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Minnesota Annual Evaluation Report

Forward

The State of Minnesota values the United States Department of Transportation funding that is received to reduce the number and rate of traffic fatalities on our highways.

The Minnesota Department of Public Safety, Office of Traffic Safety (OTS) uses this funding (as well as other funding) to support a variety of programs designed to change driver and passenger behavior. All of the supported projects have one common goal: to drive the number of traffic fatalities and serious injuries in Minnesota to zero. As in federal fiscal years 2004 and 2005, the delayed and portioned appropriation process this past year resulted in what appeared to be slow disbursement of the federal funding in Minnesota. As this report is reviewed, it is evident that many innovative and comprehensive projects were planned and completed despite that process. A number of these projects are components of the Minnesota's SHSP which was initiated in federal fiscal year 2004 and completed in federal fiscal year 2005, moved into the implementation phase in federal fiscal year 2006. The SHSP and the work of OTS continue to focus on the goal of moving Minnesota Toward Zero Deaths (TZD). The partnership between the OTS, the Minnesota Department of Transportation, and other safety partners remains strong. The OTS and the entire TZD group will continue implementing the current SHSP and begin updating the plan in federal fiscal year 2007.

The OTS has experienced many internal changes during 2006. An unusual turnover of staff required the remaining staff to take on additional projects. The program coordinators have worked relentlessly to keep projects moving. A new program coordinator with a motor vehicle background came to the OTS in FFY2006. Both a North Dakota highway safety office staff and a program coordinator on leave to another agency in Public Safety were on board as FFY2007 began. Without a purchaser on staff for six months, the OTS borrowed staff from other Public Safety divisions to keep operating. Even the deputy director and the most experienced program coordinator trained on the accounting system so grants and contracts could be entered. A new purchaser came on board in September. FFY2007 is expected to be less chaotic.

This report, which is required by the National Highway Traffic Administration, provides the following information:

- A summary of the investment strategies pursued in federal fiscal year 2006 (October 1, 2005 through September 30, 2006), the results obtained, and the future tactics to consider. The summary is organized under two sections: program overviews and noteworthy projects.
- A report on Paid Media buys and results.
- The traffic safety trends in Minnesota.
- A financial summary of the costs associated with the projects supported in FFY05.

Many promising projects are highlighted to provide details including the goals set and results realized for each. The contact information for the individual responsible for coordinating the projects is also provided for those who may want additional information.

Anyone seeking additional information or interested in learning more about traffic safety efforts in Minnesota can contact the OTS at the following address:

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St. Paul, MN 55101-5150

Or visit our website: www.dps.state.mn.us/ots

Overviews

Planning & Administration

Sound Planning and Administration forms the foundation for effective, innovative, and carefully managed programs.

Achieving the purpose of the Highway Safety Program takes concentrated and coordinated efforts by a large number of traffic safety agents, each working within their own sphere of influence. The Planning & Administration (P&A) program is responsible for coordinating, managing, and, as far as possible, leading efforts.

Planning & Administration Program Objectives

- Programs and projects conducted by, or through, the Office of Traffic Safety (OTS) will be well run. Problems will be identified, objectives will be set, strategies will be designed and evaluations will be conducted.
- Financial and programmatic issues will be handled in accordance with governing statutes and procedures of the state and federal agencies.
- Innovative projects will be designed, implemented and evaluated; current projects will be continually improved and evaluated.
- The expenditures for P&A will not exceed the 10% maximum cap set by the National Highway Traffic Safety Administration (NHTSA) and the total costs of P&A will be split between the state and the NHTSA.
- A full complement of staff will be employed by the OTS to effectively manage internal operations and external outreach.
- The office will be organized and equipped to most effectively and efficiently support operations of all program areas.
- The deputy director will continue to dedicate time to partner with the Minnesota Department of Transportation (MnDOT) to update the SHSP as necessary and to work towards implementation.

Results

- Programs and projects are managed so effective evaluation can be completed.
- In 2006, expenditures on the program were less than the 10% cap and the state share of total expenditures was slightly over 50%, (See the financial summary for exact figures.)
- The OTS funds a director, deputy director, two administrative staff, and a program coordinator under P&A. The other program coordinators and research analysts are funded in specific program areas.
- The state accounting system (MAPS), the NHTSA's Grant Tracking System, and the OTS' internal spreadsheets provide the OTS with the financial information needed to effectively manage the budget and adhere to financial statutes and procedures.

The OTS coordinator who was on leave to the Bureau of Criminal Apprehension in 2006 returned to the OTS in October. The youth alcohol coordinator retired in July and the child passenger safety coordinator left for another position in DPS in August. Two new coordinators were hired, one with significant experience within the department and the other with significant experience with highway safety in North Dakota. One coordinator position remains open.

Future Strategies:

The OTS periodically reviews its procedures and organization to ensure operations are effective and efficient. Electronic leave slips will be used starting in January 2007. The OTS Highway Safety Plan (HSP) calendar was moved forward during 2006 to move most requests for proposals out of the busy summer and into spring. The OTS strives to continually improve training opportunities and office environment to retain qualified staff. Activities from the SHSP continue to be merged into the various traffic safety programs.

Occupant Protection

In 2006, 83.3 percent of Minnesotans wore seat belts. The OTS aims to reach the approximately 1 in 5 that continue to travel unbelted.

Much of Minnesota's traffic safety program is devoted to changing the behavior of those motorists who do not use seat belts or properly restrain children in child safety seats. One program coordinator administers the OTS' occupant protection (OP) programs. Focusing on efforts which are aimed at teens and adults, the OP coordinator is involved with law enforcement efforts and educational programs to increase seat belt use as well as the Child Passenger Safety (CPS) Program concentrating efforts on educating parents/caregivers on how to properly transport children in child restraint systems. Minnesota's CPS Program is multifaceted in that it provides the following services: coordinates training of child passenger safety professionals; publishes CPS literature; conducts statewide public information campaigns; provides listings of statewide inspection stations, clinics, and CPS resource people; and awards child safety restraint system grants.

Occupant Protection Program Objectives:

- Increase the rate of seat belt use in Minnesota.
- Educate the public about the benefits of upgrading seat belt laws to standard enforcement status.
- Target Minnesota teens to increase seat belt use and safe driving practices.
- Decrease the percentage of unrestrained child occupant fatalities.
- Decrease the percentage of unrestrained child occupant serious injuries.
- Decrease the percentage of misuse of child restraint systems.
- Conduct and enhance public education campaigns targeted at populations transporting children.
- Encourage interdisciplinary partnerships and reinforce community CPS resource base.

Noteworthy Practices:

- Seat Belt Coalition.
- Seat Belt Observational Surveys.
- CPS Investments/Support.
- May Mobilization.

Results:

- Belt use reached 83.3% statewide in 2006.
- The Minnesota Seat Belt Coalition continued its work on educating the public and law makers on the important benefits of seat belt use. During 2006, the Coalition continued to expand its membership and educated the public as well as the legislative body. The Coalition carried the Primary Seat Belt initiative for the legislature. Support for primary safety belt enforcement continued to remain around 70% by the general public.
- There were 14,322 safety belt citations written which was an increase of nearly 18% over the previous year.

Future Strategies:

For 2007, the OTS will implement seat belt enforcement programs in conjunction with the November and May Mobilizations. In addition, the pilot program that was implemented in southeastern Minnesota utilizing extra enforcement dollars and roadway signage will be expanded. Grants will be managed with a regional perspective to enhance the program effectiveness through added partnering. Also in federal fiscal year 2007, the OTS will continue offering training opportunities to advocates interested in CPS through certified instructors. The OTS will continue its work in educating the public and policy makers about the importance of seat belt use and upgrading Minnesota's occupant protection laws.

Impaired Driving

An increase in alcohol-related fatalities from 2004 – 2005, thirty-one percent to thirty-five percent – though significantly less than the national average. Minnesota will strive to reduce the incident rate of these fatalities.

Minnesota's impaired driving program is designed around careful evaluation of crash statistics and known best practices to deter impaired driving. Current programs are evaluated for possible improvements and updated when research demonstrates programs to be successful in reducing impaired driving. The OTS has dedicated two staff members to the impaired driving issue. One focuses on impaired driving and the other on underage drinking. In addition to NHTSA funding, the OTS administers Enforcing Underage Drinking Laws (EUDL) funds received by the Federal Department of Justice, Office of Juvenile Justice & Delinquency Prevention. These funds are designed to be administered to enforce underage drinking laws and to reduce youth alcohol access and use. The two funding programs complement each other and, consequently, OTS has developed a strong impaired driving program. Minnesota has supported three specific components since the beginning of the project: law enforcement; community coalitions and education; and youth advocacy. An additional component, Court Services, has been added in 2006. In order to eliminate the vicious cycle of impaired driving, it is imperative that the courts develop programs to change offenders drinking behavior.

Impaired Driving Program Objectives:

- Decrease the percentage of alcohol-related fatalities and alcohol-related serious injuries.
- Design projects targeted at populations identified as overrepresented in alcohol-related crashes.
- Increase the number of Driving While Impaired (DWI) arrests. (An arrest is a key deterrent for impaired driving.)
- Educate key members of the impaired driving arrest process (both law enforcement and the courts) on proper procedures and the importance of their role in the procedure.
- Increase public awareness of the risks of driving impaired and the impaired driving enforcement efforts.
- Promote the development of problem solving DWI courts that closely monitor repeat impaired driving offenders.

Noteworthy Practices:

- Drug Recognition Expert/Advanced Officer Training.
- NightCAP.
- NightCAP Evaluation.
- The 50 Troopers Project.
- Traffic Operations Communication Centers (TOCC).
- DWI Courts.
- *Safe & Sober* (see Police Traffic Services section).
- Alcohol-focused Safe Communities (see Safe Communities section).

Results:

- The number of alcohol-related fatalities increased from 177 in 2004 to 197 in 2005. However, alcohol-related severe injuries decreased from 498 in 2004 to 431 in 2005.
- Minnesota increased DWI arrests from 34,199 in 2004 to 36,953 in 2005.
- All law enforcement officers that work funded programs are trained in Standardized Field Sobriety Testing (SFST) and Occupant Protection Usage and Enforcement (OPUE).
- NightCAP impaired driving enforcement saturations focused on the 13 Minnesota counties with the highest number of fatalities and severe injuries. NightCAP saturations resulted in 2,796 DWI arrests, an increase of 1,188 arrests from 2005. (73% increase)
- Two people graduated from Minnesota's first DWI Court. Two new DWI courts began operating and two others are on schedule to start in 2007

- Telephone surveys indicate the number of people that heard about increased enforcement rose from 46% to 68%. The emphasis group, unmarried males under 35, rose from 29% to 56%.
- Telephone surveys also indicate the perceived likelihood of being stopped from impaired driving increased from 25% to 31%. The perception of the emphasis group, unmarried males under 35, also increased from 20% to 29%.
- The awareness of the “*You Drink and Drive, You Lose*” (YDYL) slogan increased from 64% to 67%. The YDYL awareness of unmarried males under 35 rose from 69% to 79%.
- The new “Over the Limit. Under Arrest.” Slogan was recognized by 41% of overall respondents and 59% of unmarried males under 35.
- The 2004 Minnesota Student Survey indicated that 63% of 12th grade students have tried alcohol in the past year compared to 2001 when 68% of 12th graders used alcohol and 70% of 12th grader students obtained alcohol from friends.
- The past 30-day use rate for those underage was 64.4% and 54.5% reported driving while intoxicated.

Future Strategies:

Minnesota will continue to fund programs that reduce the number of alcohol-related fatalities and severe injuries. In federal fiscal year 2007, enforcement saturations will continue to focus in the 13 counties with the highest number of alcohol-related fatalities and severe injuries. Additionally, the national December and Labor Day Crackdowns will be supported through the *Safe & Sober* program. Paid and earned media will continue to enhance both NightCAP and *Safe & Sober* enforcement efforts. DWI courts and judicial outreach will also be supported in addition to working with the public health community. Effective educational programs will continue to be a priority as it is important that law enforcement, attorneys and judges have a clear understanding of their role and the importance of impaired driving arrests. A resource prosecutor will be contracted with to enhance the education program. Minnesota will be developing a system that will assist law enforcement and prosecuting attorneys with expediting the DWI criminal justice process. Eventually the system will track an offender through the criminal justice system. This will allow for more of a complete evaluation of impaired driving programs.

Police Traffic Services

Effective and efficient traffic law enforcement – the core of a sound traffic safety program

Police Traffic Services concentrates on training, equipping, motivating, and mobilizing law enforcement on traffic safety issues with impaired driving and passenger protection use the highest priorities.

Police Traffic Services Program Objectives:

- Reduce the number of traffic fatalities and serious injuries.
- Increase seat belt use as shown by observational studies
- Decrease impaired driving as shown by the percentage of crash deaths that are alcohol related.
- Increase the number of agencies participating in the national mobilizations and the *Safe & Sober* Challenge program.
- Increase the percentage of Minnesotans covered by agencies participating in the OTS enforcement programs and national mobilizations.
- Increase the reality, as well as the perception, of the likelihood of receiving a citation or being arrested for violating traffic laws.
- Increase the public’s recognition of law enforcement traffic emphasis waves
- Increase support for traffic law enforcement and traffic laws.
- Maintain or increase the contacts per hour, seat belt and child seat actions per contact, and citations per contact of our overtime enforcement programs.

Noteworthy Practices:

- *Safe & Sober* with the Patrol & Local Law Enforcement.

Results:

Many of the results summarized below are discussed more thoroughly in the Noteworthy Practices that follow.

- In 2005, 559 people died on Minnesota roadways.
- To date (December 1, 2006) there are 430 known traffic deaths in Minnesota. This is 10.41% fewer than the 480 known deaths on this date in 2005.
- As of December 1, 2006, there were 1,623 serious traffic-related injuries in Minnesota. If this trend holds, it appears Minnesota will see a drop from the 2,019 total serious injuries that occurred in 2005.
- Seat belt use, as shown by observational surveys, decreased slightly from 83.9% in 2005 to 83.3% in 2006. (This is a statistically insignificant change.)
- The number of agencies participating in the OTS enforcement programs and national mobilizations remained consistent at 300 from 2005 to 2006.

Obstacles and problems in the police traffic services area tend to be the same from year to year. The state, city, and county law enforcement agencies have all suffered with budget decreases in recent years. In many cases, this has resulted in fewer officers. With fewer officers and no appreciable decrease in calls for their services, traffic patrolling is often one of the first services to be cut. Disappointing as it may be, there continues to be city councils and county boards that have made the decision that enforcing impaired driving laws is bad for their liquor establishments' business and must be curtailed. Individual officers and department policy makers have differing views on the importance of enforcing traffic laws in relation to the other work they do and on which traffic safety laws are more important. Anecdotally, it appears we are winning those battles through our *Safe & Sober* programs and Law Enforcement Liaisons. Other societal problems such as natural disasters and homicides with far less devastating and widespread consequences in raw numbers take the people's interest and make the headlines. Media hooks for traffic enforcement projects continue to create challenges to think of new ways to keep the media interested in reporting traffic safety events and efforts to the public.

Future Strategies:

Overall, the Minnesota enforcement community and the public identify with and support the *Safe & Sober* programs. Evidence strongly supports that the combination of paid and earned media and increased enforcement can have a positive impact on improving driver behavior. There continues to be movement toward substituting some statewide enforcement periods with multi-county efforts where agencies within several counties would select enforcement dates and focuses for their region.

Traffic Records

Accurate, complete, timely & accessible data – the foundation of any traffic safety program and the only method for evaluating progress

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

The OTS has a designated Traffic Records Coordinator who acts in the capacity of secretary or Traffic Safety Information Systems (TSIS) Coordinator to the TRCC. Since 1998, this position has facilitated TRCC meetings and has maintained meeting minutes. In addition, the position represents the TRCC at various technical and project specific working committees.

The traffic safety information systems covered by traffic records include the following six areas: crash, roadway, drivers' license, vehicle registration, outcome/injury surveillance and adjudication. The OTS is most involved as a stakeholder within the motor vehicle crash data system. There are three primary roles for the OTS in the crash database process. First, the OTS researchers validate the quality of the crash data that has been entered. They do this by checking for inconsistencies between data elements and report those findings to DVS for correction. In addition, at the end of the year they comb through the fatal crashes and gather any missing information on driver blood alcohol content levels. Second, staff members serve as database managers for the Fatal Accident Reporting System (FARS) and Crash Outcome Data Evaluation System (CODES). Lastly, the OTS performs problem identification and evaluation of programs with the crash data. Reports released out of the OTS include the annual Minnesota Motor Vehicle Crash Facts and Impaired Driving Facts.

Traffic Records Program Objectives:

- Ensure the collection of complete, timely, and accurate data.
- Foster productive partnerships.
- Seek input from traffic records stakeholders.
- Produce data standards.
- Enhance, maintain and integrate high quality data.
- Identify resources to accomplish TRCC goals and objectives.

Noteworthy Practices:

- Problem identification performed by the OTS researchers.
- Minnesota TRCC Strategic Plan.
- Minnesota CODES Report on Seat Belt Use.

Results:

- Compiling accurate crash data is important to the OTS. Currently, the OTS has three researchers who produce documents concerning Minnesota's motor vehicle crashes. Two major publications produced by the OTS are *Minnesota Motor Vehicle Crash Facts* and the *Minnesota Impaired Driving Facts*. These reports are an excellent resource for people interested in the crashes and impaired driving problems in Minnesota. In addition, each research staff member responds to about 25 requests per week from other government entities, news media, and non-government organizations. These requests can be complex and time consuming. Lastly, staff researchers produce additional traffic safety problem identification tables and report to aid specific counties and cities.
- The Minnesota CODES project links motor vehicle crash data with hospital treatment information. It represents a collaborative effort among the Minnesota Departments of Health, Public Safety, and Transportation with the Minnesota Hospital Association and Minnesota Emergency Medical Services Regulatory Board. The mission of CODES is to provide linked crash and hospital-injury data in aggregate form. With this data, countermeasures that have the most impact on improving highway safety can be identified. In March 2006, a full-length report, *Estimating Minnesota Hospital Charge Savings with the Adoption of a Standard Enforcement Seat Belt Law*, was released and a media event was held at the State Capitol. The goal of this study was to measure hospital

medical care charges associated with unrestrained motor vehicle occupants in Minnesota. In addition, it determined cost impact on government payer sources and estimates the likely impact of a standard (or primary) enforcement seat belt law.

- During the first half of 2006, the TRCC developed a Statewide Traffic Information Systems Strategic Plan that covers the six TSIS areas. This document includes the following components:
 - Addresses existing deficiencies in the state highway safety data and traffic records systems.
 - Specifies how deficiencies were identified; prioritizes needs and sets goals for improving the systems.
 - Identifies performance-based measures by which progress towards those goals will be determined.
 - Specifies how Minnesota will use Federal Section 408 monies and other funds to address the needs and goals identified in the strategic plan.

In the end, the TRCC identified 19 strategic projects for inclusion within the TSIS Strategic Plan with a total estimated budget of \$5.2 million through September 2009. Eleven of the 19 projects will request NHTSA Section 408 grant monies to fund activity during this time period. In September, the OTS was awarded nearly \$800,000 in NHTSA Section 408 Funds and an additional \$200,000 from a Federal Motor Carrier Safety Administration Commercial Vehicle Analysis Reporting System grant extension to support the strategic plan.

Future Strategies:

For 2007, the TRCC will continue to follow its current path of implementing prioritized projects from the Statewide Traffic Information Systems Strategic Plan. Major projects that are expected to be completed include the release of a crash records standard for law enforcement agencies' (LEA) records management systems (RMS) and the creation of an electronic interface for the submission of crash reports from LEA RMS to the crash database housed by the Department of Public Safety Driver and Vehicle Services division. To apply for second year NHTSA Section 408 funding in June, the first part of the year will entail updating the TRCC strategic plan. As for internal problem identification programs, the OTS will continue supporting activities of its research staff and FARS analyst. The CODES project is anticipating the release of a report which will focus on teen drivers and the impact of upgrading Minnesota's graduated driver licensing laws.

Safe Communities

Community activities and coalitions – dedicated advocates working together to make their roadways safer

Involving people at the community level is essential to raise awareness of and to decrease traffic fatalities and serious injuries. Communities that are aware of the relative costs and risks posed by traffic crashes are more likely to devote energy and resources to becoming proponents of traffic safety. Community involvement is fostered through the development of Safe Community coalitions, encouraging local businesses to become involved through National Employers for Traffic Safety (NETS), and developing partners in the health, education, engineering, emergency response and law enforcement arenas. Ownership of the community's traffic safety related problems pulls the community together and encourages solutions that will specifically address the local issues that result in crashes. With communities focusing on traffic safety issues, the OTS' goal of Toward Zero Deaths becomes more attainable.

Safe Communities Program Objectives:

- Increase Minnesotans' awareness of traffic safety issues.

- Meet quarterly with coalition partners to provide networking opportunities to focus on traffic safety issues.
- Increase the number and diversity of members that are actively involved in local coalitions.
- Utilize an experienced health professional liaison to increase health professionals' awareness of the importance of traffic safety issues and to obtain their cooperation in focusing on these issues.
- Conduct evaluation efforts to assess the effectiveness of the OTS' programs.
- Expand the number of active Safe Communities coalitions to more areas of the state.
- Encourage the formation of regional coalitions.

Noteworthy Practices:

- Public Information and Education.
- Safe Community Coalitions.
- TZD Conference.
- High-visibility Enforcement of Aggressive Traffic (HEAT) Speeding Campaign Enforcement.

Results:

- Traffic Safety Partners breakfasts were conducted quarterly to do outreach to partners.
- Health professional liaison continued to expand our partnerships in the health field, educate and advocate for support for traffic safety issues in the health community, and provide support for coalitions.
- Telephone and web-based surveys of Minnesotans were conducted to assess awareness of our efforts and self reported changes in behavior (observational surveys of safety belt use were conducted under the occupant protection section).
- Surveys conducted showed increases in awareness and support for traffic safety issues.
- Interest in Safe Community Coalitions continues to grow and partnerships were expanded. There were 22 Safe Community coalitions in 2006.
- Numerous public information/education activities, as well as paid media, increased Minnesotans' awareness of our programs and traffic safety issues.
- The rising costs of health care and the costs associated with traffic crashes have been a way for the Health Liaison to increase the health community's interest in traffic safety.
- The Towards Zero Deaths project continues to coordinate efforts to advance traffic safety with three regional projects. These include Southeast Minnesota (5 counties), Southwest Central Minnesota (5 counties), the Gateway Area (north/northwest of the Metro area) (6 counties).

Future Strategies:

The OTS needs to continue to challenge the complacency toward traffic crashes through our PI & E and paid media efforts as well as working through the Safe Community Coalitions to enhance local ownership. The Fatal Review Committees within the Safe Community Coalitions are bringing the players from the different disciplines together to review the fatal crashes. Seeing a crash from a different perspective will continue to lead to actions that will be taken to prevent further fatalities within the community. Continuing this forum will encourage collaboration among the partners and help the coalitions to integrate all four "E's" in their activities (Enforcement, Education, EMS, and Engineering) so they promote the OTS' goal of Toward Zero Deaths. Safe Community Coalitions will be encouraged to not only review fatalities but also serious injury crashes. Regional Safe Community groups will be encouraged and sought out. The health liaison will continue to enlist the health community as well as to reach out to other health advocates in work places and faith communities for their assistance in decreasing fatalities and serious injury crashes. A second part time health liaison will be hired to provide better and more consistent coverage throughout the state.

Motorcycle Safety

In 2005, 63 persons were killed in 61 fatal motorcycle crashes. Motorcycle deaths per 10,000 registered motorcycles climbed to 3.2.

The Minnesota Motorcycle Safety Program (MMSP) conducts Motorcycle Safety Foundation (MSF) rider training courses, a public information campaign, and an evening testing program for motorcycle license endorsement.

Motorcycle Safety Program Objectives:

- Decrease motorcycle fatalities per 10,000 registered motorcycles to less than 3.0.

Noteworthy Practices:

- Rider Education and Training partnered with Public Information Campaign

Results:

- In 2006, the MMSP geared its public information campaign toward increasing experienced rider participation in training courses.
- The MMSP was successful in increasing participation in the Experienced Rider Course; setting a new record of 522 students. In 2006, 8,763 students participated in a Minnesota Motorcycle Safety Center course:
 - 7,837 in the Basic Rider Course
 - 522 in the Experienced Rider Course
 - 217 in the Moped Course
 - 187 in the Skills Re-test Course
- The rate of motorcycle fatalities per 10,000 registered motorcycles increased from 2.9 in 2004 to 3.2 in 2005.
- While the number of 2006 motorcycle crash fatalities will not be finalized until the spring of 2007, the overall number of motorcycle fatalities will be the highest in two decades.
- Despite the increase in fatalities, the rate of motorcycle crashes continues to decline. In 1996, Minnesota experienced 100 crashes per 10,000 registered motorcycles. Both 2004 and 2005 saw this number at a record low of 77 crashes per 10,000 registered motorcycles.
- In 2005, motorcycle crashes were more severe than ever. A record high 4.3 fatal crashes per 100 crashes was recorded.

Future Strategies:

The MMSP will be targeting experienced riders again in 2007 to build Experienced Rider Course enrollment with a goal of increasing enrollment to 700 students. Additionally, a new course offering has been developed as a follow up to the Basic Rider Course. The course, entitled Street Smarts, features a two hour classroom segment that can be delivered in the winter as a stand alone course or partnered with selected exercises from the Basic Rider Course; identified as the Refresher Course by MSF. The Street Smarts classroom can also be partnered with the Experienced Rider Course. We are hopeful that the Street Smarts+ Refresher course will strike a chord with riders who have completed the basic course but do not yet feel ready for the experienced course.

Roadway Safety

The partnership between the Office of Traffic Safety and the traffic engineers continues to grow stronger in Minnesota

Roadway safety assesses problems that are related to the roadway environment and constitutes our primary means of supporting engineering-based traffic safety solutions. This includes hazard elimination and identifying certain segments or locations of roadway that have a high crash rate due to specific roadway problem(s). Since Minnesota's sanctions on repeat DWI offenders are

not sufficiently stringent (in terms of meeting the congressionally set 164 rules), a large amount of federal highway construction funds are transferred from the MnDOT to the OTS. A portion of those funds are used to support county mini-grants for hazard elimination programs designed to make the roads safer. The Toward Zero Deaths (TZD) Committee reviews TZD activities and recommends sections of roadways in need of safety improvements.

Roadway Safety Driving Program Objectives:

- Create a safer roadway environment.
- Coordinate and disseminate information on the Toward Zero Death project.
- Expand projects that provide for hazard elimination on our roadways.

Noteworthy Practices:

- TZD Committee.
- Tailgating/Rear-End Collision Avoidance Pilot.

Results:

- The TZD Committee continues to oversee the dissemination of information on the TZD program through the TZD web site. Members of the committee include representatives from MnDOT, OTS, Department of Health, State Patrol, the University of Minnesota/Center for Transportation Studies, HumanFIRST Program, FHWA, County Engineers, and local partners in designated TZD corridor areas.
- Coordination of the TZD goal has resulted in the use of the TZD logo as a “brand” on all public information released from the OTS office as well as the MnDOT Communications office.
- Overhead message boards continue to be used for traffic safety messages.
- The Committee also assists with the planning of the TZD Conference
- The OTS worked with the MnDOT and Wright County, to coordinate a tailgating mitigation system similar to a Pennsylvania project honored with a 2001 National Highway Safety Award.
- The evaluation found an increased average gap from 2.35 to 2.52 seconds, or 14.1 feet as well as a decrease in average speeds from 58.6 to 57.9 mph, or -0.6 mph along the study corridor.

Future Strategies:

The Minnesota SHSP includes a focus on roadway safety area with local agency projects and activities that address projects for either a Road Safety Audit or a SHSP safety project. In order to expedite local agency projects, another grant will be given to MnDOT to solicit project ideas from these local agencies. Through this grant, MnDOT will continue to provide mini-grants to the local agencies for these projects. The TZD Committee will continue to spearhead the TZD project, provide information about TZD, and monitor the relationship of its activities to the SHSP. The continued development of partnerships, through the Traffic Safety Partner (TSP) Breakfasts and the TZD project with the MnDOT, are crucial for the OTS. These partnerships will continue to provide a network of resources for the Safe Community Coalitions and enhance the coordination of traffic safety efforts in Minnesota. The TSP breakfasts will become focused and incorporated into the TZD project. Sessions will cover information focusing on one of the four “E’s” each quarter. The OTS will continue to measure the effectiveness of programs through both surveying and crash data analysis. The use of the internet to conduct web-based surveys will continue to be a feature.

Noteworthy Practices

Occupant Protection

Seat Belt Coalition

Target:

Citizens, media and policymakers in Minnesota

Problem Statement:

Minnesota's seat belt use rate in 2006 was at 83.3 percent. This shows that Minnesota may have reached a plateau in the seat belt use rate. From that we know that we still have 1 in 5 who continue to travel unbelted. Minnesota believes in moving toward zero deaths. Increasing seat belt use is one way to move the numbers closer to reaching that goal.

Objectives:

- To coordinate the grassroots work of safety professionals and citizens to increase the seat belt use across the State.

Strategies:

- Build membership in the Seat Belt Coalition.
- Provide members with effective communication tools.
- Educate citizens, media and policy makers on the importance of seat belt use and enforcement laws in increasing seat belt use.
- Prepare primary seat belt information for the 2007 legislative session.

Results:

- Membership increased in the Coalition and the Government Relations team.
- Communications tools were improved through new fact sheets and updating the web site.
- CODES data was included in the information delivered to the media and the public, giving a better picture of why seat belts are a societal issue not just a personal choice issue.
- The 2006 legislative session was encouraging. The primary seat belt bill was closer than it had ever been before, due to the education provided to the legislative body.

Costs: \$15,000.00

Funding Source(s): 402

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SEAT BELT USE OBSERVATIONAL SURVEYS

Target:

Minnesotans, OTS research analysts, policy makers, and program coordinators, and the NHTSA

Problem Statement:

An observational survey of safety belt use in Minnesota is conducted at least annually to measure the impact of safety belt program activities. The OTS redesigned its observational survey of belt use in federal fiscal year 2003 to correspond to the state's population changes and to obtain additional data. The OTS continually looks for ways to improve upon the process and increase the usefulness of the data collected.

Objectives:

- Conduct, analyze and report the findings of Minnesota's NHTSA-approved safety belt observational survey.
- Collect additional data on seat belt users and non-users.
- Improve the efficiency of the survey process.

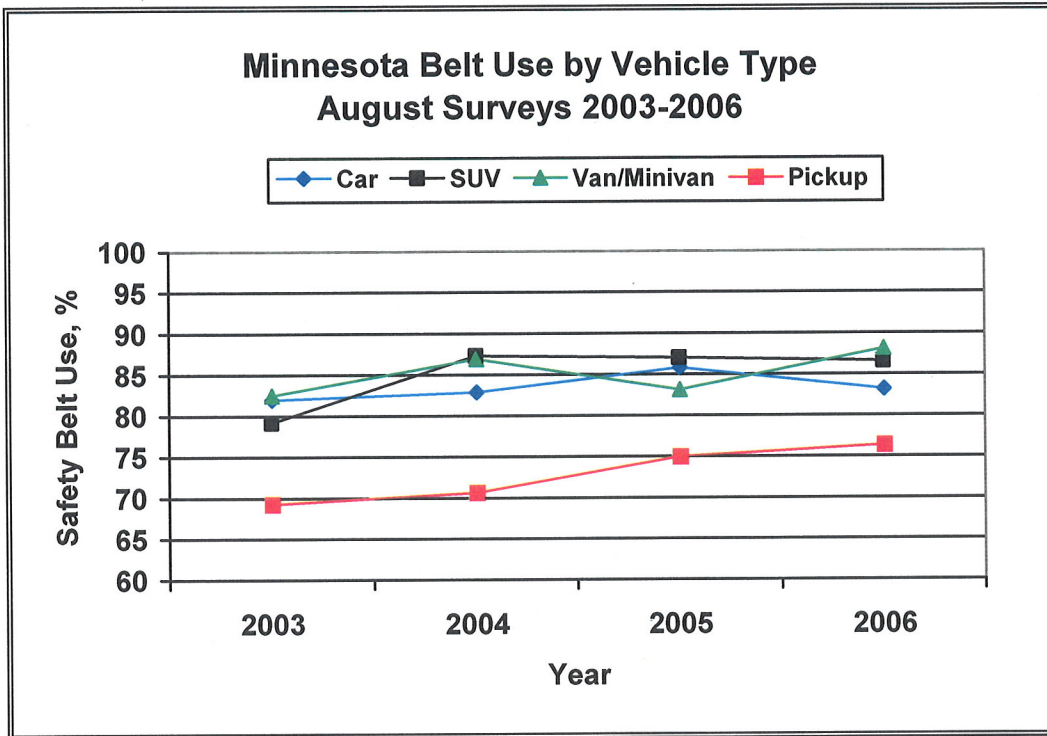
Strategies:

In fiscal year 2004, the OTS took advantage of new technology to streamline the data collection process and improve the accuracy and efficiency of the survey. The Personal Digital Assistants (PDA's) chosen allow for wireless internet connectivity and cell phone use as well. Observers continue transmit data soon after it is collected and the data can be reviewed the same day using the Tungsten W PDA's. The cell phone capability allows for immediate consultation between observers and the survey supervisor.

In 2006, the OTS expanded the data collection capability to include motorcycle helmet use in the annual August survey for the first time in almost two decades. The OTS also publishes a cell phone use rate from data obtained during the survey.

Results:

- Four observational surveys of safety belt use in Minnesota were conducted.
 - Mini survey was conducted prior to the May Mobilization and Rural Demonstration Project (RDP).
 - Mini survey was conducted during the RDP.
 - Statewide survey was conducted post May Mobilization and RDP.
 - Annual statewide survey was conducted in August (83%).
- All observational data was available to the NHTSA by the desired deadlines.
- Problems with observers or data were identified immediately and resolved.
- A cell phone use rate (4.7%) was calculated for Minnesota drivers.
- A helmet use rate (43%) was calculated for motorcyclists.
- Safety belt use is now available by vehicle type, age group, and gender.



Costs: \$47,538.23

Funding Sources: 402

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CPS INVESTMENTS/SUPPORT

Target:

Trained MN CPS Advocates, Parents, caregivers and all who transport children on Minnesota roadways.

Problem Statement:

Motor vehicle crashes continue to be the leading cause of death and injury for children ages 1-14 years. While educational efforts have made an impact on reducing death and injury for children under age 4, our children ages 4 – 14 continue to be over represented in the injury and death statistics. Technology in vehicles continues to change, so CPS advocates need continuing education to stay current on the issues facing this population. In addition, the population in Minnesota continues to diversify and English is a second language to many. The information pieces needs to be in a format that these groups will find useful.

Objectives:

- Increase both the use rate and correct use rate of child seats and booster seats.
- Conduct training and support for CPS advocates.
- Provide materials to CPS advocates to enhance their knowledge and ability to share their knowledge with others.

Results:

There were a large number of events, classes, clinics, etc. held throughout the year:

- 276 Child and Foster Care Provider Training Classes.
- 58 Car Seat Clinics held throughout the State educating parents about car seat installation.
- 26 permanent fitting stations to assist parents and caregivers in the correct installation of car seats.
- 3 refresher, 14 practitioner, 15 technician classes taught throughout Minnesota during the year.

Strategies:

CPS trained advocates committed to assisting parents and caregivers will provide services to educate parents about the correct installation of child restraints. These advocates will work closely with the OTS to receive the most up-to-date class materials and for assistance in publicizing their upcoming classes or clinics through the OTS web site.

Costs: \$ 86,755.50

Funding Source: 2003B

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May Mobilization**Target:**

Drivers and passengers in Minnesota with an emphasis on 18-34 year old males and a secondary target of the rural areas of the state.

Problem Statement:

There is a trend for the overall number of crashes reported to Public Safety to decrease. Since 2000, when about 104,000 crashes occurred, the number decreased to 87,000 in 2005. Minnesota's other statistics haven't been as strongly positive. Each year, slightly more than 150,000 drivers are involved in crashes resulting in around 574 deaths, 37,500 people injured, and a cost to taxpayers and insurance policy holders of over \$1.7 billion. Traffic crashes are the leading cause of deaths for Minnesotans from the age of one through 34 years.

Research has consistently shown information campaigns alone do not change behavior and enforcement efforts do not have a lasting effect on drivers' behavior if the majority of the public is not aware of them. Combining increased enforcement with adequate public awareness of those efforts does result in long-lasting improvements in driver behavior. By increasing the number of arrests and raising the perceived risk of arrest, compliance with traffic laws is increased.

Objectives:

- Increasing percentage of agencies participating in increased enforcement and public education.
- Increasing recognition of law enforcement traffic emphasis areas.
- Increasing support for traffic law enforcement and traffic laws.
- Improving the evaluation components of the program.

Strategies:

During federal 2006, the OTS conducted seat belt mobilization for one week around Thanksgiving, during most of the month of May and DWI crackdowns around December and Labor Day. The NHTSA calendar was followed for the Memorial Day and Labor Day waves and this report focuses on those events which occur annually.

The mobilizations include elements of the *Safe & Sober* grant and Challenge programs with the addition of paid media publicizing the enforcement. The types of activities discussed below are also a part of most *Safe & Sober* waves; to decrease redundancy they are not included in that report. The *Safe & Sober* law enforcement liaisons are primarily responsible for convincing law enforcement agencies to join the effort and for motivating them to increase their attention to the appropriate charge (seat belts and child seats or impaired driving) during their regularly scheduled patrols. The liaisons also are one of the main reasons so many agencies report to Public Safety. The program is officially supported by the Minnesota Chiefs' and Sheriffs' associations. The OTS makes every effort to make the program easy for the departments by keeping the reporting elements to the bare minimum, providing sample letters from a chief or sheriff to his or her officers, posters for officer break rooms. Sample letters to the editor supporting the program are provided from doctors, EMS personnel, principals/superintendents, and chiefs/sheriffs. In the past, courts and attorneys were informed of the mobilizations and crackdowns before they occurred. This past year, agencies were encouraged to do that themselves. Efforts are made to involve the schools through daily announcements, the churches through weekly bulletins, and local politicians through proclamations. All the materials are available on the OTS web site (www.dps.state.mn.us/lots/) and agencies were able to report their results on-line.

Every participating agency receives a small incentive for their work on the mobilizations (duty bag, pullover shirts, a Stinger flashlight, a tint meter, or a light to increase officer safety when out of their vehicles on the roadway). Starting with the 2006 May mobilization, agencies can "save" the value of small incentive items and receive a larger incentive at a future date. Once an agency skips reporting for a mobilization or crackdown, they lose any saved values on their record. In addition, agencies are randomly drawn for a limited number of larger incentives such as new light bars, a radar gun, a laser, or an in-squad camera.

Results:

- In addition to the *Safe & Sober* grantees who received funding for overtime enforcement, 41 mini-grants, covering an additional 109 agencies (26 sheriffs offices and 83 police departments), were written for overtime hours during the May mobilization (enforcement actions for those grants are covered in the *Safe & Sober* report). Funding was also provided for evaluation via observational and telephone surveys, and paid advertising including television ads, radio ads, billboards, gas pump toppers, and a few print ads with the *Click It or Ticket* theme.
- 400 agencies signed up to participate – 85% of all agencies in the state. Since the number of agencies in Minnesota decreases slightly each year this number is about equal to 2005.
- 301 agencies completed reports to the OTS. Unfortunately, all the data on agencies who reported on-line via the web site were lost due to a technical problem. Agencies had to fax in or enter a report a second time. Considering this, the OTS is pleased with the results. When reporting via the web site works, it is wonderful. Unfortunately, significant

- problems occurred during every 2006 mobilization and crackdown; data was lost time and again.
- 14,322 safety belt citations were written (nearly an 18% increase over the previous year).

Findings of random phone surveys conducted before and after the May mobilization include:

- 70% of those surveyed supported a standard (primary and universal) seat belt law; this year those surveyed in the rural area also favored a standard law increase.
- Recognition of the *Click it or Ticket* phrase rose from 65% before May to 76% in June. Last year it rose from 39% to 79%.
- Those who had heard about a special effort by police to ticket drivers for belt violations increased from 13% before May to 41% after the effort; for rural Minnesota the increase was 14% to 45%.

The results of the Labor Day 2006 DWI crackdown:

- 401 agencies (85% of the total) signed up to participate.
- 297 agencies reported to the OTS despite the fact that there were problems with the web site. This is the first time participation in a DWI crackdown reached the levels of a seat belt mobilization.
- 2,255 impaired drivers were arrested -- an increase of 7% over the previous year.

Findings of random phone surveys conducted before and after the Labor Day mobilization include:

- After the enforcement, 41% of telephone respondents recognized the new "Over the Limit Under Arrest" slogan. For young unmarried males, 59% recognized the slogan.
- Awareness of enforcement rose from 46% to 68% when comparing pre and post enforcement efforts.
- Those agreeing they would "very likely" receive a ticket if they drank and drove increased from 25% to 31%. For rural respondents it increased from 25% to 33%. For young unmarried males it increased from 20% to 29%.
- Support for more strict DWI enforcement went from 76% to 84%. Both urban and rural areas showed an eight percentage point increase.

Note: Due to the proximity of the Labor Day wave to the end of the federal fiscal year, the OTS incurs and pays the costs of the agencies' incentives for that mobilization out of the next federal fiscal year. This report discusses the activities and presents the costs that occurred during the 2006 federal year.

Significant Problem; It is difficult to say how many more reports would have been received by the OTS if agencies weren't asked to report twice. It is extremely frustrating for everyone involved. The OTS must find a fail-safe solution to this problem if reporting over the web site is to continue.

Costs: \$225,791.87

Funding Source: 157 Innovative, 410, 402

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IMPAIRED DRIVING

Drug Recognition Expert/ADVANCED OFFICER TRAINING

Target:

Minnesota Law Enforcement Officers

Problem Statement:

Law enforcement is required to have knowledge of the law in all facets of their job. 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.

Objectives:

- Educate instructors to teach courses on Standardized Field Sobriety Test (SFST), Drugs that Impair Driving (DTID), Occupant Protection Usage and Enforcement (OPUE) III, DWI/SFST Update (Update), and Drug Evaluation and Classification (DRE).
- Provide training for state, county, city, and federal law enforcement officers on SFST, DTID, OPUE III, DRE, and Update.
- Maintain current training material as provided by the NHTSA.

Strategies: The OTS contracts with the MSP to train and coordinate instructors for courses that are known to enhance traffic enforcement and are sanctioned by NHTSA. These courses are SFST, DTID, OPUE, Update, and DRE. Since law enforcement learns most effectively when taught by highly qualified peers, the Minnesota State Patrol contracts with and trains troopers, local officers, and county deputies to instruct these courses. To ensure that officers receive this training, SFST, DTID and OPUE training are required for all law enforcement that participate in overtime enforcement programs funded by the Office of Traffic Safety. In addition to these classes, an Update course provides a refresher for law enforcement on the importance of impaired driving enforcement. Course evaluations are provided and reviewed after each class to guarantee that course material meets the training needs of law enforcement.

Results:

- The following chart indicates the number of courses provided and the number of law enforcement officers trained.

Course	Number of Courses Provided	Number of Law Enforcement Trained
SFST	30	506
DTID	30	519
OPUE	28	549
DWI Update	50	1030
DRE	1	24

- A sampling of critiques was examined for each class. A scale was used: Excellent=5, Very Good=4, Good=3, Fair=2, Poor=1. The average over all opinion for each class was:
 - SFST: 4.7
 - DTID: 4.5
 - Update: 4.5
 - OPUE: 4.3
- 97% of sampled respondents stated that they agreed that the SFSTs would improve their ability to identify impaired drivers
- 99% of sampled respondents stated that they were glad that they attended SFST training.
- 99% of sample respondents reported that the DTID training would improve their ability to enforce the DWI-Controlled Substance law and improve their ability to detect 'drug' impaired drivers
- 99% of sampled respondents stated that they understand the MN DWI law better after attending Update training.
- 98% stated that they feel more prepared to administer and interpret SFSTs after attending Update training.
- Quarterly *Snare the Drug Impaired* newsletter was sent to over 500 law enforcement contacts nationally.
- DRE Certification training resulted in 41% of the subjects were polydrug users (under the influence of more than one drug category at the time of the evaluation).
- 70% of students participating in DRE Training stated the course was "excellent" (15% stated it was "very good").
- A survey was sent to the Chiefs, Sheriffs, and Commanders from departments that currently have DRE officers. Sixty percent of the surveys were returned. A sampling of the responses is listed below.
 - Has the addition of DREs increased the number of Controlled Substance DWI arrests?
Yes=46 No=6
 - Have the DREs been an asset in other areas of general law enforcement?
Yes=48 No=5
 - Do the benefits of a DRE compensate for the cost and time expended on training and annual recertifications?
Yes=43 No=6 Yes & No=3
 - Do you have recommendations for improving the DRE Program in Minnesota?
"DREs have been and continue to be a great asset for our department"
"Keep up the good program"
"A little more community outreach"
- Training material was updated immediately after receiving updates from the NHTSA.
- An advertising flier "*Does Your Agency Have a DRE*" was developed and sent to all 274 law enforcement agencies in Minnesota.

Costs: \$216,348.86

Funding Source(s): 410 Alcohol and 164

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NightCAP

Target:

Impaired drivers

Problem Statement:

Drinking and driving remains a serious problem in Minnesota and across the nation. In 2005, 559 people died in traffic crashes in Minnesota and 197 of those fatalities were alcohol-related. Fear of being arrested is the strongest deterrent in reducing impaired driving. Law enforcement does not always have time during their regular schedule to conduct focused impaired driving enforcement

Objectives:

- Increase the fear of being apprehended by conducting highly-visible impaired driving enforcement saturations that include state, city and county law enforcement officers. These saturations will be conducted in the 13 counties with the highest number of alcohol-related fatalities and severe injuries over a three year period.
- Decrease alcohol-related fatalities and severe injuries in Minnesota - specifically in the 13 counties.
- Increase DWI arrests in the 13 counties – a known deterrent for impaired driving.

Strategies:

The OTS contracts with the MSP to conduct highly visible impaired driving enforcement saturations in the 13 counties with the highest number of alcohol-related fatalities and severe injuries. The 13 counties where the NightCAP program will focus are Anoka, Cass, Dakota, Hennepin, Kandiyohi, Olmsted, Ramsey, Scott, Sherburne, St. Louis, Stearns, Washington and Wright. Monthly saturations will be conducted in each of the 13 counties. In the two counties with the highest number of fatalities and severe injuries (Hennepin and Ramsey) weekly saturations will be conducted during the summer months. By focusing in the 13 counties, limited resources will be spent in the areas with the most prevalent impaired driving problem. Saturations must include law enforcement officers at the state, county and city level. Public information, education and media efforts must be a part of each saturation. Activity reports will also be collected after each saturation to assist in the media effort.

On-duty impaired driving saturations will also be encouraged. Law enforcement will be offered incentives (small traffic safety equipment) to conduct on-duty saturations in areas that the project is unable to fund.

Results:

- Comparing FFY04 to FFY05, NightCAP increased the number of saturations from 260 to 290 and DWI arrests increased from 1,608 to 2,796.
- Summer NightCAP in Hennepin and Ramsey Counties started June 9, 2006, and continued for 13 weeks. Saturations were conducted every Friday and Saturday night, resulting in 52 saturations and 1,050 DWI arrests.
- A detailed comparison of enforcement activity that resulted from the project in FFY05 to the activity that resulted from the project in FFY06 is documented below.

DISTRICT	DWI	VEHICLE FORFEITURE	DAR/DAS/DAC	DRUGS	OPEN BOTTLE	MINOR CONSUMPTION	SPEED	SEAT BELTS	CHILD RESTRAINTS	DESIGNATED DRIVER	TOTAL CITATIONS	TOTAL VEHICLE STOPS
Reg NightCAP	1201	130	916	213	218	522	2131	391	17	698	8388	17101
On-Duty	320	37	225	78	90	181	693	94	11	683	2386	6384
Junior	35	8	5	28	95	698	44	5	1	108	1034	1925
NightCAP Extra	52	7	12	6	2	3	1	1			99	54
FFY 2005	1608	182	1158	325	405	1404	2869	491	29	1489	11907	25464
Reg NightCAP	2225	240	1538	269	245	643	3326	482	45	1066	13901	27068
On-Duty	253	30	125	50	25	207	295	55	1	295	1553	4636
Junior	94	1	4	1	1	1226	25	5	2	4	1501	2219
NightCAP Extra	224										224	
FFY 2006	2796	271	1667	323	271	2076	3646	542	48	1365	17179	33923
Increase/ Decrease	1188	89	509	-2	-134	672	777	51	19	-124	5272	8459
Percentage of increase	74%	49%	44%	-1%	-33%	48%	27%	10%	66%	-8%	44%	33%

- Monthly impaired driving saturations were conducted in each of the 13 counties. An additional 61 saturations were held at locations of the state where impaired driving is customary such as music festivals or regional fairs. These events resulted in 616 DWI arrests.

County	Number of Saturations	Number of DWI Arrests
Anoka	21	142
Cass	12	29
Dakota	20	96
Hennepin	14	340
Kandiyohi	12	33
Olmsted	12	63
Ramsey	15	121
Scott	13	82
Sherburne	11	57
Stearns	12	56
St Louis	10	31
Washington	14	42
Wright	11	38
Summer Metro (Hennepin and Ramsey)	52	1050
Other location	61	616
Total	290	2796

- The following chart documents total DWI arrests in the 13 counties for FFY05 and FFY06 and percentage of increase. DWI arrests are not all reported for FFY06. Preliminary reports indicate that all but one county has experienced an increase in DWI arrests

County	FFY03 DWI Arrests	FFY04 DWI Arrests	% of Increase
Anoka	1948	2183	12%
Cass	280	370	32%
Dakota	2484	3059	23%
Hennepin*	7243	8544	18%
Kandiyohi	252	329	31%
Olmsted	846	820	-3%
Ramsey*	2493	3169	27%
Scott	1076	1247	16%
Sherburne	530	763	44%
Stearns	1057	1261	19%
St Louis	1628	1671	3%
Washington	1381	1805	31%
Wright	669	861	29%

- Crash information is not available for the year that the majority of program funding was expended. Preliminary numbers indicate that fatal crashes have decreased. The percentage of alcohol-related crashes is not known at this time and is traditionally

available in early summer of the next calendar year. Eight counties that have participated in the program for the past three years. Below is the number of fatalities for each of those counties.

County	FFY03	FFY04	FFY05
Anoka	9	7	10
Cass	8	4	1
Dakota	7	6	9
Hennepin	22	18	17
Ramsey	10	9	15
St Louis	15	7	7
Stearns	14	4	5
Washington	7	10	2
Total	92	65	66

Costs: \$839,813.79

Funding Source(s): 164 and 410

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NightCAP Evaluation

Target:

Minnesota OTS and the NHTSA

Problem Statement:

The OTS has funded a highly visible enforcement program called NightCAP since 1998. It is important to understand the influence of NightCAP on DWI arrests, alcohol-related crashes, the public's perception of DWI enforcement and the officers that work and administer the program.

Objectives:

- Determine changes in alcohol-related crashes and DWI arrests that may be a result of NightCAP.
- Evaluate the driving public's awareness of NightCAP and any potential effects of that awareness on driver behavior and perceptions of enforcement.
- Determine operation issues with the NightCAP program.

Strategies:

The OTS will collaborate with the MnDOT to jointly fund the University of Minnesota, Human First department to conduct an evaluation of the NightCAP program. The evaluation will include an examination of statewide alcohol-related crashes and arrests in relation to NightCAP operation; survey Minnesota drivers to gauge the public's knowledge regarding NightCAP and DWI enforcement across the state; and survey participants and administrators of the NightCAP program to determine constraints or positive initiatives that front-line officers believe hinder or improve their ability to conduct successful NightCAP saturations.

Results:

- Crash research results:
 - Increasing the number of saturations conducted resulted in a marginally significant decrease in the fatal alcohol-related crash rate.
 - Overall, the effect of a single saturation was very small. This indicates that a large number of saturations are required to see significant decreases in the fatal alcohol-related crash rate.
- Driving public survey results:
 - Knowing about NightCAP's existence does not necessarily change drinking and driving behaviors when other beliefs about impaired driving are held:
 - A belief that impaired driving is not a problem
 - A belief that the risk of being caught is low, or
 - That impaired driving laws are not strictly enforced.
 - Recommendation was made to increase visibility of the enforcement.
- Program coordinators survey results:
 - The process of planning, reporting, etc. is considered reasonable.
 - Lack of funding is an issue
 - Scheduling issues:
 - DREs are considered hard to schedule
 - Problems motivating officers or finding motivated officers
 - Problems during busy holiday times and summer months
- Participating law enforcement survey results
 - Paperwork is considered burdensome
 - Coordinators should work on increasing cooperation between agencies – focus enforcement in a specific area.
 - The process of identifying, detaining, transporting, and completing arrests should be streamlined.
 - Local law enforcement believes that the pre-briefing is much more important than the State Patrol.
- The final report will not be available until June 2007.

Costs: \$50,000.00

Funding Source(s): 410 Alcohol

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50 Troopers Project**Target:**

Impaired drivers

Problem Statement:

Minnesota passed a law in July 2003 that allowed bars to stay open until 2:00 a.m.; previously closing time had been limited to 1 a.m. Since this gives bar patrons an additional hour to drink, it is important the law enforcement has the resources to work at times that impaired drivers are on the road. At the time the law was enacted, many of the Minnesota State Patrol (MSP) offices did not have troopers working the early morning hours.

Objectives:

- Provide late-night patrol coverage in all areas of the state that have bars open until 2:00 a.m.
- Assure alcohol-related crashes do not increase as a result of bars staying open until 2:00 a.m. and ultimately decrease alcohol-related crashes in Minnesota.
- Increase DWI arrests in MSP districts where additional troopers are deployed.

Strategies:

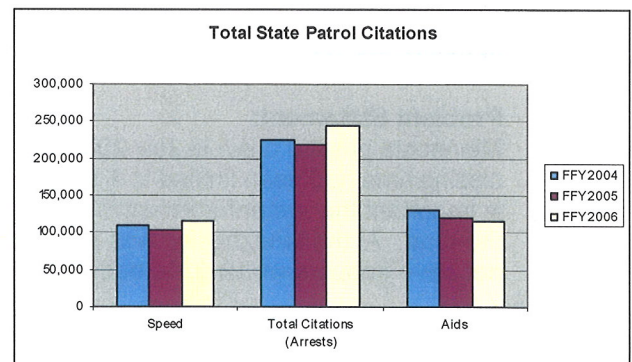
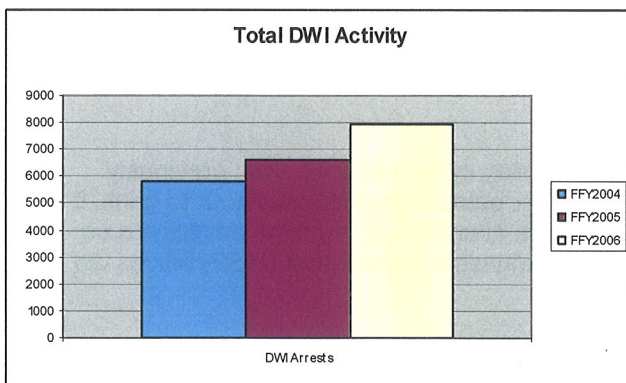
To counter the anticipated increase of impaired driving resulting from bars staying open an extra hour, additional troopers will be used in areas that do not have late-night MSP coverage. Additionally, impaired driving enforcement saturations will be conducted in the thirteen counties that have the highest number of alcohol related fatal and life changing injury crashes. These saturations will augment and be funded within the NightCAP program. (The saturation enforcement activity is reported under the NightCAP project.) The increased MSP coverage statewide coupled with the increase in number of saturations in the 13 deadliest counties will raise public awareness of the impaired driving issue and increase the expectation of apprehension by offenders.

Results:

- Fifty troopers have been trained and are currently working in their assigned station offices. All 50 troopers have been deployed during FFY2006.
- The chart and graphs below provides a comparison of statewide State Patrol citation activity for FFY2004, FFY2005, and FFY2006.

FFY 2004 and 2005

Activity Type	FFY2004	FFY2005	FFY2006	Percentage of Change from FFY2004 - FFY2006
DWI Arrests	5791	6612	7924	37%
Speed	108,311	102,794	114708	6%
Total Citations (Arrests)	224,914	217,747	243799	8%
Aids	130,505	119,583	115701	-11%



- The chart below documents activity for the 50 additional troopers.

**STATEWIDE PROJECT 50 ACTIVITY
October 2005 through June 2006**

Activity Type	Project 50 Activity	# of Project 50 Troopers	Average Per Trooper
DWI	1291	50	26
Speed	5,607	50	112
Seatbelt	588	50	12
Total Citations w Arrest	14,491	50	290
Aids	7,885	50	158

- The total receipts for SFY06 received from the issuance of 2:00 a.m. bar closing permits designated to pay for funding the 50 additional troopers was \$684,650.00. The state match for this project for FFY 06 was \$684,650.00.

Below is a comparison of the average alcohol related crashes 1998 – 2002 to the crashes that occurred in 2004 and 2005 in the districts that received an additional trooper.

Crash Data Comparison - 50 Trooper Project

State Patrol District	Location	1998 – 2002 Alcohol-related K + A	Alcohol-related Per year Average	2004 Alcohol-related K + A	2005 Alcohol-related K + A
2170	Wabasha / Lake City	12	2.4	0	1
2180	Red Wing	4	0.8	2	3
2220	Mankato	12	2.4	7	9
2230	New Ulm	5	1	3	2
2310	Jackson	4	0.8	1	0
2320	Worthington	8	1.6	3	2
2360	Montevideo	5	1	0	1
2540	Cambridge	23	4.6	2	1
2610	Buffalo	11	2.2	5	7
2630	St. Cloud	22	4.4	6	7
2640	Sauk Center	8	1.6	4	0
2670	Elk River	13	2.6	2	4
2710	Hinckley	9	1.8	2	1
2720	Carlton	12	2.4	3	2
2730	Duluth	15	3	3	1
2750	Grand Marais	4	0.8	2	0
2820	Little Falls	19	3.8	5	2
2830	Aitkin	10	2	0	1
2840	Brainerd	28	5.6	6	5
2920	Alexandria	5	1	1	2
2930	Fergus Falls	4	0.8	0	0
2940	Detroit Lakes	17	3.4	3	5
2950	Moorhead	19	3.8	2	1
2960	Ada / Mahnomon	15	3	1	1
3110	Virginia	15	3	2	3
3120	Hibbing	12	2.4	2	2
3130	Grand Rapids	18	3.6	4	12
3210	Bemidji	24	4.8	0	3
3230	Thief River Falls	14	2.8	1	3
3240	Crookston	5	1	0	0
3250	Roseau / Baudette	11	2.2	0	2

Costs: \$2,904,616.58

Funding Source(s): 164

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DWI COURT**Target:**

Repeat DWI Offenders

Problem Statement:

Thirty-nine percent of DWI offenders are repeat offenders. Many of these offenders have severe alcohol abuse problems. In order to eliminate the impaired driving problem, a comprehensive alcohol program must also address the offender's abuse of alcohol.

Objectives:

- Enhance public safety by reducing the recidivism rate of DWI offenders.
- Increase the percentage of repeat offenders that reinstate driving privileges and drive legally.
- Restore repeat DWI offenders as law-abiding citizens.
- Reduce the cost of DWI offenders by breaking the cyclical process of repeated impaired driving arrests.

Strategies:

This project will support a court that provides judicial leadership, multidisciplinary collaboration and local planning including substance abuse issues when working with repeat DWI offenders. The DWI Court will follow the ten guiding principles:

- Target the population – identifying a subset of the DWI offender population for inclusion in the DWI court program.
- Perform a clinical assessment.
- Develop a treatment plan.
- Supervise the offender.
- Forge agency, organization, and community partnerships.
- Take a judicial leadership role.
- Develop case management strategies.
- Address transportation issues.
- Evaluate the program.
- Create a sustainable program.

Results:

- There are 24 active participants in the program. Twenty-three participants report alcohol as their drug of choice and one participant reports marijuana. Four of the 24 are known to be poly-substance abusers and report use of cocaine, marijuana, and opiates. Four participants are also diagnosed with psychiatric disorders.
- There were no graduates in FFY2006. Two participants are scheduled to graduate in early FFY2007.
- Three participants have been terminated due to being charged with a felony DWI.
- The time period between arrest and admission to treatment is 29 days. Expedient treatment is linked to the success rate of a participant.
- The total number of drug tests administered this year was approximately 381. Six of these tests were positive.

- A survey was conducted on all DWI Court participants to obtain information regarding their experience with the program. The results are listed below:
 - **Program Helpfulness** – Participants were most likely to report that talking about issues in court, after court discussions, and intensive monitoring were helpful. Defendants were less likely to indicate that assistance with employment, MADD education and police visits were helpful.
 - **Beliefs about the Program** – All of the defendants reported that the DWI team treated them with respect. Many of the participants (85%) were also likely to agree that the “team” approach of DWI was more effective than traditional probation. Nearly all (92%) indicated that they would not drink and drive again. All of the participants reported that they would not be more successful in the program with more intensive monitoring and that the direct involvement with the judge was an incentive to succeed in the program.
 - **Open-Ended Responses** – The most frequent comments indicated that the multiple parts of the program were helpful. Defendants had positive things to say about the team, judge and social events. Other comments were specific to the case manager and were both positive and negative. Defendants also acknowledged that DWI court had helped them improve their personal life in many ways. Improved health, staying out of jail, and feeling less isolated are a few examples of positive changes. Comments about Secure Continuous Remote Alcohol Monitoring indicated that it was not accurate and that it was expensive. Other comments included suggestions to seek more input for improvements from veteran participants for programming ideas and more assistance with employment and transportation.

Costs: \$100,000.00

Funding Source(s): 410

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Transportation Operations Communications Centers (TOCC's)

Target:

Troopers, county sheriffs, police officers, and ultimately impaired drivers.

Problem Statement:

Throughout greater Minnesota voice and data communication systems used by law enforcement agencies to respond to traffic emergencies, communicate car to car, and receive and send important information and reports, are outdated and inefficient. The current TOCC facilities need to expand their capabilities for communications to eliminate communication dead spots in the rural areas of Minnesota.

TOCC Objectives:

- Bring together the resources of both the MSP and MnDOT to provide comprehensive communication services through the TOCC's.
- Establish an integrated statewide communications and transportation operations network serving the rural and smaller urban areas outside of the Twin Cities metropolitan area.
- Provide the necessary resources for an infrastructure that allows local and county law enforcement agencies access that provides an integrated statewide system.

Strategies:

MnDOT, through the TOCC will provide communication infrastructure in rural corridors where communication dead spots exist. The TOCC's give MSP, sheriff offices, and police departments the ability to communicate data with dispatch, car-to-car, and to access the Driver & Vehicle Services (DVS) information system by using in-squad mobile data computers. This will enhance traffic safety and benefit motorists by providing officers with immediate access to statewide driver and vehicle records and improve coordination of emergency response. This is especially critical in expediting the arrest of an impaired driver. Officers will have the added tools to complete paperwork and process arrests quickly, enabling them to return to patrolling the road. Motorists also benefit from improved roadway safety through MnDOT's use of the TOCC system by increasing the effectiveness of roadside personnel through the reporting of crashes, suspected impaired/unsafe drivers, medical emergencies, etc. as well as other roadway problems like debris, unsafe road conditions, or other hazards. This communication enables faster dispatching of law enforcement and other emergency services or maintenance crews to these problem areas.

Results:

- Provided and installed network hardware including cable, channel banks and serial cards for Regional Transportation Management Center and Mobile Data Computer base station sites.
- Provided and installed antennas, coaxial cables, and hanging hardware at twenty five tower sites.
- Provided and installed equipment sheds at the Greenbush, Lawler, Cannon Falls, and New Haven tower sites.
- Aligned microwave antennas and completed frequency coordination between Cannon Falls and Zumbrota, New Haven and Viola, New Haven and Zumbrota, and Lawler and Moose Lake.
- Provided and installed new uninterrupted power supply at Rochester and Thief River Falls dispatch centers to accommodate the use of the computer aided dispatch/automatic vehicle location system.
- Provided electrical work and backup power source at various towers.
- Purchased hardware, software and technical services to implement and optimize the radio network controller.
- Provided and installed combiners to accommodate the addition of Mobile Data Computer antennas and base stations at the Morton, Granite Falls and Arrowhead tower sites.
- Installed Mobile Data Computer antennas at twelve tower sites.
- Provided and installed security fencing and heating systems at the Cannon Falls, Zumbrota, New Haven, New Munich and Lawler tower sites.
- Provided training for six state patrol staff at Overland Park, Kansas. The troopers observed and became familiar with solutions used by a law enforcement agency to resolve radio network controller software problems they were encountering.
- Provided 50 new mobile data computers with increased processor and/or memory, in preparation for future crash, citation and DWI modules, to troopers
- Customized accident and incident reports to be Minnesota compliant.
- Customized citation/warning reports in preparation for electronic transmission (Minnesota Supreme Court is in the process of setting standards).
- Developed a global information system (GIS), planned for the dissemination of updated maps to improve response time for officers and other emergency response units, and to enhance analysis of enforcement efforts.
- Brought 11 additional law enforcement agencies onto the mobile system allowing them to run driver's license and vehicle checks, obtain driver's photos, send messages to other law enforcement agencies including MN. State troopers, and locate all squads that are GPS enabled.
- Provided mobile data computer hardware and software support for over 500 users.

- Provided mobile data computer training and support to eight County Sheriff's Departments, six Police Departments, Minnesota Bureau of Criminal Apprehension and Minnesota Department of Natural Resources.

Costs: \$2,020,818.39

Funding Source: 164

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Police Traffic Services

Safe & Sober with the State Patrol and Local Enforcement Agencies

Target:

Residents in counties and cities where seat belt use in fatal and severe injury crashes is lower or where impaired driving in fatal and severe injury crashes is more prevalent than the norm for the state, and/or that are one of the 13 counties with the highest number of traffic-related deaths and severe injuries.

Problem Statement:

Research consistently shows enforcement actions combined with publicity affects driver behavior in a positive fashion. However, calls for enforcement agencies' services continue to rise, decreasing the time officers have available for traffic patrolling and enforcement. While Minnesota's official seat belt use rate and percentage of traffic-related deaths involving impaired drivers compare favorably to national averages, they are simply unacceptable. With higher belt use and fewer impaired drivers, fewer people will be killed or severely injured.

Objectives:

- Increase the reality and the public's perception that there are negative consequences associated with poor driver behavior.
- Increase seat belt use as shown by informal observation surveys conducted by the agencies.
- Decrease fatalities and severe injuries related to impaired driving.
- Increase success with enforcement performance measures that allow the OTS to judge if the agencies receiving grants are using them effectively.

Strategies:

The *Safe & Sober* campaign combines overtime saturation patrols and publicity aimed at increasing the public's perception of the negative consequences of impaired driving and not using seat belts and child seats. There will never be enough officers enforcing traffic laws to ensure every risky driver receives a citation and learns of the negative consequences of impaired driving by personal experience. Likewise, publicity will not improve driver behavior if drivers perceive the laws are not really being enforced. It is critical that the enforcement and publicity elements are combined.

In early April, the OTS wrote a request for proposals to police departments and sheriff's offices to participate in the *Safe & Sober* program. Agencies are chosen on the basis of multi-jurisdictional cooperation, past participation in national mobilizations, geographical representation, past success with enforcement programs, and plans indicating the project will have an impact on

problems. Each year requests for the grants equal approximately twice the amount of funding available. A grant with the Minnesota State Patrol is negotiated between the two divisions; it is not part of the competitive grant process.

The basics of the *Safe & Sober* program are:

- Enhancing traffic enforcement using the Special Traffic Enforcement Program (STEP) concept in two 14-day enforcement waves which are the same as the national Memorial Day and Labor Day mobilizations, and seven days of enhanced speed enforcement between those two longer waves. Agencies may also choose to use up to 15% of their hours during the Thanksgiving seat belt and December Holiday DWI periods which were mobilizations rather than *Safe & Sober* funded waves.
- Reporting of enforcement actions taken and earned media and public information efforts made during *Safe & Sober* enforcement periods.
- Participating in and active promoting of the *Safe & Sober* campaign during media periods both before and after each *Safe & Sober* enforcement wave.
- Participation in the overtime enforcement efforts only by officers who have completed both OPUE and SFST training. The OPUE course is a shortened version of the national TOPS curriculum. Agencies receiving *Safe & Sober* grant funds for the second or subsequent year must also have officers working the project who have completed Update. Agencies receiving funds for a third or subsequent year must have at least one person on staff that has completed a CPS practitioner training class.
- Fully participating in and reporting on the Labor Day DWI crackdown and the Memorial Day Safety Belt mobilization.

A wide variety of other programs discussed in the 2006 Highway Safety Plan are directly related to the *Safe & Sober* program but are not discussed here. These include required officer training provided by the MSP, the enforcement track at the OTS' annual TZD conference, expert assistance from experienced enforcement liaisons, and paid media on the enforcement efforts, as well as, the production of ideas and examples for agencies to use to publicize the waves from the Office of Communications. In addition, the nation-wide mobilization and crackdown are closely tied to the *Safe & Sober* campaign.

Results:

- 48 *Safe & Sober* grants covering 147 enforcement agencies (35 sheriff offices and 112 police departments) were written for the 2006 federal year.
- Statewide use surveys showed an insignificant but still disheartening decrease in seat belt use; from 83.9% in 2005 to 83.3% in 2006. Informal belt use surveys conducted by 232 departments also showed an increase from 75% to 80%.
- The percentage of traffic deaths that involved alcohol increased from 31% for 2004 to 35% for 2005. The wide fluctuation in the percentage of alcohol related traffic deaths by year is not explainable.
- The average 2006 *Safe & Sober* agency stopped 2.48 vehicles per hour, wrote at least one traffic citation to 62% of those stopped, and 21.9% of the vehicles stopped received a ticket related to seat belt or child seat use. During the nearly 22,000 hours worked, 1,204 drivers whose licenses were cancelled, revoked, or suspended were found; as were 242 minors consuming alcohol; and 876 DWIs were arrested. 14 stolen vehicles were recovered, 351 drivers were found to have active warrants out for their arrest, 1,099 people were taken into custody, and at least 73 vehicles were forfeited.
- The agencies receiving mini-grants for the May mobilizations stopped 2.46 vehicles per hour, wrote at least one traffic citation to 51% of those stopped, and 30.1% of the vehicles stopped received a ticket related to seat belt or child seat use. During the 5,542 hours worked, 12,777 vehicles were stopped, 268 drivers whose licenses were cancelled, revoked, or suspended were found and 26 DWIs were arrested. 73 drivers were found to have active warrants out for their arrest and 107 people were taken into custody.

- Changes in the public's perception of the likelihood of suffering negative consequences for failing to buckle up or for combining drinking and driving did occur during 2006. Random telephone surveys found 25% felt they were "very likely" to receive a ticket for DWI before the enforcement, and 31% felt they were "very likely" to receive one after the enforcement took place and 49% felt police were more likely to write a ticket for not using a seat belt before the enforcement, and 61% felt they were more likely to write one after the enforcement took place..
- Awareness of the enforcement efforts rose from 46% before it occurred to 68% afterward for the Labor Day DWI efforts and from 13% to 41% for the May seat belt efforts.

Costs: \$1,359,092.55

Funding Source(s): 402, 410, and 157 Incentive.

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Traffic Records

Problem Identification Performed by OTS Researchers

Target:

Stakeholders involved in the collection, dissemination, and use of Minnesota crash data.

Problem Statement:

Ensuring the collection of complete, timely, and accurate motor vehicle crash data is an ongoing endeavor for the OTS as it assists the Driver and Vehicle Services (DVS) division. In addition, stakeholders involved in reducing of number of Minnesota motor vehicle crashes and resulting injury severity levels need access to accurate statistics and analysis.

Objectives:

- Validate the quality of the crash data that has been entered into the Minnesota motor vehicle crash database. Check for inconsistencies between data elements and report those findings to DVS for correction.
- Perform problem identification and evaluation of programs with crash data.
- Support stakeholders involved in lowering the number of Minnesota crashes and injury severity levels by providing statistics and analysis.

Strategies:

The OTS employs 3 full-time research staff members who are available for requests to crash data stakeholders. They check for consistency of the DVS crash records with particular attention to fatal crashes by cross examining crash records with the FARS files. In addition, they gather any missing information on blood alcohol content levels for drivers that were involved in fatal crashes. The OTS, with the assistance of the researchers prepares and releases annual reports which include the *Minnesota Motor Vehicle Crash Facts* and *Impaired Driving Facts Report*. The published reports are available for the public, in both hard copy and electronic format, and are downloadable from the OTS web site.

Results:

- In January 2006, 2006, the *2004 Minnesota Impaired Driving Facts Report* was released. This report is intended to be a source of reliable statistics that help to quantify the size and nature of the impaired driving problem. Additionally, there is information about impaired driving laws and practices in Minnesota. This year, a new appendix provides a chronology of DWI legislation since Minnesota's first DWI law was passed in 1911.
- The *2005 Minnesota Motor Vehicle Crash Facts* was released in summer of 2006. This detailed report summarizes information in regards to crashes: who, what, where, when and why. In addition, it breaks out information regarding the following: alcohol, seat belt use, motorcycles, trucks, pedestrians, bicycles, school buses and trains.
- Each research staff member responds to about 25 requests per week from other government entities, news media, and non-government organizations. These requests support crash stakeholders in performing analysis and devising local programs.
- An OTS researcher was assigned to the Minnesota CODES project to validate data linkages and perform analysis. This assignment has resulted in a sound linked dataset and greater confidence of data being released.
- Lastly, staff researchers produce additional traffic safety problem identification reports to aid specific counties and cities. This year, the OTS invested a major amount of energy into developing a new program to generate a very comprehensive set of tables which is being referred to as the "Traffic Safety Measures for Counties Report." The program developed in SAS (used for reporting statistics) is between 5,000 and 6,000 lines of code in length and generates a 24-page report for any or all counties selected.

Costs: \$259,741.55

Funding Source(s): 402

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Minnesota TRCC Strategic Plan**Target:**

The Traffic Records Coordinating Committee (TRCC) is an ongoing forum charged with making significant improvements in coordination and sharing of highway safety data and traffic records systems in Minnesota. This group includes policy-level and program-level representatives from traffic safety, highway infrastructure, law enforcement, adjudication, public health, injury control, private industry, motor vehicle and driver licensing agencies, and motor carrier agencies.

Problem Statement:

Although Minnesota underwent a traffic records assessment in 2003, a course of action for implementing the recommendations had not been clearly laid out. In addition, active participation within the TRCC had begun to dwindle by the fall of 2005. With the passage of SAFE-TEA LU, states had to adopt a comprehensive statewide traffic records strategic plan to qualify for NHTSA's Section 408 technology improvement grants,

Objectives:

- Reinvigorate the Minnesota TRCC and expand membership.
- Adopt a TRCC mission statement and charter.
- Conduct strategic planning.
- Adopt a comprehensive Statewide Traffic Information Systems Strategic Plan.

- Obtain funding for strategic plan initiatives and implement projects.

Strategies:

During the first half of 2006, the TRCC commenced work on a Statewide Traffic Information Systems Strategic Plan with the aid of a contracted facilitator. The plan covers six Traffic Safety Information Systems (TSIS) areas: crash, roadway, drivers' license, vehicle registration, outcome/injury surveillance and adjudication. In the process of strategic planning, the TRCC conducted the following steps: performed stakeholder analysis, gathered stakeholder ratings of systems, defined a mission and values statement, established TRCC committees, educated TRCC members on current data processes, issues and uses, conducted SWOT (strength, weaknesses, opportunities and threats) analysis, and identified action items and sketch plans, and, prioritize action items, establish time frames and identify possible funding streams.

Results:

- The TRCC adopted a Statewide TSIS Strategic Plan in June 2006. This document includes the following components: addresses existing deficiencies in the state highway safety data and traffic records systems, specifies how deficiencies were identified, prioritizes needs and sets goals for improving the systems, identifies performance-based measures by which progress towards those goals will be determined, and, specifies how Minnesota will use Federal Section 408 monies and other funds to address the needs and goals identified in the strategic plan.
- The TRCC identified 19 strategic projects for inclusion within the TSIS Strategic Plan with a total estimated budget of \$5.2 million through September 2009. Eleven of the 19 projects will request NHTSA Section 408 grant monies to fund activity during this time period.
- In September, the OTS was awarded nearly \$800,000 in NHTSA Section 408 Funds and an additional \$200,000 from a Federal Motor Carrier Safety Administration Commercial Vehicle Analysis Reporting System (CVARS) grant extension to support the strategic plan. The group prioritized projects and implemented several including the hiring of a staff person within DVS. This person focused on crash data enhancements and the development of an electronic interface for law enforcement agencies' record management systems to the DVS crash database.

Costs: \$14,698.54

Funding Source(s): 402

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Minnesota CODES Report on Seat Belt Use

Target:

Materials were created to target policy makers and injury prevention professionals. The study focused on motor vehicle occupants and seat belt use. Emphasis was placed on two types of injuries caused by traffic crashes: traumatic brain injury (TBI) and spinal cord injury (SCI).

Problem Statement:

Minnesota's observed safety belt usage rate for 2006 was at 83.3 percent. Although Minnesota is faring slightly better than the national average, by improving the state's seat belt use rate

substantial progress can be made in lowering the number of deaths and injuries that result from crashes.

Objectives:

- Measure hospital medical care charges associated with unrestrained motor vehicle occupants in Minnesota.
- Determine cost impact on government payer sources and estimate the likely impact of a standard (primary) enforcement seat belt law.

Strategies:

In order to gain a better understanding of medical outcomes pertaining to crashes, a Crash Outcomes Data Evaluation System (CODES) project, funded by NHTSA, was implemented in Minnesota. Under CODES, individuals in Minnesota crashes during 2002 were linked with hospital emergency room and inpatient treatment information, the Traumatic Brain Injury Registry, and death certificate data. The final validation of the linked data was completed early in 2006. The project represents a collaborative effort among the Minnesota Departments of Health, Public Safety, and Transportation, the Minnesota Hospital Association and the Emergency Medical Services Regulatory Board.

Results:

- In March 2006, a 26-page report, *Estimating Minnesota Hospital Charge Savings with the Adoption of a Standard Enforcement Seat Belt Law*, and accompanying fact sheet were produced for distribution. The key finding of the report is as follows: If Minnesota upgraded its seat belt law to standard enforcement in 2006 and reached a use rate of 94 percent, the cumulative charge savings to all government payer sources is projected to be \$85.2 million by 2015. Injuries avoided in the first year alone would save Medicaid \$3.4 million. The cumulative savings to Medicaid would be \$70.9 million by 2015.
- Materials were distributed through statewide email distribution lists to law enforcement, public health educators and other traffic safety advocates.
- The report was highlighted on the OTS and Department of Health's web sites.
- On behalf of the Minnesota Seat Belt Coalition, the Minnesota Safety Council held a press conference at the State Capitol focusing on the results of the CODES report and the need for a belt law upgrade to pass. Senate leaders spoke on the proposed primary seat belt bill and its potential economic impact in Minnesota. Later that same day, the Senate passed the primary belt bill, with a floor vote showing a 2 to 1 margin in favor of the bill. Due to the strong passage of the Senate bill, media around the state disseminated the story by television, radio and in print communications.

Costs: \$ 23,000 (Estimation)

Funding Source(s): CODES Cooperative Agreement

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Safe Communities

Public Information and Education

Target:

Motorists throughout the state of Minnesota with the main focus on males age 18 - 34 years of age.

Problem Statement:

Each year in Minnesota, many lives are lost in traffic crashes. Unbelted occupants, speeding, impaired driving and inattentive driving are the main factors noted in crash reports that contribute to the occurrence and severity of crashes. Changing these risky driving behaviors will reduce fatalities and severe injuries on Minnesota roadways.

Objectives:

- Educate the public about traffic safety issues.
- Reach various target markets on the dangers of specific driving habits.
- Promote change in risky driving behaviors to reduce fatalities and severe injuries on Minnesota roadways.
- Assist traffic safety partners by providing needed materials for them to use as traffic safety ambassadors in communities statewide.

Strategies: Execute a grant with the Department of Public Safety Office of Communications to utilize their marketing, graphics and media relation expertise to support the OTS initiatives and grantee activities, and to conduct ongoing outreach to the general public. The OTS believes enforcement and education are most effective when working in tandem.

Results:

- The high-level intensity of both proactive and reactive communications contributed to Minnesota's double-digit reduction in overall fatalities, and historically low alcohol fatality rate and the lowest VMT fatality rate since the state began compiling statistics in 1934. However, a significant 5 percentage point decrease in young motorist (16–29) belt use is a new concern which will receive greater focus in both earned and paid media.
- Supported all *Safe & Sober* waves with development of media material for grantee use, extensive enforcement campaign launch publicity, and extensive post-campaign publication of results.
- Contributed to development of TZD communications and incorporated the brand in all appropriate public messaging.
- Executed and publicized innovative teen-oriented projects, including the second year of The Buckle Up Teens Commercial Challenge contest that encouraged teens to create and produce seat belt television ads. Entries from the statewide contest doubled from its initial year. Media coverage included the announcement of the contest, the voting period and features on participating teens/winners. The winning spot was also broadcast on major local newscasts and finalists were posted online for viewing.
- Developed downloadable flyers and PSAs to accompany the announcement of a new law restricting new motorists to use cell phones while driving. Sent information and promotional materials directly to high schools and promoted the news on popular teen radio stations statewide.
- Continued to revise and reproduce nearly all PI&E material, including brochures, posters and promotional items relating to belt use, CPS, impaired driving and teen drivers. Developed new and innovative methods to distribute and display such items through a spectrum of partners. Distributed thousands of items to multiple private partners, schools,

law enforcement, safety groups and others; filling roughly 50 orders of multiple items per week.

- Developed new material, including radio and print PSA material to address speeding (three radio spots and print execution) in support of the Highway Enforcement of Aggressive Traffic (HEAT). Publicized the launch in September 2005 and reported results on a quarterly basis with customized media material by MSP district.
- Leveraged paid radio media (May Mob, HEAT, Labor Day Crackdown) with extensive on-air interview opportunities with law enforcement representatives across the state.
- Extended outreach particularly to teens and young men through continued partnerships with the Minnesota Twins (produced three new radio spots, one TV spot for season-long PSA broadcasts and in-stadium ads) and the Minnesota Wild (TV PSAs).
- Partnered with over 150 Taco Bell and Pizza Hut restaurants statewide to coincide with seat belt enforcement efforts in May. Partners distributed 'buckle-up' messaging using post-it notes on orders filled at the drive-thru window and window cling ons the restaurant doors. Reached estimated at 1.6 million restaurant patrons a month.
- Partnered with CarSoup.com, a popular online vehicle selling/buying site to post an interactive traffic safety quiz featuring questions about driving rules as well as seat belt/impaired driving/speeding messages. The quiz showcases the OTS TV PSAs and brochures as links.
- Partnered with the Minnesota State Colleges and Universities to distribute seat belt and impaired driving messaging during major enforcement period to reach our primary target: young adults.
- Coordinated and sustained summer-long messaging to announce a major Twin Cities impaired driving crackdown.
- Conducted media outreach for a tailgating prevention project that featured distance dots, painted markers on the road to give motorists a visual cue of a safe following distance.
- Secured weekly TV appearances with trooper on Fox TV newscast and bi-weekly appearances with trooper on a Twin Cities active rock station during morning drive-time.
- Assisted in Southeast Minnesota Regional Conference and HEAT launch.

Costs: \$378,515.74

Funding Source(s): 402

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Safe Community Coalitions

Target:

Communities with high traffic fatality and injury rates, especially those that also demonstrate low seat belt use or contribute heavily to the number of alcohol-related deaths and severe injuries.

Problem Statement:

Many community leaders are unaware that motor vehicle crashes take a tremendous toll on the members of their communities, both in terms of loss of life and economic costs. The goal of reducing traffic crashes, injuries and fatalities is not a goal for law enforcement alone. This is a shared goal and can take an entire community's efforts to reduce the number of people killed and injured on Minnesota's roads. Safe Community coalitions need to involve law enforcement, local

government, schools, courts, businesses, employers, public health departments, faith communities, and community advocacy organizations in order to achieve this goal.

Objectives:

- Support and encourage local community coalitions that are formed to address traffic safety issues at the local level.
- Assist community coalitions in evaluating the traffic safety problems in their areas.
- Assist community coalitions in developing community specific strategies that will address motor vehicle fatalities and injuries within the content of the community's entire injury problem.
- Support and work towards achieving the OTS' goal of Toward Zero Deaths.

Strategies:

A kick-off meeting will be held at the Toward Zero Death Conference for all safe community grantees to provide information on expectations and available support and resources for the coalitions. Each coalition will develop partnerships and collaborate to spread program ownership throughout the community. Citizen involvement and input will be used to establish community priorities for identified traffic safety problems. By actively participating in problem identification, citizens will be more apt to assume responsibility and ownership for developing solutions and sharing in both the successes and challenges of their program. Crash statistics, specific to the coalition's location, will be available to help in the identification of the specific problems in the community. All coalitions will be required to provide appropriate baseline rates and results so they are able to measure the results of their efforts. The seven basic grant coalitions will focus on increasing seat belt use and child passenger safety. The 15 alcohol-focused coalitions will work on decreasing incidents of drinking and driving, as well as, increasing seat belt use. Support will be provided by the OTS in providing resources, attending coalition meetings, and promoting program sharing among the coalitions.

Results:

- The number of Safe Community Coalitions remained at 22 in 2006. However, the number of alcohol-focused grants increased from 15 to 17.
- Twenty-eight representatives of the Safe Community coalitions attended the kick-off meeting designed to focus their energies and provide them with additional information on what resources are available from the OTS. According to evaluation forms, the group benefited the most from program sharing, getting new ideas, and refining their plans.
- Only one of the coalitions was unsuccessful in getting significant interest in the Safe Communities program in the two counties they were working in. This was most likely attributed to the taking on of too much in trying to start two coalitions at once.
- The majority of the coalitions, through various activities, made significant progress in increasing seat belt use as shown in informal surveys and strengthening community awareness of the problems associated with traffic crash fatalities. Two coalitions showed great improvement with the use of a High School Seat Belt Challenge with one coalition showing an increase from 79.6 % to 88% and the other from 60% to 71%. Press releases and other public information activities were used extensively by the coalitions. A number of the alcohol-focused coalitions made significant strides in their communities by providing server training for owners, managers, and employees of liquor establishments. One community initiated a "Sober Cab" program in their community. The cost of the cab ride is provided by the area's liquor distributor and the bars. Additionally, a few communities, with the assistance of law enforcement, hosted drinking exercises. Those that participated in the exercise included local politicians, leaders of the communities as well as a state representative.
- Six separate coalitions joined together to form a regional group called the Gateway TZD Region. They collaborated and held a very successful seat belt and impaired driving campaign at a major sports distributor. Many law enforcement agencies participated. The distributor attracts many of our target markets -- 21 - 34-year olds, males, and pickup

drivers. Events included a remote broadcast from a local popular radio station, an Air Care helicopter landing, car seat checks, the Blood Alcohol Training unit (BATmobile), and many other alcohol awareness and traffic safety education pieces. The "Click It or Ticket" campaign was used for the seat belt campaign.

- Successful campaigns from other coalitions concerning off-sale liquor providers, local law enforcement, the judicial system, and local liquor establishments are beginning to be modeled in other coalitions.
- Many coalitions are also beginning to implement their own versions of the successful parent/teen nights at driver education classes. At least one parent is required to attend one two-hour class with their teen. Presentations at these classes include speakers from law enforcement, paramedics, insurance agents, crash survivors covering the use of seat belts and the dangers of impaired driving.
- The majority of the coalitions have done significant work with the business communities, high schools, and at community events. They have started making communities aware of the Toward Zero Deaths program. Activities have included organizing mock crashes and impact panels, providing Fatal Vision goggles for use at businesses, schools, and community events, and conducting seat belt challenges.
- The "Last Call" video has continued to be provided to businesses, schools, organizations, and treatment programs. Additionally, information on the availability of the video was given to city councils, county commissioner councils, and chambers of commerce.
- One coalition had every law enforcement agency and high school in the county actively participating in the coalition.
- One coalition, covering five counties, worked to overcome the potential problems of a large region by rotating the meeting sites and having a diverse group of members. In addition to representatives from the four "E's", coalition members include: attorneys/county prosecutors, district court judges, insurance agents, a local bottling company owner, and community corrections/probation employees. This coalition continues to expand.
- Five coalitions have been actively working with judges to convince them that harsher penalties are needed to target underage drinking and access to minors.
- All coalitions have worked with traffic engineers and are now able to access crash locations maps that were not as readily available in the past. The traffic engineers are becoming more involved with the coalitions and the promotion of the TZD program.

Costs: \$532,129.42

Funding Source(s): 164AL, 402

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Toward Zero Deaths Conference

Target:

Traffic Safety stakeholders in Minnesota

Problem Statement:

The Toward Zero Deaths (TZD) project acknowledges that a decrease in traffic fatalities and serious injuries cannot be done with just education or enforcement alone. Collaboration among the partners is needed to help the coalitions integrate all four "E's" in their activities (Enforcement,

Education, EMS, and Engineering) so they promote the OTS' goal of Toward Zero Deaths. An event is needed to bring these people together.

Objectives:

- Increase awareness of the TZD project throughout Minnesota.
- Increase number of groups and attendees that participate in the conference.
- Provide informational sessions that not only are of interest to specific interests but will also attract participants from other disciplines.

Strategies:

The annual TZD Conference needs to provide 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. Provide breakout sessions that cover the four "E's" as well as plenary sessions that will motivate and grab the attention of the audience. Encourage participation in sessions that cover other disciplines. Reinforce the need for everyone to work together for the OTS to reach its goal of TZD.

Results:

- Attendance at the conference was 435 as compared to the previous year with 380 people in attendance.
- Breakout sessions included topics for each of the four "E's".
- Opening plenary session was a personal impact statement by the family of three teenagers who had lost their lives due to an impaired driver.
- Closing plenary was an analysis on what the circumstances of the crash, described in the morning plenary, were and what if anything could have been done to prevent it.
- Overall conference rating, on a scale of 1-5 with 5 being high, was 3.99.

Costs: \$56720.25

Funding Source(s): 402

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High-visibility Enforcement of Aggressive Traffic (HEAT) -Speed Control Project

Target:

Speeding motorists throughout the state of Minnesota

Problem Statement:

Minnesota continues to lose too many lives to traffic crashes every year. A majority of drivers ignore posted limits and travel speeds increase every year. According to the 2005 Minnesota Motor Vehicle Crash Facts, illegal/unsafe speed was a contributing factor in 25.8% of single-vehicle crashes and 8% of multiple vehicle crashes. Of these crashes, 161 people were killed and another 6302 were injured.

With the prevalence of speed as a factor in so many fatal and severe injury crashes, it is important to get the message out that the motorists need to obey the posted speed limits. However, there is evidence that roadways posted at 55 MPH might be safely posted at 60 MPH if

sufficient enforcement and education resources are implemented in conjunction with change. Strictly enforcing the raised limits along with public education through the media helps the driving public understand the concept the posted speed is the true speed limit.

Objectives:

- Reduce severe injuries and fatal crashes on interstates and expressways
- Reduce high travel speed on those roadways
- Prevent excessive speeding on the roads selected to go to 60 MPH
- Increase public perception of enforcement presence
- Develop a better understanding of enforcement pressure and its "halo" effect

Strategies: The Minnesota Department of Public Safety (DPS) and MnDOT will work together on an extensive speed control project involving engineering, enforcement and education to bring drivers into compliance with posted speed limits. The MnDOT and the DPS increased speed limits from 55 mph to 60 mph on sections of 14 highways statewide in September 2005. MnDOT Traffic Engineers and Minnesota State Patrol (MSP) identified these roads based on design, function, crash history and enforcement. Segments of these highways were reviewed for aspects such as shoulder width and geometry that could safely support 60 MPH. The MSP will partner with county sheriffs and local police departments to assign patrolling resources based on the roadway segments' history of speeding drivers and involvement in crashes, and designed the means and mechanism for collection of enforcement data.

Grants were executed with the Office of Communications (OCC), MSP, and MnDOT. Approximately \$3,000,000 in federal funds was used as follows:

- \$2,500,000 in enforcement (roughly 50,000 hours of overtime enforcement by the MSP, county sheriffs, and local law enforcement).
- \$349,700 in paid media.
- \$150,300 in data collection, analysis, and evaluation.

The MSP used half of its resources on these roadways and the other half on freeways and expressways where identified crash problems exist. Enhanced enforcement waves lasting six to eight weeks were scheduled throughout the project year.

The OCC used their marketing, graphics and media relation expertise to support OTS initiatives and grantee activities, and to do outreach to the general public throughout the year using the tagline "The posted speed limit is the speed limit."

Speed data was collected on four different road types during enhanced enforcement and no enhanced enforcement. These four road types included:

- 2 Lane/2 Way.
- 4-Lane Divided.
- Rural Freeway.
- Urban Freeway.

MnDOT contracted for several evaluations to be conducted throughout the project year focusing on driver behavior on the affected roadways and telephone surveys to gauge changes in driver awareness. MnDOT Market Research will conduct a baseline survey and a follow-up survey of affected drivers, as well as, random sample of statewide drivers, to measure the following:

- Drivers' awareness of speed limits.
- Drivers' perception of speeds which they actually travel.
- Drivers' perceptions of enforcement and the impact of this enforcement on driving behavior.
- Drivers' attitudes towards speed limits in general.

An evaluation has been conducted by the University of Minnesota to analyze traffic recorder data, law enforcement contact data, and severe injury and fatal statistics along selected roadways of the study. A report will be delivered in FFY 2007.

Results:

- Full analysis and evaluation of the project is not available at this time.
- Preliminary findings from four waves of enforcement showed the following:
 - 37,020 overtime enforcement hours used
 - A total of 88,238 vehicles were stopped
 - A total of 33,686 speed citations written
 - 136 DWI citations written
 - 2684 Seatbelt citations written
- The University of Minnesota is completing in-depth analysis of the project; preliminary analysis shows the following:
 - Reduction in the number of drivers traveling at 70 mph or more on 2-Lane/2 Way Highways and Urban Freeways with speed limits increased from 55 to 60 mph
 - Reduction in the number of drivers traveling at 75 mph or more on 4-Lane Divided Highways with speed limit unchanged at 65 mph
 - Reduction in the number of drivers traveling at 80 mph or more on Rural Freeways with speed limit unchanged at 70 mph
 - 40% average reduction during the enhanced enforcement period
 - Similar speed reductions found at six out of seven locations outside of (but close to) the enhanced enforcement zone. This was noted as a spillover effect
 - Crash data received up to August 2006 indicate that the number of crashes are down on nearly all roads

MNDOT Market Research surveys on driver perception changes from the baseline survey. The result of the survey:

- They are more likely to believe speeds are somewhat faster than prior 12 months.
- They are more likely to believe posted speeds are about right.
- Their personal travel speeds are more likely to equal posted speeds.
- They are more likely to believe law enforcement levels have increased compared to prior 12 months.
- There is higher agreement in the following beliefs:
 - Higher speed limit results in more severe crashes.
 - Highways are designed to be safe at speed limit.
 - Seeing law enforcement more often equals feeling safer.

Future Strategies: At this time there are no funds budgeted for Federal Fiscal Year 2007 to fund this project. Speed enforcement and public education will continue through other funded projects.

Costs: \$2,731,069.36

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Roadway Safety

Toward Zero Death Committee

Target:

Agencies and coalitions that are working together to promote the Toward Zero Death program.

Problem Statement:

There is a need for the coordination and support of projects through a multi-agency committee dedicated to the reduction of traffic fatalities and serious injuries. This committee will oversee the Toward Zero Death (TZD) program. This program and its efforts need to be brought to the attention of Minnesota residents.

Objectives:

- Obtain administrative support for the functions and activities of the TZD Committee
- Increase awareness of traffic safety fatalities and severe injuries with Minnesota residents
- Provide forums for multi-disciplined traffic and transportation advocates to come together

Strategies:

A grant with the MnDOT resulted in a sub grant with the Center for Transportation Studies (CTS), University of Minnesota. The CTS will coordinate the functions of the TZD Committee, conferences, workshops and meetings. The CTS will also administer a survey of Minnesota residents to determine their attitudes toward traffic safety programs and/or initiatives and summarizing the results with a written analysis. Other duties will include maintaining the TZD web site and printing brochures or other publications that promote and inform others about the TZD Committee and its efforts. The TZD Committee began discussion on the restructuring of the committee. The information that is gathered by the CTS will identify new partners for the TZD Committee.

Results:

- The TZD Committee met 11 times during the 12-month period. Minutes were taken and distributed.
- A subcommittee developed a plan to restructure the TZD program to raise the program's visibility with state policymakers and to continue broadening the involvement of traffic safety stakeholders within the 4 E's communities. The proposed plan will be presented to MnDOT and DPS leadership for approval to move forward.
- As part of the implementation of Minnesota's SHSP, the Minnesota Department of Health launched its effort to implement a statewide trauma system. The TZD Committee helped identify mechanisms for publicizing the effort.
- Members of the committee participated in the inaugural Summer Institute event of the Center for Excellence in Rural Safety (CERS). The Center, housed at the University of Minnesota, is a national center established in SAFETEA-LU and will focus on rural transportation safety issues from a policy, driver behavior, and technological perspective.
- The regional TZD program demonstration project continued in the eleven counties in southeast Minnesota. A workshop was held in which approximately 100 people participated to hear about the project's activities and initiatives during its first year and to plan for the next year.
- The TZD Web site was reorganized and information was updated as it became available. (www.tzd.state.mn.us)
- The TZD committee worked with the DPS communications staff dedicated to the TZD program to coordinate media activities and other awareness-raising opportunities.
- The TZD program and its partners were featured in an issue of *Minnesota Medicine* discussing traffic safety as a public health issue. The magazine is a publication of the Minnesota Medical Association, a professional association that represents physicians, residents, and medical students in Minnesota. (www.mnmed.org/publications/MNMed2006/May/feature-peota.htm)
- In an effort to track the public's awareness about the TZD program, the committee participates in a statewide survey managed by the University of Minnesota's Survey Research Center. In 2005-2006, 9% of survey respondents had heard the name of the

TZD program or knew that a state program about traffic safety existed. In addition, 89% indicated that a coordinated statewide program is definitely or probably needed. These results are one indicator of the program's progress in raising the public profile of this coordinated effort on traffic safety.

Costs: \$19,500.00

Funding Source(s): 402

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Tailgating/Rear-End Collision Avoidance Project (Wright County DOTs)

Target:

Drivers using roadways in Wright County

Problem Statement:

- In 2004, there were 25,621 rear end crashes, accounting for 27.6% of the total vehicle crashes in Minnesota. Rear end crashes killed 19 people, representing 3.3% of the total traffic fatalities in the state in 2004.
- In 2005, there were 24,820 rear end crashes. While the number of rear end crashes was lower than the previous year, they represented a higher percentage of all crashes. There were 21 fatal crashes and 22 fatalities with 28.2% resulting from rear end collisions.
- Each year in Wright County, nearly 80 percent of crashes at intersections on Highway 55 are rear end crashes.

Objectives:

- Inform or re-educate motorists how to identify and maintain a minimum safe following distance.
- Evaluate the effectiveness of the "DOT" treatment program on changing driver's behavior in relation to following distances.

Strategies:

The OTS awarded a \$25,000 grant to the MnDOT to coordinate a tailgating mitigation system similar to a Pennsylvania project honored with a 2001 Federal Highway Administration award. The study area was within a rural segment of State Highway 55 in Wright County that is designated as a TZD corridor. TZD corridors combine resources from enforcement, engineering, emergency trauma care and education to make safer roads.

A pilot project was implemented along a rural highway in Wright County using the following components:

- Public outreach campaigns emphasizing the negative outcomes of tailgating and informing motorists how to identify and maintain a minimum safe following distance were implemented in Wright County.
- 94 elliptical pavement markings; (47 in each direction) were painted in the center of east and west bound travel lanes on a two-mile segment of State Highway 55 in Wright County. The dots were spaced 225 feet apart, so two dots were visible to motorists when following others with three-seconds between them, when traveling at 55 miles per hour - the posted speed limit on the corridor.

- In accordance with MUTCD standards, the width to height ratio of each “dot” was 1:3. (2.5 ft by 7.5 ft.). The “dots” were considered experimental and went through the FHWA approval process.
- Traffic signs along the study corridor provided a reminder for drivers to maintain a safe following distance by keeping a two-dot minimum (three-second), spacing.
- MnDOT’s Office of Traffic Security and Operations created a Tailgating Project Web site; www.dot.state.mn.us/trafficeng/tailgating that featured public information and a list of frequently asked questions (FAQ’s).
- A press conference was held in Wright County with project information aired on all of the major metropolitan network television news programs and several radio stations. The Minneapolis Star Tribune, several local newspapers, and even the New York Times, printed articles on the project.
- A representative traffic data sample, with data collected by traffic counting tubes, was obtained for two consecutive working days. Data collection locations and analysis were divided into two major categories: Pre-treatment (before the “DOT”) and post-treatment (after the “DOT”).

Results:

- The use of rear-end crash data for program evaluation will require data to be collected over several years. Specific gap measurements were used as the primary evaluation criteria. The project did not include an enhanced enforcement component. This provided an opportunity to evaluate the engineering and public information components in modifying driver behavior independent of an enhanced enforcement deterrent.
- The volume of raw data totaled 88,738 vehicles. The raw data was filtered to exclude vehicles following at seven-seconds or greater and vehicles with more than two axles.
- The combination of all data collection points showed an increased average gap from 2.35 to 2.52 seconds, or 14.1 feet. The greatest average increase occurred at the mid-point location, where the average gap increased from 2.36 to 2.62 seconds, or 22.9 feet. The average gap increased from 2.49 to 2.64 seconds, or 12.9 feet at the points placed one-mile after the marking locations.
- When excluding data from collection points set one-mile prior to the marking location, the overall average gap increased by 17.9 feet. This more accurately reflects the projects impact as behavioral changes should not be expected prior to the application site.
- The method used to collect gap measurements also provided speed data which was included as a secondary evaluation component. Speeds showed an overall average reduction from 58.6 to 57.9 mph, or -0.6 mph along the study corridor.

Costs: \$14,865.74

Funding Source(s): 402

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Paid Media Report

Paid Media Principles

The Minnesota Department of Public Safety Office of Traffic Safety (OTS) continues to use, and increase, paid media advertising in its communications mix. Paid media is used primarily in conjunction with enforcement, usually statewide mobilizations targeting seat belt use, impaired driving, and speeding. It also complements national paid media and enforcement.

Paid media has increased in recent fiscal years, supporting increased enforcement and coinciding with record-high seat belt use, historic low alcohol-related traffic fatalities and continued and significant drop in total traffic fatalities. In federal fiscal year 2004, the OTS supported paid media with \$387,500 in funding; in 2005, \$840,000; in 2006, \$1,462,250 (this included a special MnDOT funding of \$343K for a nine-month long speed enforcement); and \$1.2 million planned for federal fiscal year 2007.

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

In addition to the primary mediums of cable TV and FM music stations, other popular formats are utilized as sustaining elements as appropriate, (spot broadcast TV, news/sports/weather AM radio, and alternative print publications for drop inserts).

Also as appropriate, out-of-home media is used to reach motorists at "points-of-sale," such as indoor hospitality advertising (bars, restaurants), gas station pump-toppers, and mobile transboards (truck panels on major highway routes). Theater advertising and online/web-based marketing will be more greatly explored in 2007 to better reach teens and young adults.

Paid advertising typically is negotiated to deliver a value-added return, including bonus or PSA spots, programming sponsorships, and editorial opportunities such as radio drive-time on-air interviews.

In addition to paid media, the OTS extends the reach and frequency of its messaging through creative partnerships. Such partnerships include major and significant marketers and franchises in Minnesota, including Minnesota Twins Baseball, Minnesota Wild Hockey, Carsoup.com, Taco Bell and Pizza Hut.

Rural Seat Belt Mobilization Campaign

Objectives:

- Utilize a combination of television, radio and other media
- Expand reach to as many households as possible
- Select markets to coincide with rural enforcement efforts
- Ensure appeal to the young male target group
- Maximize bonus spot, PSA and traffic sponsorships

Results:

- Rural Seat Belt Mobilization Paid Media Campaign
 - Total gross budget \$177,000
 - Campaign Dates – May 1-14, 2006
 - Targets, males (M) 18–34
 - Qualitative: blue-collar professions, Household Income (HHI) \$30,000 (30K), little or no college
- **Radio Buy Specifications:**
 - Dayparts: 30% AMD (a.m. drive-time)/23% MD (midday)/33% PMD (p.m. drive-time)/14% WK (weekend)
 - TRPs (Total Rating Points): 400 TRPs total measured markets, 200 spots total for unmeasured markets. Rating point goal was achieved in all markets.
 - Measured Markets: Duluth, Fargo/Moorhead, Grand Forks, Rochester
 - Measured Market Reach and Frequency:
 - Duluth: 52.7% /7.6
 - Fargo: 45%/8.9
 - Rochester: 52.2%/7.7
 - Grand Forks: 48.6%/5.6
 - Total Spots Purchased in Measured Markets: 3,432
 - Total Measured Gross Impressions:
 - Duluth: 96,545
 - Fargo: 113,290
 - Grand Forks: 33,394
 - Rochester, 80,400
 - Total: 323,629
 - Unmeasured Markets: Alexandria, Austin, Bemidji, Brainerd, Ely, Faribault, Fergus Falls, Grand Rapids, International Falls, Pine City, Thief River Falls, Wadena, Willmar, Winona. (Primetime emphasis was achieved in unmeasured markets.)
- **Total Net Radio Purchased: \$55,956**
 - **Added Value:**
 - Total estimated number of PSAs: 1,342
 - On-air Interviews: 33 stations in 15 markets conducted 2 to 3 on-air interviews with Public Safety spokespersons
 - Sponsorships: 204 NWT sponsorships ran through flight
 - Thief River Falls ran 100 bonus spots on KKAQ-AM Country/News
- **Total Added Value: \$22,986, ROI (return on investment): 41%**

Rural Seat Belt Mobilization Campaign (continued)

- **TV Buy Specifications:**
 - TRP goal was achieved in all measured markets.
 - Measured Markets: Duluth, Fargo/Moorhead, Grand Forks, Rochester
 - Measured Market Reach and Frequency (does not include added value):
 - Duluth: 70% reach/5.0 freq
 - Fargo: 70%/4.5 freq
 - Rochester: 70% reach/4.4 freq
 - Total Spots Purchased in Measured Markets: 1,498
- Total Measured Gross Impressions: 531,287
- **Total Net TV Purchased: \$81,459**
 - Total paid media with agency commission and post-campaign station credits:
\$138,048.82*

Funding source(s): \$138,048.82 - 402

* Due to credits received from contractor the broadcast, cable, radio and out-of-home/print costs precisely match total amount paid. The amount in bold numbers is the amount expended on paid media

May Mobilization “Click It or Ticket” Campaign

Objectives:

- Utilize a combination of television, radio and other media
- Expand reach to as many households as possible
- Select markets to maximize statewide media coverage
- Ensure appeal to the young male target group
- Maximize bonus spots and all added value

Results:

- Total gross budget \$406K; **total paid media \$376,768***
- Campaign Dates: May 15 – 28, 2006 (Twins, May 12 –14)
- Target M18–34
- Qualitative: blue-collar professions, HHI30K, little or no college
- **Radio Buy Specifications:**
 - Dayparts: 30% AMD/23% MD/33% PMD/14% WK
 - TRPs: 300 TRPs total measured markets, 150 spots total for unmeasured markets. Rating point goal was achieved in all markets.
 - Measured Markets: Duluth, Mankato, Minneapolis, Rochester, St. Cloud
 - Measured Market Reach and Frequency:
 - Duluth: 50.3% /6.0
 - Mankato: 50.7/7.9
 - Minneapolis: 64.7/5.1
 - Rochester: 52.2% /6.9
 - St. Cloud: 52.4/6.0
 - Total Spots Purchased in Measured Markets: 3,277
 - Total Measured Gross Impressions:
 - Duluth: 72,945
 - Mankato: 72,608
 - Minneapolis: 1,215,153
 - Rochester, 71,994
 - St. Cloud: 88,515
 - Total: 1,521,215
 - Unmeasured Markets: Alexandria, Austin, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Grand Rapids, International Falls, Marshall, Pine City, Thief River Falls, Wadena, Willmar, Winona and Worthington.
- **Total Net Radio Purchased: \$103,071**
- **Added Value:**
 - Total estimated number of PSAs: 1,330
 - On-air Interviews: 39 stations in 17 markets conducted 2 to 3 on-air interviews with Public Safety spokespersons
 - Sponsorships: 306 NWT sponsorships ran through flight
- **Total Added Value: \$40,741, ROI: 42%**

May Mobilization “Click It or Ticket” Campaign (continued)

- **TV Buy Specifications:**
- **Total Budget \$232,252 (net)**
 - Given savings (realized and negotiated) acquired from Rural Campaign, buyer was able to purchase highly targeted programming in a very tight cable market.
 - Dayparts Purchased: Prime (31%), Late Fringe (27%), Early Fringe (13%), Access (29%)
 - TRP Goal :528, TRPs Purchased: 535.
 - Measured Markets and total spots aired and TRPs achieved:
 - Duluth (398/407)
 - La Crosse (281/134)
 - Mankato (413/248)
 - Minneapolis (362/532)
 - Rochester (666/292)
 - Measured Market Reach and Frequency (does not include added value):
 - Duluth: 71%/5.5
 - La Crosse: 44%/3.1
 - Mankato*: 63%/3.8
 - Minneapolis (includes St. Cloud): 71%/7.2
 - Rochester*: 65% reach/3.8 freq

**Rochester receives spill from WCCO TV Minneapolis; Mankato receives spill from all Minneapolis TV stations.*
 - Total Spots Purchased in Measured Markets: 2,120
 - Total Gross Impressions: 3,141,808
 - Out-of-Home advertising included targeted Native American communities through the statewide monthly newspaper “The Circle” (\$618), pump toppers (\$14,325), and mobile truck advertising (three cross-state routes, \$14,830).
 - Launch news conference anchored by “Rockin’ the Belt” concert kick-off at Peavey Plaza in downtown Minneapolis with popular local band, The Hopefuls. The event was supported by a schedule of promos on Twin Cities’ ABC radio stations.
 - Net Media Cost: \$6,778.75
 - Total Net Event Cost: \$11,478.75
 - Total paid media with agency commission and post-campaign station credits:
\$420,969.85*

Funding source(s): \$420,969.85 - 402

* Due to credits received from contractor the broadcast, cable, radio and out-of-home/print costs match total amount paid. The amount in bold numbers is the amount expended on paid media

HEAT Speeding Campaign

Objectives:

- Execute a statewide radio campaign to elevate public awareness of the importance of observing posted speed limits and increased enforcement.
- Negotiate spot radio on top stations in both metro and out-state areas to ensure a strong statewide broadcast message.
- Leverage paid media to maximize value added PSAs, traffic sponsorships, and on-air interview opportunities.

Results:

- **Speeding Paid Media** (Federally Funded at \$349,700)
 - Total Budget \$349,700 (gross); **total paid media \$348,603.43**
 - Target, Adults 18–49
 - Qualitative: blue-collar professions, HHI30K, little or no college
- **Radio Buy Specifications:**
 - Campaign Dates: 22 weeks staggered from Dec. 5, 2005 – Aug. 13, 2007
 - Targets: Adults, 18–49
 - Spot Radio in 4 measured markets, 10 unmeasured markets
- **Measured Markets** with a total of 837 TRPs:
 - Duluth: 47%/32.9
 - Mankato: 60%/26.0
 - Minneapolis/St. Paul: 67.9%/22.1
 - Rochester: 57.6%/27.0
 - St. Cloud: 48.2%/32.1
 - Daypart: Rating point goal was achieved in all markets with significant upgrade into prime dayparts. Prime emphasis was achieved in measured markets (82%)
 - Negotiations allowed for the purchase of an additional 697 rating points.
 - Total Spots Purchased: 11,715
 - Total Measured Gross Impressions: 27,812,190
 - Duluth: 1,389,000
 - Mankato: 906,723
 - Minneapolis/St. Paul: 22,782,952
 - Rochester: 1,270,255
 - St. Cloud: 1,463,260
- **Unmeasured Markets:** Alexandria, Albert Lea/Austin, Bemidji, Brainerd, Detroit Lakes/Fergus Falls, Faribault*, Grand Rapids, Hibbing/Virginia, International Falls, Marshall, Montevideo, Thief River Falls, Willmar and Worthington.
 - *Market was a reinvestment of savings and added in August for final 2 weeks of flight as a result of travel speeds on I-35 corridor in the market).*
 - Daypart: Prime emphasis was achieved in unmeasured markets (82%)
 - Total Spots Purchased: 6,319
 - Negotiations allowed for the purchase of an additional 859 spots.
 - **Total Net Purchased: \$310,451**
- **Added Value**
 - Total Negotiated Bonus Spots: 379 (Alexandria, Austin, Rochester, Thief River Falls)
 - Total Estimated Number of PSAs: 9,351
 - 37 stations in 18 markets conducted 2 – 4+ on-air interviews
 - Minnesota News Network will run on-air interviews on 70 affiliates
 - Sponsorships: 306 NWT sponsorships ran through flight
 - **Total Added Value: \$209,112; ROI 67%**
 - Total paid media with agency commission and post-campaign station credits: **\$348,603.43***

HEAT Speeding Campaign (continued)

Funding source(s): \$420,969.85 – 164HE

* Due to credits received from contractor the broadcast, cable, radio and out-of-home/print costs match total amount paid. The amount in bold numbers is the amount expended on paid media

NightCAP Extended Impaired Driving Campaign

Objectives:

- Execute statewide media campaign to increase public awareness of the dangers of impaired driving and the increased enforcement efforts of law enforcement agencies.
- Select markets to focus on 14 NightCAP counties
- Negotiate spot radio on top stations in both metro and out-state areas to ensure a strong statewide broadcast message.
- Leverage paid media to maximize value added PSAs, traffic sponsorships, and on-air interview opportunities.

Results:

- Target, M18–34
- Qualitative: blue-collar professions, HHI30K, little or no college
- Total budget \$133,507 (spot cable TV and radio); **total paid media \$147,938.14.**
- **Radio Buy Specifications:**
 - Campaign Dates: 8/17 – 8/31
 - Dayparts: 68% PMD/ 32% WK
 - Radio spots were placed on stations with a focus and emphasis toward the end of the week (Wed/Thurs/Fri) and during PM drive-times. By placing our message to coincide with when the risk behavior is likely to occur (weekends), our communication became much more effective.
 - Total Radio Stations Purchased: 47
 - Total Spots Purchased in Measured Markets: 2,044
 - Measured Market TRPs, Reach and Frequency:
 - Duluth: 190, 33.9%/12.3
 - Mankato, 190
 - Minneapolis: 350, 65.2%/10.7
 - Rochester: 190, 40.6%/10.8
 - St. Cloud: 190, 39.5%/10.8
 - Total Measured Gross Impressions: 1,585,690:
 - Duluth: 45,985
 - Mankato: 34,736
 - Minneapolis: 1,412,311
 - Rochester: 39,022
 - St. Cloud: 53,636
 - Unmeasured Markets: Alexandria, Austin, Bemidji, Fergus Falls, Grand Rapids, Hibbing, International Falls, Thief River Falls, Willmar and Winona.
 - 100 spots total for each unmeasured market
- **Added Value:**
 - Total estimated number of PSAs: 1,031
 - 33 stations in 15 markets conducted 2 to 3 on-air interviews with law enforcement spokespersons.
 - Sponsorships: 166 NWT sponsorships ran through flight
 - Bonus spots in Duluth, Grand Rapids, Rochester and Thief River Falls
- **Total Added Value: \$23,347**

Night CAP Extended Impaired Driving Campaign (continued)

- **TV Buy Specifications:**
- **Total Budget \$47,199 (net)**
Addl. authorization of special programming funding of \$5,674 added to local cable buy and original budget of \$42,071
 - Campaign Dates:
 - 1/9 – 1/29: All markets
 - 3/6 – 3/12: Duluth/Rochester only
 - 3/20 – 3/26: Duluth/Rochester only
 - 3/13 – 3/19: Minneapolis only
 - 6/19 – 6/25: All markets
 - 7/3 – 7/9: All markets
 - 7/17 – 7/23: All markets
 - Measured Markets:
 - Duluth
 - Minneapolis
 - Rochester
 - Achieved TRP goal in each market (TRPs purchased):158.2
 - Total Spots Purchased: 681
 - Total Gross Impressions: 241,526

Funding Source(s): \$153,612.14. - 410

* Due to credits received from contractor the broadcast, cable, radio and out-of-home/print costs match total amount paid. The amount in bold numbers is the amount expended on paid media

Labor Day Mobilization

Objectives:

- Execute statewide media campaign to increase public awareness of the dangers of impaired driving and the increased enforcement efforts of law enforcement agencies.
- Leverage paid media to maximize value added PSAs, traffic sponsorships, and on-air interview opportunities.

Results:

- Extended Impaired Paid Media Campaign
- Target, M18–34
- Qualitative: blue-collar professions, HHI30K, little or no college
- Total gross budget \$250,000; **total paid media \$147,938.14.**
- **Radio Buy Specifications:**
 - Campaign Dates:
 - Weeks of 1/9, 1/16, 1/23, 3/6, 3/13, 3/20, 6/19, 6/26, 7/2 7/10, 7/17 and 7/24
 - Total Stations Purchased: 32
 - Total Spots Purchased in Measured Markets: 3,545
 - Measured Market Reach and Frequency:
 - Duluth: 33.9%/12.3
 - Minneapolis: 65.2%/10.7
 - Rochester: 40.6%/10.8
 - St. Cloud: 39.5%/10.8
 - Total Measured Gross Impressions: 3,136,879:
 - Duluth: 100,159
 - Minneapolis: 2,829,480
 - Rochester: 88,037
 - St. Cloud: 119,203
 - Minnesota State Patrol enhanced its weekend presence on Hennepin and Ramsey county roads throughout summer. In support, agency executed a “heavy up” of HEAT speed message in June.
 - Addl. Radio Total: \$6,294
 - Addl. Cable Total: \$5,674
 - Total Addl.: \$11,968
 - Unmeasured Markets (Alexandria, Bemidji, Brainerd, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing, Wadena, Willmar)
 - 180 spots total for each unmeasured market
- **Added Value:**
 - Total estimated number of PSAs: 2,083
 - Sponsorships: 852 NWT sponsorships ran through flight
 - Bonus spots in Bemidji, Ely, Fergus Falls, Minneapolis, Rochester
- **Total Added Value: \$56,524**

Labor Day Mobilization (continued)

- **TV Buy Specifications:**
- **Total Budget \$109,202** (reflects initial budget of \$95,445 and additional authorization of \$13,757)
 - Campaign Dates: 8/17– 8/31 (also aired on 8/14 pre-season Vikings game)
 - Measured Markets, and Reach and Frequency:
 - Duluth: 54%/2.5
 - Mankato: 59%/4.1
 - Minneapolis (includes St. Cloud): 61%/4.1
 - Rochester: 49%/2.7
 - Achieved TRP goal in each market (TRPs purchased): 237.6
 - Total Measured Gross Impressions: 1,407,143:
 - Duluth: 46,992
 - Mankato: 40,970
 - Minneapolis: 1,267,350
 - Rochester: 51,831
 - Total Spots Purchased: 1,060
 - Out of Home advertising included “Consequences of DWI” brochure insert n alternative weekly City Pages for distribution point in downtown metros, Uptown and University of Minnesota; Skyway billboards in downtown and hospitality centers of Minneapolis, St. Paul, Rochester, Duluth and St. Cloud; indoor hospitality ads; gas station pump toppers; and mobile truck advertising (three cross-state routes).

Funding Source(s): \$270,345.24 - 410

* Due to credits received from contractor the broadcast, cable, radio and out-of-home/print costs match total amount paid. The amount in bold numbers is the amount expended on paid media

Minnesota Twins Baseball Partnership

Objectives:

- Execute radio/TV broadcast partnership with most popular Minnesota sports franchise.
- Complement other paid media and enforcement campaigns throughout the season (April-May: seat belts; June-July: speeding; Aug.-Sept.: impaired driving).
- Utilize home plate advertising behind home plate for ½ inning per game.

Results:

- **Total budget \$87,500**
- Campaign Dates: April thru September 2006

The following chart shows the monthly average television and stadium coverage of the Department of Public Safety Home Plate signage throughout the 2005 regular season. Based on an average market cost of \$800 to place a :30 TV ad in Twins broadcast, the ad equivalency of 154 minutes (or 274 :30s) is equal to \$219,200.

2006 Monthly Home Plate Signage Totals				
	# of Games	# of Telecasts*	Total TV Time	Total Stadium Time
2006 Totals	80	133	2:17:05	11:40:50

*According to Nielsen Media Research, Twins' over-the-air ratings in 2006 on WFTC UPN 29 averaged a rating of 8.4, a 29% rise over last season with cable television ratings on FSN North averaging a rating of 6.8, up 3% during the 2006 season compared to 2005. Each ratings point equals approximately 16,655 households in the Twin Cities area television market. During last half of the 2006 season, Twins baseball on FSN average a 7.9 rating (58 televised games). During that stretch, nine (9) games achieved double-digit ratings, the highest being the Twins vs. Royals game of Sept. 28 when the 11.2 rating became the 3rd highest Twins game ever on FSN.

Nielsen Media research reported that the OTS home plate signage over the course of the season impacted more than 165 million TV households with over 1,260 occurrences and 2 hours and 17 minutes of exposure. The OTS' signage was an equal, repetitive rotation of three messages; the Twins broadcast 73 home games during the 2006 season.

Note: Data from Nielsen Sponsorship Scorecard based on a 31 game average. Final numbers for 73 games may vary slightly from above statistical projections. Household numbers are based on ten-second spot equivalencies.

Public Service Announcements

During the 2005 regular season, the Department of Public Safety had the opportunity to air PSAs on television and radio; the Twins organization is unable to quantify those airings.

Funding Source(s): \$ 87,500 - 402

Special Programming

After media plans and budgets were determined for all key campaigns, remaining paid media funding was designated as "special programming" funding. These funds were dedicated to buying high-profile programming that would deliver our primary targets outside of scheduled enforcement campaigns. Typically in these programming environments, social norming messages (non-enforcement) were aired addressing both seat belt use and impaired driving as most appropriate for delivered audience. This approach also allowed the agency the agility to negotiate best rates and secure opportunities outside of scheduled campaigns.

Spots were placed and aired in such programming as Minnesota high school hockey and basketball championship tournaments, Final Four, Minnesota Wild hockey games, MTV Movie Awards, airing of winning commercials of the DPS /AAA "Buckle Up Teens! TV Challenge," Twins v. Yankees home stand, program premieres and season finales.

Total Gross Special Programming Expenditures (General Fund):

Seat Belts: \$26,453.50

Impaired Driving: \$43,552.95

Total: \$70,006.45

Paid Media Recap

Total Media Budget: \$1,549,700

- Total Expenditures: \$1,483,361.33
- Amount Reinvested: \$66,338.67

Total General Funding Budget: \$800,000

- Rural Seat Belts: \$138,048.22
- Click It or Ticket: \$420,969.85
- Twins Baseball: \$87,450
- Special Programming: \$70,006.45 (includes additional authorizations for NightCAP and Labor Day campaigns)
- Total Expenditures: \$716,474.52

Total Alcohol Funding Budget: \$400,000

- Extended NightCAP: \$147,938.14
 - Labor Day: \$270,345.24
 - Total Expenditures: \$418,283.38*
- * \$18,283.38 of alcohol paid media was paid out of general funding budget

Total HEAT Speeding Budget: \$349,700

- Total Expenditure: \$348,603.43
- Amount Reinvested: \$1,096.57

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Crash Data / Trends

Baseline Data 1996-2000

Progress Report Data 2001-2005

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Fatalities (Actual)	576	600	650	626	625	568	657	655	567	559
Fatality Rate / (100 million VMT)	1.26	1.28	1.34	1.24	1.19	1.07	1.21	1.18	1.00	0.99
Injuries (Actual)	48,963	46,064	45,115	44,538	44,740	42,223	40,677		40,073	37,686
Fatality & A Injury Rate / (100 million VMT)	9.56	9.11	8.37	8.06	7.25	6.61	6.53		5.30	4.56
Fatality Rate / (100K Population)	12.4	12.8	13.7	13.1	12.7	11.4	13.1	12.9	11.0	10.7
Fatality & A Injury Rate / (100K Population)	94.2	91.1	85.6	85.5	77.2	70.8	70.8		58.1	50.4
Alcohol Related Fatalities (Known)	205	178	273	195	245	211	239	255	177	197
Proportion of Alcohol Related Fatalities	35.6	29.7	42.0	31.2	39.2	37.1	36.4	38.9	31.2	35.2
Alcohol-Related Fatality Rate / (100M VMT)	0.45	0.38	0.56	0.38	0.47	0.40	0.44	0.46	0.31	0.35
Proportion of Population Using Safety Belts	64%	65%	64%	72%	73%	74%	80%	79%	82%	84%
Proportion of Fatal Crashes = Speeding	27.4	22.5	24.7	25.6	28.4	28.4	28.1	30.7	26.7	28.0
Cost of Traffic Crashes (Millions)	1,578.1	1,456.8	1,620.7	1,635.4	1,680.3	1,619.0	1,711.6		1,769.5	1,666.3
Motorcyclist Fatalities (Actual)	42	24	40	29	35	42	47	62	50	59
Pedestrian Fatalities (Actual)	46	58	56	51	41	46	50	52	37	44

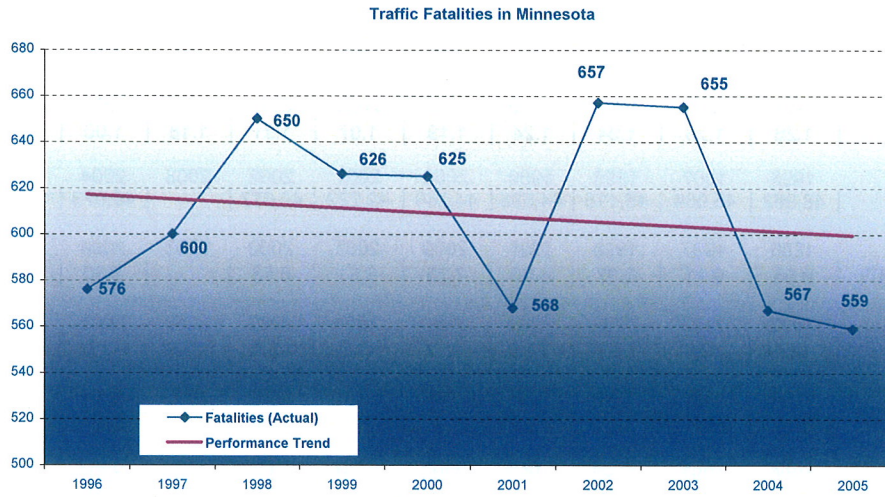
Note: To help measure the progress of reducing the severity and cost of traffic crashes, the above 14 data items are listed.

On the following pages, a chart for each data item is represented. Note: Injury data and property damage crash data for 2003 is not available due to the implementation of a new statewide crash reporting system.

Performance Goals and Trends

Goal: Less than 500 by 2008

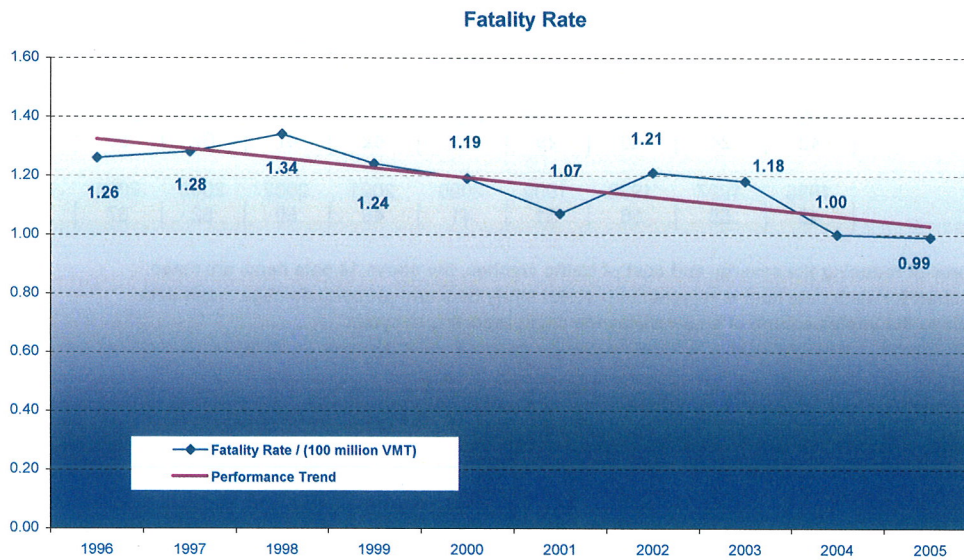
Reduce/Maintain, etc.



It appears that a 2008 goal of less than 500 traffic fatalities is very realistic for Minnesota. Toward Zero Death programs in the State have been key in lowering the number of deaths to the lowest number in years. In fact, Minnesota is on pace to record about 510 deaths in 2006. This total would be lowest since 1945.

Goal: Fatality Rate/VMT of 1.0 by 2008

Reduce/maintain, etc.

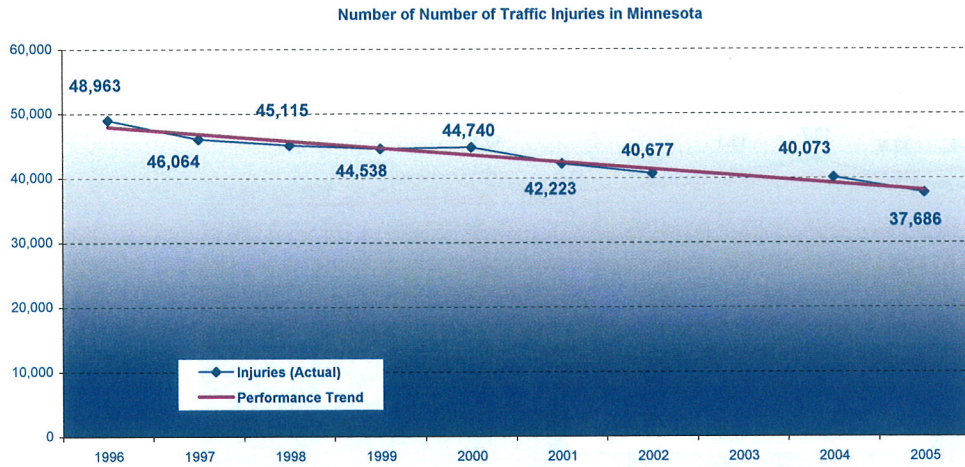


Note: Despite the increasing risk factors, the traffic fatality rate (calculated by dividing the number of traffic deaths by the number of miles traveled) has declined steadily through the years. In this measure of traffic safety, Minnesota's rate of 0.99 in 2005 is far lower than the nation which had a rate 1.46

Goal: Injuries

(2003 data not available)

Reduce/Maintain, etc.

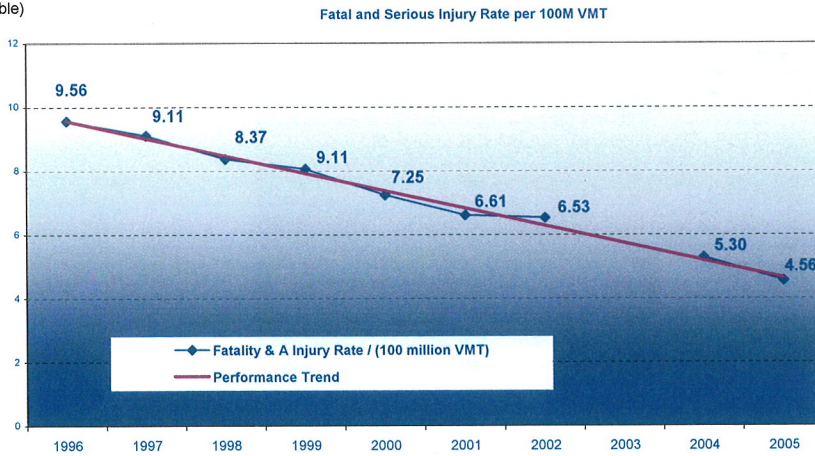


Note: Traffic injuries in Minnesota, and especially severe injuries, have trended steadily downward over the last decade. We are confident that the increasing rate of seat belt use during that time has played a huge role in this downward trend. (Data for 2003 is not available).

Goal: K+A Injury Rate/VMT

(2003 data not available)

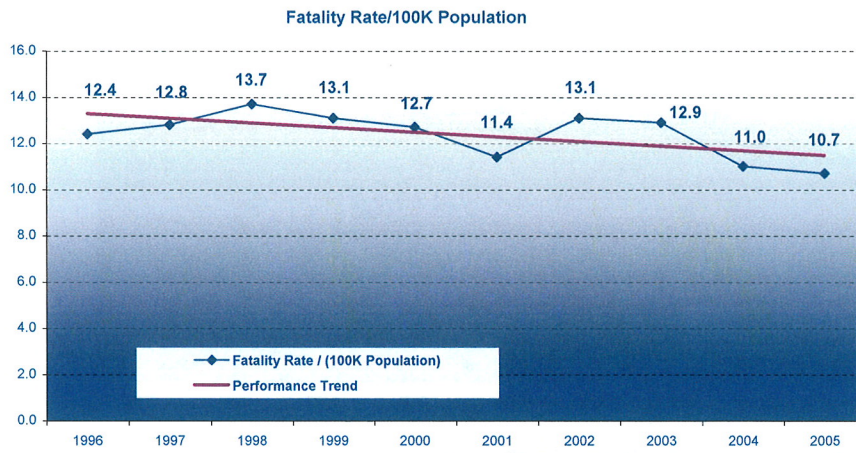
Reduce/Maintain, etc.



Note: Because the number of severe injuries has steadily declined over the years in Minnesota, the K+A rate per VMT has also trended dramatically downward. This measure remains reliable and sensitive. (Data for 2003 is not available).

Goal: Fatality Rate/100K Population

Reduce/Maintain, etc.

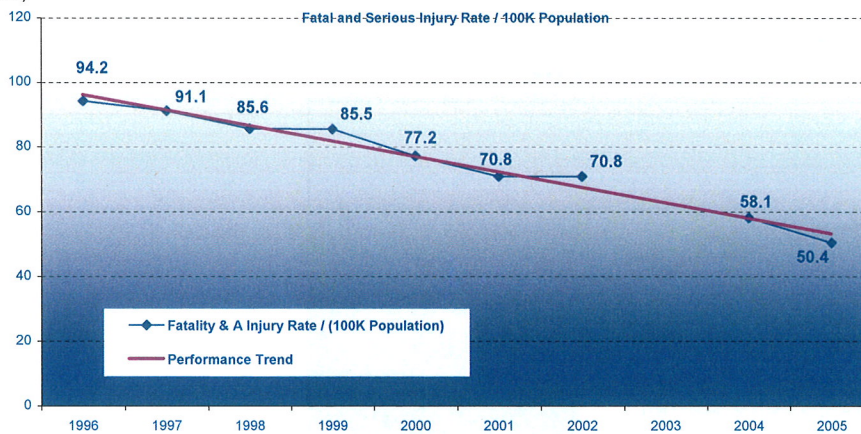


Note: The population of Minnesota is now about 5.2 million people, but only increases about 1 percent per year. Thus, the fatality rate per 100K population trend line has continued to show a small but steady decline.

Goal: K+A Injury Rate/100K Pop

Reduce/Maintain, etc.

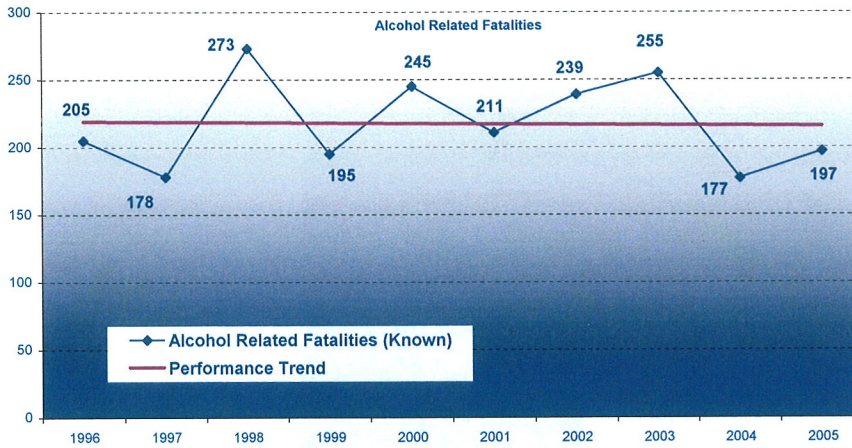
(2003 data not available)



Note: Because of the decline in A injuries (47% since 1996), we once again see a rapid decline in this measure. (Data for 2003 is not available).

Goal: Alcohol Fatalities (Known)

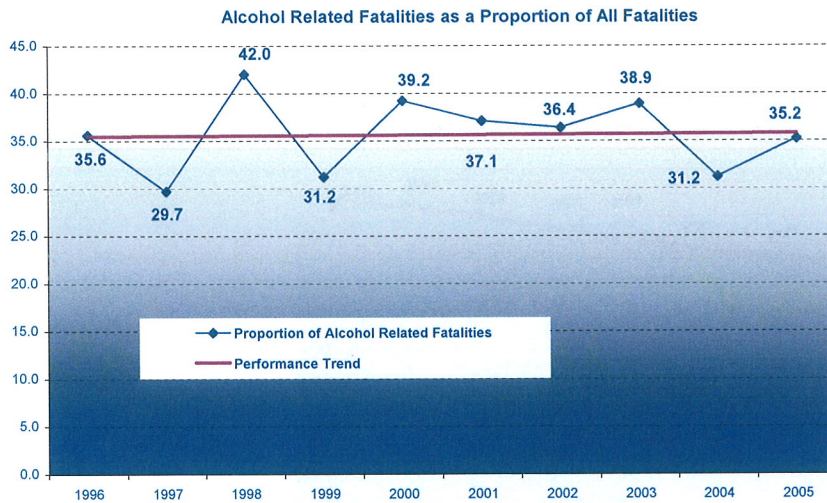
Reduce/Maintain, etc.



Note: The volatility of alcohol-related fatalities is due to many factors; the weather, rising speed limits, and .08 among them.

Goal: Alcohol Fatality Proportion

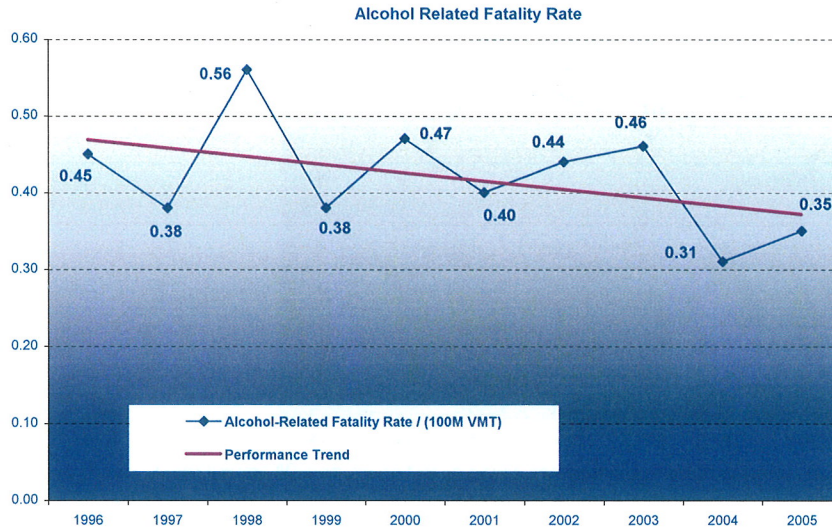
Reduce/Maintain, etc.



Note: The proportion of alcohol-related fatalities has varied from 30 to 42 percent in the past decade. Not that long ago, this proportion was about 60%. Much improvement has been seen in Minnesota.

Goal: Alcohol Fatality Rate/VMT

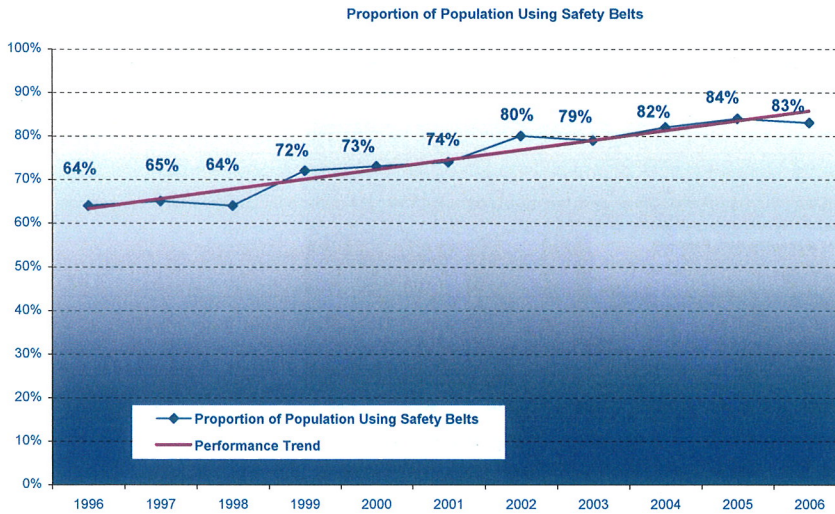
Reduce/Maintain, etc.



Note: Like the number of alcohol-related fatalities, this rate is also somewhat volatile. However, the downward trend indicates the success Minnesota has seen for this measure.

Goal: Safety Belt Use

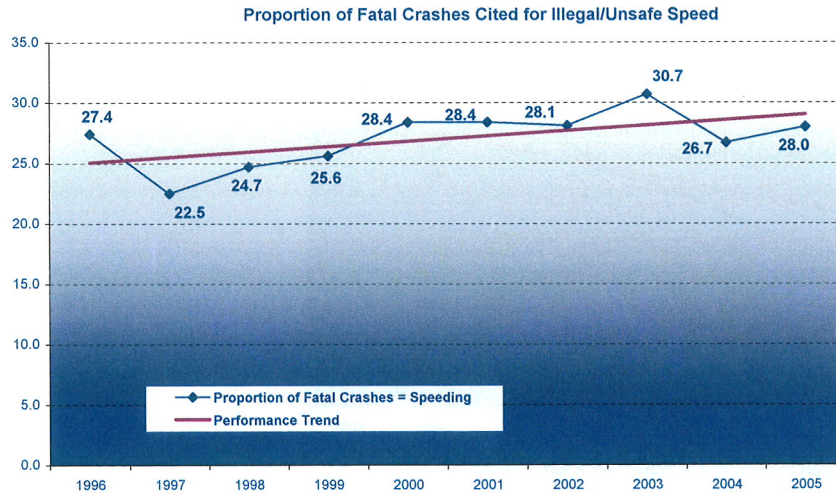
Reduce/Maintain, etc.



Note: Minnesota is not a 'Primary Seat-Belt Law' state. In spite of this, rapid progress is being made as seen by the upward trend.

Goal: Speeding in Fatal Crashes

Reduce/Maintain, etc.

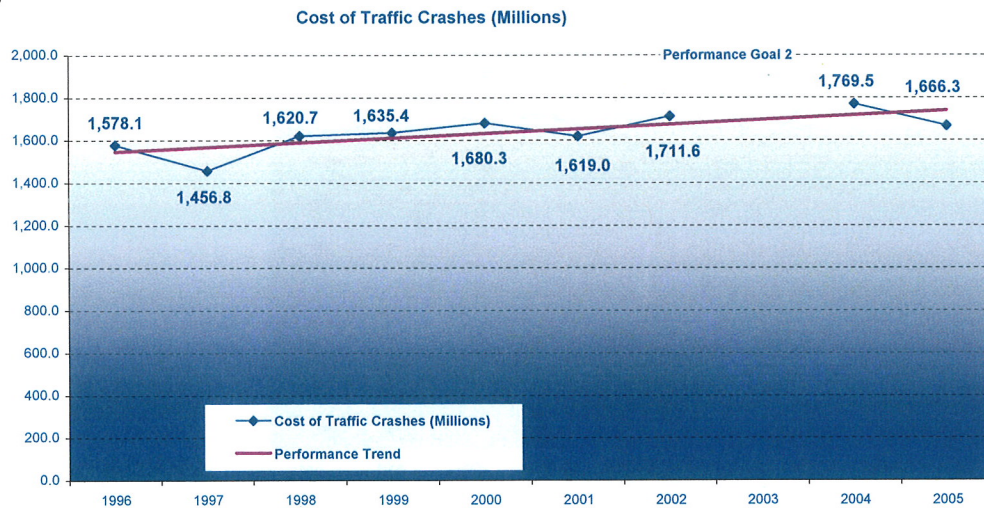


Note: The proportion of fatal crashes that are speed related is generally increasing. The drop noted in 1997 corresponds to increased speed limits on certain Minnesota roads (some crashes that would have been coded as 'speed-related' were not after the limit changed because the travel speeds were now legal speeds).

Goal: Cost of Traffic Crashes

Reduce/Maintain, etc.

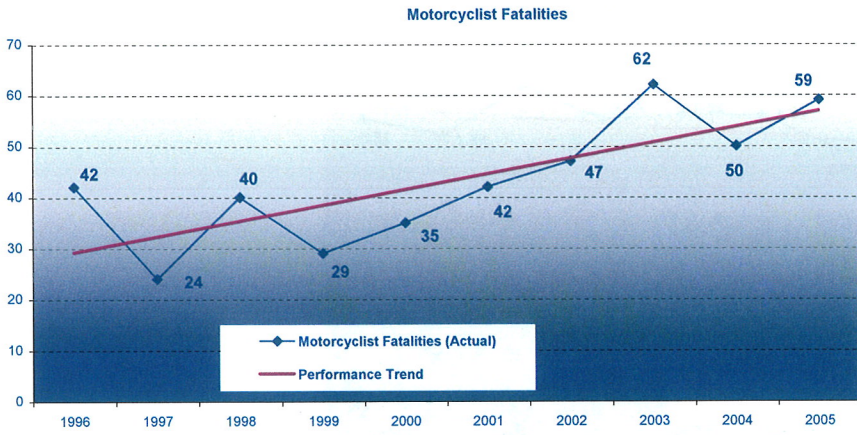
(2003 data not available)



Note: The costs of traffic crashes in Minnesota, as measured by the National Safety Council, have been increasing over the years as a general rule. In 2004, the cost estimate increased to almost \$1.8 billion dollars, the highest amount ever recorded. (Data for 2003 is not available).

Goal: Motorcyclist Fatalities

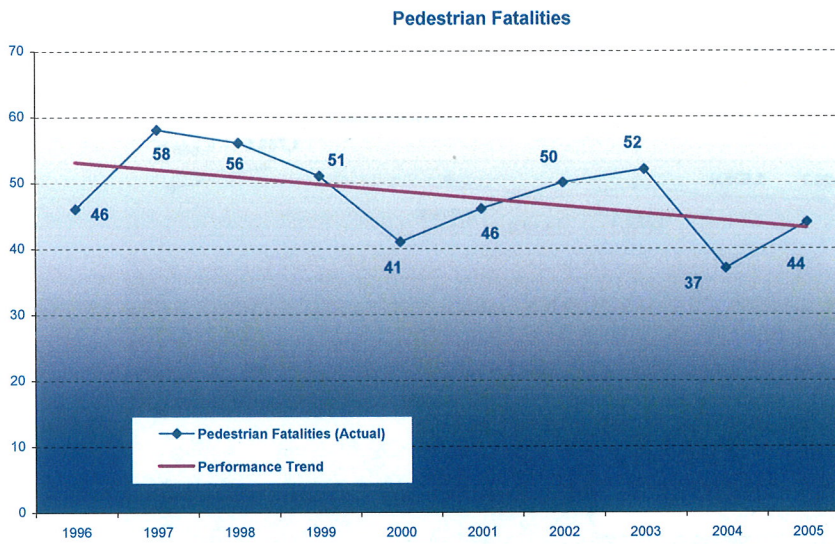
Reduce/Maintain, etc.



Note: The number of motorcyclist fatalities has been increasing in Minnesota and across the nation as the number of licensed drivers has increased.

Goal: Pedestrian Fatalities

Reduce/Maintain, etc.



Note: As a general rule, the number of pedestrian deaths in Minnesota has been trending downward. However, as the population grows in Minnesota, and cities become larger, pedestrian deaths will remain a challenge for traffic safety specialists.

2006* Minnesota Traffic Safety Expenditures

Project	Funding Source	Federal \$ Spent through GTS	Local Benefit of GTS Funds	State and Local Match	Carried Forward into 2007
01-01 Planning & Administration	PA 402	\$250,039.56	\$0.00	\$284,609.69	
01-02 P&A Accounting	PA 402	\$12,844.42	\$0.00	\$11,399.62	
	PA 402 Total	\$262,883.98	\$0.00	\$296,009.31	\$45,391.02
02-01 Occupant Protection Coord.	OP 402	\$74,036.46	\$65,892.43		
02-02 Child Safety Support	OP 402	\$23,397.63	\$22,227.75		
02-03 Operation Teens	OP 402	\$98,941.27	\$98,941.27	\$32,954.78	
02-04 CPS Investment	J3 2003B	\$86,755.50	\$82,420.45	\$30,000.00	
02-05 Seat Belt Surveys	OP 402	\$47,538.23	\$19,015.29		
02-06 Seat Belt Coalition	OP 402	\$15,000.00	\$7,500.01		
02-07 Day CAP	OP 402	\$47,206.31	\$47,206.31		
02-08 Car Seats for Needy	state			\$30,000.00	
02-09 157 Innovative	IN5	\$59,188.06	\$55,456.48	\$18,599.25	
157 Innovative Paid Media	IPM4	\$0.00	\$0.00		
157 Innovative Paid Media	IPM5	\$0.00	\$0.00		
	OP 402 Total	\$306,119.90	\$260,783.06	\$32,954.78	\$141,737.10
	J3 2003B	\$86,755.50	\$82,420.45	\$60,000.00	\$66,494.64
	IN5 157 Innov.	\$59,188.06	\$55,456.48	\$18,599.25	\$37,633.04
	IPM4 157 Innov.	\$0.00			\$1,337.15
	IPM5 157 Innov.	\$0.00			\$3,048.72
03-01 Impaired Driving Coordination	AL 402	\$91,607.01	\$68,705.29		
03-02 Youth Alcohol Coordination	AL 402	\$66,210.12	\$39,726.10		
03-03 DRE & Advanced Officer Trng	J8 410	\$130,488.39	\$72,579.76		
""	AL 402	\$85,860.47	\$42,930.24		
03-04 Law and Legal Training	AL 402	\$24,968.07	\$21,222.86	\$7,374.11	
03-05 Program Sharing	not conducted				
03-06 Improving DL Info System	cancelled				
03-07 NightCAP Liaison	J8 410	\$94,909.56	\$78,083.11		
03-08 NightCAP	J8 410	\$310,119.91	\$124,047.97	\$56,229.82	
""""	164AL	\$529,693.88	\$211,877.55	\$67,123.98	
03-09 NightCAP Equipment	J8 410	\$65,822.02	\$65,822.02		
03-10 NightCAP Evaluation	J8 410	\$50,000.00	\$4,100.00		
03-11 Resource Prosecutor	not conducted				
03-12 BCA and Patrol DWI Costs	state			\$2,882,248.03	
03-13 EUDL	OJJD				
03-14 Safe & Sober Locals' DWI	J8 410	\$184,410.36	\$184,410.36	\$15,738.44	
03-15 TOCCs	164AL	\$2,020,818.39	\$1,616,654.69		

*Federal Year: October 1, 2005 through September 30, 2006

2006* Minnesota Traffic Safety Expenditures

Project	Funding Source	Federal \$ Spent through GTS	Local Benefit of GTS Funds	State and Local Match	Carried Forward into 2007
03-16 DWI Court	J8 410	\$100,000.00	\$100,000.00		
03-17 DWI Focused Safe Comm.	164AL	\$408,024.48	\$408,024.48	\$133,394.62	
03-18 Impaired Driving Facts	J8 410	\$2,757.70	\$1,378.85		
03-19 DWI Troopers Year 3	164AL	\$2,904,616.58	\$1,016,615.80	\$684,650.00	
03-20 Central Safety Fund	DOT-notGTS				
03-21 DWI Booking System	not conducted				
03-22 DWI Crackdown Incentives	AL 402	\$49,664.89	\$42,908.86		
*****	J8 410	\$35,901.17	\$34,106.12		
03-23 DWI Paid Media	164PM	\$400,000.00	\$320,000.00		
03-24 <21 Community Assessment	not conducted				
03-25 K8 Funds for 2007	K8 410				
	AL 402	\$318,310.56	\$215,493.35	\$7,374.11	\$102,631.31
	J8 410	\$974,409.11	\$664,528.19	\$2,954,216.29	\$139,171.02
	164AL	\$5,863,153.33	\$3,253,172.52	\$885,168.60	\$6,249,041.58
	164PM	\$400,000.00	\$320,000.00	\$0.00	\$0.00
	164AL+164PM	\$6,263,153.33	\$3,573,172.52	\$885,168.60	\$6,249,041.58
	K8 410	\$0.00	\$0.00	\$0.00	\$2,138,732.00
04-01 Police Traffic Coordination	PT 402	\$84,771.09	\$63,578.35		
04-02 Safe & Sober with Patrol	PT 402	\$418,844.70	\$0.00	\$109,268.64	
04-03 Safe & Sober with Local Ent.	PT 402	\$561,134.34	\$561,134.34	\$226,155.58	
*****	157PT	\$194,703.15	\$194,703.15	\$56,069.96	
04-04 Safe & Sober Liaisons	PT 402	\$222,901.68	\$200,611.53	\$2,083.19	
04-05 Safe & Sober Challenge	PT 402	\$63,740.91	\$63,740.91	\$14,085.09	
04-06 May Mob Incentives	PT 402	\$0.00			
*****	157PT	\$81,037.75	\$76,985.86		
	PT 402	\$1,351,392.72	\$889,065.13	\$351,592.50	\$320,945.39
	157PT	\$275,740.90	\$271,689.01	\$56,069.96	\$21,855.10

*Federal Year: October 1, 2005 through September 30, 2006

2006* Minnesota Traffic Safety Expenditures

Project	Funding Source	Federal \$ Spent through GTS	Local Benefit of GTS Funds	State and Local Match	Carried Forward into 2007
05-01 Traffic Records Coordination	TR 402	\$57,829.01	\$32,132.25		
05-02 Problem Identification	TR 402	\$245,106.09	\$134,808.37		
05-03 Crash System Interface	J9 411	\$14,635.46	\$7,317.73		
05-04 Crash Data Proponent	TR 402	\$59,956.88	\$30,421.31		
05-05 TRCC	not conducted				
05-06 FARS	K9	\$0.00			
05-07 CODES	TR 402	\$9,777.82	\$5,866.69		
DVS Crash Records	J9 411	\$4,920.72	\$2,952.43		
	not GTS				
	not GTS				
	state			\$609,983.00	
	TR 402	\$372,669.80	\$203,228.62	\$509,983.00	\$55,398.20
	J9 411	\$19,556.18	\$10,270.16	\$100,000.00	\$4,199.72
	K9	\$0.00			\$788,733.00

06-01 Safe Communities Coord.	CP 402	\$123,116.55	\$98,493.24		
06-02 Evaluation Coordination	CP 402	\$58,539.73	\$23,415.88		
06-03 Pubic Info Coordination	CP 402	\$72,826.07	\$56,076.05		
06-04 Media Relations, PI&E	CP 402	\$378,515.74	\$272,531.33		
06-05 TS Partners Breakfasts	CP 402	\$1,200.76	\$600.38		
06-06 Global Evaluation	CP 402	\$71,979.00	\$28,791.60		
06-07 Safe Communities	CP 402	\$124,104.94	\$124,104.94	\$49,172.82	
06-08 NETS	CP 402	\$44,388.51	\$26,633.11		
06-09 Program Travel	CP 402	\$38,276.13	\$3,062.09		
06-10 Health Liaison	CP 402	\$69,443.56	\$65,276.96		
06-11 Paid Media	PM 402	\$734,758.48	\$590,215.23		
06-12 TZD Conference	CP 402	\$56,720.25	\$34,032.15		
06-13 Southeast Region	CP 402	\$4,047.93	\$4,047.93		
06-14 TZD* County Engineering	164HE	\$1,645,993.56	\$658,397.42		
06-15 TZD* Speed Enforcement	164HE	\$2,731,069.36	\$546,213.89	\$27,787.50	
	CP 402	\$1,043,159.17	\$737,065.66	\$49,172.82	\$147,645.83
	PM 402	\$734,758.48	\$590,215.23	\$0.00	\$65,241.52
	164HE	\$4,377,062.92	\$1,204,611.31	\$27,787.50	\$4,535,598.14

*Toward Zero Deaths

2006* Minnesota Traffic Safety Expenditures

Project	Funding Source	Federal \$ Spent through GTS	Local Benefit of GTS Funds	State and Local Match	Carried Forward into 2007
07-01 Motorcycle Coordination	MC 402	\$34,724.85	\$25,513.86		
07-02 Motorcycle Assessment	MC 402	\$18,323.60	\$10,958.80		
07-03 Motorcycle Safety Support	K6	\$0.00			
07-04 Motorcycle Safety Program	state			\$704,993.00	
	MC 402	\$53,048.45	\$36,472.66	\$704,993.00	\$13,451.55
	K6	\$0.00			\$120,614.00
09-01 TZD* Committee	RS 402	\$19,500.00		\$9,750.00	
09-02 Cable Median Barriers	164HE	\$0.00			
09-03 Tailgating Pilot	RS 402	\$14,865.74	\$14,865.74		
	164HE	\$0.00	\$0.00	\$0.00	\$0.00
	RS 402	\$34,365.74	\$24,615.74	\$0.00	\$20,634.26
*Toward Zero Deaths					
ALL 402 (excluding PM)		\$3,741,950.32	\$2,366,724.22	\$1,952,079.52	\$847,834.66
ALL SAFETY LU (K8,K9& K6 -- too late to use in '06)		\$0.00			\$3,048,079.00
ALL 164 Transfer (HE, AL, & PM)		\$10,640,216.25	\$4,777,783.83	\$912,956.10	\$10,784,639.72

*Federal Year: October 1, 2005 through September 30, 2006