

**MINNESOTA**

**F F Y 1 1**

**ANNUAL**

**EVALUATION**

**REPORT**



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# Minnesota Annual Evaluation Report

## Introduction

*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 others) 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 partnerships between the OTS, the Minnesota Department of Transportation (Mn/DOT), and other safety partners remain strong. The OTS and the entire TZD group remains dedicated to strong partnerships working toward this goal.

### Highlights:

- Minnesota's traffic fatalities continue to decrease
  - 411 in 2010 compared to 625 in 2000
  - Less than half of what they were 30 years ago (863 in 1980)
- Minnesota consistently has one of the lowest fatality rates in the nation
  - 2009's rate of 0.74 was the second lowest in the nation (latest year national numbers available)
  - 2010's rate is even lower (0.72)
- Minnesota has a high seat belt use rate
  - 92.7% (only 12 states had a higher use rate in 2010)
- Minnesota continues to combat alcohol-related fatalities
  - The 131 alcohol-related fatalities in 2010 is an all-time low
- Minnesota has passed key traffic safety legislation
  - Ignition interlock, effective July 1, 2011
  - Booster seat, July 2009
  - Primary seat belt enforcement, June 2009
  - Nighttime and passenger restrictions for teen drivers, August 2008
  - Anti-texting, emailing, internet access while driving, August 2008

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.

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

- An overview of the major program areas pursued in FFY 2011 (October 1, 2010 through September 30, 2011), 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 comprises the third section.
- A traffic safety trends in Minnesota section which has been enhanced with expanded performance measures that will be used in all states comprises the fourth section.
- A financial summary of the costs associated with the projects supported in FFY 2011 will be delayed but compiled in early 2012 and added to this report. This delay is due to the unprecedented state shutdown occurring at the same time that a new statewide financial system was implemented. Both events began July 1, 2011.

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

Office of Traffic Safety  
Minnesota Department of Public Safety  
444 Cedar Street, Suite 150  
St. Paul, MN 55101-5150

Or visit our website: <https://dps.mn.gov/divisions/ots/Pages/default.aspx>

# Overviews

## **Planning & Administration**

Sound Planning and Administration – 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, two managers, 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 Traffic Safety Programs manager 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 project funds one director, two managers, two support staff, up to half of a state program coordinator, and half of an accounting officer in addition to portions of general DPS work. Costs are split evenly between federal 402 and state funds. The other program coordinators and the research analysts are funded in specific program areas.
- The state accounting system (MAPS and SWIFT), 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 State implemented a new accounting system (SWIFT) on July 1, 2011. The new system has not been tweaked sufficiently to accommodate all users' needs and has led to delays in processing invoices and creating requests for reimbursement. The DPS continues to work diligently to make improvements.
- The Minnesota Legislature and the Governor failed to reach an agreement on an overall budget for the FY2012-2013 biennium by the May 23rd constitutional deadline for the 2011 legislative session. A state government shutdown began on July 1st and lasted 20

- days. The most significant impact was the temporary layoff of 19,000 state employees. The OTS was shut down for the duration of the state shutdown.
- In 2011 the OTS office structure changed with the departure of the director. The Research, Finance and Administration Manager assumed the director position in an acting capacity. As of December, Donna Berger has accepted the role of Director of the Office of Traffic Safety and the office can continue its mission with the consistent leadership she provides.
  - The Office has hired a program coordinator dedicated to the evolving e-grants system and has filled the coordinator position that was vacated this spring. Another coordinator was promoted within the office.
  - The OTS has developed and implemented a more structured approach to training new employees.
  - The Office underwent a routine scheduled NHTSA Management Review in May, 2011.
  - The TZD partnership and leadership teams continue to meet and work progresses on the implementation of the Strategic Highway Safety Plan.

**Future Strategies:**

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**

93% of Minnesotans wear seat belts – Enforcement of the primary bill will help to reach the final 7%

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 use 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 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
- 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 92.7% statewide in 2011
- Seat belt use among 16-29 year olds reached a new high of 91.3%
- Seat belt use for pickup truck drivers increased from 83% in 2010 to 88% in 2011, further closing the gap for the lowest use group
- 2,570 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

**Future Strategies:**

For 2012, the OTS will continue to implement seat belt enforcement programs in conjunction with an October *TZD Enforcement* wave and the National *Click it or Ticket* Mobilization in May. Educating Minnesotans about the requirements of the booster seat law will continue. Emphasis will remain on belt enforcement in the evening hours when a higher percentage of severe injuries and fatalities are known to be unbelted. 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 complex problem of impaired driving and determines programs that are effective in reducing alcohol-related deaths and severe injuries. An effective impaired driving program must support projects 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 projects. In addition, new projects are developed that support the statewide strategy to reduce alcohol-related deaths and severe injuries. Careful consideration is taken to determine how new projects 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 innovative 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
- Support and promote the development of a Model Impaired Driving Records Information System
- 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:**

- Based on data from the state's crash database, the number of alcohol-related fatalities decreased from 141 in 2009 to 131 in 2010, a 7% reduction. Unfortunately, alcohol impaired driving fatalities (0.08 alcohol concentration or above) increased from 108 in 2009 to 121 in 2010, a 12% increase. Alcohol-related severe injuries remained consistent from last year, 279 in 2009 and 280 in 2010.

- Minnesota experienced another decrease in DWI arrests from 32,756 in 2009 to 30,050 in 2010. While this represents a rather low number of DWI arrests compared to previous years, it remains in the range of past arrest totals. Antidotal comments from law enforcement indicate that they are experiencing a harder time finding the impaired driver, which would reflect the high-visibility enforcement effort. 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.
- Two statewide impaired driving mobilizations were conducted, one in December and one in August/September. Additional impaired driving enforcement saturations were focused in the 13 Minnesota counties with the highest number of alcohol-related fatalities and severe injuries. The enforcement activity resulted in 3,699 DWI arrests.
- Minnesota has ten DWI courts and eight Drug Courts that accept DWI offenders. Two additional DWI Court will be attending training in the coming year and are expected to be fully operational soon after. Eight of the ten courts are funded by the OTS. During this year the funded programs admitted 143 people into a DWI Court: 109 graduated, 30 were terminated and 225 are currently enrolled. Eight DWI Court graduates incurred an additional DWI arrest.
- Minnesota's new DWI Administrative Sanctions law that included the expansion of ignition interlock went into effect on July 1, 2011. Since that date, 780 drivers have installed ignition interlock on their vehicle. The statewide ignition interlock pilot project, that ended June 30, 2011, had over 2,400 participants that enrolled during the two year period from which 1,600 remain in the program.
- Telephone surveys indicate the number of people that heard about increased impaired driving enforcement rose from 49% to 83%. The emphasis group, unmarried males under 35, rose from 52% to 75%.
- Telephone surveys also indicate the perceived likelihood of being stopped for impaired driving increased with 36% 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 before the enforcement to 42% after. The emphasis group, unmarried males under 35, rose from 39% to 49%.
- The "Over the Limit. Under Arrest." slogan is well recognized in Minnesota. More than 60% of respondents recognized it both prior to (62%) and post the Labor Day wave (63%). The emphasis group of unmarried males under 35 showed extremely high recognition for both pre and post survey waves: 86% to 84%.
- DWI arrests for those under the legal drinking age dropped 16% to 2,128 in 2010 from 2,539 in 2009. Further, 7 drivers under the legal drinking age were killed in an alcohol-related crash and 6 of those drivers were over the legal limit of 0.08. This number is consistent with last year and ties with the year 1995 as the lowest number of underage drinking drivers killed that tested over the legal limit.

#### **Future Strategies:**

In federal fiscal year 2012, the Office of Traffic Safety has restructured the traffic safety enforcement grants provided to law enforcement agencies. Funding provided through the NightCAP, *Safe & Sober* and HEAT Program was consolidated into one grant called Toward Zero Deaths Enforcement. Extra funding was provided in these grants for the top 13 counties with the highest number of alcohol-related fatalities and severe injuries. Each of these grantees are required to develop a year-long plan of high-visibility enforcement activity that targets high-risk drivers and will effectively reduce alcohol-related fatalities and severe injuries in their county. A lesser amount of funding is included in the next seven highest counties to use during months when the majority of their alcohol-related fatalities occur. Participation in the national December



and Labor Day Crackdown is mandatory for all grantees. Key to all programs will be strategies that increase the visibility of the enforcement effort, including roadway signs and high visibility vests. Paid and earned media will continue to enhance the enforcement efforts. Education on the new ignition interlock law will continue. Opportunities to encourage participation in the program will be explored. Two new DWI courts will be in operation making a total of 12 fully operating DWI courts and eight hybrid Drug courts that accept DWI offenders. The public health community, through our safe communities, will work with communities to develop sober cab programs, education and traffic safety policies. 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. Lastly, Minnesota will support the development of a Model Impaired Driving Records Information System by expanding the implementation and use of the e-Charging system and integration of the new breath testing instruments with e-Charging. In the coming year, the new breath testing instruments are scheduled to be fully deployed.

## **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 the 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
- Maintain the number of agencies participating in the national mobilizations
- Maintain 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:**

- In 2010, 411 people died on Minnesota roadways: this is the lowest number since 1945
- The number of serious injuries reached a new record low 1,191 in 2010
- To date (December 28, 2011) there are 343 known traffic deaths in Minnesota for 2011
- Seat belt use, as shown by observational surveys, reached a new high of 92.7% in 2011
- The 131 alcohol-related fatalities in 2010 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 2010 to 2011 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 24% had seen a belt enforcement message in the past 30 days and this number rose to 35% post mobilization.
- Prior to the *Click it or Ticket* campaign 32% of respondents thought it “Very likely” they’d be ticketed for belt non-use. Post campaign this number rose to 34%. The emphasis group, unmarried males under 35, rose from 25% to 31%.
- The *Over the Limit. Under Arrest.* campaign was more successful in raising the perception of apprehension. Those responding that they’d be “Very likely” to be arrested increased from 36% pre to 42% post mobilization. The emphasis group, unmarried males under 35, rose from 39% to 49%.

### **Future Strategies:**

Overall, the Minnesota public and enforcement communities identify with and support the enforcement programs. Evidence strongly supports that the combined efforts of increased enforcement and paid and earned media do have a positive impact on improving driver behavior. The OTS will continue to emphasize 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 our programs.

As a result of a summit held with law enforcement the structure of OTS enforcement grants was changed. The input from the summit encouraged and defined changes needed in the enforcement programs. In federal fiscal year 2012, the Office of Traffic Safety has restructured the traffic safety enforcement grants provided to law enforcement agencies. Funding provided through the NightCAP, *Safe & Sober* and HEAT Program was consolidated into one grant called Toward Zero Deaths Enforcement. The new structure also calls for grantees to implement performance measures that are in line with the overarching Toward Zero Deaths measures and create yearlong enforcement plans.

## **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, completeness, uniformity and integration of traffic related data held in the crash, driver license, motor vehicle registration, roadway, EMS/injury surveillance, and citation/adjudication systems.

### **Traffic Records Program Objectives:**

- Ensure the collection of complete, timely, and accurate data
- Foster productive partnerships
- Seek input from traffic records stakeholders
- Enhance, maintain and integrate high quality data
- 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 DPS in partnership with MnDOT held visioning sessions for a replacement Crash Records system
- 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.

**Future Strategies:**

For 2012, 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. The crash records system project will begin in earnest.

## 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 TZD Safe Roads coalitions (also called Safe Community coalitions) and developing partners who work in healthcare, education, engineering, emergency response, law enforcement, the judicial system, local businesses and faith communities. Coalitions encourage local businesses to become involved through the Network of Employers for Traffic Safety (NETS). Communities are empowered to utilize evidence-based solutions to local traffic safety problems. Localized problem identification motivates communities to mobilize their resources for efforts that are effective and resonate with the people who live there. With local 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 and enforcement activity through public education and media relations
- Increase awareness of the TZD Program mission, goals, strategies and evaluation measures throughout Minnesota
- Encourage the formation of regional partnerships
- Increase the number and diverse backgrounds of members who are actively involved in local coalitions
- Expand the number of active coalitions in all areas of the state

**Results:**

- Numerous public information/education activities, as well as paid media, increased Minnesotans' awareness of our programs and traffic safety issues
- Telephone 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).
- TZD annual conference as well as stakeholders' breakfasts were conducted to provide outreach to partners
- Interest in TZD Safe Roads Coalitions is beginning anew as the community engages with the newly formatted program. There were 16 TZD Safe Roads coalitions in 2011. The majority of the coalitions work together on regional activities and idea sharing.
- The TZD Program continues to coordinate efforts to advance traffic safety with regional partnership projects including regional seat belt surveys

**Future Strategies:**

For 2012, the OTS will continue to fund the *TZD Safe Roads* project in rural Minnesota. Greater emphasis will be made to work in conjunction with law enforcement agencies to promote traffic enforcement waves and evidence based countermeasures. 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 TZD conference will continue to offer breakout sessions that offer best practices and effective countermeasures to the stakeholders from the community. These sessions will continue to address traffic safety solutions from specific disciplines, as well as from a multi-disciplinary angle.

## Motorcycle Safety

Minnesota has seen a dramatic decrease in motorcycle fatalities

In 2010, 45 motorcycle riders and passengers were killed in crashes. This was the second consecutive year that motorcyclist fatalities decreased from 72 deaths in 2008. Licensed operators and registered motorcycles continued to grow to new all-time highs of 394,083 and 229,912 respectively. 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 rate of motorcyclist fatalities per 10,000 registered motorcycles
- Reduce the number of unhelmeted motorcyclist fatalities
- Reduce the number of fatalities involving a motorcycle operator with a BAC of .08 or above

### Results:

- The number of motorcyclist fatalities decreased from 53 in 2009 to 45 in 2010
- The number of unhelmeted motorcyclist fatalities decreased from 53 in 2008 and 37 in 2009 to 26 in 2010
- The percentage of unhelmeted motorcyclist fatalities also decreased from 69.8% in 2009 to 57.8% in 2010
- The number of fatalities involving a motorcycle operator with a BAC of .08 or above increased from 11 in 2009 to 14 in 2010
- The rate of motorcycle fatalities per 10,000 registered motorcycles decreased from 2.3 in 2009 to a record low rate of 2.0 in 2010
- The crash rate per registered motorcycle remained low at 60 crashes per 10,000 registered motorcycles
- Registered motorcycles reached a record high of 229,912 in 2010.
- Rider course participation decreased by 11% in 2010. Total course enrollment was 6,754. The MMSP offers several types of courses. Rider training course totals were:
  - 5,880 in the Basic Rider Course
  - 348 in the Experienced Rider Course
  - 215 in the Moped Course
  - 99 in the Skills Re-test Course
  - 57 in Group Riding Courses
  - 59 in the Introduction to a Motorcycle Course and Basic Rider Course Refresher
  - 84 in the Civilian Police Motorcycle Course
  - 12 in the Sidecar/Trike Course
- In 2010, the MMSP completed the last year of a three year campaign to educate riders on the benefits of increasing the conspicuity of themselves and their motorcycles. Behavior change in response to this campaign was measured in a rider survey. The campaign was a moderate success with significant improvement on two key measures. A higher percentage of riders wear riding gear with reflective materials "all the time" and a lower percentage wear riding gear with reflective material "rarely" in 2011 compared to riders at the time of the 2008 survey. Riders in 2011 also are more likely to wear a fluorescent vest "all the time" and less likely to "never" wear a fluorescent vest than riders at the time of the 2008 survey.

### Future Strategies:

The MMSP will conduct the second year of a planned two year campaign to increase participation in rider training courses by both novice and experienced riders. Baseline data from which to measure this campaign was collected prior to rolling out the campaign in the spring of 2011.

Additionally, a NHTSA Section 2010 funded motorist awareness effort will be conducted again in Minnesota's ten highest motorcycle crash counties. Finally, the MMSP will continue to support coordinated, multi-jurisdictional enforcement efforts around specific riding events with media and public information and materials support.

## **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.

### **Roadway Safety 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. Four types of enhanced pavement markings: wide pavement markings, wet reflective pavement markings, rumble strips, and rumble stripEs have been installed as a part of the statewide pavement marking project.
- County Road Safety Plans have been completed for 46 counties

### **Future Strategies:**

Continue to facilitate county level road safety plans for each county through workshops with Toward Zero Deaths partners. Continue to expand striping/pavement marking and cable median barrier installation initiatives. Another round of County Road Safety Plans will be completed beginning in March.

# Noteworthy Practices

## Enforcement

### Safe & Sober /NightCAP / Anoka County / Pilot Counties / HEAT Programs

#### **Problem Statement:**

The three most significant contributing factors in a fatal and serious injury crash continue to be speeding, not wearing a seat belt and impaired driving. In 2010, 411 people died in traffic crashes, 131 of those fatalities were alcohol-related, speed was a contributing factor in 86 of them, and only 148 of the vehicle occupants that died were wearing a seat belt. Fear of being issued a citation or arrested is the strongest deterrent in changing driving behavior. Law enforcement does not always have time during their regularly scheduled duties to conduct focused traffic safety enforcement so NHTSA funded grants are large part of the Toward Zero Deaths enforcement component.

#### **Objectives:**

- Increase the perceived risk of being issued a citation for speeding or not wearing a seat belt or arrested if the person drives impaired
- Increase DWI arrests in the 13 counties with the highest number of alcohol-related fatalities and severe injuries – a known deterrent for impaired driving
- Increase the number of seat belt citations written
- Decrease the number of unbelted vehicle occupants that die or are severely injured in a traffic crash
- Decrease the number of speed related fatalities and severe injuries on specific roadways
- Decrease alcohol-related fatalities and severe injuries in Minnesota – specifically in the 13 highest counties
- Determine key components of a successful high visibility enforcement project that will help define the future direction of enforcement projects funded by OTS

#### **Strategies:**

The Office of Traffic Safety has several different traffic safety enforcement programs. All are designed to change driving behavior by increasing the traffic safety enforcement effort along with educating the public regarding the enforcement activity. The DPS Office of Communications provides media kits that assist with the educational effort. To determine the most effective approach to structure an enforcement project, five separate project designs were used for project implementation and funding. Best practices from each program will be used to develop one strong traffic safety enforcement program in FFY12. Below is a description of each of the five programs:

**Safe & Sober** – The *Safe & Sober* campaign is statewide and 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. 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 *Click It or Ticket* mobilization and Labor Day *Drive Sober or Get Pulled Over Crackdown*. There are also additional waves of 14 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. Paid media is run in conjunction with the enforcement waves. Law enforcement agencies statewide participate in this program.

**NightCAP** – The NightCAP Project is designed for Minnesota State Patrol (MSP) to plan, organize and conduct impaired driving saturations in each participating county. Funding is provided for the top 13 counties with the highest number of alcohol-related fatalities and severe injuries. Minimally, saturations are conducted monthly in each of the 13 counties, focusing more extensively during the summer months when alcohol-related fatalities and severe injuries increase. Saturations include law enforcement officers at the state, county and city level working together. Public information, education, media efforts, roadway signs and other strategic methods that increase the visibility of the enforcement effort are an integral component of each enforcement event.

**Anoka County Project** – The Anoka County project combined the impaired driving enforcement funding historically provided to the county through the *Safe & Sober* and NightCAP projects. The MSP along with the county's law enforcement agencies developed a year-long comprehensive sustained impaired driving enforcement plan. This included participation in the impaired driving mobilizations. MSP directly funds each participating agency based on the agreed upon plan. Anoka County is the only county structured in this manner.

**Pilot County Project** – The Pilot County Project incorporates all enforcement funding historically provided by the *Safe & Sober* and NightCAP projects, including funding for seat belt and speed enforcement. The MSP along with the county's law enforcement agencies developed a year-long comprehensive sustained impaired driving enforcement plan and seat belt enforcement plan. This plan included participation in the seat belt and impaired driving mobilizations. OTS entered into a grant agreement with a lead fiscal agent that subsequently reimbursed the remaining enforcement agencies within the county for over-time enforcement activity. This funding process allows flexibility to adjust participating agencies' funding throughout the year based on their level of activity and ability to work. Five counties participated in this project.

**HEAT** – The Departments of Public Safety and Transportation agreed to each use significant portions of 406 funding to conduct a multi-year speed enforcement effort on three designated roadways in each of the eleven MSP districts. Federal 2011 is the second full year of the project. The major roadway segments were identified by Mn/DOT based on crash analysis and confirmed as enforceable by officers in the MSP districts. Patrol districts also identified one local zone based on experience and local agency input. In addition, DPS provided funding for paid media, in-house communications expertise, and for the work of a research analyst and grant specialist at the Patrol. Mn/DOT contracted for random telephone surveys of attitudes and knowledge and provided in-house technical expertise for project design and carrying out an extensive evaluation. Roadways can change with the approval of headquarters as indicated by decreased enforcement activity. The three roadways within a district are worked on a weekly rotating basis with the majority of the work conducted during day time hours.



**Results:**

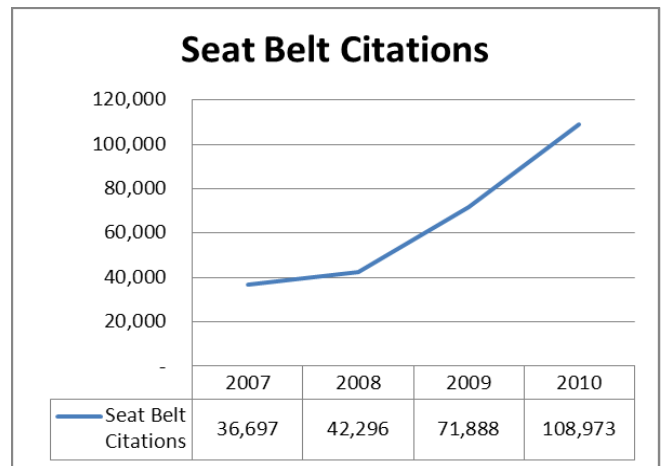
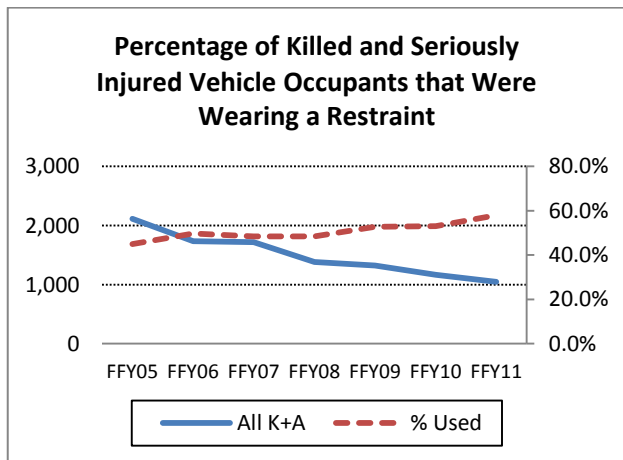
**Project Enforcement Activity**

During FFY11, law enforcement that were working grant funded overtime through the above programs stopped 190,378 vehicles and issued 88,298 citations, which included 3,699 people that were arrested for driving impaired, 29,636 seat belt citations and 22,949 speed citations. Below are citations that were issued through each of the programs.

PROGRAMS	DWI	SEABELTS	SPEED	DAR/DAS/DAC	CHILD RESTRAINTS	DESIGNATED DRIVER	TOTAL CITATIONS (NOT WARNINGS)	TOTAL VEHICLE STOPS
<b>FFY 2011</b>								
Safe & Sober	913	13,116	8,588	2,235	332		31,322	63,734
NightCAP	877	4,046	1,880	1,112	78	773	11,652	28,817
Pilot Counties	1,464	10,147	4,361	2,628	378	873	28,243	45,320
Anoka County	360	197	219	260	13	175	1,774	6,618
HEAT	85	2,130	7,901	859	69		15,307	45,889
<b>TOTALS</b>	<b>3,699</b>	<b>29,636</b>	<b>22,949</b>	<b>7,094</b>	<b>870</b>	<b>1,821</b>	<b>88,298</b>	<b>190,378</b>

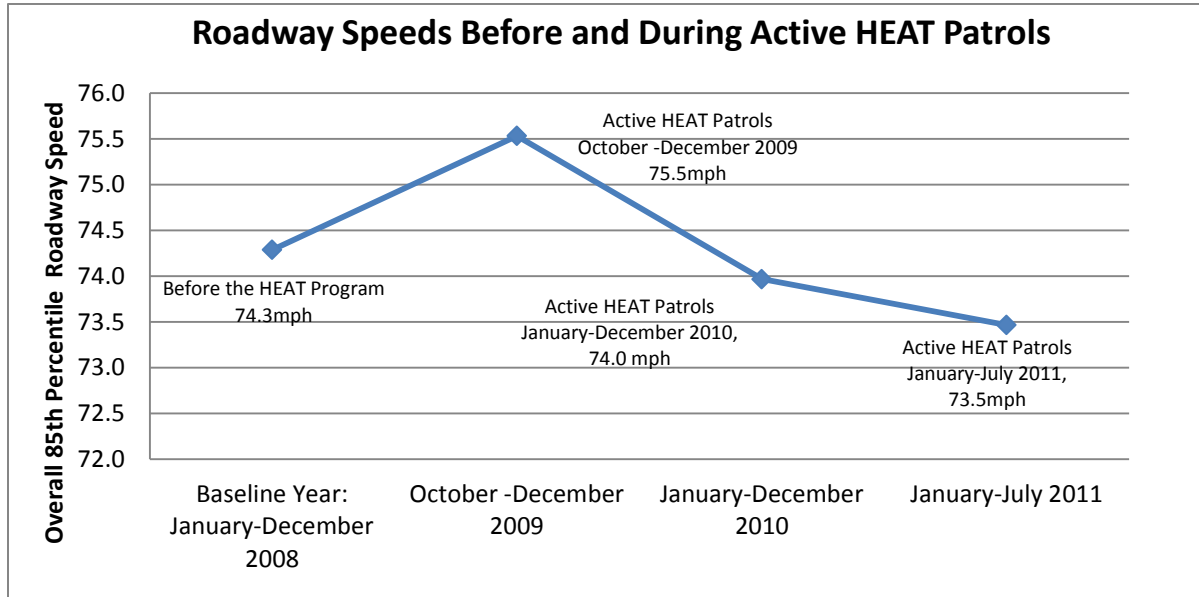
**Seat Belt Citations**

The number of seatbelt citations significantly increased in 2009 and 2010 after the passage of the primary seat belt law and are expected to decrease as seat belt usage increases. As of September 2011, 60,228 seat belt citations were issued statewide and 7,765 of those were reported as issued during the May Mobilization. As a result of the increase in seat belt use, the percentage of killed and seriously injured vehicle occupants that were wearing a seat belt increased to 58% and traffic fatalities and serious injuries decreased by 21% since federal fiscal year 2009.



### HEAT Program Outcome

One goal of the HEAT Program is to positively affect roadway speeds on selected corridors throughout the state by increasing the level of enforcement. The 85th percentile speed is an objective measure of roadway speeds being collected before and during the HEAT program. Before the HEAT program began, 2008, the average 85th percentile speed was 74.3; however, by July 2011 the 85th percentile speed was consistently reduced by nearly 1mph during HEAT Patrols. An extensive evaluation of the HEAT program is being conducted and is scheduled to be completed in Federal Fiscal Year 2013.



The first active HEAT patrols began in July of 2009

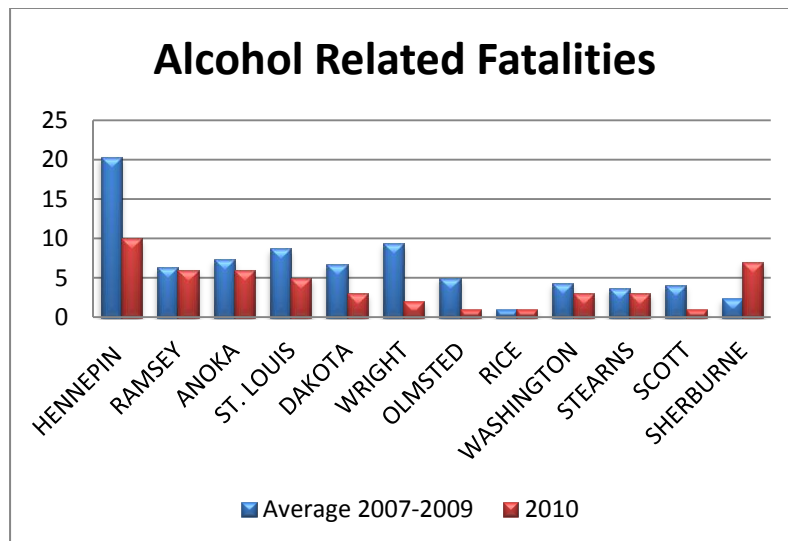
**DWI Arrest Data**

The chart below compares DWI arrests that occurred in each of the 13 counties during FFY11 to the FFY10 arrests. Statewide, Minnesota’s DWI arrests are down seven percent for this time period, 30,766 in 2009 and 28,737 in 2010. FFY11 is incomplete due to process delays and pending court cases, therefore final numbers will not demonstrate such a significant drop in arrests. While it is difficult to determine a cause of the decrease, a contributing factor may be the inability to use breath testing in many of the counties due to the source code court case. The need for blood draws and urine testing adds another level of complexity for law enforcement and may discourage a DWI arrest.

County	10/1/2009-9/30/2010	10/1/2010-9/30/2011	% of Change
Anoka	1,710	1,514	-11%
Carver	265	330	25%
Dakota	2,107	2,019	-4%
Hennepin	6,400	6,413	0%
Itasca	294	300	2%
Olmsted	878	875	0%
Ramsey	3,013	2,648	-12%
Rice	344	316	-8%
Scott	777	659	-15%
Stearns	962	963	0%
St Louis	1,467	1,241	-15%
Washington	1,122	1,018	-9%
Wright	498	569	14%

**Alcohol-related Fatality Comparison**

Crash information is not available for the 2011 calendar year until spring of 2012. The chart below compares the number fatalities that were alcohol-related in 2010 to the previous three year average. Only counties that consistently participated in the over-time impaired driving enforcement program in past years were included in this comparison. The percentage of fatalities decreased in 10 of the 12 counties.



## Phone Survey Results

- The *Click it or Ticket* media campaign raised both awareness and perception of apprehension. Pre survey responses indicated that 24% had seen a belt enforcement message in the past 30 days and this number rose to 35% post mobilization.
- Prior to the *Click it or Ticket* campaign 32% of respondents thought it “Very likely” they’d be ticketed for belt non-use. Post campaign this number rose to 34%. The emphasis group, unmarried males under 35, rose from 25% to 31%.
- The *Over the Limit. Under Arrest.* campaign was more successful in raising the perception of apprehension. Those responding that they’d be “Very likely” to be arrested increased from 36% pre to 42% post mobilization. The emphasis group, unmarried males under 35, rose from 39% to 49%.

**Funding Source(s):** 20.608 164 Funding  
20.601 410 Funding  
20.600 402 Funding  
20.602 406 Funding

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## Enforcement + Technology

### 2011 Ignition Interlock

#### **Problem Statement:**

Repeat driving while impaired (DWI) is a serious problem in Minnesota. Forty percent of those arrested for DWI for the first time will reoffend and half of repeat DWI offenders will be rearrested. Ignition interlock programs (II) are an increasingly important tool being used nationally to reduce impaired driving. II is a breath-testing system installed on a motor vehicle that prevents the vehicle from operating when a certain level of blood alcohol is detected. In 2009, the legislature authorized a two-year statewide II pilot program, effective July 1, 2009 through June 30, 2011. Implementation of a successful ignition interlock program is complex and it is important that best practices are used so that maximum lives will be saved as a result of the program.

#### **Objectives:**

The objective of this project is to pilot the use of ignition interlock to determine how it can be woven into the current administrative sanctions and most effectively be used to:

- Reduce DWI recidivism
- Increase legal driving
- Enhance public safety

#### **Strategies:**

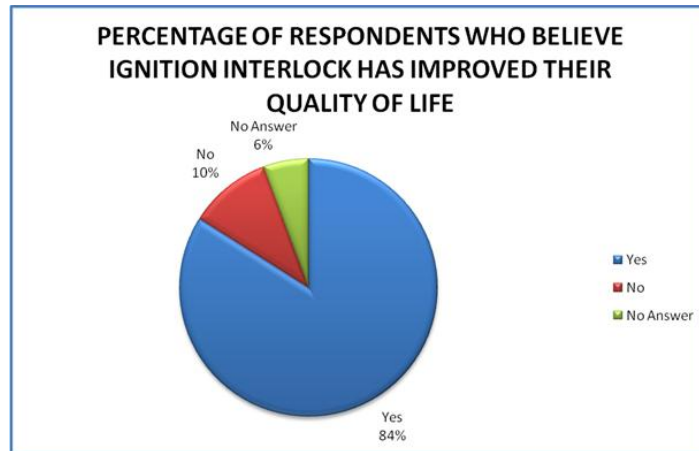
The project was administered by the Department of Public Safety (DPS) Driver and Vehicle Services (DVS), in collaboration with the Office of Traffic Safety (OTS). Guidelines were developed and adjusted based on statute, input from stakeholders and best practices determined by research. Individuals were eligible for the pilot program if their driver licenses were revoked or cancelled and they met other program requirements, which varied depending on the level of violation (i.e. first, second or third time offense, or license cancellation). Key principals guided the decision making of stakeholders that included:

- Installation of ignition interlock should be encouraged
- Time on ignition interlock should be extended for an alcohol failure (do not remove violators from the program)
- The program should be continually reviewed for opportunities for improvement
- Input from stakeholders, including vendors is important and should help drive the program

#### **Results:**

- DVS enrolled 2,490 individuals in the program, with at least one enrollee in 80 of Minnesota's 87 counties. Eighty-four percent of enrollees were male, with an average participant age of 43. Participants had one to 14 DWI incidents on their record upon program enrollment.
- As of June 30, 2011, 79% (1,962 individuals) of the program's original enrollees continued to participate in the program. Eleven percent (269 individuals) successfully completed the program with no new offenses. Three people completed the program and later reoffended. Ten percent of enrollees were terminated from the program either voluntarily or involuntarily because of violations or other reasons.
- Challenges with implementing the program included managing the growing number of interested potential participants and assuring that participants clearly understood the consequences for program violations.
- The program was promoted throughout the state through partnerships and outreach to many stakeholders.

- A survey of participants in the pilot ignition interlock program was conducted by DVS. At the time, there were approximately 1500 participants in the ignition interlock program. The survey was sent to 377 participants. The results of the survey are as follows:
  - 8.5% respondents have switched ignition interlock companies
  - 39% respondents have had a problem operating the ignition interlock device
  - 12% respondents have had problems with the ignition interlock service provider
  - 8.5 % respondents believe the orientation/training was not sufficient
  - 84% respondents believe the program has improved their quality of life
  - The overall average monthly calibration cost is \$93.16



**Funding Source:** 20.601 410 Funding

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**2011 Breath Test Enhancement and e-Charging Project**

**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 re-offense. 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 for an effective 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 successfully prosecuted it is pertinent that the process is completed properly and accurately.

Law enforcement uses breath, urine and blood tests to determine if a person is in violation of Minnesota law that prohibits a person from operating a motor vehicle with an alcohol concentration of .08 or higher (.04 or higher for commercial drivers). The blood, breath and urine results are an integral piece of information for successful development of a Model Impaired Driving Records Information System (MIDRIS). The current instruments are archaic and cannot

be integrated with the e-Charging system since they use a dial up modem to pull data from the instruments.

**Objectives:**

The objective of this project is to develop a Model Impaired Driving Records Information System (MIDRIS) that effectively accomplishes the following:

- 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 (BCA) to enhance the 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. Further, forms will be sent electronically to Driver and Vehicle Services (DVS) to immediately record the offense on the DWI offender's driving record and revoke driving privileges.

Evidentiary breath testing instruments will be replaced with new instruments statewide. Test results from the new instruments along with blood and urine results from the BCA lab will be integrated with the e-Charging system. By integrating the new breath testing instruments and blood and urine results with e-Charging, the alcohol concentration level and all information collected by the instrument will automatically be added to the DWI administrative forms that will be transmitted to DVS.

**Results:**

**e-Charging Results**

The DWI e-Charging application is in the process of being deployed statewide, with additional refinements made to the application.

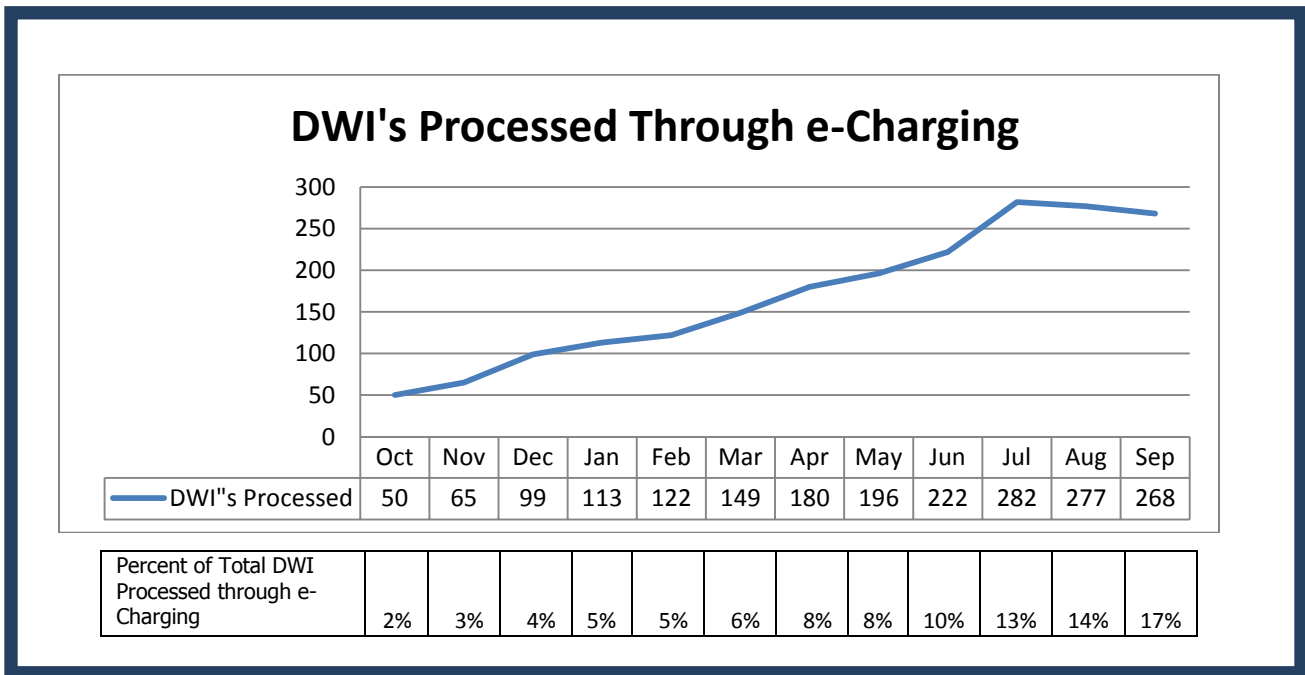
This project funds development of enhancements and additional integrations to the DWI e-Charging software. It also funds a DWI deployment manager to coordinate training and on-boarding of agencies statewide, with priority in the Twin Cities Metro area.

The following development items were completed for DWI e-Charging during FFY11:

- Integration with the state's vehicle database to import vehicle data into the system and populate required form information based on entry of the license plate number
- Submission of binary attachments to DVS's document database to allow for electronic updates of information
- Streamlined the law enforcement signing process
- Provided the ability to use the system when the person being arrested is under the legal *per se* limit, has no driver license or is cancelled as inimical to public safety
- Allowed optional form skips for vehicle forfeiture
- Creation of a flexible rules module so that the system can more easily adapt to changes in state DWI laws, including the new laws that were effective July 1, 2011
- Integration with the new breath test machines to import data and an attachment that supports the results
- Integration with the BCA lab for blood/urine test results
- Creation of a support mechanism for officers to document notes during form completion

The following deployment results were accomplished during the year:

- The DWI deployment manager position was filled in November 2010
- DWI e-Charging was deployed in 66 law enforcement agencies, 19 of which are in the metro area
- An additional 31 law enforcement agencies are scheduled for deployment, 27 of which are in metro area; this includes the two largest in the state, Minneapolis and St. Paul Police Departments
- A total of 2,023 DWI's were processed using the system, seven percent of total DWI's processed during the fiscal year
- On average, it takes officers 17 minutes to complete the DWI arrest forms
- E-Charging was the recipient of the 2011 Innovation in Technology Award from the International Association of Chiefs of Police



**Breath Testing Instruments Results:**

Deployment of the new breath testing instruments continues to progress with officers being trained statewide. Enhancements to the system's architecture and the DWI e-Charging system were completed to allow for integration of certified breath, blood and urine results into the DWI e-Charging system.

The following are highlights completed for the Breath Test Enhancement and Integration project for FFY11:

- Presented to numerous stakeholder groups throughout the year providing information on features of the new instruments, updates on the deployment process and integration of the instruments with the DWI e-Charging system
- Conducted a law enforcement agency site survey and lease agreement, with 95% of agencies reporting, that provided information on the readiness of the locations for the new instruments and agreements to host and care for new instruments
- Completed the software and hardware validation process of the vendor developed Minnesota specific software to assure accuracy of the instruments
- Completed required rulemaking in coordination with the Minnesota Attorney General's Office, Minnesota Reviser and Governor's Office



- Ordered two separate batches of fifty instruments. The first fifty are being used for training. The second fifty were prepared and deployed as a pilot to further validate the instruments in the field.

**Training and Deployment:**

- Training of officers began statewide on June 13<sup>th</sup> beginning in southeast Minnesota. Training is expected to be completed by June, 2012 with approximately 3500 operators trained statewide.
- A pilot with law enforcement agencies in southeast Minnesota is underway with 17 law enforcement agencies submitting results directly to the BCA Lab.

**Development:**

- Enhancements were completed to allow for integration of the certified breath results from the new breath test instruments with DWI e-Charging system. This feature will be released to agencies as instruments are deployed and users are certified.

**Funding Source(s):** 20.608 164 Funding

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**e-Citation**

**Problem Statement:**

Citations are most effective in changing driver behavior when they are immediately given and swiftly adjudicated. The Bureau of Criminal Apprehension's (BCA) e-Charging application includes an electronic citation service that allows law enforcement agencies to electronically send citations to Courts using the same schema as other criminal justice integration efforts. Many law enforcement agencies moving to electronic citation do not have the funds available to acquire the necessary adapters to allow them to utilize the BCA system.

**Objectives:**

- Increase the use of electronic citation to increase timeliness and accuracy of traffic citations

**Strategies:**

It is the goal over the next two years for e-Charging to be deployed statewide to agencies that would like to utilize it. The BCA would assist local agencies with implementation costs of the necessary adapters to connect local records management systems to e-Charging for the purpose of submitting electronic citations to court using the uniform statewide citation standard. Funding for this effort would help increase the pace and scope of electronic citation deployment statewide.

**Results:**

- 11 grants funded adapters for use by at least 15 agencies
- MSP purchased citation software for half the fleet

**Funding Source(s):** 408 Funding

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## Occupant Protection Use

Using seat belts and booster seats remain the key to avoiding serious injury should a crash occur. One of the Office of Traffic Safety's main objectives is to increase seat belt and booster seat use in Minnesota. The passage of the primary enforcement seat belt law and the booster seat law both in 2009 strengthened that commitment. The OTS conducted observational surveys in 2011 to assess the use of seat belts and booster seats by Minnesotans. Seat belt surveys were conducted during the daylight hours for an annual comparison as well as a nighttime survey to compare day and night use rates. A newly designed booster seat use survey was also conducted.

### **Seat Belt Use Surveys (Daytime)**

**Objectives:**

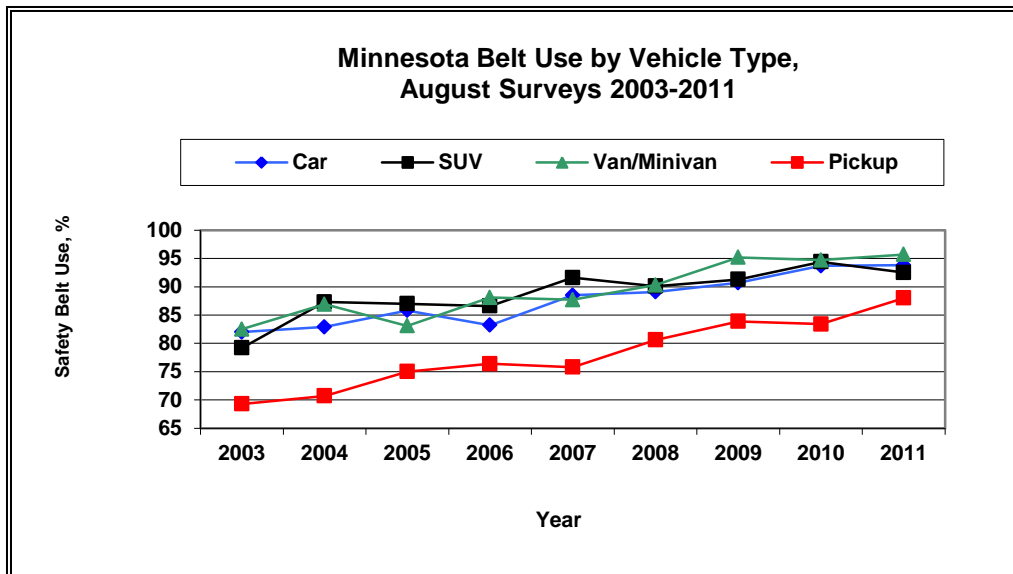
- Conduct, analyze and report the findings of Minnesota's NHTSA-approved observational survey of daytime seat belt use
- Collect additional data on seat belt users and non-users

**Strategy:**

The goal is to observe seat belt use at select observation sites that accurately represent front-outboard vehicle occupants in eligible commercial and noncommercial vehicles (i.e., passenger cars, vans/minivans, sport-utility vehicles, and pickup trucks) in Minnesota, while following federal guidelines for safety belt survey design. The surveys allow OTS to collect demographic data to help target the passenger protection program, judge the success of the efforts to convince Minnesotans to wear their seat belt, and assess the *Click It or Ticket* May enforcement mobilization. The August survey determines the statewide rate. The long range goal is to achieve 100% safety belt use and in turn reduce traffic fatalities and serious injuries.

**Results:**

- Three observational surveys of seat belt use in Minnesota were conducted
  - Mini survey was conducted prior to the May/June Mobilization
  - Statewide survey was conducted post May/June Mobilization
  - Annual statewide survey was conducted in August (92.7%)
- Observational data was available to the NHTSA by the established timeline
- A cell phone use rate (4.7%) was calculated for Minnesota drivers; this was the same cell phone use rate as in 2010
- Seat belt use is available by vehicle type, age group, gender, and seating position of occupant(s)
- Seat belt use for pickup truck drivers increased from 83% in 2010 to 88% in 2011, further closing the gap for the lowest use group



**Funding Sources:** NHTSA Section 402 funding

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**Seat Belt Observational Survey (Nighttime)**

**Objectives:**

- Conduct, analyze and report the findings of Minnesota’s observational survey of nighttime seat belt use
- Provide data for media campaigns to target certain demographics less likely to wear seat belts and continue delivering the message that seat belts save lives

**Strategy:**

The goal was to estimate nighttime seat belt use that accurately represents front-outboard vehicle occupants in eligible commercial and noncommercial vehicles (i.e., passenger cars, vans/minivans, sport-utility vehicles, and pickup trucks) in Minnesota. The survey allowed the OTS to collect nighttime seat belt use for the second consecutive year. Demographic data was collected to help target the passenger protection program and nighttime enforcement of seat belt use. The nighttime seat belt observation survey is an integral component of the long range goal to achieve 100% safety belt use and in turn reduce traffic fatalities and serious injuries.

The nighttime observation survey used the same methodology for data collection and the same sites as was used in 2010. Night vision goggles were used to enhance the ability to observe seat belt use.

**Results:**

- The nighttime seat belt observation survey was conducted Aug.4 – 17, 2011
- Statewide survey resulted in an estimated 93 percent use rate (90.6% in 2010)
- Nighttime seat belt use is available by vehicle type, age group, and gender
  - Seat belt use rate higher for females than males (94.6% and 91.9%)
  - Seat belt use rate highest for occupants of vans/minivans (96.5%)
  - Seat belt use rate for lowest for occupants of pickup trucks (90.9%)

**Funding:** NHTSA Section 406

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## **Booster Seat Observation Survey**

**Problem Statement:**

The 2009 National Survey of the Use of Booster Seats found that booster seat use among children aged 4 to 7 was 41% compared to 43% in 2008. Effective July 1, 2009, the Minnesota Booster Seat Law went into effect. Minnesota Statute 169.685 states a child who is both under age 8 and shorter than 4 feet 9 inches is required to be fastened in a child safety seat that meets federal safety standards. Under this law, a child cannot use a seat belt alone until they are age 8 or 4 feet 9 inches tall. The State of Minnesota currently does not have a baseline measure of booster seat use.

**Objectives:**

- Conduct a booster seat observation survey
- Determine booster seat use 24 months after the enactment of Minnesota Statute 169.685

**Strategy:**

The purpose of this study was to observe booster seat use by 4 to 7-year-old child passengers in the State of Minnesota 24 months after enactment of the booster seat legislation. The survey results provided baseline data on the percent of those children determined to be properly restrained in a booster seat. A total of 219 sites were observed. The sites were in 32 counties that were estimated to represent 85 percent of 4 to 7-year-olds in MN. Sites were randomly selected from:

- Fast food restaurants
- Shopping areas
- Parks and community centers

**Results:**

- An observational survey of booster seat use was conducted July 16 through August 3
- The survey found that 64% of child passengers aged 4 to 7 were correctly restrained in a booster seat. This result would support the continued efforts of the CPS program.
- Child properly restrained and type of vehicle
  - Van/Minivan 73.3%
  - SUV 72.0%
  - Pickup 57.0%
  - Passenger car 56.5%

- Child properly restrained and driver wearing seat belt 67.1%
- Child restraint status
  - Correctly Used 64.1%
  - Incorrectly Used 28.8%
  - Not restrained 7.1%

**Funding Sources:** NHTSA Section 402 funding

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**TZD Regional Seat Belt Surveys**

**Problem Statement:**

The annual seatbelt survey is designed to calculate a statewide usage rate and not designed to break down into different areas of the state. The Minnesota TZD effort has defined regions throughout the state to localize efforts and solutions. The TZD regions need a way to track seatbelt usage in their region to enhance problem identification and for use in evaluating programs.

**Objectives:**

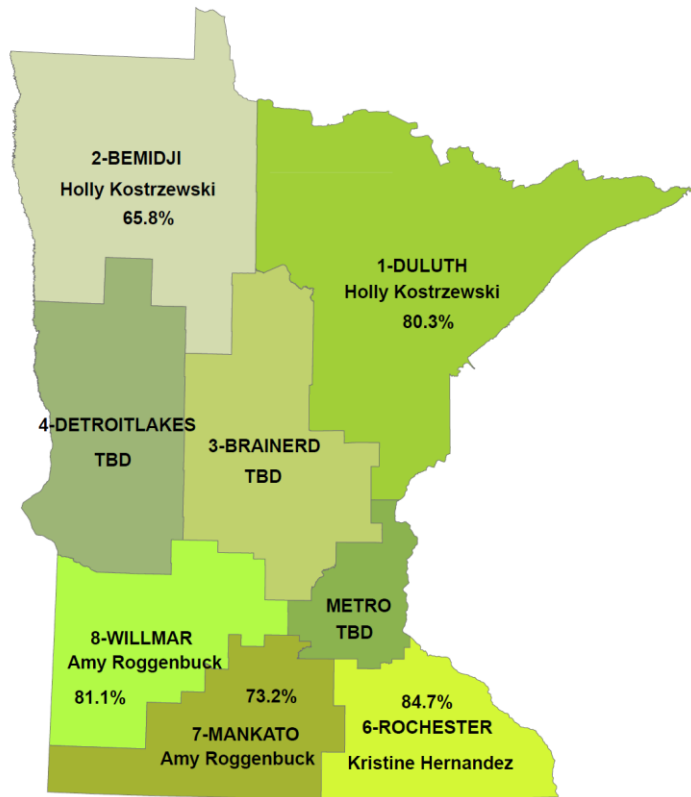
- Design and conduct regional seatbelt observation surveys

**Strategy:**

Using the NHTSA produced guidelines contained in *How Often Do People Use Safety Belts in Your Community?* the TZD regional coordinators conducted region wide seat belt observation surveys.

**Results:**

**TZD Coordinators and Belt Use Rates by ATP**



Created by Mn/DOT Office of Traffic, Safety, and Technology - October 2011

**Funding Sources:** NHTSA Section 402 funding (very small amount)  
Observation costs were paid by the regions

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## Toward Zero Deaths + Community Programs

### 2011 Toward Zero Deaths Regional Support & Regional Impaired Driving Support-

#### **Problem Statement:**

The Toward Zero Deaths (TZD) program acknowledges that a decrease in traffic fatalities and serious injuries cannot be done with education or enforcement alone. Collaboration among the partners is needed to help the communities integrate all four “E’s” in their activities (Enforcement, Education, EMS, and Engineering) as well as the business and justice system partners. Each region in Minnesota has individual data pointing to different target audiences and different contributing factors. Regional coordination is needed to maximize traffic safety partner buy in and partnering, as well as enhance the use of data driven approaches to reducing fatal and serious injury crashes.

#### **Objectives:**

- Reduce the number of fatalities and serious injuries in each region of Minnesota
- Increase the seat belt use rate in each region of Minnesota
- Increase awareness of the TZD Program mission, goals, data driven strategies and evaluation measures throughout the diverse regions of Minnesota
- Increase number and diversity of groups and attendees that participate in regional steering committees, traffic safety grant programs and regional workshops

#### **Strategies:**

- Change from one state health community liaison to 3 TZD regional coordinators covering 5 regions to align with TZD regional approach
- Develop TZD projects, identifying barriers and solutions, researching strategies and considering alternatives to effectively carry out program objectives
- Provide administrative leadership for the TZD program so citizens, public officials, other traffic safety professionals and the media have a local resource for information about TZD issues

#### **Results:**

- Included in bylaws of Regional Trauma Advisory Committees that the TZD regional coordinator participate on the committee in each region
- Parent education class survey to drivers educators coordinated by TZD regional coordinators in each region
- Support of current traffic safety coalitions in region, as well as encouragement for formation of new coalitions
- Presentations made by TZD regional coordinators about local data, evidence based strategies and the TZD program at:
  - Worksites
  - Peer group meetings (i.e. county engineers, public health directors, sheriff’s associations, chiefs of police associations)
  - Regional development commissions
  - Public health advisory boards
  - County and District Safety Plan workshops
  - Conferences (i.e. Tribes and Transportation, EMS, MNDOT statewide trainings and many more (see final reports for meeting lists)

- Seatbelt use rates for each region:
  - SE-84.7%
  - SW-81.1%
  - NE- 80.3%
  - SC-73.2%
  - NW-65.8%
- Regional workshop attendance in 2011:
  - Total of all 5 regions: 387
  - SE-159
  - SW-121
  - NE-72
  - NW-34
  - SC- not established until June 2011- no workshop held in 2011

**Funding Source(s):** 1/3 from 402 and 410 funds  
 1/3 from MnDOT Districts  
 1/3 from MnDOT Central Office

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**Public Information and Education**

**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
- Increase the perception of the likelihood of receiving a ticket for failing to comply with traffic laws
- Promote and advertise the enforcement programs

**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. 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 2011 contributed to another low traffic fatality count. In 2010, Minnesota recorded its lowest number of alcohol-related fatalities on record. The 2011 traffic deaths are on pace to be 11 percent below the 2010 total, which was the lowest on record since 1944.



- Used comprehensive editorial calendar to promote enforcement campaigns during pre- and post-enforcement, as well during campaigns, to sustain the message throughout the enforcement periods. Sought additional news hooks throughout the year (death trends, milestone death marks, and holidays) to keep traffic safety message in the news.
- 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/TV PSAs.
- Communication activities supported all enforcement efforts with development of media material for grantee use, as well as innovative materials for grantees to communicate the message around their communities (posters, brochures, window clings, banners, Designated Driver Gift Cards, bar coasters).
- Led development and structure of new OTS website — guided layout and navigation during building process. Led development of content for new website featuring many new items including pages for specific traffic topic area; a law enforcement –specific page for partners and more.
- Supplied partners with many media materials, template news releases (including sustaining news templates for major efforts), news conference ideas, teen outreach/social networking outreach ideas, talking points, fact sheets and more.
- Continued efforts to increase awareness of distracted driving. Supported teens “Don't Text” teen TV contest; secured/retagged new texting while driving TV campaign as part of a special distracted driving enforcement/education campaign, developed new texting print execution and production of window clings.
- Secured partnership with Taco Bell for anti-text and drive drive-thru window clings and signs at all Twin Cities restaurants.
- Improved and updated creative stable with outside creative house/other states to produce TV, radio and print ads for: impaired driving, child passenger safety, seat belt use, and texting.
- Supported Minnesota ignition interlock law by securing/branding TV spots; scripting/production of two educational videos for public and law enforcement; production of collateral/website and media information.
- 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 TZD meetings.
- Executed and publicized efforts with a social media angle: increased Facebook “likes” to more than 18,000; secured nearly 600 Twitter “followers.”
- Built social media calendar for the year to sustain a presence on these sites.
- Officially launched [www.MinnesotaCrashVictims.org](http://www.MinnesotaCrashVictims.org); nearly 80 victims featured. This site was developed in FY09 and presents the stories and the faces behind crash data. Families can 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.
  - Teen programming included the popular TV commercial challenge contest that encourages teens to create and produce TV spots with a focus no texting and driving.
  - 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.
- Executed and publicized impaired driving projects. This included announcement and sustaining messages of 2010 December DWI enforcement as well as event to support 2011 Labor Day campaign. Another media event was the “DWI Enforcer All-Stars” — the state's top DWI enforcers. Event held at Minnesota Twins' Target Field prior to Twins baseball game to showcase the all-stars. This event enabled OTS to secure in-game coverage and interview with state trooper.
- Continued partnerships with major beer distributors to promote DWI enforcement through distribution of bar coasters and window clings.

- Continued partnerships with Holiday Stationstores (gas/convenience store) to support May *Click It or Ticket* effort. Stores displayed window clings and posted on their website. 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.
- Oversaw and coordinated online ordering resource catalog for partners. Distributed thousands of items to multiple private partners, schools, law enforcement, safety groups and others.
- Leveraged paid radio media (Dec.DWI, May CIOT, Labor Day DWI and “13 targeted DWI counties”) with extensive on-air interview opportunities with local law enforcement representatives across the state.

**Funding Source(s):** 402, 164PM

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**2010 Toward Zero Deaths Conference- FFY 2011**

**Problem Statement:**

The Toward Zero Deaths (TZD) program acknowledges that a decrease in traffic fatalities and serious injuries cannot be done with education or enforcement alone. Collaboration among the partners is needed to help the communities integrate all four “E’s” in their activities (Enforcement, Education, EMS, and Engineering) as well as the business and justice system partners. An event is needed to bring these people together for education and relationship building opportunities.

**Objectives:**

- Increase awareness of the TZD Program mission, goals, strategies and evaluation measures throughout Minnesota
- Increase number and diversity of groups and attendees that participate in the conference
- Provide informational sessions that not only are of interest to stakeholders of the discipline most aligned with that topic, 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 educate the audience. Attendance of sessions that cover other disciplines is encouraged. Leadership from multiple state agencies reinforce the need for everyone to work together to reach the goal of zero deaths and serious injuries on Minnesota roads.

**Results:**

- Attendance at the conference increased from 625 in October 2009 to 690 in October 2010
- Breakout sessions included topics for each of the four “E’s”
- Opening plenary session on day 1 was “A Future without Impaired Driving” presented by *Chuck Hurley* and on day 2 was “Driver Distraction: How Big a Safety Problem? What’s the Solution” presented by *Anne McCartt*
- Most conference sessions were very favorably received:

<b>Conference Concurrent Sessions</b>	<b>Average Score (out of 4)</b>
Format and length of the concurrent sessions	3.36
Topics covered in the concurrent sessions were timely and useful	3.37
A Future without Impaired Driving <i>Chuck Hurley</i>	3.38
Agency Commissioners’ Comments and TZD Awards Ceremony	3.03
Driver Distraction: How Big a Safety Problem? What’s the Solution? <i>Anne McCartt</i>	3.05

**Funding Source(s):** 402

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**TZD Safe Roads Program- 2011FFY**

**Problem Statement:** Minnesota has too many deaths and serious injuries on its roads that occur in specific locations more often than the rest of the state. TZD Safe Roads provides grant funding for local coalitions to address traffic deaths and serious injuries in their communities. For maximum impact, TZD Safe Roads funding supported local coalitions in areas with traffic deaths and serious injuries that were above state averages in one or more key categories and were limited to the rural areas of Minnesota.

**Objectives:**

To focus community efforts, data is used to identify locations and the appropriate strategies for combating the traffic related crashes. The data used to determine areas of need are:

- Alcohol-related traffic deaths and injuries as a rate based on population or vehicle miles traveled (VMT)
- Non-use of seat belts in traffic deaths and injuries as a rate based on population or vehicle miles traveled (VMT)
- Speed-involved crashes as a rate based on population or vehicle miles traveled (VMT)
- One of the top twenty counties with the highest number of traffic related deaths or serious injuries

**Strategies:**

Grantees were given a menu of options for activities that are based on best practices with the strongest track record of success in impacting traffic safety. The data for their specific community informed their choices of options. The applications only came from those identified options to develop activities working with local governments, worksites, schools, liquor establishments, courts, hospitals and the media. The salary was paid for the coordination of community partners to carry out the strategies and the activities to support them.

**Results: Funds Used and Projects Completed**

<b>Community</b>	<b>402 Funds</b>	<b>410 Funds</b>	<b>Projects Completed</b>
Crow Wing County	\$7,077.43	\$4,261.60	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Worksite education and policy efforts</li> </ul>
Douglas County	\$8,998.84	\$17,400.25	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Worksite education and policy efforts</li> <li>• Local government education</li> <li>• Collaborations with liquor establishment to improve enforcement</li> </ul>
Fillmore County	\$4,930.41	\$5,562.04	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Worksite education and policy efforts</li> <li>• Local government education</li> <li>• Collaborations with liquor establishment to improve enforcement</li> </ul>
Goodhue County	\$0	\$11,388.82	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Worksite education and policy efforts</li> </ul>
Isanti and Kanabec Counties	\$5,805.14	\$6,900.32	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Court monitoring</li> <li>• Sober cab activities</li> </ul>
Kandiyohi County	\$0	\$22,446.50	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Local government education</li> </ul>
Morrison County	\$6,219.20	\$9,328.80	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Local government education</li> <li>• Sober cab activities</li> </ul>
Mower County	\$12,053.09	\$13,515.21	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Court monitoring</li> <li>• Local government education</li> </ul>
Olmsted County	\$0	\$21,669.76	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Worksite education and policy efforts</li> </ul>
Ottertail County	\$8,356.52	\$6,968.40	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Collaborations with liquor establishment to improve enforcement</li> <li>• Sober cab activities</li> <li>• Local government education</li> </ul>
Rice County	\$14,581.01	\$9,190.59	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Court monitoring</li> <li>• Local government education</li> </ul>
Northern St. Louis County and Eastern Itasca County	\$14,981.67	\$6,110.58	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Local government education</li> <li>• Worksite education and policy efforts</li> <li>• Sober cab activities</li> </ul>

Southern St. Louis County and Northern Carlton County	\$9,981.17	\$8,910.45	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Local government education</li> <li>• Worksite education and policy efforts</li> <li>• Support for DWI court</li> </ul>
Sherburne County	\$2,136.73	\$2,138.70	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> </ul>
Winona County	\$11,524.11	\$11,539.44	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Local government education</li> <li>• Worksite education and policy efforts</li> </ul>
Wright County	\$14,625.18	\$11,639.68	<ul style="list-style-type: none"> <li>• High visibility campaign conducted in conjunction with law enforcement</li> <li>• Local government education</li> <li>• Sober cab activities</li> </ul>

**Funding Source(s):** 402 funds and 410 funds

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**County Road Safety Plans**

**Problem Statement:**

Minnesota county engineers have been using a traditional approach to identify improvement projects based on the number of crashes rather than the number of fatal and serious injury crashes. Additionally, the “4E” approach, a hallmark of Minnesota’s Toward Zero Deaths effort, needs to be planted more deeply and encouraged at the local level.

**Objectives:**

- Provide crash data resources, expert analysis, and guided review to enable counties to identify high impact, low cost countermeasures that be proactively deployed across their county road network
- Create or expand county level “4E” partnerships across Minnesota (professionals from the engineering, enforcement, education, and emergency medical service communities)
- Assist each county in creating a county specific, data based road safety plan; including both engineering and behavioral safety strategies
- Create a safer county roadway network

**Strategies:**

A high level detailed analysis of fatal and serious injury crashes is conducted for each Minnesota county by the Mn/DOT, with additional analysis and staffing support from the OTS. The results are initially broken down by roadway system and then further broken down by each individual county’s roadway system. Individual county system results are then used in a data driven mapping process for each county indicating specific types of roadways, roadway segments, and roadway features that are prominent in the majority of the serious and fatal crashes in a particular county.

This individual county data is then teamed with regional behavioral data supplied by the OTS to present a comprehensive analysis tool for county improvements. County level workshops are then organized and coordinated by the Mn/DOT and the OTS. All “4E” partners from each county

are then invited to participate in a workshop to review and discuss the data; discuss and prioritize cost effective safety improvement countermeasures for both engineering and behavior; and collaborate in developing a road safety plan for their specific county.

Financial support for implementation of these countermeasures is provided through an additional project that makes mini grants available to these counties to assist them in implementation of their specific county safety plan.

**Results:**

- Through 2011, 70 of Minnesota's 87 counties have participated in this process and have received a fully completed county safety plan
- Many of the counties with completed county safety plans have applied for and received county mini grants and programmed this funding with their funding to implement the safety countermeasures identified in their plans
- "4E" partnerships at the local have been strengthened and built where they were lacking

**Funding Source(s):** NHTSA Section 164 Hazard Elimination funding

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## **Teen Driver Safety and Youth Alcohol Prevention**

**Problem Statement:**

While the number of teen involved crashes have been decreasing, per mile traveled, teens continue to have the highest crash involvement rate; from crashes involving only property damage to those that are fatal. The problem is worst among 16 and 17-year-olds that have the most limited driving experience and an immaturity that often results in risk-taking behind the wheel. In Minnesota, 27 drivers ages 16 and 17 were involved in fatal crashes in 2010.

For crashes involving teen drivers, driver distraction was listed most often (21%) as a contributing factor. Next was failure to yield the right of way (15%), and then illegal or unsafe speed (11%). Changing these risky driving behaviors will reduce fatalities and severe injuries on Minnesota roadways.

Alcohol is the drug most commonly used by youth. Reducing access and alcohol use among youth and enforcing underage drinking laws can reduce the consequences of alcohol consumption by minors.

**Objectives:**

- Educate teens, the parents of teens, and law enforcement about traffic safety issues involving teens
- Promote parental involvement to reduce teen driving related fatalities and severe injuries on Minnesota roadways

- Assist traffic safety and youth alcohol prevention partners by providing them with needed materials to use as traffic safety and prevention ambassadors in communities statewide

**Strategies:** Collaborate with traffic safety and alcohol prevention partners to initiate and support evidence based teen driver safety and underage alcohol prevention efforts and to conduct ongoing outreach to the general public. Public outreach, policy development and enforcement are most effective when working in tandem.

**Results:**

- In 2010, there were 54 fatal crashes involving teen drivers. While this is only 2 fewer than those occurring in 2009, it is 36 fewer than 90 that occurred in 2006.
- In 2010, there were 638 fewer crashes involving teen drivers compared to those occurring in 2009
- Executed and publicized effective teen-focused projects to address the continuing issue of teen drivers. Teen deaths have decreased significantly in recent years.
  - Teen programming included the popular TV commercial challenge contest that encourages teens to create and produce TV spots with a focus on not being distracted while driving.
- Developed and distributed a Law Enforcement Guide of Minnesota Teen Driver and Alcohol Use Laws.
- Developed a Content and Discussion Guide for driver educators and community partners to conduct a 1.5 hour long teen driver parent class. Collaborated with the Minnesota Safety Council and TZD Safe Roads Coalitions to survey driver education providers on the status of parent classes and gauge interest in conducting a structured parent class using the guide and DPS materials. Pilot programs are underway and more are planned for FFY12.
- Added a Teen section in the 2010 Minnesota Crash Facts publication
- Provided technical assistance to cities and counties interested in adopting social host ordinances to deter underage drinking. 20 Minnesota cities and 9 counties passed ordinances in FFY11, bringing the total number of ordinances to 75 cities and 17 counties.

**Funding Source(s):** N/A (OJJDP EUDL Grant)

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# FFY 2011 Paid Media Report

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## 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 and decreases in alcohol-related traffic fatalities, along with a continued and significant drop in total traffic fatalities. This year some funds were used to invest in new creative. The following table shows funding by FFY.

2004	\$387,500
2005	\$840,000
2006	\$1,462,250*
2007	\$1,340,000**
2008	\$1,560,000
2009	\$1,890,000
2010	\$2,550,000
2011	\$2,150,000

\* 2006 Includes special MnDOT funding of \$343K to support speed enforcement effort

\*\* 2007 Includes special MnDOT funding of \$150K to support speed enforcement

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

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

In addition to paid media, the OTS extends the reach and frequency of its messaging through creative partnerships which deliver primarily unfunded and pro bono. Such partnerships include major and significant marketers and franchises in Minnesota, including Minnesota Twins Baseball.



## 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 \$400,000.0; **total paid media \$388,973.7**
  - Flight Dates: May 16-29, 2011
  - 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, Little Falls, Mankato, Marshall, Minneapolis, Mora, Pine City, Redwood Falls, Rochester, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington
- **Total Radio Purchased: \$90,427.37**
- Total Radio Stations Purchased: 59
- Total Radio Spots Purchased: 3,084
- Total Radio Measured Gross Impressions: 1,384,501
  - Duluth: 75,701
  - Mankato: 46,400
  - Minneapolis/St. Paul: 1,113,600
  - Rochester: 61,400
  - St. Cloud: 87,400
- Total Ratings Points (TRPs) Purchased in Measured Markets: 1,455
- Total Spots Purchased in Unmeasured Markets: 2,002
- Total estimated number of PSAs: 1,170 for a value of \$30,009
- Total estimated number of on-air Interviews: 46 for a value of \$6,522
- Total estimated number of News, Weather, Traffic Sponsorships: 322 for a value of \$871
- 69 Bonus Spots for a value of \$4,220
- Web: 3 stations for a value of \$800
- **Total Radio Added Value: \$41,622**

#### TELEVISION/CABLE

- **Total TV Purchased: \$217,234**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Duluth: 60/5.3/313.6
  - La Crosse: 100 spots
  - Mankato (includes New Ulm): 41/2.1/90 (the reach for Mankato doesn't include the TRPs from Minneapolis)
  - Minneapolis/St. Paul: 61/7.3/436
  - Rochester (includes Austin, Winona): 60/5.3/292.7
- Total Spots Purchased: 1,713
- Total PSAs: 290
- **Total TV Added Value: \$12,882**
- Out-of-Home (pump-toppers, indoor, movie theater): \$71,864.4
- Online: \$11,029.4
- Print (The Circle, City Pages, Vita.MN): \$4,535.3

- Total paid media with agency commission: **\$388,973.7**

## **Speeding Campaign**

### **Objectives:**

- Execute a campaign, using TV, radio, OOH and print, 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: 6/20-6/26, 8/1-9/25, 2011
  - Total Funding \$400,000.0; **total paid media \$391,772.4**
  - Target: A 18 – 49, single, blue-collar profession, HHI<\$30K
  - Markets: Duluth, Mankato, Minneapolis-St. Paul, Rochester, St. Cloud, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Grand Rapids, Little Falls, Marshall, Mora, Pine City, Thief River Falls, Willmar, Worthington

#### **TELEVISION/CABLE**

- Total TV spots purchased: 1,727
- Total PSAs: 521
- Total TRPs purchased by market:
  - Duluth: 345
  - Mankato: 179.1
  - Minneapolis: 484.6
  - Rochester: 321.3
- Reach and Frequency
  - Duluth: 66R/5.3F
  - Mankato: 56R/3.2F
  - Minneapolis: 69R/7.1F
  - Rochester: 66R/5F
- **Total TV/Cable purchased: \$218,664**
- **Total TV/Cable added value: \$24,659**

#### **RADIO**

- Total Radio Stations Purchased: 32
- Total Radio Spots Purchased: 2,584
- Total Radio Measured Gross Impressions: 6,705,800
  - Duluth: 325,100
  - Mankato: 217,800
  - Minneapolis/St. Paul: 5,516,100
  - Rochester: 294,000
  - St. Cloud: 352,800
- Total Ratings Points (TRPs) Purchased in Measured Markets: 1,876.1
- Total Spots Purchased in Unmeasured Markets: 1,560
- Total estimated number of PSAs: 1,249 for a value of \$25,977
- Total estimated number of on-air Interviews: 29 for a value of \$4,304
- Total estimated number of News, Weather, Traffic Sponsorships: 568 for a value of \$6,527
- **Total Radio Purchased: \$88,867.96**
- **Total Radio Added Value: \$36,808**
  
- Out-of-Home (pump-toppers, indoor, race track): \$93,661.77
- Print (City Pages, The Onion, Vita.MN): \$4,245.22

- Total paid media with agency commission and post-campaign station credits: **\$391,772.4**

## General Motorcycle Awareness Campaign

### Objectives:

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

### Results:

- **Motorcycle Awareness Paid Media**
  - Flight Dates: June 20-July 3, 2011
  - Total Funding \$50,000.0; **total paid media \$49,338.69**
  - Target: A 18-49, Little or no college education and college educated, Blue collar, White collar
  - Markets: Duluth, Mankato, Minneapolis-St. Paul, Rochester

#### TELEVISION/CABLE

- **Total TV Purchased: \$30,914.06**
  - Total TRPs purchased by market:
    - Duluth: 52.2
    - Mankato: 41.9
    - Minneapolis: 68.5
    - Rochester: 49
  - Reach/Frequency
    - Duluth: 33 R / 1.6 F
    - Mankato: 30 R / 1.4 F
    - Minneapolis: 35 R / 2.0 F
    - Rochester: 32 R / 1.6 F
  - Total TV spots purchased: 234
  - Total PSAs: 46
  - **Total TV Added Value: \$2,318**
- Total paid media with agency commission and post-campaign station credits: **\$49,338.69**

## Impaired Motorcycle Awareness Campaign

### Objectives:

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

### Results:

- **Impaired Motorcycle Awareness Paid Media**
  - Flight Dates: August 8-September 19, 2011.
  - Total Funding \$150,925.9; **total paid media \$148,549.5**
  - Target: M35 – 54, single, blue-collar profession, HHI<\$30K
  - Markets: Duluth, Mankato, Minneapolis-St. Paul , Rochester, St. Cloud, Faribault, Pine City, Winona

#### TELEVISION/CABLE

- **Total TV Purchased: \$63,122.81**
- Total TV spots: 662
- Total TRPs purchased by market:
  - Duluth: 252.4
  - Mankato: 62.9
  - Minneapolis: 280
  - Rochester: 248
- PSAs: 176
- **Total TV Added Value: \$6,673**

#### RADIO

- **Total Radio Purchased: \$51,446.76**
  - Total Radio Stations Purchased: 23
  - Total TRPs purchased by market:
    - Duluth: 225.4
    - Mankato: 315.2
    - Minneapolis: 223.9
    - Rochester: 238
    - St. Cloud: 193.6
  - Total estimated number of PSAs: 428
  - Total estimated number of on-air Interviews: 18
  - Total estimated number of News, Weather, Traffic Sponsorships: 189
  - **Total Radio Added Value: \$24,726**
- Total paid media with agency commission and post-campaign station credits: **\$148,549.5**

## **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 \$261,254.1.**
  - Target: M 18-49, blue-collar, HHI <\$30K

#### **TELEVISION/CABLE**

- Flight Broadcast/Cable TV Dates: March 7– September 19
- Broadcast/Cable TV markets include: Duluth, Mankato, Minneapolis-St. Paul (St. Cloud), Rochester
- **Total TV purchased: \$93,938.07**
- Total Spots Purchased: 658
- Total PSAs: 200
- Total TRPs purchased by market:
  - Duluth: 198
  - Mankato: 79
  - Minneapolis-St. Paul: 268.5
  - Rochester: 209.6
- Reach and Frequency:
  - March 9-June 20:
    - Duluth: 48 R / 2.5 F
    - Mankato: 25 R / 1.3 F
    - Minneapolis: 47 R / 2.0 F
    - Rochester: 50 R / 2.3 F
  - June 27 – September 25:
    - Duluth: 40 R / 2.1 F
    - Mankato: 16 R / 1.2 F
    - Minneapolis: 46 R / 2.5 F
    - Rochester: 44 R / 1.9 F
- **Total TV Added Value: \$9,006**

#### **RADIO**

- **Total Radio purchased: \$58,412.21**
- Radio Flight Dates: March 7-September 25, 2011
- Radio Measured Markets: Duluth, Mankato, Minneapolis/St. Paul, Rochester, St. Cloud
- Total Radio Total Ratings Points (TRPs) in Measured Markets: 1,462.1
- Total Spots Purchased in Measured Markets: 1,035
- Total Radio Measured Gross Impressions: 3,091,940
  - Duluth: 146,262
  - Mankato: 29,300
  - Minneapolis: 2,611,115
  - Rochester: 142,263
  - St. Cloud: 163,000
- Total Measured Market Radio Reach & Frequency:
  - Duluth: 42.9/7.7
  - Mankato: 17.8/5.6
  - Minneapolis: 66.4/5.3
  - Rochester: 27.6/12.7

- St. Cloud: 28/11.7
- Unmeasured Radio Markets: Faribault, Grand Rapids, Hibbing/Virginia
- Total estimated number of PSAs: 967
- Total estimated number of on-air Interviews: 28
- **Total Radio Added Value: \$59,044**

PRINT

- City Pages, The Onion, Vita.MN and College Newspapers: Minnesota State University-Mankato Reporter, University of Minnesota-Duluth Statesman, University of Minnesota-Twin Cities Daily, St. Cloud State University Chronicle - \$12,835.91

OUT-OF-HOME

- Restrooms/hospitality, pumptoppers, sports sponsorships — \$77,071.63

ONLINE

- Total Online Purchased: \$17,276.87

- Total paid media with agency commission and post-campaign station credits: **\$260,220.9**

**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 \$200,000.0; **total paid \$197,504.7**
  - Flight Dates: August 17 – September 4, 2011
  - Target: M 18-49, blue-collar, HHI <\$30K

TELEVISION/CABLE

- **Total TV Purchased: \$75,533**
  - An estimated 146 Bonus/PSA spots aired.
- Total TV Ratings Points
  - Duluth: 149.2 TRPs
  - Mankato (includes New Ulm): 71.6 TRPs
  - Minneapolis/St. Paul: 123.7 TRPs
  - Rochester (includes Austin, Winona): 140.5 TRPs
- **Total TV Added Value: \$7,977**

RADIO

- **Total Radio Purchased: \$54,376.54**
- Total Stations Purchased: 41
- Radio Markets included: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing, International Falls, Little Falls, Mankato, Marshall, Minneapolis-St. Paul, Rochester, St. Cloud, Thief River Falls, Willmar, Winona
- Total Radio Spots Purchased: 1,951
- Total Radio Measured Gross Impressions: 1,638,800
  - Duluth: 95,100
  - Mankato: 60,300

- Minneapolis: 1,293,600
- Rochester: 89,300
- St. Cloud: 100,500
- Total Ratings Points (TRPs) purchased in measured markets: 1,014.2
- Total Radio Spots purchased in unmeasured markets: 1,359
- Total estimated number of PSAs: 833
- Total estimated number of on-air interviews: 44
- Total estimated number of News, Weather, Traffic Sponsorships: 270
- **Total Radio Added Value: \$28,204**

#### OUT-OF-HOME

- Indoor Advertising (hospitality venues), pumptoppers, Racetrack signage, Lynx courtside signage, Target Center billboard: \$56,793.74

#### PRINT

- Print Inserts in City Pages, The Onion, Vita.MN: \$4,245.22

#### DIGITAL

- Online: \$14,337.13

- Total paid media with agency commission and post-campaign station credits: **\$197,504.7.**

### **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, Mankato and Rochester markets for select events and depending on cable carriage) and aired in select programming, including:

- Minnesota Gopher Hockey, Basketball
- Vikings pre-season and season opener
- Twins games
- Select program premieres and season finales
- Airing of winning commercial during MTV Video Music Awards
- MTV Movie Awards
- NASCAR Sprint Cup races
- UFC Fights
- Timberwolves and Lynx courtside signage, player PSA, outdoor LED
- Monday Night Football
- Sunday Night Football
- Race Track Signage

#### **Total Special Programming Expenditures:**

**General (belts, etc.): \$128,249.2**

**Impaired Driving: \$145,070.8**

**Total: \$273,320**

## General Belt - Texting Campaign

### Objectives:

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

### Results:

- **Texting Paid Media Campaign**
  - Flight Dates: April 11-24, September 5-11, 2011
  - Target: A 18–34

#### TV/CABLE

- TV Measured Markets included: Duluth, Mankato, Minneapolis-St. Paul (St. Cloud), Rochester
- **Total TV Purchased: \$81,101.26**
- Total TV Spots Purchased: 414
- Total TV Ratings Points
  - Duluth: 118.1 TRPs
  - Mankato (includes New Ulm): 78 TRPs
  - Minneapolis/St. Paul: 175.7 TRPs
  - Rochester (includes Austin, Winona): 170.6 TRPs
- Total estimated number of PSAs: 100 for a value of \$4,132
- Total Reach & Frequency:
  - Duluth: 44 R / 2.0 F
  - Mankato: 34 R / 1.5 F
  - Minneapolis: 48 R / 2.7 F
  - Rochester: 51 R / 2.5 F

#### OUT-OF-HOME

- Pumpoppers, digital billboards: \$24,237.13
- Total paid media with agency commission and post-campaign station credits: **\$150,030.7**



## Impaired - Interlock Campaign

### Objectives:

- Execute statewide campaign to increase public awareness of the new interlocking law
- Negotiate TV on top stations in metro and out-state to ensure strong statewide message
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, etc.

### Results:

- **Interlock Paid Media Campaign**
  - Flight Dates: July 25-September 11, 2011
  - Target: M 18–49

#### TV/CABLE

- TV Measured Markets included: Duluth, Mankato, Minneapolis-St. Paul (St. Cloud), Rochester
- **Total TV Purchased: \$116,588.5**
- Total TV Spots Purchased: 992
- Total TV Ratings Points
  - Duluth: 225.8 TRPs
  - Mankato (includes New Ulm): 134.3 TRPs
  - Minneapolis/St. Paul: 251.3 TRPs
  - Rochester (includes Austin, Winona): 223.1 TRPs
- Total estimated number of PSAs: 244 for a value of \$19,012
- Total Reach & Frequency:
  - Duluth: 54 R / 4.2 F
  - Mankato: 54 R / 2.5 F
  - Minneapolis: 57 R / 4.4 F
  - Rochester: 59 R / 3.8 F

#### OUT-OF-HOME

- Indoor Advertising (men's restrooms): \$24,237.13

#### PRINT

- Print Inserts in City Pages, The Onion, Vita.MN: \$4,245.22

- Total paid media with agency commission and post-campaign station credits: **\$145,070.8**

## 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
- Utilize signage behind home-plate for the home half of the seventh inning per game
- Homeplate sign secured 2 hours and 36 minutes of exposure, equaling a media equivalency of \$487,829. Investment of \$253,000

## **Paid Media Recap**

### **Total Media Budget: \$2,147,055.1**

- Total Expenditures: \$2,060,965.19

### **Total General Funding Budget: \$1,097,055.1**

- Twins Baseball: \$158,026.2
- Speed: \$392,732.4
- Click It or Ticket: \$388,973.7
- Special Programming: \$128,249.2
- Texting/Distracted Driving: \$150,030.7
- Total Expenditures: \$1,059,986

### **Total Alcohol Funding Budget: \$1,000,000**

- Twins Baseball: \$102,648.3
- December Impaired: \$199,261.4
- Extended Impaired/NightCAP: \$261,254.1
- Labor Day Impaired: \$197,504.7
- Special Programming: \$145,070.8
- Motorcycle Impaired Awareness: \$148,549.5
- Total Expenditures: \$951,640.5

### **Total Motorcycle Awareness Funding Budget: \$50,000.00**

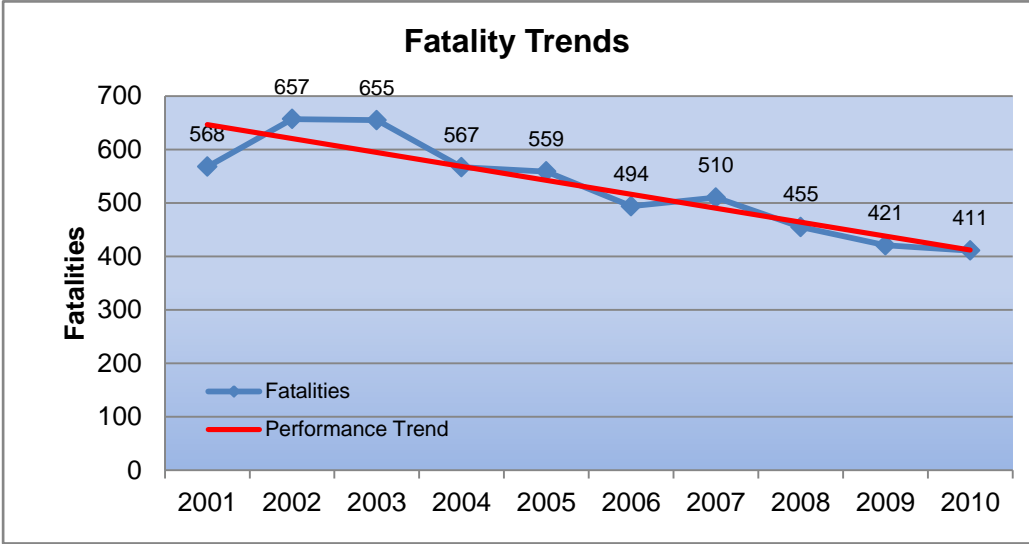
- Twins Baseball: \$18,424.6
- Motorcycle Awareness: \$49,338.69

**Minnesota Performance Measure Data  
2001-2011**

Core Outcome Measures		YEAR									
		2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Traffic Fatalities	Total	568	657	655	567	559	494	510	455	421	411
	Rural	390	478	460	410	405	346	352	317	282	287
	Urban	178	179	195	157	154	148	158	138	139	124
Serious Injuries		2949	2807		2,424	2,019	1,844	1,736	1,553	1,271	1,191
Fatalities Per 100 Million Vehicle Miles Traveled**	Total	1.06	1.20	1.18	1.00	0.98	0.87	0.89	0.78	0.74	
	Rural	1.51	1.80	1.72	1.48	1.45	1.27	1.30	1.24	1.15	
	Urban	0.65	0.64	0.68	0.54	0.53	0.51	0.53	0.42	0.43	
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	455	537	520	453	428	361	392	312	294	298
	Restrained	145	212	214	188	184	146	170	151	128	148
	Unrestrained	255	300	284	234	211	185	187	125	117	113
	Unknown	55	25	22	31	33	30	35	36	49	37
Alcohol-Impaired Driving Fatalities (BAC=.08+)**		184	198	212	156	163	149	173	132	107	127
Speeding-Related Fatalities		153	179	193	144	152	130	111	134	95	96
Motorcyclist Fatalities	Total	42	47	64	52	59	67	61	71	52	48
	Helmeted	9	6	16	15	18	15	11	12	11	12
	Unhelmeted	33	39	48	37	40	52	45	54	38	26
	Unknown	0	0	0	0	1	0	5	5	3	10
Drivers Involved in Fatal Crashes	Total	789	889	873	808	769	684	792	639	551	592
	Aged <15	1	0	5	1	1	1	0	2	0	1
	Aged 15-20	127	141	136	133	108	107	87	68	69	64
	Aged < 21	128	141	141	134	109	108	87	70	69	65
	Aged 21+	658	748	729	672	656	570	702	566	478	524
	Unknown Age	3	0	3	2	4	6	3	3	4	3
Pedestrian Fatalities		43	50	53	37	44	38	33	25	42	35
Core Behavioral Measure		2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Observed Seat Belt Use Rate (August)		80%	79%	82%	84%	83%	88%	87%	90%	92%	93%
Core Activity Measures (FFY)		2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
# of Seat Belt Citations Issued During Grant-Funded Enforcement Activities					8,907	12,520	10,757	11,455	11,341	29,030	29,636
# of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities					2,932	4,744	3,224	4,320	4,704	3,296	3,699
# of Speeding Citations Issued During Grant-Funded Enforcement Activities					21,076	24,081	17,849	19,648	18,900	23,758	22,949

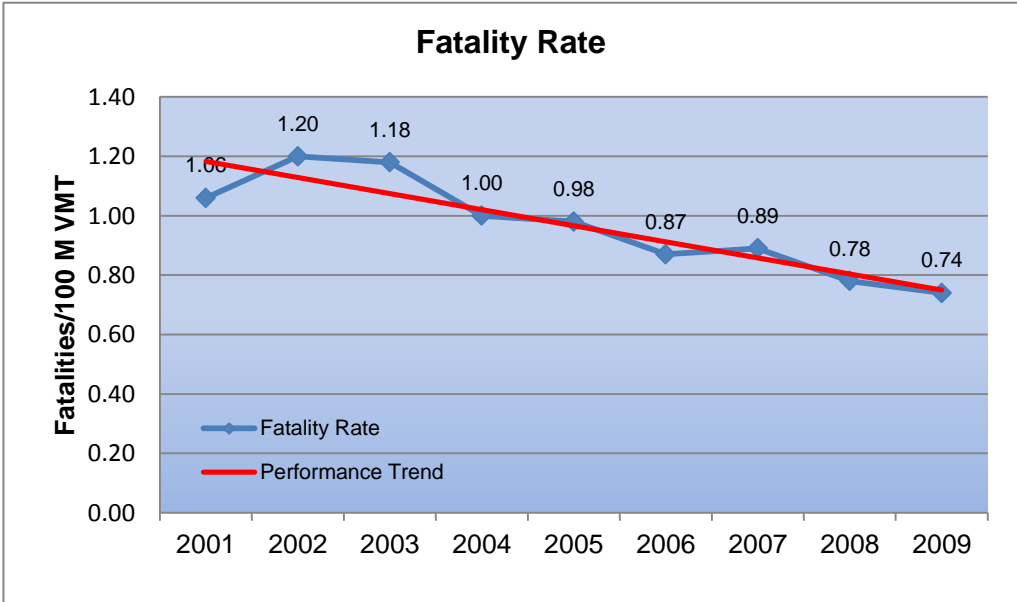
# Minnesota Performance Measures

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



**Status:** In 2010, Minnesota reached a new record low in fatalities at 411. Although not quite reaching the ambitious goal of no more than 400 fatalities in 2010, Minnesota is seeing another dramatic decrease in 2011. A new goal of no more than 350 deaths by 2014 has been adopted by the TZD community.

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

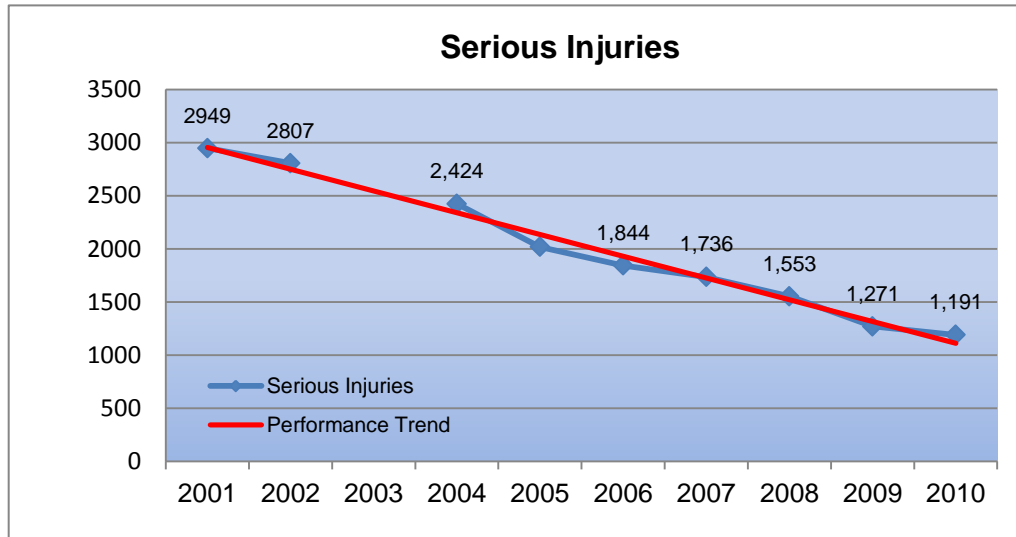


**Status:** The 2009 Minnesota Fatality Rate per 100 million vehicle miles travelled is 0.74, meeting the 2010 goal early. This goal has been revised to 0.60 by 2015.

**Goal: Serious Injuries**

**Goal Met**

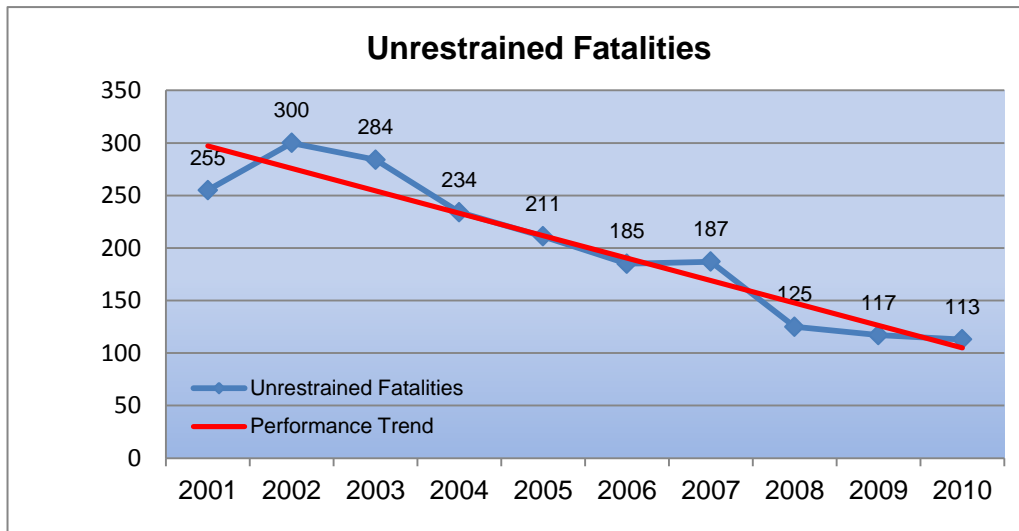
To decrease serious traffic injuries 27 percent from the 2004-2008 calendar year average of 1,915 to 1,400 by December 2010.



**Status:** The number of serious injuries in 2010 was 1,191, meeting the 2010 goal early. A new goal of no more than 850 serious injuries has been set for 2015.

**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.

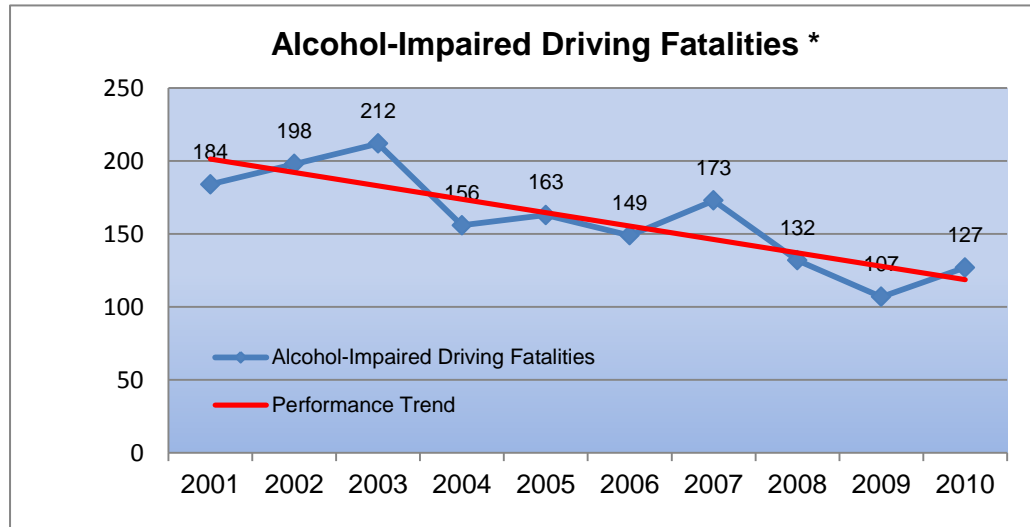


**Status:** The implementation of a Primary seat belt law in Minnesota will further the decline in the number of passenger vehicle occupants who were unrestrained. The 2010 number of 113 is a good step toward achieving the goal but falls shorts of 100 or fewer by 2010.

**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.

**Goal Met**



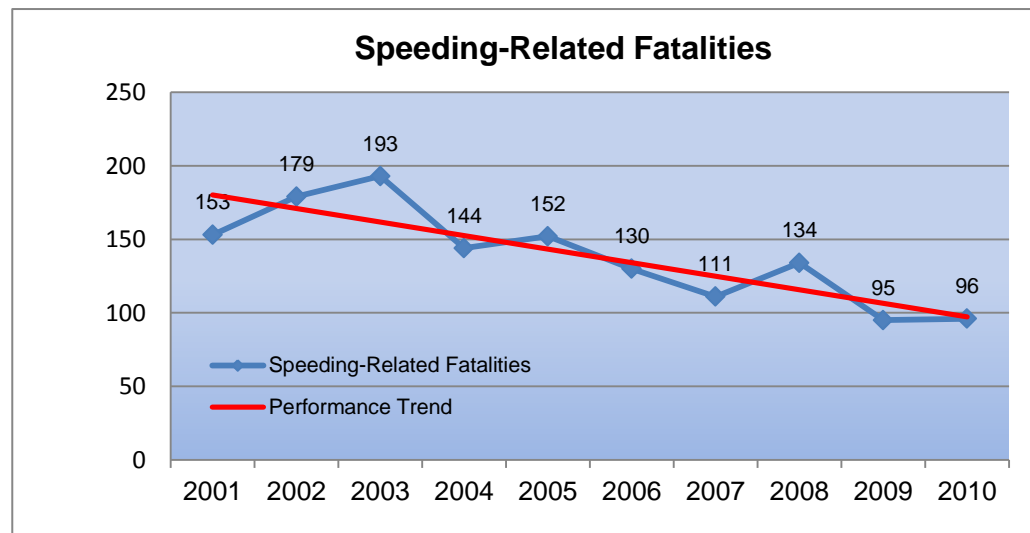
**Status:** Although there is fluctuation in the number of alcohol-impaired driving fatalities from year to year, the overall trend is downward and this goal was met early but showed a slight increase in 2010. The new goal is no more than 80 alcohol-impaired driving fatalities by 2015.

\* *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.

**Goal Met**

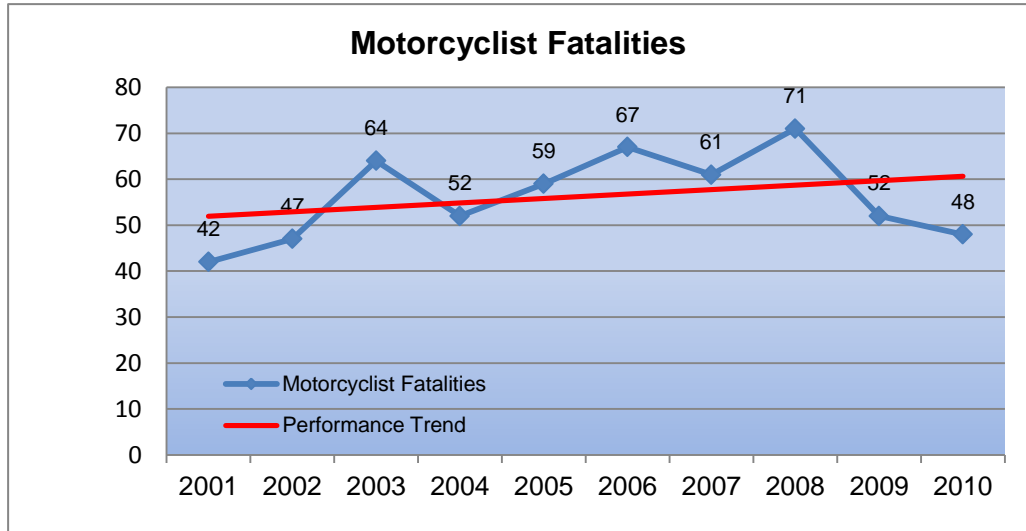


**Status:** Although there is fluctuation in this number, the overall trend is downward and the 2010 goal has been met. The new goal is no more than 80 speeding related fatalities by 2015.

**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.

**Goal Met**

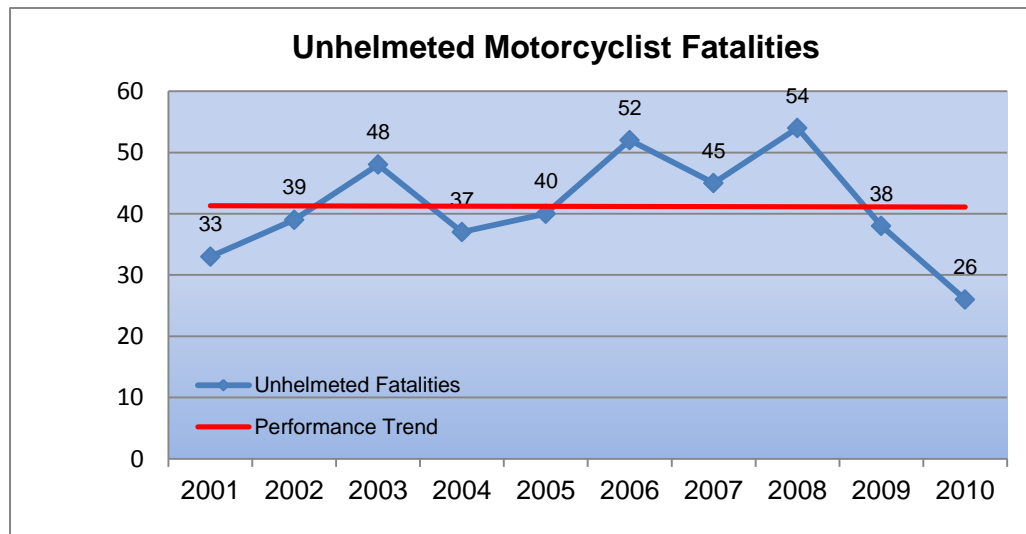


**Status:** After many years of increases, motorcyclist fatalities fell again in 2010, down to 48. State numbers show this new low continuing in 2011.

**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.

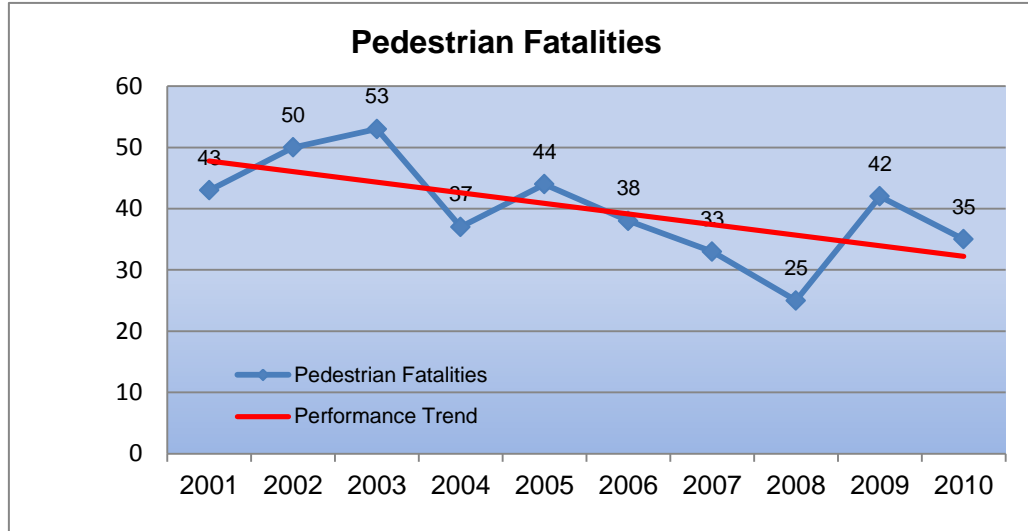
**Goal Met**



**Status:** Motorcyclist fatalities, including those not wearing a helmet, have begun to decrease in Minnesota. Only 26 motorcyclist fatalities were not wearing a helmet in 2010, meeting the goal early.

**Goal: Pedestrian Fatalities**

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

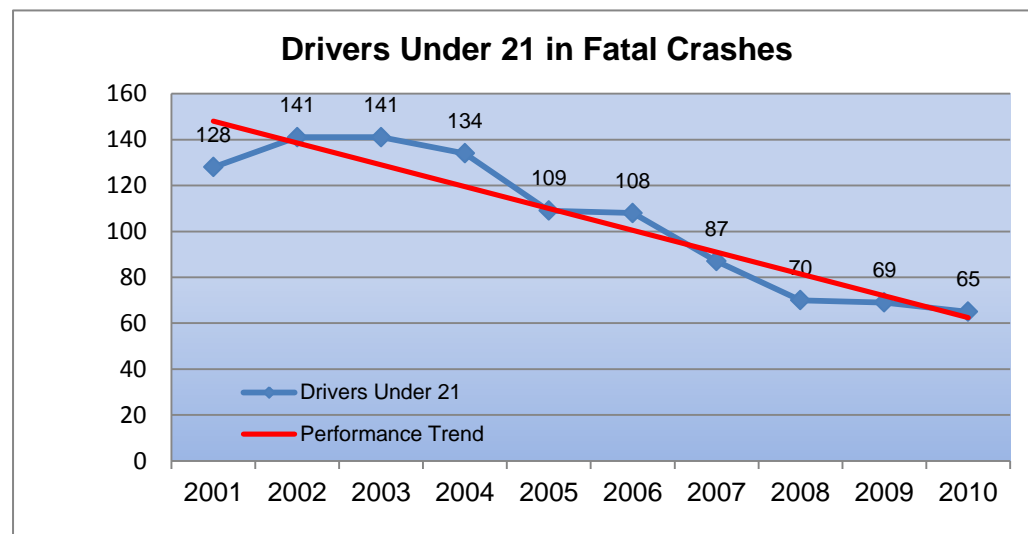


**Status:** There was a marked decrease in pedestrian fatalities in Minnesota in 2010 to 36. This is still above the goal set for 2010. Pedestrian fatalities continue to be isolated events and appropriate countermeasures elusive.

**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.

**Goal Met**

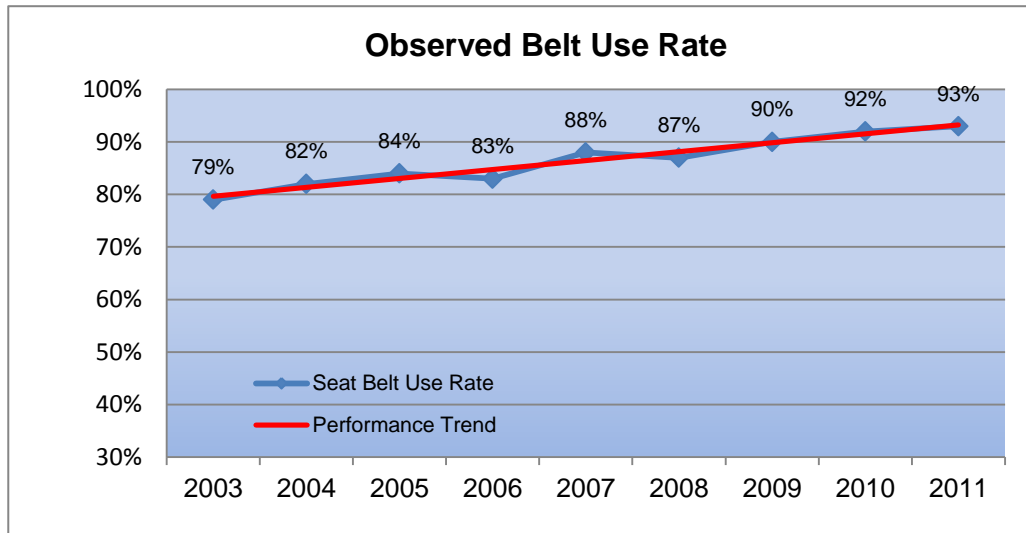


**Status:** This goal was met last year and has been revised. The new goal is no more than 55 drivers age 20 or younger involved in fatal crashes by 2015.



**Goal: Observed Belt Use**

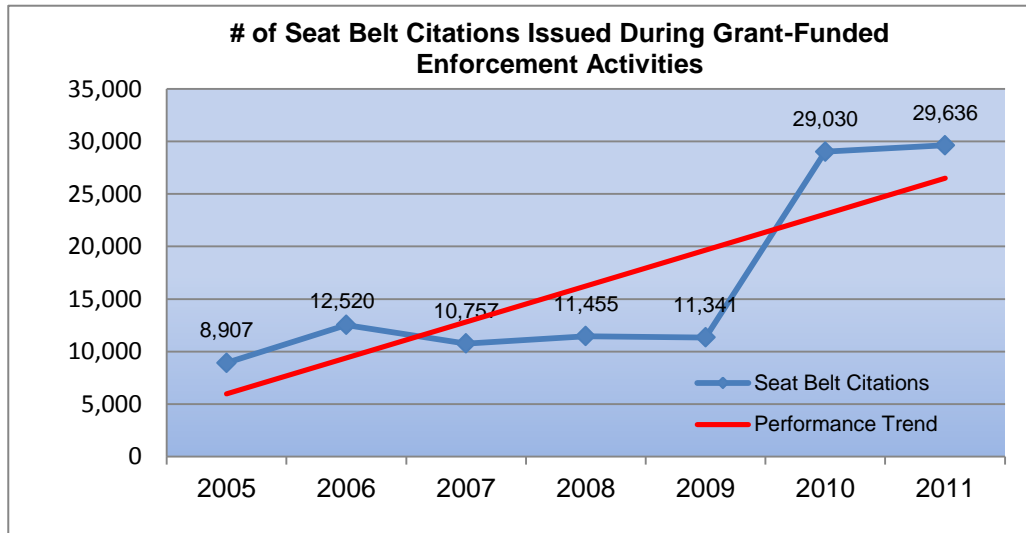
To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 7 percentage point(s) from the 2008 calendar year usage rate of 87% percent to 94% percent by December 2010.



**Status:** Minnesota's observed seat belt use rate has continued to rise. The rate is five percentage points higher now than before the passage of the Primary seat belt law in 2009. The rate for Minnesota in 2011 was 93%, on the way to 94% but just short of the goal.

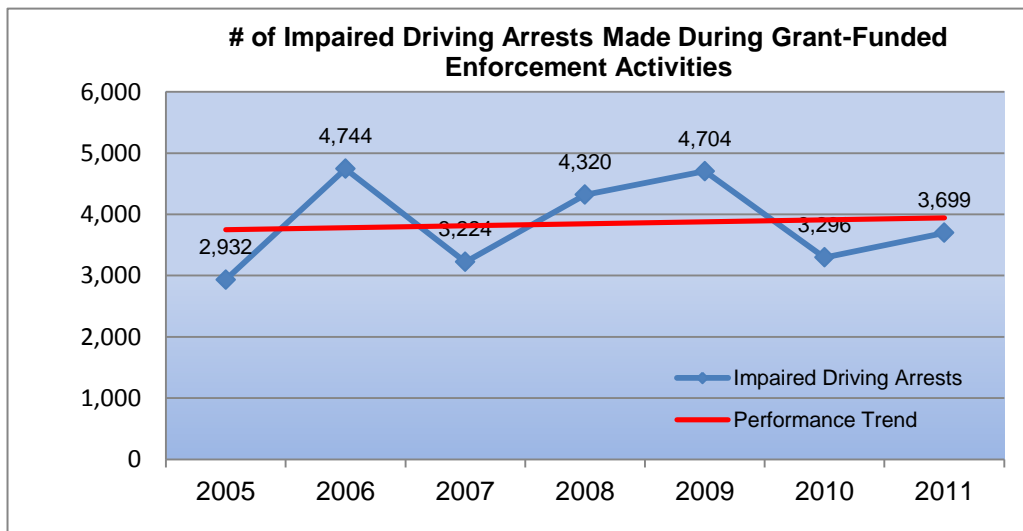
# Minnesota Activity Measures

## Measure: Seat Belt Citations

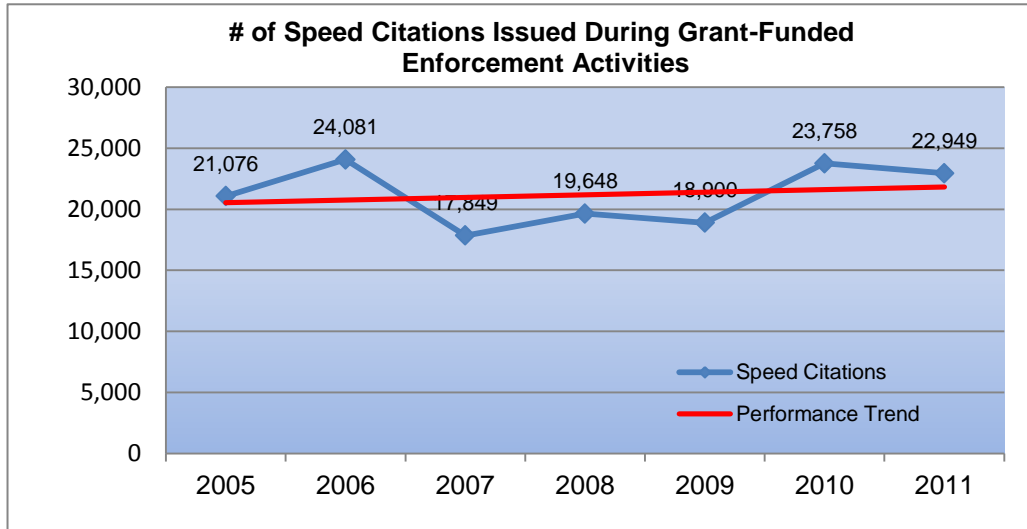


FY10 reflects the first year of Minnesota's Primary enforcement law.

## Measure: Impaired Driving Arrests



**Measure: Speeding Citations**



FY10 numbers include citations issued under the Highway Enforcement of Aggressive Traffic (HEAT) project.

## **Financial Summary**

The Minnesota Office of Traffic Safety has been granted an extension for filing the final financial summary for FFY 11.

A financial summary of the costs associated with the projects supported in FFY 2011 will be delayed but compiled in early 2012 and added to this report. This delay is due to the unprecedented state shutdown occurring at the same time that a new statewide financial system was implemented. Both events began July 1, 2011.

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