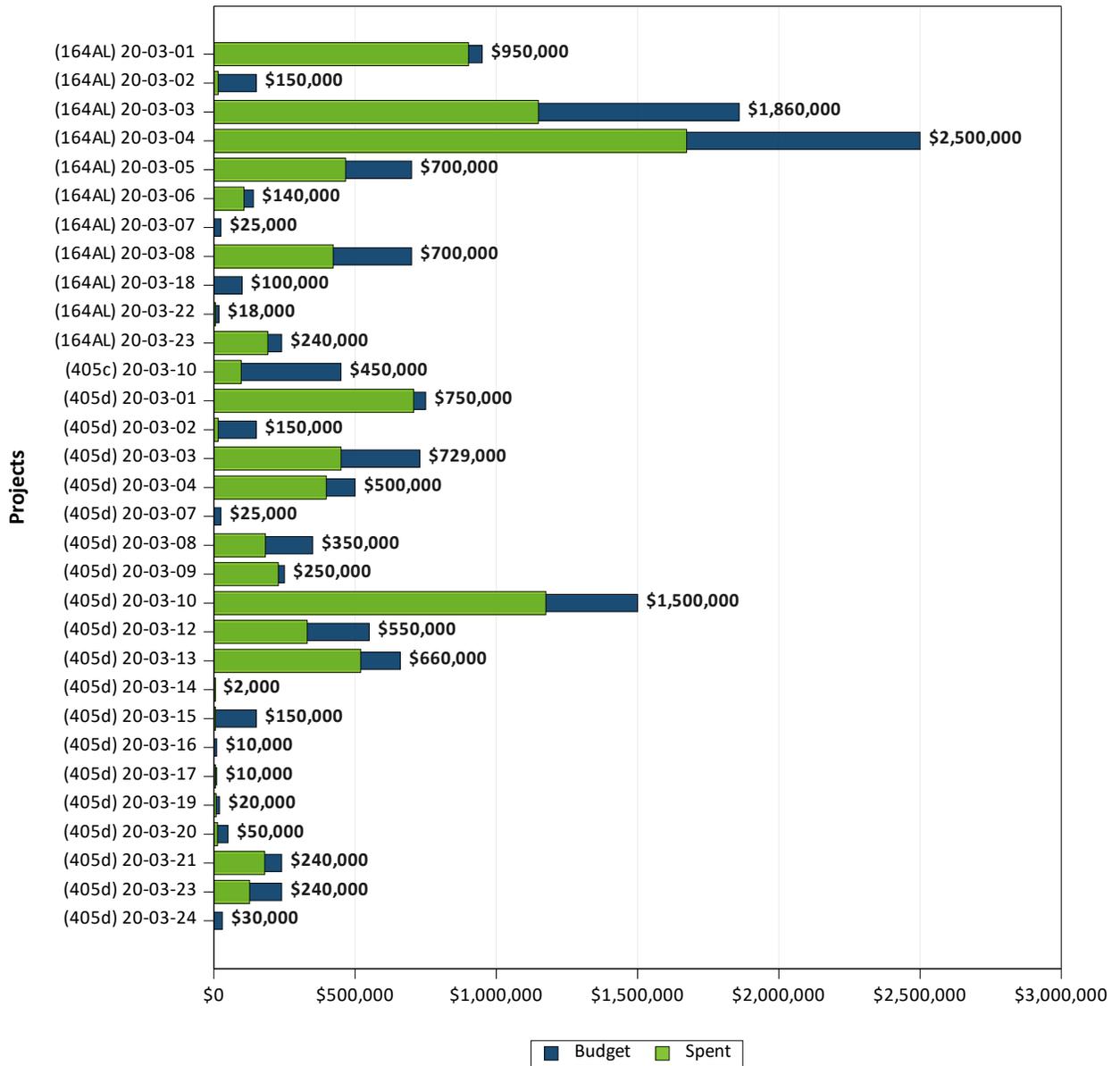


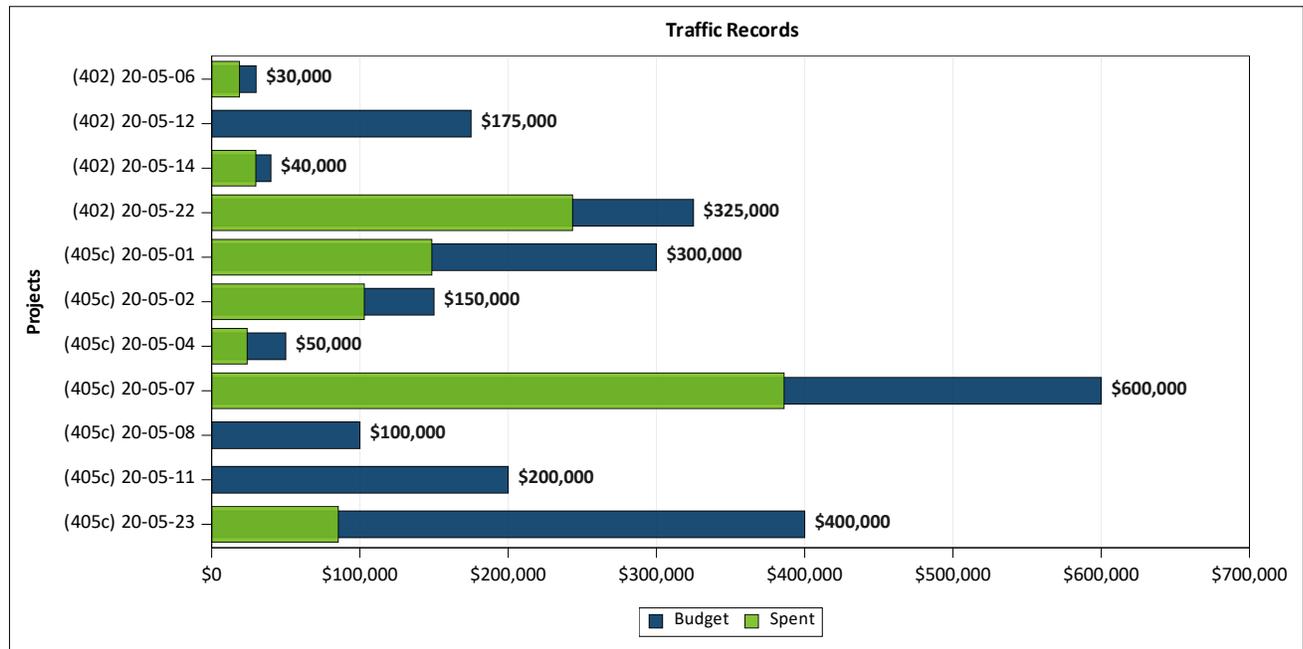
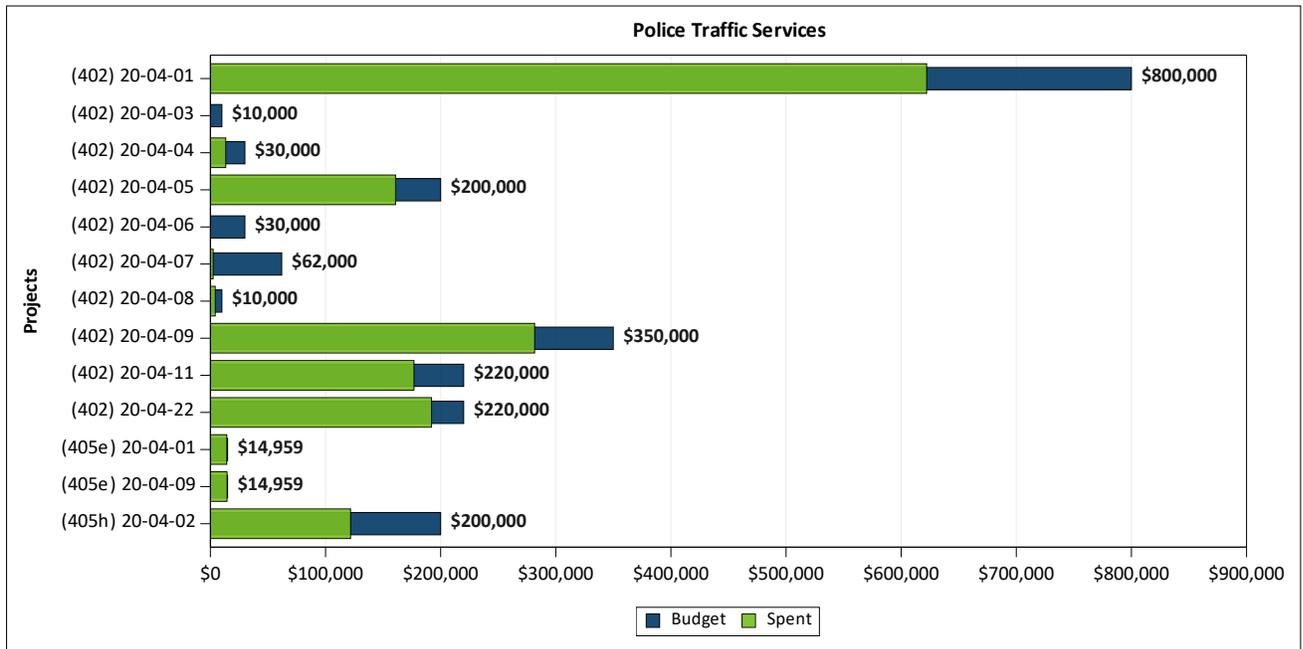
<b>FFY20 Financial Summary</b>				
<b>Program Area</b>	<b>Budget</b>	<b>Spent</b>	<b>Local</b>	<b>Match</b>
Planning and Administration	\$494,000	\$441,056	\$0	\$441,090
Occupant Protection	\$1,855,000	\$943,600	\$220,558	\$48,115
Impaired Driving	\$14,049,000	\$9,362,682	\$1,047,677	\$2,128,481
Police Traffic Services	\$2,161,917	\$1,603,822	\$194,394	\$0
Traffic Records	\$2,370,000	\$1,038,850	\$0	\$232,709
Community Programs	\$2,004,000	\$1,116,677	\$75,068	\$240,325
Motorcycle Safety	\$1,044,042	\$121,920	\$4,680	\$943,353
Media	\$3,355,000	\$3,037,350	\$0	\$265,897
Roadway Safety	\$275,000	\$147,455	\$0	\$0
<b>Totals:</b>	<b>\$27,597,959</b>	<b>\$17,813,412</b>	<b>\$1,542,377</b>	<b>\$4,299,970</b>

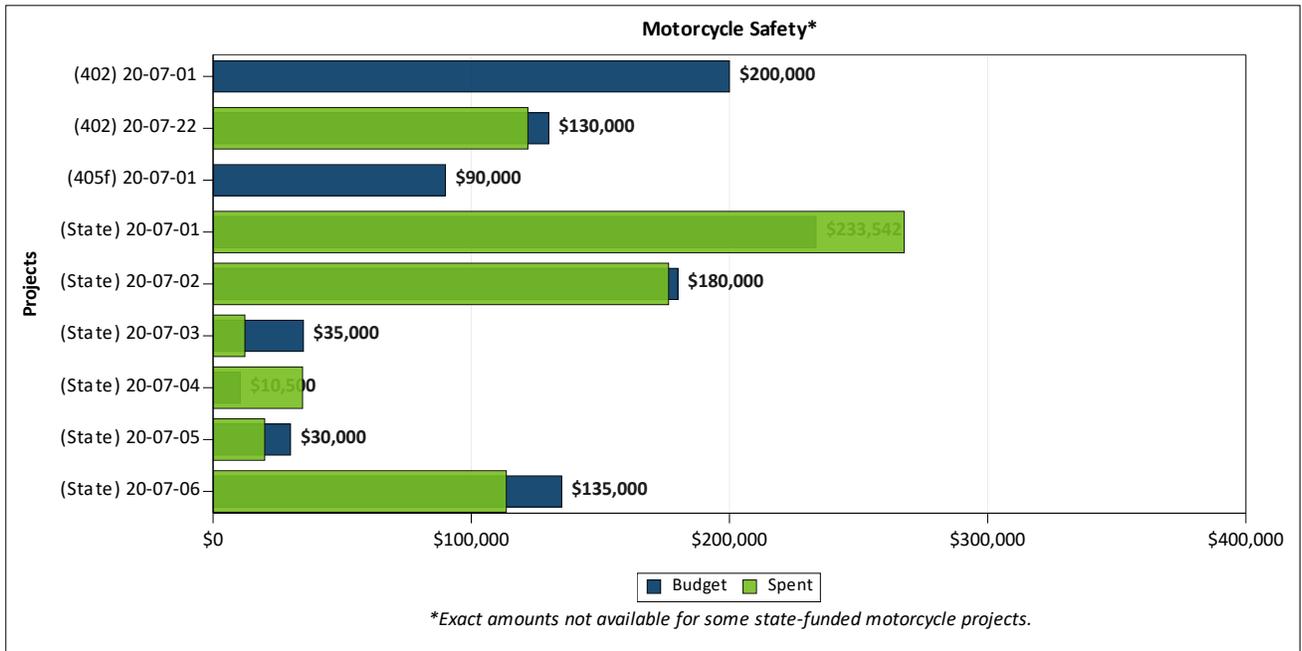
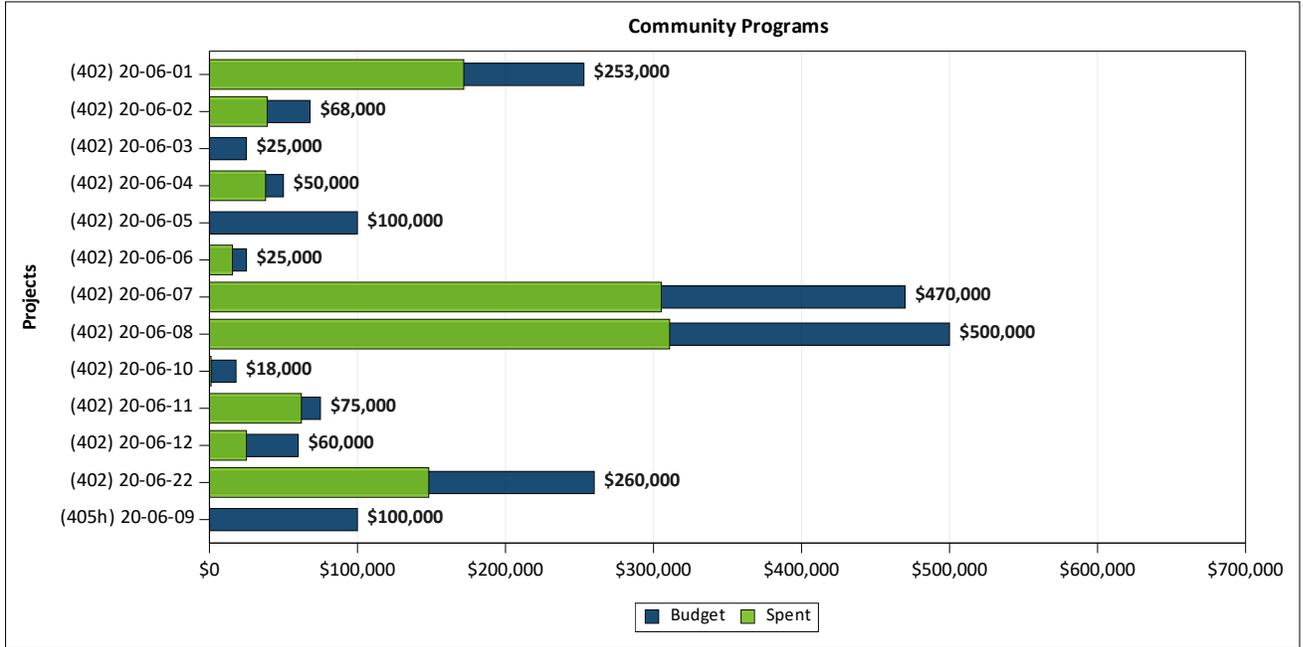
<b>FFY20 Funding Summary</b>				
<b>Funding</b>	<b>Budget</b>	<b>Spent</b>	<b>Local</b>	<b>Match</b>
Total 164 (92A3)	\$8,703,000	\$6,029,374	\$863,761	\$1,642,082
Total 402 (92C3)	\$7,704,000	\$4,046,252	\$472,700	\$1,805,295
Subtotal 402	\$780,000	\$466,209	\$220,558	\$9,334
Subtotal 402 CP	\$3,414,000	\$1,116,677	\$75,068	\$236,875
Subtotal 402 MC	\$310,000	\$121,920	\$4,680	\$943,353
Subtotal 402 P&A	\$494,000	\$441,056	\$0	\$441,090
Subtotal 402 PT	\$1,936,000	\$1,460,957	\$172,394	\$174,644
Subtotal 402 RS	\$275,000	\$147,455	\$0	\$0
Subtotal 402 TR	\$495,000	\$291,977	\$0	\$0
Total 405 (92S3)	\$10,400,917	\$6,967,285	\$205,916	\$1,032,280
Subtotal 405b	\$1,045,000	\$477,391	\$0	\$23,023
Subtotal 405c	\$2,150,000	\$1,501,031	\$0	\$232,709
Subtotal 405d	\$6,686,000	\$4,738,413	\$183,917	\$713,736
Subtotal 405e	\$29,917	\$28,685	\$0	\$7,373
Subtotal 405f	\$90,000	\$0	\$0	\$0
Subtotal 405h	\$400,000	\$221,764	\$22,000	\$55,440
<b>Totals:</b>	<b>\$44,912,834</b>	<b>\$28,056,448</b>	<b>\$2,220,994</b>	<b>\$7,317,234</b>

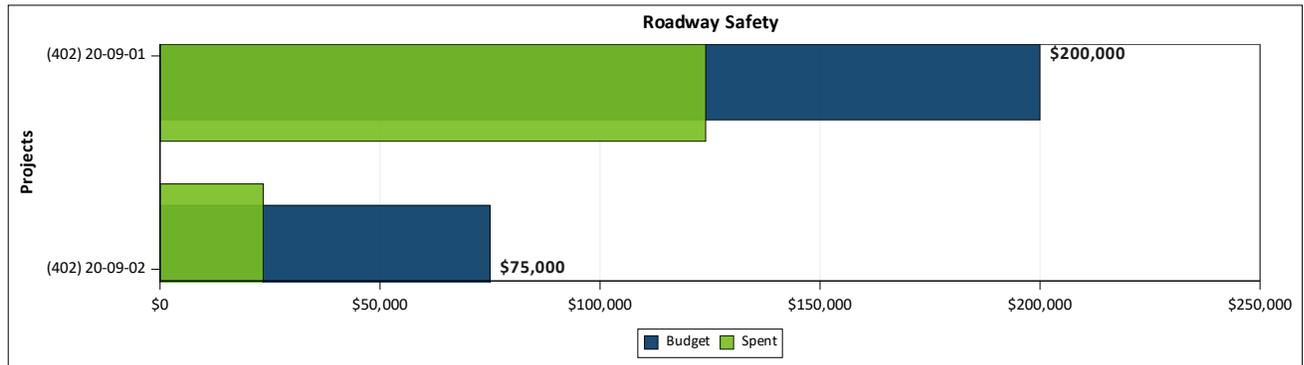
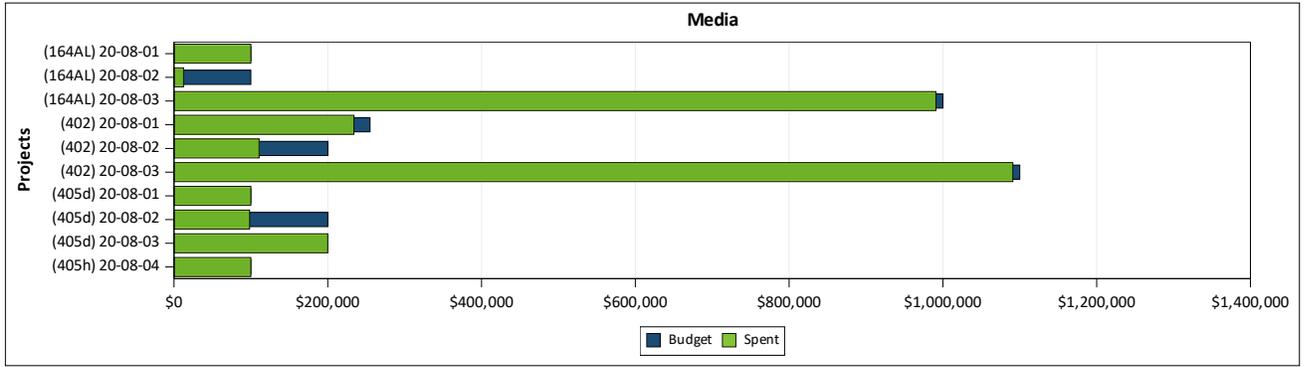


### Impaired Driving









# 2020 TZD Enforcement Calendar



## Quarterly Invoices and Reports (Fiscal agencies only)

- Oct. 1, 2019: 1st quarter events entered and agency rosters updated with training dates in ROAR
- Dec. 2, 2019: 2nd quarter events entered in ROAR
- Jan. 20, 2020: 1st quarter invoice and progress report in E-Grants
- March 2, 2020: 3rd quarter events entered in ROAR
- April 20, 2020: 2nd quarter invoice and progress report in E-Grants
- June 6, 2020: 4th quarter events entered in ROAR
- July 13, 2020: 3rd quarter invoice and progress report in E-Grants
- Oct. 16, 2020: 4th quarter invoice, progress report in E-Grants
- Oct. 30, 2020: Final Report in E-Grants

## 2020 Short Reports

Required to be completed by each agency)

- Jan. 3: DWI arrests, highest B.A.C., seat belt citations from Nov. 27 - Dec. 31
- May 4: Hands free and wireless comm. citations, seat belt citations from April 6-30
- June 5: Belt/child restraint citations from May 18-31
- July 24: Speed, seat belt citations from June 22–July 19
- Aug. 10: Hands free and wireless comm. citations from Aug. 1-8
- Sept. 11: DWI arrests, highest B.A.C., seat belt citations from Aug. 14 - Sept. 7
- Oct. 5, 2020: Seat belt/child restraint citations from Sept. 18-30

## Enforcement Dates

- DWI (optional): Nov. 7-9; 2019 - deer hunting opener
- DWI: Nov. 27, 29-30; Dec. 5-7; 12-14; 19-21, 26-28, 2019
- Distracted: April 6 **canceled**
- DWI (optional): May 7-9, 2020 - fishing opener
- Seat belts and child restraints: **rescheduled**
- Speed: June 22–July **low participation**
- DWI: Aug. 14 - Sept. 7, 2020
- Move Over (optional): Aug. 31, 2020
- Seat belts and child restraints: Sept. 18 - 30, 2020
- 13 Counties:** Oct. 31; March 14 or 17; July 3

October 2019

S	M	T	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November 2019

S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 2019

S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

January 2020

S	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

February 2020

S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

March 2020

S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April 2020

S	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May 2020

S	M	T	W	Th	F	S
						1
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

June 2020

S	M	T	W	Th	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July 2020

S	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August 2020

S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

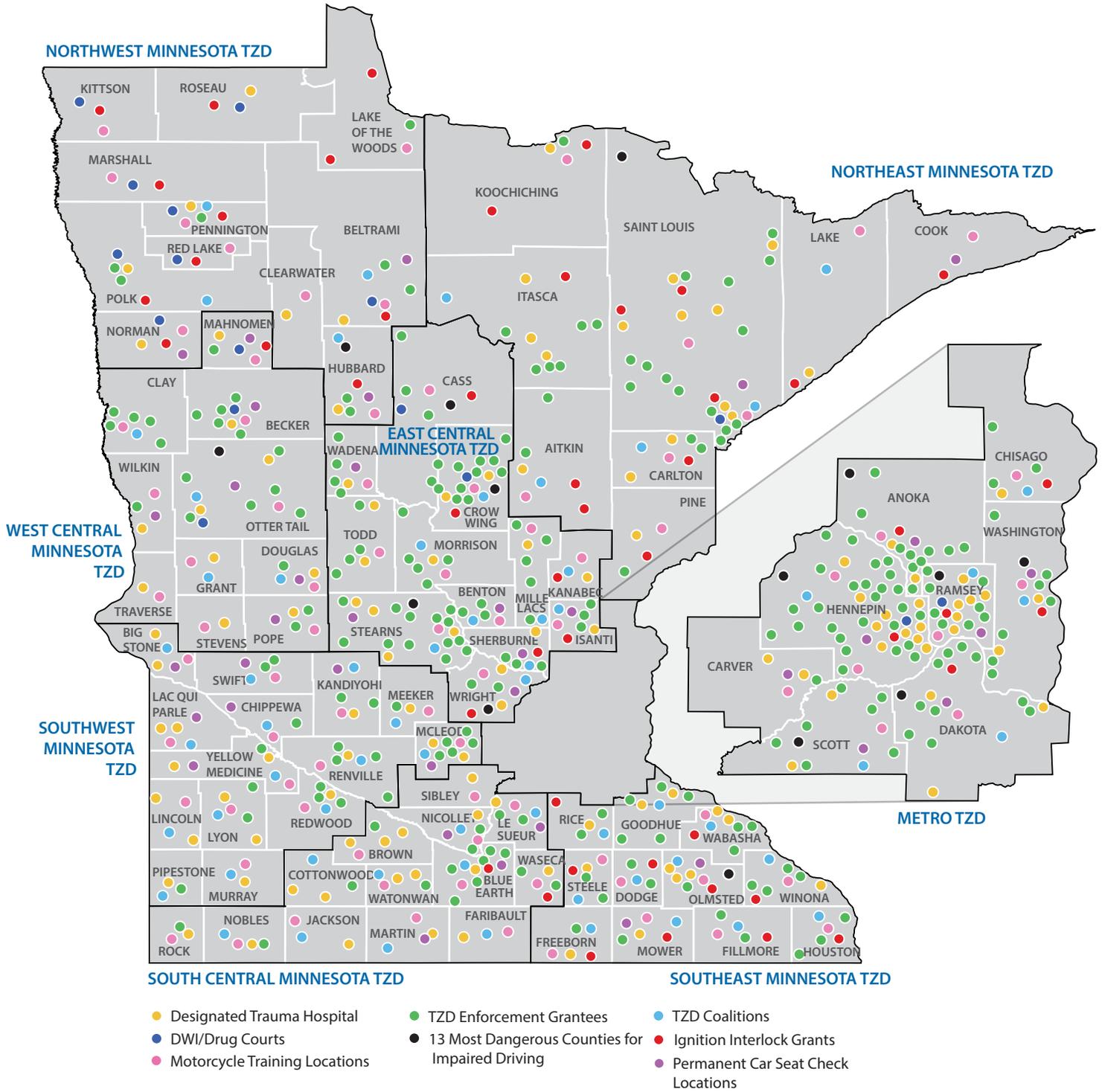
September 2020

S	M	T	W	Th	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

- Campaign Announcement to Media
- Statewide Results to Media
- Statewide Enforcement
- Enhanced Enforcement Campaign
- DWI Enforcement—13 Counties
- Optional Enforcement



# Local Minnesota Traffic Safety Initiatives



[MinnesotaTZD.org/programs](https://MinnesotaTZD.org/programs)