

MINNESOTA FY13 ANNUAL EVALUATION REPORT



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This section will be added by January 31, 2014	

Message from the Director



The Minnesota Office of Traffic Safety (OTS) is pleased to present the FY 2013 Annual Report. This report details the accomplishments of the past year. The OTS continues to implement proven countermeasures and innovative approaches to reduce fatalities and serious injuries on Minnesota roadways.

Minnesota continues to be a leader in traffic safety:

- 2013 marks 10 years of the *Toward Zero Deaths* initiative
 - 40% reduction in fatalities from 2002 to 2012
 - Seat belt use rate of 95% in 2013
- Technological initiatives increasing accuracy and efficiency
 - e-Charging for DWI
 - e-Citation
 - Statewide Implementation of the Real-time Officer Activity Reporting (ROAR) system for law enforcement grants
 - 98% electronic crash reporting
 - DDACTS
- Combating Impaired Driving through
 - High visibility enforcement
 - Innovative media messaging
 - Support of DWI Courts
 - Increasing Ignition Interlock participation

The vast array of strategies implemented follow in the body of this report.

The reductions seen over the past decade were accomplished by the many partners who work together in the vision to move Minnesota *Toward Zero Deaths* on our roadways. We look forward to working with our partners in the updating of the Minnesota Strategic Highway Safety Plan. We are proud of the work accomplished through traffic safety partnership and look forward to continuing the work in the upcoming fiscal year.

A handwritten signature in black ink that reads "Donna Berger". The signature is written in a cursive, flowing style.

Donna Berger
Director
Office of Traffic Safety

2013 Minnesota Annual Report

Introduction

The mission of the Office of Traffic Safety is to prevent traffic deaths and serious injuries by changing human behavior in Minnesota through policy development and support, stakeholder engagement, program delivery leadership, and research and evaluation.

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.

The Minnesota OTS is proud of its work, including some of its established projects such as: the *Toward Zero Deaths (TZD)* law enforcement project which combines all the various enforcement initiatives; 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 SHSP will now be updated to align with Moving Ahead for Progress in the 21st Century (MAP-21).

The partnerships between the DPS, the Minnesota Departments of Transportation (Mn/DOT) and Health (MDH), 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 follow a downward trend with some bumps along the way
 - 395 in 2012
 - 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
 - 2011's rate of 0.65 was the second lowest state rate in the nation (latest year national numbers available)
- Minnesota has a high seat belt use rate
 - 94.8% in 2013
- Minnesota continues to combat alcohol-related fatalities
 - Fewer than 29% of fatalities in 2012 involved a driver with a BAC of .08 or above
- 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, is accessible and helpful.

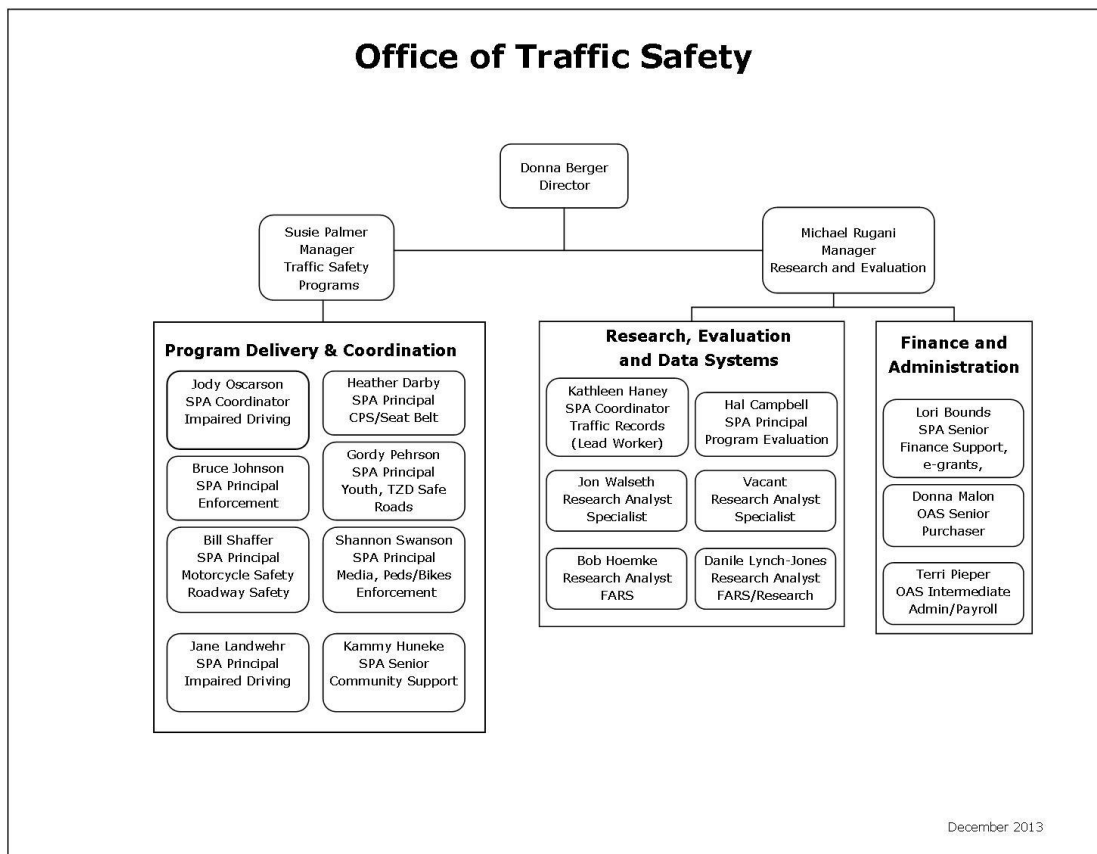
This report, which is required by the NHTSA, provides the following information:

- An Executive Summary that highlights some the programs carried out in FY 2013
- Performance measures and targets
- An overview of the major program areas pursued in FFY 2013 (October 1, 2012 through September 30, 2013), projects programmed to implement strategies, and future strategies to consider
- A report on Paid Media buys and results
- A financial summary of the costs associated with the projects supported in FFY 2013 will be added no later than January 31, 2014

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
 445 Minnesota Street, Suite 150
 St. Paul, MN 55101-5150

Or visit our website: [Office of Traffic Safety Website](#)



Executive Summary & Highlights

Minnesota undertakes trend analysis and problem identification research as well as tracking the NHTSA performance measures as a first step in the highway safety planning process. The annually produced *Minnesota Motor Vehicle Crash Facts* and *Minnesota Motor Vehicle Impaired Driving Facts* are two such resources. Other valuable resources are the annual telephone survey of Minnesota residents, which questions respondents about their traffic safety behavior and recognition of enforcement efforts, and the annual seat belt use observational survey. The OTS goes beyond the required elements to drill down to identify specific subgroups that are over-represented in crashes and risky behavior. These and other resources are available on the OTS website:

<https://dps.mn.gov/divisions/ots/reports-statistics/Pages/default.aspx>

Once key over-represented groups of crashes, areas, demographics, and behaviors are identified, effective, proven countermeasures can be strategically employed and innovative approaches designed. It takes a dedicated team of traffic safety partners to impact the numbers of fatalities and serious injuries.

The OTS identifies what programs are needed in which areas and grants funding accordingly.

In FFY 2013 OTS funded (among others):

- 55 multi-agency grants that included 288 agencies working in partnership in the *TZD Enforcement* grant program along with the Minnesota State Patrol (MSP)
- 25 high alcohol involved counties received additional Impaired Driving Enforcement funds
- 29 *TZD Safe Roads* Coalitions
- 12 DWI Courts

See figure on the next page for locations of the multi grant projects listed above.

The Program Areas section of this report lists all of the projects pursued.

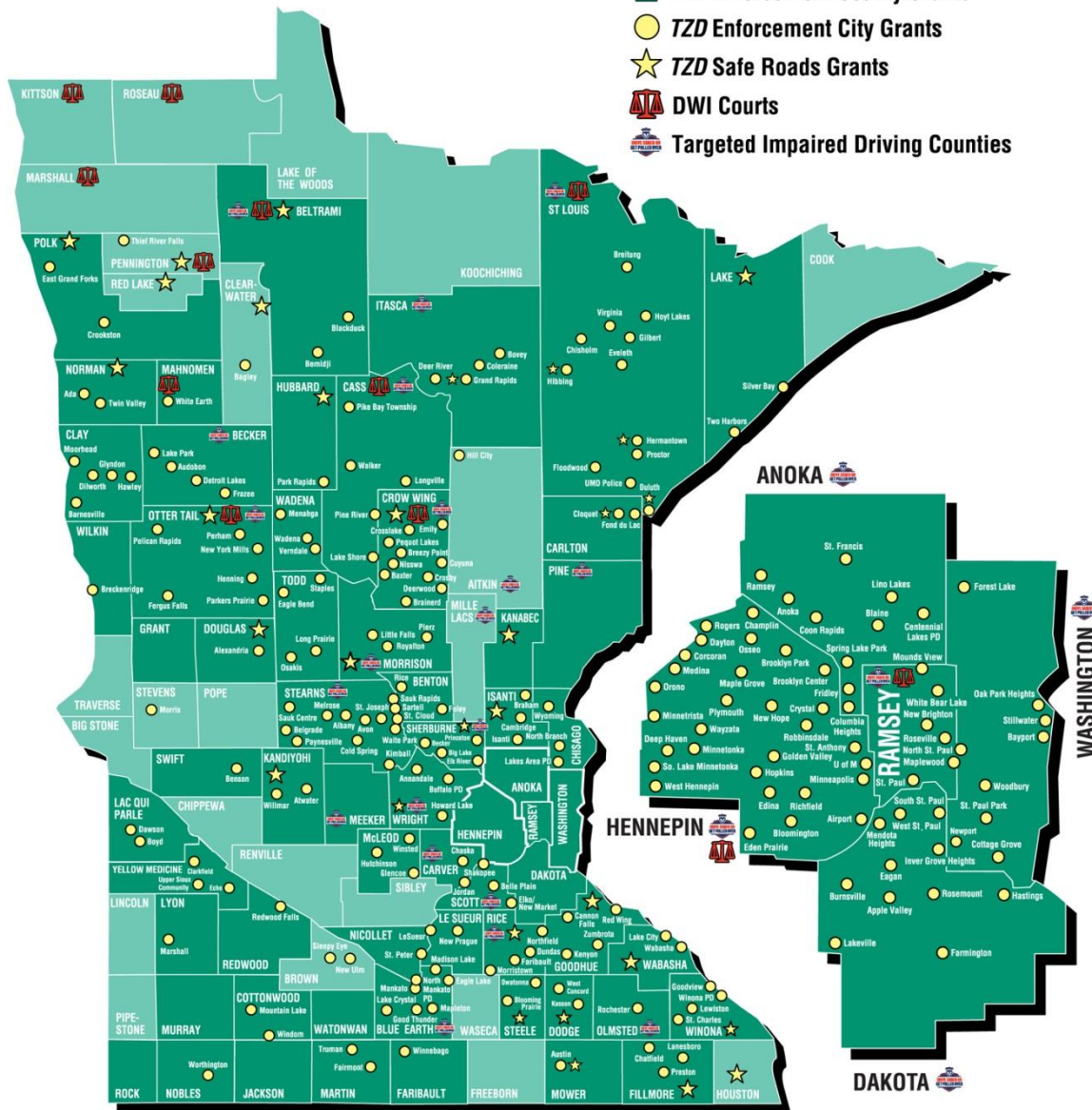
2013 Traffic Safety Federal Grantees

Driving Minnesota Toward Zero Deaths

ots.dps.mn.gov



- TZD Enforcement County Grants
- TZD Enforcement City Grants
- ★ TZD Safe Roads Grants
- DWI Courts
- Targeted Impaired Driving Counties



Recent highlights include:

- Traffic fatalities in 2012 (395) are 40% lower than they were in 2002 (657)
- Seat belt use in 2013 reached a record high of 94.8%
- 7,482 individuals are currently using an ignition interlock and another 4,852 drivers have graduated from the ignition interlock program
- Law enforcement agencies continue to implement high visibility enforcement
- Electronic submission of DWI charging and Citation data has improved efficiency and accuracy
- The *TZD Safe Roads* program continues to coordinate efforts to advance traffic safety with regional partnership projects
- Motorcycle Rider Course participation reached 7,438
- Innovative media aimed at target audiences expanded into more social media venues

The Minnesota *Toward Zero Deaths* program reaches the 10 year mark

The Minnesota TZD program is the state's cornerstone traffic safety program that employs an interdisciplinary approach to lowering the number of traffic crashes, injuries, and deaths occurring on Minnesota roads. The program's vision is to ultimately reduce those fatalities and serious injuries to zero.

The program is a partnership between the Minnesota Departments of Public Safety, Transportation, and Health; the University of Minnesota; and others.

DWI Court Evaluation Project

This multi-year project will look at DWI Court processes, outcomes and cost benefits. The highly awaited results of these evaluations will be available in 2014

Statewide implementation of the Real-Time Officer Activity Reporting (ROAR) system

ROAR allows the OTS real time access to grant funded activity and streamlines the records keeping process. As an aide to grant monitoring, ROAR allows grant managers to generate statistics and verify grant activity. ROAR also allows for immediate replies to the media with no additional burden on grantees.

Electronic collection and submission of data continues to increase

- 70% of DWI arrests are now entered through e-Charging
- 98% of Police filed crash reports are submitted electronically
- e-Citation adapters were funded to enable local systems to submit the Uniform Citation data to the Minnesota Court system with a goal of 100% electronic submission within 3 years

"Point of Impact" parent of teen driver class developed

The Point of Impact program is available to communities and driver's education schools statewide with the primary purpose to bring parents into the driver's education classroom with their teens for a one-night course. Driver's education instructors, local law enforcement officers, EMTs and others help present the program. The program aims to teach parents the important role they play in developing safer teen drivers.

These are only a small example of the myriad strategies that the OTS uses to reduce traffic fatalities and serious injuries on Minnesota's roadways with a vision of zero; zero deaths, zero life altering injuries, and zero families affected.

The next section of this report looks at the National Highway Safety Administration's (NHTSA) Performance Measures for states to track trends in traffic safety.

Performance Measures

NHTSA and the GHSA have recommended Core Performance Measures to be included in State Highway Safety Plans and Annual Reports beginning in 2010. Sources include the FARS Annual File (all fatality measures), State Observational Survey of Seat Belt Use (seat belt use rate), and the state crash data file (serious injuries). The annual telephone survey of Minnesota residents is also included. Minnesota has used the agreed upon national definitions, which sometimes differ from state definitions, in the following tables and graphs.

Comparing calendar years 2011 and 2012, Minnesota made progress towards 2013 goals in the following areas:

- Unrestrained occupant fatalities – down from 106 to 101
- Drivers age 20 or under in fatal crashes – down from 56 to 47
- Pedestrian fatalities – down from 39 to 38
- Seat Belt use rate – up from 94% to 95%

Unfortunately, progress was not made in these areas:

- Traffic Fatalities -- up from 368 to 395
- Serious Injuries – up from 1,159 to 1,268
- Alcohol-impaired driving fatalities – up from 109 to 114
- Speed related fatalities – up from 86 to 91
- Motorcyclist fatalities – up from 42 to 55
- Unhelmeted motorcyclist fatalities – up from 19 to 33

It should be noted that fatalities for 2012 increased by 27. The increase in overall fatalities is reflected in the increases for the different types of fatalities. Increased motorcyclist fatalities made up 13 of the additional 27 deaths.

The following pages present Minnesota's performance measurements and targets.

Minnesota Performance Measure Data 2007-2012

Core Outcome Measures		Prior 5 Years						2013 Target	2014 Target	2015 Target
		2007	2008	2009	2010	2011	2012			
Traffic Fatalities	Total	510	455	421	411	368	395	390	375	350
	Rural	352	317	282	287	247	269			
	Urban	158	138	139	124	121	126			
Serious Injuries		1,736	1,553	1,271	1,191	1,159	1,268	1,100	1,000	900
Fatalities Per 100 Million Vehicle Miles Traveled	Total	0.89	0.78	0.74	0.73	0.65	N/A	0.68	0.64	0.60
	Rural	1.30	1.24	1.15	1.17	1.00	N/A			
	Urban	0.53	0.42	0.43	0.39	0.38	N/A			
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	392	312	294	298	265	270			
	Restrained	170	151	128	148	128	129			
	Unrestrained	187	125	117	113	106	101	100	95	90
	Unknown	35	36	49	37	31	40			
Alcohol-Impaired Driving Fatalities (BAC=.08+)**		173	132	108	127	109	114	105	100	90
Speeding-Related Fatalities		111	134	95	96	86	91	85	80	75
Motorcyclist Fatalities	Total	61	71	52	48	42	55	50	47	45
	Helmeted	11	12	11	12	13	11			
	Unhelmeted	45	54	38	26	19	33	30	28	27
	Unknown	5	5	3	10	10	11			
Drivers Involved in Fatal Crashes	Total	792	639	551	592	503	537			
	Aged Under 15	0	2	0	1	2	0			
	Aged 15-20	87	68	69	64	54	47			
	Aged Under 21	87	70	69	65	56	47	50	45	40
	Aged 21 & Over	702	566	478	524	446	489			
	Unknown Age	3	3	4	3	1	1			
Pedestrian Fatalities		33	25	42	35	39	38	40	39	38
Core Behavioral Measure										
Observed Seat Belt Use Rate		88%	87%	90%	93%	94%	95%	94%	95%	97%
Core Activity Measure (FFY) ***		2008	2009	2010	2011	2012	2013			
Seat Belt Citations		11,455	11,341	29,030	29,636	21,524	24,686			
Impaired Driving Arrests		4,320	4,704	3,296	3,699	3,330	3,071			
Speeding Citations		19,648	18,900	23,758	22,949	18,141	26,578			

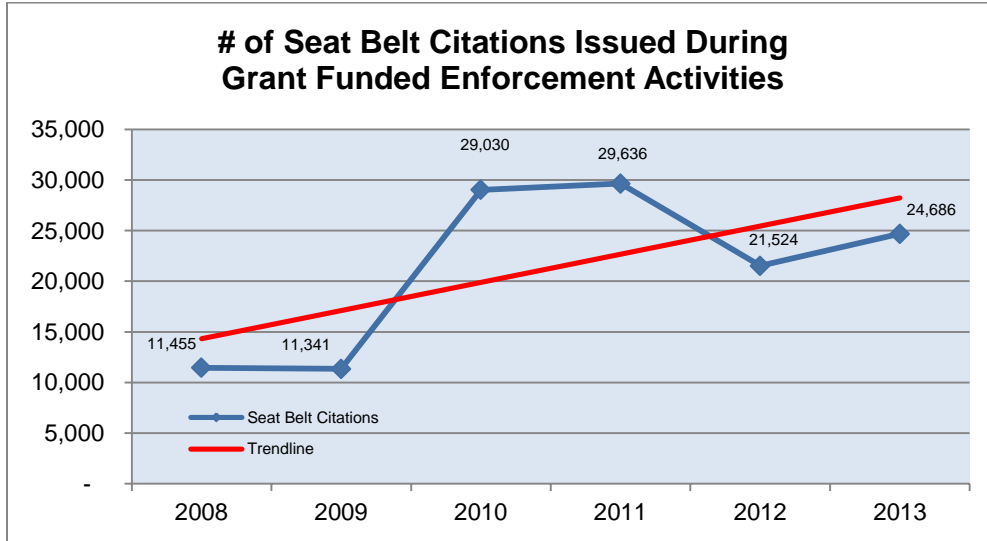
* 2013 FARS Data was Not Yet Available.

** Alcohol-Impaired Driving Fatalities are all fatalities in crashes involving a driver or motorcycle rider (operator) with a BAC of .08 or higher and includes imputed values by NHTSA.

*** Activity Measures record those citations/arrests made during grant-funded enforcement hours.

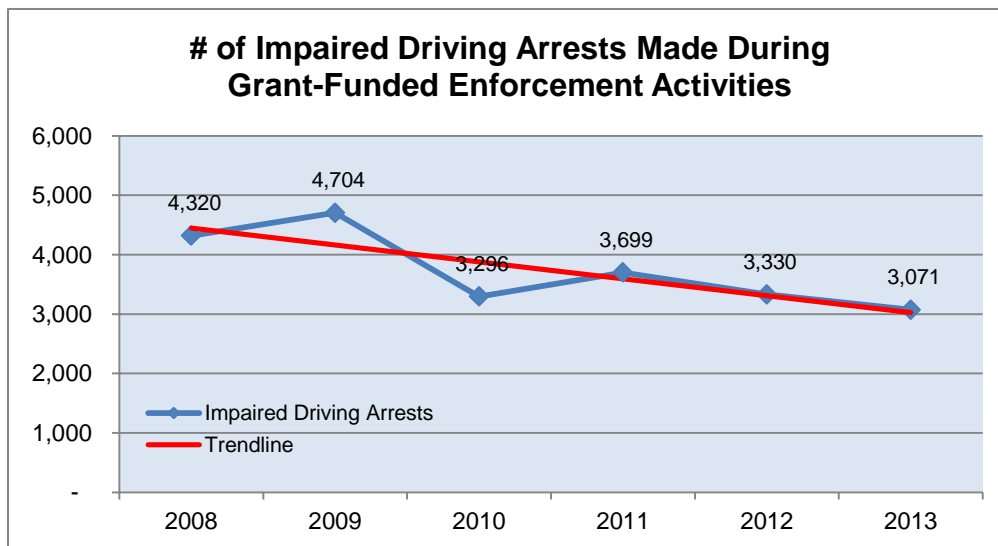
Minnesota Activity Measures

A-1) Seat belt citations issued during grant-funded enforcement activities

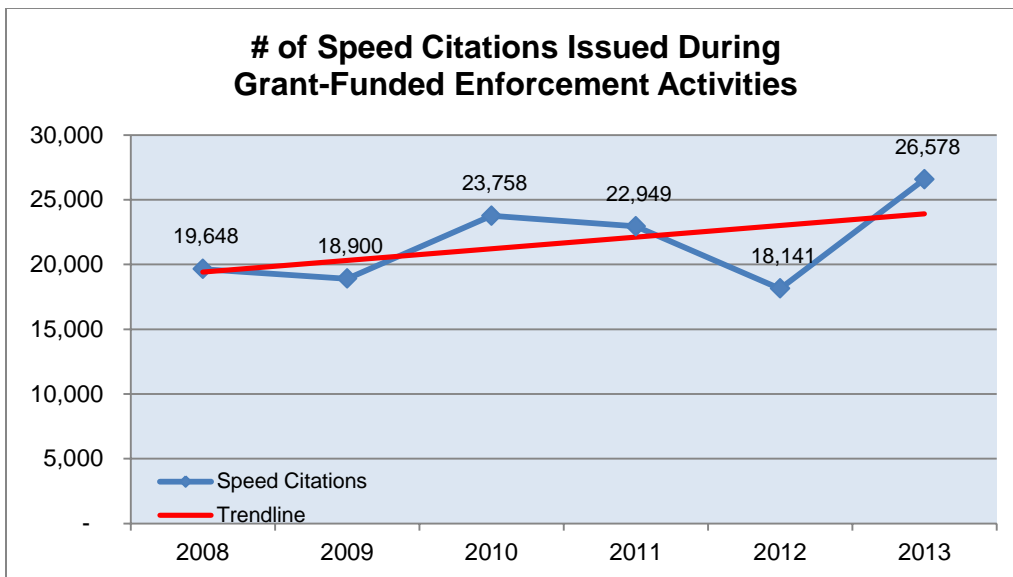


FFY 2010 reflects the first year of Minnesota's Primary Enforcement law.

A-2) Impaired driving arrests made during grant-funded enforcement activities



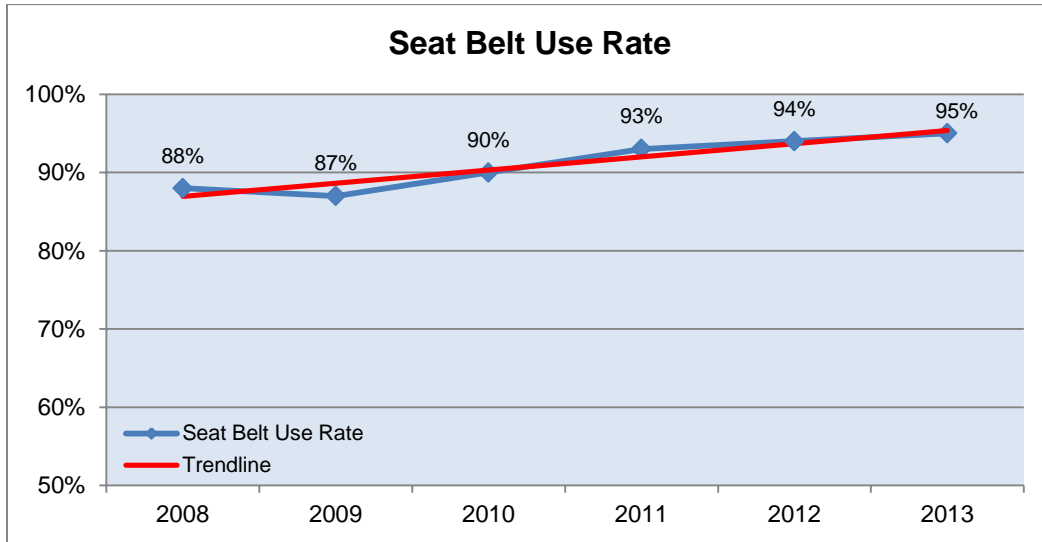
A-3) Speeding citations issued during grant-funded enforcement activities



FFY 2010 numbers include citations issued under the Highway Enforcement of Aggressive Traffic (HEAT) project

Minnesota Behavioral Measure

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants



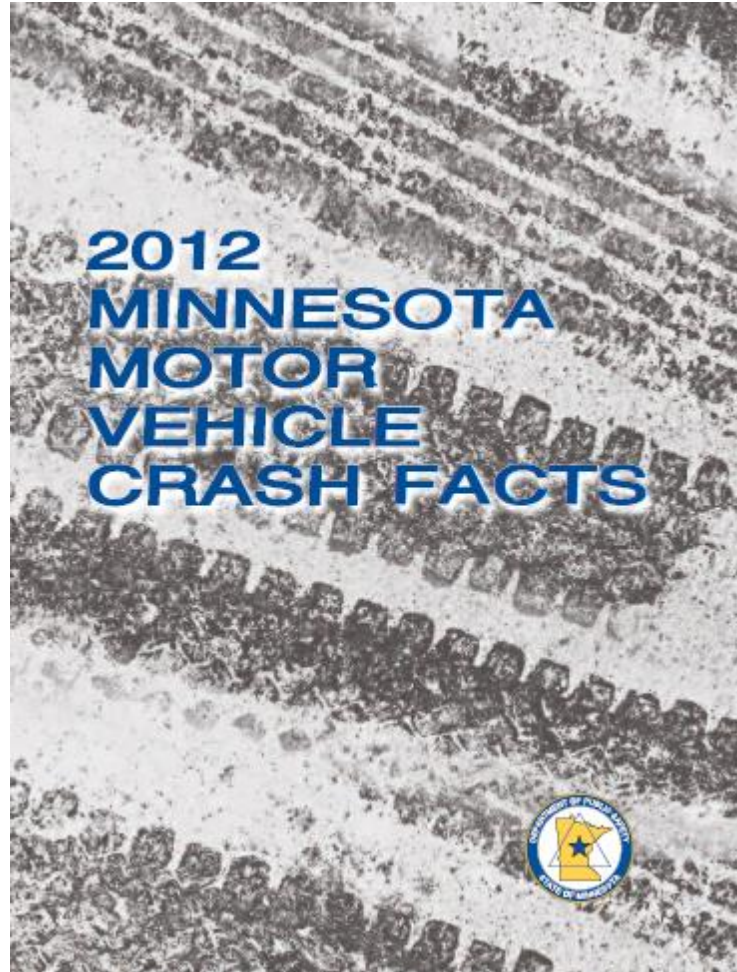
Target: Observed Belt Use

Making steady progress toward target

To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 8 percentage points from the 2009 usage rate of 90% percent to 98% percent by December 2015

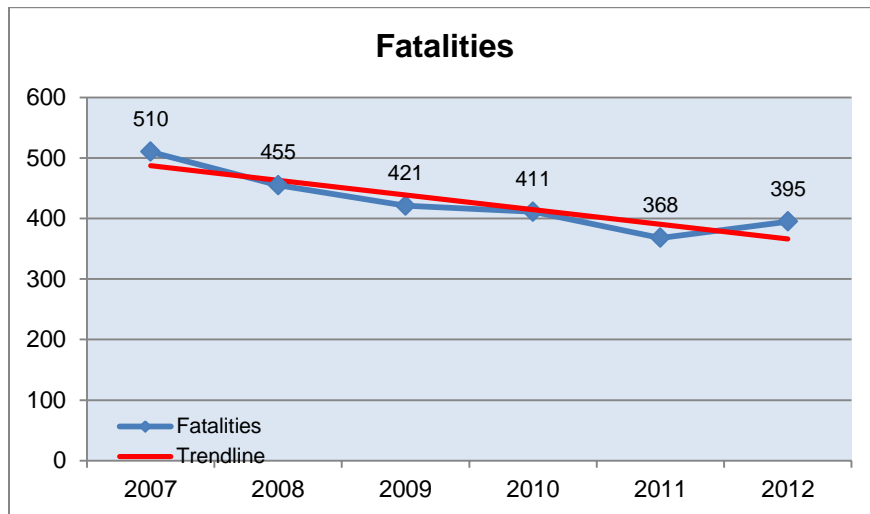
Status: Minnesota's observed seat belt use rate has continued to rise. The rate in 2013 was 94.8%; the target of 98% set for 2015 is very ambitious but progress continues to be made.

Minnesota Outcome Measures



The 10 Outcome Measures and the progress toward targets are illustrated on the following pages.

C-1) Traffic Fatalities

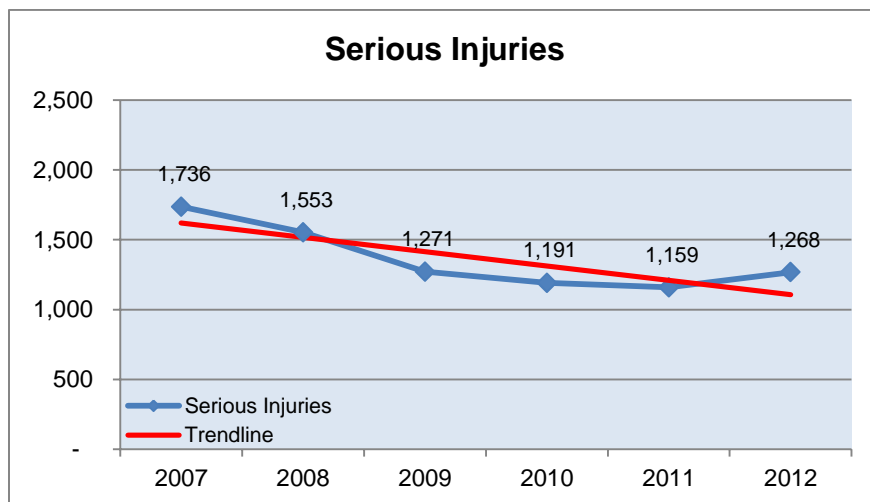


Target: Fatalities **Making Progress, but may have plateaued**

To decrease traffic fatalities 28 percent from the 2005-2009 calendar year average of 488 to 350 by December 2015

Status: A target of no more than 350 deaths by 2015 has been adopted by the TZD community. Minnesota reached a new record low in fatalities at 368 in 2011, but 2012 increased to 395. Minnesota's uptick in fatalities in 2012 has continued with a projected 385 fatalities in 2013.

C-2) Serious Injuries

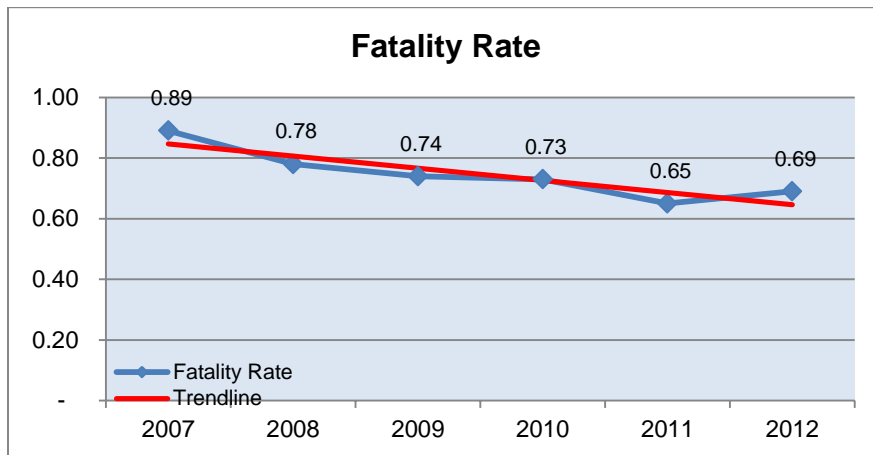


Target: Serious Injuries **Making Slow Progress**

To decrease serious traffic injuries 50 percent from the 2005-2009 calendar year average of 1,685 to 850 by December 2015

Status: The number of serious injuries in 2012 was 1,268: slightly above 2011 and above the projected trend line. The target of no more than 850 serious injuries by 2015 may be ambitious.

C-3) Fatalities / VMT



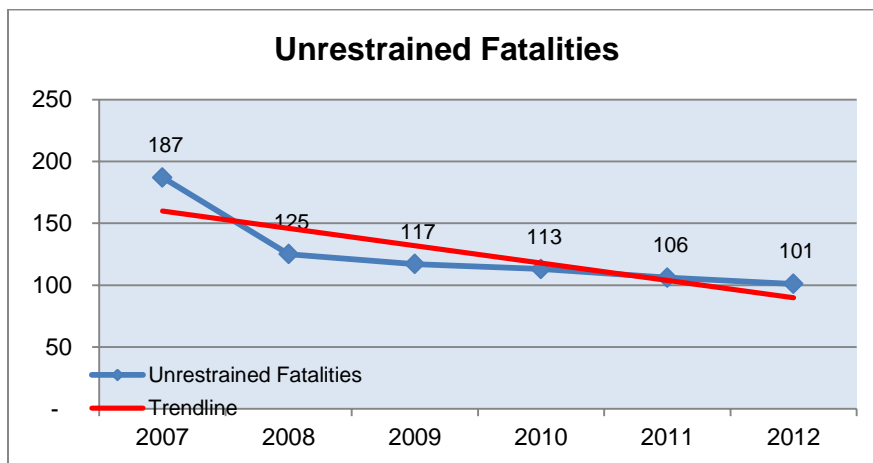
Target: Fatalities / 100 Million Vehicle Miles Traveled

Making Progress

To decrease fatalities/VMT from the 2005-2009 calendar year average of 0.85 to 0.60 by December 2015

Status: The 2012 state calculated rate for 2012 is 0.69 and projected to be one of the lowest in the nation. Minnesota is making progress toward the goal of 0.60 by 2015.

C-4) Unrestrained passenger vehicle occupant fatalities, all seat positions



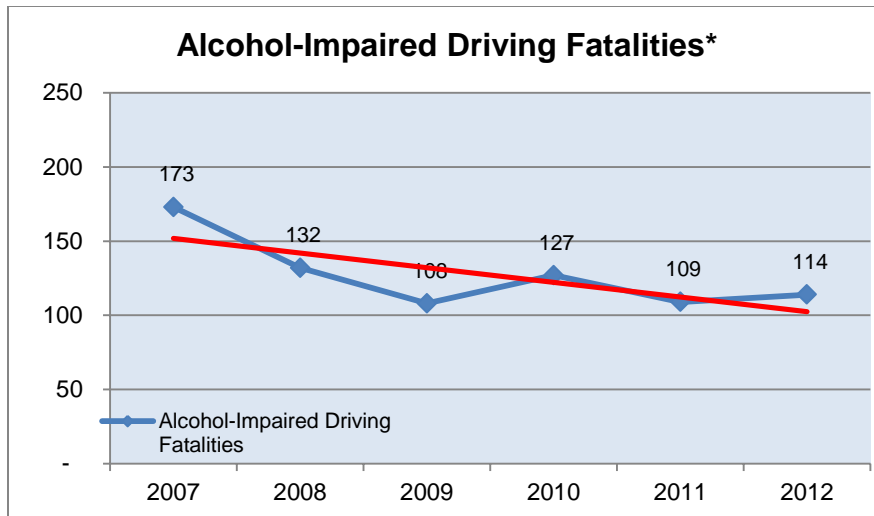
Target: Unrestrained Fatalities

Making Progress, but may have plateaued

To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 51 percent from the 2005-2009 calendar year average of 165 to 80 by December 2015

Status: Even though more Minnesotans than ever are wearing seat belts, those choosing not to buckle continue to make up a large percentage of those killed in crashes. Only 47% of vehicle occupant fatalities were known to be buckled in 2012.

C-5) Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above*



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

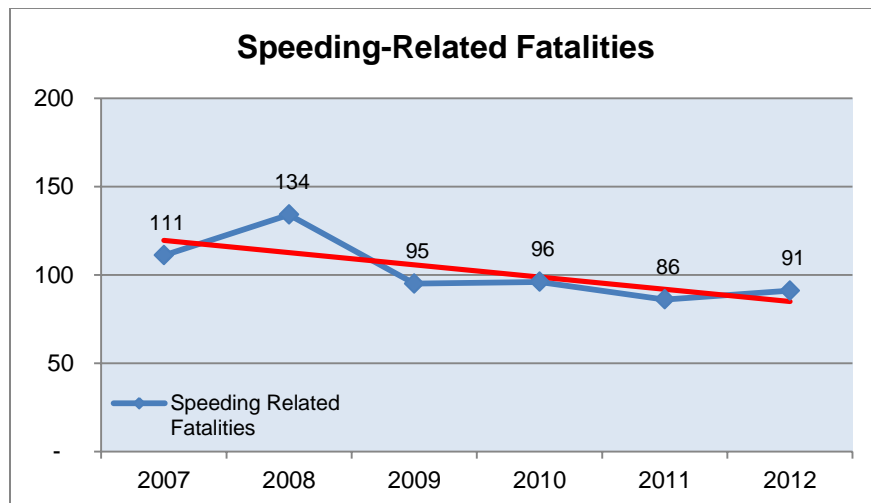
Making Slow Progress

To decrease alcohol impaired driving fatalities 45 percent from the 2005-2009 calendar year average of 145 to 80 by December 2015

Status: Although there is fluctuation in the number of alcohol-impaired driving fatalities from year to year, the overall trend is downward. This target may be revisited after reviewing the 2013 numbers.

*Includes BAC estimates imputed by NHTSA

C-6) Speeding-related fatalities

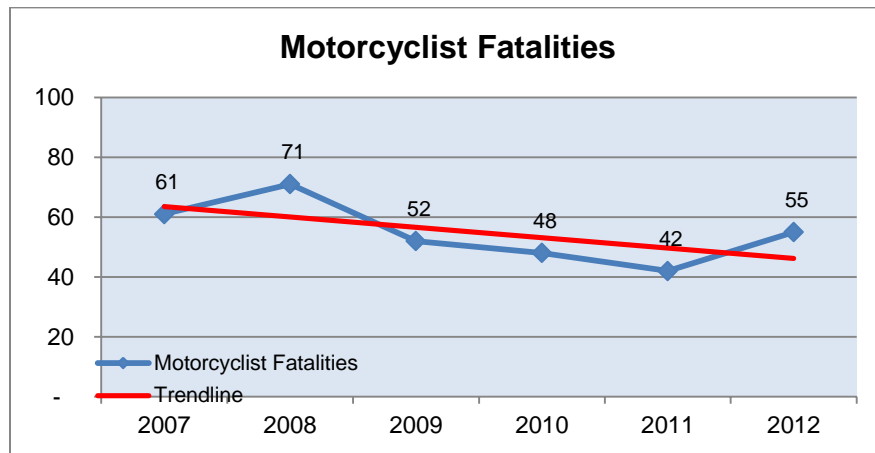


Target: Speeding-Related Fatalities **Making Progress**

To decrease speeding-related fatalities 35 percent from the 2005-2009 calendar year average of 124 to 80 by December 2015

Status: Although there is some fluctuation in this number, the overall trend is downward and the goal for 2015 is within reach.

C-7) Motorcyclist fatalities

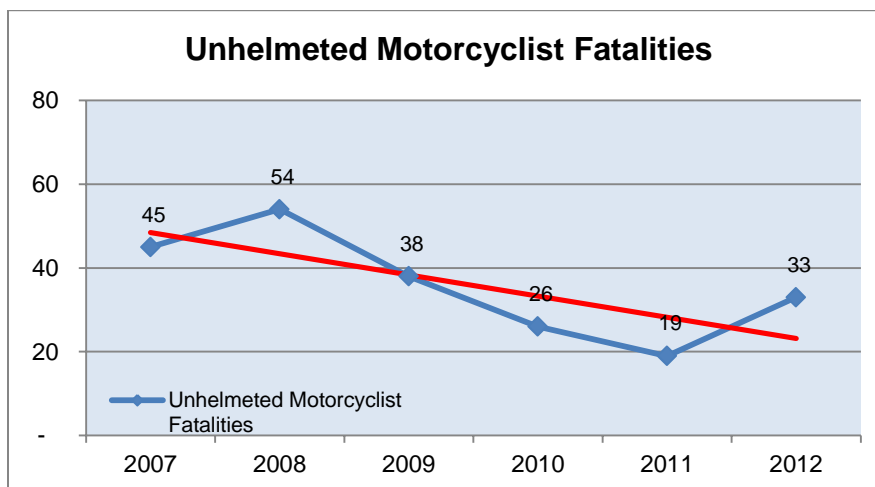


Target: Motorcyclist Fatalities **Target Met**

To decrease the number of motorcyclist fatalities from the 2005-2009 calendar year average of 62 to 60 by December 2015

Status: After an historic three consecutive years of a decrease in motorcyclist fatalities, there were 55 fatalities in 2012. Unfortunately, motorcyclist fatalities continue to increase in 2013 with 58 reported so far. Although the 2015 target was met early, the recent increases are disturbing.

C-8) Unhelmeted motorcyclist fatalities

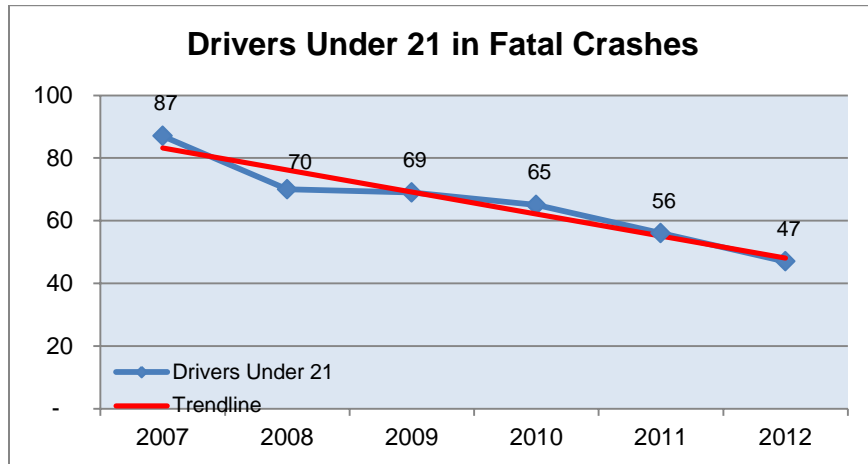


Target: Unhelmeted Motorcyclist Fatalities **Target Met**

To decrease the number of motorcyclist fatalities 13 percent from the 2005-2009 calendar year average of 46 to 40 by December 2015

Status: Motorcyclist fatalities, including those not wearing a helmet, had been decreasing in Minnesota in recent years. However there was an increase in 2012 and even further increases in 2013. Although the 2015 target was met early, the recent increases are disturbing.

C-9) Drivers age 20 or younger involved in fatal crashes

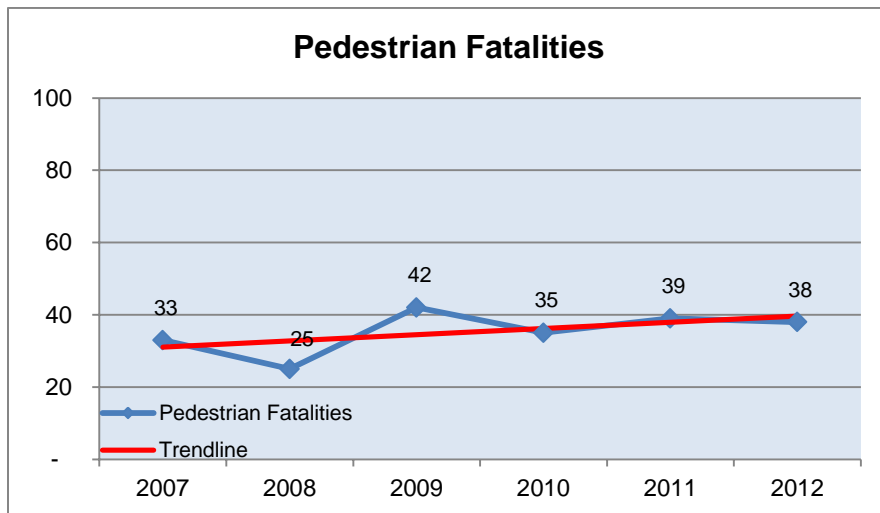


Target: Drivers Under 21 in Fatal Crashes **Target Met**

To decrease the number of drivers age 20 or younger involved in fatal crashes 38 percent from the 2005-2009 calendar year average of 89 to 55 by December 2015

Status: Minnesota met this target early. If the numbers hold for 2013, the target will be revised.

C-10) Pedestrian fatalities



Target: Pedestrian Fatalities **Progress Uncertain**

To decrease the number of pedestrian fatalities 16 percent from the 2005-2009 calendar year average of 36 to 30 by December 2015

Status: Pedestrian fatalities continue to be isolated events and appropriate countermeasures elusive. The overall trend is downward but the 2012 numbers show little improvement. TZD officials are targeting both motorists and pedestrians with safety campaigns.

Minnesota Telephone Survey Results

The telephone survey was conducted July 1 – 30, 2013 through a randomly generated sample of telephone numbers. The telephone sample included both landlines and cell phones (with no fewer than 51 percent of responses gathered from the cell phone sample). The specific number of respondents in each of the various subpopulations examined is shown in the following table:

Audience	Total Completed Surveys
Total Population	945
<i>Subpopulations</i>	
Young Unmarried Males (ages 18-34)	220
Urban	504
Rural	441
Males	587
Females	358
Adults 18-34	315
Adults 35+	630

Impaired driving

A-1: In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

Males and urban area respondents differ in their drinking and driving tendencies

	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
None	85%	80%	86%	83%	89%†	78%	92%*	83%	86%
1	6%	8%	6%	7%	5%	8%†	4%	6%	6%
2	5%	5%	5%	6%*	2%	7%*	2%	5%	4%
3	1%	2%	1%	1%	1%	2%	1%	2%	1%
4	0%	1%	0%	0%	1%	1%	-	0%	0%
5 times or more	2%	4%	2%	2%	2%	4%*	1%	2%	2%
Refused	0%	-	0%	0%	-	0%	-	-	0%
Mean response	0.5	0.8	0.4	0.5	0.4	0.8	0.2	0.6	0.4

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

There exist differences in drinking and driving behaviors by gender and area as shown. Females are statistically more likely than males (92 percent versus 78) to indicate “none” as the number of times in the past 30 days that they have driven a vehicle within two hours of drinking. On the other hand, males are statistically more likely than females to indicate engaging in this behavior five or more times in the past 30 days.

A-2: In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?

Awareness of impaired driving efforts vary by gender

	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	71%	71%	71%	73%†	67%	73%	68%	73%	70%
No	28%	29%	28%	25%	32%†	27%	29%	27%	28%
Don't know	1%	1%	1%	1%	1%	0%	2%*	0%	2%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Overall, 71 percent of respondents report they recently had read, seen or heard about alcohol-impaired driving enforcement efforts by police in the past 30 days. When comparing across subpopulations, male respondents are statistically more likely to report not knowing whether they are aware of these recent efforts than their female counterparts. There was a weak difference between urban and rural respondents suggesting that those in urban areas were more aware of the impaired driving efforts. Although not significant, 73 percent of male respondents report recent awareness of these efforts (versus 68 percent of female respondents).

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

The vast majority of respondents statewide believe it is at least “Somewhat Likely” someone will be arrested if they drive after drinking

	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	37%	44%	36%	35%	40%	32%	42%*	49%*	32%
Somewhat likely	51%	43%	52%	50%	53%	52%	50%	42%	55%*
Not likely	9%	11%	9%	12%*	5%	13%*	6%	8%	10%
Don't know	2%	3%	2%	3%	1%	3%	2%	2%	3%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Eighty-eight (88) percent of statewide respondents believe it is at least somewhat likely someone will get arrested if they drive after drinking. This proportion includes 37 percent of statewide respondents who believe it is “very likely” that someone will get arrested for this behavior. Younger age respondents and females are statistically more likely than their counterparts to indicate this chance of being arrested is “very likely.” In addition, rural respondents as a group are statistically more likely to believe an arrest will result when compared with urban respondents.

Seat belt use

B-1: How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?

Seat belt use is statistically different across all groups

	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
All of the time	91%	82%	92%*	94%*	87%	84%	97%*	87%	92%
Most of the time	6%	12%†	6%	5%	8%	11%*	2%	9%†	5%
Some of the time	1%	3%	1%	0%	3%*	3%*	0%	2%	1%
Rarely	1%	2%	1%	1%	1%	1%	0%	1%	0%
Never	1%	1%	0%	0%	1%	1%	-	0%	1%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Ninety-one (91) percent of respondents, overall, report wearing their seat belts “all of the time.” Young unmarried males are least likely to wear seat belts “all of the time,” while females are most likely to wear their seat belts with this frequency. While 82 percent of young unmarried males wear their seat belts “all of the time,” 97 percent of females report wearing their seat belt with this frequency.

When comparing responses across selected subpopulations, statistically significant differences are observed in each case. The largest difference observed in self-reported seat belt use was by gender. Females are more likely than males to report this behavior “all of the time” (97 percent versus 84 percent). The next largest difference was between young unmarried males and all others, where only 82 percent of the former report this frequency of seat belt use compared with 92 percent of all others. Differences observed by age group and area (i.e. urban versus rural) are also statistically significant, although smaller, with only a 5 to 7 percentage point difference in each case with rural and younger drivers being slightly less likely to report wearing their seat belts all of the time versus their counterparts.

B-2: In the past 30 days, have you read, seen or heard anything about seat belt law enforcement by police?

There are no statistically significant differences among groups in awareness of recent seat belt enforcement efforts

	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	49%	51%	48%	48%	50%	51%	46%	53%	47%
No	49%	47%	49%	49%	48%	46%	52%	44%	51%
Don't know	3%	3%	3%	3%	2%	3%	2%	3%	2%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Statewide, respondents are split evenly in terms of whether they are aware of recent seat belt enforcement efforts. When examining subpopulation groups, no statistically significant differences are

observed. Otherwise, slightly lower proportions of urban, female and older (35+) respondents report they are aware of recent seat belt law enforcement efforts than their counterparts. Just one statistically significant difference is observed at the individual response level, in which females are more likely to indicate they have not heard or seen anything about these efforts than males (52 percent versus 46 percent).

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

There are statistical differences by gender and area related to the perception of being ticketed for not wearing a seat belt

	Target Group			Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	39%	27%	41%*	35%	45%*	33%	46%*	36%	41%
Somewhat likely	33%	38%	33%	34%	32%	34%	33%	37%	31%
Somewhat unlikely	15%	18%	14%	16%	13%	21%*	9%	16%	14%
Very unlikely	13%	17%	12%	15%†	10%	13%	13%	10%	14%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Both females and rural respondents are more likely than their male and urban counterparts to perceive being “very likely” to be ticketed for not wearing a seat belt. In both cases, these respondents are between 10-13 percentage points more likely to perceive this. In addition, young unmarried males are statistically less likely than the group of “all other” respondents (27 percent versus 41 percent) to perceive being “very likely” to be ticketed.

Speeding

S-1 On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?

Males and younger drivers are more likely to drive faster than 70 mph with a speed limit of 65

	Target Group			Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Most of the time	9%	17%*	8%	10%	8%	12%*	6%	13%*	7%
Half the time	14%	18%	14%	16%†	11%	14%	14%	19%*	12%
Rarely	45%	42%	45%	46%	43%	48%	42%	44%	45%
Never	31%	23%	33%	27%	38%*	26%	37%*	23%	35%*
Don't know	1%	0%	1%	0%	1%	0%	1%	0%	1%
Refused	0%	0%	0%	0%	0%	1%	0%	1%	0%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Speeding behavior is associated with younger age and males. Males are twice as likely as females to indicate they drive faster than 70 miles per hour in a 65 miles per hour zone “most of the time” (12

percent versus 6 percent). Young unmarried males are also twice as likely as “other” respondents to state this (17 percent versus 8 percent). Younger respondents (under 35) are twice as likely as their older counterparts to indicate this. All of these differences are statistically significant.

As a group, rural drivers are statistically less likely to speed with 38 percent of these drivers indicating they “never” speed compared with just 27 percent of urban drivers who state this.

S-2: In the past 30 days, have you read, seen or heard anything about speed enforcement by police?

No significant differences were found across groups

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	47%	51%	47%	50%	43%	49%	45%	50%	46%
No	52%	49%	52%	50%	54%	51%	53%	50%	52%
Don't know	1%	0%	1%	1%	2%	1%	2%	0%	2%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Overall, statewide respondents are nearly evenly split as to whether they have recently read, seen or heard anything about speed enforcement efforts by police in the past 30 days with slightly more than half indicating they have not. While rural, female and older subpopulations appear slightly less likely than their counterparts to have noticed these efforts, these differences are not statistically significant.

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

Female and younger respondents are more likely to believe they will be ticketed for speeding

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	28%	29%	28%	27%	30%	21%	35%*	36%*	25%
Somewhat likely	48%	51%	47%	47%	49%	51%	45%	49%	47%
Somewhat unlikely	12%	13%	12%	13%	11%	15%*	9%	6%	15%*
Very unlikely	10%	7%	10%	10%	9%	10%	9%	7%	11%
Don't know	2%	0%	3%	3%	2%	3%	2%	1%	3%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

About one quarter (28 percent) statewide respondents believe they are “very likely” to be ticketed for speeding if they drive over the speed limit. Among subpopulations, females are statistically more likely than males to believe this (35 percent versus 21 percent) and younger respondents (under 35) are statistically more likely than older respondents to indicate this perception (36 percent versus 25 percent). Instead, males and older respondents are statistically more likely to believe being ticketed in this case is “somewhat unlikely.”

Highway Safety Program Areas

Program Area: Planning and Administration

Purpose Statement: Planning and Administration provides for the overall management, support, training, and operations of the Office of Traffic Safety (OTS)

Performance Measure: Effective and efficient program administration impacts all of the performance measures

Summary: The activities undertaken by the Planning and Administration project include hiring staff, prioritizing problems and solutions based on crash data, seeking approval and providing information for the state biennial budget process, providing leadership and guidance to staff, directing and testifying on state legislation as appropriate, and providing support services for and oversight of OTS staff. All costs are split 50/50 between 402 and state trunk highway funding.

Planning and Administration Objectives:

- Sufficient staff are available to do the work necessary in a timely manner
- Staff evaluations find everyone is performing at the rating of satisfactory or better
- Deadlines are met and rules and requirements followed

Results:

- During 2013, OTS moved staff from within the office to the Research and Evaluation Program Manager, the Impaired Driving State Program Administrator Coordinator positions, and the Communications and Enforcement State Program Administrator Principal positions
- During 2013, OTS filled the Impaired Driving State Program Administrator Principal position, the Community Programs State Program Administrator Senior, and one of the Research Analyst positions from outside the OTS
- Several staff participated in each webinar provided on the MAP 21 legislation
- All annual performance reviews found staff operating at a satisfactory or exemplary level
- The 2013 Highway Safety Plan, 405 Applications, and Annual Evaluation Report were sent on time and in acceptable formats to address the requirements of MAP 21

Future Strategies:

The OTS does not foresee any significant changes to the planning and administration area. Small changes will include continuing to refine our on-site monitoring procedures, and increasing our knowledge of and error-free work with the E-grants and SWIFT systems.

Project Summaries

Project # 13-01-01 2013 Planning & Administration

The OTS uses P&A funds to support the office's and staffs' operational costs such as technical support, rent, supplies, phones, general mailings, in-state travel, employee development, and staff salaries. Staff funded during 2013 include: two full-time support staff, one full-time director, two full-time managers, and one half time accounting office position, all for the entire year.

50% NHTSA 402 funds
50% hard match state funds

Occupant Protection

Purpose Statement: Correctly using an appropriate child restraint or seat belt is the single most effective way to save lives and reduce injuries in crashes.

Performance Measures: C-1) Traffic Fatalities, C-2) Serious Injuries, C-4) Unrestrained passenger vehicle occupant fatalities, all seat positions and A-1) Seat belt citations issued during grant-funded enforcement activities

Summary: Much of Minnesota's traffic safety program is devoted to changing the behavior of those motorists who do not use seat belts or properly restrain children in child safety seats. The OTS devotes one program coordinator to administer the OTS' occupant protection (OP) and Child Passenger Safety (CPS) programs. The OP/CPS coordinator is involved with law enforcement efforts and educational programs to increase seat belt and correct child restraint use. Activities aimed to increase the use of restraints are critical components of enforcement, public information, and teen outreach projects. The combination of enforcing Minnesota's seat belt law and visible public information about these efforts is a critical mission aimed at increasing belt use statewide. The October and May mobilizations (described in the Police Traffic Services section) are part of the statewide efforts to increase belt use. The Child Passenger Safety (CPS) program leads efforts to support the education of parents/caregivers on how to properly transport children in child restraint systems.

Occupant Protection Program Objectives:

- Increase the rate of seat belt use in Minnesota
- Target Minnesotans with the lowest seat belt use rates
- Decrease the percentage of unrestrained fatalities and serious injuries
- Decrease the percentage of misuse of child restraint systems especially in diverse communities
- Partner with other agencies and individuals dedicated to increasing seat belt use and improving Minnesota's seat belt policies

Results:

- Belt use reached 94.8% statewide in 2013, a 1.2 percentage point increase from 2012
- Seat belt use among male front seat occupants was above 90% for the third year in a row
- 1,900 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
- Increasing seat belt usage will be an emphasis area in the Strategic Highway Safety Plan being developed for release in 2014

Future Strategies:

For 2014, 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. The OTS continues to emphasize belt enforcement in the evening hours and using high visibility enforcement. The OTS will also continue to publicize training opportunities led by certified CPS instructors for advocates interested in CPS. OTS will also conduct the booster seat survey and update the evaluation of the primary enforcement law.

Project Summaries (402)

Project # 13-02-01 CPS and OP Coordination

The OTS employs staff to manage projects and serve as points of contact for the various programs to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well managed and follow all applicable and relevant state and federal rules, requirements, and procedures.

Project # 13-02-02 Youth Belt Coordination

The OTS employs staff to manage projects and serve as points of contact for the various programs to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well managed and follow all applicable and relevant state and federal rules, requirements, and procedures.

Project # 13-02-03 CPS Support

CPS trained advocates committed to assisting parents and caregivers provide services to educate parents about the correct installation of child restraints. These advocates work closely with the OTS to receive the most up-to-date class materials and for assistance in publicizing their upcoming classes or clinics through the OTS web site. Training is provided for CPS advocates at the TZD conference. Additionally, the OTS provides free *Safe Ride News* subscription to MN CPS technicians.

Project # 13-02-05 Seat Belt Enforcement by the Minnesota State Patrol (MSP)

See also projects 13-03-06 and 13-04-03

The OTS funds strong enforcement programs that develop a coordinated traffic safety program that includes well publicized, highly-visible enforcement as a priority. The OTS enforcement calendar must be followed which includes two DWI mobilizations, two seat belt mobilizations and speed enforcement to assure enforcement and paid media are running concurrently. This project funds the seat belt portion of the enforcement grant with the MSP.

Project # 13-02-06 Seat Belt Observation Survey

The OTS conducts an annual implementation of the seat belt observation survey methodology set forth by the National Highway Traffic Safety Association (NHTSA). Minnesota collects additional information on vehicle type, age, gender, cell phone use and motorcycle helmet use. This observation survey determines the statewide seat belt use rate and allows the 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 TZD Enforcement efforts.

Project # 13-02-07 OPUE for Officers

An online course for officers to complete the Occupant Protection Usage and Enforcement education requirement is planned. The initial planning stages were completed in FFY13 without expending any federal funds. Implementation and expenditures will occur in FFY 14.

Project # 13-02-08 Child Seats for Needy Families (State Funds)

Fines for failure to comply with the child passenger safety law are dedicated to the Minnesota Child Restraint and Education Account, the primary state means for providing car seats to low-income families. OTS uses the funds to provide child safety seats to trained child passenger safety specialists who distribute the safety restraints at the same time they provide education to families.

Project Summaries (2011)

Project # 13-02-04 **Special CPS Support (Section 2011 funding)**

CPS trained advocates committed to assisting parents and caregivers provide services to educate parents about the correct installation of child restraints. These advocates work closely with the OTS to receive the most up-to-date class materials and for assistance in publicizing their upcoming classes or clinics through the OTS web site. Training is provided for CPS advocates at the TZD conference. Additionally, the OTS provides training materials and support for MN CPS technicians and instructors

Results:

- Minnesota passed a booster seat law making it mandatory for a child under age 8 and shorter than 4'9" tall to be secured in a child safety seat to include a booster seat.
- Education on CPS was provided by a variety of trained CPS advocates.
- Support for safety seat fitting stations, clinics, and classes consists of free advertisement on the DPS website, print materials, locking clips, brochures, equipment, videos, CD's, and curricula.
 - 170 CPS curriculum DVD's distributed to Minnesota's daycare and foster care instructors.
 - 10 CPS training dolls were distributed to National Safe Kids instructors.
 - 162 Simple Steps to Child Passenger Safety DVD's were delivered to CPS instructors.
 - 400 LATCH manuals were purchased for Minnesota CPS technicians and instructors.
- 142 CPS advocates, partners, and stakeholders attended the annual TZD conference in Bloomington, Minnesota. This annual event featured 2 days of CPS breakout sessions.
- 3 CPS technicians and instructors attended the annual Lifesaver's conference in Denver, Colorado.

Funding Source(s):

NHTSA 2011 funds

Funds Used:

\$45,095.88 of federal 2011 funds were used for the training and educating of MN CPS advocates, parents and caregivers who transport children on Minnesota roadways and CPS support.

Impaired Driving

Purpose Statement: Fatalities in crashes involving an alcohol-impaired driver represent almost one-third (29%) of the total motor vehicle fatalities in Minnesota.

Performance Measures: C-5) Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and A-2) Impaired driving arrests made during grant-funded enforcement activities

Summary: 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 serious injuries. An effective impaired driving program must support projects that are successful on a broad range of impaired driving issues from young and inexperienced drinking drivers to hard core drinking drivers.

The cornerstone for Minnesota's traffic safety program remains our strong high visibility enforcement projects. Research indicates high visibility enforcement is the most effective deterrent in changing people's drinking and driving behavior. It is vital for reducing impaired driving fatalities and serious injuries. The OTS continues to encourage the use of roadway signs, earned media, reflective vests and other useful tools to increase the visibility of law enforcement's activity. Saturation patrols were funded statewide; however, additional funding was provided for the top 25 counties where nearly 70 percent of the impaired driving fatalities and serious injuries occurred. Minnesota expanded the focus area from 13 to 25 counties in an effort to be more effective in reducing impaired driving fatalities. Community education programs have been developed in several of these counties. Technical assistance for creation of alternative transportation programs was also provided in specific counties.

Minnesota continuously seeks to improve current impaired driving projects. In addition, new projects are developed that support the statewide goal to reduce alcohol-impaired deaths and serious injuries. Careful consideration is taken to determine how new projects can be implemented and woven into the current strong impaired driving program.

Impaired Driving Program Objectives:

- Decrease the percentage of alcohol-impaired fatalities and alcohol-related serious injuries
- Increase the number and visibility 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 process
- Promote partnerships within communities that include the courts, law enforcement, health departments, engineers, and emergency services that support and encourage traffic safety initiatives
- Design projects targeted at populations identified as over-represented in alcohol-impaired crashes: Minnesota focuses on 21-34-year-old male drivers
- Increase public awareness of the risks of driving impaired and the impaired driving enforcement efforts through high-visibility enforcement
- 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; e.g., ignition interlocks
- Support and promote the development of a Model Impaired Driving Records Information System

Results:

- Based on data from the Fatality Analysis Reporting System (FARS), the percentage of alcohol impaired (0.08 alcohol concentration or above) driving fatalities decreased from 30% in 2011 to 29% in 2012

- Alcohol-related serious injuries decreased last year from 301 in 2011 to 296 in 2012
- Minnesota experienced a decrease in DWI arrests from 29,257 in 2011 to 28,418 in 2012. The DWI cases that were in litigation over the validity of the breath testing instrument have mostly been settled. Enforcement efforts will continue to focus on high visibility to create a much stronger general deterrence.
- All law enforcement officers that work funded programs take required training
- The Traffic Safety Resource Prosecutor provided several courses, webinars, 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 year-long sustained enforcement efforts were conducted in the 25 counties with the highest number of alcohol-related fatalities and serious injuries. To increase the effectiveness of this enforcement effort, paid media was purchased and earned media encouraged. The enforcement activity resulted in 3,071 DWI arrests. Funding for the impaired driving enforcement was provided through the county-wide *Toward Zero Deaths* Enforcement grant. This new consolidated enforcement program provides for a more coordinated and focused enforcement program.
- Minnesota has twelve DWI courts and eight Drug Courts that accept DWI offenders which covers nearly one-fourth of Minnesota's counties
- 7,482 individuals are currently using an ignition interlock and another 4,852 drivers have graduated from the ignition interlock program; there are three judicial districts that are integrating ignition interlock in the courts as part of a pilot with OTS
- The use of e-Charging and e-Citation was expanded throughout the state: Minnesota's e-Charging system is now submitting 70% of all DWI's electronically to Driver and Vehicle Services

Future Strategies:

Minnesota will continue to fund programs that reduce the number of alcohol-related fatalities and serious injuries. In FFY 2014, enforcement saturations will focus on the 25 counties with the highest number of alcohol-related fatalities and serious injuries. Strategies to increase the visibility of the enforcement effort will continue to expand. Paid and earned media will continue to enhance all enforcement efforts.

Ignition interlock use will be expanded as a result of a law that will require those cited for a Criminal Vehicular Operation offense to install ignition interlock right away and stay on until they've completed their required amount of time. Currently funded DWI courts will continue to be supported and training for new courts will be encouraged. 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. Some changes will be made to the DRE training: Minnesota DRE students will complete the classroom portion of training in-state. Once completed, students will be scheduled for their hands-on certifications in conjunction with California's program. Minnesota is working with State Court Administration to hire a retired judge for the Judicial Outreach Liaison (JOL) project. The JOL will work with judges on traffic matters and to encourage the use of ignition interlock. Minnesota's e-Charging system has reached 70% of ICR's submitted electronically to Driver and Vehicle Services and further expansion is planned

Project Summaries (402, 164, and 410)

Project # 13-03-01 Impaired Driving Coordination (402, 164)

The OTS employs staff to manage projects and serve as points of contact for the various programs to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well managed and follow all applicable and relevant state and federal rules, requirements, and procedures.

Project # 13-03-02 Youth Alcohol Coordination (402, 164)

The OTS employs staff to manage projects and serve as points of contact for the various programs to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well managed and follow all applicable and relevant state and federal rules, requirements, and procedures.

Project # 13-03-03 Additional Impaired Driving Coordination (402, 164)

The OTS employs staff to manage projects and serve as points of contact for the various programs to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well managed and follow all applicable and relevant state and federal rules, requirements, and procedures.

Project # 13-03-04 Drug Recognition Evaluator / Advanced Officer Training (410)

The OTS contracts with the Minnesota State Patrol to train and coordinate instructors for courses that are known to enhance traffic enforcement and are sanctioned by NHTSA. These courses are Standardized Field Sobriety Testing (SFST), Drugs that Impair Driving (DTID), Occupant Protection Usage and Enforcement (OPUE), DWI/SFST Update (*Update*), and Drug Evaluation and Classification/Drug Recognition Expert (DRE). Since law enforcement learns most effectively when taught by highly qualified peers, the Minnesota State Patrol contracts with and trains troopers, local officers, and county deputies to instruct these courses. Course evaluations are provided and reviewed after each class to guarantee that course material meets the training needs of law enforcement.

Course	Number of Courses Provided	Number of LEO Trained
SFST	24	247
DTID	22	268
OPUE	18	288
DWI Update	62	704
DRE	0	4

Project # 13-03-05 Pilot Administrative Hearings

The OTS still supports the idea behind this project but it has not been approved by the Minnesota State Legislature.

Project # 13-03-06 MSP DWI Enforcement (164)

See also projects 13-02-05 and 13-04-03

The OTS funds strong enforcement programs that develop a coordinated traffic safety program that includes well publicized, highly-visible enforcement as a priority. The OTS enforcement calendar must be followed which includes two DWI mobilizations, two seat belt mobilizations and speed enforcement to assure enforcement and paid media are running concurrently. This project funds the impaired driving portion of the enforcement grant with the MSP.

Project # 13-03-07 TZD DWI Enforcement with Counties and Cities (164)

See also project 13-04-04

The OTS funds strong enforcement programs that develop a coordinated traffic safety program that includes well publicized, highly-visible enforcement as a priority. To encourage cooperation, only one grant per county will be accepted with minimal exception. Counties are required to develop specific goals

to reduce fatalities and serious injuries, increase seat belt usage and decrease impaired driving. The OTS enforcement calendar must be followed which includes two DWI mobilizations, two seat belt mobilizations and speed enforcement to assure enforcement and paid media are running concurrently. Based on problem identification, specific grants are provided additional funds to focus on DWI. High-visibility enforcement is required including earned media and roadway signage. The DPS Office of Communications provides media kits to assist with the educational effort.

See also the Introduction portion of this report for the locations of the 55 grants

Project # 13-03-08 Court Interventions for DWI Offenders (164)

This program provides funding for judicial districts and/or probation services agencies to implement an ignition interlock program that uses the advantages of a judicial program and is coordinated with the current administrative ignition interlock program. The objectives are to increase the use of ignition interlock through a judicial program and promote the use of ignition interlock in combination with a treatment component.

Project # 13-03-09 DWI Courts (164)

This project supports courts that provide judicial leadership, multidisciplinary collaboration and local planning including substance abuse issues when working with repeat DWI offenders. Forty percent of DWI offenders are repeat offenders. Many of these offenders have serious alcohol abuse problems. In order to eliminate the impaired driving problem, a comprehensive alcohol program must also address the offender's abuse of alcohol. The Objectives include: enhancing public safety by reducing the recidivism rate of hard core DWI offenders, increasing the percentage of repeat offenders that reinstate driving privileges and drive legally, restoring repeat DWI offenders to law-abiding citizens and reducing the cost to DWI offenders by breaking the cyclical process of repeated impaired driving arrests.

DWI Court participation since their inception:

- o 967 participants were admitted into the program
- o 584 graduated
- o 156 terminated
- o 56 incurred an additional DWI arrest
- o 131 incurred an additional Driving After Withdrawal violation
- o 512 obtained a valid license

See also the Executive Summary/Highlights portion of this report for the locations of the DWI courts

Project # 13-03-10 Alcohol Focused TZD Safe Roads (410)

See also project and 13-06-05

TZD Safe Roads provides grant funding for local coalitions outside the Twin Cities Metropolitan Area 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.

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, and the media. The salary was paid for the coordination of community partners to carry out the strategies and the activities to support them.

Project # 13-03-11 Alcohol Media Relations (410)

This project provides print and electronic materials on alcohol related traffic safety issues, as well as media relations services. The earned media materials to be provided include, but are not limited to, brochures, enforcement media wave packets, production costs for public service announcements and paid ads, and poster boards and other materials to assist with news conferences and events. In addition to materials, costs include salaries, fringe benefits, indirect costs, and travel for staff to develop and direct the public information and education efforts. This project is conducted in conjunction with 13-06-04 which focuses on issues other than impaired driving.

Project # 13-03-12 DWI Paid Media (164, 410)

See also the Paid Media section of this report

This project provides print and electronic materials on alcohol related traffic safety issues, as well as media relations services. The earned media materials to be provided include, but are not limited to, brochures, enforcement media wave packets, production costs for public service announcements and paid ads, poster boards and other materials to assist with news conferences and events. In addition to materials, costs include salaries, fringe benefits, indirect costs, and travel for staff that develop and direct the public information and education efforts.

Project # 13-03-13 Regional Impaired Driving Support (410)

See also project and 13-06-09

This project provides 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. 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.

Project # 13-03-14 DWI Electronic Charging System and Model Impaired Driving Information System (MIDRIS) (164)

The OTS 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 connects with the driver license database to provide immediate information to law enforcement on previous arrest data, driver license information, and automatically populates required forms. Further, forms are sent electronically to the state's licensing agency to immediately record the offense on the DWI offender's driving record and revoke driving privileges.

Minnesota continues to expand the deployment and development of the DWI e-Charging system. The e-Charging system is being used for over 69 percent of DWI arrests. There were 14,851 implied consents processed through e-Charging from October 1, 2012 through September 30, 2013.

Project # 13-03-15 Ignition Interlock (410)

This project is administered by the Department of Public Safety (DPS) –Driver and Vehicle Services (DVS), in collaboration with the Office of Traffic Safety (OTS) to increase the use of ignition interlock in the state by training and educating those involved with DWI offenders. The ignition interlock law has been in place for over two years and the DPS continues to review possible changes to the law to increase the use of the device. An ignition interlock day was held in February of 2013 with over 110 participants comprised of law enforcement, probation officers and prosecutors.

Some key aspects of this program include:

- There are currently 7,482 individuals using an ignition interlock, with at least one individual in each of Minnesota's 87 counties
- Seventy-six percent are male
- Sixty-four percent drove on a restricted license while enrolled; the other 36% drove on a limited license
- 4,852 drivers have graduated from ignition interlock
- Only 1.6% of graduates have had an impaired driving offense since graduation
- The average cost of installation is \$99, removal is \$62 and the average monthly calibration is \$98

Project # 13-03-16 MSP DWI Out-of-State Travel (410)

The project allowed for opportunities for select Minnesota State Patrol staff to attend in-state and out-state conferences intended to share information on traffic safety issues and programs as well as build networks to further the efforts of traffic safety in Minnesota.

Two MSP Lieutenants attended the 2013 Lifesavers Conference in Denver, Colorado. Twenty-nine (29) MSP law enforcement personnel attended the 2012 Towards Zero Deaths Conference in Bloomington, Minnesota. Attendees were chosen because of their involvement in regional TZD coordination.

Project # 13-03-17 Alcohol Server Training Regional Program Development (410)

The DPS Alcohol and Gambling Enforcement Division (AGED) developed materials to train individuals as Regional Alcohol Server Awareness Trainers. Regional Trainers trained alcohol servers in their respective regions effectively reduce the frequency of over-serving their customers.

AGED Staff conducted 25 classes to train 182 individuals as Regional Trainers. The Regional Trainers conducted 117 server training classes, training 2,555 servers.

Project # 13-03-18 DWI Evaluation and Research (410)

The OTS contracted with Northwest Professional Consortium to conduct nine process and outcome evaluations and seven cost-benefit evaluations. The process evaluation includes: 1) jurisdictional characteristics of each court, 2) a description of the eligibility criteria for participants, 3) a description of the DWI court team including the roles and responsibilities of each team member, and 4) a description of the DWI Courts' program phases and requirements. The outcome evaluation includes: 1) recidivism outcomes of all DWI Court participants, 2) a prediction of successful outcomes based on program and participant characteristics, and 3) a description of significant predictors of recidivism at 12, 24, and 36 months. The cost-benefit evaluation is designed to calculate: 1) program-related costs, and 2) outcome related costs.

Seven process evaluations were completed. The final two process evaluations, nine outcome evaluations and seven cost-benefit evaluations will be completed by the Spring of 2014.

Project # 13-03-19 Informal Investigations of Non-Interlock DWI Technologies

Although there was interest in this project, this project was not implemented

Project # 13-03-20 Drug Detecting Laboratory Improvements (410)

This project funds laboratory improvements that enhance capacity by allowing the BCA to detect current drugs that are impairing drivers on the road and streamlining the drug testing process by automating urine drug screening as well as the confirmatory testing phase for both blood and urine. The newer instrumentation allows the BCA Toxicology Lab to be able to combine tests, allowing for the confirmation of multiple drugs at the same time and speeding up test results which provides for quicker sanctions and criminal penalties.

A laboratory analyst is also funded to assist in developing and validating methods for the analysis of new designer drugs, which are classified as controlled substances under current Minnesota law. Methods for the analysis of these drugs, which greatly impair driving ability, are needed so the BCA Toxicology Lab can provide this service to the criminal justice community.

Project # 13-03-21 *Impaired Driving Coordinating Committee (410)*

The Impaired Driving Coordinating Committee works to continue to review and make recommendations on impaired driving projects to be conducted and on re-codification of impaired driving laws by reviewing current law and processes to increase efficiencies and making recommendations on legislation. Even though Minnesota's laws have been improved with the use of ignition interlock, there are still many improvements needed to continue to reduce serious injuries and fatalities.

Project # 13-03-22 *Impaired Driving Equipment (410)*

To recognize agencies that participate in the enforcement mobilizations, report their traffic stop information, and are determined to be making a contribution to the Toward Zero Deaths (TZD) program in Minnesota, equipment items were awarded to law enforcement agencies. A total of 206 PBTs were awarded to MN law enforcement agencies in recognition of their efforts to support enforcement mobilizations

Project # 13-03-23 *Impaired Driving Enforcement Recognition (410)*

OTS staff will determine criteria for two levels of recognition; one level for multiple agencies to be recognized on a quarterly basis, and another higher level that will highlight one agency's success during a grant year. A recognition committee will select the "Outstanding Agency of the Year" for the higher level of achievement.

OTS staff determined criteria for two levels of recognition for the Enforcement Recognition Project and was approved by the OTS director and managers. Because the incentive program continued through Sept. 30, 2013, it was determined the Enforcement Recognition project would begin Oct. 1, 2013.

Project # 13-03-24 *DWI Prosecutor and Officer Support (410)*

There is a need for prosecutor training, case consultation, research assistance in regards to impaired driving in Minnesota. The OTS contracts for Traffic Safety Resource Prosecutor to serve as a liaison between the NHTSA and OTS, and the county and city prosecutors through the Minnesota County Attorneys' Association. This position trains prosecutors on new traffic safety laws and DWI court rulings, conducts case consultation, produces a monthly newsletter, maintains a website for resources for prosecutors and city attorneys and conducts community outreach with MADD, schools and other groups.

There were over 21 trainings conducted by Minnesota's TSRP throughout the state, which included training on breath testing, source code updates, legislative updates, ignition interlock, DWI Trial and toxicology for prosecutors.

Project # 13-03-25 *Impaired Driving Facts Book (410)*

Minnesota Impaired Driving Program supports projects that evaluate the problem of impaired driving. The *Impaired Driving Facts* book provides a view of impaired driving statistics and facts for the state of Minnesota. The book documents detailed information on impaired driving arrests, crashes, serious injuries, and fatalities, information that is in high demand

Project # 13-03-26 *DWI TZD Enforcement Liaisons (410)*

See also project 13-04-06

Participation of law enforcement in traffic safety programs is a key component to achieving reductions in deaths and fatal injuries. Law enforcement is often torn in many directions and traffic safety is often not a priority. Contractors with law enforcement background are able to more easily relate to other law enforcement officers and encourage law enforcement agencies to direct their effort to traffic safety.

The OTS contracts for the professional and technical services of experienced law enforcement officers (may be retired) to encourage and assist state, county, tribal, and municipal law enforcement agencies in increasing their attention to traffic safety and OTS programs. This contractor position is known as a Law Enforcement Liaison, or LEL. The LEL's main function is to serve as a link for the OTS to promote participation in the enforcement programs promoted by the OTS and increase traffic safety prioritization with our law enforcement partners.

There were 55 multi-agency grants that included 288 agencies working in partnership through the *TZD Enforcement* program to reduce fatalities and serious injuries. Approximately 30 additional non-funded agencies participated in the program by report their data to OTS after enforcement waves.

Project # 13-03-27 *TIRF Recommendation Implementation (164)*

The Ignition Interlock Device Program was implemented on July 1, 2011. Minnesota began a vendor oversight program through a project was created by OTS and DVS by hiring an individual to create a vendor oversight program to address and resolve issues with the certified vendors or service centers. The individual also conducts site visits, investigations and reports findings to DVS and OTS.

Project # 13-03-28 *DWI Enforcers to Conferences (410)*

Twelve local law enforcement officers, selected by the OTS for their work in ridding the roads of impaired drivers and participating in the OTS' mobilizations and crackdowns, traveled to and participated in the 2013 Lifesavers Conference, the premier national conference on traffic safety issues and programs. The OTS Law Enforcement Liaisons nominated the officers based on their outstanding work and commitment to traffic safety.

Project # 13-03-29 *Innovative DWI Materials (410)*

Minnesota continuously seeks to find innovative ways to support statewide efforts in impaired driving enforcement. Some examples include: All Star recognition at Twins game prior to impaired driving wave, recognizing the highest DWI writer in the state, and creating informational handouts in regards to consequences of impaired driving

Project # 13-03-30 *Post TZD Conference Officer Training (410)*

Immediately after the TZD Conference in October of 2012, an SFST/DWI Update class was held at the conference venue. Officers working overtime that OTS reimburses are required to have completed a SFST/DWI update class within the past five years of the start of the grant year. The class is four hours long and discussions include new court cases and laws and an SFST skills refresher. No funds were expended out of this project.

Project # 13-03-31 *Joyride (410)*

Joyride provided different communities the opportunity of providing a sober ride home. These communities were assisted in setting up an alternative transportation program. Four different areas within Minnesota utilized this opportunity. The program benefitted the customers/owners of various establishments, the residents and tourism to the community because it gave people a safe way home,

encouraging patronage within the county. One community asked for help to start Joyride in their area because they heard about a neighboring city's success with the program. Ottertail County had great success. Once their program began, they were able to keep it going through the entire summer. They will continue it in the summer of 2014 and offer it during special events/seasonal celebrations throughout the year. Some communities that were unable to start the program prior to the end of the state fiscal year are still considering how to bring Joyride to their area.

Project # 13-03-33 OJJDP Enforcing Underage Drinking Laws (EUDL and MADD funding)

EUDL funding exists to support and enhance state efforts, in cooperation with local jurisdictions, to increase the enforcement of laws prohibiting the sale of alcoholic beverages to minors, and to prevent the illegal purchase or consumption of alcoholic beverages by minors.

Key Activities conducted include:

- The DPS Alcohol & Gambling Enforcement Division conducted 17 alcohol server awareness training classes with 496 attendees, 6 special event server training classes with 250 attendees, 2 alcohol compliance check enforcement training events with 8 attendees, and 2 train-the-trainer classes with 5 attendees.
- Mothers Against Drunk Driving (MADD) distributed Power of Parents materials at 13 events and held 11 workshops and trained 9 individuals to be Power of Parents program facilitators.
- The PowerTalk 21 ad campaign generated 1,479,319 media impressions with 707 clicks to the program website. Video PSAs were viewed 391 times.
- MADD offered technical assistance to 20 communities working to pass a social host ordinance. 20 new ordinances were passed.
- MADD facilitated a Youth Jam Conference in October 2012 and the 2013 Youth Jam Retreats held in St. Cloud, Minneapolis, and Rochester in March 2013. 20 MN high school or community coalitions attended with 230 total participants.

Program Area: Police Traffic Services

Purpose Statement: Effective and efficient traffic law enforcement is the core of a sound traffic safety program.

Performance Measures: C-1) Traffic Fatalities, C-2) Serious Injuries, C-4) Unrestrained passenger vehicle occupant fatalities, all seat positions C-5) Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above, C-6) Speeding-related Fatalities

and A-1) Seat belt citations issued during grant-funded enforcement activities, A-2) Impaired driving arrests made during grant-funded enforcement activities, and A-3) Speeding citations issued during grant-funded enforcement activities

Summary: 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 for education and enforcement.

Minnesota's *Toward Zero Deaths* Enforcement Program incorporates the national and statewide mobilizations as part of the overall plan. Based on problem identification, additional funding is provided to specific law enforcement agencies to conduct highly-visible enforcement focused on specific behaviors, such as DWI. Agencies participate in the national mobilizations and report their successes through a 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-impaired
- Maintain the number of agencies participating in the national mobilizations
- Maintain the percentage of Minnesotans covered by agencies participating in the Minnesota *TZD* Enforcement Programs and national mobilizations
- Increase the perception of the likelihood of receiving a citation or being arrested for violating traffic laws through conducting highly-visible enforcement
- Increase the public's recognition of law enforcement traffic safety emphasis waves

Results:

- In 2012, 395 people died on Minnesota roadways
- The number of serious injuries increased by 9.4% from 1,159 to 1,268
- 131 or about 30% of the fatalities were alcohol related crashes
- Seat Belt use, as shown by observational surveys, reached another new high of 94.8% in 2013
- Telephone surveys indicate that approximately half of the state wide respondents are aware of seatbelt and speed enforcement
- The surveys also indicated that 71% of state wide respondents have noticed impaired driving enforcement efforts
- The Real-time Officer Activity Reporting system (ROAR) used by grantee agencies has greatly reduced the time to compile reports of event activity and to reconcile invoices

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 with paid and earned media that supports the enforcement message have a positive impact on improving driver behavior. The telephone survey conducted in July 2013 supports that evidence and indicated that there is a strong correlation between perceived risk of a citation and behavior. The OTS will be requiring 100% of funded enforcement be HVE in FFY 2015. National best practices and local successes will continue to be incorporated into our successful program as well as those suggested by our federal partners.

Project Summaries (402, 406)

Project # 13-04-01 Enforcement Coordination (402)

The OTS employs staff to manage projects and serve as points of contact for the various programs to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well managed and follow all applicable and relevant state and federal rules, requirements, and procedures.

Project # 13-04-02 Enforcement Coordination II (402)

The OTS employs staff to manage projects and serve as points of contact for the various programs to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well managed and follow all applicable and relevant state and federal rules, requirements, and procedures.

Project # 13-04-03 Seat Belt Enforcement by the Minnesota State Patrol (MSP) (406)

See also projects 13-02-05 and 13-03-06

The OTS funds strong enforcement programs that develop a coordinated traffic safety program that includes well publicized, highly-visible enforcement as a priority. The OTS enforcement calendar must be followed which includes two DWI mobilizations, two seat belt mobilizations and speed enforcement to assure enforcement and paid media are running concurrently.

Project # 13-04-04 TZD DWI Enforcement with Counties and Cities (402)

See also project 13-03-07

The OTS funds strong enforcement programs that develop a coordinated traffic safety program that includes well publicized, highly-visible enforcement as a priority. To encourage cooperation, only one grant per county will be accepted with minimal exception. Counties are required to develop specific goals to reduce fatalities and serious injuries, increase seat belt usage and decrease impaired driving. The OTS enforcement calendar must be followed which includes two DWI mobilizations, two seat belt mobilizations and speed enforcement to assure enforcement and paid media are running concurrently. Based on problem identification, specific grants are provided additional funds to focus on DWI. High-visibility enforcement is required including earned media and roadway signage. The DPS Office of Communications provides media kits to assist with the educational effort.

See also the Introduction portion of this report for the locations of the 55 grants

Project # 13-04-05 MSP Federal Project Support (406)

The State Patrol is a significant partner in the TZD program with a large number of troopers involved in organizing and working enforcement shifts. Clerical support of the invoicing and other NHTSA grant activities is essential to maintain a smooth flow of the work in Central Headquarters. In order to maintain the smooth flow of work at CHQ with the added work of the TZD invoicing and data collection, OTS will provide funding to pay for the hours worked on NHTSA grants provided through OTS.

Project # 13-04-06 Law Enforcement Liaisons (402)

See also project 13-03-26

Participation of law enforcement in traffic safety programs is a key component to achieving reductions in deaths and fatal injuries. Law enforcement is often torn in many directions and traffic safety is often not a priority. Contractors with law enforcement background are able to more easily relate to other law enforcement officers and encourage law enforcement agencies to direct their effort to traffic safety.

The OTS contracts for the professional and technical services of experienced law enforcement officers (may be retired) to encourage and assist state, county, tribal, and municipal law enforcement agencies in increasing their attention to traffic safety and OTS programs. This contractor position is known as a Law Enforcement Liaison, or LEL. The LEL's main function is to serve as a link for the OTS to promote participation in the enforcement programs promoted by the OTS and increase traffic safety prioritization with our law enforcement partners.

There were 55 multi-agency grants that included 288 agencies working in partnership through the *TZD Enforcement* program to reduce fatalities and serious injuries. Approximately 30 additional non-funded agencies participated in the program by report their data to OTS after enforcement waves.

Project # 13-04-07 Enforcement Recognition (402)

See also project 13-03-23

OTS staff will determine criteria for two levels of recognition; one level for multiple agencies to be recognized on a quarterly basis, and another higher level that will highlight one agency's success during a grant year. A recognition committee will select the "Outstanding Agency of the Year" for the higher level of achievement.

OTS staff determined criteria for two levels of recognition for the Enforcement Recognition Project and was approved by the OTS director and managers. Because the incentive program continued through Sept. 30, 2013, it was determined the Enforcement Recognition project would begin Oct. 1, 2013.

Project # 13-04-08 Incentive Equipment for Mobilizations_(402)

Each agency who reported their traffic stop information had their choice of a small incentive (ex. poly stinger flashlight, seat belt knife or vest cooler) item for a completed short report. Agencies were also allowed to waive the smaller incentives for multiple waves and request a larger incentive item (ex. PBT, radar or lidar).

For the enforcement mobilizations, each of the OTS Law Enforcement Liaisons picked up to three law enforcement agencies to receive a piece of equipment in recognition of their on-going commitment and support of the enforcement mobilizations. The LEL's presented the equipment at either a city council or county board meeting to recognize the respective agency and to increase media coverage of the TZD enforcement mobilizations.

Project # 13-04-09 Data-Driven Approaches to Crime and Traffic Safety (DDACTS) (402)

The NHTSA DDACTS model allows enforcement in areas identified by data as over-involved in both crime and traffic safety issues. Law enforcement agencies need mapping tools to identify "hot spots" of both traffic crashes and crime. OTS awarded grants for the purchase of mapping equipment, training and traffic enforcement in hot spot areas, or to develop their own traffic and mapping statistics and expenses related to obtaining the necessary training.

Grants were awarded to Dakota County Sheriff's Office and the Hopkins Police Department. The 18-month grants comprise three phases:

- First six months – training of the DDACTS model, purchases for data collection equipment and data collection.
- Second six months – continued data collection combined with grant-funded enforcement.
- Third six months – agency-funded enforcement and evaluation.

Project # 13-04-10 Real-Time Officer Activity Reporting (ROAR) (402)

The OTS requires all enforcement grantees to collect and report traffic stop data that is then used for program evaluation and media purposes. A newly developed web-based traffic stop data collection system was piloted in 2012. This system, called Real-Time Officer Activity Reporting (ROAR), requires the entry of agencies' individual eligible officers into a roster that includes the dates on which the officers completed the required training. Grant lead officers enter "enforcement events" into the calendar that their officers will sign into and, on an electronic log, enter each traffic stop as it occurs. The data is available to the OTS and the grantees immediately as it happens. This project provides for a portion of the costs to continue to develop the system.

Approximately 300 agencies and more than 4,500 officers, deputies, and troopers throughout Minnesota have been trained and are using ROAR to log overtime enforcement traffic data.

Program Area: Traffic Records

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

Performance Measures: All of the performance measures depend on quality data

Summary: 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 (98+% of crashes are reported electronically) has led 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 system stakeholders are informed of upcoming changes and innovations and that the TRCC does its best to implement improvements
- The DPS in partnership with MnDOT contracted with a business analyst to complete requirements gathering for a replacement Crash Records system
- The OTS has three researchers who produce documents concerning Minnesota's motor vehicle crashes. Two major publications produced by the OTS are *Minnesota Motor Vehicle Crash Facts* and *Minnesota Impaired Driving Facts*. These reports are excellent resources for persons interested in traffic crash and impaired driving issues in Minnesota. The OTS research and evaluation staff performs problem identification and program evaluation.

Future Strategies:

The Crash Records System project will continue with the requirements document driving a Request for Proposals to be released in early 2014. Minnesota will need to have a Traffic Records Assessment in 2014 as well. When the results of the assessment are complete, the TRCC will update the Statewide Traffic Information Systems Strategic Plan. The Department of Public Safety's Minnesota License and Registration System (MNLARS) will continue in development.

Project Summaries (402, 408)

Project # 13-05-01 Internal Systems Coordination (402)

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provide subject area expertise and ensure OTS projects are well managed and follow all applicable and relevant state and federal rules, requirements, and procedures.

Project # 13-05-02 Problem Identification and Systems (402)

Federal funds cover the salary, fringe benefits, and indirect costs associated with three OTS research analysts who perform problem identification and program evaluation as well as handling requests for data from stakeholders, media, the legislature and public. This project also covers the costs of computer run time, software and computer equipment, upgrades to existing software packages, and acquisition of products to enhance the Office of Traffic Safety's traffic research capabilities.

Project # 13-05-03 Crash Records Database Solution (408)

This multi-year project covers costs associated with replacing the legacy crash records system. The Business requirements have been defined and a Request for Information released. Next steps in the process include contracting for a Project Manager and Systems Architect to finalize an RFP for release in late Spring of 2014.

Project # 13-05-04 Transportation Information Systems (TIS) Improvements (408)

MnDOT uses a legacy system to maintain roadway linked with crash data. The primary goal of the project is to create an ORACLE translation of the tools used in the TIS Mainframe. Assuming the Mainframe is bypassed entirely by importing the text files from the Dept. of Public Safety (DPS) directly to ORACLE, then MnDOT will need tools in ORACLE to perform queries, analyses, and other relationships to the roadway and traffic volume tables already in ORACLE. This project continues into 2014.

Project # 13-05-05 Crash Outcome Data Evaluation System (CODES) (408)

For each year, 2008 through 2012, data sets were merged, re-sequenced and unduplicated, creating the final hospital data set with needed variables for linkage. The crash data were imported into SAS, creating variables needed for linkage and geocoding the home address to get the home ZIP. Processes were enhanced to find missing age or gender inside the name field.

The linkage-ready hospital and crash data sets were imported into LinkSolv followed by the calculation of estimated total matches, standardization of linkage variables, calculation and application of error probabilities and adjustment for dependencies in the match specifications

Project # 13-05-06 e-Citations with BCA (408)

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. The BCA assisted 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.

Project # 13-05-07 MNSTAR Improvements (408)

Minnesota collects ambulance run data from all services in the Minnesota State Ambulance Reporting System. There are 302 ambulance services that provide data to the MNSTAR system submitting 450,000 patient care reports annually. However, very few of the ambulance services are aware of the types of reports the system can provide and the data committees need to identify how to use this data for identifying gaps and goals for implementing patient improvements.

Training was developed to educate services on patient care reporting techniques, address current data quality issues, encourage the use of available resources for continued reporting success, and identify barriers to data users. Six optional reporting forms were made available to emergency medical services to

ensure the continued success and integrity of data collection. Information was continuously collected to identify MNSTAR data usability for ambulance services.

Project # 13-05-08 MNLARS Support (408)

Minnesota is in the process of replacing the legacy driver license and vehicle registration systems with a new integrated system. The MNLARS system is being built with state funds but the new Crash Records system will need interfaces developed. This project is on hold until the development is further along.

Project # 13-05-09 Data Analytics Investigation (408)

As a result of the Request for Information released in the Crash Records System replacement project, OTS has decided to integrate analytics as a module of the new system so this project was not implemented.

Project # 13-05-10 Crash Data Quality Review (408)

Time spent on the Crash Records project hindered the development of this project so it did not get implemented in 2013.

Project # 13-05-11 Traffic Records Forum (state funds)

The 39th International Forum on Traffic Records & Highway Information Systems was held in St. Paul, Minnesota in October of 2013. The OTS was able to assist in the planning and pre conference needs through donations of staff time so no federal funds were expended in this project.

Project # 13-05-12 e-Grants Support (402)

DPS has been working toward developing and implementing a web based grant application and management system. This project provides for a portion of the costs for Agate Software Inc. to maintain the grant system and to provide updates and improvements. All grant applications, progress reports, and requests for reimbursement for OTS grants are processed in the e-Grants system.

Project # 13-05-13 Traffic Records Coordinating Committee (TRCC) (408)

The TRCC was able to function without any costs except the grants made available for traffic records systems representatives to attend the annual International Forum on Traffic Records & Highway Information Systems. The TRCC continues to meet regularly and vets the applications for 408 funding.

Project # 13-05-16 FARS Support (TRCC) (408)

The Fatality Analysis Reporting System (FARS) program has expended to include pre-crash elements. The work load warranted additional staff time for this project. The new FARS analyst started in October 2013 so no funds were spent in this project year.

Program Area: Community Programs

Purpose Statement: Dedicated advocates working together to make their roadways safer, bringing people together through regional projects and conferences increases the success of traffic safety programming.

Performance Measures: see Performance Measure section on Telephone Survey Results for surveys to track driver attitudes, awareness of highway safety enforcement and communication activities, and self-reported driving behavior

Summary: 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 Paid Media and Media Relations, implementation of the Network of Employers for Traffic Safety (NETS) Programs, supporting efforts of the *Toward Zero Deaths (TZD)* Safe Roads Coalitions, facilitating the Annual *TZD* Conference, and providing Regional *TZD* Support.

Collectively, these community programs develop partnerships with community members who are concerned with traffic safety issues and work within healthcare, education, engineering, emergency response, law enforcement, the judicial system, local businesses and faith communities. Communities are empowered to utilize evidence-based solutions to address traffic safety issues identified by local crash data. Evaluation of public perceptions and program interventions also play a part. With engaged community members focusing on traffic safety issues, the OTS' goal of moving 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
- Expand the number of active coalitions and diverse backgrounds of members in all areas of the state, with an emphasis on rural areas

Results:

- Numerous public information/education activities, as well as paid media, increased Minnesotans' awareness of our programs and traffic safety issues
 - Increased the use of social media and online venues to target messaging
- Both ends of the age spectrum were addressed; one through an Older Driver Working Group and the other through an education program aimed at parents of teen drivers
- Telephone surveys of Minnesotans were conducted to assess awareness of enforcement efforts and self-reported changes in behavior
- *TZD* annual conference and stakeholders' breakfasts were conducted to provide outreach to partners
- The number of *TZD Safe Roads Coalitions* increased from 22 in 2012 to 29 in 2013: coalitions continue to work together on regional activities and sharing information
- The *TZD* Program continues to coordinate efforts to advance traffic safety with regional partnership projects including regional seat belt surveys

Future Strategies:

For 2014, the OTS will continue to support various community programs. The OTS will continue to challenge 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 in addressing traffic safety issues. The *TZD* conference will continue to offer breakout sessions that provide information on best practices and effective countermeasures to community stakeholders. These sessions will continue to address traffic safety solutions from specific disciplines, as well as from a multi-

disciplinary angle. Focus will continue on older drivers and teens as well as other needs identified through data analysis.

Project Summaries (402, 406)

Project # 13-06-01 Community Programs Coordination (402)

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Project # 13-06-02 Evaluation Coordination (402)

The OTS employs staff to manage projects and serve as points of contact for the various programs to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well managed and follow all applicable and relevant state and federal rules, requirements, and procedures.

Project # 13-06-03 Distracted Driving, Media, and Communities Coordination (402)

The OTS employs staff to manage projects and serve as points of contact for the various programs to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well managed and follow all applicable and relevant state and federal rules, requirements, and procedures.

Project # 13-06-04 Traffic Safety Media Relations (406)

See also the Paid Media section of this report

This project provides print and electronic materials on traffic safety issues, as well as media relations services. The materials include, but are not limited to brochures, posters, other print materials, five *TZD Enforcement* wave packets, production costs for public service announcements and paid ads, and individuals to develop the public information and media relations efforts. Costs also include salaries, fringe benefits, indirect costs, and travel for communications staff. Alcohol and impaired driving related tasks undertaken are covered in project 13-03-18.

Project # 13-06-05 TZD Safe Roads (402)

See also project 13-03-10

TZD Safe Roads provides grant funding for local coalitions outside the Twin Cities Metropolitan Area 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.

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, and the media. The salary was paid for the coordination of community partners to carry out the strategies and the activities to support them.

Project # 13-06-06 Network of Employers for Traffic Safety (NETS) (402)

The NETS is a program dedicated to helping employers prevent injuries, increase productivity and stay competitive by reducing the risks of the most dangerous thing most employees do every day - driving to

and from work. This project provides for appropriate traffic safety materials to be provided to employers and reimburses part of a staff person at the MN Safety Council to provide assistance to them.

Project # 13-06-07 Paid Media (406)

The analysis, negotiation, and placement of media for the OTS are handled through a professional technical contract with marketing communications agency Campbell-Mithun's media division, 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 men 18-34, with a skew towards men with less education and lower household income. Digital Facebook Advertising layers in additional behavioral targeting to focus on users who participate in risky activities or appear to be heavy drinkers/partiers.

In addition to the primary mediums of Broadcast TV, Cable TV and Radio, other media elements are utilized to reach the intended targets of each campaign. These include Out-of-Home Advertising: Digital Billboards, Indoor Posters at hospitality establishments (restaurant and bar restrooms), and gas station pump-toppers.

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 the Minnesota Timberwolves and Minnesota Twins Baseball. See also the Paid Media section of this report

Project # 13-06-08 Toward Zero Deaths Conference (402)

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. Attendance was 955 in October 2012 in Bloomington, Minnesota.

Project # 13-06-09 TZD Regional Support (402)

See also project 13-03-13

This project provides 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. 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.

Project # 13-06-10 Older Driver Working Group (402)

For several years, an Older Driver Task Force has been meeting and working to ensure the safety of those adults 65 and over traveling our roads. It is comprised of various organizations in state government, non-profit agencies, universities, and private individuals who are interested in and/or work in the area of maintaining the mobility and quality of life of Minnesotans as the age. In late 2012, the chair of the committee retired from his job at a non-profit organization and the task force languished due to lack of attention of a chair and support staff.

Members were surveyed to gauge their continued interest; they were unanimous in their desire to revive the committee and committed to the subject area. OTS provided small contracts to a chairperson and a support person through the Department of Human Services, Minnesota Board on Aging. In addition, OTS

provided for a table skirt with the organizational name to be produced for use with booths set up at various events.

A new name for the committee -- Mobility for Minnesota's Aging Population -- was chosen by the re-formed group. Meetings are being held every other month. Sub-committees have been set up and are meeting and reporting out at the next MMAP meeting. A one-pager describing the effort has been revised and is being distributed.

Project # 13-06-11 Teen Driving Initiatives (402)

The OTS developed new materials to conduct structured 1.5 hour long community-based teen driver safety awareness classes for parents and their soon to be teen drivers. The "*Point of Impact*" Teen Driver Safety Parent Awareness Program is designed to enhance local novice driver education classroom programs by engaging, educating, and empowering parents. The program utilizes an interactive presentation and discussion format delivered by law enforcement officers, driver educators, and other community members who are concerned with teen driver safety issues. In addition to the 17 pilots completed in FFY12, the "*Point of Impact*" program was implemented in 33 additional communities in FFY13.

Project # 13-06-12 Teen PSA Challenge (funds supplied by AAA Minnesota/Iowa)

This project encourages high school students to produce a 30-second television ad on a specific teen driving issue to be determined. Ads are sent to DPS where teens and staff from AAA Minnesota/Iowa, OTS, DPS' Office of Communications will select the top entries. The top entries will be placed on the OTS website (www.dps.state.mn.us/ots) where the public votes for their favorite entry after completing a short teen driver safety quiz. The winner will be broadcast on local television and AAA Minnesota/Iowa provides awards of \$1,000, \$600, and \$400 for first, second, and third places respectively. There are no other direct costs for this program.

Project # 13-06-13 Telephone Surveys and Evaluation (402)

See also the Introduction and Performance Measures sections of this report

In efforts to reduce the number of Minnesota traffic deaths and serious injuries, the Office of Traffic Safety requires information to track driver attitudes and awareness of highway safety enforcement, communication activities and self-reported driving behaviors. The telephone survey was conducted July 1 – 30, 2013 through a randomly generated sample of telephone numbers. The telephone sample included both landlines and cell phones (with no fewer than 51 percent of responses gathered from the cell phone sample).

Project # 13-06-14 Program Travel (402)

There are specific rules and requirements for the NHTSA funded programs that OTS staff need to know and understand in order to do their jobs. In addition, out-of-state conferences allow OTS to implement new ideas from other states keep up to date on research.

Three staff attended the Governors' Highway Safety Association conference in San Diego, one attended the International Rider Education Training Conference, one attended the Association of Ignition Interlocks Providers conference, two attended the Lifesavers conference, two attended the Transportation Research Board conference, two attended the TSI Instructor/Facilitator training, one attended the TSI Program Management training, and three attended the NHTSA Region 5 leadership meeting.

Project # 13-06-15 Train the Trainer Course for Project Directors (402)

This project was not pursued in 2013.

Program Area: Motorcycle Safety

Purpose Statement: Minnesota motorcycle crash fatalities are not decreasing along with the overall decrease in fatalities.

Performance Measures: C-7) Motorcyclist Fatalities and C-8) Unhelmeted Motorcyclist Fatalities

Summary: In 2012, 55 motorcycle riders and passengers were killed in crashes. This was a 31% increase from 2011's total of 42 motorcyclist crash fatalities and the first increase since 2008. Licensed operators and registered motorcycles continued to grow to new all-time highs of 404,967 and 237,278 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 increased from 42 in 2011 to 55 in 2012
- The number of unhelmeted motorcyclist fatalities, which had decreased steadily from 53 in 2008 to just 23 in 2011; jumped to 38 in 2012
- The percentage of unhelmeted motorcyclist fatalities also increased from 54.8% in 2011 to 69.1% in 2012
- The number of fatalities involving a motorcycle operator with a BAC of .08 or above, increased from 6 in 2011, our best year on record, to 10 in 2012
- The rate of motorcycle fatalities per 10,000 registered motorcycles increased from a record low rate of 1.8 in 2011 to 2.3 in 2012
- The crash rate per registered motorcycle increased from 56 crashes per 10,000 registered motorcycles in 2011 to 66 in 2012. Registered motorcycles reached a record high of 237,278 in 2012.
- Rider course participation increased by 10% in 2012. Total course enrollment was 7,438. The MMSP offers several types of courses. Rider training course totals were:
 - 6,616 in the Basic Rider Course
 - 363 in the BRC2/Experienced Rider Course
 - 290 in the Moped Course
 - 83 in the Skills Re-test Course
 - 38 in the Introduction to a Motorcycle Course and Basic Rider Course Refresher
 - 38 in Civilian Police Motorcycle Courses
 - 10 in the Sidecar/Trike Course
- In 2013, the MMSP conducted the first year of a two year rider responsibility themed campaign to encourage riders to wear full protective gear, ride sober, and build their operator skill level.

Future Strategies:

The MMSP will conduct the second year a rider responsibility themed campaign in 2014. Additionally, a NHTSA Section 405f 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.

Project Summaries (402, 2010)

Project # 13-07-01 Motorcycle Programs Coordination (402)

The OTS employs staff to manage projects and serve as points of contact for the various programs to the legislature, media, grantees, the public, and our many other traffic safety partners. Coordinators also provide subject area expertise and ensure OTS projects are well managed and follow all applicable and relevant state and federal rules, requirements, and procedures.

Project # 13-07-02 Motorcycle Safety Support (2010)

Failure to yield the right of way by other motorists in multi-vehicle crashes involving another vehicle and a motorcycle is the most cited contributing factor in Minnesota motorcycle crashes. This project utilized NHTSA Section 2010 funding to conduct a motorist awareness campaign in Minnesota's top ten motorcycle crash counties to remind the general driving public to "look twice" for motorcycles. A motorist awareness television spot ran heavily during the month of June in these counties. Minnesota Twins back stop advertising was also utilized.

Project # 13-07-03 Motorcycle Rider Training (State dedicated Motorcycle Safety Fund)

A majority of single vehicle motorcycle crashes in Minnesota are "run off the road" crashes. Additionally, research of motorcycle crash reconstruction reports shows under use of the front brake in emergency stopping situations; such as another vehicle entering the motorcyclist's path of travel. The Minnesota Motorcycle Safety Program (MMSP) offered nine different, on cycle courses for riders of varying skill levels. The MMSP had 7,438 rider course students in 2012. All students were surveyed, and the program, instructors, and courses were uniformly given excellent ratings.

Project # 13-07-04 Motorcycle Public Information and Media Relations (State dedicated Motorcycle Safety Fund)

Motorcycle crashes account for a significant number of Minnesota's highway crash fatalities every year. Both the motorcycling population and the general driving public must be made aware of safety messaging that has the potential to save their lives. A statewide public information campaign was conducted in 2013; mainly focused on rider responsibility. The primary themes included in all of the news releases were training, full protective gear, riding sober, and motorist awareness.

Project # 13-07-05 Motorcycle Testing and Licensing (State dedicated Motorcycle Safety Fund)

A significant number of fatal motorcycle crash victims did not have a motorcycle license endorsement. In an effort to increase the number and percentage of motorcyclists who hold a motorcycle license endorsement, evening skills testing hours were offered at nine exam stations throughout the state: 655 permitted motorcycle riders took advantage of the evening testing program and 6,616 motorcyclists enrolled in a Basic Rider Course.

Project # 13-07-06 Motorcycle Training Equipment, Insurance and Supplies (State dedicated Motorcycle Safety Fund)

Substantial amounts of equipment and supplies are needed to operate a rider training program. This equipment must also be insured. This project serves to

- Purchase curriculum and site training supplies and distribute them before the rider training season begins.
- Maintain communication with site coordinators and RiderCoaches throughout the season and replenish any supplies that run low.
- Purchase equipment insurance and maintain an up to date insurance policy.

The motorcycle and transport trailer fleet is fairly up to date with the oldest motorcycles being of the 2004 model year. Twenty-five (25) new motorcycles were purchased and replaced older training units. Training sites were well supplied. All equipment was insured.

Project # 13-07-07 Motorcycle Equipment Transport (State dedicated Motorcycle Safety Fund)

Training motorcycles and the trailers that house them must be deployed to the training sites each spring, moved between sites that share a trailer during the training season, and returned to storage in the fall. Under this project the OTS contracted with a hauler who has a rig capable of towing twenty-five 9,000 pound transport trailers, two 5,000 pound trailers, and two 3,000 pound trailers over long distances. As a result, training motorcycles and their storage trailers were delivered on time to training sites, moved on time between sites that share a trailer, and returned to storage after the training season.

Project # 13-07-08 Mechanical Services, (State dedicated Motorcycle Safety Fund)

Training motorcycles and the trailers that transport them must be winterized each fall, have a full tune up and pre- season maintenance completed before the start of the training season, and be repaired during the training season (April through October). Under this project the OTS contracted with a skilled mechanic who has the capacity to maintain and repair a fleet of 354 training motorcycles and 29 transport trailers. As a result, training motorcycles and their transport trailers were well maintained and repaired in a timely manner.

Program Area: Roadway Safety

Purpose Statement: OTS in partnership with MnDOT to conduct Hazard Elimination.

Summary: Section 164 Hazard Elimination funding, transferred to the OTS from the MnDOT 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. These hazard elimination projects also are building new, and strengthening existing, *Toward Zero Death* partnerships. The 2013 *Toward Zero Deaths* Conference drew over 900 participants.

Project installations included additional cable median barriers; intersection conflict warning systems; reduced conflict intersections; enhanced pavement markings; and turn lanes. Additionally safety plans have been created at regional and county levels, roadway safety audits have been conducted, and a pedestrian and bicycle safety handbook has been created.

Roadway Safety Driving Program Objectives:

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

Results:

- Projects were awarded that included systematic lane departure and intersection improvements and projects previously identified in Road Safety Audits
- Cable median barriers installed on high volume roadway medians have been very effective in reducing median cross over crashes
- Crash records indicate that a majority of fatal and serious 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
- Of 87 counties that began work on road safety plans, all have been completed
- All Mn/DOT districts have completed their road safety plans

Future Strategies:

Update Minnesota's Strategic Highway Safety Plan. Distribute the recently completed pedestrian and bicycle safety best practices handbook to traffic engineers at state, county and local levels. Expand the miles of cable median barriers installed. Expand the installation of intersection conflict warning systems and reduced conflict intersections at locations with a high number of serious and fatal crashes.

Project Summaries (402, 164HE)

Project # 13-09-01 TZD Support (402)

This project maintains on-going committees that will work toward efforts designed to reach the goal of reducing traffic deaths to zero. The Leadership Committee consists of leaders from OTS, MSP, MnDOT, Department of Health, and the Center for Transportation Studies (CTS) at the University of Minnesota. The Program Committee consists of representatives from the various traffic safety stakeholders -- traffic safety advocates, consultants, non-profit organizations, and other committees in addition to the above governmental organizations. A third, high level Executive Advisory Committee was formed this year. In addition, a working group and co-chair meetings are supported. Funds will be used to provide staff support for the committees and the overall TZD effort, printing costs, light refreshments for quarterly Traffic Safety Forums (formerly called Partners Breakfasts), and costs to update the TZD website. The membership and the projects generated by the committee will be reviewed for continued growth and progress. The project is funded through a with MnDOT and the Center for Transportation Studies at U of MN.

Project # 13-09-02 District and County Roadway Safety Plans (164 HE)

MnDOT districts and Minnesota counties lack the research expertise and staffing level necessary for in-depth analysis of local crash trends to identify their biggest problem areas for serious injury and fatal crashes so a grant was written for MnDOT to contract to provide each MnDOT district and all Minnesota counties with in-depth analysis of serious injury and fatal crashes in their jurisdictions along with menu of low cost countermeasures.

Project # 13-09-03 Rural Intersection Conflict Warning Systems (164 HE)

Rural, stop controlled intersection crashes have a greater likelihood of occurring at highway speed and are thus more likely to result in death or serious injury so a strategy was developed to deploy intersection conflict warning systems at rural, stop controlled intersections to provide drivers with dynamic warning of other vehicles approaching the intersection. Conflict warning systems have been deployed at high crash, top sign controlled, rural intersections. This project is part of a larger deployment effort.

Project # 13-09-04 Cable Median Barriers (164 HE)

Divided highway, cross over median crashes have a higher incidence of resulting in death or serious injury so a strategy was developed to deploy cable median barriers to reduce the incident of cross over median crashes. Miles of cable median barriers have been deployed throughout the state in problem areas. The effectiveness of these cable median barriers in preventing these crashes has been documented hundreds of time via traffic cameras in the Twin Cities Metropolitan Area.

Project # 13-09-05 Strategic Highway Safety Plan Update (164 HE)

MAP-21 requires each state to have an updated Strategic Highway Safety Plan (SHSP) in a manner that ensures TZD stakeholder participation and input. A contractor was hired to gather stakeholder input and provide data analysis to assist in the prioritization of Minnesota specific traffic safety needs. An SHSP steering committee that will review these results and provide final direction to consultants preparing a report that will fulfill the requirements of the SHSP has been formed. This project continues in 2014.

Project # 13-09-06 Better Roads (164 HE)

Serious injury and fatal intersection crashes are occurring on several Minnesota Trunk Highways so construction of additional bypass lanes and turn lanes and deployment of additional intersection lighting was implemented. Construction of bypass lanes and turn lanes has begun, and more is scheduled in the multi-year grant. Additional lighting has also been deployed at trunk highway intersections. These safety improvements are targeted for Minnesota Trunk Highways 7, 8, 13, 55, 59, 61, and 78.

Project # 13-09-07 Safe Intersections CWS (164 HE)

Rural, stop controlled intersection crashes have a greater likelihood of occurring at highway speed and are thus more likely to result in death or serious injury so a strategy to deploy and investigate low cost, low maintenance, "commercial off the shelf" intersection conflict warning systems for recommendation to local governments will be implemented. This multi-year project is in its early stages and conflict warning systems have been deployed at one intersection.

Project # 13-09-08 US Highway 14 Road Safety Audit (164 HE)

The stretch of US Trunk Highway 14 between Owatonna and Dodge Center has had two fatal and one serious injury crashes in recent years. The objective of this project is to identify the problem and potential safety improvements. The audit also developed short, mid, and long term improvement strategies for future implementation along this stretch of highway.

Project # 13-09-09 Pedestrian and Bicyclist Safety Handbook (164 HE)

This project was developed to create a comprehensive pedestrian and bicyclist traffic safety handbook for use by local governments because local governments do not have a comprehensive understanding of pedestrian and bicyclist traffic safety issues and countermeasures. The pedestrian and bicyclist traffic safety handbook was published in November 2013 and is available for use by local governments.

Project # 13-09-10 Reduced Conflict Intersections (164 HE)

MnDOT has identified the following high risk trunk highway intersections in need of re-design to reduce the incidence of crashes at these intersections:

- US Trunk Highway 212 in Cologne, MN
- US Trunk Highway 52 at Goodhue County State Aid Highway 9
- MN Trunk Highway 36 at DeMontreville Trail

Work on this multi-year project has begun.

Project # 13-09-11 US Highway 8 Road Safety Audit (164 HE)

Public concerns and complaints have arisen over the safety on US Trunk Highway 8 from I-35 to the Minnesota-Wisconsin border. The objective of this project is to identify the problem and potential safety improvements. This grant was requested late in FFY 13 and work has not yet begun. Plans are to conduct the full audit and issue a report in 2014.

Project # 13-09-12 Calibrate Highway Safety Manual (164 HE)

The MnDOT Office of Traffic, Safety, and Technology (OTST) has found a need for the use of the Highway Safety Manual (HSM) that was developed and published by AASHTO in 2010. The HSM has several mathematical and statistical models that have been developed for the purpose of computing, comparing, predicting, and measuring traffic crashes at a certain location with certain characteristics. However, the models have limitations, one of the largest being that the models were developed using several states' data. This has led to a gap between national data, and what is actually happening on the individual state and local levels. One of the tools for accomplishing this is to calibrate the model using existing crash data and roadway information. This grant was executed late in FFY 13, and there was no billable activity in FFY 2013. This work will be conducted and completed in FFY 14.

FFY 2013 Paid Media Report

Paid Media Principles

The Minnesota Department of Public Safety, Office of Traffic Safety (OTS) continues to employ 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.

The following table shows funding by FFY.

Year	Funds Used
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
2012	\$2,020,000
2013	\$3,070,000

* 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's media division 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 men 18-34, with a skew towards less education, and lower household income. Digital Facebook Advertising layers in additional behavioral targeting to focus on users who participate in risky activities or appear to be heavy drinkers/partiers.

In addition to the primary mediums of Broadcast TV, Cable TV and Radio, other media elements are utilized to reach the intended targets of each campaign. These include Out-of-Home Advertising: Digital Billboards, Indoor Posters at hospitality establishments (restaurant and bar restrooms), and gas station pump-toppers. For Digital Advertising the focus has been utilizing the behavioral targeting capabilities of Facebook as well as the high reach capabilities of top local websites. On the local websites the executions have gone beyond standard iAB advertisements on Sports, Entertainment, and Homepages to include Homepage Takeovers during key high traffic days/holidays that include in-banner video to connect with the audience. For 2013 we added two additional digital tactics. Starting with December Impaired 2012 we added Social intent targeted mobile display, desktop display and video. This targeting allows MnDPS to serve a DWI enforcement message to people who have recently mentioned drinking and partying on social media. Second, starting with Labor Day 2013, Digital pre-roll video was added to extend the reach of the already strong Broadcast TV campaign.

Paid advertising often is negotiated to deliver a value-added return, including bonus or PSA spots, additional OOH and Digital Impressions, 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 the Minnesota Timberwolves and Minnesota Twins Baseball.

Oct Mobilization Click It or Ticket Campaign (CIOT)

Objectives & Strategy:

- 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:

- **Oct Mobilization Click It or Ticket Paid Media Campaign**
 - Total budget \$250,000; total paid media \$248,464 including traffic (\$1,311) and agency fees
 - Flight Dates: October 15 – 28, 2012
 - Target: M 18–34, blue-collar professions, HHI <\$30K, little or no college

RADIO

- **Total Radio Purchased: \$100,708**
- Radio Markets included: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, Hibbing/Virginia, International Falls, Little Falls, Mankato, Marshall, Minneapolis/St. Paul, Mora, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington
- Total Radio Stations Purchased: 76
- Total Radio Spots Purchased: 4,752
- Measured Market TRPS/Impressions:
 - Duluth: 366.6 TRPs / 93,510 GIMPs
 - Mankato: 457.0 TRPs / 90,464 GIMPs
 - Minneapolis/St. Paul: 301.0 TRPs / 1,165,200 GIMPs
 - Rochester: 355.0 TRPs / 74,370 GIMPs
 - St. Cloud: 326.6 TRPs / 94,316 GIMPs
- Total Radio Measured Gross Impressions: 1,517,860
- Total estimated number of on-air Interviews: 62
- Total estimated number of News, Weather, Traffic Sponsorships: 186
- 1,100 PSAs/Bonus Spots
- **Total Radio Added Value: \$33,362**

TELEVISION/CABLE

- **Total TV Purchased: \$74,754**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
 - Duluth: 43R / 2.2x / 94.6 TRPs
 - Mankato: 30R / 1.8x / 54.0 TRPs (Does not include MPLS Spill)
 - Minneapolis/St. Paul: 48R / 2.5x / 120.0 TRPs
 - Rochester: 37R / 2.6x / 96.2 TRPs
 - Total Spots Purchased: 394
 - Total PSAs: 152
 - **Total TV Added Value: \$21,868**

OUT-OF-HOME/SPONSORSHIPS

- **Total OOH Purchased: \$71,691**
 - Pumptoppers: 103 stations throughout Minnesota, 412 total ad facings: **\$38,603**
 - Digital OOH: 15x boards for 10 days: **\$33,088**
 - OOH Added Value: Window clings and floor graphics at 103 stations: \$1,133. 59,762 bonus Digital OOH Spots: \$11,468
 - **Total OOH Added Value: \$12,601**

May Mobilization Click It or Ticket Campaign

Objectives & Strategy:

- 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 \$250,000; **total paid media \$256,338** including traffic (\$1,344) and agency fees
 - Flight Dates: May 13-31, 2013
 - Target: M 18–34, blue-collar professions, HHI <\$30K, little or no college

RADIO

- **Total Radio Purchased: \$106,405**
- Radio Markets included: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, Hibbing/Virginia, International Falls, Little Falls, Mankato, Marshall, Minneapolis/St. Paul, Mora, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington
- Total Radio Stations Purchased: 74
- Total Radio Spots Purchased: 4,871
- Measured Market TRPS/Impressions:
 - Duluth: 380.0 TRPs / 96,012 GIMPs
 - Mankato: 393.6TRPs / 78,051 GIMPs
 - Minneapolis/St. Paul: 339.2 TRPs / 1,263,600 GIMPs
 - Rochester: 382.4 TRPs / 77,788 GIMPs
 - St. Cloud: 301.6 TRPs / 85,600 GIMPs
- Total Radio Measured Gross Impressions: 1,601,051
- Total estimated number of on-air Interviews: 59
- Total estimated number of News, Weather, Traffic Sponsorships: 194
- 1,253 PSAs/Bonus Spots
- **Total Radio Added Value: \$31,608**

TELEVISION/CABLE

- **Total TV Purchased: \$56,353**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
 - Duluth: 43R / 2.1x / 92.1 TRPs
 - Mankato: 30R / 1.8x / 53.1 TRPs (Does not include MPLS Spill)
 - Minneapolis/St. Paul: 48R / 2.5x / 121.6 TRPs
 - Rochester: 36R / 2.5x / 90.0 TRPs
- Total Spots Purchased: 605
- Total PSAs: 109
- **Total TV Added Value: \$4,932**

OUT-OF-HOME/SPONSORSHIPS

- **Total OOH Purchased: \$91,491**
- Pumpoppers: 96 stations throughout Minnesota, 384 total ad facings: **\$33,856**
- Digital OOH: 15x boards for 4 days: **\$13,235**
- MnTwins: ½ Inning Home Plate Signage for all Home Games, Twins Radio, Urinal Posters in May: **\$44,400**
- **Digital OOH Added Value: 19,097 digital spots: \$3,665**

PRINT

- 1x ¼ Page 4C add in Somalis Today: **\$745**

Speed and General Campaigns

Distracted Driving

Objectives & Strategy:

- Execute statewide mass media campaign to drive awareness of Distracted Driving educational message in September.
- 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, interviews, etc.
- MTV VMAs “Buckle Up Teens” Support included as part of Distracted Driving campaign in 2013.

Results:

- **Distracted Driving Paid Media Campaign**
 - Total Budget: \$200,000; **total paid media: \$144,839** including agency fees and traffic (\$1,125)
 - Flight Dates: September 2 – 15, 2013
 - Target: A 18–49

RADIO

- **Total Radio Purchased: \$38,095**
- Radio Markets included: Minneapolis
- Total Radio Stations Purchased: 9
- Total Radio Spots Purchased: 421
- Measured Market TRPS/Impressions:
 - Minneapolis/St. Paul: 200.2 TRPs / 2,944,000 GIMPs
- 50 PSAs/Bonus Spots
- **Total Radio Added Value: \$5,156**

TELEVISION/CABLE

- **Total TV Purchased: \$92,709**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
 - Duluth: 50R / 2.8x / 141.3 TRPs
 - Mankato: 40R / 2.2x / 88.6 TRPs (Does not include MPLS Spill)
 - Minneapolis/St. Paul: 52R / 3.7x / 192.5 TRPs
 - Rochester: 56R / 2.5x / 140.7 TRPs
- Total Spots Purchased: 698
- Total PSAs: 104
- Total TV Added Value: \$5,615

OUT-OF-HOME

- **Total OOH Purchased: \$12,910**
- **School Space Media:** Digital advertising at High School sporting events at 14 schools for the month of September. 12x :15s per event, 193 events. **\$12,910**
- **OOH Added Value:** Bonus flips/events with School Space Media. Additional 15 schools for month of October: **\$6,397**

Speeding Campaign

Objectives & Strategy:

- Execute a campaign that supports statewide speed enforcement in July. Goal of increased public awareness of enhanced speed enforcement, the dangers of illegal or unsafe speed, and the importance of observing posted speed limits.

Results:

- **Speeding Paid Media**
 - Flight Dates: July 8 – 21, 2013
 - Total Funding \$250,000; **total paid media \$234,603** including traffic (\$1,575) and agency fees
 - Target: A 18 – 49, single, blue-collar profession, HHI<\$30K

RADIO

- **Total Radio Purchased: \$109,067**
- Radio Markets included: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, Hibbing/Virginia, International Falls, Little Falls, Mankato, Marshall, Minneapolis/St. Paul, Mora, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington
- Total Radio Stations Purchased: 78
- Total Radio Spots Purchased: 4,086
- Measured Market TRPS/Impressions:
 - Duluth: 331.2 TRPs / 283,538 GIMPs
 - Mankato: 360.6TRPs / 210,506GIMPs
 - Minneapolis/St. Paul: 316.4 TRPs / 4,627,800 GIMPs
 - Rochester: 332.0 TRPs / 259,458 GIMPs
 - St. Cloud: 330.2 TRPs / 129,000 GIMPs
- Total Radio Measured Gross Impressions: 5,510,302
- Total estimated number of on-air Interviews: 67
- Total estimated number of News, Weather, Traffic Sponsorships: 248
- 858 PSAs/Bonus Spots
- **Total Radio Added Value: \$28,278**

TELEVISION/CABLE

- **Total TV Purchased: \$90,773**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
 - Duluth: 50R / 3.0x / 150.2 TRPs
 - Mankato: 39R / 2.1x / 81.8 TRPs (Does not include MPLS Spill)
 - Minneapolis/St. Paul: 52R / 4.0x / 206.7 TRPs
 - Rochester: 57R / 2.7x / 151.1 TRPs
- Total Spots Purchased: 634
- Total PSAs: 88
- **Total TV Added Value: \$4,711**

OUT-OF-HOME/SPONSORSHIPS

- **Total OOH Purchased: \$33,188**
- Digital OOH: 15 boards running 7/11-7/12 and 7/15-7/19. 179,582 spots/flips : **\$0** (MnDOT reimbursement for April Twins Pedestrian)
- MnTwins: ½ Inning Home Plate Signage for all Home Games, Twins Radio and Urinal Posters in July: **\$33,188**
- OOH Added Value: Additional Digital Flips (59,867): **\$10,221**

Child Passenger Safety

Objectives & Strategy:

- Execute a TV, Digital, and Print campaign that supports National Child Passenger Safety Week and drives awareness on the importance of properly using child seats and booster seats.

Results:

- **Child Passenger Safety Media Campaign**
 - Total Budget: \$100,000; **total paid media: \$93,537** including agency fees and traffic (\$0, covered under General SBC traffic estimate).
 - Flight Dates: September 16 – 22, 2013
 - Target: W18-49 plus Somali Radio

RADIO

- **Total Radio Purchased: \$52,541**
- Radio Markets included: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, Hibbing/Virginia, International Falls, Little Falls, Mankato, Marshall, Minneapolis/St. Paul, Mora, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington
- Total Radio Stations Purchased: 70
- Total Radio Spots Purchased: 1,718
- Measured Market TRPS/Impressions:
 - Duluth: 175.4 TRPs / 70,970 GIMPs
 - Mankato: 206.5 TRPs / 57,762 GIMPs
 - Minneapolis/St. Paul: 175.4 TRPs / 1,260,100 GIMPs
 - Rochester: 175.0 TRPs / 68,458 GIMPs
 - St. Cloud: 178.1 TRPs / 1,260,100 GIMPs
- Total Radio Measured Gross Impressions: 2,717,390
- Total estimated number of on-air Interviews: 39
- Total estimated number of News, Weather, Traffic Sponsorships: 117
- 348 PSAs/Bonus Spots
- **Total Radio Added Value: \$12,983**

TELEVISION/CABLE

- **Total TV Purchased: \$40,997**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
 - Duluth: 39R / 2.0x / 76.5 TRPs
 - Mankato: 25R / 1.7x / 41.4 TRPs (Does not include MPLS Spill)
 - Minneapolis/St. Paul: 50R / 2.3x / 114.0 TRPs
 - Rochester: 34R / 2.2x / 75.0 TRPs
- Total Spots Purchased: 331
- Total PSAs: 28
- **Total TV Added Value: \$1,647**

Other General Buys

Objectives & Strategy:

- Additional General funds used to cover the Minnesota Twins sponsorship in April. MnDOT Pedestrian Safety creative was utilized. MnDOT reimbursed MnDPS in July by paying for Speeding Digital OOH and contributing to Speeding Radio out of their TZD funds.
 - MnTwins: ½ Inning Home Plate Signage for all Home Games, Twins Radio and Urinal Posters in April: **\$55,500**

Motorcycle Awareness Campaign

Objectives & Strategy:

- Execute a campaign to drive awareness and remind the general driving audience to “look twice” for motorcyclists.

Results:

- **Motorcycle Awareness Paid Media**
 - Total Budget: \$240,000 ; **total paid media: \$239,108** including agency fees and traffic (\$624)
 - Flight Dates: June 3 – 30, 2013
 - Target: A 18-49

TELEVISION/CABLE

- **Total TV Purchased: \$153,396**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
 - Duluth: 69R / 4.8x / 331.2 TRPs
 - Mankato: 45R / 2.1x / 94.5 TRPs
 - Minneapolis/St. Paul: 74R / 4.4x / 323.7 TRPs
 - Rochester: 72R / 4.1x / 295.3 TRPs
- Total Spots Purchased: 1,356
- Total PSAs: 169
- **Total TV Added Value: \$6,912**

OUT-OF-HOME/SPONSORSHIPS

- **Total OOH Purchased: \$85,088**
- MnTwins: ½ Inning Home Plate Signage for all Home Games in June: **\$52,000**
- Digital OOH: 15 boards running June 12-16. 93,750 purchased spots/flips **\$33,088**
- OOH Added Value: Additional Digital Flips (32,539): **\$5,742**

Motorcycle Safety Campaign

Objectives & Strategy:

- Execute a campaign to support general rider safety messages including safe riding, protective gear, and to encourage enrollment in rider training programs

Results:

- **Motorcycle Safety Paid Media**
 - Total Budget: \$80,000 ; **total paid media: \$78,318** including agency fees and traffic (\$0-Emailed Script)
 - Flight Dates: May 28 – June 24, 2013
 - Target: A 18-49

RADIO

- **Total Radio Purchased: \$53,688**
- Radio Markets included: Duluth , Mankato, Minneapolis/St. Paul, Rochester, St. Cloud.
- Total Radio Stations Purchased: 23
- Total Radio Spots Purchased: 1,134
- Measured Market TRPS/Impressions:
 - Duluth: 251.4 TRPs / 69,060 GIMPs
 - Mankato: 230.0 TRPs / 32,890 GIMPs
 - Minneapolis/St. Paul: 314.8 TRPs / 1,502,988 GIMPs
 - Rochester: 250.0 TRPs / 63,680 GIMPs
 - St. Cloud: 253.2 TRPs / 66,400 GIMPs
- Total Radio Measured Gross Impressions: 1,735,018
- Total estimated number of News, Weather, Traffic Sponsorships: 66

- 172 PSAs/Bonus Spots
- **Total Radio Added Value: \$10,634**

Digital

- **Total Digital Purchased: \$24,325**
- Paid Search: 30,238 impressions, 1,760 clicks: **\$1,103**
- Simpli.fi Targeted Display: Search Retargeting, Contextual Targeting, Behavioral targeting focused on Motorcycle Riders and Enthusiasts: 5,635,376 impressions, **\$21,444**
- CityPages Local Display: 162,228 impressions, **\$1,324**
- Serving Fees/Brand Safety (Adxpose): **\$454**

Print

- 1x ¼ Page 4C ad in MN Motorcycle Monthly (Nov '12): **\$304**

Impaired Campaigns

December / Thanksgiving Impaired

Objectives & Strategy:

- Execute a TV campaign to promote DWI enforcement in December to encourage motorists to plan ahead for a sober ride.
- Thanksgiving Support (Budgeted out of Targeted Counties Campaign) included with December, purchased at same time on same orders to gain efficiency.

Results:

- **December Impaired Safety Media Campaign**
 - Total Budget: \$325,000; **total paid media: \$337,224** including agency fees and traffic (\$2,850)
 - Flight Dates: November 19 – 25 and December 5 – 31, 2012
 - Target: M 18–34, blue-collar professions, HHI <\$30K, little or no college

TELEVISION/CABLE

- **Total TV Purchased: \$104,600**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
 - Duluth: 61R / 4.1x / 250.1 TRPs
 - Mankato: 51R / 3.2x / 163.2 TRPs (Does not include MPLS Spill)
 - Minneapolis/St. Paul: 64R / 5.3x / 339.2 TRPs
 - Rochester: 56R / 4.4x / 246.4 TRPs
- Total Spots Purchased: 1,125
- Total PSAs: 249
- **Total TV Added Value: \$12,101**

RADIO

- **Total Radio Purchased: \$162,275**
- Radio Markets included: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, Hibbing/Virginia, International Falls, Little Falls, Mankato, Marshall, Minneapolis/St. Paul, Mora, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington
- Total Radio Stations Purchased: 74
- Total Radio Spots Purchased: 7,918
- Measured Market TRPS/Impressions:
 - Duluth: 605.4 TRPs / 155,235 GIMPs
 - Mankato: 504.2 TRPs / 99,728 GIMPs

- Minneapolis/St. Paul: 507.0 TRPs / 1,898,700 GIMPs
- Rochester: 598.6 TRPs / 125,828 GIMPs
- St. Cloud: 523.7 TRPs / 151,500 GIMPs
- Total Radio Measured Gross Impressions: 2,430,991
- Total estimated number of on-air Interviews: 50
- Total estimated number of News, Weather, Traffic Sponsorships: 347
- 1,855 PSAs/Bonus Spots
- **Total Radio Added Value: \$51,482**

Digital

- **Total Digital Purchased: \$27,573**
- Facebook: 26,582,875 impressions: \$5,514
- Local Response (Social Intent targeted display, mobile, video): 1,433,333 impressions: \$22,059

OUT-OF-HOME/SPONSORSHIPS

- **Total OOH/Sponsorships Purchased: \$39,926**
- Digital OOH: 16 boards with 121,250 total spots: \$21,176
- MN Timberwolves: Courtside Signage, Outdoor LED Boards and PA Announcements \$18,750
- **OOH Added Value: 23,335 bonus digital spots: \$4,075**

Targeted DWI Counties Campaign

Objectives & Strategy:

- Execute a mass media campaign to drive awareness of increased DWI enforcement in the state's 13 deadliest counties for drunk driving.
- Negotiate TV on top stations in Twin Cities and other markets to ensure strong message in targeted areas.
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, interviews, etc.
- Includes September Reinvestment, final flight added to reinvest any IDC savings left from other campaigns.

Results:

- **Targeted DWI Counties Paid Media Campaign**
 - Total Budget: \$625,000; **total paid media: \$586,418** including agency fees and traffic (\$3,111)
 - Flight Dates: October 22 – 31, 2012, and March 11 – 17, May 6 – 12, June 24 – July 7, September 23 – 30, 2013
 - Target: M 18–34, blue-collar professions, HHI <\$30K, little or no college

RADIO

- **Total Radio Purchased: \$170,283**
- Radio Markets included:
- Flight 1: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, Hibbing/Virginia, International Falls, Little Falls, Mankato, Marshall, Minneapolis/St. Paul, Mora, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington
- Flight 2 & 3: Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Hibbing/Virginia, Minneapolis, Mankato, Rochester, and St. Cloud.
- Measured Market TRPS/Impressions:
- **Flight 1 Details (10/22 – 10/31)**
 - Duluth: 147.1 TRPs / 37,739 GIMPs
 - Mankato: 105.5 TRPs / 20,880 GIMPs

- Minneapolis/St. Paul: 107.1 TRPs / 414,100 GIMPs
- Rochester: 113.1 TRPs / 23,733 GIMPs
- St. Cloud: 103.0 TRPs / 29,900 GIMPs
- Total Radio Stations Purchased: 70
- Total Radio Spots Purchased: 1,658
- **Flight 2 Details (3/11 – 3/18, 5/6 – 5/12, 6/24-6/30)**
 - Duluth: 546.3 TRPs / 138,528 GIMPs
 - Minneapolis/St. Paul: 523.2 TRPs / 2,018,100 GIMPs
 - Rochester: 506.4 TRPs / 103,564 GIMPs
 - St. Cloud: 501.9 TRPs / 142,500 GIMPs
- Total Radio Stations Purchased: 33
- Total Radio Spots Purchased: 2,687
- **Flight 3 Details (7/1 – 7/7)**
 - Duluth: 150.1 TRPs / 37,727 GIMPs
 - Minneapolis/St. Paul: 187.0 TRPs / 720,400 GIMPs
 - Rochester: 150.3 TRPs / 30,540 GIMPs
 - St. Cloud: 150.8 TRPs / 85,600 GIMPs
- Total Radio Stations Purchased: 30
- Total Radio Spots Purchased: 893
- Total Radio Measured Gross Impressions: 3,803,311
- Total estimated number of on-air Interviews: 94
- Total estimated number of News, Weather, Traffic Sponsorships: 279
- 1,140 PSAs/Bonus Spots
- **Total Radio Added Value: \$47,405**

TELEVISION/CABLE

- **Total TV Purchased: \$216,456**
- **Flight 1 Details (10/22 – 10/31)**
 - TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
 - Duluth: 31R / 1.6x / 49.6TRPs
 - Mankato: 13R / 1.4x / 18.2 TRPs (Does not include MPLS Spill)
 - Minneapolis/St. Paul: 33R / 1.8x / 59.4 TRPs
 - Rochester: 51R / 1.8x / 91.8 TRPs
 - Total Spots Purchased: 156
 - Total PSAs: 59
 - Total TV Added Value: \$3,685
- **Flight 2 Details (3/11 – 3/18, 5/6 – 5/12, 6/24-6/30)**
 - TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
 - Duluth: 56R / 3.5x / 196 TRPs
 - Minneapolis/St. Paul: 68R / 5.3x / 360.4 TRPs
 - Rochester: 59R / 3.3x / 194.7 TRPs
 - Fergus Falls (Sys 2568), Detroit Lakes (Sys 3143): 378 Total Spots
 - Total Spots Purchased: 1,810
 - Total PSAs: 265
 - Total TV Added Value: \$4,306
- **Flight 3 Details (7/1 – 7/7)**
 - TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
 - Duluth: 39R / 1.7x / 65.0 TRPs
 - Minneapolis/St. Paul: 33R / 3.7x / 121.8 TRPs
 - Rochester: 37R / 1.8x / 65 TRPs
 - Fergus Falls (Sys 2568), Detroit Lakes (Sys 3143): 80 Total Spots
 - Total Spots Purchased: 556
 - Total PSAs: 57
 - Total TV Added Value: \$1,046
- **Flight 4 Details (9/23 – 9/29)**

- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
 - Minneapolis/St. Paul: 50R / 2.2x / 112.0 TRPs
- Total Spots Purchased: 24
- **Grand Total TV Added Value: \$9,037**

OUT-OF-HOME/SPONSORSHIPS

- **Total OOH/Sponsorships Purchased: \$154,243**
- Digital OOH (St. Patrick's, w/o 5/6, 4th of July): 15 boards with 275,226 total spots: \$23,824
- MnTwins: ½ Inning Home Plate Signage for all Home Games, Urinal Posters, Twins Radio in September: **\$54,978**
- MN Timberwolves: Courtside Signage, Outdoor LED Boards and PA Announcements \$19,853
- **Added Value: Additional 53,562 bonus Digital OOH spots. Value: \$7,383**

Digital

- **Total Digital Purchased: \$42,325**
- Facebook (St. Patrick's and 5/6): 11,279,053 impressions: \$3,641
- Local High Impact Display (St. Patrick's): Star Tribune, St. Cloud Times, Duluth News Tribune, Rochester Post Bulletin. 2,138,750 impressions including Homepage Takeovers, Sports, Entertainment and bonus ROS \$27,574
- Local Response Social Intent Mobile/Display (St. Patrick's): 1,428,571 impressions. \$11,110

Motorcycle Impaired Riding Campaign

Objectives & Strategy:

- Execute a media campaign that drives awareness of increased DWI enforcement for motorcyclists.

Results:

- **Motorcycle Impaired Riding Paid Media Campaign**
 - Total Budget: \$150,000; **total paid media: \$158,729** including agency fee and traffic (Traffic \$1,444).
 - Flight Dates: May 6 – 12, June 24 – July 7, August 12 – September 1, 2013.
 - Target: M 35-54, blue-collar professions, little or no college

TELEVISION/CABLE

- **Total TV Purchased: \$129,711**
- **Flight 1 Details (5/6 – 5/12, 6/24 – 6/30)**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
 - Duluth: 49R / 2.0x / 99.8 TRPs
 - Minneapolis/St. Paul: 57R / 2.6x / 148.7 TRPs
 - Rochester: 49R / 2.0x / 95.9 TRPs
- Total Spots Purchased: 289
- Total PSAs: 48
- Total TV Added Value: \$2,017
- **Flight 2 Details (7/1 – 7/7, 8/12 – 9/1)**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
 - Duluth: 57R / 3.2x / 185.0 TRPs
 - Minneapolis/St. Paul: 68R / 3.5x / 240.2 TRPs
 - Rochester: 55R / 3.4x / 186.9 TRPs
- Total Spots Purchased: 341
- Total PSAs: 104
- Total TV Added Value: \$3,389
- **Total TV Added Value: \$11,330**

OUT-OF-HOME/SPONSORSHIPS

- **Total OOH/Sponsorships Purchased: \$27,574**
- Urinal Posters: 115 “seedy bar” locations, 306 facings. Also includes 130 mirror clings at 65 bars: \$27,574

Labor Day Impaired Driving Campaign

Objectives & Strategy:

- Execute statewide mass media campaign to drive awareness of increased DWI enforcement surrounding the Labor Day Holiday.
- 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, interviews, etc.

Results:

- **Labor Day Impaired Paid Media Campaign**
 - Total Budget: \$475,000; **total paid media: \$455,542** including agency fees and traffic (\$2,429)
 - Flight Dates: August 12 – September 1, 2013
 - Target: M 18–34, blue-collar professions, HHI <\$30K, little or no college

RADIO

- **Total Radio Purchased: \$136,757**
- Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Fosston, Grand Rapids, Hibbing/Virginia, International Falls, Little Falls, Mankato, Marshall, Minneapolis/St. Paul, Mora, Pine City, Redwood Falls, Rochester, Roseau, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington
- Total Radio Stations Purchased: 76
- Total Radio Spots Purchased: 5,445
- Measured Market TRPS/Impressions:
 - Duluth: 455.4 TRPs / 114,842 GIMPs
 - Mankato: 349.5 TRPs / 69,221 GIMPs
 - Minneapolis/St. Paul: 560.4 TRPs / 2,163,300 GIMPs
 - Rochester: 450.9 TRPs / 91,621 GIMPs
 - St. Cloud: 452.4 TRPs / 129,000 GIMPs
- Total Radio Measured Gross Impressions: 2,567,984
- Total estimated number of on-air Interviews: 59
- Total estimated number of News, Weather, Traffic Sponsorships: 309 \$732
- 1,198 PSAs/Bonus Spots
- **Total Radio Added Value: \$36,557**

TELEVISION/CABLE

- **Total TV Purchased: \$114,140**
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
 - Duluth: 58R / 3.9x / 225.0 TRPs
 - Mankato: 47R / 2.6x / 122.1 TRPs (Does not include MPLS Spill)
 - Minneapolis/St. Paul: 67R / 5.4x / 363.0 TRPs
 - Rochester: 60R / 3.8x / 226.0 TRPs
 - Fergus Falls (Sys 2568), Detroit Lakes (Sys 3143): 240 Total Spots
- Total Spots Purchased: 2,013
- Total PSAs: 347
- **Total TV Added Value: \$6,482**

OUT-OF-HOME/SPONSORSHIPS

- **Total OOH/Sponsorships Purchased: \$104,040**
- Digital OOH: 15 boards from 8/15 – 8/19 and 8/28-8/31 and with a grand total of 153,332 spots: \$26,470

- Pint Glasses: 3,840 pint glasses with DWI message distributed at 80 bars: \$23,038
- MN Twins: ½ Inning Home Plate Signage for all Home Games, Twins Radio and Urinal Posters in August \$54,532
- **OOH Added Value: 27,007 bonus Digital OOH Spots. \$4,753**

Digital

- **Total Digital Purchased: \$98,176**
- Local High Impact Display: Star Tribune, St. Cloud Times, Duluth News Tribune, Rochester Post Bulletin. 3,216,387 impressions including Homepage Takeovers, Sports, Entertainment and bonus ROS \$44,118
- Local Response Social Intent Mobile/Display: 3,843,240 impressions. \$27,573
- Tube Mogul Targeted Pre-Roll Video: 31.7 M18-34 TRPs in Minneapolis/St. Paul, 1,609,545 impressions in non-metro. \$26,485

Impaired - Interlock Campaign

Objectives:

- Execute a media campaign driving awareness of the ignition interlock program available for DWI offenders.

Results:

- **Interlock Paid Media Campaign**
 - Total Budget: \$125,000; **total paid media: \$162,158** including agency fees
 - Flight Dates: December 3 – 31 2012, July 1 – September 30 2013
 - Primary Target: M 18–34, blue-collar professions, HHI <\$30K, little or no college
 - Secondary Target: A 25-54

OUT-OF-HOME

- **Total OOH Purchased: \$162,158**
- Urinal Posters December (TMG/AJ Indoor and AOM): 427 posters: \$33,024
- Rural Billboards/Posters: 26 Posters/Bulletins throughout Rural Minnesota running July through September: \$37,600
- Urinal Posters July/August (TMG/AJ Indoor): 76 venues, 245 posters: \$47,426
- Urinal Posters July/August(AOM): 103 venues, 329 posters: \$21,560
- Pumptoppers July/August (AOM): 63 venues, 252 facings: \$22,548

Paid Media Recap

Total Budget: \$3,070,000

- Total Expenditures: \$3,050,778

Total General Budget: \$950,000

- October '12 CIOT: \$248,464
- May '13 CIOT: \$256,338
- Distracted Driving: \$144,839
- Speeding: \$234,603
- Other Programs: \$55,500
- **Total Expenditures: \$939,744**

Total Impaired Driving Budget: \$1,700,000

- Thanksgiving / December Impaired: \$337,224
- Targeted DWI Counties Impaired: \$586,418
- Motorcycle Impaired: \$158,729
- Labor Day Impaired: \$455,542
- Ignition Interlock: \$162,158
- **Total Expenditures: \$1,700,071**

Total Child Passenger Safety Budget: \$100,000

- Child Passenger Safety: \$93,537
- **Total Expenditures: \$93,537**

Total Motorcycle Awareness Budget: \$240,000

- Motorcycle Awareness: \$239,108
- **Total Expenditures: \$239,108**

Total Motorcycle Safety Budget: \$80,000

- Motorcycle Safety: \$78,318
- **Total Expenditures: \$78,318**

Minnesota Office of Traffic Safety NHTSA 2013 Financial Report

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