

2015 MINNESOTA

Annual Report



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Message from the Director



The Minnesota Office of Traffic Safety (OTS) is pleased to present the FY 2015 Annual Report. This report details the accomplishments of the past year. The OTS continues to implement proven countermeasures along with innovative approaches to reduce fatalities and serious injuries on Minnesota roadways.

Minnesota continues to be a leader in traffic safety:

- Consistent high performance:
 - One of the lowest fatality rates per vehicle miles traveled in the nation annually
 - Seat belt use rate of 94% in 2015
- Technological initiatives increasing accuracy and efficiency:
 - e-Charging for DWI, e-Citation, and electronic crash reporting
 - Statewide Implementation of the Real-time Officer Activity Reporting (ROAR) system for law enforcement grants
 - DDACTS
 - e-Grants system
- Combating Impaired Driving through:
 - High visibility enforcement
 - Innovative media messaging
 - Support of DWI Courts
 - Increased Ignition Interlock participation
- Data driven programming, evaluation and research:
 - DWI Analytics
 - DWI Court evaluation
 - Primary enforcement seat belt law evaluation
 - Booster Seat Observational Survey
 - Distracted Driving Observational Survey

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 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

2015 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 recently updated to align with Moving Ahead for Progress in the 21st Century (MAP-21). The new version can be accessed here: http://www.dot.state.mn.us/trafficeng/safety/shsp/Minnesota_SHSP_2014.pdf

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
 - 361 in 2014
 - 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
 - 2013's rate of 0.68 was the second lowest state rate in the nation (latest year for which national numbers are available)
- Minnesota has a high seat belt use rate
 - 94.0% in 2015
- Minnesota continues to combat alcohol-related fatalities
 - Fewer than 25% of fatalities in 2014 involved a driver with a BAC of .08 or above
- Minnesota has passed key traffic safety legislation
 - The lowering of criminal enhancement for DWI from 0.20 to 0.16 which matches the administrative enhanced sanctions; the law change went into effect on August 1 of 2015
 - Enhanced Graduated Driver License Law that requires all driver education providers to offer a "Supplemental Parental Curriculum" to parents; effective on January 1, 2015
 - 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
 - Increased fine for a second violation, effective August 1, 2015

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.

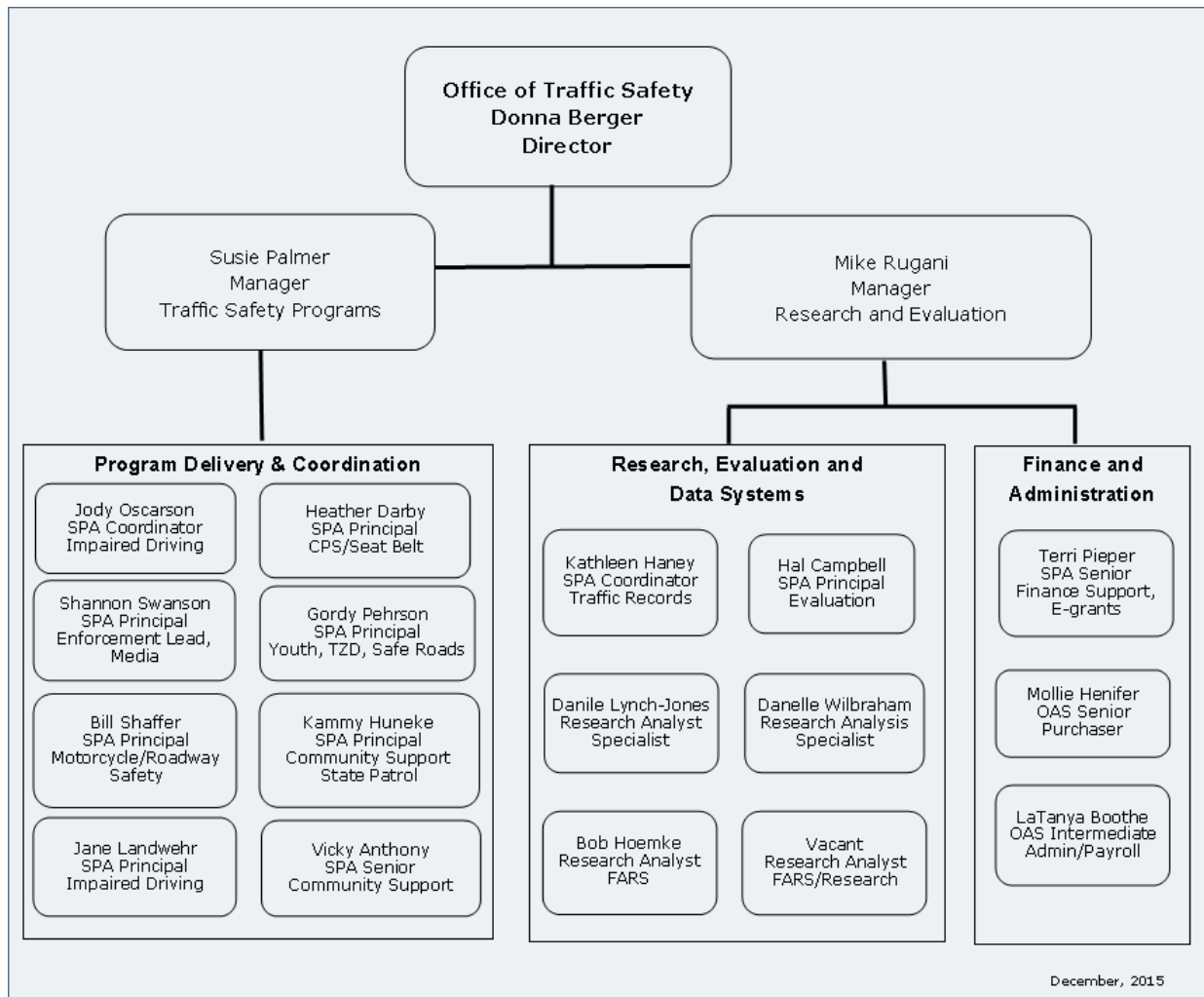
This report, which is required by the NHTSA, provides the following information:

- An Executive Summary that highlights some the programs carried out in FY 2015
- Performance measures and targets
- An overview of the major program areas pursued in FFY 2015 (October 1, 2014 through September 30, 2015), 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 2015

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 2015 OTS funded (among others):

- 55 multi-agency grants that included 311 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
- 25 *TZD Safe Roads* Coalitions
- 16 DWI Courts

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

Recent highlights include:

- Traffic fatalities in 2014 (361) are 36% lower than they were in 2004 (567)
- Seat belt use in 2015 remained high at 94%
- 9,448 individuals are currently using an ignition interlock and another 12,682 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 5,881 motorcyclists
- Innovative media aimed at target audiences expended into more social media venues

The Minnesota *Toward Zero Deaths* program in its second decade

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. This past year saw an update to the Strategic Highway Safety Plan and set the path for continued improvement through 2020.

DWI Court evaluation

This multi-year project looked at DWI Court processes, outcomes and cost benefits. The OTS contracted with Northwest Professional Consortium to conduct nine process and outcome evaluations and seven cost-benefit evaluations. Five out of seven DWI courts showed a return on their program investment, with the average rate of return over ten years estimated to be \$2.06 for every \$1.00 invested in the program. The combined two year savings of the seven DWI courts exceeded \$1.4 million.

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

- 100% of grants are processed through the electronic grant system
- 96% 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.

The program gained even greater significance with the passage of the Enhanced Graduated Driver License Law that requires all driver education providers to offer a “Supplemental Parental Curriculum” to parents. This law went into effect on January 1, 2015.

Primary enforcement legislation evaluation

The OTS evaluated the effectiveness of the law change by comparing predicted crash data generated from trends in years prior to passage of the law to actual crash data in the years after the law went into effect and estimate the costs savings (into dollars saved in avoided hospital charges) associated with the difference. The results estimate that there have been at least 132 fewer deaths, 434 fewer severe injuries and 1,270 fewer moderate injuries since the primary seat belt law went into effect. This improved safety record translates into at least \$67 million in avoided hospital charges

Road Guard Certification

Legislation requires the Commissioner of Public Safety to establish qualifications and requirements for a person to obtain a motorcycle road guard certificate.

The Minnesota Department of Public Safety (DPS) amended Minnesota Rules by adding a new chapter to regulate and administer the Motorcycle Road Guard certification and qualification requirements. The rules were needed to establish safety and equipment requirements, curriculum content and the fee for the person to obtain a Motorcycle Road Guard Certificate.

Since April 2015, 533 motorcycle road guards were certified in 56 courses held through five regional training sites. The course is three hours and includes both classroom and practical training at an intersection near the training site.

Certified road guards may provide traffic control only for motorcycle group rides; which are defined as an organized gathering of at least 20 motorcycles that follows a route where each statutory or home rule charter city on the route has been given advanced notice of the ride route. A ride must also be conducted in accordance with the guidelines and procedures outlined in the Motorcycle Road Guard Field Guide. Road guards are only allowed to control traffic during daytime hours.

The lives of individuals participating in the ride, as well as the traveling public, depend on road guards. Traffic depends on road guards to alert them to slow down and stop when a group ride is approaching. Motorcyclists depend on the road guard to give the "all clear" when it is safe for the ride to proceed through an intersection.

Statewide enforcement coverage

In FFY 2015, 311 of approximately 433 eligible agencies, or 72% of all eligible agencies in the state, were involved in enforcement grants. This includes 63 of the 87 county Sheriffs and reflects the buy-in of law enforcement agencies in Minnesota.

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.

It should be noted that Minnesota met or exceeded the 2014 target in 8 of the 12 measures. Impaired driving, unrestrained occupants, and speed related fatalities all showed increases in 2014. **Speed, belts, and booze continue to be the areas that need the most intervention.** As more people are buckling up and vehicles are adding safety features, some of the crashes that in the past would have resulted in death, are now resulting in injury instead.

Comparing calendar years 2013 and 2014, Minnesota made progress towards 2015 targets in the following areas:

- Traffic Fatalities -- down from 387 to 361
- Serious Injuries – down from 1,216 to 1,044
- Fatalities per 100 million vehicle miles traveled – down from 0.68 to 0.63
- Motorcyclist fatalities – down from 61 to 46
- Unhelmeted motorcyclist fatalities – down from 34 to 29
- Drivers age 20 or under in fatal crashes – down from 49 to 38
- Pedestrian fatalities – down from 32 to 15
- Bicyclist fatalities – down from 6 to 5
- Seat Belt use rate – at 94% (statistically the same as 2014)

Unfortunately, progress was not made in these areas:

- Alcohol-impaired driving fatalities – up from 95 to 106
- Speed related fatalities – up from 84 to 111
- Unrestrained occupant fatalities – up from 80 to 93

Preliminary fatality numbers for 2015 show a sharp increase in fatalities. The 2016 targets have been set taking in to account the revised moving averages. The following pages present Minnesota's performance measurements and targets.

**Minnesota Performance Measure Data
2009-2014**

Core Outcome Measures		Prior 5 Years					2014	2014 Target	2015 Target	2016 Target
		2009	2010	2011	2012	2013				
Traffic Fatalities	Total	421	411	368	395	387	361	375	350	350
	Rural	282	287	247	269	256	262			
	Urban	139	124	121	126	131	99			
Serious Injuries		1,271	1,191	1,159	1,268	1,216	1,044	1,000	900	900
Fatalities Per 100 Million Vehicle Miles Traveled	Total	0.74	0.73	0.65	0.69	0.68	0.63*	0.64	0.60	0.60
	Rural	1.15	1.17	1.00	1.10	1.10	N/A			
	Urban	0.43	0.39	0.38	0.39	0.39	N/A			
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	294	298	265	270	259	270			
	Restrained	128	148	128	129	149	156			
	Unrestrained	117	113	106	101	80	93	95	90	90
	Unknown	49	37	31	40	30	21			
Alcohol-Impaired Driving Fatalities (BAC=.08+)**		107	128	109	114	95	106	100	90	90
Speeding-Related Fatalities		95	96	86	91	84	111	80	75	80
Motorcyclist Fatalities	Total	52	48	42	55	61	46	47	45	45
	Helmeted	11	12	13	11	16	9			
	Unhelmeted	38	26	19	33	34	29	28	27	27
	Unknown	3	10	10	11	11	8			
Drivers Involved in Fatal Crashes	Total	551	592	503	537	559	525			
	Aged Under 15	0	1	2	0	0	0			
	Aged 15-20	69	64	54	47	49	38			
	Aged Under 21	69	65	56	47	49	38	45	40	40
	Aged 21 & Over	478	524	446	488	504	484			
	Unknown Age	4	3	1	2	6	3			
Pedestrian Fatalities		42	35	39	38	32	15	39	38	38
Bicyclist & Other Cyclist Fatalities		10	9	5	7	6	5	6	6	6
Distracted Driving Measure										
% of contributing factors in multi-vehicle crashes that were "Inattention/Distraction"		22.6%	22.4%	22.7%	24.1%	21.8%	20.3%	21.5%	21.2%	20.0%
Core Behavioral Measure		2010	2011	2012	2013	2014	2015			
Observed Seat Belt Use Rate		92%	93%	94%	95%	95%	94%	95%	97%	95%
Core Activity Measure (FFY) ***		2010	2011	2012	2013	2014	2015			
Seat Belt Citations		29,030	29,636	21,524	24,686	24,778	15,917			
Impaired Driving Arrests		3,296	3,699	3,330	3,071	3,004	3,045			
Speeding Citations		23,758	22,949	18,141	26,578	25,704	19,691			

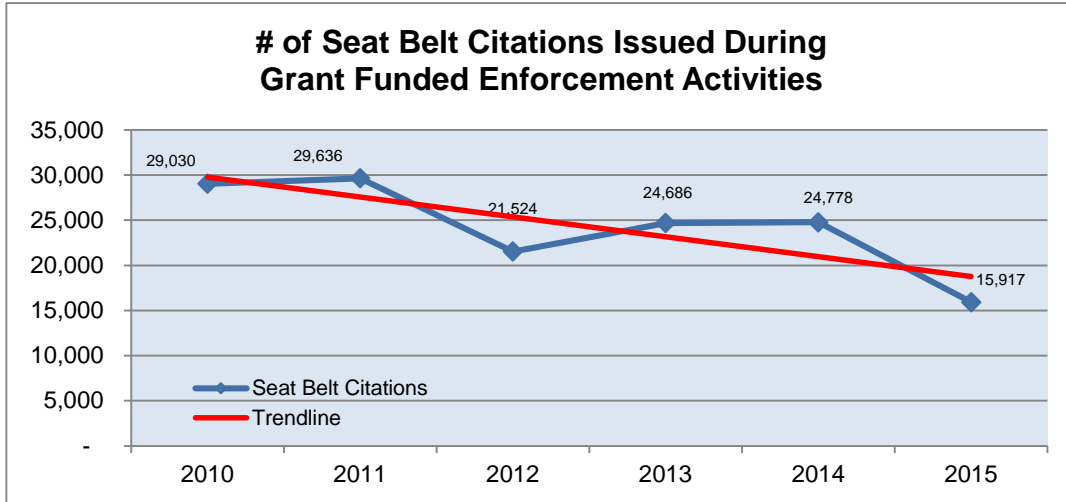
* 2014 FARS Data was not yet available so State data was used.

** 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.

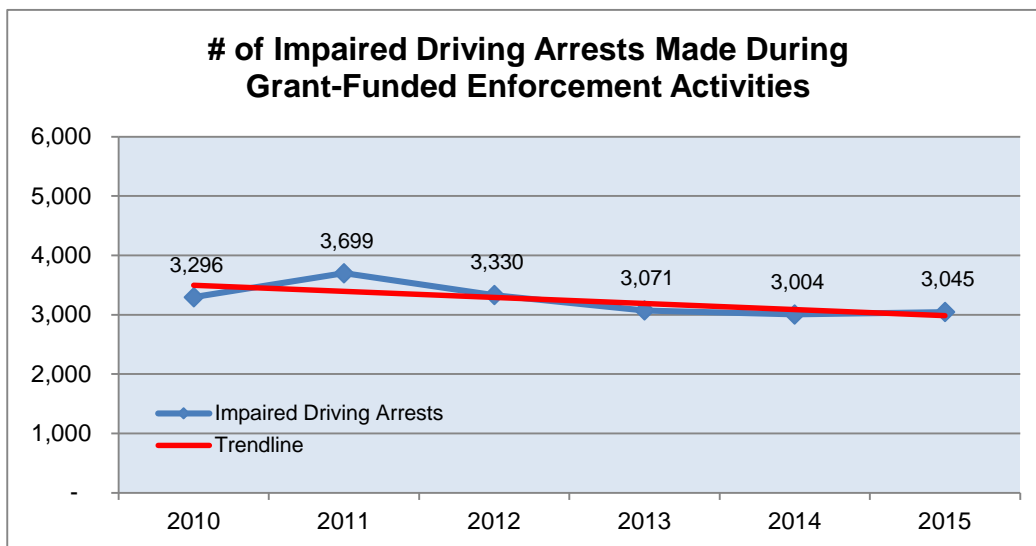
Minnesota Activity Measures

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

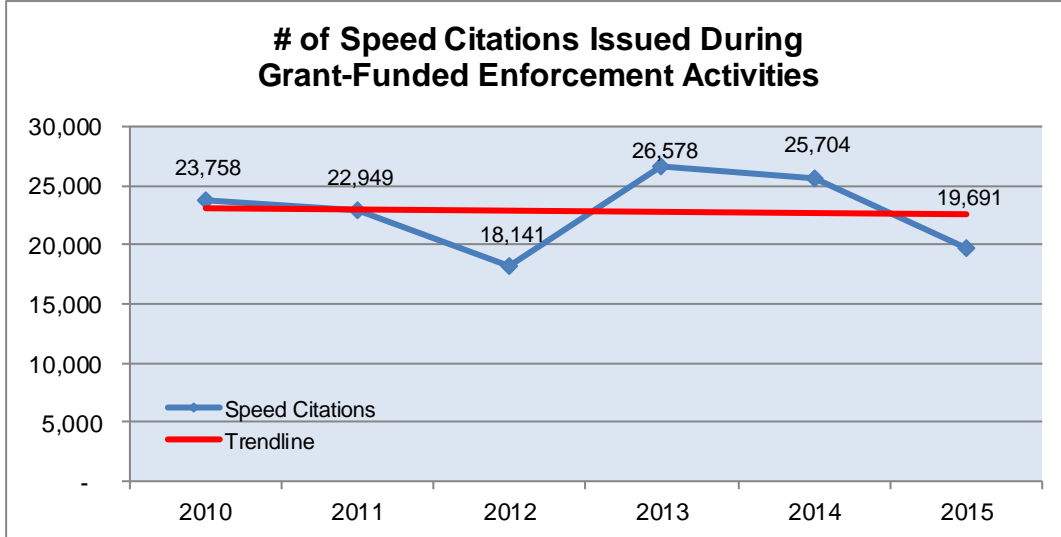


FFY 2010 reflects the first year of Minnesota's Primary Enforcement law

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



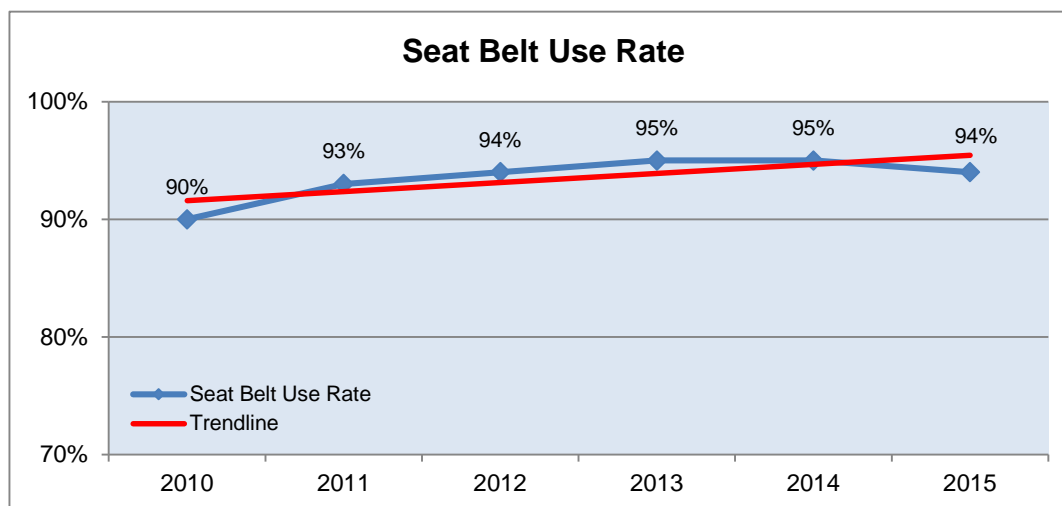
A-3) Speeding citations issued during grant-funded enforcement activities



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 **Remains high but has plateaued**

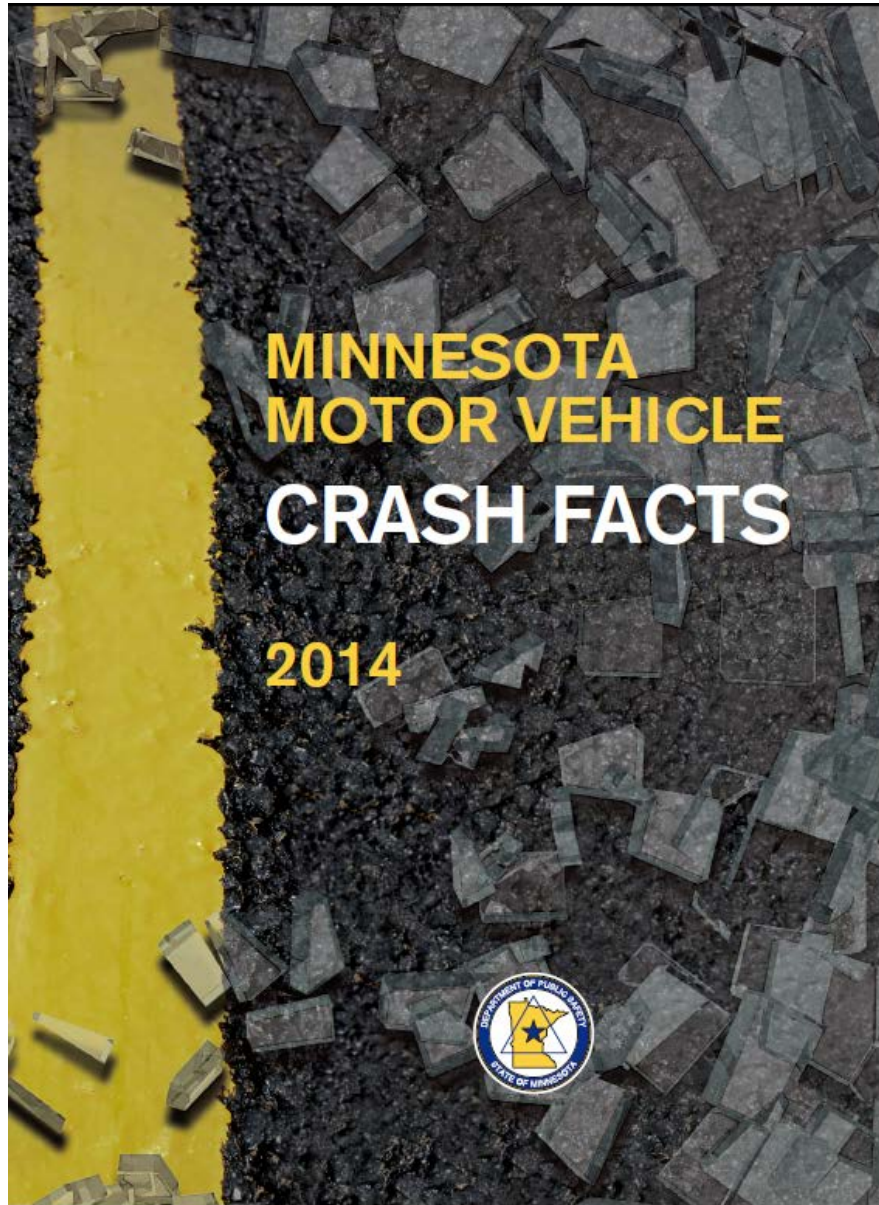
To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 8 percentage points from the 2009 usage rate of 90% percent to 98% percent by December 2015

Status: Minnesota's observed seat belt use rate has continued to rise but remains at 95%. The target of 98% set for 2015 was overly ambitious but Minnesota has not seen a decrease like so many other high use states have experienced. A more realistic goal would be to maintain the rate and the target has been adjusted.

2015 Minnesota Seat Belt Use Survey Results

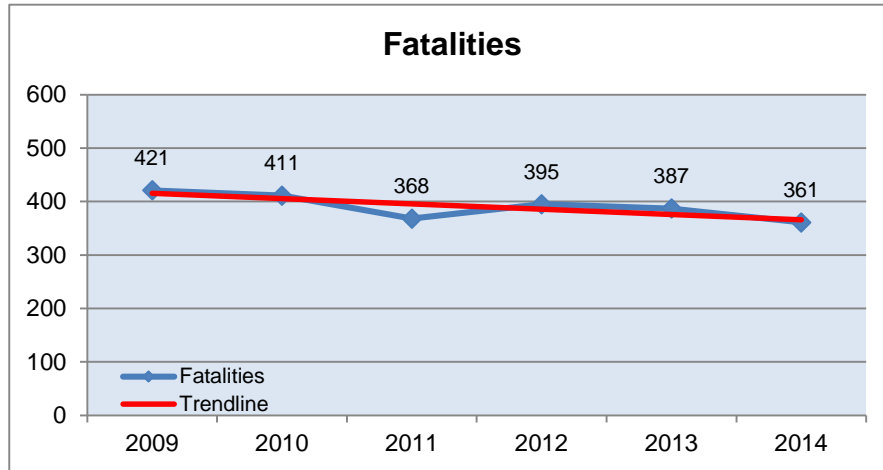
Group/ Subgroup	All Vehicles	Car	SUV	Van/ Minivan	Pickup Truck
Overall	94.0%	93.8%	97.5%	94.1%	89.6%
Site Type					
Intersection	94.1%	93.8%	97.6%	94.3%	89.4%
Mid-Block	92.8%	92.5%	96.8%	91.7%	89.7%
Ramp	96.1%	96.5%	96.6%	96.0%	93.4%
Time of Day					
7–9 a.m.	93.2%	93.2%	98.2%	86.5%	87.6%
9–11 a.m.	90.5%	91.8%	97.3%	89.7%	79.3%
11 a.m.–1 p.m.	95.8%	96.2%	97.5%	90.4%	93.6%
1–3 p.m.	97.0%	97.9%	98.0%	97.1%	93.7%
3–5 p.m.	93.6%	91.4%	94.4%	99.0%	97.2%
5–7 p.m.	96.1%	92.6%	99.7%	100.0%	97.0%
Day of Week					
Monday	97.2%	97.1%	98.9%	96.7%	94.8%
Tuesday	93.8%	92.6%	96.9%	88.0%	95.7%
Wednesday	91.6%	94.3%	95.5%	91.0%	84.5%
Thursday	93.2%	89.0%	95.6%	99.2%	96.1%
Friday	91.7%	92.2%	98.6%	89.3%	79.6%
Saturday	96.9%	97.1%	97.7%	99.4%	91.8%
Sunday	96.2%	95.0%	98.0%	99.0%	92.4%
Weather					
Sunny	94.7%	94.6%	97.1%	92.9%	92.2%
Cloudy	94.3%	95.2%	98.9%	92.3%	83.7%
Rainy	90.6%	79.9%	92.7%	99.9%	97.1%
Sex					
Male	91.8%	93.0%	95.5%	89.7%	88.8%
Female	96.7%	94.6%	98.7%	98.9%	94.0%
Age					
0-10	92.4%	93.8%	100%	100%	41.1%
11-15	96.1%	99.9%	99.4%	95.6%	82.8%
16-29	92.4%	90.7%	95.3%	98.0%	92.3%
30-64	95.1%	95.5%	97.3%	96.3%	90.8%
65+	91.4%	93.5%	99.4%	71.9%	76.3%
Position					
Driver	93.6%	93.5%	97.2%	92.6%	89.1%
Passenger	95.7%	94.6%	98.6%	98.9%	91.8%

Minnesota Outcome Measures



The 11 Outcome Measures and the progress toward targets are illustrated on the following pages.

C-1) Traffic Fatalities

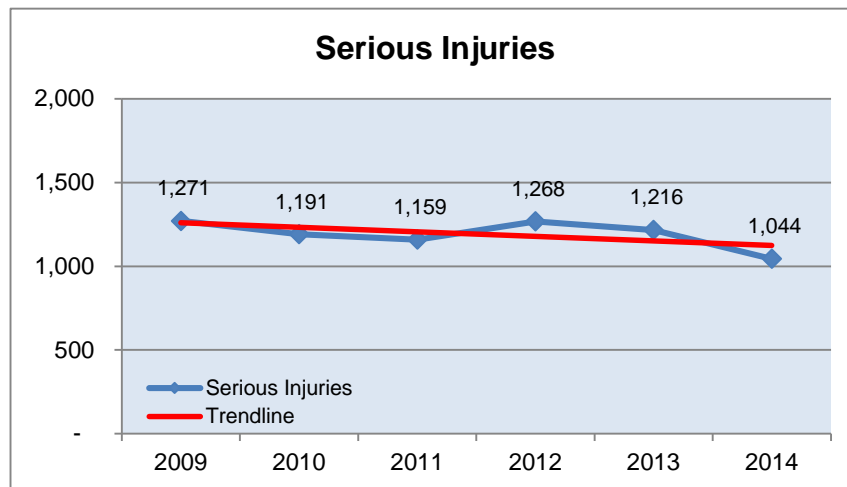


Target: Fatalities **Target will not be met**

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. Taking out Minnesota's record low 368 fatalities in 2011, the progress toward zero has been steady but the gains are slowing down. A target of 300 has been set for 2020. Unfortunately, fatalities in 2015 have already surpassed all of 2014.

C-2) Serious Injuries

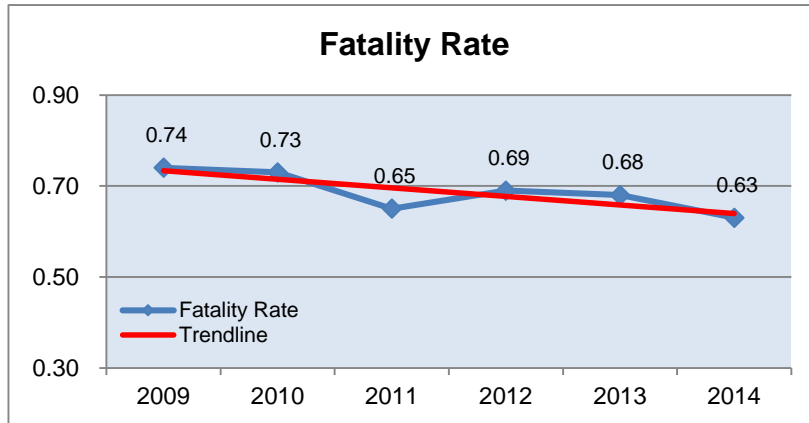


Target: Serious Injuries **Making Progress**

To decrease serious traffic injuries 46 percent from the 2005-2009 calendar year average of 1,685 to 900 by December 2015

Status: The number of serious injuries in 2014 was 1,044: slightly below the projected trend line. The target of no more than 900 serious injuries by 2015 may be ambitious. A target of no more than 850 serious injuries has been set for 2020.

C-3) Fatalities / VMT

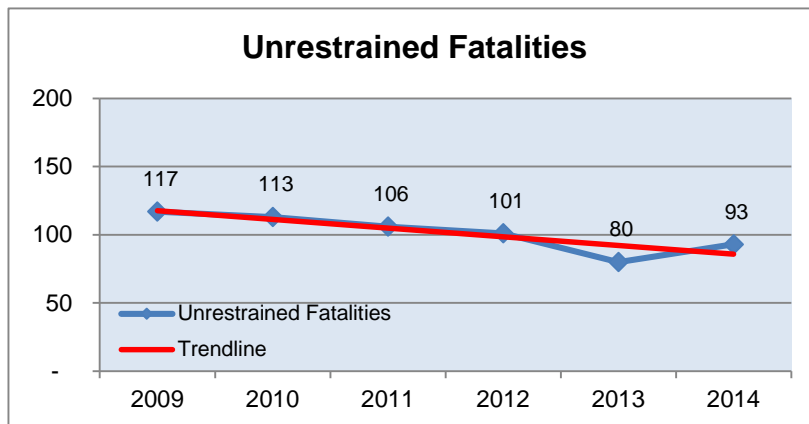


Target: Fatalities per 100 Million Vehicle Miles Traveled **Making Steady Progress**

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

Status: The state calculated rate for 2014 is 0.63 and projected to be one of the lowest in the nation. Minnesota is making progress toward the target of 0.60 by 2015.

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

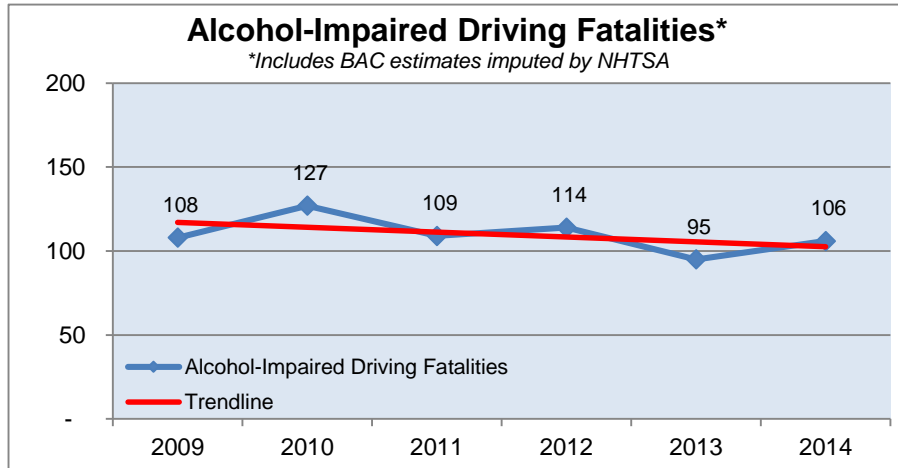


Target: Unrestrained Fatalities **Making Progress**

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. Minnesota continues to make steady progress.

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

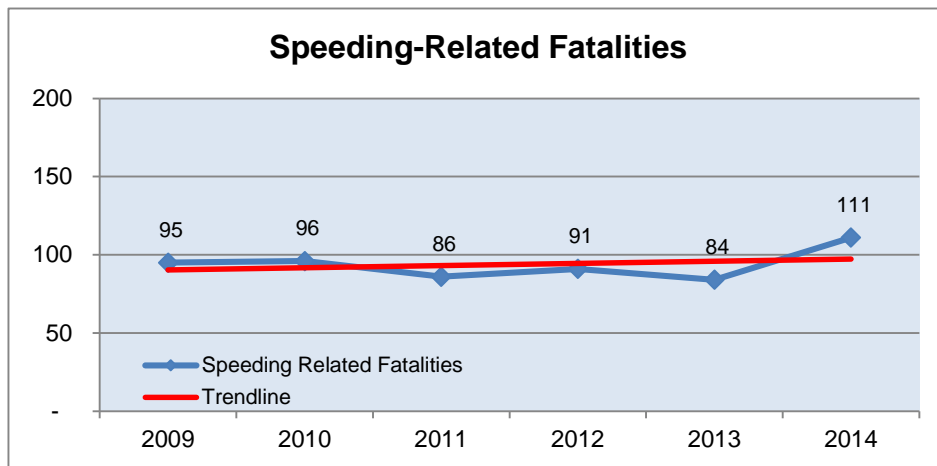


Target: Alcohol-Impaired Driving Fatalities (BAC=.08+) Plateaued but trending downward

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.

C-6) Speeding-related fatalities

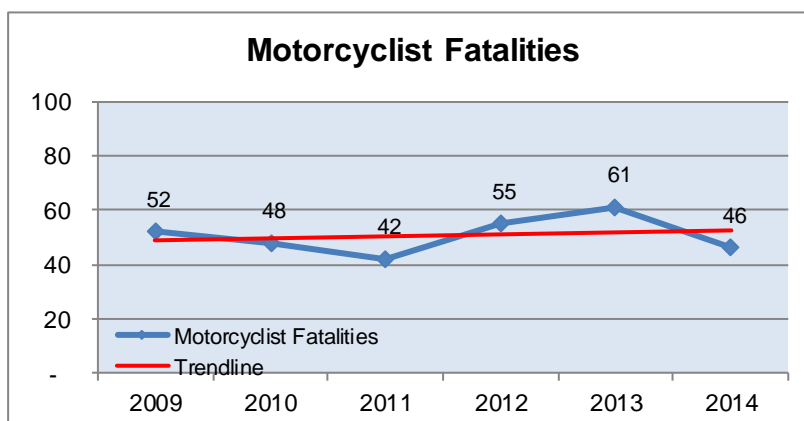


Target: Speeding-Related Fatalities Little sign of improvement

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, there was an uptick in 2014 and not much improvement overall.

C-7) Motorcyclist fatalities

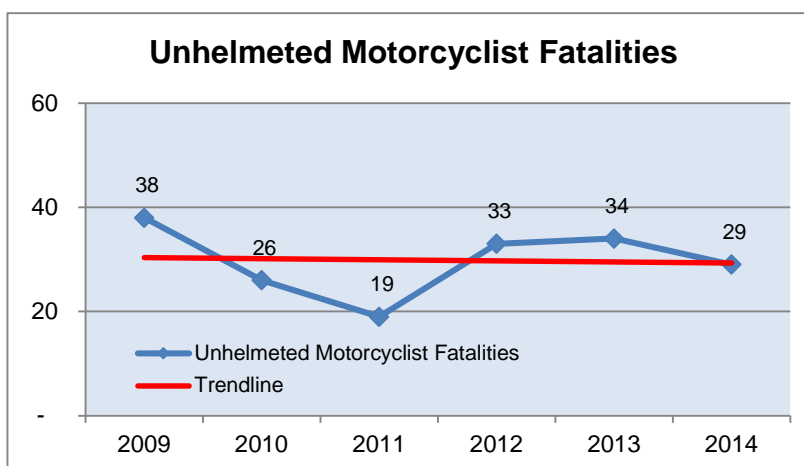


Target: Motorcyclist Fatalities **Target will not be met**

To decrease the number of motorcyclist fatalities from the 2005-2009 calendar year average of 62 to 45 by December 2015

Status: After an historic three consecutive years of a decrease in motorcyclist fatalities (2009-2011), fatalities began rising in 2012. Unfortunately, motorcyclist fatalities have increased even further in 2015 with 61 reported so far.

C-8) Unhelmeted motorcyclist fatalities

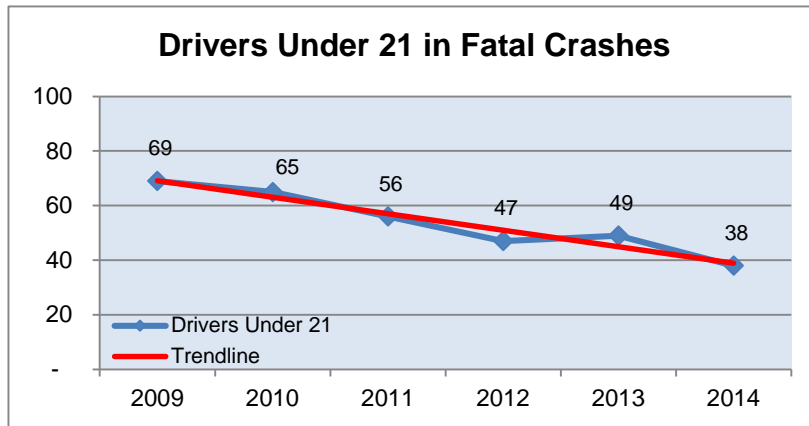


Target: Unhelmeted Motorcyclist Fatalities **Little sign of improvement**

To decrease the number of motorcyclist fatalities 41 percent from the 2005-2009 calendar year average of 46 to 27 by December 2015

Status: Motorcyclist fatalities, including those not wearing a helmet, are showing a disturbing increase in Minnesota in recent years.

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

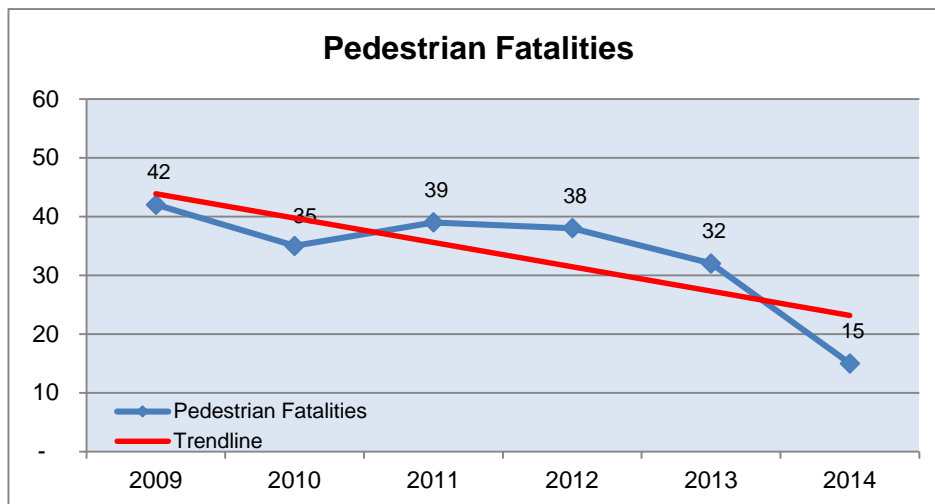


Target: Drivers Under 21 in Fatal Crashes **Target Met**

To decrease the number of drivers age 20 or younger involved in fatal crashes 55 percent from the 2005-2009 calendar year average of 89 to 40 by December 2015

Status: Minnesota met the 2013 target early so the target was revised. The overall trend is still downward and the 2015 target has been met. Due to changes in demographics NHTSA may want to consider using a percentage of drivers in fatal crashes rather than number in the future.

C-10) Pedestrian fatalities

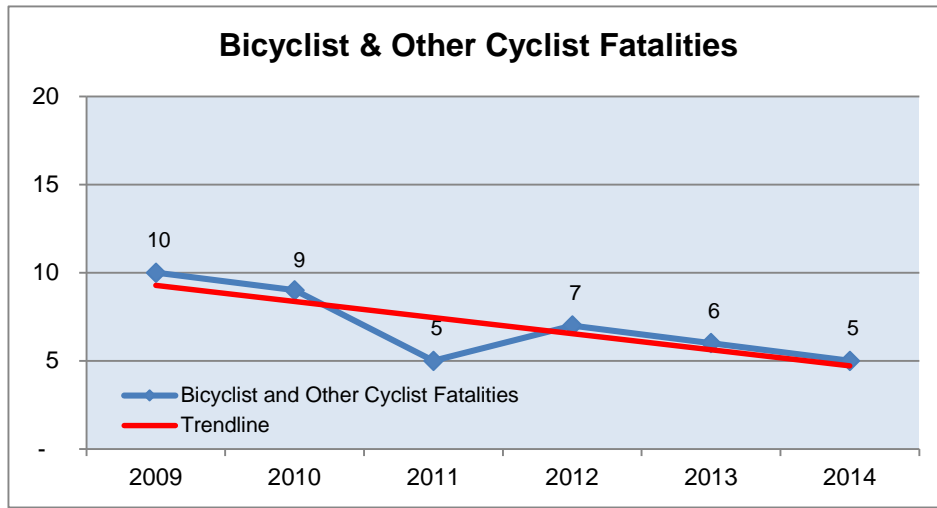


Target: Pedestrian Fatalities **Target met**

To maintain the number of pedestrian fatalities from the 2005-2009 calendar year average of 36 to no more than 38 by December 2015

Status: Pedestrian fatalities continue to be isolated events and appropriate countermeasures elusive. The overall trend is plateauing. Minnesota had a record low number of pedestrian fatalities in 2014 but the number has returned to previous averages so far for 2015.

C-11) Bicyclist & other Cyclist fatalities

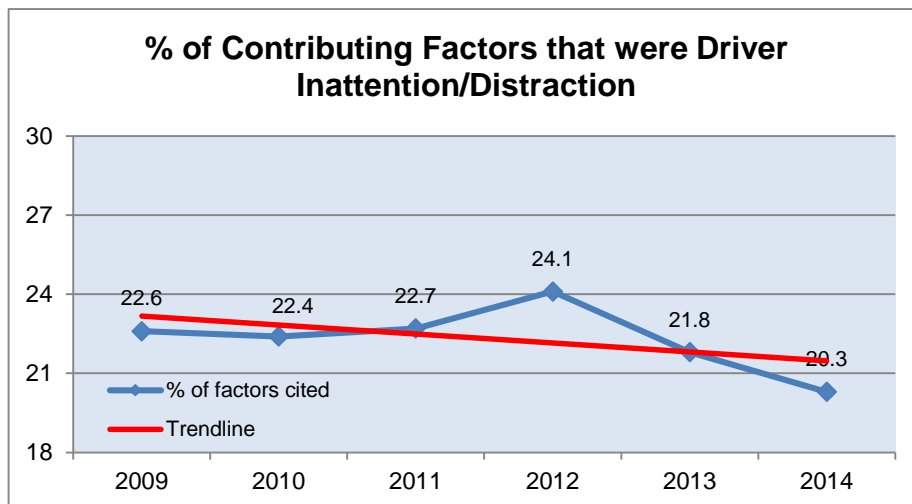


Target: Cyclist Fatalities Target Met

To maintain the number of cyclist fatalities from the 2011-2013 calendar year average of 6 to no more than 6 by December 2015

Status: Cyclist fatalities continue to be isolated events and appropriate countermeasures elusive. The overall trend is downward but with numbers in the single digits it would be difficult to continue to show progress.

D-1) Driver Inattention/Distracted as a percentage of contributing factors in multi-vehicle crashes



Status: This measure looks at contributing factors in multi-vehicle crashes. It is the percentage of all contributing factors cited that were cited as "Driver Inattention/Distracted". The overall goal is for this number to decrease but Minnesota anticipates some fluctuation as more attention is brought to this topic.

Minnesota Telephone Survey Results

The telephone survey was conducted between July 1 and August 4, 2015 through a randomly generated sample of telephone numbers. The telephone sample included both landlines and cell phones. The proportion of cell phone to landline surveys was determined based on National Health Interview Survey (NHIS) data for “cell only” and “cell mostly” households. Dual users (i.e., households who have both cell phones and landlines) were not excluded from the cell sample, nor were they excluded from the landline 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	936
<i>Subpopulations</i>	
Young Unmarried Males (ages 18-34)	218
Urban	501
Rural	435
Males	581
Females	355
Adults 18-34	290
Adults 35+	646

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 younger drivers are more likely to have driven after drinking

	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
None	83%	75%	84%	81%	86%	79%	87%	79%	85%
1	8%	10%	8%	8%	8%	8%	8%	11%	7%
2	4%	6%	4%	6%	2%	5%	3%	6%	4%
3	1%	1%	1%	1%	1%	2%	0%	1%	1%
4	1%	2%	1%	1%	0%	2%	0%	1%	1%
5 times or more	2%	4%	2%	2%	3%	4%	1%	2%	2%
Mean response	0.5	0.9	0.4	0.5	0.4	0.7	0.2	0.5	0.4

Overall, the statewide proportion of respondents who have never driven after consuming an alcoholic beverage has remained consistent over the past years. Females were significantly more likely to report never driving after having an alcoholic drink compared to males (87 percent versus 79 percent). Similarly, 21 percent of younger respondents drove at least once after drinking within two hours compared to only 15 percent of older respondents.

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 varies by gender

	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	69%	75%	68%	69%	69%	74%	64%	70%	69%
No	29%	24%	29%	30%	27%	24%	33%	30%	28%
Don't know	2%	1%	2%	2%	3%	2%	3%	0%	3%

Sixty-nine (69) percent of all respondents reported they had read, seen, or heard about alcohol-impaired driving enforcement by police in the past 30 days, a figure that has remained consistent since 2012. Among subpopulations, only male respondents were significantly more likely to report they were aware of impaired driving enforcement efforts than their counterparts (74 percent versus 64 percent).

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	39%	50%	37%	38%	40%	37%	40%	50%	34%
Somewhat likely	48%	43%	48%	50%	45%	48%	48%	44%	50%
Not likely	11%	4%	12%	10%	11%	13%	9%	5%	11%
Don't know	3%	2%	3%	2%	3%	2%	3%	1%	3%

Eighty-seven (87) percent of statewide respondents believed it is at least somewhat likely someone will get arrested if they drive after drinking. This majority has been seen consistently since 2012. Among subgroups, younger respondents were more likely to believe someone would “very likely” be arrested for driving after drinking than their respective counterparts (50 percent versus 34 percent). Young unmarried men were also more likely to believe someone would very likely be arrested for driving after drinking compared to others (50 percent versus 37 percent).

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 usage has increased slightly from 2012

	Target Group			Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
All of the time	94%	86%	95%	96%	91%	90%	97%	91%	95%
Most of the time	4%	10%	4%	3%	6%	6%	3%	8%	3%
Some of the time	1%	3%	1%	1%	1%	2%	0%	1%	1%
Rarely	1%	1%	1%	0%	2%	1%	0%	0%	1%
Never	0%	0%	0%	0%	0%	0%	0%	0%	0%

Ninety-four (94) percent of respondents, overall, reported wearing their seat belts “all of the time,” showing a significant increase since 2012. Females were most likely to report wearing their seatbelts “all of the time” (97 percent), while only 86 percent of young unmarried males reported wearing their seatbelts with as much frequency.

When comparing responses across selected subpopulations, statistically significant differences were observed in many cases. Females were more likely than males to report this behavior “all of the time” (97 percent versus 90 percent). Differences observed by area (i.e. urban versus rural) and age (i.e. under 35 and 35 and over) were also statistically significant, with rural drivers and those under 35 being 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?

Men are more likely to be aware of seat belt enforcement messaging than women

	Target Group			Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	44%	53%	43%	42%	47%	49%	39%	45%	43%
No	54%	45%	55%	55%	52%	48%	59%	52%	55%
Don't know	2%	3%	2%	3%	1%	2%	2%	3%	2%

Statewide, under half of respondents (44 percent) were aware of recent seat belt enforcement efforts. This is significantly fewer respondents reporting awareness compared to 2012 (51 percent). When examining subpopulation groups, the only significant difference observed was that men were more likely to be aware of such messaging than women. Though not statistically significant, it also appears that young unmarried males were more likely to be aware of such efforts than others in the population.

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

Females and older drivers believe it is more likely that they will receive a ticket for not wearing a seat belt

	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	34%	27%	35%	33%	36%	31%	37%	29%	36%
Somewhat likely	34%	44%	33%	35%	33%	34%	34%	42%	31%
Somewhat unlikely	16%	19%	16%	17%	15%	19%	14%	21%	15%
Very unlikely	15%	10%	16%	14%	16%	16%	14%	8%	18%

Overall, perceptions of getting a ticket for not wearing a seat belt have remained steady since 2012. Statewide, one-third of respondents felt that they would “very likely” receive a ticket for not wearing a seat belt. This trend is similar among all of the subpopulations examined, but females and older respondents were more likely to believe they would receive a ticket (37 percent and 36 percent, respectively) than males and younger respondents (31 percent and 29 percent, respectively).

Speeding

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

Younger drivers, particularly unmarried males, are more likely to drive faster than 70 mph with a speed limit of 65

	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Most of the time	9%	17%	8%	9%	9%	12%	7%	15%	7%
Half the time	14%	19%	14%	15%	13%	14%	15%	23%	11%
Rarely	47%	49%	46%	50%	42%	50%	44%	43%	48%
Never	29%	14%	30%	24%	35%	24%	33%	17%	33%
Don't know	1%	0%	1%	1%	1%	0%	1%	1%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%

Speeding behaviors have largely remained consistent since 2012. Forty-seven (47) percent of respondents reported that they rarely speed, and 29 percent reported “never” exceeding 70 miles per hour in a 65 mile per hour zone. Younger respondents were more likely to indicate they drive faster than 70 miles per hour “most of the time” compared to older respondents (15 percent versus 7 percent). Most strikingly, young unmarried males were more than twice as likely as others to indicate this as well (17 percent versus 8 percent).

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

Speeding enforcement effort awareness has remained consistent over time

	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Yes	53%	53%	53%	54%	53%	56%	50%	50%	55%
No	46%	47%	46%	46%	47%	43%	49%	50%	44%
Don't know	1%	0%	1%	1%	1%	1%	1%	0%	1%

Statewide, just over half of respondents reported having heard, seen, or read something about speed enforcement efforts by police in the past 30 days (53 percent). This has been consistently observed since 2012, with only 2013 seeing a slight drop in awareness (47 percent). There were no significant differences observed across subpopulations, with each subpopulation having at least half of the respondents report awareness.

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

Most drivers believe it is at least “somewhat likely” they will be ticketed for speeding

	Statewide	Target Group		Area		Gender		Age	
		Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Very likely	26%	30%	25%	26%	26%	24%	27%	30%	24%
Somewhat likely	47%	52%	46%	48%	46%	47%	47%	49%	46%
Somewhat unlikely	16%	13%	16%	17%	15%	16%	16%	15%	16%
Very unlikely	9%	3%	10%	8%	10%	10%	8%	6%	10%
Don't know	2%	1%	2%	2%	2%	3%	2%	0%	3%

Similar to previous years, most respondents perceived they were either “very likely” (26 percent) or “somewhat likely” (47 percent) to be ticketed for speeding. Among subpopulations, older respondents were more likely than younger respondents to perceive that it was very unlikely they would be ticketed for speeding.

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 State Highway Safety Office needs strong and effective leadership and support services to improve traffic safety behaviors. The activities undertaken by the Planning and Administration project include: providing leadership and guidance to staff, hiring staff, prioritizing problems and solutions based on crash data, seeking approval, and providing information for, the state biennial budget process, directing and testifying on state legislation as appropriate, and providing support services for and oversight of OTS staff. Overall costs are funded 50% with NHTSA 402 funding and 50% with state trunk highway funding.

Planning and Administration Objectives:

- Leadership and direction are provided for the OTS
- Sufficient staff are available to do the work necessary in a timely manner
- Deadlines are met and rules and requirements followed

Results:

- During the majority of federal 2015, the OTS was short two positions
 - The person in the research analyst position moved to a research analysis specialist position (vacated due to the retirement of our senior researcher)
 - A new person was hired in May to fill the researcher position; that person was not certified and left the office
 - We were unable to fill the temporary state program administrator (SPA) senior position; the permanent one became available before it was completed so we filled that instead
 - One of the SPA principles retired in early June; we promoted from within to fill that position from a staff member in the SPA senior classification
 - We filled the SPA senior position with a new hire who worked one day and left for another opportunity closer to his home
 - One of the support staff left for another position with a different division and that position was filled
 - At the time this is written (December 2015) the OTS is down one permanent and one temporary SPA Senior, one research analysis specialist, and one research analyst
- The 2016 Highway Safety Plan, 405 (Occupant Protection, Traffic Records, Impaired Driving, and Motorcycle Safety) Applications, and 2014 Annual Evaluation Report were sent on time and in acceptable formats to address the requirements of MAP 21

Minnesota's programs are effective and well managed with a heavy emphasis on problem identification and use of proven countermeasures. Minnesota continues to have one of the lowest fatality rates in the nation, one of the higher seat belt use rates, and relatively low alcohol involvement in fatal crashes.

During 2015, the OTS developed forms to provide risk assessment of all grantees and contractors using the ones developed by Montana as a base. Risk assessments will be conducted in writing using those forms as part of the application process. All grant and contract applications that were awarded on or after September 1 used those forms.

Due to the problems associated with travel during winter weather, on-site monitoring is conducted each year in March through July. Projects to receive an on-site monitoring visit are decided in January of each

year. Considerations when selecting those sites include: experience in years; past success with OTS grants and contracts; timeliness and accuracy of reports, invoices, and other paperwork; and dollar size of the grant or contract. On-site monitoring is conducted by someone other than the OTS coordinator assigned to the grant or contract. All grants and contracts have a desk review conducted by the OTS coordinator (one of the SPA staff) assigned to the project for every report and invoice received. All invoices must include documentation of all purchases and all time must be tracked by day unless a person works full time on the program. Twice a year, those working full time on the program sign a sheet stating they did not use any time for non-program related activity or if they did, state what other program reimbursed those activities.

Although the final numbers are not available yet, much progress has been made in spending down carry forward funds. During 2015, the last remaining 408, 410, and pre-MAPP (SAFETEA LU) 405 will be expended and much progress will be made on 406, 2011, and 164 funds. Our other funding types; 402, 405b, 405c, 405d, 405e, and 405f have never been problematic considering the timing of the apportionment of money to the states.

Future Strategies:

The most innovative area in the OTS in recent years has been the development and implementation of electronic systems to improve operations and procedures for OTS and our partners alike. The e-grants system that tracks and manages grant applications, awards, reports, and invoicing functions is fully operational but continually improving. In addition, the Real-time Officer Activity Reporting system (ROAR) to track enforcement actions and events as they occur, and the e-charging system to process all the paperwork related to DWI arrests continue to make life easier for both OTS and our enforcement partners. During the coming year (federal 2016), the occupant protection class for officers will become an on-line course, and the crash records system will be replaced. Further into the future, the e-charging system will be able to document and handle warrants.

Project Summaries

Project # 15-01-01 2015 Planning & Administration

The OTS uses P&A funds to support the office's and staffs' operational costs such as technical and administrative support, rent, supplies, phones, general mailings, in-state travel, employee development, and certain staff salaries. Staff funded during 2015 include: one full-time director, two full-time managers, two full-time support staff, one full-time state program administrator (commonly referred to as a coordinator), and one half time accounting officer.

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 was 94.0% statewide in 2015, statistically no different than 2014
- Seat belt use among male front seat occupants was above 90% for the fifth year in a row
- 1,600 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 has been included as an emphasis area in the Strategic Highway Safety Plan

Future Strategies:

For 2016, 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. An online course for officers to complete the Occupant Protection Usage and Enforcement education requirement will be implemented.

Project Summaries (402, 405, and 405b)

Project # 15-02-01 CPS and OP 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 # 15-02-02 Youth Belt 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 # 15-02-03 CPS Support (402)

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; 163 CPS advocates, partners, and stakeholders attended. Additionally, the OTS provides free *Safe Ride News* subscription to 550 MN CPS technicians. More information on training is included in the section on 2011 funding.

Project # 15-02-05 MN State Patrol Seat Belt Enforcement (405, 405b)

See also projects 15-03-06 and 15-04-03

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, a distracted driving campaign, 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 Minnesota State Patrol (MSP) using 405 and 405b funding.

Project # 15-02-06 Cities and Counties Seat Belt Enforcement (402, 405b)

See also projects 15-03-06 and 15-04-04

The OTS funds strong enforcement programs that develop a coordinated traffic safety program that includes well publicized, highly visible enforcement as a priority. The OTS enforcement calendar must be followed which includes two DWI mobilizations, two seat belt mobilizations, a distracted driving campaign, and speed enforcement to assure enforcement and paid media are running concurrently. This project funds the seat belt portion of the enforcement grants with the City and County agencies using 402 and 405b funding.

Project # 15-02-07 OPUE for Officers (402)

An online course for officers to complete the Occupant Protection Usage and Enforcement education requirement was planned; this replaces the classroom curriculum. The project is 90% complete, we are waiting for DPS learning management system (LMS) to be implemented. Implementation is nearing completion and expenditures will continue in FFY 16.

Project # 15-02-08 Seat Belt Use Survey (402)

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 seat belts, and assess the TZD Enforcement efforts.

Project # 15-02-12 Northern Child Passenger Safety Liaison (MAHUBE) (402)

While most of the state has CPS support, more CPS support is needed in the northern area of Minnesota. To accomplish this, a contract was written for a northern CPS liaison to advocate CPS efforts in the northern area of Minnesota. The northern CPS liaison provided 23 C.A.R.S trainings, 2 MNDPS 16 hour practitioner trainings, 14 car seat check clinics, 4 technician trainings, 7 practitioner recertifications, numerous media and community events as well as general CPS support for the northern area of Minnesota.

Project Summaries (2011 funding)

Project # 15-02-04 CPS to Lifesavers (2011)

The OTS sent 2 members of the Minnesota State CPS Advisory Board to the Lifesavers Conference in Chicago, Illinois. The members brought back valuable information which was then used for our own State TZD Conference CPS breakout sessions.

Project # 15-02-09 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 # 15-02-10 Southern Child Passenger Safety (CPS) Liaison (2011)

While most of the state has CPS support, more CPS support is needed in the southern area of Minnesota. To accomplish this, a contract was written for a southern CPS liaison to advocate CPS efforts in the southern area of Minnesota. The southern CPS liaison provided 29 C.A.R.S trainings, 14 car seat check clinics, 2 technician trainings, 1 Minnesota Practitioner training, and numerous media and community events as well as general CPS support for the southern area of Minnesota.

Project # 15-02-11 Association of Minnesota Public Educational Radio Stations (AMPERS) (2011)

Research has shown that minority populations are overrepresented in traffic crashes fatalities. The OTS increases and supports child passenger safety by targeting and reaching communities not served through traditional media by providing CPS radio messaging to members of the Somali, Hispanic and Native American communities. The messages focus on child passenger safety in their native language and using messages targeted to their community. Utilizing 13 minority-based radio stations throughout Minnesota, 1,935 CPS messages were aired during the grant cycle.

Project # 15-02-13 Mom Enough (2011)

Mom Enough is a company devoted entirely to child safety, development and well-being. Two podcasts based on CPS safety were completed and aired. Mom Enough promoted the DPS shows at least two months out of the year in the slideshow on the homepage. DPS logo/link and information was featured on the Mom Enough partners' page. Mom Enough posted DPS educational materials in the ME resource section. In addition, Mom Enough promoted DPS events and information on Facebook, Twitter and e-mail, especially during child passenger safety week in September.

Project # 15-02-14 CPS Paid Media (2011)

This project provides for funding to cover some (but not all) the costs of paid media related to child safety seats. Please also see the Paid Media Report.

Section 2011 funding summary

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, CDs, and curricula
 - 8 CPS curriculum DVDs distributed to Minnesota's daycare and foster care instructors
 - 6 CPS safety seats were distributed to National CPS instructors
 - 12 Simple Steps to Child Passenger Safety DVDs were delivered to CPS instructors
- 163 CPS advocates, partners, and stakeholders attended the annual TZD conference in Duluth, Minnesota. This annual event featured 2 days of CPS breakout sessions.
- 2 CPS technicians and instructors attended the annual Lifesaver's conference in Chicago, Illinois
- CPS PSAs were produced and aired on local TV stations throughout the year

The following training classes were conducted (and curricula used) to train individuals and groups: C.A.R.S / Daycare & Foster Care Class. Course overall learning goal: Upon completion of this course the participant will be able to:

- Recognize a correctly and incorrectly installed child restraint system, using appropriate reference materials
- Understand Minnesota's child restraint and occupant protection law
- Select an appropriate restraint for a child
- List two child passenger safety resources
- List five types of child restraint systems
- Understand child restraint laws as they pertain to vans, public transit buses, and school buses

Specific performance objectives:

- Educate the driving public on correct child restraint use
- Select appropriate restraint for a child
- Understand the 4 different types of crashes and crash dynamics
- Understand the different parts and functions of child restraints
- Understand seat belt parts as they relate to seat installation
- Understand the LATCH system as it pertains to seat installation

This Course has been approved by the POST Board for continuing education credit. Peace officers who successfully complete this course will receive 3 hours of continuing education.

A CD of the entire 3-hour curriculum is available upon request.

The following lists the number and location of training classes and the number of child passenger safety technicians trained:

- 119 Child and Foster Care Provider Training classes
 - Classes located in all 87 counties in Minnesota
- 105 permanent fitting stations to assist parents and caregivers in the correct installation of car seats
 - Fitting stations and clinics located in all 87 counties in Minnesota
- 3 eight hour refresher classes for MN CPS practitioners
 - Dakota, Hennepin and Ramsey counties
- 4 sixteen hour MN CPS practitioner classes
 - Becker, St. Louis, Ramsey and Washington counties
- 10 thirty-two hour CPS technician classes
 - Mahnomen, Ramsey, Hennepin, Dakota, and Anoka counties
- 587 nationally certified CPS technicians

The following provides a description of the programs used to educate the public concerning the proper use and installation of child restraints:

- PSAs
- Radio spots
- News releases to local agencies
- Enforcement wave support
- Car seat distribution to needy families in Minnesota
 - Distribution has an educational component
- Website
- C.A.R.S curriculum
- Printed materials
- Classes
- Car seat clinics
- Social media
- Grants with:
 - AMPERS
 - Mom Enough
 - Southern CPS liaison
 - DPS Office of Communications

Approximately 5,000 child restraints are checked at inspection stations and clinics throughout Minnesota.

A list of participating agencies and the counties they serve.

Practitioners:

Agency	County
ALBERT LEA PD	FREEBORN
APPLETON AREA HEALTH SERVICES	SWIFT
APPLETON POLICE	SWIFT
ARROWHEAD EARLY HEAD START	ST. LOUIS
AUSTIN PD	MOWER
BARNESVILLE PD	CLAY
BATTLE LAKE PD	OTTER TAIL
BECKER COUNTY COMM. HEALTH SERVICES	BECKER
BELTRAMI COUNTY HUMAN SERVICES	BELTRAMI
BLUE EARTH COUNTY SHERIFF	BLUE EARTH
BRECKENRIDGE POLICE DEPARTMENT	WILKIN
CANNON FALLS PD	GOODHUE
CASS COUNTY PUBLIC HEALTH	CASS
Centro	HENNEPIN
CHATFIELD PD	FILLMORE
CHIPPEWA COUNTY MONTEVIDEO HOSPITAL	CHIPPEWA
CLAY COUNTY PUBLIC HEALTH	CLAY
COUNRTYSIDE PUBLIC HELATH	SWIFT
CROW WING CO SHERIFF'S DEPT.	CROW WING
DAKOTA COUNTY PUBLIC HEALTH	DAKOTA
DAWSON AMBULANCE	LAC QUI PARLE
DETROIT LAKES PD	BECKER
DILWORTH PD	CLAY
DODGE COUNTY SHERIFF	DODGE
DOUGLAS COUNTY SHERIFF	DOUGLAS
DULUTH FIRE DEPARTMENT	ST. LOUIS
FAIRMONT POLICE DEPARTMENT	MARTIN
FAIRVIEW MEDICAL CENTER MESABI	ST. LOUIS
FARIBAULT PD	RICE
FILLMORE COUNTY SHERIFF	FILLMORE
FOND DU LAC HEADSTART	CARLTON
FOND DU LAC PUBLIC HEALTH	ST. LOUIS
FOND DU LAC RESERVATION	CARLTON
FREEBORN COUNTY PH	FREEBORN

GRAND RAPIDS PD	ITASCA
GRANT COUNTY SHERIFF	GRANT
HELPING HAND PREGNANCY	NOBLES
HIGHLAND LIFECARE CENTER	RAMSEY
JOHNSON MEMORIAL HOSPITAL	SWIFT
KOOCHICHING COUNTY HEALTH DEPT	KOOCHICHING
LAC QUI PARLE CLINIC	LAC QUI PARLE
LAC QUI PARLE SHERIFF	LAC QUI PARLE
LAKE REGION HELATHCARE	TODD
Lakewood Health System	WADENA
LLMP PUBLIC HEALTH	LYON
MAHUBE-OTWA COMMUNITY ACTION PARTNERSHIP	BECKER
MARSHALL PD	LYON
MCLEOD COUNTY PUBLIC HEALTH	MCLEOD
MEEKER MEMORIAL CLINIC	MEEKER
MILACA PD	MILLE LACS
MONTEVIDEO PD	CHIPPEWA
MORRIS PD	STEVENS
NICOLLET COUNTY PUBLIC HEALTH	BROWN
OPEN CITIES HEALTH CENTER	RAMSEY
OPTIONS FOR WOMEN	STEVENS
ORTONVILLE HOSPITAL	BIG STONE
OSAKIS PD	DOUGLAS
Ottertail Co PH	OTTER TAIL
POPE COUNTY PH	POPE
PRAIRIE FIVE HEADSTART	LAC QUI PARLE
RED LAKE COUNTY SHERIFF	RED LAKE
SAUK RAPIDS PD	BENTON
SIBLEY COUNTY PUBLIC HEALTH	SIBLEY
SOUTHWEST HEALTH AND HUMAN SERVICES	LYON
ST FRANCIS REGIONAL MEDICAL CENTER	DAKOTA
ST LOUIS COUNTY SHERIFF	ST. LOUIS
ST PAUL PUBLIC SCHOOLS	RAMSEY
ST. JOSEPH'S AREA HEALTH SERVICES	HUBBARD
STEVENS COUNTY SHERIFF	STEVENS
SWIFT COUNTY SHERIFF	SWIFT
TAPESTRY PREGNANCY & FAMILY RESOURCE CENTER	HENNEPIN
TODD COUNTY SHERIFF	TODD
TRI-COUNTY HOSPITAL	WADENA

UMCM	ST. LOUIS
VIRGINIA POLICE DEPARTMENT	ST. LOUIS
WADENA COUNTY SHERIFF	WADENA
WASECA COUNTY SHERIFF	WASECA
WHITE EARTH HEADSTART	MAHNOMEN
WILKIN COUNTY PUBLIC HEALTH	WILKIN
WINONA COUNTY SHERIFF	WINONA
WINONA PD	WINONA

CPS Technicians and Instructors:

Agency	County
A CHANCE TO GROW	HENNEPIN
ACCORD MEDICAL, INC	HENNEPIN
Aitkin County Health & Human Services	AITKIN
Albert Lea Medical Center	FREEBORN
ALBERT LEA PD	FREEBORN
ALEXANDRIA PD	DOUGLAS
ALLINA	CARVER
ALTRU CLINIC CROOKSTON	POLK
ANOKA COUNTY SHERIFF	ANOKA
APPLE VALLEY PD	DAKOTA
ASIAN ASSISTANCE CENTER	RAMSEY
BELTRAMI COUNTY FAMILY HEALTH	BELTRAMI
BEMIDJI PD	BELTRAMI
BENSON PD	SWIFT
Benton County Human Services	BENTON
BLAINE POLICE DEPT.	ANOKA
BLOOMINGTON FIRE DEPARTMENT	HENNEPIN
BLOOMINGTON PD	HENNEPIN
BLOOMINGTON PH	HENNEPIN
BLUE EARTH CO COMMUNITY HEALTH	BLUE EARTH
BRAINERD FIRE DEPARTMENT	CROW WING
BROOKLYN PARK POLICE	HENNEPIN
BROWN COUNTY PH	BROWN
BUCKLE UP KIDS.NET	HENNEPIN
BUREAU OF CRIMINAL APPREHENSION	RAMSEY
BURNSVILLE POLICE DEPARTMENT	DAKOTA
CAMBRIDGE HOSPITAL	MILLE LACS
Carlton County Public Health	CARLTON
CARVER COUNTY PH	CARVER
Cass County Health Services	CASS
CATHOLIC CHARITIES	RAMSEY
CENTRACARE CLINIC	STEARNS
CHASKA PD	CARVER
CHATFIELD EMS TRAINING	FILLMORE
CHILD CARE CHOICES	STEARNS
Child Care Resource & Referral	ST. LOUIS
CHILD PASSENGER SAFETY ASSOC. INC.	RAMSEY
CHILDREN'S HOSPITAL AND CLINICS	HENNEPIN

CHILDREN'S HOSPITAL OF MN	RAMSEY
Children's Hospitals	GOODHUE
CITY OF BLOOMINGTON PH	HENNEPIN
CITY OF CHANHASSEN	CARVER
CITY OF INVER GROVE HEIGHTS	DAKOTA
CLAY CO PH	CLAY
CLEARWATER COUNTY NURSING	CLEARWATER
CLOQUET ARE FIRE DISTRICT	CARLTON
COLLISION SPECIALISTS INC	MOWER
Common Health Clinic	WASHINGTON
COMMUNITY ACTION PARTNERSHIP FOR RW	RAMSEY
COMMUNITY MEMORIAL HOSPITAL	CARLTON
COOK COUNTY NORTHSORE HOSPITAL	COOK
COOK COUNTY PH	COOK
COON RAPIDS FIRE	ANOKA
COON RAPIDS POLICE DEPT	ANOKA
COTTAGE GROVE PD	WASHINGTON
Cottonwood-Jackson Community Health	COTTONWOOD
COUNTRYSIDE PUBLIC HEALTH	LAC QUI PARLE
CPS CONSULTANT	OTTER TAIL
CROW WING COUNTY SOCIAL SERVICES	CROW WING
DAKOTA CO PUBLIC HEALTH	DAKOTA
DAKOTA COUNTY SHERIFF	DAKOTA
Deephaven PD	HENNEPIN
DEPT OF PUBLIC SAFETY	RAMSEY
DODGE COUNTY PH	DODGE
DOUGLAS COUNTY PUBLIC HEALTH	DOUGLAS
DULUTH FIRE DEPT.	ST. LOUIS
DULUTH PD	ST. LOUIS
Eagan PD	DAKOTA
EASTSIDE FAMILY CENTER	RAMSEY
ECFE	RICE
EDEN PRAIRIE PD	HENNEPIN
EMS FOR CHILDREN	HENNEPIN
ESSENTIA HEALTH	ST. LOUIS
ESSENTIA HEALTH SAINT JOSEPH'S MEDICAL CENTER	CROW WING
ESSENTIA HEALTH ST. MARY'S	ST. LOUIS
ESSENTIA HEALTH VIRGINIA HOSPITAL	ST. LOUIS
EVERYDAY MIRACLES	HENNEPIN
FAIRVIEW RANGE MEDICAL CENTER	ST. LOUIS

FAIRVIEW RED WING	GOODHUE
FAIRVIEW REGIONAL MEDICAL CENTER	CHISAGO
FAIRVIEW-UMCM	ST. LOUIS
FARMINGTON PD	DAKOTA
Fillmore Co Public Health	FILLMORE
FOND DU LAC RESERVATION	CARLTON
FOREST LAKE PD	WASHINGTON
FREEBORN CO. PUBLIC HEALTH	FREEBORN
FRIDLEY FIRE DEPARTMENT	ANOKA
FRIDLEY POLICE DEPT.	ANOKA
GILLETTE CHILDREN'S	RAMSEY
GOLD CROSS AMBULANCE	STEARNS
GOLDEN VALLEY PD	HENNEPIN
GOODHUE COUNTY PH	GOODHUE
GOODHUE COUNTY SHERIFF	GOODHUE
GRAND PORTAGE HEALTH SERVICE	COOK
GRAND RAPIDS PD	ITASCA
HCMC	HENNEPIN
HEAD START	HENNEPIN
HEALTH EAST MEDICAL TRANSPORTATION	DAKOTA
HEALTH EAST & NORTH MEMORIAL	RAMSEY
HEALTH EAST MEDICAL TRANSPORTATION	CHISAGO
HEALTHPARTNERS	HENNEPIN
HELPING HAND PREGNANCY CENTER	JACKSON
HENNEPIN COUNTY FOSTER CARE	HENNEPIN
HENNEPIN COUNTY HUMAN SERVICES DEPT	HENNEPIN
HENNEPIN COUNTY MEDICAL CENTER	HENNEPIN
HERMANTOWN PD	ST. LOUIS
HIAWATHA LAND TRANSIT	WABASHA
HILL CITY PD	AITKIN
HOPKINS PD	HENNEPIN
HOUSTON CO PUBLIC HEALTH	HOUSTON
HUDSON HOSPITAL	RAMSEY
HUMAN SERVICES OF FARIBAUT AND MARTIN COUNTIES	MARTIN
HUTCHINSON PD	MCLEOD
INTER-COUNTY NURSING SERVICE	PENNINGTON
ISANTI COUNTY FAMILY SERVICES	ISANTI
ISANTI COUNTY PH	ISANTI
ISD 181 BRAINERD SCHOOL	CROW WING
KANABEC COUNTY FAMILY SERVICES	KANABEC

KANABEC COUNTY PH	KANABEC
KANDIYOHI CO PUBLIC HEALTH	KANDIYOHI
KANDIYOHI COUNTY SHERIFF	KANDIYOHI
KENYON PD	GOODHUE
KITTSOON MEMORIAL HEALTHCARE CENTER	KITTSOON
LAKE CITY AMBULANCE	WABASHA
LAKE COUNTY HUMAN SERVICES	LAKE
LAKE SUPERIOR LIFE CARE CENTER	ST. LOUIS
LAKEVILLE POLICE DEPT	DAKOTA
LAKEWOOD HEALTH SYSTEM	WADENA
LE SUEUR COUNTY PUBLIC HEALTH NURSING	LE SUEUR
LEECH LAKE BAND OF OJIBWE	CASS
LIFECARE PUBLIC HEALTH	ROSEAU
LINO LAKES PD	ANOKA
LITTLE FALLS PD	MORRISON
LORENZ BUS COMPANY	ANOKA
LUTHERAN SOCIAL SERVICE	HENNEPIN
MAHUBE COMMUNITY COUNCIL	HUBBARD
MANKATO CLINIC	BLUE EARTH
MANKATO PD	BLUE EARTH
MAPLE GROVE PD	HENNEPIN
MAPLEWOOD PD	RAMSEY
MAY CLINIC	OLMSTED
MAYO CLINIC HEALTH SYSTEMS – AUSTIN	MOWER
MAYO CLINIC HELATH SYSTEM AUSTIN	MOWER
MAYO CLINIC- METHODIST HOSPITAL	OLMSTED
MAYO FOUNDATION	OLMSTED
MAYO MEDICAL CENTER	OLMSTED
MAYO PERINATAL CENTER	OLMSTED
MCLEOD CO. PUBLIC HEALTH DEPT	MCLEOD
MDEWAKANTON EMERGENCY SERVICES	SCOTT
MEEKER COUNTY PH	MEEKER
MENDOTA HEIGHTS PD	DAKOTA
MERCY HOSPITAL	CARLTON
MESABI SAFE COMMUNITIES COALITION	ST. LOUIS
MINNEAPOLIS POLICE DEPT	HENNEPIN
MINNESOTA PARENT RESOURCE	HENNEPIN
MINNETONKA PD	HENNEPIN
MINNTONKA LIFE CARE CENTER	HENNEPIN
MN AIR NATIONAL GUARD	ST. LOUIS
MN AIR NATIONAL GUARD	ST. LOUIS

MN DNR	RAMSEY
MN OFFICE OF TRAFFIC SAFETY	RAMSEY
MN VISITING NURSE AGENCY	HENNEPIN
MOORHEAD FIRE	CLAY
MOORHEAD POLICE DEPARTMENT	CLAY
MOOSE LAKE HOSPITAL	CARLTON
MORRISON COUNTY HUMAN SERVICES	MORRISON
MORRISON COUNTY PUBLIC HEALTH	MORRISON
MOWER COUNTY HEALTH AND HUMAN SERVICES	MOWER
MOWER COUNTY PUBLIC HEALTH	MOWER
NEW BEGINNINGS	STEARNS
NEW HOPE POLICE	HENNEPIN
NEW PRAGUE AREA EMS	LE SUEUR
NEW RIVER MEDICAL CENTER	STEARNS
New Ulm Police Dept	BROWN
NORMAN-MAHNOMEN PH	NORMAN
NORTH MEMORIAL AMBULANCE SERVICES	CROW WING
NORTH MEMORIAL MEDICAL CENTER	WRIGHT
NORTH MEMORIAL TRAUMA SERVICES	HENNEPIN
NORTH VALLEY PUBLIC HEALTH	MARSHALL
NORTHFIELD CITY HOSPITAL	RICE
NORTHPOINT HEALTH & WELLNESS	HENNEPIN
NORTHWEST COMMUNITY ACTION/ HEAD START	ROSEAU
NPEMS	LE SUEUR
OLMSTED COUNTY PUBLIC HEALTH	OLMSTED
OLMSTED COUNTY SHERIFF	OLMSTED
OLMSTED MEDICAL CENTER	OLMSTED
OPTIONS FOR WOMEN	STEVENS
OSSEO AREA SCHOOLS - ISD279	HENNEPIN
OTTER TAIL COUNTY HUMAN SERVICES	OTTER TAIL
OWATONNA HOSPITAL	RICE
Owatonna PD	STEELE
PARENT PROVIDER CONNECTION	STEELE
PAYNESVILLE AREA AMBULANCE SERVICE	STEARNS
PERHAM EMS & PERHAM HEALTH	OTTER TAIL
PERHAM HEALTH SANFORD - PERHAM EMS	OTTER TAIL
PERHAM MEMORIAL HOSPITAL	OTTER TAIL
PERHAM PD	OTTER TAIL
PINE COUNTY PUBLIC HEALTH	PINE

PLYMOUTH FIRE	HENNEPIN
PLYMOUTH PD	HENNEPIN
PLYMOUTH VIP AUTO	HENNEPIN
POLINSKY REHAB/ST. MARYS HOSPITAL	ST. LOUIS
POLK COUNTY PH	POLK
POPE COUNTY SHERIFF	POPE
PRAIRIE ISLAND PD	GOODHUE
PRIMROSE SCHOOL OF WOODBURY	RAMSEY
PRINCETON PD	MILLE LACS
PRIOR LAKE POLICE DEPT.	SCOTT
RAMSEY COUNTY PH	RAMSEY
RAMSEY COUNTY SHERIFF'S OFFICE	RAMSEY
RAMSEY PD	ANOKA
REACH UP INC	STEARNS
RED WING PD	GOODHUE
RENVILLE COUNTY PUBLIC HEALTH	RENVILLE
RICE COUNTY NURSING	RICE
RINGDAHL AMBULANCE	OTTER TAIL
SAFE CHILD MN	HENNEPIN
SAFE KIDS FARGO/MERITCARE CHILDREN'S HOSPITAL	CASS
SAFE KIDS GRAND FORKS	POLK
SAFETY GAL CONSULTING	GOODHUE
SAINT MARY'S HOSPITAL MAYO CLINIC	OLMSTED
SANDFORD MEDICAL	CLEARWATER
SANFORD BEMIDJI MEDICAL CENTER	BELTRAMI
SARTELL PD	STEARNS
SAVAGE FIRE DEPARTMENT	SCOTT
SBM FIRE DEPARTMENT	ANOKA
SCOTT COUNTY SHERIFF	SCOTT
SCRMC	RAMSEY
SE KIDS INFANT DEVELOPMENT	BECKER
SHAKOPEE PD	SCOTT
SHERBURNE CO HEALTH & HUMAN SERVICES	SHERBURNE
SIBLEY COUNTY PUBLIC HEALTH	SIBLEY
SIGNATURE SALES	HENNEPIN
SOLUTIONS BEHAVIORAL HEALTHCARE	DOUGLAS
SOUTH LAKE MINNETONKA PD	CARVER
SOUTH ST. PAUL PD	DAKOTA
SOUTHWEST HEALTH AND HUMAN SERVICES	ROCK

SOUTHWEST HELATH & HUMAN SERVICES REDWOOD COUNTY	REDWOOD
SPRING LAKE PARK FIRE	ANOKA
ST CLOUD HOSPITAL	STEARNS
ST CLOUD POLICE DEPT	STEARNS
ST CLOUD STATE UNIVERSITY	SHERBURNE
ST LOUIS PARK FIRE DEPARTMENT	HENNEPIN
ST LUKE'S HOSPITAL/FREDENBERG FIRE DEPT	ST. LOUIS
ST MARYS HOSPITAL	MOWER
ST PAUL CHILDRENS HOSPITAL	RAMSEY
ST PAUL RAMSEY COUNTY PH	HENNEPIN
ST PETER POLICE DEPARTMENT	NICOLLET
ST. CLOUD HOPITAL	STEARNS
ST. FRANCIS REGIONAL MEDICAL CENTER	SCOTT
ST. GABRIEL'S HOSPITAL	MORRISON
ST. JOHN'S HOSPITAL	RAMSEY
ST. LOUIS PARK FD	HENNEPIN
ST. LUKE'S HOSPITAL	CARLTON
ST. MARY'S HOSPITAL	OLMSTED
ST. MARY'S MEDICAL CENTER	ST. LOUIS
ST. PAUL CHILDREN'S HOSPITAL	HENNEPIN
ST. PAUL PUBLIC SCHOOL	RAMSEY
ST. PAUL RAMSEY COUNTY PH	RAMSEY
ST. PETER PD	NICOLLET
STEARNS CO HUMAN SERVICES	STEARNS
STEELE COUNTY PH	STEELE
STG INTERNATIONAL	DAKOTA
SUPERIOR FIRE DEPARTMENT	ST. LOUIS
THE FAMILY PARTNERSHIP	HENNEPIN
Todd County Public Health	TODD
TRAUMA SERVICES UMMC FAIRVIEW	HENNEPIN
TREASURED TYKES	RAMSEY
TRI COUNTY AGENCY	MORRISON
TRI COUNTY HOSPITAL	WADENA
TRI VALLEY OPPORTUNITY COUNCIL	OLMSTED
TRI-VALLEY OPPORTUNITY COUNCIL	POLK
TRI-VALLEY OPPORTUNITY COUNCIL	OTTER TAIL
TRI-VALLEY OPPORTUNITY COUNCIL	RAMSEY
TRI-VALLEY OPPORTUNITY COUNCIL, INC.	POLK
TWO HARBORS POLICE DEPARTMENT	LAKE
U OF M AMPLEITZ CHILDREN'S HOSPITAL	RAMSEY

UCARE	HENNEPIN
UNITED STATES AIR FORCE RESERVE	HENNEPIN
VADNAIS HEIGHTS FIRE DEPARTMENT	RAMSEY
VIRGINIA FIRE DEPARTMENT	ST. LOUIS
WEST HENNEPIN PS	HENNEPIN
WABASHA COUNTY PH	WABASHA
WAITE PARK POLICE DEPARTMENT	STEARNS
WASECA COUNTY PH	WASECA
WASHINGTON COUNTY MEDICAL	WASHINGTON
WASHINGTON COUNTY PUBLIC HEALTH	WASHINGTON
WATONWAN COUNTY HUMAN SERVICES	WATONWAN
WAYZATA FIRE DEPARTMENT	HENNEPIN
WAYZATA PD	HENNEPIN
WELCOME BABY PROGRAM	WATONWAN
WELCOME MANOR FAMILY SERVICES	BLUE EARTH
WEST SIDE COMMUNITY HEALTH SERVICES	RAMSEY
WEST ST. PAUL PD	RAMSEY
WHITE BEAR LAKE PD	RAMSEY
WHITE EARTH COMMUNITY HEALTH	BECKER
WHITE EARTH HEAD START	BECKER
WILKIN COUNTY PUBLIC HEALTH	WILKIN
WILLMAR AMBULANCE	KANDIYOHI
WILLMAR PD	KANDIYOHI
WINONA COUNTY COMMUNITY SERVICES	WINONA
WOMEN'S LIFE CARE CENTER	RAMSEY
Worthington Specialty Clinics	NOBLES
WRIGHT COUNTY HUMAN SERVICES	WRIGHT
WRIGHT COUNTY PUBLIC HEALTH	WRIGHT

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 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. Community education programs have been developed in several of these 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

Results:

- Based on data from the Fatality Analysis Reporting System (FARS), the percentage of alcohol impaired (0.08 alcohol concentration or above) driving fatalities increased to 29% in 2014 from 25% in 2013 (these numbers include imputed data)
- Alcohol-related serious injuries decreased last year from 247 in 2013 to 210 in 2014

- Minnesota experienced a decrease in DWI arrests from 26,012 in 2013 to 25,258 in 2014. Enforcement efforts will continue to focus on high visibility to continue to create a strong 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.
- 69 percent of respondents report they recently had read, seen or heard about alcohol-impaired driving enforcement efforts by police in the past 30 days
- 87 percent of respondents statewide believe it is Very or Somewhat Likely someone will be arrested if they drive after drinking
- Minnesota has 16 DWI courts and 8 Drug Courts that accept DWI offenders; these cover nearly one-fourth of Minnesota's counties
- 9,448 individuals are currently using an ignition interlock and another 12,682 drivers have graduated from the ignition interlock program; there are five 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 96% 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 2016, 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.

Efforts to expand the use of ignition interlock will continue with an additional judicial district being added to the Judicial Interlock Pilot bringing the number to six. 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. DWI Dashboard will continue to be refined for users and will be expanded to include all law enforcement. DWI e-Charging will continue to train law enforcement so that all law enforcement will be using it. This year the OTS put out an RFP for funding a dedicated DWI enforcement officer for those large agencies who have the desire to heighten DWI enforcement but do not have the resources. By the end of September there were 11 of these DWI Officers on the road and 297 arrests were made. This will continue into the new grant year with an additional officer added.

Project Summaries (164, 410 and 405d)

Project # 15-03-01 Impaired Driving Coordination (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 # 15-03-02 Youth Alcohol Coordination (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 # 15-03-03 Additional Impaired Driving Coordination (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 # 15-03-04 Drug Recognition Evaluator and Traffic Law Enforcement Training (405d)

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), Advanced Roadside Impaired Driving Enforcement (ARIDE), Occupant Protection Usage and Enforcement (OPUE), DWI-SFST Update (*Update*), and Drug Evaluation and Classification (aka: 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. The following chart indicates the number of courses provided and the number of law enforcement officers trained.

Course	Number of Courses Provided	Number of LEO Trained
SFST	32	576
DTID	23	439
ARIDE	7	126
OPUE	30	451
DWI Update	66	858
DRE	1	24
SFST/DRE Instructor	0	0
Law Enforcement Phlebotomist	1	11

Project # 15-03-05 In-Squad Computers (164, 405d)

The OTS decided to fund this project with traffic records funds instead. DPS started the grant process for this project but due to complications of the Buy America Act was unable to move forward in 2015. With a newly published waiver, this project is on track to begin in 2016.

Project # 15-03-06 MSP DWI Enforcement (164, 405d)

See also projects 15-02-05 and 15-04-03

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, a distracted driving campaign,

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 Minnesota State Patrol (MSP).

Project # 15-03-07 **Cities and Counties DWI Enforcement (164, 405d)**

See also projects 15-02-06 and 15-04-04

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 coordination of activities, only one grant is written per county with the exception of Hennepin and St. Louis counties. 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, a distracted driving campaign, and speed enforcement to assure enforcement and paid media are running concurrently. Based on problem identification, the top 25 counties that accounted for 61 percent of the state's drunk driving deaths are provided additional funds to focus on impaired driving. High-visibility enforcement is required including earned media and roadway signage. The DPS Office of Communications provides media tools to assist with the educational effort.

Project # 15-03-08 **Judicial Ignition Interlock Programs (164)**

Minnesota's ignition interlock program is primarily administrative. This project 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 OTS issued five grants to four judicial districts and one probation agency. The districts have contracted with specific vendors through an RFP process. Five of these districts are using a wireless vendor which enables probation to address breath test fails and missed rolling retests within a short period of time. This project has changed the position of probation officers and judges. Prior to this project there was a high amount of resistance to ignition interlock within the criminal justice system.

Project # 15-03-09 **DWI Courts (164, 405d)**

This project supports courts that provide judicial leadership, multidisciplinary collaboration and local planning, including substance abuse issues, when working with repeat DWI offenders. Sixteen DWI courts receive funding from OTS. Forty-one 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.

During this federal fiscal year, DWI Courts that were funded by OTS resulted in the following:

- 182 participants were admitted into the program
- 140 participants graduated
- 26 participants were terminated
- 287 participants are currently enrolled
- 21 graduates from DWI court incurred an additional DWI arrest

Project #15-03-10 Screening and Brief Intervention with DHS (164)

Each year nearly 30,000 people are arrested for DWI. A DWI is an opportunity for professionals to triage an at risk segment of society to determine level of use, abuse, and dependency of chemicals. It is also an opportunity to apply the proper services that can change the person's chemical use behavior and as a result reduce impaired driving. Chemical assessments are required by law for all offenders convicted on anything that resulted from the impaired driving incident. However, chemical assessments are often not conducted quickly after a DWI arrest and are designed to determine chemical dependency and not identify people that are likely to continue risky impaired driving behavior.

All first time offenders in the city of Duluth now are given a court date two weeks after their offense. Over 272 offenders were offered the opportunity to participate in the Screening, Brief Intervention, and Referral to Treatment (SBIRT) program and 218 have done so. Changes to the program were implemented to increase participation. As of this fall, none of the participants have reoffended. There will be follow up for the next two years to see if this has reduced recidivism in this group.

Project # 15-03-11 Alcohol Media Relations (405d)

This project provides print and electronic materials on alcohol related traffic safety issues, as well as media relations services. The earned media materials 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 15-06-04 which focuses on issues other than impaired driving.

Project # 15-03-12 DWI Paid Media (164, 410)

See also the Paid Media section of this report.

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 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), cinema advertising, social media promoted posts (Facebook and Twitter), 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 radio station interviews with local law enforcement during the campaigns.

Project # 15-03-13 DWI Analytics / MIDRIS (405d)

The OTS contracted with the Bureau of Criminal Apprehension (BCA) to develop a system for impaired driving data analysis. Using data from multiple sources, the DWI Analytics project allows for those in the criminal justice system and traffic safety officials to evaluate countermeasures, identify problematic components of the impaired driving system, provide stakeholders with timely information, reduce

administrative costs for system stakeholders, and increase system efficiencies. Stakeholders will be able to query the database and receive reports. They will also be able to get thematic and analytic maps. The DWI Dashboard was recently released to over 17,489 law enforcement officers for their use.

Project # 15-03-14 DWI Electronic Charging System (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 and driver license information data, and automatically populates required forms. 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, in addition to adding several enhancements to the system. The e-Charging system is being used for over 96 percent of DWI arrests. There were 23,735 implied consents processed through e-Charging from October 1, 2014 through September 30, 2015. Additionally, 1,124 law enforcement personnel were trained in DWI e-Charging at 43 training locations in 118 separate training sessions.

On behalf of the National Highway Traffic Safety Administration (NHTSA), the Traffic Injury Research Foundation (TIRF) reviewed Minnesota’s DWI eCharging program as one of six programs in the country designed to expedite the DWI arrest process. TIRF members were given the same 2-hour DWI eCharging course that law enforcement personnel receive. After the 2-hour class there was a general presentation and discussion about the project’s history, challenges, lessons learned and many successes.

Project # 15-03-15 Ignition Interlock (164)

This project is administered by the Department of Public Safety (DPS) Driver and Vehicle Services, in collaboration with the Office of Traffic Safety 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 four years and the DPS continues to review possible changes to the law to increase the use of the device. Ignition Interlock is mandatory for those cancelled inimical to public safety.

Some key aspects of this program include:

- There are currently 9,448 individuals using an ignition interlock
- 12,682 drivers have graduated from ignition interlock
- Average cost of installation is \$105, removal is \$70 and average monthly calibration fee is \$98

Awareness of the Minnesota Ignition Interlock law has significantly increased since 2012 with 46 percent of respondents reporting awareness (versus 33 percent in 2012).

Awareness of Ignition Interlock Law
(Are you aware of the Minnesota Ignition Interlock law?)

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
Yes	33%	39%*	39%†	46%*
No	65%	58%*	58%*	52%*
Don't know	2%	3%	3%	2%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

Project # 15-03-16 MSP DWI Travel (405d)

The project allowed for opportunities for select Minnesota State Patrol (MSP) staff to attend in-state and out-of-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. One MSP lieutenant attended the 2015 Lifesavers Conference in Chicago, IL. Thirty (30) MSP law enforcement personnel attended the 2014 Towards Zero Deaths (TZD) Conference in Duluth, Minnesota. Attendees were chosen because of their involvement in regional TZD coordination.

Project # 15-03-17 RAVE and Alcohol Server train the Trainer (405d)

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 to effectively reduce the frequency of over-serving their customers.

AGED Staff conducted 17 classes to train 112 individuals as Regional Trainers. The Regional Trainers conducted 161 server training classes, training 3,870 servers.

Project # 15-03-18 Judicial Liaison for Ignition Interlock (405d)

Minnesota's ignition interlock law requires the devices to be used by those who wish to drive after a second or subsequent DWI or a first DWI with a blood alcohol concentration of .16 or above. The Driver and Vehicle Services division of DPS is responsible for implementing the law. If judges were to also order appropriate offenders to enroll in the ignition interlock program, the number of users would greatly increase and the roadways would be safer. Although several attempts were made to connect with the courts, the bandwidth to implement this project does not exist at this time.

Project # 15-03-19 DWI Officers (164, 405d, 402)

This project supports twelve full time sworn officers, along with a squad car and related traffic safety equipment, which is to be used solely by the DWI officer for DWI enforcement. By the end of FFY15, there were 11 DWI Officers on the roads, the majority of them began in June and July. There were 297 DWI arrests made in FFY15 by these DWI Officers. Much of the equipment needed was ordered.

Project # 15-03-20 DWI Prosecutor and Officer Support (405d)

There is a need for prosecutor training, case consultation, and legal research assistance with respect to impaired driving in Minnesota. The OTS contracts for a 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 12 trainings conducted by Minnesota's TSRP throughout the state, which included training on breath testing, McNeely cases, legislative updates, ignition interlock, DWI Trial, and toxicology for prosecutors.

Project # 15-03-21 Impaired Driving Coordinating Committee (405d)

The Impaired Driving Coordinating Committee worked on making 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. Seven recommendations were proposed to the legislature. Only one of those recommendations passed, the lowering of criminal enhancement from 0.20 to 0.16 which matched the administrative enhanced sanctions. The law change went into effect on August 1 of 2015.

Project # 15-03-22 Impaired Driving Equipment (405d, 164)

Increasing high-visibility enforcement efforts creates the need for equipment to support enforcement efforts. This project also provided for recognition of the Minnesota's top DWI Enforcement Officers and DWI education outreach items. Enforcement agencies with a new 2015 TZD Enforcement grant were supplied with a set of six signs and two bases that support the various enforcement waves. For the DWI Enforcement Officer recognition, each officer is provided a bat to recognize their impaired driving enforcement efforts. The items were awarded at a Minnesota Twins baseball game. A total of 16 high-visibility signs ("DWI Enforcement Zone") and 16 stands were purchased to fill equipment gaps for new enforcement partners. For DWI Enforcement Officer Recognition, 39 DWI Enforcer bats were purchased. Finally, five sets of fatal vision goggles were purchased for DWI education outreach efforts by Regional TZD Coordinators.

Project # 15-03-23 Enforcement Recognition (405d)

See also project 15-04-07

Criteria for two levels of recognition were developed by OTS staff; 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. For the higher level of achievement, a recognition committee selected the Blue Earth County Toward Zero Deaths (TZD) Enforcement Grant comprised of 14 agencies from the counties of Blue Earth, Le Sueur and Nicollet to receive the 2015 Commissioner's Award.

Project # 15-03-24 Law and Legal Training (405d)

The *2015 DWI & Traffic Safety Law* webinar was available for viewing by law enforcement August 24 – September 7, 2015. The webinar was attended by 1,403 people. The webinar was also sent on DVD to an additional 21 law enforcement officers who were unable to watch the webinar during the period of time it was available and wanted to view it without obtaining POST credit. The webinar was approved for 1 hour of POST credit and covered topics such as legislative and case law update, DRE Update, and DWI eCharging. The training also included a short discussion about the differences between DWI in boats and automobiles. The legislative update included discussion about the change to .16 for DWI aggravating factor, the necessity defense, and other statutory changes. DRE Don Marose provided an update about the DRE program, including information about training for the DRE and SFST and drug trends.

Project # 15-03-25 Impaired Driving Facts Book (405d)

Minnesota's 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 # 15-03-26 DWI Enforcement Liaisons (164)

See also project 15-04-06

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 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 63 Sheriff's Offices, 248 municipal and tribal agencies, which totals 311 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 reporting their data to OTS after enforcement waves.

Project # 15-03-27 TIRF Recommendation (Ignition Interlock Vendor Oversight) (164)

The Ignition Interlock Device Program was implemented on July 1, 2011. Minnesota began a vendor oversight program through a project created by OTS and DVS that hired 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.

This is a three year project. The contractor has created a vendor oversight manual and several documents that have been reviewed and approved by DVS. These will be implemented to utilize in the oversight of service centers and Ignition Interlock Vendors to ensure compliance with the Ignition Interlock Device Program.

Project # 15-03-28 DWI Enforcers to Conferences (410)

See also project 15-04-12

Twelve (12) 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 2015 Lifesavers Conference, the premier national conference on traffic safety issues and programs. The average rating of the conference given by the twelve attendees was 8.7 (scale of 1-10). In addition to the many excellent sessions provided at the conference, they reported having had opportunities to learn from, and network with, traffic safety professionals from around the country.

Project # 14-03-29 Ignition Interlock Evaluation (405d)

Two primary goals of the Office of Traffic Safety and the Minnesota Ignition Interlock Program are to prevent impaired driving and reduce DWI re-offenses. This project provides for an evaluation of the Ignition Interlock program in Minnesota. The RFP was conducted under FFY 14 and the work began in FFY 15. The Ignition Interlock program evaluation consisted of collecting participant data from Driver and Vehicle Services (DVS) and the Ignition Interlock vendors. Survey data was also collected from participants at the vendor service centers. The DVS data consisted of driver, vehicle, citations and convictions, and license type and status. Event Records were collected from the vendors along with a

matching Private Information File. Data was collected for the pilot program phase which occurred from July 1, 2007 through June 30, 2011. The current Ignition Interlock program started on July 1, 2011 and data was collected through March 31, 2015.

Project # 15-03-30 DWI Creative Contract (405d)

Creative services for the OTS are handled through a professional technical contract with the creative agency, Johnson Group. This project covered creative services for paid media related to impaired driving. In 2015, new creative messaging focused on distracted driving, speed and motorcycle protective gear. Therefore, no 405d funding was used to develop creative messaging for impaired driving. Media creative contracts related to occupant protection, speed, and distracted driving is covered under 15-06-11.

Project # 15-03-31 State and Local Match for DWI (410, 405d)

This project is a placeholder to record required matching funds.

Project #15-03-32 PBTs for Law Enforcement

Due to personnel shortages this project was not conducted in 2015.

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 high visibility 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 related to driving while 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 high visibility enforcement
- Increase the public's recognition of law enforcement traffic safety emphasis waves

Results:

- In 2014, 361 people died on Minnesota roadways, down from 387 in 2013
- The number of serious injuries decreased by 14% from 1,216 to 1,044 in 2014
- Seat Belt use, as shown by observational surveys, was 94% in 2015
- 111, or 31%, of the fatalities were alcohol related, 25% of fatalities were in alcohol impaired crashes
- TZD Enforcement grants included 311 total agencies (local, tribal and sheriff) plus the MSP
- Telephone surveys indicate that 44% of the state wide respondents are aware of seatbelt enforcement
- Telephone surveys indicate that 53% of the state wide respondents are aware of speed enforcement
- The surveys also indicated that 69% 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 2015 supports that evidence and indicated that there is a strong correlation between perceived risk of a citation and behavior. The OTS required 100 percent of funded enforcement be High Visibility Enforcement (HVE) in FFY 2015. We are starting to get anecdotal evidence that we are missing a good number of drug impaired DWI's. We will be analyzing the data and in the future will start using ARIDE to train officers involved in the TZD enforcement program. 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, 405b, 405e)**Project # 15-04-01 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 # 15-04-02 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 # 15-04-03 Minnesota State Patrol TZD Enforcement (MSP) (402)

See also projects 15-02-05 and 14-03-06

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, a distracted driving campaign, and speed enforcement to assure enforcement and paid media are running concurrently.

Project # 15-04-04 Cities and Counties TZD Enforcement (402, 405b, 405e)

See also project 15-02-06 and 15-03-07

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 coordination of activities, only one grant is written per county with the exception of Hennepin and St. Louis counties. 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, a distracted driving campaign, 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.

Project # 15-04-05 Minnesota State Patrol Federal Project Support (402, 405b)

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 # 15-04-06 Enforcement TZD Liaisons (402)

See also project 15-03-26

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 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 63 Sheriff's Offices, 248 municipal and tribal agencies, which totals 311 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 # 15-04-07 Enforcement Recognition (402)

See also project 15-03-23

Criteria for two levels of recognition were developed by OTS staff; 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. For the higher level of achievement, a recognition committee selected the Blue Earth County Toward Zero Deaths (TZD) Enforcement Grant comprised of 14 agencies from the counties of Blue Earth, Le Sueur and Nicollet to receive the 2015 Commissioner's Award.

Project # 15-04-08 Enforcement Equipment (402)

Equipment to enhance high visibility enforcement was made available. Each agency with a TZD Enforcement grant was supplied with a set of six signs and two bases, which will support the various enforcement waves. In addition, a total of 165 high-visibility signs ("Speed Enforcement Zone") and 56 stands were purchased. As part of the Enforcement Recognition program, the LELs nominate two agencies per quarter for the "Outstanding Agency Award" to receive a large equipment item of their choice (radars, lidars, PIT training certificates, PBTs) and approved by the OTS grant coordinator. A total of 32 pieces of large equipment is awarded during each grant year.

Project # 15-04-09 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. In 2014, the OTS awarded two grants to Dakota County Sheriff’s Office and the Hopkins Police Department. In 2015, there was not enough interest from law enforcement agencies to continue funding this program.

Project # 15-04-10 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. Developed in 2012, the Real-Time Officer Activity Reporting (ROAR) System requires the entry of agencies’ individual eligible officers into a roster that includes the dates on which the officers completed required training. Grant lead officers enter “enforcement events” into the calendar that their officers 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. Several reports have been updated and system enhancements were made. 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.

Project # 15-04-11 Electronic Sign Rental (402)

High visibility enforcement has been shown to be the most effective when combined with public education. In order to make the enforcement more visible, electronic changeable message boards have been quite successful in notifying the motoring public of DWI enforcement zones. This project provided for the rental of these signs by the Minnesota State Patrol for speed and seat belt high visibility enforcement in the metro area.

Project # 15-04-12 DWI Enforcers to Conferences (402)

See also project 15-03-28

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 2015 Lifesavers Conference, the premier national conference on traffic safety issues and programs. The average rating of the conference given by the twelve attendees was 8.7 (scale of 1-10). In addition to the many excellent sessions provided at the conference, they reported having had opportunities to learn from, and network with, traffic safety professionals from around the country.

Project # 15-04-13 Patrol Travel (402)

See also project 15-03-16

The project allowed for opportunities for select Minnesota State Patrol (MSP) staff to attend in-state and out-of-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. One MSP lieutenant attended the 2015 Lifesavers Conference in Chicago, IL. Thirty (30) MSP law enforcement personnel attended the 2014 Towards Zero Deaths (TZD) Conference in Duluth, Minnesota. Attendees were chosen because of their involvement in regional TZD coordination.

Project # 15-04-14 **Below 100 (402)**

The Below 100 program is an initiative that aims to reduce the line of duty deaths to below 100, a number not seen since 1943. With an all-time high of 278 officers dying on duty in 1974, recently the average has been 150 with the majority the result of traffic crashes. Below 100 provides the tools and resources needed to make a culture of safety throughout enforcement agencies by targeting officers wearing their seat belts and vests, slowing down and clearing intersections.

Instructors from out-of-state came in and trained the trainers to give this program to other officers around the state. The session was eight hours long and there was no cost to the officer trainers attending. The cost of lunch and a training room were donated; the only costs to the program were the travel expenses of the out-of-state officers who donated their time. One-hundred eighteen Minnesota officers were trained on April 28 or April 29 and given the materials in electronic form to present the one-hour class to other officers around the state.

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:

- Projects were undertaken to replace the current Crash Reporting system to improve efficiency, timeliness and accuracy
- 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 implementing improvements
- Minnesota's TRCC was showcased in the FHWA/NHTSA "State Traffic Records Coordinating Committee Noteworthy Practices"
- Staff from HumanFIRST at the Center for Transportation Studies continued to work with law enforcement officers and the vendor in the creation of the new crash records system (MNCrash)
- The MNCrash vendor built the major data collection components
- 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 new MNCrash system has a go-live date of January 1, 2016. Training on the new system will continue as well as incorporating enhancements. The TRCC has been focused on MNCrash and will use 2016 for strategic planning.

Project Summaries (402, 408, 405c)

Project # 15-05-01 Traffic Records 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 # 15-05-02 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 the 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 # 15-05-03 FARS Support (405c)

The Fatality Analysis Reporting System (FARS) program has expanded to include pre-crash elements. The work load warranted additional staff time for this project. Federal funds cover the salary, fringe benefits, and indirect costs associated with a .5 FTE position.

Project # 15-05-04 Crash Records Database Solution (408, 405c)

This multi-year project covers costs associated with replacing the legacy crash records system. A Project Manager and Systems Architect costs are covered via contracts. The vendor started in October 2014 and has completed a large share of the programming.

HumanFIRST (U of MN) continued with their work to make crash data collection be user driven. The human factors work conducted earlier for this project received a Best Practices award from the Association of Traffic Safety Information Professionals and has been incorporated into the design.

Training for officers began in September 2015. The go live date is set for January 1, 2016.

Project # 15-05-05 Crash Outcome Data Evaluation System (CODES) (408)

This is year two of the CODES Improvements grant with the Minnesota Department of Health (MDH). The MDH was not able to receive crash data for 2013 and subsequent years, as the new data use agreement had not yet been signed. The infrastructure and methodologies are in place for linking 2013 and subsequent years, as the data become available. MDH expects to receive the 2013 and 2014 crash data within two weeks after the data use agreement is signed.

This project also developed an online query system for the Crash Outcome Data Evaluation System (CODES), and made it available for testing by CODES staff, stakeholders, and partners. This is an important step in making CODES data more useful and available to a variety of analysts, researchers, and policy makers. In addition, pre-hospital (Emergency Medical Systems Regulatory Board or EMSRB)

data were successfully linked to trauma system data. Linked data provide more accurate information about crash injury and outcome, as well as giving insight into the economic impact of crashes.

The primary outcome of this project was the CODES online query system, which allows users to select various data characteristics from the single imputation public use annual linked data sets. Users choose a data year and a crash location region. Results may then be filtered by a wide number of variables. Users may also filter by various vehicle or person characteristics. The query system also includes value-added CODES information from hospital data on injuries and outcome. The underlying single imputation public use data sets will also be available for download upon request. A data dictionary and other documentation have also been created.

Project # 15-05-06 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. This project will be continued in 2016 for additional agencies because the State will require electronic submission of all adult citations by July 1, 2016.

Project # 15-05-07 State and Local Traffic Records (408, 405c)

This project is a placeholder to record required matching funds.

Project # 15-05-08 Placeholder for consistency in numbering of two year projects

This project number is included to keep the project numbering the same for grants that began in 2014 and continue into 2015.

Project # 15-05-09 In-Squad Computers (405c)

See also Project 15-03-05

The OTS started the grant process for this project but due to complications of the Buy America Act was unable to move forward in 2015. This project is on track to begin in 2016.

Project # 15-05-10 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 # 15-05-11 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 405c funding.

Project # 15-05-12 Centerline Mapping Project (Shared Centerline) (408)

The Shared Centerline Initiative is a joint effort between the Minnesota Department of Transportation (MnDOT), Minnesota Geospatial Information Office (MnGeo) and MetroGIS (a geospatial collaborative funded and administered by the Metropolitan Council). This is a two year grant and the first year was spent working on data sharing agreements and technology needs so no monies were spent. The project will leverage the power of the Linear Referencing System (LRS) to: (1) allow local authorities to directly edit data for which they are the steward, (2) give partners tools to facilitate seamless data exchange regarding roadways, reducing duplicate data collection and (3) creation of an authoritative street centerline spatial dataset representing the entire state of Minnesota.

Due to delay in the development of MnDOT's LRS very little money was spent and the grant was not renewed.

Project # 15-05-13 Crash Report Analysis (408)

As a compliment to the Crash Records re-design project, this project examined the interaction between the data suppliers and the technology used to capture the data. The flow and manner in which law enforcement officers can most efficiently capture data was documented and shared with the new system vendor.

This year the grantee continued with design recommendations and testing the new system. Work continues with usability testing and user feedback so the grant was renewed for another year.

Project # 15-05-14 TIS Improvements (408)

This project was not continued in FFY 2015.

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: Community involvement is essential to raise awareness of and decrease traffic related serious injuries and fatalities. Community members who are aware of the risks and costs of traffic crashes are more likely to devote resources and commitments to becoming traffic safety proponents. Community involvement is fostered through the development of Paid Media and Media Relations, supporting efforts of the *Toward Zero Deaths (TZD)* Safe Roads Coalitions, implementation of the Network of Employers for Traffic Safety (NETS) Programs, facilitating the Annual *TZD* Conference, active participation in *TZD* Regional Workshops, and providing Regional *TZD* Support.

Collectively, these community programs develop partnerships with community members who are concerned with traffic safety issues and work within law enforcement, education, engineering, emergency response, healthcare, 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 intervention programs 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 traffic safety issues and initiatives
- Increased the use of social media and online venues to enhance messaging to target audiences
- Reached minority communities not served through traditional media through Ampers radio stations
- Addressed older driver issues through the Mobility for Minnesota's Aging Population group
- Complimented new legislation requiring driver educators to offer teen driver safety parent awareness classes by providing Point of Impact program materials and initiating surveys of participating parents
- Telephone surveys of male Minnesotans aged 18 -24 were conducted to assess awareness of enforcement efforts and self-reported changes in behavior
- *TZD* annual conference, eight regional workshops, and two stakeholders' breakfasts were conducted to provide outreach to partners
- There were 25 *TZD Safe Roads Coalitions* in 2015: coalitions continue to work on county-wide programs, as well as regional traffic safety activities
- The *TZD* Program continues to coordinate efforts to advance traffic safety with regional partnership projects including regional seat belt surveys

Future Strategies:

For 2016, 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 address traffic safety solutions from specific disciplines, as well as from a multi-disciplinary angle, by offering breakout sessions that provide information on best practices and effective countermeasures to community stakeholders. Workshops will help facilitate the implementation of TZD efforts in communities within each region. Focus will continue to address specific populations, behaviors, and other needs, as identified through data analysis.

Project Summaries (402, 405e, 406)**Project # 15-06-01 Community 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 # 15-06-02 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 # 15-06-03 Media and Special Projects 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 # 15-06-04 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 template materials posted to the Web site, 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 15-03-11.

Project # 15-06-05 Safe Roads (402)

TZD Safe Roads provides grant funding for local coalitions outside the Twin Cities Metropolitan Area to address traffic deaths and serious injuries in the counties they serve. 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.

The 25 grantees were given a menu of options for activities based on best practices and proven success in impacting traffic safety. Data for their specific county was used to identify their choices of approved optional grant activities. In addition to required grant activities, the grant applications included specific options to implement activities involving local governments, worksites, schools, liquor establishments, and the media. Time was reimbursed for the coordination of working coalitions comprised of community partners to assist in implementing the strategies and approved grant activities.

Project # 15-06-06 Network of Employers for Traffic Safety (NETS) (402)

The NETS is a program dedicated to helping employers prevent employee 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 appropriate traffic safety materials and employee focused awareness/education programs to employers. Part of a MN Safety Council staff person time, as well as project related printing and travel costs are provided.

Project # 15-06-07 Paid Media (406, 405e, 402)

See also the Traffic Safety Media Relations section of this report

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), cinema advertising, social media promoted posts (Facebook and Twitter), 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 radio station interviews with local law enforcement during the campaigns.

Project # 15-06-08 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 882 in November 2014 in Duluth, Minnesota.

Project # 15-06-09 Regional Support (402)

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.

Regional workshops were held in all eight TZD regions. Regional seatbelt surveys were conducted in seven of the eight regions (excluding the Metro Region) to monitor progress. Regional steering committees were held at least quarterly and Regional media events were held to support the May “Click it or Ticket” and Labor Day Crackdown mobilizations.

Project # 15-06-10 Mobility for Minnesota’s Aging Population (MMAAP) (402)

The MMAAP is a partnership of a variety of agencies, organizations and individuals concerned with safe mobility for older Minnesotans. The OTS writes small contracts with a leader for the group and a support person. The leader is the elected chair of the committee who receives a small stipend for his time in leading meetings and discussions and keeping the projects moving ahead. The support person schedules meetings, keeps documents up to date and provides notes on meetings. During federal 2015, this project, along with the Minnesota branch of the Automobile Association of America and the Department of Health, supported the development and printing of a new publication, *A Roadmap for Driving Later in Life*. In addition, the project was instrumental in the provision of older driver sessions at all but one of the regional TZD conferences during the year.

Steering committee meetings are held before each regular full-membership MMAAP meeting to plan the agenda for the upcoming meeting and discuss any hanging issues from the prior meeting. Six regular MMAAP meetings are held during the year.

Project # 15-06-11 Media Creative Contract (402, 406, 405e)

Creative services for the OTS are handled through a professional technical contract with the creative agency, Johnson Group. This project covers creative services for paid media, related to seat belts, child seats, speeding, distracted driving and other identified problems. In 2015, new creative messaging was developed for distracted driving, speed, and motorcycle protective gear for the use of TV spots, radio ads and digital billboards. In addition, new collateral materials were designed under this project for the production of window clings and posters. Media creative contracts related to impaired driving is covered under 15-03-30.

Project # 15-06-12 Non English Speaking TS Law (402)

OTS used Ampers radio stations to reach minority communities not served through traditional media. With Ampers, OTS was able to provide outreach to members of the Somali, Hispanic, and Native American communities. Media messages focused on distracted driving, seat belt, and impaired driving in their native language and targeted to their community.

Project # 15-06-13 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 between July 1 and August 4, 2015 through a randomly generated sample of telephone numbers. The telephone sample included both landlines and cell phones and oversampled unmarried males aged 18-34. In addition to the NHTSA Performance Measures questions, the OTS survey looked at ignition interlock laws, motorcycle safety efforts and distracted driving.

Copies of the full report are available from the Office of Traffic Safety.

Project # 15-06-14 Program Travel (402)

Out-of-state travel to national and regional conferences allows OTS staff to share and discover new ideas with other states and keep up to date on research. There are also specific rules and requirements for the NHTSA funded programs that OTS staff need to know and understand in order to do their jobs.

In federal 2015, five staff attended the GHSA annual conference, one attended the Kids in Motion conference, one attended the Iowa peer exchange on Toward Zero Deaths, three attended Lifesavers, two attended the Transportation Research Board, two attended the Traffic Records Forum, two attended the Association of Ignition Interlock Program Administrators, and four completed TSI's Instructor/Facilitator class. In addition, TSI provided the Financial Management and GTS classes in Minnesota this year; while there were no costs for travel, three staff completed the GTS course and six completed the Financial Management course.

Project # 15-06-15 Observational Survey of Distracted Driving (402)

The survey was conducted from July 27 to August 9, 2015 at 201 sites in 40 counties across the State of Minnesota. This is the first formal, statewide study of driver distraction in Minnesota. Minnesota's study of distracted driving is unique in that it collects data for distraction due to passengers and a list of other distractors, including use of cell phones for conversation or manual operations.

The purpose of the study was to collect direct observation data on distracted driving behavior to support law enforcement efforts and evaluate the success of Minnesota's no texting law. The OTS was also interested in other distracting behaviors beyond those covered by the texting law. Information from this study may also be used to target media messages aimed at reducing distracted driving.

Drivers of cars, van/minivans, sport utility vehicles (SUVs) and pickup trucks were included in the survey. A total of 11,471 drivers were observed. Overall, 29.13 percent (weighted estimate) of the drivers were found to be distracted.

Project # 15-06-16 Enforcing Pedestrian Laws (402)

Between 2009 and 2014, 209 pedestrians were killed in Minnesota. One in four of those were in Hennepin County with a majority of those in the city of Minneapolis. Minnesota crash data show that approximately half the time the driver made the error in judgment and half the time the pedestrian made the error. A grant was written with the Minneapolis Police Department and the Ramsey County Sheriff's Office to conduct high-visibility enforcement and increase the number of citations written to pedestrians and drivers in an aim to decrease the number of pedestrian fatalities.

Project # 15-06-17 Parental Involvement Survey (402)

To evaluate the effectiveness of the Point of Impact teen driver safety parent awareness class, 681 parents who participated in the class in calendar year 2014 were surveyed. The survey was separated into two stages, the permit stage and the provisional licensure stage. The intent of the survey was to gain information on parents' self-reported application of strategies and use of resources and information provided in the classes.

When the parents were asked how well they felt the Point of Impact class prepared them for mentoring their teen on the risks, laws and responsibilities for becoming a safe driver, over 82 percent responded either "well" or "very well". A final report on the results of the permit and the provisional licensure surveys will be completed during the second quarter of the 2016 Federal Fiscal year.

Project # 15-06-18 Parental Involvement Class Support (402)

Effective January 1, 2015, new legislation requires all driver education providers to offer parent awareness classes to parents/guardians who wish to receive it. The Point of Impact (POI) program developed by the OTS, mirrors the legislative requirements. In 2015, of the 370 driver education providers in Minnesota, 283 (76%) use the POI program materials provided by the OTS. The POI curriculum includes law enforcement participation. The OTS coordinator provided train-the-trainer classes for law enforcement in 2015.

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 2014, 46 motorcycle riders and passengers were killed in crashes. This was a 23% decrease from 2013's total of 60 motorcyclist crash fatalities. Licensed operators continued to grow to a new all-time high of 414,346; up almost 5,000 riders from 2013. The number of registered motorcycles increased slightly 235,909 to 236,040.

The Minnesota Motorcycle Safety Program (MMSP) conducts rider training courses, targeted public information campaigns, and an evening testing program for motorcycle license endorsement to improve motorcyclist safety.

Motorcycle Safety Program Objectives:

- Reduce the number of motorcyclist fatalities
- Reduce the rate of motorcyclist fatalities per 10,000 registered motorcycles
- Reduce the number of unhelmeted motorcyclist fatalities
- Reduce the number of fatalities involving a motorcycle operator with a BAC of .08 or above

Results:

- The number of motorcyclist fatalities decreased from 60 in 2013 to 46 in 2014
- The number of unhelmeted motorcyclist fatalities declined slightly from 34 in 2013 to 28 in 2014
- The percentage of unhelmeted motorcyclist fatalities increased from 57% in 2013 to 61% in 2014
- The number of fatalities involving a motorcycle operator with a BAC of .08 or above decreased from 14 in 2013 to 7 in 2014
- The rate of motorcycle fatalities per 10,000 registered motorcycles decreased from a rate of 2.5 in 2013 to 1.9 in 2014
- The crash rate per registered motorcycle continued to decrease from 54 crashes per 10,000 registered motorcycles in 2013 to 51 in 2014
- Rider course participation decreased by 4% in 2014. Total course enrollment was 5,881. The MMSP offers several types of courses. Rider training course totals were:
 - 4,969 in the Basic Rider Course
 - 357 in the BRC2/Experienced Rider Course
 - 326 in the Moped Course
 - 80 in the Skills Re-test Course
 - 37 in the Introduction to a Motorcycle Course and Basic Rider Course Refresher
 - 101 in Civilian Police Motorcycle Courses
 - 11 in the Sidecar/Trike Course
- In 2014, the MMSP conducted the second 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 continued its rider responsibility themed campaign in 2015. Efforts are underway to develop a new protective gear campaign and a new training campaign for use in 2016 and future years. Additionally, a NHTSA Section 405 funded motorist awareness effort will be conducted again in Minnesota's twelve highest motorcycle crash counties. The MMSP also is planning to utilize state funding to develop a new motorist awareness campaign for 2016. 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, 405f, State funds)

Project # 15-07-01 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 # 15-07-02 Motorcycle Safety Support (402, 405f)

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 405(f) funding to conduct a motorist awareness campaign in Minnesota's top twelve motorcycle crash counties to remind the general driving public to "look twice" for motorcycles. A motorist awareness television spot ran heavily during the months of May and June in these counties.

Project # 15-07-03 Motorcycle Helmet Survey (402)

Minnesota does not have a mandatory helmet use law for motorcyclists 18 or older. In 2014, only 9 (20%) of the 46 motorcycle riders killed were known to be wearing a helmet. Of the 1,117 motorcyclists injured, only 423 (38%) were known to be wearing a helmet. This survey was conducted in order to better understand what factors influence the decision not to use a helmet, and to provide the Office of Communications with information to develop messages targeted toward increasing voluntary helmet use. Three focus group events were held, and the majority of participants were males over the age of 35. The findings were used to provide baseline data regarding the decision-making process involved in choosing not to wear a helmet. The findings were also used to inform messaging for a new protective gear media campaign.

Project # 15-07-04 Motorcycle Rider Training (State dedicated Motorcycle Safety Fund)

A majority of single vehicle, fatal motorcycle crashes in Minnesota are "run off the road" crashes; with a high number of these being in curves. 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 5,881 rider course students in 2015. All students were surveyed, and the program, instructors, and courses were uniformly given excellent ratings.

Project # 15-07-05 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 2015; 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 # 15-07-06 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: 592 permitted motorcycle riders took advantage of the evening testing program and 4,969 motorcyclists enrolled in a Basic Rider Course.

Project # 15-07-07 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; replenish any supplies that run low; and 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. Training sites were well supplied and all equipment was insured.

Project # 15-07-08 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 # 15-07-09 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 2014 *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; roundabouts; and turn lanes. Additionally, safety plans and audits have been created and conducted.

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
- Roundabouts and J-turns installed at high injury crash intersections have been effective in preventing and reducing T-bone crashes

Future Strategies:

Expand the installation of intersection safety countermeasures at locations with a high number of serious and fatal crashes.

Project Summaries (402, 164HE)

Project # 15-09-01 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 are 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 are reviewed for continued growth and progress. The project is funded through a grant with MnDOT and the Center for Transportation Studies at U of MN.

Project # 15-09-02 Intersection Safety Countermeasure Deployment (164 HE)

MnDOT has identified intersections with a high number of serious crashes that can be made safer through the deployment of intersection safety countermeasures. This project deployed rural intersection

conflict warning systems, reduced conflict U-turn intersections, turn lanes, and roundabouts to improve safety at these intersections.

Project # 15-09-03 Lane Departure Countermeasure Deployment (164 HE)

MnDOT has identified roadways with a high number of lane departure crashes. This project deployed lane departure countermeasures including cable median barriers, curve chevrons, guard rails, rumble strips, rumble stripes, and wider fog lines.

Project # 15-09-04 Roadway Safety Evaluation and Planning (164 HE)

MnDOT has continued to evaluate roadway safety countermeasures, plans and planning processes. This project has also funded new planning processes undertaken as a result of roadway safety evaluations.

FFY 2015 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 overall increased in recent fiscal years, however, the funding slightly decreased in 2015. The messages in the media campaign supports increased enforcement and coincides with increased seat belt use and a decrease in alcohol-related traffic fatalities.

The following table shows funding by federal fiscal year.

Year	Funds Used
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
2014	\$3,337,350
2015	\$3,222,000

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

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

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

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 such as the Minnesota Wild.

Impaired Driving

Objectives & Strategy:

- Increase awareness of extra DWI patrols surrounding key enforcement periods
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, and on-air interviews.

Results:

- Total budget \$2,200,000
- Total paid media \$2,169,139 including agency fees
- Traffic: \$6,047
- Target: M18–34
- Campaigns:
 - Impaired Holiday, Super Bowl, St. Patrick's Day, Labor Day, Social Norming, Motorcycle Impaired

Impaired Holiday

- Flight Dates: 11/26-12/31
- Total Purchased: \$431,227

Television:

- Total TV Purchased: \$190,294.2
- Total Stations: 20 + Cable
- Total Purchased TRPs: 964
- Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester
- Total Bonus / PSAs: 151

Radio

Total Radio Purchased: \$100,855

Total Stations: 66

- Total Purchased TRPs & Spots: 5,421
- Markets: Duluth, Mankato, Rochester, Minneapolis-St. Paul, St. Cloud, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing/Virginia, Little Falls, Pine City, Alexandria, Austin/Albert Lea, Fosston, International Falls, Marshall, Redwood Falls, Roseau, Thief River Falls, Wadena, Winona, Worthington

Out-of-Home/Sponsorships

- Total OOH/Sponsorships Purchased: \$84,769.1,
- OOH: Mix of digital and static units (30 boards)
- 165,000 bonus spots (\$14,000 value)

Digital

- Total Digital Purchased: \$55,305.1
- Digital Pre-Roll & Streaming
- Total Impressions: 5,978,941

Impaired Super Bowl

- Flight Dates: 1/29-2/1
- Total Purchased: \$70,899.9

Television:

- Total TV Purchased: \$52,501
- Total Stations: 16
- Total Purchased TRPs: 205

- Markets: Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester

Radio

- Total Radio Purchased: \$15,566.8
- Total Stations: 41
- Total Purchased TRPs & Spots: 834
- Markets: Duluth, Mankato, Rochester, Minneapolis-St. Paul, St. Cloud, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing/Virginia, Little Falls, Pine City
- Total Bonus / PSAs: 134

Digital

- Total Digital Purchased: \$2,832
- Digital Pre-Roll
- Total Impressions: 375,180

Impaired St. Patrick Day

- Flight Dates: 3/1-3/31
- Total Purchased: \$165,632.4

Television:

- Total TV Purchased: \$33,003.3
- Total Stations: 16 + Cable
- Total Purchased TRPs: 217
- Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester
- Total Bonus / PSAs: 55

Radio

- Total Radio Purchased: \$16,244
- Total Stations: 41
- Total Purchased TRPs: 838
- Markets: Duluth, Mankato, Rochester, Minneapolis-St. Paul, St. Cloud, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing/Virginia, Little Falls, Pine City
- Total Bonus / PSAs: 143

Out-of-Home/Sponsorships

- Total OOH/Sponsorships Purchased: \$101,940
- OOH: Mix of digital and static units (25 units)
- Pumptoppers & Bar media

Digital

- Total Digital Purchased: \$26,381
- Digital Pre-Roll
- Total Impressions: 1,017,187

Impaired Labor Day

- Flight Dates: 8/10-9/6
- Total Purchased: \$497,327.8

Television:

- Total TV Purchased: \$129,849
- Total Stations: 19 + Cable
- Total Purchased TRPs: 502
- Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester
- Total Bonus / PSAs: 454

Radio

- Total Radio Purchased: \$69,515.8
- Total Stations: 60
- Total Purchased TRPs & Spots: 3,536
- Markets: Duluth, Mankato, Rochester, Minneapolis-St. Paul, St. Cloud, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing/Virginia, Little Falls, Pine City, Alexandria, Austin/Albert Lea, Fosston, International Falls, Marshall, Redwood Falls, Roseau, Thief River Falls, Wadena, Winona, Worthington
- Total Bonus / PSAs: 652

Print

Total Print Purchased \$15,091.3

Publications: African News Journal, Hmong Today, Hmong Times, Insight News, La Voz Latina, MN Spokesmen Recorder, Vida y Sabor

Digital

Total Digital Purchased \$22,658.8

- Digital Pre-Roll & Streaming
- Total Impressions: 1,966,139
- Social:
 - Total Impressions: 828,386

Out-of-Home/Sponsorships

- Total OOH/Sponsorships Purchased: \$260,212.8
- OOH:
- Mix of digital and static units (22), Pumptoppers (80 Gas Stations), Bar Media, Train Wrap

Impaired 25 counties

- Flight Dates: 6/8-8/9/15
- Total Purchased: \$800,463.3

Television:

- Total TV Purchased: \$332,500.2
- Total Stations: 20 + Cable
- Total Purchased TRPs: 1,012
- Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester
- Total Bonus / PSAs: 497

Print

Total Print Purchased \$27,953.8

Publications: African News Journal, Hmong Today, Hmong Times, Insight News, La Voz Latina, MN Spokesmen Recorder, Vida y Sabor

Radio

- Total Radio Purchased: \$114,832.9
- Total Stations: 42
- Total Purchased TRPs & Spots: 5,369
- Markets: Duluth, Mankato, Rochester, Minneapolis-St. Paul, St. Cloud, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing/Virginia, Little Falls, Pine City
- Total Bonus / PSAs: 782

Out-of-Home/Sponsorships

- Total OOH/Sponsorships Purchased: \$275,339.7
- OOH: Mix of digital and static units (39), Pumptoppers (100 stations), bar media
- Event OOH (7 units): Grandma's Marathon (Duluth), American on Tap (St. Cloud), Basilica Block Party (Minneapolis)

Digital

- Total Digital Purchased: \$49,836.9
- Digital Pre-Roll & Streaming
- Total Impressions: 3,868,143
 - Social Total Impressions: 1,865,968

Impaired Motorcycle

Flight Dates: 7/1-9/6

Total Purchased: \$197,552.1

Television:

- Total TV Purchased: \$144,876.7
- Total Stations: 16
- Total Purchased TRPs: 1,148
- Markets: Duluth, Minneapolis – St. Paul, Rochester, Mankato
- Total Bonus / PSAs: 166
-

Digital

- Total Digital Purchased: \$52,675.4
- Digital Pre-Roll & Streaming
- Total Impressions: 4,500,000

Distracted Driving

Objectives & Strategy:

- Execute statewide mass media campaign to drive awareness of increased Distracted Driving
- 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:

- Total budget \$224,000
- Total paid media \$219,662 including agency fees
- Traffic: \$1,561
- Target: A18-34
- Flight Dates: 4/13-4/26

Television:

- Total TV Purchased: \$75,502
- Total Stations: 16 + Cable
- Total Purchased TRPs: 609
- Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester, Mankato
- Total Bonus / PSAs: 53

Radio

- Total Radio Purchased: \$53,210
- Total Stations: 60
- Total Purchased TRPs: 2,533

- Markets: Duluth, Mankato, Rochester, Minneapolis-St. Paul, St. Cloud, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing/Virginia, Little Falls, Pine City, Alexandria, Austin/Albert Lea, Fosston, International Falls, Marshall, Redwood Falls, Roseau, Thief River Falls, Wadena, Winona, Worthington
- Total Bonus / PSAs: 506

Out-of-Home/Sponsorships

- Total OOH/Sponsorships Purchased: \$40,687.5
- OOH: Mix of digital and static units (35), Pumptoppers (59 Stations)
- MN Timberwolves: Courtside Signage, Outdoor LED Boards and PA Announcements

Digital

- Total Digital Purchased: \$23,157.6
- Digital Pre-Roll & Streaming
- Total Impressions: 3,389,634

Print

Total Print Purchased \$27,104.5

Publications: African News Journal, Hmong Today, Hmong Times, Insight News, La Voz Latina, MN Spokesmen Recorder, Vida y Sabor

Occupant Protection

Objectives & Strategy:

- Execute a campaign to drive awareness and remind the general driving audience about the importance of seatbelts and promote “Click it or Ticket”
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, interviews, etc.
- 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:

- Total budget \$425,000
- Total paid media \$412,487 including agency fees
- Traffic: \$3,295
- Target: M18-34 & W18-49
- Campaigns:
 - Seatbelts, Child Passenger Safety

Seatbelts

- Flight Dates: 5/11-6/7
- Total Purchased: \$315,985.4

Television:

- Total TV Purchased: \$87,592
- Total Stations: 17 + Cable
- Total Purchased TRPs: 401
- Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester, Mankato
- Total Bonus / PSAs: 53

MN Wild TV Sponsorship

Total Purchased \$3,970.6

Radio

- Total Radio Purchased: \$50,728

- Total Stations: 62
- Total Purchased TRPs: 2,436
- Markets: Duluth, Mankato, Rochester, Minneapolis-St. Paul, St. Cloud, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing/Virginia, Little Falls, Pine City, Alexandria, Austin/Albert Lea, Fosston, International Falls, Marshall, Redwood Falls, Roseau, Thief River Falls, Wadena, Winona, Worthington
- Total Bonus / PSAs: 484

Out-of-Home/Sponsorships

- Total OOH/Sponsorships Purchased: \$116,169.2
- OOH: Mix of digital and static units (22), Gas station TV (63 spots), Fillboards (100), Bus Tails (45 units)

Newspaper

- Total Print Purchased: \$13,488.2
Publications: African News Journal, Hmong Today, Hmong Times, Insight News, La Voz Latina, MN Spokesmen Recorder, Vida y Sabor

Digital

- Total Digital Purchased: \$44,038.1
- Digital Pre-Roll & Streaming
- Total Impressions: 3,811,054
 - Social Total Impressions: 1,493,421

Child Passenger Safety

- Flight Dates: 9/8-9/20
- Total Purchased: \$96,501.6

Television:

- Total TV Purchased: \$54,629.5
- Total Stations: 15 + Cable
- Total Purchased TRPs: 343
- Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester
- Total Bonus / PSAs: 51

Radio

- Total Radio Purchased: \$32,497
- Total Stations: 57
- Total Purchased TRPs: 1,404
- Markets: Duluth, Mankato, Rochester, Minneapolis-St. Paul, St. Cloud, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing/Virginia, Little Falls, Pine City, Alexandria, Austin/Albert Lea, Fosston, International Falls, Marshall, Redwood Falls, Roseau, Thief River Falls, Wadena, Winona, Worthington
- Total Bonus / PSAs: 242

Digital

- Total Digital Purchased: \$9,375
- Digital Pre-Roll
- Total Impressions: 709,708

Speed

Objectives & Strategy:

- Increase awareness of extra enforcement patrols on Minnesota roads cracking down on speeding
- Utilize a mix of mass and targeted media to deliver Speed message with high reach and frequency to our target audience

Results:

- Total budget \$200,000
- Total paid media \$197,730.2 including agency fees and traffic
- Traffic: \$673
- Target: A18-34
- Flight Dates: 7/6-8/2

Radio

- Total Radio Purchased: \$69,392.33
- Total Stations: 67
- Total Purchased TRPs: 3,195
- Markets: Duluth, Mankato, Rochester, Minneapolis-St. Paul, St. Cloud, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing/Virginia, Little Falls, Pine City, Alexandria, Austin/Albert Lea, Fosston, International Falls, Marshall, Redwood Falls, Roseau, Thief River Falls, Wadena, Winona, Worthington
- Total Bonus / PSAs: 556

Digital

- Total Digital Purchased: \$45,341.5
- Digital Pre-Roll, Streaming & Star Tribune
- Total Impressions: 5,001,217
 - Social Total Impressions: 917,858
 -

Out-of-Home/Sponsorships

- Total OOH/Sponsorships Purchased: \$82,993.3
- OOH: Mix of digital and static units (15), Gas station TV (64 spots), Fillboards (100), Bus Tails (45 units)

Motorcycle Safety / Awareness

Objectives & Strategy:

- Execute a campaign to drive awareness and remind the general driving audience to “look twice” for motorcyclists
- Increase awareness of Motorcycle Safety importance as well as course offerings. Increase enrollment within Motorcycle Safety courses.

Results:

- Total budget \$173,000
- Total paid media \$168,938.3 including agency fees
- Traffic: N/A
- Target: A18-49 & M35-54

Motorcycle Awareness

- Flight Dates: 5/18-5/31
- Total Purchased: \$95,448.25

Television:

- Total TV Purchased: \$74,160.74
- Total Stations: 17 + Cable
- Total Purchased TRPs: 473
- Markets: Duluth, Mankato, Minneapolis – St. Paul, Rochester
- Total Bonus / PSAs: 59

Out-of-Home/Sponsorships

- Total OOH/Sponsorships Purchased: \$21,287.51
- OOH: Mix of digital and static units (13)

Motorcycle Safety

- Flight Dates: 5/4-6/14
- Total Purchased: \$73,490.3

Radio

- Total Radio Purchased: \$34,447.8
- Total Stations: 1
- Total Purchased TRPs: 439
- Markets: Minneapolis – St. Paul
- Endorsement radio with Brian Zepp, PM Drive on KQRS-FM
- Added Value: 150 spots
- KQRS website presence, blog posts (743 impressions), Zepp social media posts (12x)

Out-of-Home/Sponsorships

- Total OOH/Sponsorships Purchased: \$28,058.80
- OOH: Pumptoppers (80 Gas Stations)

Digital

- Total Purchased: 10,938.7
- Streaming Radio
- Total Impressions: 2076,934

Paid Media Recap

Total Budget: \$3,222,000

Total Expenditures: \$3,173,486

Impaired Driving

Total Impaired Driving Budget: \$2,200,000

Total Expenditures: \$2,169,139 (includes agency fees and traffic of \$6,047)

- Impaired Holiday: \$431,227
- Impaired Super Bowl: \$70,890
- Impaired St. Patrick's Day: \$165,632.4
- Impaired Labor Day: \$497,328
- Impaired 25 Counties: \$800,463
- Motorcycle Impaired: \$197,552

Distracted Driving

Total Distracted Driving Budget: \$224,000

Total Expenditures: \$221,223 (includes agency fees and traffic of \$1,561)

Occupant Protection

Total Occupant Protection Budget: \$425,000

Total Expenditures: \$415,782 (includes agency fees and traffic of \$3,295)

- Seat Belts: \$315,985
- Child Passenger Safety: \$96,502

Speed

Total Speed Budget: \$200,000

Total Expenditures: \$198,403 (includes agency fees and traffic of \$673)

Motorcycle

Total Motorcycle Budget: \$173,000

Total Expenditures: \$168,938 (includes agency fees and traffic of \$519)

- Motorcycle Awareness: \$95,448.5
- Motorcycle Safety: \$73,490.3

Total TV/Radio PSAs

- Radio: 4,842 spots
 - Value: \$67,769.18
- TV: 2,278 spots
 - Value: \$79,968.11

Minnesota Office of Traffic Safety NHTSA 2015 Financial Report

**MINNESOTA OFFICE OF TRAFFIC SAFETY
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	Code	Federal Vouchered	Local Benefit	State & Local Match
0101 Planning and Administration	PA 1501	\$ 371,257.04	\$ -	\$ 376,871.74
Subtotal P&A 402		\$371,257.04	\$ -	\$ 376,871.74
0201 CPS/OP Coordination	OP 1502	\$ 110,384.99	\$ -	\$ -
0202 Youth Belt Coordination	OP 1502	\$ 26,592.20	\$ -	\$ -
0203 CPS Support	OP 1502	\$ 39,814.89	\$ 39,814.89	\$ -
0204 CPS to Lifesavers	K3 1502	\$ 3,346.28	\$ 3,346.28	\$ -
0205 Belt Enforcement: Patrol	K2 1502	\$ 51,247.97	\$ -	\$ 54,715.25
""	M1HVE1402	\$ 209,364.54	\$ -	\$ 59,722.16
0206 Belt Enforcement: Cities & Counties	M1HVE1402	\$ 566,162.62	\$ 566,162.62	\$ 279,301.53
""	OP 1502	\$ 333,591.08	\$ 333,591.08	\$ 85,494.28
""	K2 1502	\$ 3,820.11	\$ 3,820.11	\$ 1,084.12
0207 Web Based OPUE	OP 1502	\$ 59,675.00	\$ 59,705.00	\$ -
0208 Seat Belt Use Survey	OP 1502	\$ 59,532.85	\$ -	\$ -
0209 Child Seats for Needy Families	state	\$ -	\$ -	\$ 62,750.50
0210 Southern CPS liaison	K3 1502	\$ 46,995.84	\$ 46,995.84	\$ -
0211 Ampers	K3 1502	\$ 20,000.00	\$ -	\$ -
0212 Northern CPS Liaison	OP 1502	\$ 80,000.00	\$ 80,000.00	\$ -
0213 Mom Enough	K3 1502	\$ 10,000.00	\$ -	\$ -
0214 CPS Paid Media	K3PM 1502	\$ 45,806.78	\$ 34,355.06	\$ 30,000.00
Subtotal SAFETEA LU 405	K2	\$55,068.08	\$3,820.11	\$55,799.37
Subtotal 2011	K3&K3PM	\$126,148.90	\$84,697.18	\$92,750.50
Subtotal 402	OP	\$709,591.01	\$513,110.97	\$85,494.28
Subtotal 405b	405b	\$775,527.16	\$566,162.62	\$339,023.69
0301 Impaired Driving Coordination	164PA 1503	\$ 115,494.33	\$ -	\$ -
	AL 1503	\$ -	\$ -	\$ -
0302 Youth Alcohol Coordination	164PA 1503	\$ 26,592.21	\$ -	\$ -
	AL 1503	\$ -	\$ -	\$ -
0303 Alcohol Coordination Assistance	164PA 1503	\$ 156,295.37	\$ -	\$ -
	AL 1503	\$ -	\$ -	\$ -
0304 DRE and Advanced Training	M6OT 1503	\$ 363,490.59	\$ 197,340.06	\$ -
0305 In-squad Computers	164AL 1503	\$ -	\$ -	\$ -
""	M6X	\$ -	\$ -	\$ -
0306 Patrol Impaired Driving Enforcement	164AL 1503	\$ 749,976.71	\$ -	\$ 201,533.64
0307 Cites & Counties DWI Enforcement	164AL 1503	\$ 2,773,027.67	\$ 2,773,027.67	\$ 566,778.35
0308 Judicial Ignition Interlock	164AL 1503	\$ 354,608.03	\$ 354,608.03	\$ -
0309 DWI Courts	164AL 1503	\$ 1,549,701.95	\$ 1,549,701.95	\$ 432,507.68
0310 Screening & Brief Intervention	164AL 1503	\$ 61,826.00	\$ -	\$ -
0311 DWI Media Relations at OOC	M6OT 1503	\$ 111,817.31	\$ 77,534.64	\$ -

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	Code	Federal Vouchered	Local Benefit	State & Local Match
0312 DWI Paid Media Contract	164PM 1503	\$ 1,139,418.68	\$ 854,564.02	\$ -
" " "	K8 1503	\$ 1,034,360.72	\$ 775,770.54	\$ 4,500,000.00
0313 DWI Analytics	M6OT 1503	\$ 120,962.31	\$ -	\$ -
0314 DWI E-Charging	164AL 1503	\$ 132,951.34	\$ 66,475.69	\$ -
0315 Administrative Ignition Interlock	164AL 1503	\$ 199,454.96	\$ -	\$ -
0316 Patrol DWI Out-of-state Travel	M6OT 1503	\$ 5,291.87	\$ -	\$ -
0317 RAVE & Server Train the Trainer	M6OT 1503	\$ 100,199.41	\$ 50,099.73	\$ -
0318 Judicial Liaison	M6OT 1503	\$ -	\$ -	\$ -
0319 DWI Officers	164AL 1503	\$ 479,760.08	\$ 479,760.08	\$ 2,406.17
" " "	M6OT 1503	\$ 230,291.36	\$ 230,291.36	\$ 101,666.03
" " "	AL 1503	\$ 24,569.07	\$ 24,569.07	\$ -
0320 TSRP	M6OT 1503	\$ 160,973.71	\$ 161,973.71	\$ -
0321 DWI Coordinating Committee	M6OT 1503	\$ 1,312.50	\$ -	\$ -
0322 Impaired Driving Equipment	164AL 1503	\$ -	\$ -	\$ -
" " "	M6OT 1503	\$ 9,461.13	\$ 9,461.13	\$ -
0323 DWI Enforcement Recognition	M6OT 1503	\$ 2,995.21	\$ 2,995.21	\$ -
0324 Law and Legal Training	M6OT 1503	\$ 12,158.75	\$ 6,079.38	\$ -
0325 Impaired Driving Facts	M6OT 1503	\$ 1,562.72	\$ -	\$ -
0326 DWI Enforcement Liaisons	164AL 1503	\$ 112,537.33	\$ 112,537.33	\$ -
0327 Ignition Interlock Vendor Compliance	164AL 1503	\$ 79,438.71	\$ -	\$ -
0328 Project Directors to Conferences	M6OT 1503	\$ 9,164.20	\$ 9,164.20	\$ -
0329 Ignition Interlock Evaluation	M6OT 1503	\$ 29,268.20	\$ -	\$ -
0330 DWI Creative Contract	M6OT 1503	\$ -	\$ -	\$ -
0331 State DWI Match for 410	state	\$ -	\$ -	\$ 3,580,369.30
0332 Improved PBTs for Enforcement	M6OT 1503	\$ -	\$ -	\$ -
" " " " "	164AL 1503	\$ -	\$ -	\$ -
All Impaired Driving		\$10,148,962.43	\$7,735,953.80	\$9,385,261.17
Subtotal 164AL		\$6,493,282.78	\$5,336,110.75	\$1,203,225.84
Subtotal 164PA		\$298,381.91	\$0.00	\$0.00
Subtotal 164PM		\$1,139,418.68	\$854,564.02	\$0.00
		\$7,931,083.37	\$6,190,674.77	\$1,203,225.84
Subtotal K8PM		\$1,034,360.72	\$775,770.54	\$4,500,000.00
Subtotal 405d		\$1,158,949.27	\$744,939.42	\$3,682,035.33
		\$2,193,309.99	\$1,520,709.96	\$8,182,035.33
Subtotal AL		\$ 24,569.07	\$ 24,569.07	\$ -
0401 Enforcement Coordination 1	PT 1504	\$ 71,780.26	\$ -	\$ -
0402 Enforcement Coordination 2	PT 1504	\$ 47,231.02	\$ -	\$ -
0403 Patrol TZD Enforcement	PT 1504	\$ 260,660.46	\$ -	\$ 72,966.76
0404 Cities & Counties TZD Enforcement	PT 1504	\$ 525,703.22	\$ 525,703.22	\$ 122,022.38

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	Code	Federal Vouchered	Local Benefit	State & Local Match
*****Distracted Enforcement	M8DDLE140	\$ 212,538.35	\$ 212,538.35	\$ 55,311.64
0405 Patrol Project Support	PT 1504	\$ 33,242.73	\$ -	\$ -
0406 Enforcement Liaisons	PT 1504	\$ 187,451.26	\$ 187,451.26	\$ -
0407 Enforcement Recognition	PT 1504	\$ 47,241.88	\$ 47,241.88	\$ -
0408 Enforcement Signs and Equipment	PT 1504	\$ 63,846.07	\$ 63,846.07	\$ -
0409 DDACTS	PT 1504	\$ -	\$ -	\$ -
0410 ROAR	PT 1504	\$ 43,240.24	\$ 20,001.60	\$ -
0411 Electronic Sign Rental	PT 1504	\$ 2,108.80	\$ 2,108.80	\$ -
0412 Project Directors to Lifesavers	PT 1504	\$ 9,164.19	\$ 9,164.19	\$ -
0413 Patrol Travel	PT 1504	\$ 5,291.87	\$ -	\$ -
0414 Below 100	PT 1504	\$ 1,500.00	\$ -	\$ -
Subtotal PT 402	PT	\$1,298,462.00	\$855,517.02	\$194,989.14
Subtotal Distracted 405e	M8DDLE140	\$212,538.35	\$212,538.35	\$55,311.64
0501 Traffic Records Coordination	TR 1505	\$ 124,639.45	\$ -	\$ -
0502 Problem Identification	TR 1505	\$ 149,470.93	\$ -	\$ -
0503 FARS Support	M3DA 1505	\$ 22,591.80	\$ -	\$ -
0504 Crash Records Database Solution	M3DA 1505	\$ 220,944.71	\$ -	\$ 61,000.00
*****	K9 1505	\$ 903,867.79	\$ -	\$ -
0505 CODES Support	K9 1505	\$ 51,149.46	\$ -	\$ -
0506 e-Citations with BCA	K9 1505	\$ 16,000.00	\$ -	\$ -
0508 No Project with This Number				
0507 State and Local TR	state&local	\$ -	\$ -	\$ 603,625.02
0509 In-squad Computers	K9 1505	\$ -	\$ -	\$ -
*****	M3DA 1505	\$ -	\$ -	\$ -
0510 E Grants Support	TR 1505	\$ 22,462.80	\$ -	\$ -
0511 TRCC	M3DA 1505	\$ -	\$ -	\$ -
0512 Centerline Mapping Project	K9 1505	\$ 52,102.00	\$ -	\$ -
0513 Crash Records Analysis	K9 1505	\$ 104,391.36	\$ -	\$ -
Subtotal TR 402	TR 1505	\$296,573.18	\$0.00	\$0.00
Subtotal Data K9 408	K9 1505	\$1,127,510.61	\$0.00	\$603,625.02
Subtotal Data 405c	405c 1505	\$243,536.51	\$0.00	\$61,000.00
0601 Community Programs Coordination	CP 1506	\$ 117,777.13	\$ -	\$ -
0602 Evaluation Coordination	CP 1506	\$ 107,761.06	\$ -	\$ -
0603 Media & Special Projects Coord.	CP 1506	\$ 50,142.16	\$ -	\$ -
0604 Media Relations	K4CP	\$ 125,616.45	\$ 94,212.34	\$ -
0605 Safe Roads	CP 1506	\$ 397,073.56	\$ 397,073.56	\$ 232,578.40

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	Code	Federal Vouchered	Local Benefit	State & Local Match
0606 NETS	CP 1506	\$ 38,400.23	\$ -	\$ 26,084.71
0607 Paid Media	K4PM	\$ 558,251.06	\$ 418,688.30	\$ -
****	PM 1506	\$ 83,193.22	\$ 62,394.92	\$ -
see also K3 funds in 02 section	M8PE 1506	\$ 219,661.97	\$ 164,746.48	\$ 53,000.00
0608 TZD Conference	CP 1506	\$ 144,120.04	\$ 72,060.03	\$ 67,780.00
0609 Regional Support	CP 1506	\$ 151,620.89	\$ 151,620.89	\$ -
0610 Older Driver Working Group	CP 1506	\$ 16,345.00	\$ -	\$ -
0611 Creative Contract	K4CP 1506	\$ 104,431.83	\$ 78,323.87	\$ -
0612 Non-English Speaking TS Law	CP 1506	\$ 60,000.00	\$ -	\$ -
0613 Telephone Surveys and Evaluation	CP 1506	\$ 59,999.00	\$ -	\$ -
0614 Program Travel	CP 1506	\$ 41,092.29	\$ -	\$ -
0615 Observations of Distracted Driving	CP 1506	\$ 59,989.00	\$ -	\$ -
0616 Enforcing Pedestrian Laws	CP 1506	\$ 46,061.01	\$ 46,061.01	\$ 6,201.86
0617 Parental Involvement Survey	CP 1506	\$ 350.21	\$ -	\$ -
0618 Parental Involvement Class Support	CP 1506	\$ 774.90	\$ 774.90	\$ -
Subtotal CP 402	CP 1506	\$1,291,506.48	\$667,590.39	\$332,644.97
Subtotal PM 402	PM 1506	\$83,193.22	\$62,394.92	\$0.00
Subtotal K4 Paid Media 406	K4PM 1506	\$558,251.06	\$418,688.30	\$0.00
Subtotal Other 406	K4CP 1506	\$230,048.28	\$172,536.21	\$0.00
Subtotal Distracted PM	M8PE 1506	\$219,661.97	\$164,746.48	\$53,000.00
0701 Motorcycle Coordination	MC 1507	\$ 103,611.95	\$ -	\$ -
0702 Motorcycle Support	M8MA	\$ 96,597.25	\$ 72,447.94	\$ 30,000.00
0703 Research Helmet NonUse	MC 1507	\$ 12,966.86	\$ -	\$ -
0704 to 0710 State MC Safety Program	state	\$ -	\$ -	\$ 942,082.95
Subtotal MC 402		\$116,578.81	\$0.00	\$942,082.95
Subtotal 405F		\$96,597.25	\$72,447.94	\$30,000.00
0901 TZD Support	RS 1509	\$ 88,505.75	\$ -	\$ -
0902 Intersections	164HE 1209	\$ 588,822.20	\$ -	\$ -
0903 Lane Departures	164HE 1209	\$ 670,410.44	\$ -	\$ -
0904 Evaluation and Planning	164HE 1209	\$ 78,140.04	\$ -	\$ -
Subtotal RS 402		\$88,505.75	\$0.00	\$0.00
Subtotal 164HE		\$1,337,372.68	\$0.00	\$0.00

MINNESOTA OFFICE OF TRAFFIC SAFETY
2015 NHTSA FINANCIAL REPORT

Code	Federal Vouchered	Local Benefit	State & Local Match
All 402	\$4,280,236.56	\$2,123,182.37	\$ 1,932,083.08

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