

MINNESOTA DEPARTMENT OF PUBLIC SAFETY



Office of Traffic Safety

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Traffic Safety

Traffic Safety in Minnesota

Annual Evaluation Report for Federal Fiscal Year 1998

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Traffic Safety in Minnesota

Annual Evaluation Report for Federal Fiscal Year 1998

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MISSION

The mission of the Minnesota Department of Public Safety's Office of Traffic Safety is to reduce the number and severity of traffic crashes in the State of Minnesota. We do this by planning, managing, coordinating, and evaluating traffic safety activities using federal, state, and local resources, by providing statistical information about traffic crashes, and by conducting solid research on traffic safety issues.

OTS is the staff office for the Governor's Representative for Highway Safety, and coordinates Minnesota's participation in the National Highway Traffic Safety Administration's federal grant program. The process we use to select activities and projects to be funded is guided by the following values and goals.

VALUES

- ♦ **A well-informed public that sees traffic safety as an important public health issue**
- ♦ **Collaborative partnerships for injury prevention**
- ♦ **Effective/efficient traffic law enforcement**
- ♦ **Improved crash data and traffic records systems**
- ♦ **Well-managed, innovative, and pro-active projects**

GOALS

- ♦ **Reduce traffic fatality rate**
- ♦ **Reduce severe injury rate**
- ♦ **Increase seat belt use**
- ♦ **Increase child safety seat use**
- ♦ **Support enactment of a standard seat belt law**
- ♦ **Reduce alcohol-related traffic fatalities**
- ♦ **Support lowering illegal alcohol concentration from .10 to .08**
- ♦ **Reduce speed-related fatal crashes**
- ♦ **Reduce speed-related injury crashes**
- ♦ **Reduce the economic loss to Minnesota from traffic crashes**

For a more detailed description of our mission, values, and goals, please consult our annual Highway Safety Plan (HSP). The HSP describes our planned activities for the coming federal fiscal year and provides the specific goals and objectives we have set for our traffic safety program. You can also visit our Internet Website at <http://www.dps.state.mn.us/trafsafe/trafsafe/html>

Traffic Safety in Minnesota

Introduction

In 1997, Minnesota achieved two traffic safety milestones: a record low number of alcohol-related deaths, and a reduction in the number of severe injuries from traffic crashes.

♦ Low Number of Alcohol-Related Deaths

Alcohol-related deaths declined to 30 percent, or 178, of the total 600 traffic deaths in the state; this is the lowest number of alcohol-related deaths Minnesota has had since we started keeping this statistic (1984) – but it is probably the lowest number over a much longer time period than that. National studies during the 1960s and 1970s uniformly concluded that alcohol played a part in over 50 percent of traffic deaths; during those decades, Minnesota had between 692 and 1,060 traffic deaths per year. Except for during World War II, total traffic deaths in the state exceeded 500 every year since 1932. Therefore, alcohol-related deaths probably reached a 50-year low in 1997.

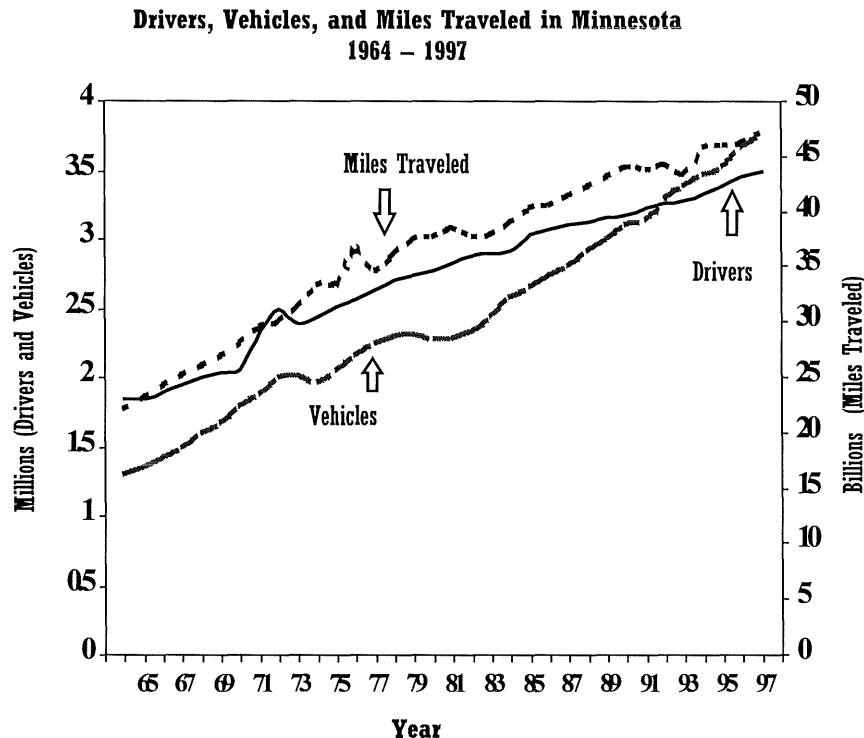
♦ Reduction in Severe Injuries

Since the early 1960s, total traffic injuries averaged approximately 45,000 per year. During the last decade, the severe-injury portion of that total steadily decreased. In 1997, severe injuries to motor vehicle occupants declined below 3,000. We know this is the lowest number since 1984, and it is probably the lowest in decades. The severe injury category includes injuries like dismemberment and permanent brain damage; substantially reducing these injuries is a tremendous achievement for the state.

There is a lesson in passing these milestones: pressing social problems can be identified, attacked, and lessened through intentional effort. Societal values and government action reinforce one another. The Minnesota State Legislature responded to the anti-drunk-driving social movement and passed legislation that toughened drunk driving laws and saved hundreds of lives over the years. Legislation in the mid-1980s greatly increased seat belt use, which reduced the number of deaths and severe injuries from traffic crashes.

Minnesota's sense of accomplishment at having reached these milestones must be tempered by the realization that over 600 people are killed and 40,000 are injured on Minnesota roadways each year. The annual cost of crashes to Minnesota is nearly \$1.5 billion. Most traffic crashes are not "accidents" – they are predictable, preventable, and expensive. Preventing crashes, injuries, and fatalities deserves and requires everyone's attention and effort.

This report summarizes the traffic safety programs sponsored by the Minnesota Department of Public Safety's Office of Traffic Safety. The majority of the programs mentioned in this report are supported by federal funds received through the National Highway Traffic Safety Administration (part of the United States Department of Transportation). Other programs are supported by federal funds from the Department of Justice's Office of Juvenile Justice and Delinquency Prevention, state funds from the Minnesota Department of Public Safety, and by funding supplied by other traffic safety partners.



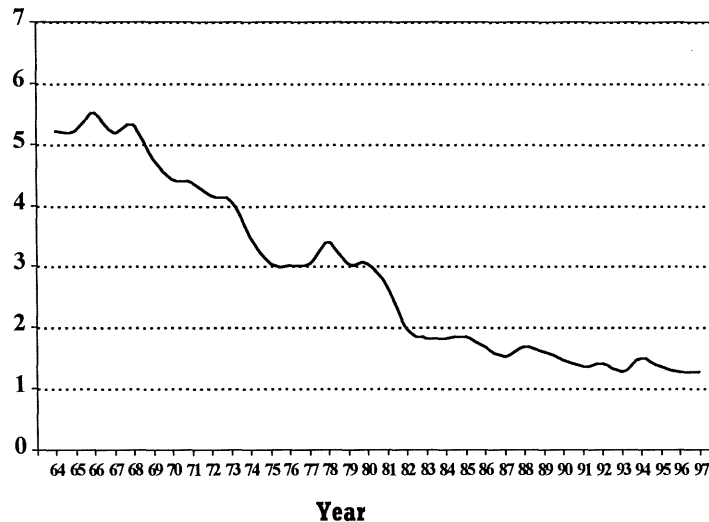
Traffic Crash Risk Factors Increase Steadily

Over the last 30 years, the number of licensed drivers, the number of registered vehicles, and the number of miles traveled have all increased steadily in Minnesota. As each of these factors increases, our exposure to risk of traffic crashes, injuries, and death increases as well.

Despite the increasing risk factors, the traffic fatality rate (calculated by dividing the number of traffic deaths by the number of miles traveled) has declined steadily through the years. In this measure of traffic safety, Minnesota's performance is ahead of the nation.

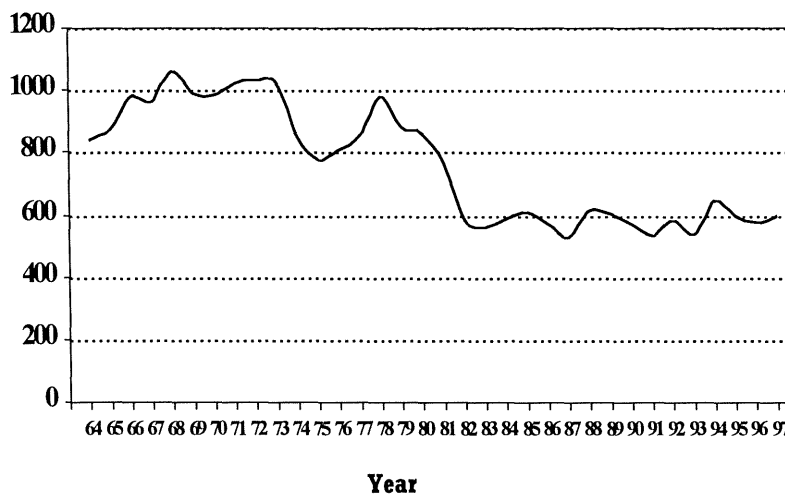
Before we become too complacent about Minnesota's traffic safety rank among the other states, it's important to remember that being better than the nation is no comfort to the families of the 600 or more people killed each year.

**Minnesota's Traffic Fatality Rate per 100 Million Miles Traveled
1964 - 1997**



Between the 1960s and the 1980s, there was a significant change in the number of people killed each year in crashes. Unfortunately, during the past 15 years we have made no improvements in this area. In fact, it appears that the number of fatalities is creeping higher. Unless new solutions to old problems are found and implemented, the increase is bound to continue.

**Traffic Deaths in Minnesota
1964 - 1997**



Safe & Sober Traffic Stop

Safe & Sober provides funding to selected communities for extra traffic law enforcement. Four separate enforcement waves are conducted annually; each wave is preceded and followed by a media campaign to alert the public about the planned enforcement activities and to report on the success of the program. We believe that the additional shifts contributed to the record-low number of alcohol-related fatalities in 1997.



Safe & Sober Challenge Winners 1998

First Place

- ♦ Anoka Police Department
- ♦ Brainerd Police Department
- ♦ Champlin Police Department
- ♦ Circle Pines – Lexington Police Department
- ♦ Eagan Police Department
- ♦ Lester Prairie Police Department
- ♦ Osseo Police Department
- ♦ St. James Police Department
- ♦ LeSueur County Sheriff's Office
- ♦ Renville County Sheriff's Office

Second Place

- ♦ Bloomington Police Department
- ♦ Fulda Police Department
- ♦ Janesville Police Department
- ♦ Lonsdale Police Department
- ♦ Owatonna Police Department
- ♦ Plainview Police Department
- ♦ Ramsey Police Department
- ♦ Roseau Police Department
- ♦ Winona Police Department
- ♦ Winsted Police Department

Third Place

- ♦ Caledonia Police Department
- ♦ Litchfield Police Department
- ♦ Madison Lake Police Department
- ♦ Montgomery Police Department
- ♦ Morris Police Department
- ♦ North Mankato Police Department
- ♦ Rosemount Police Department
- ♦ Big Stone County Sheriff's Office
- ♦ Meeker County Sheriff's Office
- ♦ Morrison County Sheriff's Office

Safe & Sober

The *Safe & Sober* Campaign has been a part of Minnesota's traffic safety program for four years. *Safe & Sober* has grown each year: more communities participate, more law enforcement officers are trained and equipped to enforce traffic laws, and more public information messages are disseminated to Minnesotans.

Safe & Sober is a multi-faceted program that includes the following activities:

- ♦ Grants for State, County, and Local Enforcement
- ♦ *Safe & Sober* Challenge
- ♦ Local Law Enforcement Liaisons
- ♦ Public Information Messages
- ♦ Advanced Training for Officers

Grants for State, County, and Local Enforcement

In 1998, enforcement grants were awarded to 37 county and local law enforcement agencies and to each district of the Minnesota State Patrol. The grants support overtime traffic law enforcement and local public information activities. In 1998, the grants funded more than 25,600 additional patrol hours, which resulted in over 48,800 stops, 8,600 seat belt warnings and citations, 890 DWI arrests, 910 arrests for driving after suspension or revocation, 30,130 speeding tickets and warnings, 650 minor consumption tickets, and 21,440 other traffic citations and warrants. In addition, officers working *Safe & Sober* issued tickets for more than 20 firearm violations, identified over 25 stolen vehicles, made at least 420 drug arrests, served more than 430 warrants, and brought nearly 1,600 people into custody.

We believe the *Safe & Sober* Campaign has had an important positive impact on traffic safety in Minnesota. During the first year of the campaign, seat belt use jumped 10 percentage points — the only time in our history when the rate increased without a change in the seat belt law. In 1997, Minnesota had the lowest number of alcohol-related traffic deaths ever recorded, and we believe that this is due in part to *Safe & Sober*.

***Safe & Sober* Challenge**

The *Safe & Sober* Challenge recognizes the dedication and excellence of traffic law enforcement activities in communities that do not receive the enforcement grants. Law enforcement agencies participating in the Challenge record their enforcement, public information, and related traffic safety activities. Based on the information they submit, 10 first, second, and third place winners are selected; the Office of Traffic Safety awards mini-grants of \$1,500, \$1,000, and \$500 to the winning agencies.

Local Law Enforcement Liaisons

To broaden the reach of our office staff, the Office of Traffic Safety contracts with three retired law enforcement officers who support the agencies that participate in

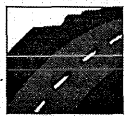
Safe Driving Tips For Teens

Safe cellular phone use.

- New drivers should reserve cellular calls for emergencies only.
- If you must make a call, have a passenger dial the number or pull over to make the call.
- Program important numbers (like 911 and your parents) into the phone's memory.



Watch farther down the road.



It's important to pay attention to the car in front of you. But it's also smart to watch the row of cars ahead of you. It can prepare you for what's about to happen. (Example: if a vehicle five cars ahead of you on the freeway hits its brakes, slow down and be prepared to stop.)

Play it safe, don't be late.

Leave for work or school a little earlier when you're behind the wheel. Giving yourself extra time can help keep you out of a crash. After school or a game, don't rush to get out of the parking lot. Wait until most of the cars have left and then head out.



Don't drink & drive.

Last year 36 Minnesota teenagers were killed and 811 were injured in alcohol-related crashes. The Minnesota "Not A Drop" law calls for automatic license suspension when underage drinkers are caught with any amount of alcohol in their system. Don't risk your license and don't risk your life. Always drive sober.

Under 21?

Not A Drop!

Safe Driving Tips For Teens



Call someone who cares. Don't ever get into a car with someone who has been drinking. Always carry a quarter with you so you can call your parents, a friend, or a cab to give you a ride home. Riding with a drunk driver can be dangerous and deadly. Don't worry about the drunk person's feelings, protect yourself first.

Want to live? Buckle up. Did you know that wearing a safety belt can prevent injuries and reduce your risk of being killed by almost 50%? It's one of the easiest ways to keep yourself and your passengers alive and out of a wheelchair. One click does the trick.



A few more tips:

- Don't back out of the garage until you're sure the door is completely open.
- Always keep your gas tank at least 1/4 full.
- Check your mirrors often and pay close attention to all the vehicles around you.

The Minnesota Safe & Sober Campaign seeks to reduce the number of alcohol- and drug-related crashes and increase safety belt and child safety seat usage statewide.

These tips brought to you by:

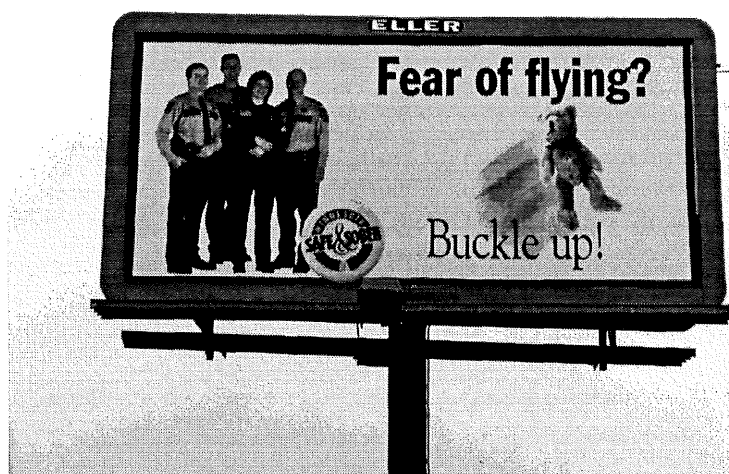


Tip Cards and Other Materials for *Safe & Sober*

Shown at the left are tip cards that were produced for the youth wave of *Safe & Sober*. In addition to the tip cards, we supplied local law enforcement agencies with *Safe & Sober* pencils, removable tattoos (which were very popular), T-shirts, and mugs. These materials were used primarily by local law enforcement as incentives to be given to individual officers who participated in *Safe & Sober*, to motorists who wore seat belts, and to people visiting safety booths at fairs or other events.

Safe & Sober Billboards

During each wave of the *Safe & Sober* Campaign, 80 billboards were posted throughout the state. The campaign was popular, generating interest among local media outlets especially when a local officer appeared on a billboard near his or her town.



Safe & Sober (both the grant program and the Challenge). Each liaison is responsible for a region of the state; they make one-on-one contact with the participating agencies and promote *Safe & Sober* at law enforcement conferences and meetings throughout the state.

Public Information Messages

Public information activities continue to be a vital part of *Safe & Sober*. Our goal is to provide local law enforcement agencies with the tools they need to spread the *Safe & Sober* message at the community level. In 1998, we expanded the number of camera-ready pieces for newspaper placement and created tip-cards for motorists (which could be distributed during traffic stops, at county fairs, or wherever local law enforcement needed them). Whenever possible, we provided supplies or materials that could be altered for an individual market, which allowed the law enforcement agencies to personalize the materials for their own communities.

We continued our popular *Safe & Sober* billboard campaign, the goals of which are to increase the public's recognition of the *Safe & Sober* campaign and to recognize individual officers who do outstanding community work by enforcing traffic laws. Eighty billboards were posted across the state during each of the four waves of *Safe & Sober*. Each billboard pictured four officers and reminded motorists of a different traffic safety law — DWI, speeding, seat belt use, and Not-a-Drop (zero tolerance for alcohol use by drivers under age 21).

Advanced Training for Officers and Others

Training is a key component of *Safe & Sober*. All officers who participate must complete Occupant Protection Enforcement and Usage and Standardized Field Sobriety Testing (SFST) training. Communities participating in a second or subsequent year of *Safe & Sober* must send their officers to Advanced SFST training, which prepares officers to recognize drivers impaired by drugs other than alcohol. Over the course of the *Safe & Sober* Campaign, over 5,000 officers have attended these training courses. We are convinced that providing training is as important as providing funds for additional enforcement.

In addition to training officers, we work with the Minnesota County Attorneys Association to provide a four-hour tele-conference on law updates and best practices in enforcing DWI laws. The course is broadcast via satellite to 40 sites statewide; in 1998, 700 officers and 40 prosecutors attended the course.

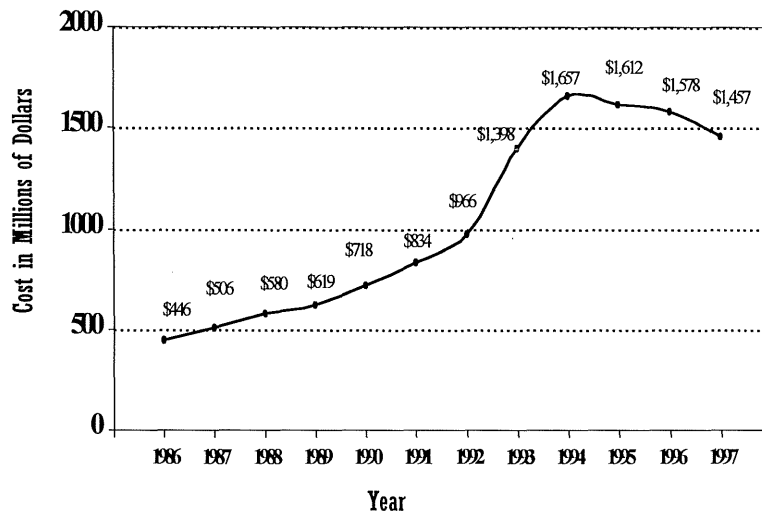
We provide additional training to city and county attorneys who prosecute DWI offenses. A two-day DWI Trial Tactics course was attended by 30 prosecutors and a one-day seminar on prosecuting a drug-impaired driver drew 27 prosecutors from around the state.

Cost of Crashes: A Driving Factor for Safe Communities

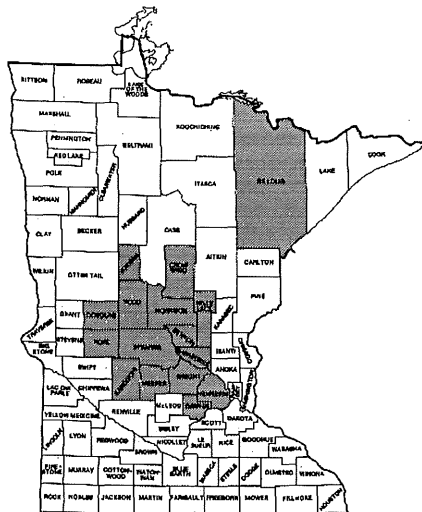
When community leaders become aware of the high price associated with traffic crashes, they are more likely to take action to prevent crashes and to reduce the number and severity of injuries.

After increasing steadily for years, the cost of crashes in Minnesota has started to decline. The downturn coincides with the introduction of the *Safe & Sober Campaign*.

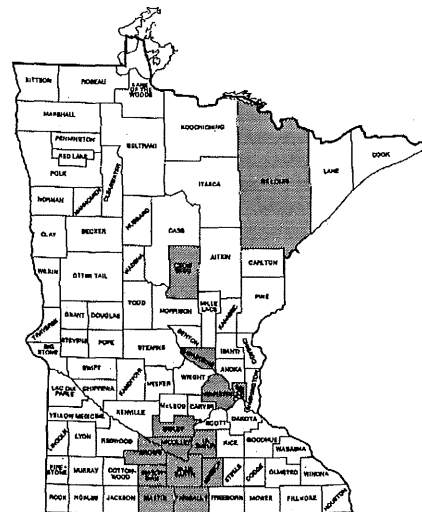
Societal Cost of Traffic Crashes in Minnesota 1986 – 1997



Safe Communities and Related Programs — Minnesota Counties Included in 1998



This map shows the Minnesota counties included in Safe Communities programs in 1998.



This map shows the counties included in the OJJDP Combatting Underage Drinking community grant program.

Safe Communities and Related Programs

The Safe Communities program invites a broader range of interests to join our mission of reducing crashes injuries and fatalities. Community leaders are increasingly aware that some of the costliest hospital stays and rehabilitation efforts result from traffic crashes; this awareness brings a new willingness to find ways to reduce the number and severity of crashes. A key component of the Safe Communities concept is that each community can assess its data and determine which parts of the problem to address; as a result, activities conducted in a Safe Community are tailored to the community's specific needs.

Safe Communities in Minnesota

Armed with data from the Office of Traffic Safety (OTS) and the Minnesota Department of Transportation, community leaders in the city of **Richfield** are continuing to focus on reducing speed on major thoroughfares, reducing bicycle/vehicle crashes, and increasing seat belt use among teenagers. **Carver County** has been involved with Safe Communities through the Institute of Healthcare Improvement and the American Society of Quality Control, and has maintained its focus on youth drinking and driving and increasing seat belt use; Carver County conducts some of its activities through contacts in the business community. **St. Cloud** became involved in Safe Communities after the St. Cloud Hospital Foundation conducted a Health Profile and discovered that treating crash victims was a major hospital cost. The hospital has a 13-county catchment area, so the project affects more than just the City of St. Cloud. Currently, the project promotes seat belt use by all community members and is using other traffic crash data to focus its efforts.

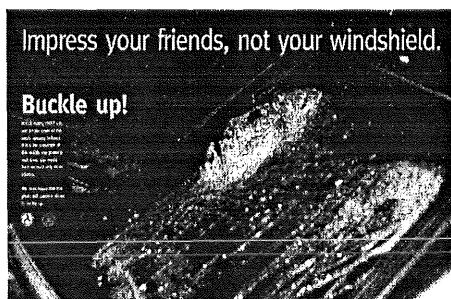
OTS provided technical assistance to **Wright County**, a Safe Community funded through a project sponsored jointly by the National Highway Traffic Safety Administration (NHTSA) and the American Association of Health Plans. After hearing of the program, **Duluth** expressed interest in becoming a Safe Community. Hospitals in Duluth are extensive medical providers for a significant portion of northeastern Minnesota. Technical assistance has been provided to Duluth and we expect their Safe Community project will soon be a reality.

Related Programs

OTS administers a \$360,000 grant from the Office of Juvenile Justice and Delinquency Prevention (OJJDP) to combat underage drinking; in addition, we were awarded an additional \$400,000 to strengthen community efforts to prevent underage drinking. These two grants will allow Minnesota communities to reduce youth access to alcohol and to increase the safety of their communities. The activities conducted under these grants will involve partnerships with Minnesota MADD, Join Together, and the Department of Public Safety's Alcohol and Gambling Enforcement Division.

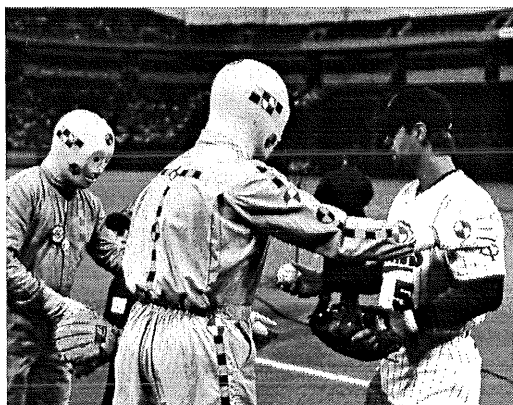
Belt Use Billboard and Poster Campaign

Billboards from several concepts were produced and posted in Minnesota in 1998. The "Face in the Windshield" concept was also printed as posters for high school students.



Vince and Larry Throw the First Pitch

This year's Buckle Up night was held at a Twins/Yankees game — which always draws a big crowd in Minnesota.



Child Safety Seat Training

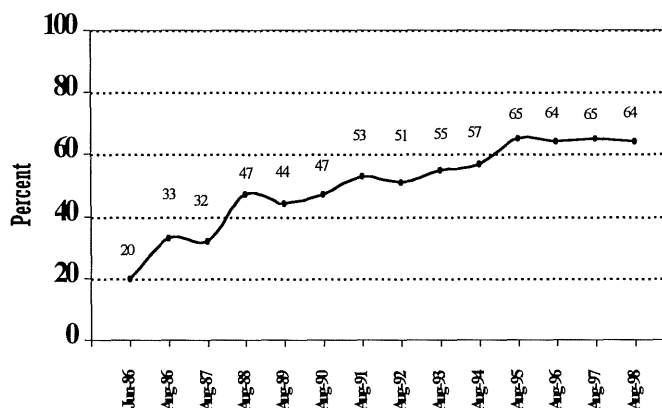
Training parents and caregivers about correct child safety seat use is an integral part of our traffic safety program.



Observed Seat Belt Use in Minnesota
1986 – 1998

Disappointing Results

Despite our efforts, belt use in Minnesota remains stuck at about 64% — the level to which it jumped after the introduction of the *Safe & Sober* Campaign.



Minnesota Department of Public Safety — Office of Traffic Safety
Annual Evaluation Report for Federal Fiscal Year 1998

Occupant Protection

The Office of Traffic Safety (OTS) supported enforcement, education, and public information programs to increase proper use of child safety seats and seat belts.

Enforcement

The *Safe & Sober* Campaign provided the most significant belt enforcement efforts during 1998. One wave of enforcement was dedicated to safety belt enforcement; in addition, we encouraged strong safety belt enforcement during the three other *Safe & Sober* waves, and we monitored each agency's efforts in that area.

Education

The Minnesota Safety Belt Coalition implemented a new look and increased its membership to over 300 members. The Coalition has a monthly newsletter for members, a monthly update for legislators, and a monthly news release of the number of unbelted fatalities in Minnesota (this information was also reported in the monthly member and legislative updates). The new look and new activities were successful in building credibility and name recognition for the Coalition.

Researchers in OTS produced Minnesota data on the county-by-county costs of not buckling up. This information was used in an educational brochure and will be available for other uses as well.

In 1998, we changed the status of the Minnesota Child Passenger Protection program from a contracted activity to a part of the Department of Public Safety. We believe this change will allow better quality control as we implement NHTSA's and OTS's new child passenger safety curriculum and certification processes.

Public Information

The Buckle Up Minnesota program continued its safety belt promotional activities to reach Minnesotans through schools, workplaces, and local media. In addition, community events such as Saved By the Belt awards, Minnesota and National Safety Belt Honor Rolls, Vince and Larry appearances, and Buckle Up Night at the Dome aided our belt promotion efforts.

During 1998, all of Minnesota's safety belt promotional brochures were upgraded and redesigned. In addition to the *Safe & Sober* billboards posted during the belt enforcement wave, two other billboard concepts were produced for the Minnesota Safety Belt Coalition; 100 billboards of each concept were posted. Posters for high school students were developed from one of the billboard concepts.

Results

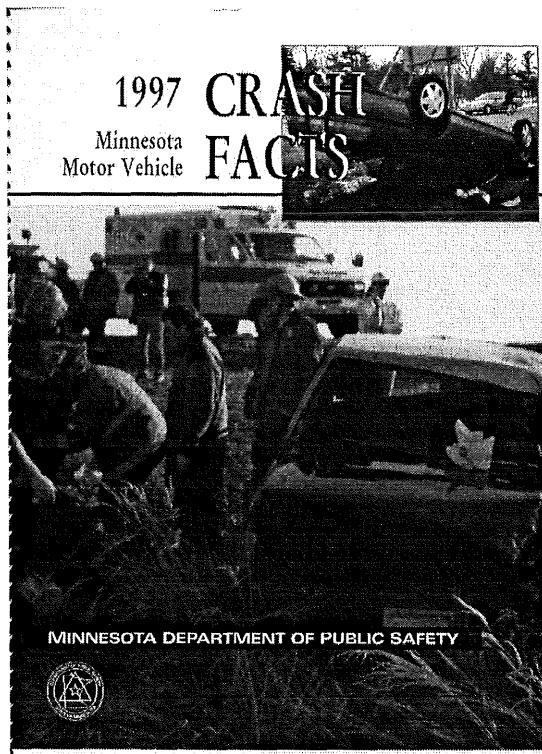
Despite our efforts, belt use in Minnesota belt use is stagnant; the rate has been between 64 percent and 65 percent for the last four years.

Mobile Accident Reporting System (MARS)

The photo at the right shows members of the MARS Pilot Project from the Minnesota Department of Public Safety, Blue Earth County Sheriff's Office, and the Mankato Police Department.

The MARS project will test software that will:

- ◆ Enable officers to efficiently collect crash information.
- ◆ Ensure the accuracy of crash information collected in the field.
- ◆ Meet the long-term goals of providing integrated data management solutions.
- ◆ Allow the in-vehicle hardware to function as both a mobile data terminal to communicate with dispatch and for field-based crash reporting.
- ◆ Be capable of transmitting crash data and images from administrative offices of both local and state law enforcement agencies.
- ◆ Use Global Positioning Systems (GPS) information to locate crash sites.



Minnesota Motor Vehicle Crash Facts

OTS produces *Minnesota Motor Vehicle Crash Facts*, which provides statistical information about traffic crashes in Minnesota. The book, which has been produced every year since 1970, provides an important historical record of crashes in Minnesota.

Crash Facts is compiled from traffic crash data maintained by the Department of Public Safety's Driver and Vehicle Services division. Also included is information about the number of DWI arrests in Minnesota, the number of licensed drivers and registered vehicles, and the cost of crashes (in terms of economic and societal loss).

Traffic Records Systems

Traffic records and data form the underpinnings of good traffic safety programs. Accurate, complete, and timely data are essential so program managers can determine which traffic safety problems require the most attention and whether traffic safety projects have been successful.

The National Safety Council released a *National Agenda for the Improvement of Highway Safety Information Systems*; the agenda is based on the premise that, without significant improvements in the quality and utility of traffic records information, it will not be possible to continue the traffic safety gains made in the last decade. Improvements to records systems must be made through advancements in technology, coordination with other safety agencies, and marketing information in a way that is useful to clients. In 1998, the Office of Traffic Safety (OTS) conducted a variety of projects related to developing sound traffic records and data systems.

State Traffic Records Coordinating Committee

Minnesota's State Traffic Records Coordinating Committee was formed in 1998. The members of this committee are drawn from the agencies and organizations within Minnesota that administer, collect, and use highway safety data and traffic records. Committee members represent highway safety, highway infrastructure, traffic enforcement, public health, injury control, and motor carrier organizations. The committee will identify ways to improve traffic records systems and to share data among the agencies.

Traffic Records Forum

In 1998, the 24th Annual International Forum on Traffic Records Systems was held in Minneapolis, Minnesota. A record number of people attended the Forum to discuss traffic records systems and data improvements. Forum organizers gave credit to OTS staffers who helped to make the Forum successful.

MARS

The multi-year Mobile Accident Reporting System (MARS) project has progressed to the field-testing stage. Users are working with the software on laptop computers; crash information is collected and transmitted electronically through the system. The purpose of the MARS project is to evaluate the use of field-reporting techniques for crash information.

Crash Facts

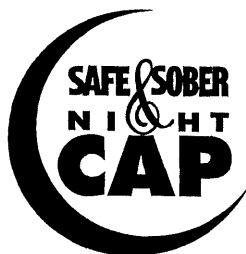
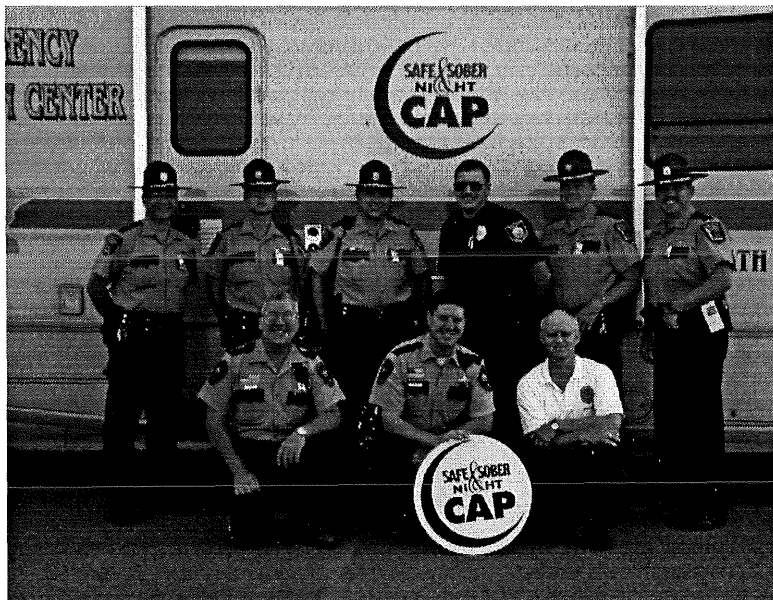
Research analysts in OTS produced another edition of *Minnesota Motor Vehicle Crash Facts*. Every year, the Department of Public Safety produces *Crash Facts* with state funding; the data it contains form the basis of all our traffic safety problem identification efforts.



Breath Alcohol Testing Mobile Unit (BATmobile)

The BATmobile was especially helpful in the non-metro saturation patrols conducted under *Safe & Sober NightCAP*. In rural parts of Minnesota, the distance to a breath-testing site can take an officer off the road for a long time. The BATmobile allows more immediate testing of the person arrested for impaired driving.

Officers working NightCAP shifts distributed comment cards to motorists who were stopped. The comments collected were overwhelmingly positive.



Saturation Patrol Questionnaire

1. Do you believe saturation patrols will increase an impaired driver's risk of being detected and arrested? Yes ☒ No ☐
2. In your opinion, will saturation patrols deter some people from drinking & driving? Yes ☒ No ☐
3. Did the saturation stop cause an unreasonable delay in your travel? Yes ☐ No ☒
4. Because sobriety checkpoints are illegal in Minnesota, do you support special efforts such as saturation patrols to remove impaired drivers from our roadways? Yes ☒ No ☐
5. Date, time and location of saturation stop: 9/12/98 7220 Hwy 2M Rice
6. Comments or concerns: Very Good program. If this saves just 1 life it is worth it. Thank

Impaired Driving

As with many other traffic safety problems, efforts to combat impaired driving in Minnesota take a multi-faceted approach of enforcement, public information, and education. In 1997 (the last year for which records are complete), the percentage of traffic fatalities that were alcohol-related dropped to 30 percent; this is the lowest (and best) point Minnesota has ever achieved in this area.

Enforcement

The Office of Traffic Safety (OTS) sponsored the *Safe & Sober NightCAP* (Nighttime Concentrated Alcohol Patrol) program, a series of impaired driving saturation patrols involving city, county, and state law enforcement agencies; public information techniques to generate media attention for the saturations are also part of the program. The Minnesota State Patrol (MSP) coordinated the enforcement activities of the program; the Department of Public Safety's Office of Communication and a contractor worked together on the public information activities. In addition, a retired law enforcement officer helped MSP coordinate the project and served as a liaison between OTS and MSP. An important part of the NightCAP program was the BATmobile, a retrofitted motor home that serves both as a media tool (in essence, a mobile billboard) and a processing facility for officers to use when an impaired driver is arrested. Between January and September of 1998, 63 saturations were held in Minnesota. Actual performance shattered the original enforcement goal of 180 DWI arrests; in fact, 348 individuals were arrested for DWI, 6,416 vehicles were stopped, and 7,732 citations and warnings were issued.


OTS sponsored **CANCLIPS**, an enforcement program targeted at DWI offenders whose driving privileges have been canceled. Under CANCLIPS, troopers in the East Metro District of the Minnesota State Patrol identified drivers who had lost their licenses for prior impaired driving convictions; MSP then conducted surveillance on these unlicensed offenders and arrested them when they were caught driving. Data reviewed in this project revealed that it took an average of 6.5 hours to gather data, do research, contact courts and probation officers, stake out places of work or homes, and then arrest and book the violator for driving after the cancellation of driving privileges. Disposition information on the 24 people arrested under this program reveal a wide variety of sentencing outcomes. Some individuals received as little as a \$50 fine; other fines were in the \$200-\$400 range. A few were sentenced to Electronic Home Monitoring in lieu of fines, and a few more were sentenced to actual jail time.

Public Information

"Don't Lose the Ones You Love" campaign warned repeat DWI offenders about the new forfeiture laws that went into effect January 1, 1998. The campaign combined resources and talents from the Department of Public Safety and the Minnesota Department of Natural Resources (DNR). State resources allocated for publicizing the law changes allowed a creative mix of radio, TV, indoor advertising, and print

As of January 1,
your third DWI
means instant

FORFEITURE



CAR, TRUCK, SNOWMOBILE, BOAT.
If you drink and drive any motor
vehicle in the State of Minnesota,
watch out. Because now when you're
stopped for your third DWI offense
your vehicle will be seized, you'll
lose your driver's license, and you
face a hefty fine.

It doesn't matter what you're
driving when you're stopped for
your third DWI offense you
AUTOMATICALLY FORFEIT THE
VEHICLE YOU'RE ON AT THE TIME.

Not for a week, not for the reason,
but for good.

Whatever you're driving, don't drink.

Don't Lose the Ones You Love.

Minnesota Department of Public Safety, Minnesota Department of Natural Resources, Safe & Sober Campaign



Don't Lose the Ones You Love

If you drink and drive, and love what you drive, watch out.
After your 3rd DWI on any vehicle, you automatically lose your precious vehicle
not just for a week or a month, but for good.

And if that's not heartbreaking enough, you'll also lose your license and face a hefty fine.

DON'T DRINK AND DRIVE.

Don't Lose the Ones You Love.

Minnesota Department of Public Safety, Minnesota Department of Natural Resources, and the Safe & Sober Campaign

Public Information and Education
"Don't Lose the Ones You Love" reminded
drivers that multiple DWIs mean vehicle
forfeiture in Minnesota. Below, the "120-lb.
Woman" alcohol workshop draws media,
enforcement, and legislators.



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communications to remind repeat DWI offenders that their cars, boats, and snowmobiles were all subject to forfeiture if another DWI arrest occurred. Feedback on the campaign was positive, and anecdotal information reported on the project indicates the message was heard and heeded by the appropriate audience.

Education

Bi-Regional Impaired Driving Conference

One impaired driving education project provided funding for 35 Minnesotans to attend NHTSA's Bi-Regional Impaired Driving Conference in Chicago. Traffic safety professionals from OTS and other divisions of DPS, local *Safe & Sober* project managers, MADD representatives, and several Minnesota state legislators attended the conference, which focussed on topics such as .08, zero tolerance, and youth issues. Feedback from conference attendees was uniformly positive, and the legislators who attended came away with a deeper appreciation for the complexities surrounding impaired driving laws.

Six 120-lb. Women

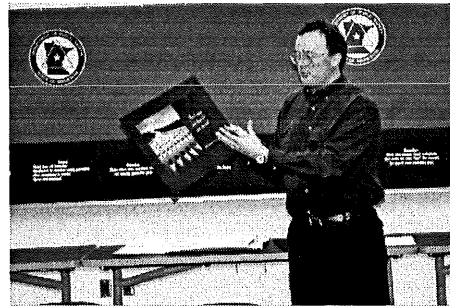
Another education/publicity event sponsored in 1998 was the "Six 120-lb. Women and Two Glasses of Wine" alcohol workshop that was held at the Capitol during the legislative session. The beverage industry asserted that a woman weighing 120 pounds would, after drinking two glasses of wine, be over .08 and likely to be arrested for DWI under the proposed .08 standard. The event demonstrated for legislators and the media that the industry's assertion was incorrect. None of the women involved exceeded .08 after the two hours and two glasses of wine, thus allowing the sponsors of the legislation and Commissioner Davis of the Department of Public Safety to refute the industry's oft-repeated red herring assertion.

Alcohol Workshops for New Students

OTS supported the Prevention Collaborative's Alcohol Workshop for New Students. This project provided information about the dangers of alcohol and driving to new college students during college orientation settings. The Prevention Collaborative is a consortium of five private and one public metro area colleges; monthly meetings were held to share ideas and programs.

The Prevention Collaborative also sponsored a conference about their prevention efforts and gave information to more than 60 college and high school prevention professionals about positive social norming and peer theater as successful prevention models. The conference was co-sponsored by the Network of Colleges and Universities Committed to the Elimination of Alcohol and Other Drug Use. Evaluations of conference content and presentations were overwhelmingly positive.

Most participating campuses distributed BACCHUS and GAMMA materials, held impaired driving ad design contests, and installed exit signs designed by the Consortium that featured traffic safety messages such as "Buckle Up — We Want You Back." Outcome evaluations showed increased student awareness of alcohol-related harm and impaired driving.

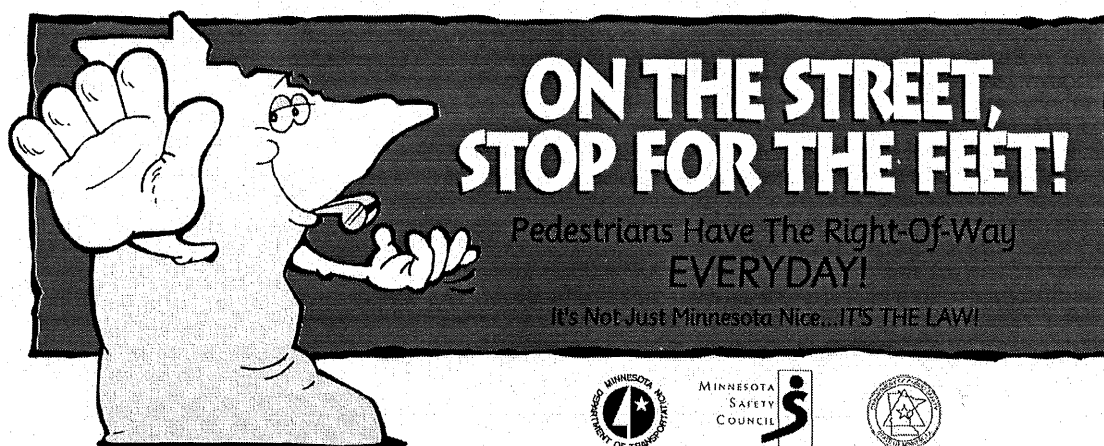


Motorcycle Safety Program

Minnesota has an award-winning motorcycle safety program that combines training, testing, and public information. Instructors coach students on clutch control in basic Riding Street Skills courses (*photo above, left*). The "Cheese Grater" concept for the full protective gear campaign is presented (*photo above, right*). Each year, Minnesota State Fair goers discover the MMSC through its information booth housed in the Minnesota Department of Public Safety building (*photo at left*).

Pedestrian Safety

Materials for Minnesota's new pedestrian safety campaign included posters, bumper stickers, road signs. In St. Paul, Minnesota, signs were attached to existing stop signs, reminding motorists of the requirement to yield to pedestrians. So far in 1998, there are 11 fewer pedestrian fatalities than there were in 1997 (*note, however, that 1997 had about 10 more pedestrian fatalities than previous years*).



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Motorcycle Safety and Other State-Funded Programs

Some of the traffic safety programs managed by the Office of Traffic Safety (OTS) are supported by state funds; the largest of these is the Motorcycle Safety Program. In 1998, Minnesota received two awards from the Motorcycle Safety Foundation: Outstanding State Program (Category III) and Outstanding State Licensing.

In 1997, Minnesota had a record low year in motorcycle fatalities (24) and injuries (916 — below 1,000 for the first time ever). Both fatalities and injuries were about half of what they were just 10 years ago. While fatality and injury data for 1998 is not complete at the time of this report, totals in both categories are already significantly higher than last year. However, Minnesota experienced a riding season of ten months (early February to early December) in 1998 as compared to its usual season of about eight months (mid-March to mid-November).

The main components of the Motorcycle Safety Program are training, testing, and public information.

Training Offered by the Minnesota Motorcycle Safety Center (MMSC)

The basic Riding Street Skills course increased its enrollment by approximately 15 percent. Since many of the graduates took advantage of the MMSC's ability to offer third-party skills testing for endorsement, over half of the newly-endorsed riders in Minnesota completed a MMSC rider training course. Participation in the Experienced Rider Course jumped over 30 percent. The MMSC had been trying to expand this course and was pleased to see new efforts in marketing pay off this year.

Testing

Evening skills testing completed its first year as a project supported solely by state funds. This project continues to grow, passing the project's previous best year by about 100 participants. An added benefit of this project is that evening testing decreases demand for daytime testing at overcrowded exam stations.

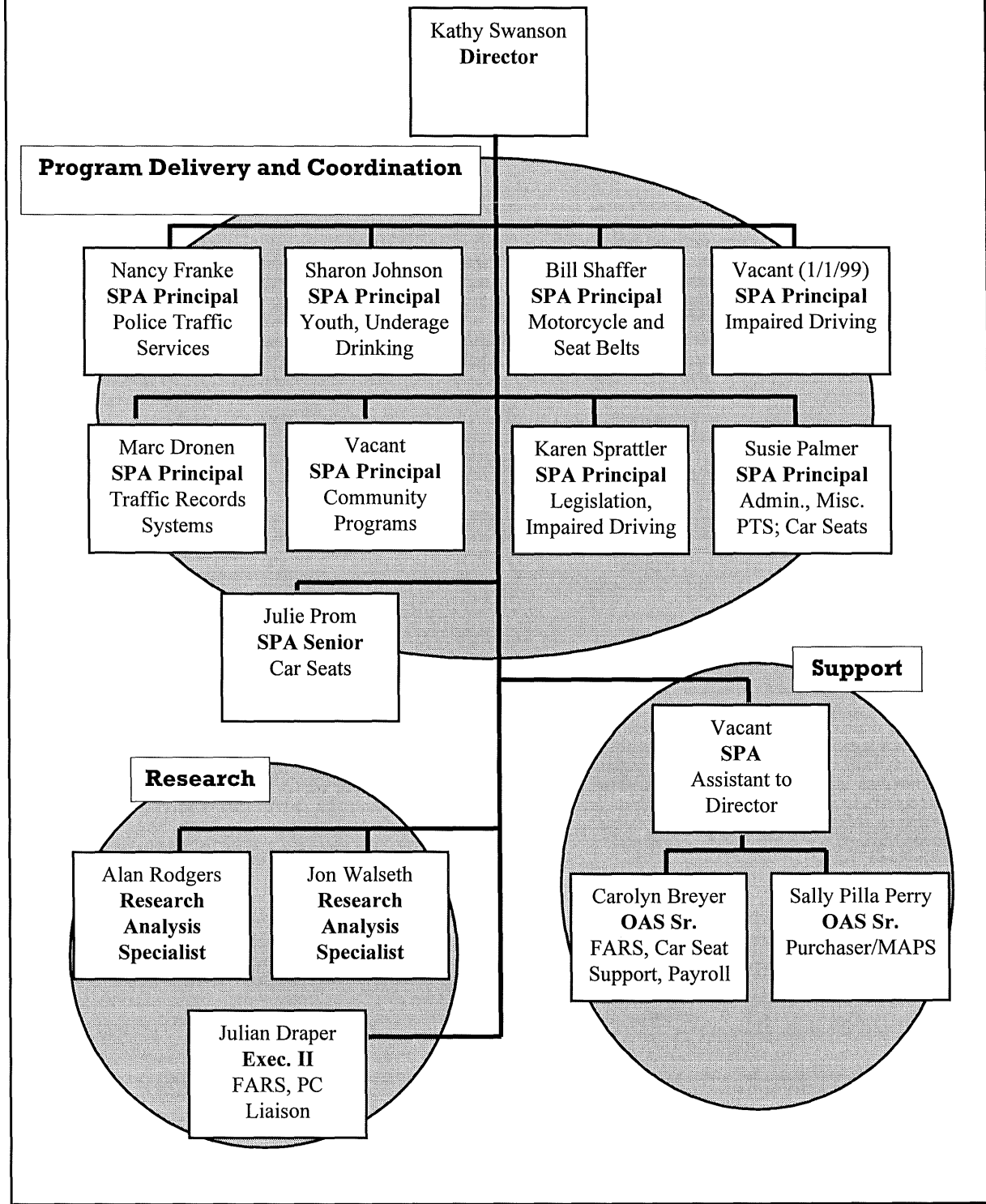
Public Information

The second and final year of the "full protective gear" public information campaign appeared in 1998. The creative concepts used in the campaign received favorable attention from the advertising industry on regional, national, and international levels.

Pedestrian Safety Campaign

A new state-funded pedestrian safety campaign was launched in 1998. Production of the campaign was a joint effort of the Minnesota Safety Council, the Minnesota Department of Public Safety, and the Minnesota Department of Transportation. The campaign was designed to alert motorists to a change in state law that requires drivers to stop to yield to pedestrians in crosswalks.

Office of Traffic Safety — Organization Chart



Planning and Program Management

Each state that participates in the national State and Community Highway Safety Grant Program must have a Governor's Representative for Highway Safety. In Minnesota, the Governor's Representative for Highway Safety is the Commissioner of Public Safety. The Department of Public Safety's Office of Traffic Safety (OTS) administers the federal grant program and coordinates federally-funded traffic safety activities within Minnesota.

OTS staff play a variety of roles in addition to administering the federal program. They identify traffic safety problems that need attention, design programs to solve the problems, review grant proposals and select projects to be funded, and provide technical assistance to project directors throughout Minnesota. In addition, they answer questions from the legislature and the general public about a wide range of traffic safety issues.

During federal fiscal year 1998, OTS managed nearly 60 separate highway safety projects and more than 60 grants to local communities for *Safe & Sober* activities. In addition, OTS was asked to administer the Office of Juvenile Justice and Delinquency Prevention's grants to combat underage drinking, which involves work with Mother Against Drunk Driving (MADD), Join Together, the Department of Public Safety's Alcohol and Gambling Enforcement Division, and six separate communities that will work to reduce or eliminate underage drinking.

A brief overview of our progress in 1998 shows the following:

- ♦ **Outstanding achievements**, such as the lowest percentage of alcohol-related traffic fatalities and the record low number of severe injuries from traffic crashes.
- ♦ **Areas of no change**, such as the stagnant safety belt use rate (which has been fixed around 64 percent for several years).
- ♦ **Disappointing news** of increased traffic fatalities in 1997. Although this year's data are not yet complete, we already know that traffic deaths in Minnesota for 1998 will exceed the number of traffic fatalities we had in 1997.

Additional information about Minnesota's traffic safety programs is available on the Department of Public Safety's Internet Website at <http://www.dps.state.mn.us/trafsafe/trafsafe.html>

A major change occurred in OTS this year. Tom Boerner, who had served in OTS for 30 years and who had been Director of the office for most of that time, retired in July. Tom's career was devoted to traffic safety issues; he charted Minnesota's course through the development of the State and Community Highway Safety Grant program and worked continuously to improve traffic safety in Minnesota. His departure signals the end of an era — and we are grateful to him for the firm foundation he provided for Minnesota's traffic safety programs.



In the photo above, Tom Boerner accepts a plaque from the Minnesota Department of Public Safety's Bureau of Criminal Apprehension. Minnesota State Patrol Chief Anne Beers looks on as Tom expounds on the past.