



**minnesota ffy 09
annual evaluation report
december 2009**

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Minnesota Annual Evaluation Report

Forward

The mission of the Office of Traffic Safety is to lead efforts to prevent traffic deaths and serious injuries by changing human behavior in Minnesota.

The State of Minnesota values the United States Department of Transportation funding that is received to carry out this mission.

The Minnesota Department of Public Safety (DPS), 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. Many innovative and comprehensive projects were planned and completed.

Minnesota is proud of its work, including some of its established projects such as: the *Safe & Sober* law enforcement project; NightCAP enforcement of impaired driving laws; and its nationally-recognized communications project which develops and places earned and paid media, as well as providing communication outreach on traffic safety efforts. A number of these projects are components of Minnesota's Strategic Highway Safety Plan (SHSP) which was initiated in FFY 2004 and completed in FFY 2005. In FFY 2007, the SHSP was updated to align with SafeTEA-LU requirements and all sponsoring state agencies (Health, Transportation and Public Safety) signed on. The work of the OTS continues to focus on the goal of moving Minnesota Toward Zero Deaths (TZD). The partnership between the OTS, the Minnesota Department of Transportation (Mn/DOT), and other safety partners remains strong. The OTS and the entire TZD group remains dedicated to strong partnerships working toward this goal.

The Minnesota legislature embraced traffic safety this session. Several key pieces of legislation were enacted that will help drive Minnesota toward zero deaths.

- Primary enforcement of seat belt violations became effective June 9th, 2009.
- Booster seats are required for children under age 8 and shorter than 4'9" as of July 1, 2009
- Expansion and extension of an ignition interlock pilot project from two counties to a statewide pilot is possible under legislation effective August 1, 2009.

Considering also the legislation effective August 1, 2008 (nighttime and passenger restrictions for teen drivers and making it illegal for any individual to text message, e-mail or access the Internet on a wireless device while driving), Minnesota has made great strides legislatively.

Minnesota has joined a select but growing number of states by achieving the following milestone: Minnesotans now buckle up 90% of the time. (August 2009)

The OTS would like to acknowledge the support of the National Highway Traffic Safety Administration (NHTSA) Region 5 Office for its guidance throughout the fiscal year. Staff as a whole; from the Administrator to the receptionist, are accessible and helpful. George Ferris, the regional program manager assigned to Minnesota, offered support and assistance, as well as suggestions for improvements and modifications to Minnesota's program. Regional staff also assisted with the transition of a new Traffic Records Coordinator after several months with a vacancy in this position.

This report, which is required by the NHTSA, provides the following information:

- An overview of the major program areas pursued in FFY 2009 (October 1, 2008 through September 30, 2009), highlights of some selected projects, and future strategies to consider. These can be found in the first two sections: program overviews and noteworthy practices.
- A report on Paid Media buys and results.
- A traffic safety trends in Minnesota section which has been enhanced with expanded performance measures that will be used in all states.
- A financial summary of the costs associated with the projects supported in FFY 2009.

Many promising projects are highlighted to provide details including the goals set and results realized for each. The contact information for the individuals 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 may contact the OTS at the following address:

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Minnesota Department of Public Safety
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St. Paul, MN 55101-5150

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

Overview

Overviews

Planning & Administration

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

Achieving the goals 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 those efforts.

The Office of Traffic Safety (OTS) continues to stress the “Toward Zero Deaths” (TZD) initiative – a partnership of engineering, enforcement, education, and emergency medical services sharing the vision of ever-decreasing numbers of traffic fatalities.

Planning & Administration Program Objectives:

- Programs and projects conducted by or through the OTS will be well run. Problems will be identified, objectives will be set, strategies will be designed and evaluations will be conducted.
- Innovative projects will be designed, implemented and evaluated. Current projects will be continually improved and re-evaluated.
- Financial and programmatic issues will be handled in accordance with governing statutes and procedures of the state and federal agencies.
- The expenditures for P&A will not exceed the 10% maximum cap set by the 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 Office of Traffic Safety to effectively manage internal operations and external outreach. The full complement of staff consists of one director, one deputy director, 11 coordinators, three research analysts, one FARS analyst and two administrative/support positions.
- The office will be organized and equipped to most effectively and efficiently support operations of all program areas.
- The deputy director and other OTS staff, as appropriate, will continue to dedicate time to partner with the Department of Transportation to update the Strategic Highway Safety Plan (SHSP) and to work on strategies outlined in the document.

Results:

- Programs and projects are managed and monitored so they have the best possible chance for success and for showing the success in evaluations.
- 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 funds rent, in-state travel, communications, portions of general DPS salaries (5% of the receptionist for example), director, deputy director, two administrative staff, and a senior program coordinator in the OTS and one-quarter time of an accounting officer in DPS’ Fiscal and Administrative Services under P&A. The other program coordinators and the research analysts are funded in specific program areas.
- In 2009, vacancies existed for significant amounts of time for various positions. The office structure is continuing to undergo reorganization to efficiently meet changing demands and staff position descriptions are undergoing review and being re-written in concert with the new structure.
- During the year, two staffers were promoted to State Program Administrator Coordinator positions and filled positions include two people as State Program Administrator Principles, one person as a State Program Administrator Senior, and one person as an

Office Administrative Specialist Intermediate. The OTS has developed and implemented a more structured approach to training new employees.

- The TZD partnership and leadership teams continue to meet and work progresses on the implementation of the Comprehensive Highway Safety Plan.

Future Strategies:

The review and updating of the OTS policy and procedures manual will be completed during the 2010 fiscal year. The OTS, along with two other DPS divisions, is moving toward implementing web based self-service grant applications and reporting systems commonly referred to as E-Grants. OTS expects to begin testing the system during the 2010 fiscal year and have it operational for the 2011 grants. The OTS strives to continually improve training opportunities and the office environment to retain qualified staff. Activities from the SHSP continue to be merged into the various traffic safety programs.

Occupant Protection

In 2009, 90.2% of Minnesotans wore seat belts. The passage of a primary enforcement bill will help to reach the final 10%

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. The OTS devotes one program coordinator to administer the OTS' occupant protection (OP) and Child Passenger Safety (CPS) programs. The OP/CPS coordinator is involved with law enforcement efforts and educational programs to increase seat belt and correct child restraint use. Activities aimed to increase the use of restraints are critical components of enforcement, public information, and teen outreach projects. The combination of enforcing Minnesota's seat belt law and visible public information about these efforts is a critical mission aimed at increasing belt use statewide. The May and October mobilizations (described in the Police Traffic Services Noteworthy Practices section) are part of the statewide efforts to increase belt use. The Child Passenger Safety (CPS) program leads efforts to support the education of parents/caregivers on how to properly transport children in child restraint systems.

Occupant Protection Program Objectives:

- Increase the rate of seat belt use in Minnesota.
- Educate the public about the benefits of upgrading seat belt laws to standard universal enforcement status.
- Target Minnesotans with the lowest seat belt use rates.
- Decrease the percentage of unrestrained child occupant fatalities and serious injuries.
- Decrease the percentage of misuse of child restraint systems.
- Partner with other agencies and individuals dedicated to increasing seat belt use and improving Minnesota's seat belt policies.

Results:

- Belt use reached 90.2% statewide in 2009.
- The Minnesota Seat Belt Coalition continued its work on educating the public and law makers on the important benefits of seat belt use. Through the tireless work of countless individuals, Minnesota passed a primary enforcement bill effective June 9, 2009. The OTS did not fund any salaries or support costs associated with passing a primary enforcement bill.
- Seat belt use among 16-29 year olds rose 6 percentage points to 88.5%.
- Seat belt use for pickup truck drivers rose from 77% in 2008 to 84% in 2009.
- Minnesota also passed booster seat legislation in 2009. Booster seats are required for children under age 8 and shorter than 4'9" as of July 1, 2009.
- 1,269 child safety restraint systems were distributed to low income families with education provided by a variety of trained CPS advocates, primarily through public health agencies.

Noteworthy Practices:

- Minnesota Seat Belt Coalition
- Seat Belt Observational Surveys
- CPS Investments/Support

Future Strategies:

For 2010, the OTS will continue to implement seat belt enforcement programs in conjunction with an October *Safe & Sober* wave and the National *Click it or Ticket* Mobilization in May. The OTS will work to educate Minnesotans about the requirements of the new primary enforcement seat belt law and the new booster seat law. The OTS continues to emphasize belt enforcement in the evening hours and will design a nighttime seat belt survey to evaluate our success. The OTS will also continue to publicize training opportunities led by certified CPS instructors for advocates interested in CPS.

Impaired Driving

Support for a broad-range of impaired driving programs effective in changing the behavior of a vast array of impaired drivers.

Minnesota supports a comprehensive impaired driving program that evaluates the extremely complex problem of impaired driving and determines programs that are effective in reducing alcohol-related deaths and severe injuries. To have an effective impaired driving program, a state must support programs that are successful on a broad-range of impaired driving issues from young inexperienced drinking drivers to hard core drunk drivers.

Minnesota continuously seeks to improve current impaired driving programs. In addition, new programs are developed that support the statewide strategy to reduce alcohol-related deaths and severe injuries. Careful consideration is taken to determine how new programs can be implemented and woven into the current strong impaired driving program. Minnesota has been fortunate to develop synergy by combining NHTSA funding with Enforcing Underage Drinking Laws (EUDL) funds received from the Federal Department of Justice, Office of Juvenile Justice & Delinquency Prevention which are designed to be administered to enforce underage drinking laws and to reduce youth alcohol access and use. Through developing partnerships, education, enforcement and innovate strategies the OTS has developed a comprehensive impaired driving program.

Impaired Driving Program Objectives:

- Decrease the percentage of alcohol-related fatalities and alcohol-related serious injuries.
- Increase the number of Driving While Impaired (DWI) arrests. An arrest is a key deterrent for impaired driving.
- Educate key stakeholders of the impaired driving arrest process (both law enforcement and the courts) on proper procedures and the importance of their role in the procedure.
- Design projects targeted at populations identified as over-represented in alcohol-related crashes. Minnesota focuses on 21-34-year-old male drivers.
- Promote the development of problem solving DWI courts that closely monitor repeat impaired driving offenders and consequently reduce recidivism.
- Evaluate and promote the use of technologies known to reduce impaired driving; i.e., ignition interlocks.
- Increase public awareness of the risks of driving impaired and the impaired driving enforcement efforts (high visibility enforcement).
- Reduce impaired driving among underage Minnesotans.

Results:

- The number of alcohol-related fatalities decreased from 190 in 2007 to 163 in 2008, a 14% reduction. Alcohol impaired driving fatalities (0.08 alcohol concentration or above) decreased from 173 in 2007 to 135 in 2008, a 22% reduction. Minnesota ranked 4th lowest in the nation for alcohol impaired drivers involved in a fatal crash based on VMT. Further, alcohol-related severe injuries also decreased from 382 in 2007 to 337 in 2008, a 12% reduction.
- Minnesota experienced a decrease in DWI arrests from 38,757 in 2007 to 35,794 in 2008. Historically, DWI arrest data fluctuates from 32,000 to 40,000 arrests per year. Enforcement efforts will continue to focus on high visibility to create a much stronger general deterrence.
- All law enforcement officers that work funded programs are trained in Standardized Field Sobriety Testing (SFST) and Occupant Protection Usage and Enforcement (OPUE). Officers were required to take a DWI Update (Update) course if the SFST course was completed more than five years ago. The Traffic Safety Resource Prosecutor provided several courses and training tools to assist prosecutors with successfully prosecuting DWI cases.
- NightCAP impaired driving enforcement saturations focused on the 13 Minnesota counties with the highest number of alcohol-related fatalities and severe injuries. NightCAP saturations statewide resulted in 3,417 DWI arrests from 373 saturations.
- Two statewide impaired driving mobilizations were conducted, one in December and one in August/September.
- Minnesota now has ten DWI courts, eight of which are funded by the OTS. During this year the funded programs admitted 178 people into a DWI Court: 80 graduated, 22 were terminated and 225 are currently enrolled. Only seven graduates from DWI court incurred an additional DWI arrest.
- The ignition interlock pilot program expanded statewide and is currently adding approximately 100 participants per month.
- Telephone surveys indicate the number of people that heard about increased enforcement rose from 37% to 81%. The emphasis group, unmarried males under 35, rose from 44% to 81%.
- Unfortunately, telephone surveys also indicate the perceived likelihood of being stopped for impaired driving stayed statistically the same with about 1/3 of respondents saying they'd be "Very likely" to be stopped if they drove when the amount of alcohol in their body was more than the law allows.
- The "Over the Limit. Under Arrest." slogan was recognized by 51% prior to and 67% post the Labor Day wave. The emphasis group of unmarried males under 35 showed extremely high recognition for both pre and post survey waves: 74% to 90%.
- In 2008, 2,951 people were arrested for DWI, under the legal drinking age compared to 3,451 in 2007. Further, 34 drivers under the legal drinking age were killed and 8 of those drivers were over the legal limit of 0.08.

Noteworthy Practices:

- NightCAP
- Anoka NightCAP
- DWI Courts
- Traffic Safety Resource Prosecutor
- E-Charging

Future Strategies:

Minnesota will continue to fund programs that reduce the number of alcohol-related fatalities and severe injuries. In FFY 2010, enforcement saturations will focus on the 13 counties with the highest number of alcohol-related fatalities and severe injuries. Strategies to increase the visibility of the enforcement effort will continue to expand and include an emphasis on nighttime seat belt enforcement. Additionally, the national December and Labor Day Crackdowns will be supported

statewide through the *Safe & Sober* program. Paid and earned media will continue to enhance all enforcement efforts. DWI courts, judicial outreach and ignition interlock will be supported in addition to working with the public health community through safe communities and screening and brief intervention programs. The traffic safety resource prosecutor will expand the opportunities to reach out to criminal justice stakeholders to educate them on the importance of a DWI arrest and conviction and the proper judicial procedures. Minnesota will be deploying the new e-Charging system which is a component of the model impaired driving system. Further expansion of this system will include replacing the breath testing instruments and integrating the new instruments with the e-Charging system. The electronic system will greatly expedite the process for both law enforcement and prosecuting attorneys.

Police Traffic Services

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

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

Minnesota's *Safe & Sober* program incorporates the national mobilizations as part of the overall plan. Law enforcement agencies are given many ways to participate. Some agencies which are unable to commit the resources to being a full S&S partner enter the *S&S Challenge*, a smaller grant award based on an agency's commitment to traffic safety. Others participate via mini grants for the *Click It or Ticket* Mobilization. Several agencies who do not receive a federal grant from our office still participate in the national mobilizations and report their successes through our website. Minnesota has been fortunate to have very committed law enforcement liaisons that keep the program a priority locally and aid agencies in a myriad of ways.

Police Traffic Services Program Objectives:

- Reduce the number of traffic fatalities and serious injuries.
- Increase seat belt use as shown by observational studies.
- Decrease impaired driving as shown by the percentage of crash deaths that are alcohol-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 perception of the likelihood of receiving a citation or being arrested for violating traffic laws.
- Increase the public's recognition of law enforcement traffic safety emphasis waves.

Results:

Many of the results summarized below are discussed more thoroughly in the noteworthy practices reports that follow.

- In 2008, 455 people died on Minnesota roadways. This is the lowest number since 1945.
- The number of serious injuries reached a record low 1,553 in 2008.
- To date (December 28, 2009) there are 395 known traffic deaths in Minnesota for 2009. This is nearly 8% fewer than the 428 known deaths on this date in 2008.
- Seat belt use, as shown by observational surveys, reached a new high of 90.2% in 2009.
- The 163 alcohol-related fatalities in 2008 was the lowest number since Minnesota began tracking this number in 1984.
- The number of agencies participating in the OTS enforcement programs and national mobilizations remained consistent at 400 from 2008 to 2009 covering all areas of the state.

- The *Click it or Ticket* media campaign raised both awareness and perception of apprehension. Pre survey responses indicated that 12% had seen a belt enforcement message in the past 30 days and this number rose to 31% post mobilization.
- Prior to the *Click it or Ticket* campaign 19% of respondents thought it “Very likely” they’d be ticketed for belt non-use. Post campaign this number rose to 31%.
- The *Over the Limit. Under Arrest.* campaign was not as successful in raising the perception of apprehension. Those responding that they’d be “Very likely” to be arrested remained mostly unchanged from 35% pre to 31% post mobilization.

Noteworthy Practices:

- *Safe & Sober* Patrol & Local Law Enforcement
- *Safe & Sober* Liaisons
- National Mobilizations

Future Strategies:

Overall, the Minnesota public and enforcement communities identify with and support the *Safe & Sober* programs. Evidence strongly supports that the combined efforts of increased enforcement and paid and earned media do have a positive impact on improving driver behavior. The OTS will continue to emphasize motorcycle and nighttime seat belt enforcement. The OTS will continue to incorporate best practices identified by our local agencies, as well as those suggested by our federal partners, into *Safe & Sober*.

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, motor vehicle and driver licensing agencies, and motor carrier agencies. Its mission is to ensure high quality traffic records data, information, and systems in order to improve roadway transportation safety.

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

Traffic Records Program Objectives:

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

Results:

- Expanded use of the web based crash report entry feature (90+% of crashes are reported electronically) has lead to significant gains in the timeliness of crash data.
- The TRCC continues to meet regularly and plan effective strategies for data systems improvements by moving ahead to make sure all systems stakeholders are informed of

upcoming changes and innovations and that the TRCC does its best to implement improvements.

- The formation of the “Crash Data Users Group” (CDUG) and the Data Accessibility Subcommittee gave the TRCC additional input and expanded the vision of the group.
- The Crash Outcome Data Evaluation System (CODES) project forged a new expanded data sharing agreement between the Departments of Public Safety and Health.
- The OTS has two researchers who produce documents concerning Minnesota’s motor vehicle crashes. Two major publications produced by the OTS are *Minnesota Motor Vehicle Crash Facts* and *Minnesota Impaired Driving Facts*. These reports are excellent resources for persons interested in traffic crash and impaired driving issues in Minnesota. The OTS research staff performs problem identification and program evaluation.

Noteworthy Practices:

- Crash Data Proponent
- Crash Data Importance video
- Problem identification and analysis performed by researchers

Future Strategies:

For 2010, the TRCC will continue to follow its current path of implementing prioritized projects from the Statewide Traffic Information Systems Strategic Plan. The OTS and the TRCC will also prioritize implementation of recommendations made from the Traffic Records Assessment and incorporate the findings into an updated Strategic Plan. The Department of Public Safety’s Minnesota License and Registration System (MNLARS) will continue in development and the user needs of a new crash system will be defined.

Community Programs

Community activities and coalitions – dedicated advocates working together to make their roadways safer; bringing people together through regional projects and conferences.

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 crash fatalities and injuries. With communities focusing on traffic safety issues, the OTS’ goal of Toward Zero Deaths becomes more attainable.

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 diverse backgrounds of members that are actively involved in local coalitions.
- Use experienced health professional liaisons to increase health professionals’ awareness of the importance of traffic safety issues and to obtain their cooperation in focusing on these issues.
- Expand the number of active Safe Community coalitions to more areas of the state.
- Encourage the formation of regional partnerships.

Results:

- TZD Stakeholders’ breakfasts were conducted quarterly to provide outreach to partners.

- The Health Liaisons 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 enforcement efforts and self reported changes in behavior (observational surveys of safety belt use were conducted under the occupant protection section).
- Interest in Safe Community Coalitions continues to grow and partnerships were expanded. There were 22 Safe Community coalitions in 2009. A number of the coalitions work together on regional activities.
- 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 TZD project continues to coordinate efforts to advance traffic safety with regional and/or partnership projects.

Noteworthy Practices:

- Public Information and Education
- Safe Community Coalitions
- Toward Zero Deaths (TZD) Conference
- *Love of Car: Transportation as We Age*

Future Strategies:

For 2010 the OTS replaced the *Safe Communities* project with the *TZD Safe Roads* project. Greater emphasis will be made to work in conjunction with law enforcement agencies around traffic enforcement waves. The OTS will continue to challenge the complacency toward traffic crashes through our Public Information & Education (PI&E) and paid media efforts as well as working through the *TZD Safe Roads* Coalitions to enhance local ownership. 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. The TZD conference will continue to offer breakout sessions that appeal not only to each discipline but to multi discipline stakeholders.

Motorcycle Safety

Both nationally and in Minnesota, motorcycle fatalities have been increasing at an alarming rate.

In 2008, 72 persons were killed in motorcycle crashes, mirroring the increase in motorcycle fatalities nation-wide. Licensed operators reached an all time high of 380,232. The Minnesota Motorcycle Safety Program (MMSP) conducts rider training courses, targeted public information campaigns, and an evening testing program for motorcycle license endorsement to improve motorcyclist safety.

Motorcycle Safety Program Objectives:

- Reduce the number of motorcyclist fatalities.
- Reduce the number of unhelmeted motorcyclist fatalities.
- Reduce the number of fatalities involving a motorcycle operator with a BAC of .08 or above.

Results:

- The number of motorcyclist fatalities increased from 61 in 2007 to 72 in 2008.
- The number of unhelmeted motorcyclist fatalities increased from 45 in 2007 to 53 in 2008 but the percentage of unhelmeted motorcyclist fatalities remained the same at 74%.

- The number of fatalities involving a motorcycle operator with a BAC of .08 or above increased from 15 in 2007 to 25 in 2008.
- The rate of motorcycle fatalities per 10,000 registered motorcycles increased from 2.9 in 2007 to 3.2 in 2008.
- Despite an increase in the number of motorcycle involved crashes, the rate per 10,000 registered motorcycles changed very little from its record low in 2006 to 73 crashes per 10,000 registered motorcycles in 2008.
- While the number of motorcycle involved crash fatalities will not be finalized until the spring of 2010, preliminary indications suggest that Minnesota will experience a decrease in motorcyclist fatalities of approximately 20% for 2009.
- Rider course participation decreased by 22% in 2009 from a record high in 2008. Total course enrollment was 8,240. The MMSP offers several types of courses. Rider training course totals were:
 - 7,224 in the Basic Rider Course
 - 431 in the Experienced Rider Course
 - 225 in the Moped Course
 - 126 in the Skills Re-test Course
 - 66 in the Street Smarts Course
 - 64 in Seasoned and Group Riding Courses
 - 69 in the Introduction to a Motorcycle Course
 - 35 in the Basic Rider Course Refresher
- In 2008, the MMSP completed the first year of a two year campaign to educate riders on the benefits of increasing the conspicuity of themselves and their motorcycles.

Noteworthy Practices:

- Rider Education and Training
- Targeted Public Information Campaigns
- Evening Hours for Motorcycle Skills Testing
- Annual Minnesota Motorcycle Rider Survey

Future Strategies:

The MMSP campaign to educate riders on the benefits of increasing the conspicuity of themselves and their motorcycles will carry forward to 2010 and again be targeted toward the Minnesota counties with the greatest number of multi-vehicle motorcycle/car crashes. Additionally, a NHTSA Section 2010 funded motorist awareness effort will be conducted again in Minnesota's ten highest motorcycle crash counties. Finally, while 2009 yielded our best efforts yet at increasing coordinated enforcement opportunities, the MMSP will continue to seek opportunities to increase the presence of law enforcement in Minnesota's motorcycle safety effort.

Roadway Safety

The Office of Traffic Safety in partnership with the Minnesota Department of Transportation (Mn/DOT) and Minnesota County Engineers.

Section 164 Hazard Elimination funding, transferred to the OTS from the Mn/DOT because of Minnesota's insufficient sanctions on repeat DWI offenders, has been employed by the OTS toward eliminating common roadway hazards through high value, low cost countermeasures. In addition to seeing these countermeasures (via Mn/DOT road cameras) preventing dozens of serious crashes this year, these hazard elimination projects also are building new and strengthening existing Toward Zero Death partnerships. A county level workshop with participants from the "4Es" was conducted jointly for Olmsted County in the southeastern part of the state to develop a local county road safety plan. This pilot was successful and future plans will be to coordinate similar county level workshops eventually involving every county.

Roadway Safety Driving Program Objectives:

- Create a safer roadway environment.
- Expand projects that provide for hazard elimination on our roadways.

Results:

- Projects were awarded that included systematic lane departure and intersection improvements and projects previously identified in Road Safety Audits.
- Cable median barriers installed on high volume roadway medians have been very effective in reducing median cross over crashes.
- Crash records indicate that a majority of fatal and severe injury crashes are caused by vehicles leaving the roadway. Three types of enhanced pavement markings: wide pavement markings, wet reflective pavement markings, and rumble strips have been installed as a part of the statewide pavement marking project.

Noteworthy Practices:

- Hazard elimination projects with county engineers
- County Road Safety Plans
- Three types of enhanced pavement markings: wide pavement markings, wet reflective pavement markings, and rumble stripes
- Installation of cable median barriers to prevent crossover collisions

Future Strategies:

Facilitate county level road safety plans for each county through workshops with Toward Zero Deaths partners. Expand striping/pavement marking and cable median barrier installation initiatives.

Noteworthy Practices

Noteworthy Practices

Occupant Protection

Seat Belt Coalition

Target:

Minnesota residents, safety advocates, policymakers, and media in Minnesota

Problem Statement:

The seat belt use rate in Minnesota is relatively high for a secondary enforcement state however, about one in seven vehicle occupants continue to travel unbelted in Minnesota. OTS partners with the Mn/DOT in moving Toward Zero Deaths. Continuing to increase seat belt use is one critical project aimed at moving the numbers closer to reaching that goal.

Objectives:

- Coordinate the grassroots work of safety professionals and citizens to increase the seat belt use rate across the state.
- Assist efforts to enhance Minnesota's current seat belt law.
- Raise the seat belt usage rate in Minnesota.

Strategies:

The OTS contracts with the Minnesota Safety Council (MSC) to lead efforts to achieve the objectives listed above. The Minnesota Seat Belt Coalition works to reduce deaths and injuries on roadways by increasing seat belt use through education about issues and legislation. The Coalition is coordinated by the Minnesota Safety Council in partnership with the Minnesota Department of Public Safety, Office of Traffic Safety.

The Minnesota Seat Belt Coalition includes individuals and organizations from across the state—businesses, health care providers, emergency responders, law enforcement officers, community organizations, parents, insurance representatives, auto dealers, crash survivors and others. The OTS, through the MSC and the Office of Communications (OOC), continues to provide members with effective communication tools. These tools will be used to educate citizens, media and policy makers on the importance of seat belt use and enforcement laws in increasing seat belt use. The OTS prepared comprehensive information illustrating the benefits of a primary seat belt law for the 2009 legislative session. The CODES dataset generated cost figures to educate the legislature on the cost of non seat belt use. The MSC serves as the lead for policy change.

Results:

- Membership increased in the Coalition and the Government Relations team.
- Communications tools were improved through new fact sheets and an updated web site.
- Crash Outcome Data Evaluation System (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.
- **Primary enforcement of seat belt violations became effective June 9th, 2009.**
- Minnesota joined the elite but growing number of states to achieve a seat belt use rate over 90%. The rate was 90.2% in 2009.

Costs: \$26,946.96

Funding Source(s): 402

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Seat Belt Use Observational Surveys**Target:**

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

Problem Statement:

An observational survey of seat belt use in Minnesota is conducted at least annually to measure the impact of seat belt program activities. The OTS redesigned its observational survey of belt use in FFY 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 seat belt observational survey.
- Collect additional data on seat belt users and non-users.
- Improve the efficiency of the survey process.

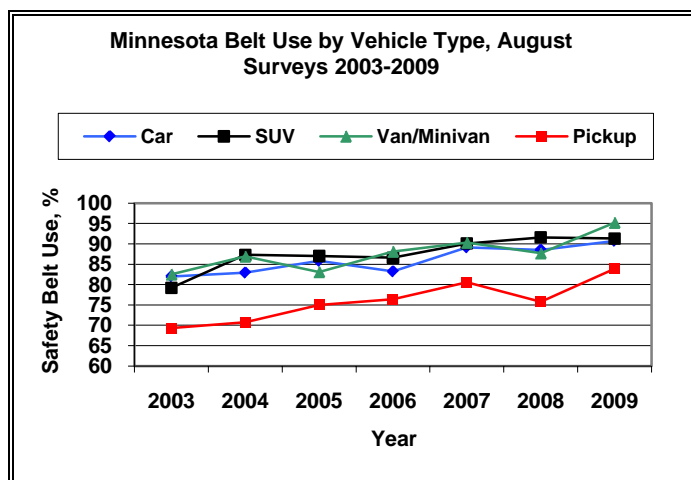
Strategies:

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 (PDAs) chosen allow for wireless internet connectivity as well as cell phone use. Observers periodically transmit data soon after it is collected and the data can be reviewed the same day using the PDAs. 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. This same technology was used in 2009.

Results:

- Three observational surveys of seat belt use in Minnesota were conducted.
 - Mini survey was conducted prior to the May Mobilization.
 - Statewide survey was conducted post May Mobilization.
 - Annual statewide survey was conducted in August (90.2%).
- Minnesota passed a primary enforcement bill that went into effect 6/9/09.
- 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 (5.6%) was calculated for Minnesota drivers.
- Seat belt use is now available by vehicle type, age group, and gender.



Costs: \$39,177.01

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 causes of death and disability for children 14 and under. According to the Minnesota Crash Facts 2008, there were 79,095 crashes throughout the state resulting in 455 traffic fatalities.

Objectives:

- Increase the rate of child restraint use as well as proper use.
- Educate the public about the new booster seat law in Minnesota which took place July 1, 2009.
- Reduce the rate of safety seat misuse.

Strategies:

CPS trained advocates committed to assisting parents and caregivers provide services to educate parents about the correct installation of child restraints. These advocates 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. Training is provided for CPS advocates at the TZD conference. Additionally, the OTS provides free *Safe Ride News* subscription to MN CPS technicians.

Results:

- Minnesota passed a booster seat law making it mandatory for a child under age 8 and shorter than 4'9" tall to be secured in a child safety seat to include a booster seat.
- 1,269 child safety restraint systems were distributed with an educational component to low income families throughout the state of Minnesota. Education was provided by a variety of trained CPS advocates, primarily through public health agencies.
- Support for safety seat fitting stations, clinics, and classes consists of free advertisement on the DPS website, print materials, locking clips, brochures, equipment, videos, CD's, and curricula.
 - 95 Child and Foster Care Provider Training classes.
 - 1,112 permanent fitting stations to assist parents and caregivers in the correct installation of car seats.
 - 3 eight hour refresher classes for MN CPS practitioners.
 - 9 sixteen hour MN CPS practitioner classes.
 - 13 thirty-two hour CPS technician classes.
- 107 CPS advocates, partners, and stakeholders attended the annual TZD conference in Duluth, Minnesota. This annual event featured 2 days of CPS breakout sessions.
- 644 free *Safe Ride News* subscriptions were provided to MN CPS technicians.

Costs: \$140,000.00

Funding Source: 300

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Impaired Driving

2009 NightCAP Program

Target:

Impaired Drivers

Problem Statement:

Drinking and driving remains a serious problem in Minnesota and across the nation. In 2008, 455 people died in traffic crashes in Minnesota and 163 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 DWI arrests in the 12 NightCAP counties – a known deterrent for impaired driving.
- Decrease alcohol-related fatalities and severe injuries in Minnesota - specifically in the 12 counties.
- Increase the fear of being apprehended by conducting impaired driving enforcement saturations that include state, city and county law enforcement officers. These saturations will be conducted in the 12 counties with the highest number of alcohol-related fatalities and severe injuries over a three year period. (*There were actually 13*

counties identified in 2009, however, Anoka County is reported separately under the 2009 Anoka NightCAP Program summary.)

Strategies:

The Office of Traffic Safety contracts with the Minnesota State Patrol to conduct impaired driving enforcement saturations in the 12 counties with the highest number of alcohol-related fatalities and severe injuries. The 12 counties included in the NightCAP program for 2009 are: Blue Earth, Crow Wing, Dakota, Hennepin, Itasca, Ramsey, Rice, Sherburne, St. Louis, Stearns, Washington and Wright. Monthly saturations are conducted in each of the 12 counties. In the four metro counties with the highest number of fatalities and severe injuries (Hennepin, Ramsey, Dakota and Anoka) weekly saturations are conducted during the summer months. By focusing in the 12 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 are collected after each saturation to assist in the media effort. Roadway signs and other enforcement strategies are used to increase the visibility of the enforcement effort.

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

Results:

- Comparing FFY08 to FFY09, the number of Regular NightCAP saturations increased from 243 to 325, DWI arrests increased from 2,501 to 2,922, and the total number of traffic stops increased from 43,613 to 55,161.
- A detailed comparison of enforcement activity that resulted from the project in FFY08 to the activity that resulted from the project in FFY09 is documented below:

PROGRAMS	DWI	VEHICLE FORFEITURE	DAR/DAS/DAC	DRUGS	OPEN BOTTLE	MINOR COMSUMPTION	SPEED	SEAT BELTS	CHILD RESTRAINTS	DESIGNATED DRIVER	TOTAL CITATIONS	TOTAL VEHICLE STOPS
FFY 2008												
Regular OT NC	2,382	258	1,699	385	265	889	3,337	468	54	2,653	14,326	41,734
Regular On-Duty NC	119	23	77	18	11	44	283	27	2	237	960	1,879
TOTALS	2,501	281	1,776	403	276	933	3,620	495	56	2,890	15,286	43,613

FFY 2009												
Regular OT NC	2,626	271	1,948	473	335	852	3,408	1,182	48	3,443	16,208	51,552
Regular On-Duty NC	296	27	136	33	23	59	281	145	3	241	1,134	3,609
TOTALS	2,922	298	2,084	506	358	911	3,689	1,327	51	3,684	17,342	55,161

Comparison												
FFY 2009 Number Increase or Decrease	421	17	308	103	82	-22	69	832	-5	794	2,056	11,548
Percentage of Change	16%	6%	17%	25%	29%	-2%	1%	168%	-8%	27%	13%	26%

- All of the 12 counties conducted monthly impaired driving saturations during FFY 2009. An additional 18 saturations were held at events such as music festivals or regional fairs, in other locations where impaired driving was customary. The total of all 325 saturations resulted in 2,922 DWI arrests.

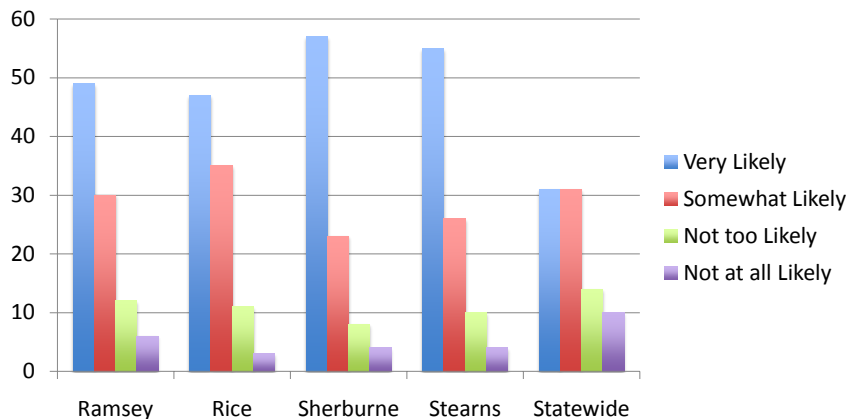
County	Number of Saturations	Number of DWI Arrests
Blue Earth	18	228
Crow Wing	11	94
Dakota	19	137
Hennepin	29	664
Itasca	10	64
Ramsey	40	619
Rice	34	109
Sherburne	57	172
Stearns	32	121
St Louis	32	135
Washington	13	73
Wright	12	48
Other Locations	18	162
Sub-Total	325	2,626
On-Duty NightCAP	NA	296
Grand Total	325	2,922

- Alcohol-related crash information is not yet available for the federal fiscal year that the majority of program funding was expended but is available by calendar year. For the eight counties that have participated in the program for past several federal fiscal years, there has been a decrease in the number of alcohol-related fatalities + severe injuries over time.

County	Number of Alcohol-Related Fatalities + Alcohol-Related Severe Injuries		
	2006	2007	2008
Anoka	39	28	20
Cass	11	12	8
Dakota	28	17	18
Hennepin	75	101	58
Ramsey	40	25	28
St Louis	24	37	25
Stearns	25	7	12
Washington	7	18	11
Total	249	245	180

- Telephone surveys were conducted in four counties where roadway signs were used to increase the visibility of the enforcement effort. The chart below compares those four counties to the overall state for how residents perceive their chances of being stopped by police if they drink and drive. The survey indicated that 45% to 55% of targeted county residents believe they will be “Very likely” to be stopped by police if they drink and drive compared to 30% statewide.

Suppose you drove a motor vehicle after drinking alcohol and the amount of alcohol in your body was more than the law allows for drivers. How likely is it the police would stop you?



Costs: \$ 935,867.56

Funding Source(s): 20.608 164 Funding

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Anoka NightCAP Program

Target:

Impaired Drivers in Anoka County

Problem Statement:

For the past six years, Anoka County has been ranked in the top four on Minnesota's top 38 counties for alcohol-related deaths and serious injuries. From 2005 through 2009, a total of 13 people died in alcohol-related crashes in Anoka County and 38 people were seriously injured. Telephone surveys conducted statewide and for the NightCAP program evaluation indicate that citizens hear about the enforcement effort in Minnesota but do not believe that they are very likely to be stopped by law enforcement if they drive drunk.

Objectives:

- Determine a model program of high visibility enforcement that can be duplicated throughout Minnesota.
- Increase DWI arrests – a known deterrent for impaired driving.
- Decrease alcohol-related fatalities and severe injuries in the county.
- Increase the fear of being apprehended by conducting highly-visible impaired driving enforcement saturations that include state, city and county law enforcement officers.

Strategies:

The Office of Traffic Safety contracts with the Minnesota State Patrol to conduct high visibility impaired driving enforcement saturations in Anoka County. Unique strategies will be used to increase the roadside visibility of the enforcement effort. Included in these strategies are:

- Select specific roadways to focus the impaired driving enforcement effort. These roadways will be determined by evaluating alcohol-related crash data.
- Obtain roadside signs that will inform the driving public that they are entering into a DWI Arrest Zone.
- Obtain reflective vests to be worn by law enforcement officers indicating that they are participating in DWI enforcement.

Since all law enforcement in Anoka County have a mutual aid agreement, each saturation includes law enforcement at the state, county and city level working together, often out of their normal enforcement jurisdiction, on a specified roadway. Two leaders were identified for the program, one at the state and one at the local level of enforcement. Key impaired driving stakeholders were identified and informed of the program and the program goals to secure buy-in. Included in these stakeholders are:

- Chiefs and Sheriff
- City, state and county engineers
- Judges
- Prosecuting attorneys

- Clerk of court
- Administrative support
- Dispatch
- Attorney General's Office

A partnership was secured with state and county engineers to obtain authorization for messaging sign placement. Program evaluation includes:

- Analyzing alcohol-related crash data.
- Tracking enforcement activity reports.
- Comparing a county telephone survey with the results of a statewide survey.

Results:

- Meetings were held with all key stakeholders and law enforcement agencies to mitigate any controversy from the increased enforcement effort. On-duty officers assist with the program when time allows.
- Predetermined roadways were selected for the enforcement saturations. Each saturation included two portable roadway signs that flashed two messages, "NightCAP on Patrol" and "DWI Arrest Zone".
- All officers working each event wore reflective vests with a message, "Anoka County DWI Task Force".
- A recognition luncheon was held. Many city council members from various cities were in attendance. Several officers were presented with a plaque in recognition of their hard work in making the program a success.
- During the time period of October 1, 2008 through September 30, 2009, 8,362 traffic stops occurred, 495 DWI citations were issued, and 2,123 other citations were issued.
- Below is a table that details the activity that resulted from the Anoka County NightCAP program.

COUNTY	DWI	VEHICLE FORFEITURE	DAR/DAS/DAC	DRUGS	OPEN BOTTLE	MINOR CONSUMPTION	SPEED	SEAT BELTS	CHILD RESTRAINTS	DESIGNATED DRIVER	TOTAL CITATIONS	TOTAL VEHICLE STOPS
ANOKA	495	48	410	61	84	102	345	253	5	405	2,123	8,362

- Crash information indicates that alcohol-related fatalities and severe injuries did decrease during the program implementation time period compared to the average of the previous three years. Below is a chart that details alcohol-related crash data in Anoka County.

2009				Average 2005 – 2008			
Severity	Alcohol-related (Officer Perception)		Total	Severity	Alcohol-related		Total
	No	Yes			No	Yes	
A	50	18	68	A	96	20	116
K	12	4	16	K	12	9	21
Total	62	22	84	Total	108	29	137

- A telephone survey of Anoka County residents conducted during the same time period as a statewide telephone survey indicated that 51% of Anoka County residents stated they would be "Very likely" to be stopped by the police if they drove drunk compared to 31% statewide and 36% in Anoka County in 2008. An impaired driving enforcement mobilization occurred

prior to the surveys; however, the high visibility enforcement program only occurred in Anoka County.

Costs: \$247,736.69

Funding Source(s): 20.608 Fund 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 supports courts that provide judicial leadership, multidisciplinary collaboration and local planning, including substance abuse issues, when working with repeat DWI offenders. The DWI Court follows 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 ten DWI courts in Minnesota, eight of which receive funding from the Office of Traffic Safety. The funded courts are located in Hennepin, Beltrami, Lake of the Woods, Otter Tail, St. Louis, Cass, Crow Wing, and Roseau Counties. Ramsey and Itasca Counties do not receive OTS funding.

- Below is chart of key information from courts funded through this program.

County	Number of participants at the start of the fiscal year	Total number of admissions this year	Number of graduates	Number of participants terminated	Participants at the end of the fiscal year	Graduates that recidivated	Number of participants that obtained a valid driver's license	Number of participants that incurred a new DAR / DAC charge
Hennepin	44	87	39	9	83	4	11	5
Lake of the Woods	12	8	9	1	10	0	2	11
Beltrami County	19	14	7	2	24	1	0	9
Otter Tail	11	10	2	1	18	0	2	5
St Louis	19	28	12	2	33	0	1	7
Cass	20	7	8	3	20	1	0	4
Crow Wing	10	14	3	3	18	1	1	5
Roseau	10	10	0	1	19	0	1	6

- During the 2009 federal fiscal year
 - 178 participants were admitted into a DWI court
 - 80 graduated
 - 22 were terminated
 - 225 are currently enrolled
- Since the inception of DWI courts
 - 322 participants were admitted into the program
 - 85 graduated
 - 42 terminated (two re-enrolled in the program after being terminated)
 - 7 incurred an additional DWI arrest
 - 52 incurred an additional Driving After Withdrawal violation
 - 67 obtained a valid driver license

Costs: \$902,602.21

Funding Source(s): 164 Repeat DWI Offender Funds

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Traffic Safety Resource Prosecutor

Target:

Minnesota prosecutors and law enforcement

Problem Statement:

Impaired driving is the most potentially confusing or technically challenging of all traffic law. New and inexperienced prosecutors are routinely assigned to handle these cases. Prosecutors need to be trained and provided with technical assistance to successfully adjudicate these cases.

Funding of a Traffic Safety Resource Prosecutor (TSRP) in Minnesota is a major step in ensuring that consistent and accurate information is disseminated to all prosecutors throughout the state. Prosecuting attorneys must be aware of novel defenses being presented not only in our state but around the country to effectively counteract defense attorney strategies.

Objectives:

- Provide continuing professional education opportunities for all prosecutors to improve their ability to effectively prosecute complex traffic safety violations, such as criminal vehicular homicide or felony DWI.
- Provide technical assistance to prosecutors on an individual case basis.
- Provide quality up to date legal reference materials to assist attorneys and other traffic safety professionals to more effectively prosecute traffic safety cases.
- Serve as a dedicated liaison between prosecutors and the traffic safety community to work for better coordination in the prosecution of traffic safety violations.

Strategies:

The OTS contracts with the Minnesota County Attorneys Association (MCAA) to provide the TSRP position. This position coordinates training, creates reference material and tools, and communicates to prosecutors the results of the most recent case law decisions on traffic safety laws. Further, the MCAA will create and maintain a website that can be used as a reference and communicate this information to prosecutors throughout the state.

Results:

The following training and conferences were attended by the TSRP:

- International Association of Chiefs of Police Annual Impaired Driving Conference
- NHTSA Region 5, Law Enforcement Liaison Conference
- National Association of Prosecutor Coordinators Summer and Winter Conferences

The following training was conducted by the Traffic Safety Resource Prosecutor:

- *Prosecuting the Drugged Driver Trial Advocacy Course* - 4 day trial school course attended by 15 prosecutors.
- *MN DRE Recertification Class* - provided legislative and case law update.
- *Lethal Weapon: DWI Homicide* - 2 day course on crash reconstruction attended by approximately 108 prosecutors and law enforcement officers with an average overall rating of 8.95 on a scale of 1–10.
- *Impaired Driving* - 1 day training done in conjunction with the Minnesota Attorney General's Office with an average overall rating of 8.72 on a scale of 1-10.
- *DWI and Traffic Safety Webinar Training* - webcast training that was attended by approximately 400 law enforcement officers with an average overall evaluation of 4.06 on a scale of 1 – 5.
- *TSRP Regional Training* – half day training that was conducted at 5 locations around the state on the use of PowerPoint and visual aids at a trial.
- *MCAA District Meetings* – half day training on traffic safety and case law update at 9 locations around the state.

The following information sharing tools were developed and/or expanded:

- A Yahoo group email list was created to facilitate improved communication among Minnesota prosecutors.
- A TSRP page was added to the MCAA web site to include information and resources regarding traffic safety.
- A transcript bank of implied consent hearings was created as a resource for prosecutors. It consists of 124 transcripts, which were scanned into an electronic format. An index was also created to show the case name, case number, court, hearing date, attorneys, judge, witnesses, and issues involved.
- Minnesota hosted the National Highway Traffic Safety Administration, the National Traffic Law Center, and approximately 12 TSRPs for a three day workshop. The purpose of the workshop was to prepare cross examination materials on defense expert witnesses. Materials were done for 13 defense experts. Once completed, the materials will be available to prosecutors around the country and can be obtained through the National Traffic Law Center or from any TSRP in the country. Another workshop will be held in February 2010 to continue work on this project.
- An electronic quarterly TSRP newsletter was published and included articles about the new driver's license diversion pilot program, an update on source code and breath testing issues, the new statewide pilot program for ignition interlock, hazardous substances and impaired driving, and the DWI Enforcer All-Star Event. It also included a summary of all MN Supreme Court and Court of Appeals decisions for the three month period. Besides being sent to prosecutors, judges, MADD, Minnesotans for Safe Driving, Minnesota Office of Traffic Safety, and other TSRPs around the county, it was sent to NHTSA Fellow Warren Diapram and featured in his national newsletter.
- Monthly articles were written and published in the MCAA newsletter that is distributed to all 87 county attorney offices.

Costs: \$189,243.73

Funding Source(s): 410

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DWI E-CHARGING PROJECT

Target:

Minnesota Criminal Justice Stakeholders

Problem Statement:

Nearly 40% of people arrested for impaired driving are repeat DWI offenders. It is known that quick adjudication of penalties and administrative action will reduce recidivism. The current system is slow and antiquated. It takes a significant amount of time for documents to be sent to key system stakeholders and at times they are not received. Timely and accurate information is essential to the adjudication process.

In addition to a slow process, DWI arrests are very complicated and time consuming. For a law enforcement officer that does not commonly arrest people for impaired driving, the process can be daunting. Many forms are required to be manually completed with redundant information often

causing errors on the documents. For an offender to be prosecuted it is pertinent that the process is completed properly and accurately.

Objectives:

The objective of this project is to develop an electronic DWI charging system that will enable key system stakeholders to effectively perform the following functions:

- Appropriately identify, charge, and sanction impaired driving offenders, based on their driving history.
- Manage impaired driving cases from arrest through the completion of court and administrative sanctions.
- Provide stakeholders with adequate and timely information necessary to fulfill their responsibilities.
- Reduce administrative costs for system stakeholders and increase system efficiencies.

Strategies:

The Office of Traffic Safety has contracted with the Bureau of Criminal Apprehension to enhance an e-Charging system to include administrative forms that are required for a DWI arrest. This system will connect with the driver license database to provide immediate information to law enforcement on previous arrest data and driver license information and automatically populate required forms. Forms will then be electronically sent to Driver and Vehicle Services to immediately record the offense on the DWI offender's driving record and revoke driving privileges.

Results:

Phase two of this project is in process. OTS grant funds are allocated for two different aspects of the project. OTS funds a portion of the overall e-Charging project, which will electronically pass criminal complaints and electronic citations (many of which are DWIs) to the courts. OTS also funds all project components related to the input and transmission of DWI administrative forms.

The following items were completed for the overall e-Charging Project, which will include the electronic transmission of complaints and electronic citations.

- Numerous meetings with criminal justice stakeholders and pilot partners to gain input and feedback on the project as it develops.
- Completion of the development of the pilot e-Charging application, including user interface, services, and workflow management.
- Completion of three vendor adapters that will submit local record management system data to the e-Charging service.
- Completion of integration services with courts, allowing for the transmission of data from e-Charging to court.
- Completion of testing of the pilot application, all three vendor adapters, and court integration, verifying the accurate transmission and reception of data between systems.
- Deployment of e-Charging's complaint functionality, including training, in St. Louis (03/09), Kandiyohi (08/09), Carver (08/09), and Olmsted (09/09) counties.
- Deployment of e-Charging's citation functionality in St. Louis County (06/09).
- Deployment of e-Charging's electronic referral functionality, allowing law enforcement agencies to electronically refer incidents to prosecutors for charging, in Carver County (11/09).
- The processing of 638 criminal complaints, with electronic signatures (an estimated time savings of 30-60 minutes per criminal complaint).
- The processing of 3,576 citations (as of 11/24/09) (an estimated time savings of 15 minutes per citation).
- Increased data accuracy through elimination of data re-entry in multiple systems.
- Improved public safety due to less time processing paper work and more time directly serving public safety needs.

The following items were completed for the DWI-only aspects of the project. This component of e-Charging looks up the subject via their driving record, imports the information, including prior DWI arrests, into e-Charging, walks the officer through the correct set of forms needed based on the circumstances of the DWI, and sends the data and forms to Driver and Vehicle Services to automatically revoke a person's driving privileges. The following tasks were completed in this federal fiscal year:

- Numerous meetings/discussions with DVS & OTSS to gain agreement on DVS system integration options and approach.
- Completion of a Driver and Vehicle Information Services agreement allowing for connectivity to e-Charging.
- Completion of DWI application, including user interface, form creation wizard, and workflow manager.
- Completed integration with Driver and Vehicle Services to import driver information, including name, address, and prior DWI arrests, into e-Charging.
- Completed integration with Driver and Vehicle Services to electronically submit forms and data, starting license revocation process without the need for manual data entry.
- Completion of testing the pilot application, including DVS integrations, to ensure reliable functionality and data transmission accuracy.
- Completion of deployment of DWI functionality in Kandiyohi County (09/09), including training.
- Successful processing of 23 DWI arrests, containing 123 administrative forms (initial time saving is estimated at 30 minutes per DWI arrest).
- Improved public safety through more efficient processing and getting officers back out on the street faster.

Plans for next fiscal year are to deploy in additional counties and add enhancements and new features requested by early users, with a goal of statewide deployment by the end of 2011.

Costs: \$1,319,268.00

Funding Source(s): 20.608 164

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Police Traffic Services

Safe & Sober with the State Patrol and Local Enforcement Agencies

Target:

Residents in counties and cities overrepresented in impaired driving fatal and serious injury crashes, or where seat belt use in fatal and severe injury crashes is lower than expected, or in one of the twenty counties with the highest number of traffic-related deaths and severe injuries

Problem Statement:

Research consistently shows enforcement combined with publicity affects driver behavior in a positive fashion. While Minnesota's official seat belt use rate and percentage of traffic-related deaths involving impaired drivers compare favorably to national averages, advancements must

be made to continue to work Toward Zero Deaths. With higher seat 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 departments.
- Decrease fatalities and severe injuries related to impaired driving.
- Decrease speed as a contributing factor in fatal and serious injury crashes.
- Increase successes 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, speeding, 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 so learn one of the negative consequences by personal experience. Likewise, publicity and advertising will not improve driver behavior if drivers perceive the laws aren't really being enforced. It is critical that the enforcement and publicity elements, both paid and earned media, are combined.

Eligible agencies include those whose jurisdiction's seat belt use in crashes was lower than average, alcohol involvement was higher than average, and/or were in one of the 20 counties with the highest number of traffic deaths. At least 90% of the funding awarded paid for additional patrolling enforcement hours. Participation in the overtime enforcement efforts is only by officers who have completed both OPUE and SFST training. Enhanced traffic enforcement is conducted using the Special Traffic Enforcement Program (STEP) concept in five enforcement "waves". Two of the enforcement waves are the same two week periods as the national Memorial Day mobilization and Labor Day crackdown. There are also an additional wave of 10 days in October concentrating on seat belts, weekends in December focusing on DWI, and seven days of enforcement in July during which speed is the priority. Agencies can choose to use up to 10% of their hours outside the five set waves.

The DPS Office of Communications arranges for paid media to be run in conjunction with the enforcement waves and provides each participating agency with a kit including sample news releases, localized traffic crash facts, ideas for news conferences/events, and talking points for radio interviews

Results:

- All areas of Minnesota had 2009 Safe & Sober grants in them. Forty-eight *Safe & Sober* grants covering 196 enforcement agencies (all 11 state patrol districts, 48 sheriff offices, 134 municipal police departments, one university police department and two tribal police departments) were written.
- The OTS also wrote 19 small grants for just the national May mobilization covering 56 additional agencies (16 sheriff offices, 38 municipal departments and two tribal departments).
- Statewide daylight use surveys showed Minnesota's seat belt use rate rose to a record high; with 87% in 2008 and 90% 2009. Minnesota passed a standard primary seat belt law which went into effect in June after the May mobilization was completed.
- The percentage of Minnesota traffic deaths that involved alcohol was 36% in 2008, below the national rate. The number of people who died in alcohol-related crashes was 163, the lowest number since records were kept.

- Telephone surveys indicate the number of people that heard about increased seat belt enforcement rose from 12% to 31%. The emphasis group, unmarried males under 35, rose from 14% to 41%.
- Telephone surveys also indicate the perceived likelihood of being ticketed for a seat belt violation rose from 19% to 31%. The emphasis group, unmarried males under 35, rose from 17% to 26%.
- Telephone surveys indicate the number of people that heard about increased impaired driving enforcement rose from 37% to 81%. The emphasis group, unmarried males under 35, rose from 44% to 81%.
- Unfortunately, telephone surveys also indicate the perceived likelihood of being stopped for impaired driving stayed statistically the same with about 1/3 of respondents saying they'd be "Very likely" to be stopped if they drove when the amount of alcohol in their body was more than the law allows.
- Officers worked over 42,000 hours of overtime, stopping 85,000 vehicles about half of whose drivers received a citation. During the time worked, about 30 stolen vehicles were recovered, 140 vehicles were forfeited, and 420 vehicles were found to hold illegal drugs. Nearly 2,250 of the drivers stopped had a license that was suspended or revoked and nearly 1,600 were driving while impaired.

A wide variety of other programs conducted under the 2009 Highway Safety Plan are directly related to the *Safe & Sober* program but are not discussed here. These include required officer training provided by the State Patrol without charge to the agencies through a grant with OTS, the enforcement track at the annual TZD conference, frequent and 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 incentives used with the nation-wide and state-only mobilizations and crackdowns are related to the *Safe & Sober* campaign.

Costs: \$2,072,000.00 (enforcement only)

Funding Source(s): 402, 410 and 164AL.

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Safe & Sober Liaisons

Target:

Minnesota county and municipal law enforcement agencies, OTS, NHTSA

Problem Statement:

The OTS needs excellent relationships with law enforcement in order to reach our goals. A strong case could be made that enforcement is our most critical partner in moving Minnesota toward zero deaths by changing behavior. One of the strongest incentives for driving safely is the traveling public's perception there is a high likelihood of receiving a citation or being arrested for violations. Enforcement officers prefer to listen and talk to other officers rather than officials with different backgrounds; those without an enforcement background cannot fully understand the stresses and issues faced by those wearing badges and carrying weapons. The OTS needs to contract with experienced law enforcement officers to act as liaisons between the law

enforcement community and the OTS in order to increase attention to and the enforcement of traffic safety laws.

Objectives:

- The primary objective of the *Safe & Sober* Liaisons project is to increase the number of local enforcement agencies and individual officers who promote passenger protection, discourage impaired driving, and actively enforce traffic laws. This is accomplished through participation in the national and statewide mobilizations, the *Safe & Sober* Challenge and/or the *Safe & Sober* overtime grants.
- The secondary objective is to act as a liaison between the OTS and local law enforcement agencies in the state on all traffic safety issues.

Strategies:

Write annual contracts with three experienced law enforcement officers, one each located in northern Minnesota, southern Minnesota, and the metro area. The *Safe & Sober* liaisons motivate Minnesota county and municipal enforcement agencies to place a higher priority on enforcing traffic safety laws, emphasizing impaired driving and passenger protection, and assist them in conducting successful traffic safety projects. A secondary objective is the OTS itself, as the liaisons broker ideas and suggestions between the Office and the law enforcement community.

The liaisons provide police departments and sheriffs' offices with knowledge of the OTS programs and resources, provide encouragement on placing a higher priority on traffic enforcement, and provide assistance in the form of ideas, presentations, reminders, sympathetic ears, and motivation. The three assist all Minnesota law enforcement agencies in their efforts to decrease impaired driving and increase the use of passenger protection systems.

The duties of the liaisons include:

- Promoting the national mobilizations and crackdowns and encouraging agencies to participate. Participation is defined as signing up to receive materials, conducting enhanced enforcement, conducting pre- and post-media relations, and reporting to the OTS on the number of seat belt citations or DWI arrests (depending on the focus).
- Promoting the Minnesota *Safe & Sober* Challenge to sheriffs' departments and local law enforcement agencies without OTS overtime grants. This is implemented through peer-to-peer presentations and mailings; assisting agencies as their projects progress through the provision of materials and advice; acting as judges of submissions, and meeting with winners and the OTS staff to work out approved expenditures of the mini-grants.
- With staff from the OTS, presenting Challenge awards and large mobilization incentives (lidars, radars, in-squad cameras, or certificates for officer training at the St. Cloud University driving range) to department officials at city council or county board meetings.
- Setting up and staffing displays providing program information at statewide meetings of the Sheriffs' and Chiefs' Associations and attending regional meetings of law enforcement.
- Participating in events arranged by the media relations staff within the department and finding other enforcement officers to participate in those events when needed.
- Assisting local agencies with setting up and conducting press conferences and/or events publicizing their enforcement efforts.
- Informing agencies of the availability of and promoting officer attendance at OPUE, SFST, Advanced SFST, SFST Update, the annual Traffic Safety Law Update Satellite Course, and the motorcycle rider training courses.
- Sharing ideas between agencies on traffic safety enforcement, as well as, media relations and public information efforts. Encouraging enforcement agencies to do such things as invite media representatives to ride in their police vehicles as the officers enforce the safety belt, child seat, speeding and DWI laws.
- Convincing agencies to work together in geographical groups to saturate the streets with enforcement during *Safe & Sober* time periods.

- Acting as a general traffic safety resource for law enforcement agencies in their areas. Distributing traffic safety material to them and referring them to others for assistance when necessary.
- Bringing ideas, suggestions, anecdotes, recommendations, and comments concerning traffic safety from local enforcement agencies and officers back to the OTS.

Results:

The liaisons are invaluable to the OTS and to the Minnesota law enforcement community. They continue to increase agency participation in the OTS programs each year. For example, agencies reporting results on the Memorial Day mobilizations increased 23% between 2002 and 2008, and on the Labor Day crackdowns increased 47% between 2004 and 2008. Minnesota's percentage of total agencies reporting is one of the best in the nation.

Minnesota Agencies Reporting for National Mobilizations and Crackdowns*

Year	2002	2003	2004	2005	2006	2007	2008	2009
# Reporting May Seat Belt Mobs	269	290	310	306	301	346	330	325
# Reporting Labor Day DWI Mobs	NA**	NA**	227	280	305	318	334**	326
Total Number of MN Mobs that Year	2	2	2	2	3	4	4	5

* The numbers in this table may differ slightly from those reported on the Mobilizationsdata.com website due to differences in the days on which reports were finalized.

** In 2002 and 2003 national crackdowns were not conducted over Labor Day. In 2008, the Republican National Convention in St. Paul meant our Labor Day crackdown was moved to July.

The liaisons have increased the OTS' reach to police agencies across the state immeasurably. They have been instrumental in law enforcement's participation in Safe Communities projects as well as the OTS enforcement programs. Most enforcement agencies receive at least five personal visits from a liaison each year to discuss programs and challenges, to offer assistance and share success, and to deliver the small incentives for reporting results of the two DWI crackdowns and two seat belt mobilizations Minnesota conducts each year. In addition they work with all grant and the more active non-grant agencies in areas of their choice on setting up meetings to develop and implement the seven days of speed wave which occurs in July.

Costs: \$241,220.88

Funding Source(s): 60% 402 and 40% 410

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National and State Mobilizations

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:

Minnesota has seen a steadily decreasing number of drivers in crashes in recent years. However, even with the decreases, over 141,000 drivers were involved in reportable crashes in 2008. There has also been significant progress in decreasing fatalities – 2008's 455 people who died was the lowest number since WWII gas rationing kept vehicles off the roads. Each year in Minnesota, slightly more than 33,000 people are injured in traffic crashes at a cost to taxpayers and insurance policy holders of nearly \$1.5 billion. Traffic crashes are the leading cause of deaths for Minnesotans from the age of one through 34 years.

Although more crashes occur in the metropolitan areas of the state, each year about 70% of the deaths and serious injuries occur in the rural areas of the state.

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:

The objectives associated with the mobilizations include the following:

- Increasing percentage of agencies participating in enhanced enforcement coupled with public education and media relations.
- Increasing recognition by law enforcement of traffic safety's effect on a community.
- Increasing support for traffic law enforcement and traffic laws.
- Increasing perception of the likelihood of receiving a ticket for failing to buckle up or for driving impaired.
- Improving the evaluation components of the program.

Strategies:

During FFY 2009, the OTS conducted five waves of enhanced enforcement: a ten day seat belt mobilization in mid-October, the two week national seat belt mobilization around Memorial Day, DWI crackdown around December holidays (Thursday, Fridays and Saturday nights excluding Christmas and New Years), the two weeks over Labor Day, and seven days in July concentrating on speed. The NHTSA calendar was followed for the Memorial Day mobilization and the Labor Day Crackdown.

While both standard primary seat belt and booster legislation passed in Minnesota during 2009, neither was enacted in time for the May mobilization.

The mobilizations include elements of the *Safe & Sober* grant and Challenge programs (described in the Police Traffic Services section of this report) with the addition of paid media publicizing the enforcement. 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 the OTS; they e-mail constantly and make phone calls towards the end of the reporting periods. 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 to

complete by providing sample letters from a chief or sheriff to his or her officers, posters for officer break rooms, and keeping the reporting elements required to a minimum. 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 if they felt it was advantageous to do so. Efforts are made to involve the schools through daily announcements, the churches through weekly bulletins, and local politicians through proclamations. Pizza Hut and Taco Bell gave coupons and posted window clings to publicize the effort. All the materials are available on the OTS website (www.dps.state.mn.us/ots) and agencies were able to report their results on-line.

Every participating agency receives a small incentive for their work on the mobilizations – such as a duty bag, two pullover shirts, a Stinger flashlight, a tint meter, or an approved high visibility safety vest to increase officer safety when they are on or beside the roadway. Starting with the 2006 May mobilization, agencies could “save” the value of small incentive items and receive a larger incentive at a future date. If an agency skips reporting for a mobilization or crackdown, they lose any saved values on their record. This has proven to be a very popular option and has given some new life to the program. After each mobilization or crackdown, nine agencies – three in each of the liaisons territories – are randomly drawn for their choice of a larger incentive such as a new light bars, a radar, a laser, or an in-squad camera.

Results:

Results of the May 2009 belt mobilization:

- Funding for enhanced enforcement was provided to all districts of the State Patrol, 64 sheriff offices, 172 municipal police departments, two University police departments, and four tribal departments through special May mobilizations and regular *Safe & Sober* grants. Funding was also provided for evaluation via observational and random telephone surveys conducted at the state level and paid advertising including television ads, radio ads, billboards, gas pump-toppers, print ads, and social marketing sites, all with the *Click It or Ticket* slogan, were played throughout the state prior to and during the enhanced enforcement.
- 456 agencies were signed up to participate – over 95% of all agencies in the state. This has not changed significantly since the prior year.
- 325 agencies completed reports to the OTS (68 % of the total number of agencies and 71% of those who had signed up to participate) on their May activities. This is approximately the same as for 2008.
- 7,193 safety belt citations were written; at least 1,501 of them during evening hours.

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

- 62 – 68% of those surveyed supported a standard (primary and universal) seat belt law. Recognition of the *Click it or Ticket* phrase remains high; it rose from 66% before May to 83% in June.
- Those who had heard about a special effort by police to ticket drivers for belt violations increased from 12% before May to 31% after the effort; for unmarried males under 35 the increase was 14% to 41%.

Results of the Labor Day 2009 DWI crackdown:

- 445 agencies (nearly 94% of the total) signed up; the same as the previous year.
- 326 agencies reported their results to the OTS, 69% of all agencies and 73% of the agencies that had signed up to participate.
- 1,870 impaired drivers were arrested.

Major findings of random phone surveys conducted before and after the mobilization include:

- Awareness of the “Over the Limit, Under Arrest” slogan increased from 51% pre-enforcement to 67% post enforcement. For young unmarried males, awareness increased from 74% to 90%.

- Awareness of enforcement rose from 37% to 81% when comparing pre and post enforcement efforts.
- Those agreeing they would “Very likely” receive a ticket if they drank and drove stayed the same at about 30%.
- Support for more strict DWI enforcement remains high at 75%.

Costs: \$119,533.01 (incentives for reporting activities of five mobilizations/crackdowns to OTS)

Funding Source: 406 and 402

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Traffic Records

Crash Data Proponent

Target:

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

Problem Statement:

The current Minnesota Police Accident Report (PAR) form does not contain all of the elements and attributes recommended by the Model Minimum Uniform Crash Criteria (MMUCC). The Minnesota crash database shows a reduction in Property Damage crashes and in some reportable data fields.

Objectives:

- Increase dedication to collecting quality and accurate data for the crash records database.
- Define elements to be included in the next PAR revision to include more of the MMUCC recommendations.

Strategies:

The OTS contracts with a traffic safety advocate providing technical and professional assistance in improving Police Accident Report (PAR) data quality and reporting. Tasks include such things as evaluating Minnesota’s current PAR, needs of data stakeholders, compliance issues with the MMUCC standards, crash data collection/process improvements, crash data quality assurances, and opportunities to work with MN local government units to increase quality crash reporting.

Results:

- A Crash Data Users Group (CDUG) was convened to examine all aspects of the crash data.
- A technical group made up of law enforcement officers, data users, Departments of Transportation and Public Safety, State Patrol met to define the elements and attributes that would comprise the new PAR.
- Evaluation of law enforcement agencies’ crash reporting was conducted and meetings were held with agencies to improve the quality issues identified.

Costs: \$28,358.84

Funding Source: 408

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Crash Data Importance Video

Target:

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

Problem Statement:

The number of crashes reported in Minnesota has decreased despite increases in number of drivers, registered vehicles and miles traveled. Conversations with law enforcement officers revealed an assumption that non-injury crash data was only collected for insurance purposes.

Objectives:

- Increase knowledge of the many uses of crash data.
- Produce an educational resource for law enforcement to emphasize the uses and importance of all crash data.

Strategies:

The Crash Data Proponent interviewed collectors and users of crash data to find disconnects. The CDUG examined the NHTSA produced "Safety Starts with Crash Data" video and found it to be too long and not resonating with Minnesota officers. A local "roll call" length video starring local users was scripted and produced through a grant with the City of Bloomington's Communications Office.

Results:

- An educational video titled "Crash Reports are Not Just for Insurance Purposes" was produced and debuted at the annual Toward Zero Deaths Conference.
- Copies were made and distributed by the Law Enforcement Liaisons in FFY10.
- The video can be seen here: <http://www.youtube.com/watch?v=8grflTgtliE>

Costs: \$5,000.00

Funding Source: 408 and 402

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Problem Identification

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 DVS. In addition, stakeholders involved in reducing the number of Minnesota motor vehicle crash fatalities and severe injuries 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, fatalities and severe injuries by providing statistics and analysis.

Strategies:

- Employ research staff within OTS, including the FARS analyst.
- Make research staff available for requests to crash data stakeholders.
- Check for consistency of DVS crash records with particular attention to fatal crashes.
- Cross examine crash records with the FARS files. In addition, gather any missing information on blood alcohol content levels for drivers that were involved in fatal crashes.
- Prepare and release annual reports which include the *Minnesota Motor Vehicle Crash Facts* and *Impaired Driving Facts*.
- Make published reports available for the public in both hard copy and electronic format which is downloadable from the OTS website.

Results:

- In February 2009, the *2007 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, the report contains information about impaired driving law and practice in Minnesota.
- The *2008 Minnesota Motor Vehicle Crash Facts* was released online and in print during the fall of 2009. 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.
- Research staff 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. In addition, researchers support OTS program areas in problem identification and program evaluation.

Costs: \$223,354.56

Funding Source(s): 402

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Safe Communities

Public Information and Education

Target:

Minnesota motorists, with the primary focus on males ages 18–34

Problem Statement:

Each year in Minnesota, hundreds are killed 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 DPS, Office of Communications (OC) 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 throughout FFY 2009 contributed to the state's lowest traffic fatality count since 1945. In 2008, Minnesota recorded its lowest number of alcohol-related fatalities on record. These positive traffic trends continued in 2009 as the state's traffic death tally is on pace to be lower than the 2008 death count.
- Prior to passage of the primary law, OC developed many support materials, fact sheets and videos to promote the importance of primary to legislators, and prepped partners for testifying, etc.
- Communication efforts to support the primary seat belt law message, including development and production of print/online and radio ads, were a factor in the state reaching a record-high 90 percent belt use compliance in August. Continued to promote the law throughout the year in variety of editorial opportunities — including DWI enforcement. Also promoted the new booster seat law.
- Communication activities supported all *Safe & Sober* waves with development of media material for grantee use, as well as innovative materials for grantees to communicate the message around their communities (window clings, banners, post-it notes, Designated Driver Action Figures, Designated Driver Gift Cards, bar coasters). Supplied partners with in-depth media materials, including news conference ideas, teen outreach/social networking outreach ideas.
- Promoted enforcement campaigns during pre and post-enforcement, as well as issuing mid-enforcement news efforts to help sustain the message throughout the enforcement period.
- In addition to major enforcement campaigns, promoted campaigns surrounding holiday travel periods and celebratory days (St. Patrick's, Super Bowl, Halloween, Thanksgiving, etc.). Supported these efforts by distributing news releases and radio PSAs.

- Contributed to development of *Toward Zero Deaths* communications and incorporated the brand in all appropriate public messaging, collateral materials and TV advertising. Participated in various program and leadership team meetings.
- Executed and publicized efforts with a social media angle:
 - Continued development of www.minnesotasafeandsober.org, a site that allows visitors to send an electronic “Designated Driver Gift Card.” Cards serve as informal contract to offer the gift of a safe lift. The Gift Cards also had a Facebook application.
 - Another site, www.rockthebelt.org, hosted the “Buckle Up Teens” TV Commercial Challenge contest where the public could view, vote and share teen-produced seat belt public service announcements.
 - “Operation: Donate Facebook Status for a Day” campaign. High school students that donated their Facebook status to promote the Click It or Ticket message in May could score a free music download (from rockthebelt.org).
 - Facebook pages and Twitter accounts were established as another channel to promote messaging.
 - Another site, launching in Nov. 2009 is www.MinnesotaCrashVictims.org. This site was developed in FY09 and will show the stories and the faces behind crash data. Families will be able to upload stories and photos of loved ones killed in traffic crashes.
- Executed and publicized effective teen-focused projects to address the continuing issue of teen drivers. Teen deaths have decreased significantly in recent years.
 - “Operation Donate Facebook Status” — see above.
 - Teen programming included the popular TV commercial challenge contest that encourages teens to create and produce TV spots with a focus on buckling up.
 - Developed template materials for partners to create teen “Facebook/texting” squads to help communicate buckle up messaging.
 - Drive-time radio interviews with state troopers on stations largely delivering teen/young adult audiences continued throughout the year on rock, pop and hip-hop stations in the Twin Cities.
 - Texting program with top Twin Cities top 40 radio station. Station sent bounceback text messages to listeners that texted the station. These bounceback messages were tagged with traffic safety/enforcement messages. This was a component of a media buy; 4,000 texts a day sent to listeners.
 - Partnered with Ford and GHSA to promote the Ford “Driving Skills for Life” program.
- Executed and publicized impaired driving projects. This included news conference to announce December DWI enforcement featuring a UPS truck “delivering” a truckload of Minnesota cops. Another media event was the “DWI Enforcer All-Stars” — the state’s top DWI enforcers. Event held at Minneapolis Metrodome prior to Minnesota Twins baseball game to showcase the all-stars. This event enabled OTS to secure in-game coverage and interview with state trooper, as well as individual TV station stories with the “Most Valuable Enforcer.”
- Developed partnerships with local/college rec winter leagues to promote December ‘08 DWI enforcement. Provided banners, window clings, gift cards, etc.
- Developed and distributed bar stamps with DWI enforcement message. Used by bars when checking IDs, patrons are stamped on the hand with the DWI message — directly delivering the message.
- Developed partnerships with Fleet Farm and Holiday Stationstores (gas/convenience stores) to support May *Click It or Ticket* effort. Stores displayed window clings. Holiday provided CIOT-branded coupons provided to partners to help with outreach at high school/college locations.
- Continued to revise, update and reproduce PI&E material to reflect a uniform/cohesive look for materials. Included are brochures and promotional items relating to belt use, CPS and impaired driving. 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.
- Leveraged paid radio media (Dec.DWI, May CIOT, Labor Day DWI and NightCAP) with extensive on-air interview opportunities with local law enforcement representatives across the state.
 - Supported diverse group outreach through assistance in production of a 30-minute video in seven different languages, broadcast on public TV. Led scripting of video and providing video.
 - Shared communication ideas and efforts by presenting at Lifesavers and GHSA conferences.

Costs: \$450,000 (not including paid media) and \$1,662,431.62 (paid media)

Funding Source(s): 402, 164PM

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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 provides a venue for sharing information on progress made since 2001, for sharing best practices in the areas of engineering, enforcement, education, and emergency services, and for charting the course for a future with fewer traffic fatalities and life changing injuries. The conference provides breakout sessions that cover the four “E’s” as well as plenary sessions that will motivate and grab the attention of the audience. Participation in sessions that cover other disciplines is encouraged. Reinforce the need for everyone to work together to reach the goal of zero deaths in Minnesota.

Results:

- Attendance at the conference increased from 591 in 2008 to 625 in 2009.
- Breakout sessions included topics for each of the four “E’s”.

- Opening plenary session was a celebration of the progress made since 2001 and the recently passed traffic safety enhancing legislation.
- Most conference sessions were very favorably received:

Conference Concurrent Sessions	Average Score (out of 4)
Format and length of the concurrent sessions	3.59
Topics covered in the concurrent sessions were timely and useful.	3.41
Conference General Sessions	Average Score (out of 4)
Celebration Event: Primary Seatbelt and Booster Seat Legislation Passed!	2.65
Luncheon Presentation: Jim Hedlund, NHTSA, "Traffic Safety Culture in the United States and Minnesota"	3.48
Awards Presentation	3.24

Costs: \$110,000.00

Funding Source(s): 402

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Love of Car; Transportation as We Age

Target:

Older drivers and families and caregivers of older drivers

Problem Statement:

Research shows middle aged children would rather talk to their parents about their funerals, deaths, and money than about their ability to drive safely. The baby boomers are beginning to enter their retirement years. This "senior tsunami" will affect traffic safety; as drivers age, their abilities to see and physically react quickly to situations faced on the roadways diminish.

Objectives:

Produce a high quality DVD program that can be used to start and aid discussions of:

- Driving safely as long as possible
- Preparing to make the transition from driving to riding
- Driving cessation and transportation options

Strategies:

The Minnesota Gerontological Society along with twin cities public television (TPT), spearheaded this effort to identify a cadre of organizations interested in aging driver problems and solutions

and recruit them to come together with funding for a program to meet the objective . The program was first broadcast in November and is now being reproduced for the partners to use and distribute en masse. A discussion guide is being developed as is a second DVD with more detailed presentations on enforcement and the older driver, driver assessments, driver evaluations, Minnesota older driver facts, and technologies and tools that can help to drive safer longer.

Results:

The broadcast was of high quality, done in an interesting manner (focusing on three individuals, one in each of the groups identified in the objectives) and received favorable reviews.

The video can be screened at the following site:

<http://mngero.org/academics/loveofcar.html>

Costs: \$10,000 federal plus \$40,000 from other sources

Funding Source: 402 and other sources including Mn/DOT, Department of Health, AAA of Minnesota and Iowa, Minnesota Board on Aging, the National Center on Senior Transportation, and the Minnesota Partnership for Safe Mobility

Contact Information:

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Motorcycle Safety

Targeted Motorist Awareness Campaign

Problem Statement:

The number of motorcycle fatalities has increased dramatically over the past ten years. In 2008, there were 32 motorcyclists killed in collisions with other vehicles.

Objectives:

- Obtain data before and after the campaign to measure the campaign's effectiveness at reaching car drivers.
- Conduct a motorist awareness campaign in the ten Minnesota counties highest in motorcycle crashes.
- Upon completion of the campaign, compare 2008, 2009 and 2010 crash data in the campaign's targeted counties to 2005 through 2007 data in those counties. This analysis will focus on motorcycle collisions with other vehicles that were attributed to the drivers of other vehicles.

Strategies:

The Minnesota Motorcycle Safety Center completed a targeted motorist awareness campaign in the ten Minnesota counties highest in motorcycle crashes (Hennepin, Dakota, Ramsey, Anoka, Washington, St. Louis, Stearns, Blue Earth, Scott, and Sherburne).

Motorist awareness news releases were issued at the onset of the campaign advising the driving public to increase its awareness of motorcyclists. A news conference with the Minnesota State Patrol's motor unit was held to kick off the motorcycle safety awareness campaign. Advertising time was purchased and motorist awareness television spots were aired in the target counties.

Motorist awareness events were conducted at three major venues in the top five motorcycle fatality counties of: Hennepin, Dakota, Ramsey, Stearns, and Anoka. A motorist awareness television ad campaign ran in all of the target counties. The campaign was also supported by several "Washout" events which were conducted during the campaign by a variety of motorcycle clubs and organizations at highway rest areas. Finally, pre and post-campaign phone survey questions were used to measure campaign recognition.

Results:

- The first year (2008) results showed a significant increase (from 18 percent to 31 percent) in car drivers seeing and hearing motorcycle awareness messages.
- Messaging awareness among drivers maintained from year one of the campaign with 32 percent of drivers having seen or heard the messaging at the start of the 2009 campaign and 30 percent at the conclusion of the 2009 campaign. While the first year growth in campaign messaging recognition was maintained, there was no growth in year two of the campaign.
- Multi-vehicle crash data from 2008 and 2009 will be analyzed as a part of this project's evaluation when the campaign is concluded.

Costs: \$75,000 federal funding

Funding Source(s): NHTSA Section 2010 funding

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Paid Media Report

Paid Media Report

Paid Media Principles

The Minnesota Department of Public Safety, Office of Traffic Safety (OTS) continues to employ, 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. Paid media also complements national paid media and enforcement.

Paid media has increased in recent fiscal years, supporting increased enforcement and coinciding with increases in seat belt use, decreases in alcohol-related traffic fatalities, and continued decreases in total traffic fatalities. In FFY 2004, the OTS supported paid media with \$387,500 in funding; in 2005, \$840,000; in 2006, \$1,462,250 (this included special Mn/DOT funding of \$343K to support a nine-month long speed enforcement effort); and \$1.34 million in FFY 2007 (this includes special Mn/DOT funding of \$150K to support speed enforcement). In FFY 2008, there was a paid media budget of \$1.56 million. For the FFY 2009, the paid media budget was \$1.89 million.

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 right message will be delivered to the right audience with the right medium(s). The primary target for seat belt and impaired driving messaging is young men 18-34, with a skew toward lower education, lower household income and single status.

In addition to the primary mediums of cable TV and FM music stations, other popular formats are utilized as sustaining elements as appropriate. These include spot broadcast TV, news/sports/weather AM radio, online/Web advertising, 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) and gas station pump-toppers.

Paid advertising is often 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 which deliver primarily unfunded and pro bono. Such partnerships include major and significant marketers and franchises in Minnesota, including Minnesota Twins Baseball, White Castle, Fleet Farm, and Holiday Stationstores.

May Mobilization Click It or Ticket Campaign

Objectives:

- Execute statewide campaign to increase public awareness of enforcement of seat belt laws and the importance of wearing a seat belt.
- Negotiate radio and TV in top stations in metro and out-state to ensure strong statewide message.
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, etc.
- Secure various appearances and on-air interview opportunities.

Results:

- **May Mobilization *Click It or Ticket* Paid Media Campaign**
 - Total budget \$424,999.0; **total paid media \$424,997.16***
 - Flight Dates: May 11-24, 2009
 - Target: M 18–34, blue-collar professions, HHI <\$30K, little or no college

RADIO

- Radio Measured Markets included: Alexandria, Austin, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Grand Rapids, International Falls, Mankato, Marshall, Minneapolis, Pine City, Rochester, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington
- **Total Radio (Net) Purchased: \$119,068.26**
- Total Radio Stations Purchased: 64
- Total Radio Spots Purchased: 4,318
- Total Radio Measured Gross Impressions: 2,442,574
 - Duluth: 100,454
 - Mankato: 74,394
 - Minneapolis/St. Paul: 2,073,813
 - Rochester: 76,178
 - St. Cloud: 117,735
- Total Ratings Points (TRPs) Purchased in Measured Markets: 1,966.7
- Total Spots Purchased in Unmeasured Markets: 2,652
- Total estimated number of PSAs: 3,275 for a value of \$67,446
- Total estimated number of on-air Interviews: 63 for a value of \$8,201
- Total estimated number of News, Weather, Traffic Sponsorships: 358 for a value of \$1,670
- 452 Bonus Spots for a value of \$17,123
- **Total Radio Added Value: \$94,892**

TELEVISION/CABLE

- TV Gross Purchased: \$237,319
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
 - Duluth: 65/7.0/103.3
 - Mankato (includes New Ulm): 36/2.5/498 spots (the reach for Mankato doesn't include the TRPs from Minneapolis)
 - Minneapolis/St. Paul: 69/7.3/157.4
 - Rochester (includes Austin, Winona): 62/5.1/87.4
 - La Crosse: 43/2.9/538 spots
- Total Spots Purchased: 2,204
- Total PSAs: 539

- Out-of-Home (pump-toppers): \$21,368
- Out-of-Home (InTran): \$9,750
- Indoor: \$9,490.1
- Online: \$10,000
- Movie Theater: \$15,072
- Print (The Circle, City Pages, Vita.MN): \$3,320.1

- Total paid media with agency commission and post-campaign station credits: **\$424,997.16***

* 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

Primary Belt Campaign

Objectives:

- Execute statewide campaign to increase public awareness of enforcement of seat belt laws and the importance of wearing a seat belt.
- Negotiate radio and TV in top stations in metro and out-state to ensure strong statewide message.
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, etc.
- Secure various appearances and on-air interview opportunities.

Results:

- **Primary Belt Paid Media Campaign**
 - Total budget \$99,999.8; **total paid media \$98,413.54***
 - Flight Dates: June 8-September 20, 2009
 - Target: M 18–34, blue-collar professions, HHI <\$30K, little or no college

RADIO

- Radio Measured Markets included: Alexandria, Albert Lea, Austin, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing/Virginia, International Falls, Mankato, Marshall, Minneapolis, Pine City, Rochester, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington
- **Total Radio (Net) Purchased: \$75,519.9**
- Total Radio Stations Purchased: 63
- Total Radio Spots Purchased: 5,077
- Total Radio Measured Gross Impressions: 1,977,565
 - Duluth: 84,665
 - Mankato: 73,873
 - Minneapolis/St. Paul: 1,640,639

- Rochester: 69,992
 - St. Cloud: 108,396
- Total Ratings Points (TRPs) Purchased in Measured Markets: 1,845.9
- Total Spots Purchased in Unmeasured Markets: 2,493
- Total estimated number of PSAs: 2,147 for a value of \$47,366
- Total estimated number of on-air Interviews: 78 for a value of \$7,629
- Total estimated number of News, Weather, Traffic Sponsorships: 1,286 for a value of \$7,719
- 210 :10 Bonus Spots and 161 :30 Bonus Spots for a value of \$7,583
- Web banner on WWJO-FM in St. Cloud for a value of \$1,000
- **Total Radio Added Value: \$71,297**

- Out-of-Home (pump-toppers): \$7,327.7
- Print (City Pages, Vita.MN, U of MN Daily, St. Cloud St. University Chronicle, U of MN- Duluth Statesman, MN State University Reporter): \$6,845.4

- Total paid media with agency commission and post-campaign station credits: **\$98,413.54***

Speeding Campaign

Objectives:

- Execute a cable TV campaign to elevate public awareness of enhanced speed enforcement, the dangers of illegal or unsafe speed, and the importance of observing posted speed limits.

Results:

- **Speeding Paid Media**
 - Flight Dates: July 1 – August 2
 - Total Funding \$34,996.9; **total paid media \$34,764.96**
 - Target: A18 – 49, single, blue-collar profession, HHI<\$30K
 - Markets: Duluth, Mankato, Minneapolis-St. Paul (St. Cloud), Rochester

TELEVISION/CABLE

- Medium: Broadcast TV and Cable
- Total TV spots purchased: 381
- Total PSAs: 157
- Reach and Frequency
 - Duluth: 36R/1.7F
 - Mankato: 29R/1.4F
 - Minneapolis: 43R/1.9F
 - Rochester: 26R/2.2F

- Total paid media with agency commission and post-campaign station credits: **\$34,764.96**

General Motorcycle Awareness Campaign

Objectives:

- Execute a cable TV campaign supplemented by spot radio to elevate public awareness of motorcyclists.

Results:

- **Motorcycle Awareness Paid Media**
 - Flight Dates: May 5 – May 11; May 26 – June 1.
 - Total Funding \$29,999.2; **total paid media \$29,948.4**
 - Target: M 35-54, Little or no college education and college educated, Blue collar, White collar
 - Markets: Duluth, Minneapolis-St. Paul (St. Cloud)

TELEVISION/CABLE

- Medium: Broadcast TV and Cable
- Total TV spots purchased: 129
- Total PSAs: 35

RADIO

- Medium: Radio
- Total Radio TRPs purchased: 44.4

- Total paid media with agency commission and post-campaign station credits: **\$29,948.40**

Impaired Motorcycle Awareness Campaign

Objectives:

- Execute a cable TV and spot radio campaign to elevate public awareness of the dangers of impaired riding.

Results:

- **Impaired Motorcycle Awareness Paid Media**
 - Flight Dates: June 15–September 20.
 - Total Funding \$200,000; **total paid media \$199,302.56**
 - Target: M 35 – 54, single, blue-collar profession, HHI<\$30K
 - Markets: Duluth, Mankato, Minneapolis-St. Paul (St. Cloud), Rochester

TELEVISION/CABLE

- Medium: Broadcast TV and Cable
- TV spots: 719
- PSAs: 213

RADIO

- Medium: Spot Radio
- Total Ratings Points (TRPs) Purchased in Measured Markets: 3,518
- Total estimated number of PSAs: 1,207 for a value of \$32,121
- Total estimated number of on-air Interviews: 42 for a value of \$3,312
- Total estimated number of News, Weather, Traffic Sponsorships: 765 for a value of \$8,352
- 75 : 10 Bonus Spots for a value of \$2,775

- **Total Radio Added Value: \$46,560**

- Total paid media with agency commission and post-campaign station credits: **\$199,302.56**

Extended Impaired Driving Campaign

Objectives:

- Execute statewide radio/TV/out-of-home/online campaign to generate public awareness of ongoing enforcement targeting impaired drivers, and to remind Minnesotans to find a safe transportation alternative to drinking and driving.

Results:

- **Extended Impaired Paid Media Campaign**
 - **Total paid media \$299,902.64.**
 - Target: M 18-34, blue-collar, HHI <\$30K

TELEVISION/CABLE

- Flight Broadcast/Cable TV Dates: March 11-21; April 23-26; May 6-9; June 3-6; June 17-20; July 1-18; July 29-August 1
- Broadcast/Cable TV markets include Duluth, Mankato, Minneapolis-St. Paul (St. Cloud)
- **Total TV gross media purchased: \$86,431**
- Markets include:
- Total Total Ratings Points (TRPs)
 - Duluth: 218.6
 - Mankato: 85.4
 - Minneapolis-St. Paul: 227.5
- Total Purchased Reach and Frequency (in Measured Markets):
 - March 10-June 22: 67/5.6
 - July 28-August 31: 54/4.2

RADIO

- **Total Radio gross media purchased: \$133,389.**
- Radio Flight Dates: March 4-21; April 23 – May 9; June 4 – August 8
- Radio Measured Markets: Duluth, Mankato, Minneapolis/St. Paul, St. Cloud
- Total Radio Total Ratings Points (TRPs) in Measured Markets: 2,892.4
- Total Spots Purchased in Measured Markets: 3,542
- Total Radio Measured Gross Impressions: 3,775,615
 - Duluth: 165,983
 - Mankato: 120,186
 - Minneapolis: 3,299,784
 - St. Cloud: 189,662
- Total Measured Market Radio Reach & Frequency:
 - Duluth: 53/12.4
 - Mankato: 53.1/12.2
 - Minneapolis: 44/20
 - St. Cloud: 41.1/15.7
- Unmeasured Radio Markets: Brainerd, Ely, Faribault, Grand Rapids, Hibbing/Virginia
- Total estimated number of PSAs: 1,724 for a value of \$17,420
- Total estimated number of on-air Interviews: 126 for a value of \$19,131
- Total estimated number of News, Weather, Traffic Sponsorships: 599 for a value of \$17,217
- 208 Bonus Spots for a value of \$2,704
- **Total Radio Added Value: \$104,016**

PRINT

- College Newspapers: Minnesota State University-Mankato Reporter, University of Minnesota-Duluth Statesman, University of Minnesota-Twin Cities Daily, St. Cloud State University Chronicle - \$4,557.5
- City Pages - \$7,994.7

OUT-OF-HOME

- Restrooms/hospitality — \$12,516.75
- Pumptoppers — \$12,483.25

ONLINE

- Total Net Online Purchased: \$45,125.0

- Total paid media with agency commission and post-campaign station credits: **\$299,902.64**

* Due to credits received from contractor the broadcast, cable, radio and out-of-home/print costs may not precisely match total amount paid. The amount in bold numbers is the amount expended on paid media

Labor Day Impaired Driving Campaign

Objectives:

- Execute statewide campaign to increase public awareness of DWI enforcement and the importance of having safe alternatives to drinking and driving.
- Negotiate radio and TV in top stations in metro and out-state to ensure strong statewide message.
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, etc.
- Secure various appearances and on-air interview opportunities.

Results:

- **Labor Day Mobilization Paid Media Campaign**
 - Total budget \$250,000.0; **total paid \$249,451.67.**
 - Flight Dates: August 19 – September 5, 2009
 - Target: M 18-34, blue-collar, HHI <\$30K

TELEVISION/CABLE

- **Total TV Net Purchased: \$94,609.25**
 - An estimated 396 Bonus/PSA spots aired.
- Total TV Gross Ratings Points (GRPs)
 - Minneapolis/St. Paul: 162, plus 74 cable TRPs
 - Duluth: 144, plus 30 cable TRPs
- Total TV Total Ratings Points in other markets:
 - Mankato (includes New Ulm): and 128 Broadcast TRPs, plus 20 cable TRPs
 - Rochester (includes Austin, Winona): 109 Broadcast TRPs, plus 61 cable TRPs

RADIO

- **Total Radio (Net) Purchased: 70,374.05**
- Total Stations Purchased: 60

- Radio Markets included: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Fergus Falls, Grand Rapids, Hibbing, International Falls, Mankato, Minneapolis, Rochester, St. Cloud, Thief River Falls, Willmar, Winona
- Total Radio Spots Purchased: 2,539
 - Total In-Game Twins Sports Purchase: 32
 - Total Minnesota News Network Spots Purchased: 48
- Total Radio Measured Gross Impressions: 1,277,907
 - Duluth: 60,091
 - Mankato: 58,891
 - Minneapolis: 1,038,784
 - Rochester: 50,168

- St. Cloud: 69,973
- Total Ratings Points (TRPs) purchased in measured markets: 1,309.6
- Total Radio Spots purchased in unmeasured markets: 1,301
- Total estimated number of PSAs: 1,745 for a value of \$31,499
- Total estimated number of on-air interviews: 62 for a value of \$15,192
- Total estimated number of News, Weather, Traffic Sponsorships: 434 for a value of \$3,316
- 252 :30 Bonus Spots, 248 :10 Bonus spots, 30x :15 Bonus spots and 135 :05 Bonus spots for a value of \$13,640
- **Total Radio Added Value: \$63,647**

OUT-OF-HOME

- Indoor Advertising (hospitality venues): \$14,999.5
 - Pump-toppers: \$10,000
 - Print Inserts in City Pages, VitaMn: \$5,336
 - Online: \$7,000
 - InTran mobile trucks: \$12,000
 - Taxicab panels: \$7,000
- Total paid media with agency commission and post-campaign station credits: **\$249,451.67.**

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 (Twin Cities’ metro market for all, and in Duluth and Rochester markets for select events and depending on cable carriage) and aired in select programming, including:

- NCAA Frozen Four
- Minnesota Wild Hockey playoffs
- Minnesota Gopher Hockey
- MTV Video Music Awards
- ESPY Sports Awards
- Shark Week
- Twins vs. Yankees home stand; last home stand vs. Kansas City Royals (home opener and other high-profile end-of-season games)
- Select program premieres and season finales
- Airing of winning commercials of the DPS/AAA “Speak Up Teens!” TV spot contest on June 3
- Summer X Games
- NASCAR Sprint Cup races
- WWE Championship
- Vikings preseason and season opener vs. Green Bay Packers
- Radio efforts (B96, KDWB, etc.)
- InTran Media Trucks – mobile billboards

Total Gross Special Programming Expenditures:

General (belts, etc.): \$99,998.74

Impaired Driving: \$249,538.75

Total: \$349,537.59

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–Sept.: impaired driving).
- Utilize signage behind home-plate for the home half of the second inning per game.

Results:

- **Total Net budget \$117,000**
- Flight Dates: April thru September 2009
- Target: skew 18-34, blue-collar, HHI <\$30K

Local and national television audiences viewed the signage through game broadcasts and highlights while print media and photo opportunities further enhanced Department of Public Safety's exposure. The chart presents the monthly average television and stadium coverage of the Department of Public Safety Home plate signage throughout the 2009 regular season.

DPS received tremendous exposure through Metrodome homeplate signage throughout the 2008 Regular Season. DPS name and logo were featured behind the plate at the bottom of the 2nd inning during each home game. Homeplate signage is extremely visible to fans in-stadium as well as to broadcasts audiences.

Homeplate signage delivers eminent exposure in various ways. Fans at each game were able to view DPS sign at the bottom of the 2nd inning as Twins players approached the batter's box accompanied with in-stadium monitors. In addition, local and national television audiences viewed the signage through game broadcasts and highlights throughout the season. The following chart shows average television and stadium coverage of DPS signage throughout the 2008 Regular Season.

2009 Home Plate Signage Totals						
	# of Games	# of Telecasts*	Avg. TV Time	Total TV Time	Avg. Stadium Time	Total Stadium Time
Buckle Up	28	53	1:51	51:55	8:43	4:04:11
Driving Drunk	30	59	2:00	59:51	9:00	4:29:50

The excitement of the 2009 season was clearly indicated by spectacular TV ratings the Twins experienced. Both cable (Fox Sports North- FSN) and Over-The-Air (WFTC) ratings were very comparable to previous seasons. At season's end, the FSN North ratings average was **6.2** (for 116 games), and the WFTC average was **6.4** (for 26 games). Note that each ratings point equals approximately 17,000 households. These astounding ratings for both FSN and WFTC translated into increased exposure for Twins' broadcast signage partners. Highlights of the FSN broadcasts included a **10.8** rating for the Red Sox game on May 27. WFTC's top rating was a **16.2** mark versus Kansas City at home on October 4. In all, three (3) FSN and two (2) WFTC broadcasts achieved double-digit ratings during the season. These solid ratings again for the 2009 season virtually assure the Twins of being in the TOP-FIVE teams in Major League

Baseball in terms of ratings averages for both broadcast categories. Please understand that Nielsen changed its process of how they gather numbers this year and erosion of the numbers was expected despite what truly became another successful season. Last season (in 2008), the Minnesota Twins garnered the third-highest viewership of all Major League Baseball teams.

Paid Media Recap

Total Media Budget: \$1,890,000.00

- Total Expenditures: \$1,885,791.35

Total General Funding Budget: \$660,000.00

- Twins Baseball: \$43,350.59
- Speed: \$34,764.96
- Click It or Ticket: \$424,997.16
- Primary Belt: \$98,413.54
- Special Programming: \$56,648.15
- Total Expenditures: \$658,174.40

Total Alcohol Funding Budget: \$1,200,000.00

- Twins Baseball: \$86,811.76
- December Impaired: \$199,472.93
- Extended Impaired/NightCAP: \$299,902.64
- Labor Day Impaired: \$249,451.67
- Special Programming: \$162,726.99
- Motorcycle Impaired Awareness: \$199,302.56
- Total Expenditures: \$1,197,668.55

Total Motorcycle Awareness Funding Budget: \$30,000.00

- Motorcycle Awareness: \$29,948.4

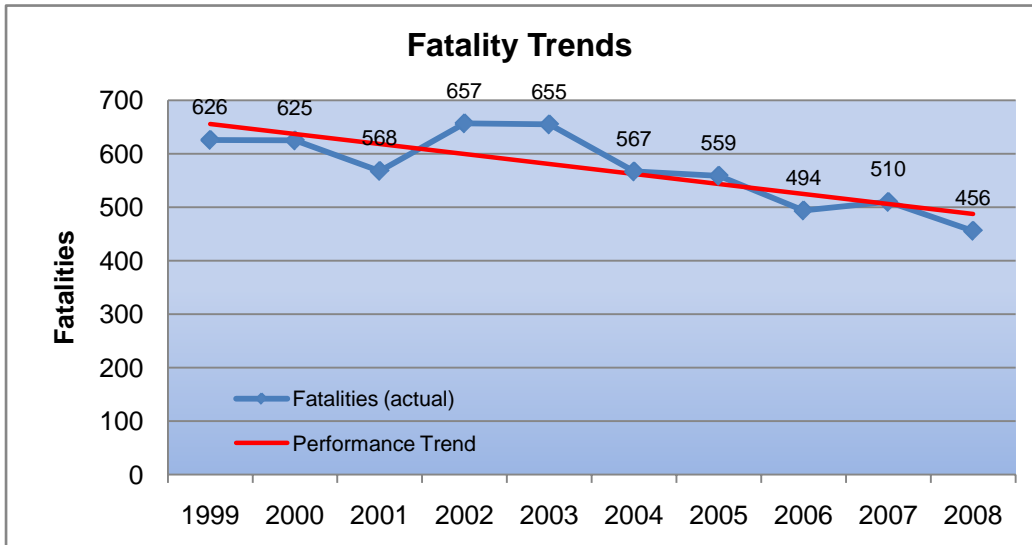
Performance Measures

**Minnesota Performance Measure Data
1999-2008**

Core Outcome Measures		YEAR									
		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Traffic Fatalities	Total	626	625	568	657	655	567	559	494	510	456
	Rural	464	447	390	478	460	410	405	346	352	317
	Urban	162	178	178	179	195	157	154	148	158	139
Serious Injuries		3460	3174	2949	2807		2,424	2,019	1,844	1,736	1,553
Fatalities Per 100 Million Vehicle Miles Traveled**	Total	1.22	1.19	1.06	1.20	1.18	1.00	0.98	0.87	0.89	0.75
	Rural	1.85	1.76	1.51	1.80	1.72	1.48	1.45	1.27	1.30	
	Urban	0.61	0.65	0.65	0.64	0.68	0.54	0.53	0.51	0.53	
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	508	513	455	537	520	453	428	361	392	312
	Restrained	172	162	145	212	214	188	184	146	170	149
	Unrestrained	260	298	255	300	284	234	211	185	187	125
	Unknown	76	53	55	25	22	31	33	30	35	38
Alcohol-Impaired Driving Fatalities (BAC=.08+)**		168	213	184	198	212	156	163	149	173	135
Speeding-Related Fatalities		155	171	153	179	193	144	152	130	111	134
Motorcyclist Fatalities	Total	30	37	42	47	64	52	59	67	61	71
	Helmeted	8	6	9	6	16	15	18	15	11	11
	Unhelmeted	20	31	33	39	48	37	40	52	45	55
	Unknown	2	0	0	0	0	0	1	0	5	5
Drivers Involved in Fatal Crashes	Total	912	883	789	889	873	808	769	684	792	640
	Aged <15	4	1	1	0	5	1	1	1	0	2
	Aged 15-20	152	150	127	141	136	133	108	107	87	68
	Aged < 21	156	151	128	141	141	134	109	108	87	70
	Aged 21+	751	730	658	748	729	672	656	570	702	567
	Unknown Age	5	2	3	0	3	2	4	6	3	3
Pedestrian Fatalities		51	38	43	50	53	37	44	38	33	26
Core Behavioral Measure		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Observed Seat Belt Use Rate (August)		72%	73%	74%	80%	79%	82%	84%	83%	88%	87%
Core Activity Measures (FFY)		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
# of Seat Belt Citations Issued During Grant-Funded Enforcement Activities							8,907	12,520	10,757	11,455	11,341
# of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities							2,932	4,744	3,224	4,320	4,704
# of Speeding Citations Issued During Grant-Funded Enforcement Activities							21,076	24,081	17,849	19,648	18,900

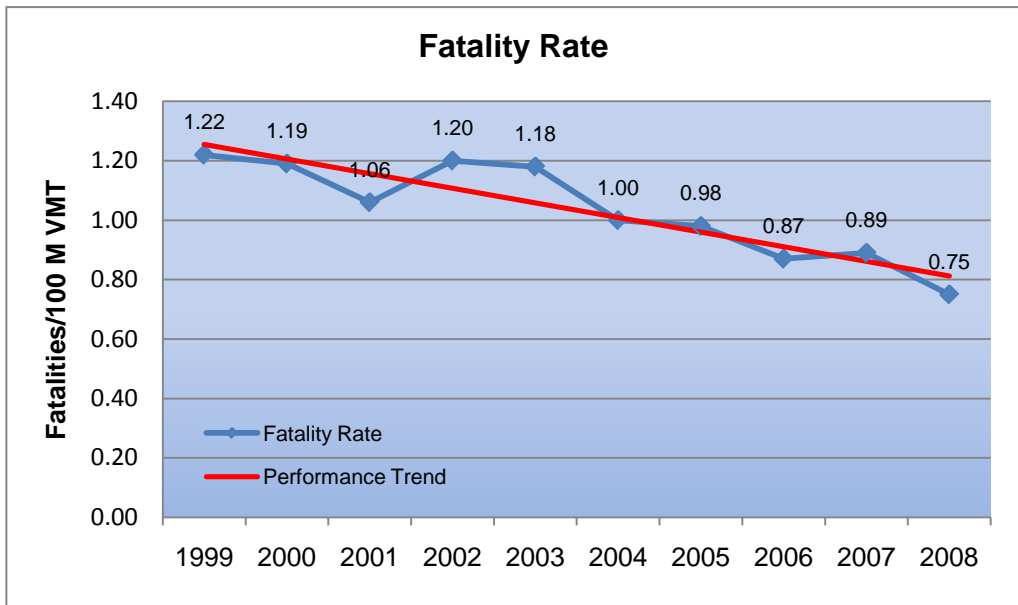
Minnesota Performance Measures

Goal: Fatalities To decrease traffic fatalities 23 percent from the 2004-2008 calendar year average of 517 to 400 by December 2010.



Status: In 2008, Minnesota had the lowest number of fatalities since 1945. Works continues toward the ambitious goal of no more than 400 fatalities in 2010 on the way Toward Zero Deaths.

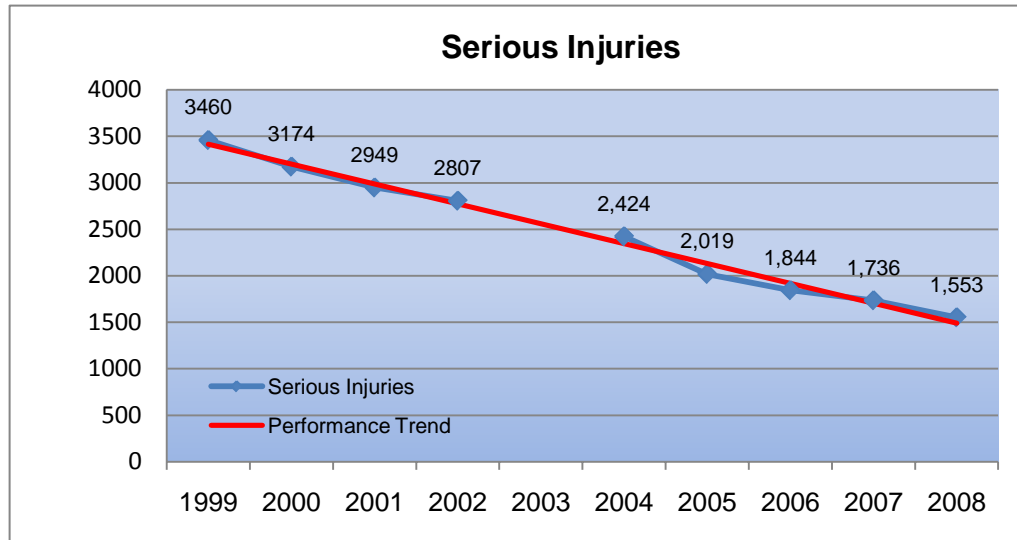
Goal: Fatality Rate/VMT To decrease fatalities/VMT from the 2004-2008 calendar year average of 0.94 to 0.75 by December 2010.



Status: The 2008 Minnesota Fatality Rate per 100 million vehicle miles travelled is 0.75, meeting the 2010 goal early. This goal will be revised.

Goal: Serious Injuries

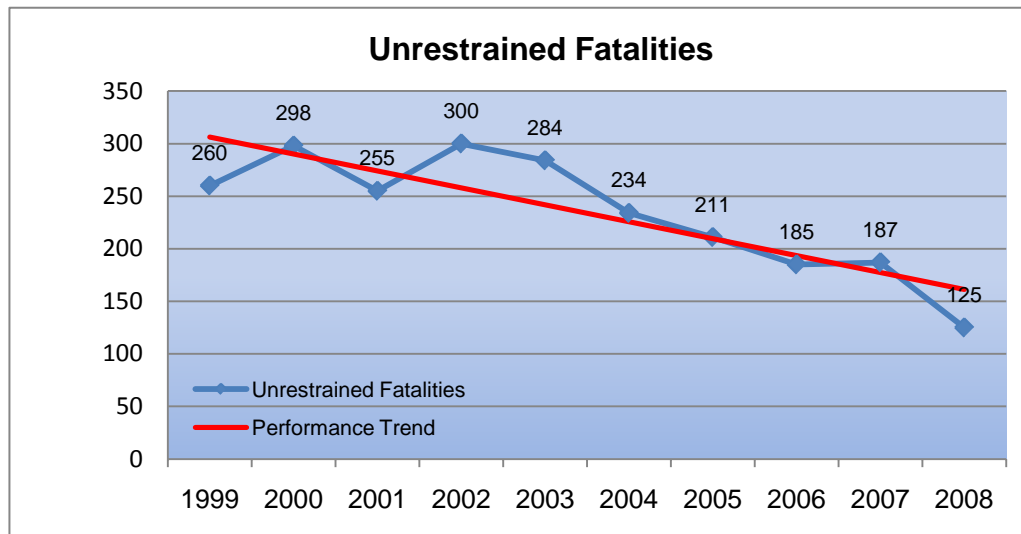
To decrease serious traffic injuries 27 percent from the 2004-2008 calendar year average of 1,915 to 1,400 by December 2010.



Status: The number of serious injuries in Minnesota continues downward and in 2008 is 1,553. Work continues toward the ambitious goal of no more than 1,400 serious injuries in 2010.

Goal: Unrestrained Fatalities

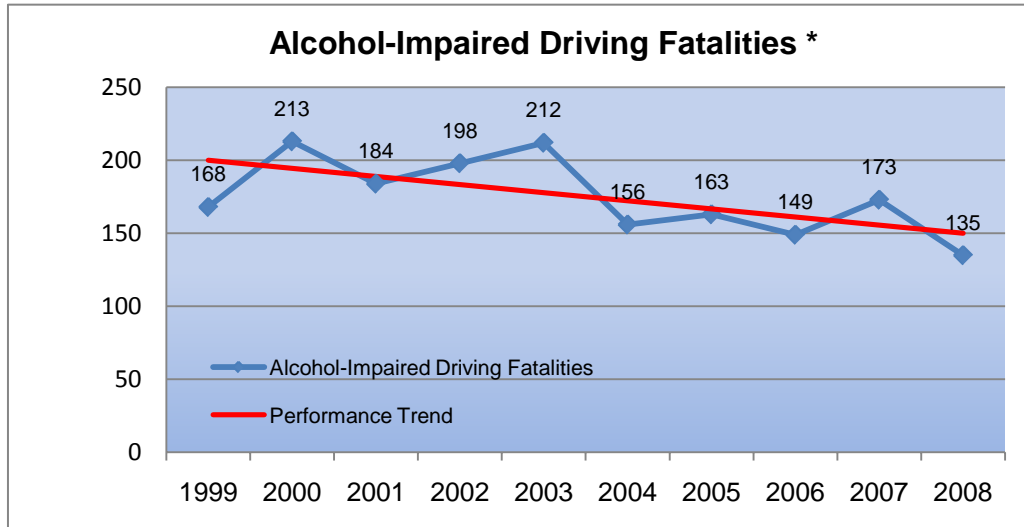
To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 47 percent from the 2004-2008 calendar year average of 188 to 100 by December 2010.



Status: The implementation of a Primary seat belt law in Minnesota will further the decline in the number of passenger vehicle occupants who were unrestrained. The 2008 number of 125 is a good step toward achieving the goal of 100 or fewer by 2010.

Goal: Alcohol-Impaired Driving Fatalities (BAC=.08+) *

To decrease alcohol impaired driving fatalities 19 percent from the 2004-2008 calendar year average of 155 to 125 by December 2010.

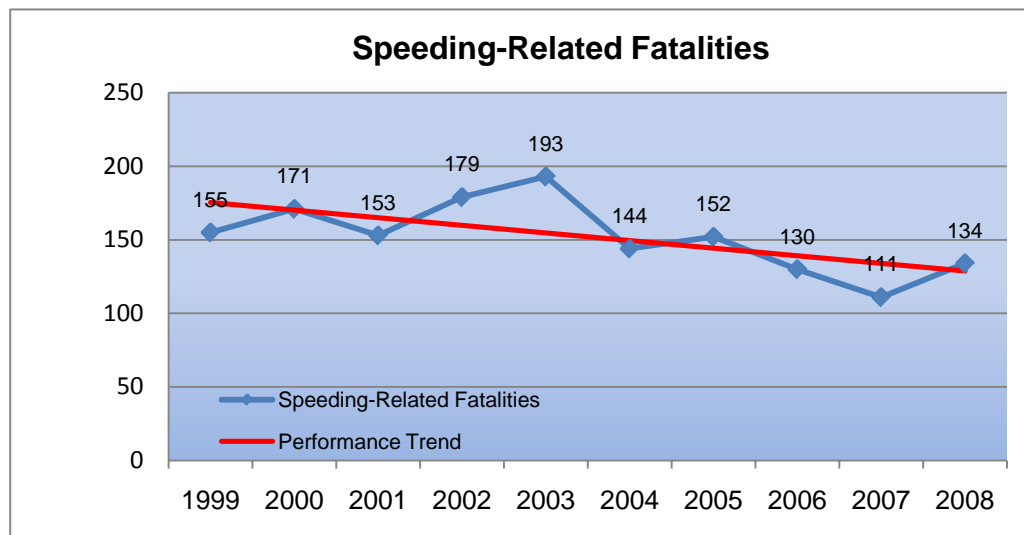


Status: Although there is fluctuation in the number of alcohol-impaired driving fatalities from year to year, the overall trend is downward. This goal of no more than 125 alcohol-impaired driving fatalities is based on the national definition which is different from how Minnesota calculated this number in past years.

** NOTE: Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater.*

Goal: Speeding-Related Fatalities

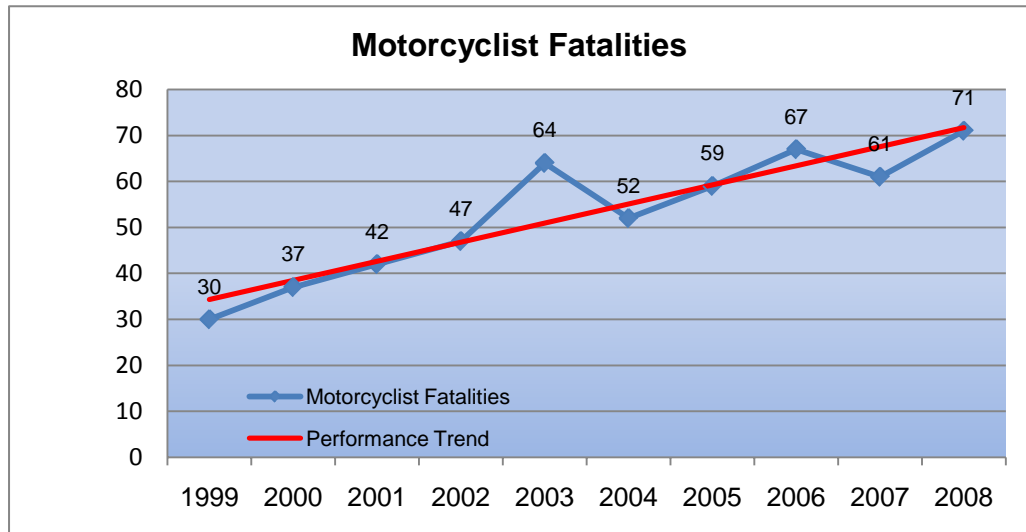
To decrease speeding-related fatalities 6 percent from the 2004-2008 calendar year average of 134 to 125 by December 2010.



Status: Although the 134 speeding-related fatalities in 2008 is up from 2007, the overall trend is still downward. Work continues toward the goal of not more than 125 by 2010.

Goal: Motorcyclist Fatalities

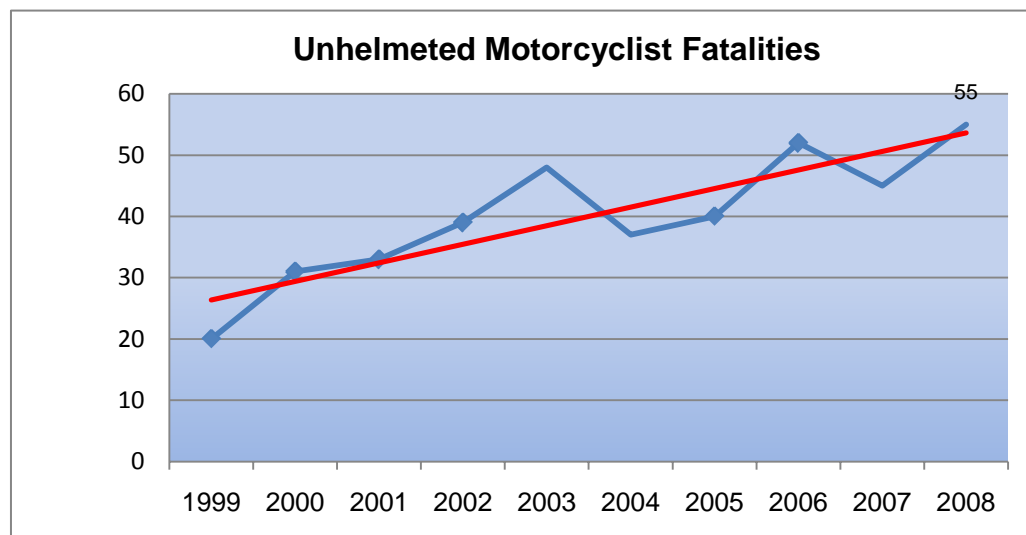
To maintain the number of motorcyclist fatalities from the 2004-2008 calendar year average of 62 to no more than 62 by December 2010.



Status: Motorcyclist fatalities continue to increase in Minnesota. The 71 deaths in 2008, is the highest number since 1985. Fortunately, motorcyclist deaths are down so far in 2009.

Goal: Unhelmeted Motorcyclist Fatalities

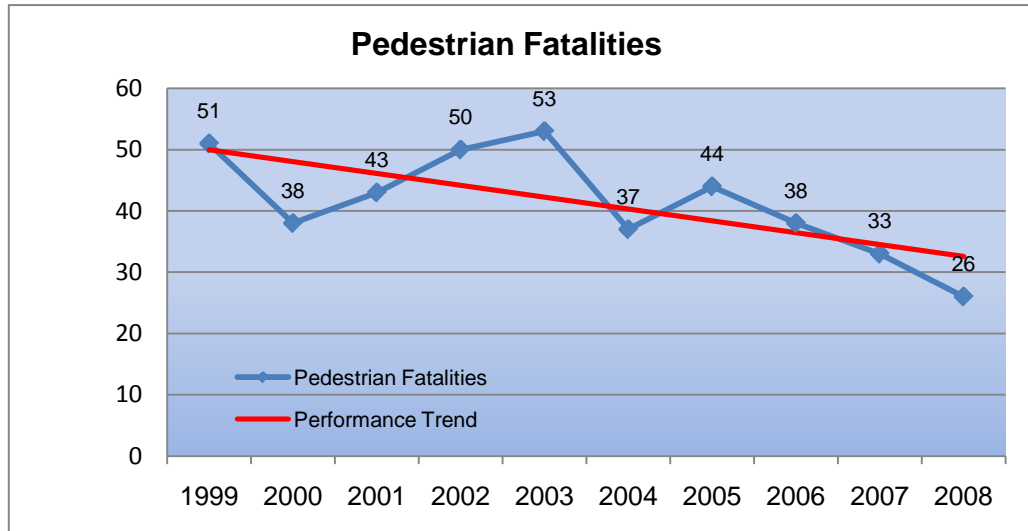
To decrease unhelmeted motorcyclist fatalities 13 percent from the 2004-2008 calendar year average of 46 to 40 by December 2010.



Status: Motorcyclist fatalities, including those not wearing a helmet, continue to increase in Minnesota. Over the past 3 years, 76% of motorcyclists killed were not wearing a helmet.

Goal: Pedestrian Fatalities

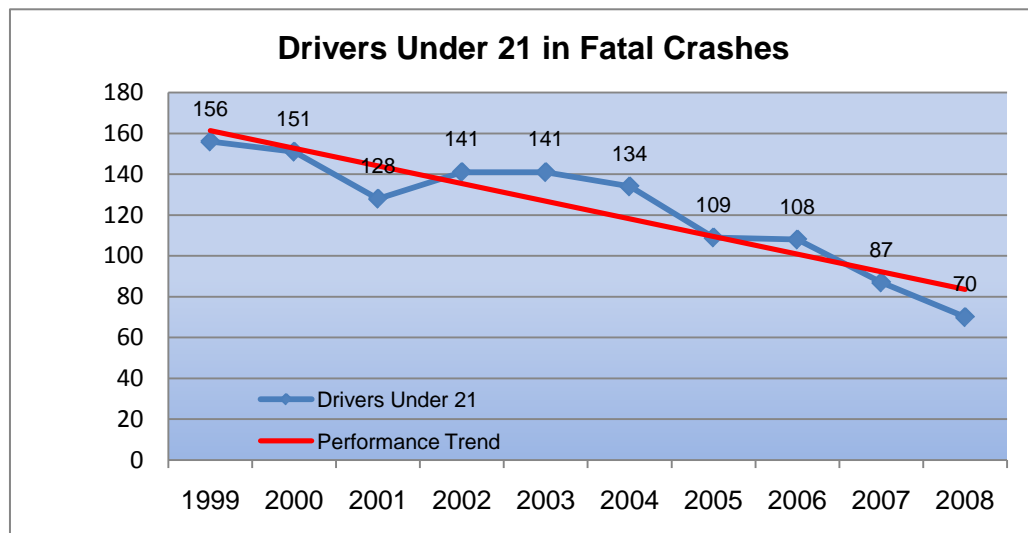
To reduce pedestrian fatalities 16 percent from the 2004-2008 calendar year average of 36 to 30 by December 2010.



Status: There were 26 pedestrian fatalities in Minnesota in 2008, which is a record low and exceeds the 2010 goal.

Goal: Drivers Under 21 in Fatal Crashes

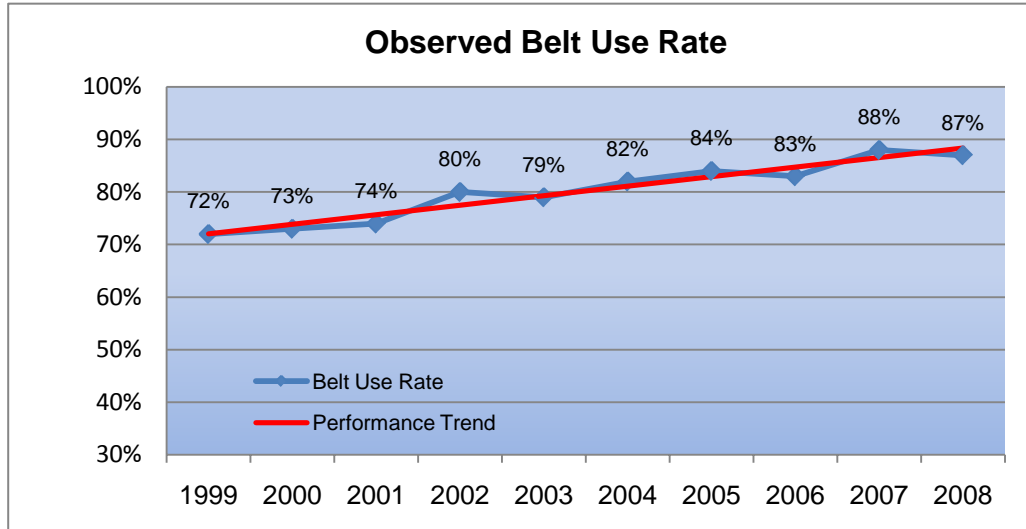
To decrease drivers age 20 or younger involved in fatal crashes 31 percent from the 2004-2008 calendar year average of 102 to 70 by December 2010.



Status: There were 70 drivers under the age of 21 in fatal crashes in Minnesota in 2008 which meets the 2010 goal.

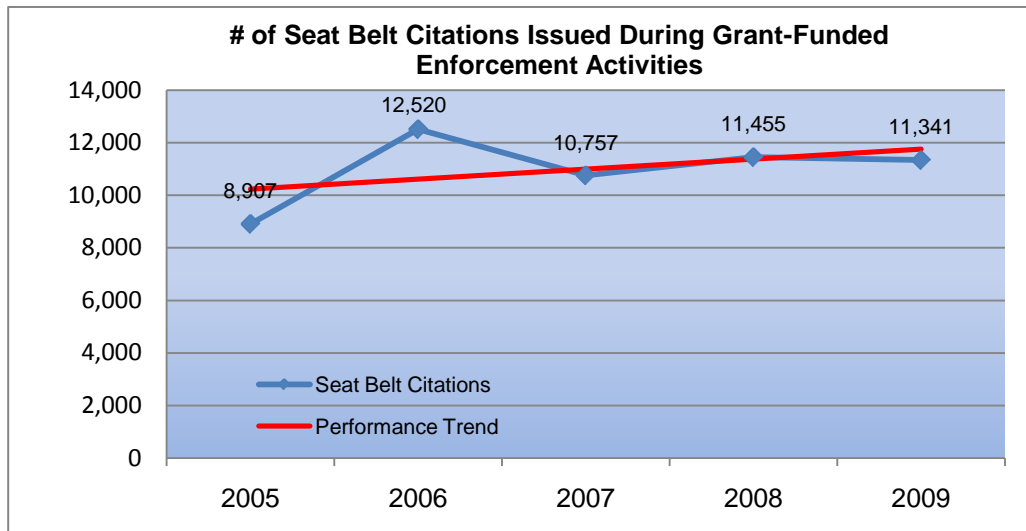
Goal: Observed Belt Use

To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 7 percentage point(s) from the 2008 calendar year usage rate of 87% percent to 94% percent by December 2010.

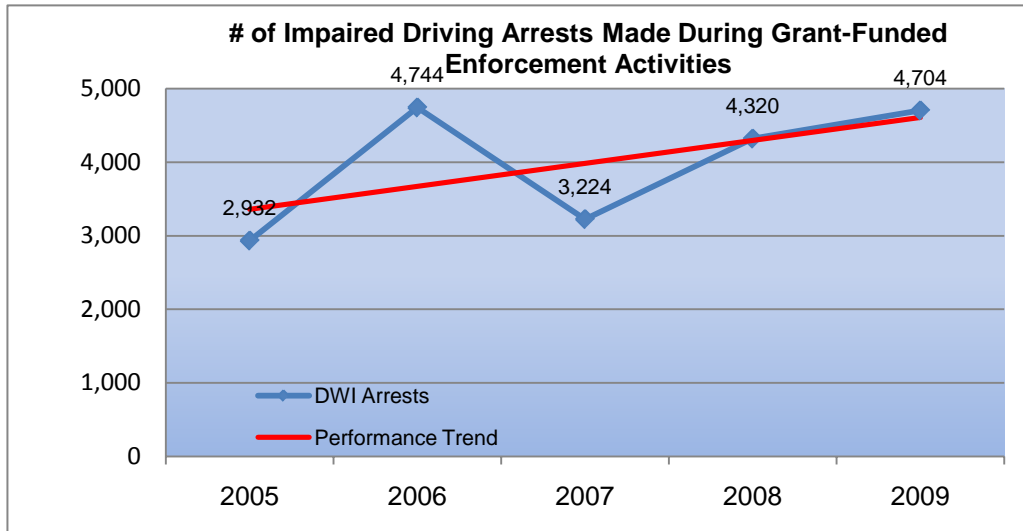


Status: Minnesota's observed seat belt use rate has been steadily rising. The passage of a Primary seat belt law in 2009 will further this increase. The rate for Minnesota in 2008 was 87%, well on the way to 94% by 2010.

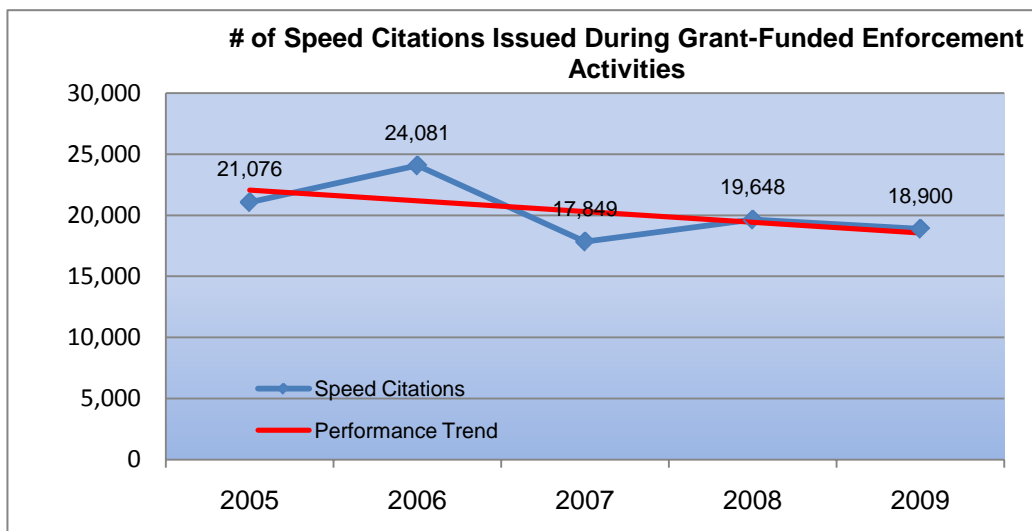
Measure: Seat Belt Citations



Measure: Impaired Driving Arrests



Measure: Speeding Citations



Financial Summary

Minnesota 2009 Financials				
Project	NHTSA \$ Code	Federal Costs Total	Benefit to	
			Locals of Federal costs	State and Local Matching Funds
0101 Planning and Administration	PA 0901	\$250,113.03	\$0.00	\$307,334.27
0102 P&A Finance	PA 0901	\$21,447.34	\$0.00	\$21,812.34
0103 HEAT Research Analyst	K4PA	\$9,078.37	\$2,532.32	\$0.00
0104 Other 406 P&A	K4PA	\$0.00	\$0.00	\$0.00
Subtotal P&A 402		\$271,560.37	\$0.00	\$329,146.61
Subtotal K4 406	K4PA	\$9,078.37	\$2,532.32	\$0.00
0201 OP Coordination	OP 0902	\$97,646.96	\$71,282.30	\$0.00
0202 CPS Coordination	OP 0902	\$92,736.46	\$69,552.37	\$0.00
0203 CPS Support	OP 0902	\$127,253.55	\$127,253.55	\$0.00
0204 Youth Belt Coordination	OP 0902	\$49,405.67	\$29,643.38	\$0.00
0205 Seat Belt Use Surveys	OP 0902	\$39,070.06	\$11,721.02	\$0.00
0206 Belt Coalition	OP 0902	\$28,136.93	\$14,068.48	\$12,042.14
0207 May Enforcement Mini Grants	OP 0902	\$32,938.55	\$32,938.55	\$9,529.44
0208 Town Hall Seat Belt Meetings	OP 0902	\$0.00	\$0.00	\$0.00
0209 Child Seats for Needy Families	state			
0210 Child Seats from Special Fed	K4OP 0902	\$61,828.28	\$61,828.28	\$0.00
0211 Signs and Vests for Seat Belts	K4OP 0902	\$0.00	\$0.00	\$0.00
0212 Nighttime Belt Surveys	K4OP 0902	\$0.00	\$0.00	\$0.00
0213 Joint Enforcement	K4OP 0902	\$0.00	\$0.00	\$0.00
Subtotal OP 402		\$467,188.18	\$356,459.65	\$21,571.58
Subtotal K4 406		\$61,828.28	\$61,828.28	\$0.00
0301 Alcohol Coordination	AL 0703	\$0.00	\$0.00	\$0.00
	164PA 0903	\$113,617.61	\$76,123.78	\$0.00
0302 Youth Alcohol Coordination	AL 0903	\$0.00	\$0.00	\$0.00
	164PA 0903	\$49,405.69	\$26,679.09	\$0.00
0303 Additional Alcohol Coordination	AL 0903	\$0.00	\$0.00	\$0.00
	164PA 0903	\$112,848.21	\$73,351.34	\$0.00
0304 DRE and Advanced Training	164AL 0903	\$245,107.70	\$122,553.88	\$0.00
0305 Dakota Co High Visibility Saturat	164AL 0903	\$109,094.80	\$109,094.80	\$35,490.89
0306 NightCAP Liaison	K8 0903	\$98,850.39	\$88,965.35	\$0.00
0307 Night CAP	164AL 0903	\$935,927.55	\$374,371.02	\$105,511.56
0308 NightCAP Equipment	K8 0903	\$0.00	\$0.00	\$0.00
0309 DWI S&S Challenger	K8 0903	\$28,395.26	\$28,395.26	\$9,711.19
0310 Resource Prosecutor and Legal	K8 0903	\$188,053.73	\$169,248.37	\$0.00
0311 Safe & Sober DWI	164AL 0903	\$839,138.97	\$839,138.97	\$230,563.69
0312 DWI Courts	164AL 0903	\$903,209.70	\$903,209.70	\$93,506.46
0313 AL Focused SC	164AL 0903	\$307,609.08	\$307,609.08	\$19,513.67
0314 Impaired Driving Facts	K8 0903	\$3,044.56	\$1,522.28	\$0.00
0315 Alcohol Media Relations	K8 0903	\$202,992.96	\$146,154.93	\$0.00
0316 Crackdown Incentives	K8 0903	\$47,348.26	\$42,613.45	\$0.00
0317 DWI Paid Media	164PM 0903	\$1,199,736.80	\$959,789.43	\$0.00
0318 DWI Enforcement Liaisons	K8 0903	\$96,488.35	\$86,839.32	\$0.00

Minnesota 2009 Financials				
Project	NHTSA \$ Code	Federal Costs Total	Benefit to	
			Locals of	State and Local
			Federal costs	Matching Funds
0319 Mobile DWI Data for Locals	K8 0903	\$33,093.96	\$21,394.39	\$0.00
0320 Regional Alcohol Support	K8 0903	\$20,000.00	\$20,000.20	\$0.00
0321 DWI E-Charging System	164AL 0903	\$1,319,268.00	\$527,717.20	\$222,466.00
0322 Project Directors to Lifesavers	K8 0903	\$16,898.07	\$16,898.07	\$264.18
0323 Patrol DWI Safe & Sober	K8 0903	\$170,175.47	\$0.00	\$49,237.34
0324 DWI Health Liaisons	K8 0903	\$43,570.80	\$39,213.73	\$0.00
0325 Innovative DWI Materials	K8 0903	\$28,707.74	\$20,095.43	\$0.00
0326 Ignition Interlock	164AL 0903	\$165,594.59	\$157,314.86	\$0.00
0327 Anoka Co High Visibility	164AL 0903	\$247,736.69	\$185,802.52	\$9,249.22
0328 DWI Involved CODES Research	K8 0903	\$0.00	\$0.00	\$0.00
0329 Patrol Mgmt System BAC Data	K8 0903	\$0.00	\$0.00	\$0.00
0330 DWI Evaluation and Research	K8 0903	\$48,250.00	\$14,475.00	\$0.00
0331 Patrol DWI Out-of-state Travel	K8 0903	\$18,886.63	\$0.00	\$0.00
0332 Alcohol Screening & Brief Interv	164AL 0903	\$0.00	\$0.00	\$0.00
0333 Reviewing DWI Sanctions	K8 0903	\$169,087.25	\$42,271.82	\$0.00
0334 Sober Cab "How To"Guide	K8 0903	\$5,544.01	\$1,386.00	\$0.00
0335 Web Based OT Data Collection	164AL 0903	\$0.00	\$0.00	\$0.00
0336 Motorcycle Patrols	K8 0903	\$21,248.72	\$12,749.23	\$0.00
0337 MSP Grant Oversight	K8 0903	\$0.00	\$0.00	\$0.00
0338 09 410 for use in 10	K8 0903	\$0.00	\$0.00	\$0.00
0339 State DWI Match	state	\$0.00	\$0.00	\$1,941,000.00
0340 EUDL	OJJDP			
Subtotal AL 402		\$0.00	\$0.00	\$0.00
Subtotal 164AL		\$5,072,687.08	\$3,526,812.03	\$716,301.49
Subtotal 164PM		\$1,199,736.80	\$959,789.43	\$0.00
Subtotal 164PA		\$275,871.51	\$176,154.21	\$0.00
Subtotal K8 410		\$1,240,636.16	\$752,222.83	\$2,000,212.71
0401 Police Traffic Coordination	PT 0904	\$23,541.67	\$14,814.24	\$0.00
0402 Patrol Safe & Sober	PT 0904	\$210,696.78	\$0.00	\$64,208.76
0403 Safe & Sober Cities & Counties	PT 0904	\$852,061.73	\$852,061.73	\$260,803.19
0404 Safe & Sober Liaisons	PT 0904	\$144,732.53	\$130,908.90	\$1,496.81
0405 Safe & Sober Challenge	PT 0904	\$21,315.34	\$13,626.97	\$1,054.35
0406 Mobilization Incentives	PT 0904	\$95,026.98	\$85,524.30	\$0.00
""	K4PT	\$24,506.03	\$22,055.43	\$0.00
0407 MC Patrols	PT 0904	\$16,004.58	\$9,602.75	\$0.00
0408 After high school patrols	PT 0904	\$0.00	\$0.00	\$0.00
0409 Speed Mobilization Incentive	PT 0904	\$0.00	\$0.00	\$0.00
0410 Mobile Data for Locals	PT 0904	\$33,092.90	\$16,787.83	\$0.00
0411 HEAT Speed Enforcement	K4PT	\$389,132.13	\$110,501.16	\$85,761.06
0412 Portable Speed Measures	K4PT	\$0.00	\$0.00	\$0.00
Subtotal PT 402		\$1,396,472.51	\$1,131,802.31	\$327,563.11
Subtotal K4 406		\$413,638.16	\$132,556.59	\$85,761.06

Minnesota 2009 Financials				
Project	NHTSA \$ Code	Federal Costs Total	Benefit to	
			Locals of Federal costs	State and Local Matching Funds
0501 Traffic Records Coordination	TR 0905	\$90,784.58	\$49,023.67	\$0.00
0502 Problem Identification	TR 0905	\$223,354.56	\$99,277.83	\$0.00
0503 TRCC	TR 0905	\$0.00	\$0.00	\$0.00
"" TRCC	K9 0905	\$0.00	\$0.00	\$0.00
0504 Crash System Interface	K9 0905	\$0.00	\$0.00	\$0.00
0505 Crash Data Proponent	K9 0905	\$28,358.84	\$17,015.30	\$0.00
"" Crash Data Proponent	TR 0905	\$0.00	\$0.00	\$0.00
0506 CODES & Trauma Validation	K9 0905	\$0.00	\$0.00	\$0.00
"""" Special CODES Remainder	not GTS	\$0.00	\$0.00	\$0.00
0507 GPS and GIS Integration	K9 0905	\$0.00	\$0.00	\$0.00
0508 DVS Driving Record Integration	K9 0905	\$0.00	\$0.00	\$0.00
0509 Driving Record Research	K9 0905	\$0.00	\$0.00	\$0.00
0510 PAR Revision	K9 0905	\$0.00	\$0.00	\$0.00
0511 Re-design OTS part DPS Websi	K9 0905	\$0.00	\$0.00	\$0.00
0512 Centralize Reconstruction Report	K9 0905	\$0.00	\$0.00	\$0.00
0513 Upgrade Patrol Connectivity	K9 0905	\$214,978.43	\$0.00	\$0.00
0514 2009 Data Systems	K9 0905	\$0.00	\$0.00	\$0.00
0515 FARS	DTNS	\$0.00	\$0.00	\$0.00
0516 Data Analysis	K4TR	\$0.00	\$0.00	\$0.00
0516 Crash Data Education	K9 0905	\$799.50	\$799.50	\$0.00
0517 EMS Data Improvement	K9 0905	\$0.00	\$0.00	\$0.00
0518 Crash Records Unit of DVS	state	\$0.00	\$0.00	\$537,018.00
Subtotal TR 402		\$314,139.14	\$148,301.50	\$0.00
Subtotal Data K9 408		\$244,136.77	\$17,814.80	\$537,018.00
Subtotal Data K4 406		\$0.00	\$0.00	\$0.00
0601 Community Programs Coordinat	CP 0906	\$19,178.92	\$13,679.71	\$0.00
0602 Evaluation Coordination	CP 0906	\$66,358.02	\$28,429.93	\$0.00
0603 Public Info Coordination	CP 0906	\$29,337.66	\$19,405.88	\$0.00
0604 Media Relations	CP 0906	\$171,935.56	\$132,390.38	\$0.00
0605 Partners Breakfasts	CP 0906	\$248.19	\$148.91	\$0.00
0606 Global Evaluation	CP 0906	\$38,059.00	\$15,223.60	\$0.00
0607 Safe Communities Grants	CP 0906	\$251,935.16	\$251,935.16	\$182,882.03
0608 NETS	CP 0906	\$65,163.74	\$48,872.82	\$8,865.29
0609 Program Travel	CP 0906	\$20,522.28	\$1,641.78	\$0.00
0610 Health Liaisons	CP 0906	\$63,646.32	\$57,281.70	\$0.00
0611 Paid Media	PM 0906	\$658,268.57	\$526,614.86	\$0.00
""	K4PM	\$0.00	\$0.00	\$0.00
0612 TZD Conference	CP 0906	\$110,000.00	\$66,000.00	\$27,040.00
0613 Regional Support	CP 0906	\$24,580.54	\$24,580.54	\$0.00
0614 Beside the Wheel for parents	CP 0906	\$0.00	\$0.00	\$0.00
0615 Look Out, Teens! Ad Contest	not GTS			
0615 Teen Plan Recommndations	CP 0906	\$0.00	\$0.00	\$0.00
0616 New Immigrant Outreach	CP 0906	\$0.00	\$0.00	\$0.00
0619 Look Out, Teens! Ad Contest	not GTS			
0620 Older Driver Video	CP 0906	\$10,000.00	\$10,000.00	\$20,000.00
0621 Policy Makers Presentation Kit	K4CP	\$0.00	\$0.00	\$0.00
Subtotal CP 402		\$870,965.39	\$669,590.41	\$238,787.32

Minnesota 2009 Financials				
Project	NHTSA \$ Code	Federal Costs Total	Benefit to	
			Locals of Federal costs	State and Local Matching Funds
Subtotal Paid Media 402		\$658,268.57	\$526,614.86	\$0.00
Subtotal Paid Media 406	K4PM	\$0.00	\$0.00	\$0.00
Subtotal K4CP	K4CP	\$0.00	\$0.00	\$0.00
0701 Motorcycle Coordination	MC 0907	\$92,828.51	\$64,979.95	\$0.00
0702 Motorcycle Support	K6 0907	\$94,924.43	\$75,939.55	\$0.00
0703-0709 State MC Safety Program	state	\$0.00	\$0.00	\$774,025.34
0710 2009 2010 Funding	K6 0907	\$0.00	\$0.00	\$0.00
Subtotal MC 402		\$92,828.51	\$64,979.95	\$774,025.34
Subtotal K6 2010		\$94,924.43	\$75,939.55	\$0.00
0901 TZD Support	RS 0909	\$41,300.00	\$12,390.00	\$0.00
0902 Hazard Elimination	164HE 0909	\$5,936,192.08	\$0.00	\$0.00
0903 County Engineer Projects	164HE 0909	\$0.00	\$0.00	\$0.00
Subtotal RS 402		\$41,300.00	\$12,390.00	\$0.00
Subtotal 164HE		\$5,936,192.08	\$0.00	\$0.00
	Code			
NHTSA 402 includes PM	various	\$4,112,722.67	\$2,910,138.68	\$1,691,093.96
NHTSA 402 without PM	various	\$3,454,454.10	\$2,383,523.82	\$1,691,093.96
NHTSA 402 PM only	PM	\$658,268.57	\$526,614.86	\$0.00
Repeat DWI Offender Transfer	164HE	\$5,936,192.08	\$0.00	\$0.00
Repeat DWI Offender Transfer	164AL	\$5,072,687.08	\$3,526,812.03	\$716,301.49
Repeat DWI Offender Transfer	164PM	\$1,199,736.80	\$959,789.43	\$0.00
Repeat DWI Offender Transfer	164PA	\$275,871.51	\$176,154.21	\$0.00
410 Impaired Driving	K8	\$1,240,636.16	\$752,222.83	\$2,000,212.71
2010 Special Motorcycle	K6	\$94,924.43	\$75,939.55	\$0.00
408 Special Data Systems	K9	\$244,136.77	\$17,814.80	\$0.00
406 Belt Incentive	K4	\$484,544.81	\$197,282.19	\$0.00
Total All		\$18,661,452.31	\$8,616,153.72	\$6,098,702.12



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