

State of Minnesota
Department of Public Safety

Highway Safety Plan
and
Application for 405 Funding

Federal Fiscal Year 2014

Prepared for:
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National Highway Traffic Safety Administration

Prepared by:
Minnesota Department of Public Safety
Office of Traffic Safety

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Minnesota's Highway Safety Plan: Federal Fiscal Year 2014

Introduction

The Office of Traffic Safety (OTS) in the Minnesota Department of Public Safety (DPS) administers federal funds provided by the National Highway Traffic Safety Administration (NHTSA) under the State and Community Highway Safety Program (Public Law 89-564). The funds are used to change driver behavior by enforcing traffic laws; making the public aware of the dangers of crashes, the likelihood of receiving a ticket, and the best ways to reduce their risk; and leading or assisting state, county, and community efforts to improve traffic safety. In addition, OTS analyzes crash data, identifies at-risk populations, seeks out or crafts programs to reduce the risks, and evaluates the success of various traffic safety programs.

One of the requirements associated with managing the State and Community Highway Safety Program is to prepare an annual plan that describes the projects to be funded in the coming year. Strategic planning techniques (clarifying the program's mission and goals, setting measurable objectives, identifying problems, developing strategies, and evaluating the program's progress towards the goals) have been used to develop the plan for more than three decades. The performance plan, process description, required plans, and program areas sections of this Highway Safety Plan report the general goals we have set for our program, and the strategies, tactics, and projects we intend to implement during Federal Fiscal Year 2014.

The OTS collaborates with other divisions in DPS, other state agencies, county and local units of government, as well as private organizations, industry, academia, and advocates to improve traffic safety throughout Minnesota. We communicate with and disseminate information to our partners throughout the state, colleagues in others states, and federal agencies. The federal funds allow us to implement traffic safety countermeasures and programs and to support innovative technological solutions to a variety of traffic safety problems – from equipment for law enforcement, to data system linkages, and beyond. Finally, we see ourselves as sound stewards of public funds, seeking to invest in programs that will reduce not only the economic cost of crashes in Minnesota (estimated for 2012 to be nearly \$1.5 billion) but also the emotional toll on families of crash victims.

In 2001, the Minnesota Departments of Public Safety and Transportation collaborated on a conference called *Toward Zero Deaths*. The most significant results of that conference were an improved understanding between the two agencies of the shared roles we play in decreasing deaths and severe injuries and a desire to work together more closely. We came to the realization that we share the same goals for traffic safety and we will reach those goals more certainly and quickly if we work closely together. Soon thereafter, the Minnesota Department of

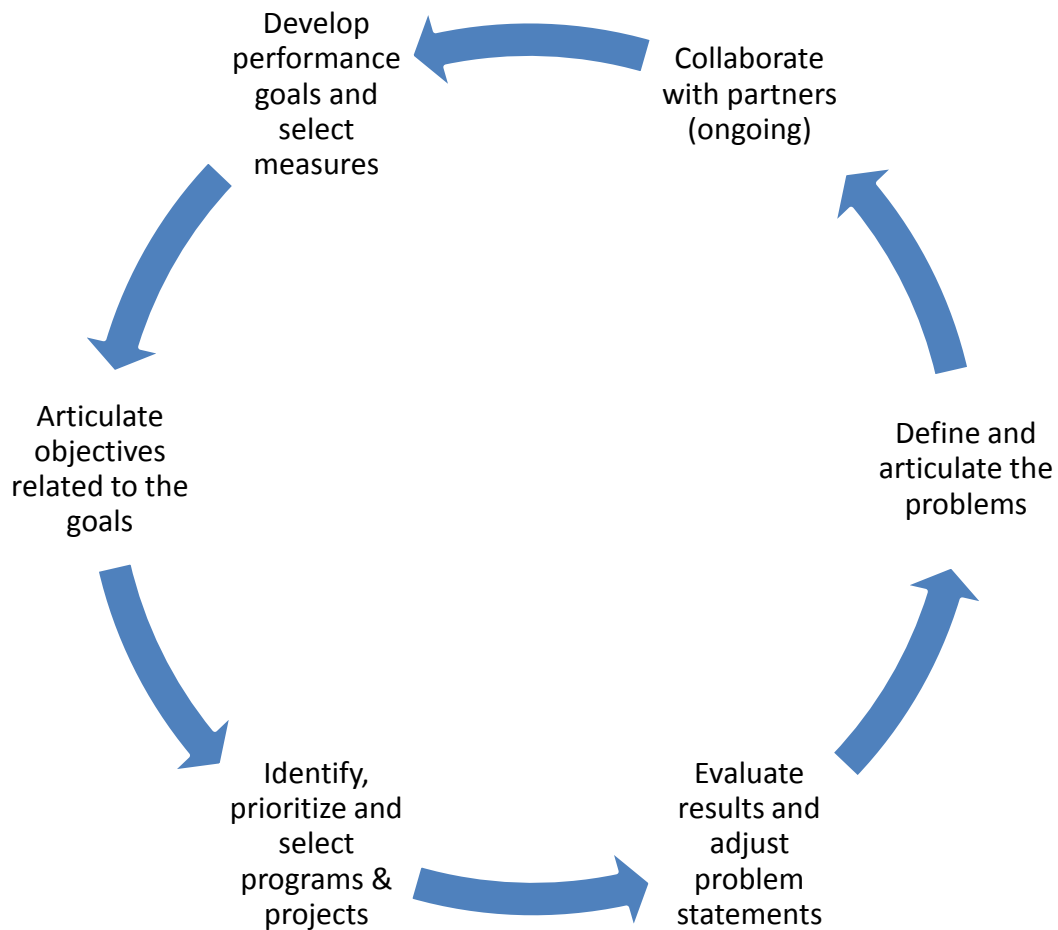
Health was added as a full partner. The Toward Zero Deaths (TZD) partners are collaborating on a number of projects – including the County Highway Safety Plans – and routinely sharing information. A Comprehensive Highway Safety Plan was written in 2006; in 2007 that plan was updated into the MN/DOT Strategic Highway Safety Plan (SHSP). OTS primary goals and strategies have been largely incorporated into the SHSP. An update to the SHSP began under MnDOT's leadership in 2013 and is scheduled for completion in 2014. MnDOT has sought participation in the update by a wide variety of stakeholders and interested persons.

In 2010 the TZD leadership team developed a strategic direction one pager with a mission, a vision, and three different goals and strategies to use to obtain them. Elements of the TZD Strategic Direction are addressed in appropriate sections that follow. Naturally, the 2014 Minnesota Highway Safety Performance Plan (HSPP) and the OTS office's work, concentrate on solutions to poor driver behaviors and decisions. However, the OTS does have an increasingly system-wide understanding of traffic safety problems.

The TZD is an umbrella program, under which everyone working on traffic safety can join together. The TZD sponsoring partners (the Departments of Public Safety, Health, and Transportation) and the TZD program have received two international awards.

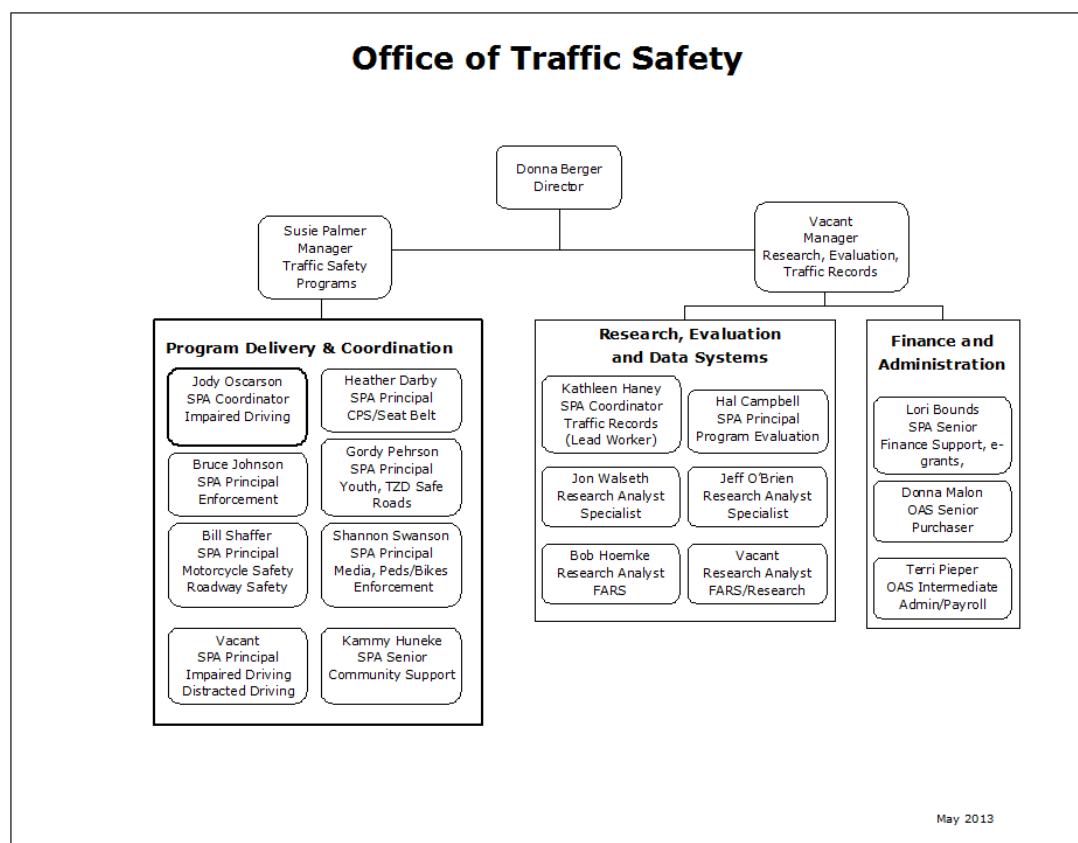
Summary of the Planning Process

At almost any point in time the OTS is planning, evaluating, and administering projects in at least two federal years. The planning process has no distinct beginning or ending as shown in the following diagram.



Organizational Structure

The Office of Traffic Safety is a division of the Department of Public Safety. The Commissioner of Public Safety holds a cabinet level position. The OTS was re-structured and re-organized in 2011 and presently consists of the Director; a Traffic Safety Programs Manager; a Research, Administration and Traffic Records Manager; two support staff positions; four research positions (including the FARS analyst); and eleven “coordinator” positions at three different classification levels. The classification titles for the coordinators are State Program Administrator, Coordinator; State Program Administrator, Principal; and State Program Administrator, Senior. At the time of the submission of this Highway Safety Plan, two of the program administrator senior and one of the research analyst positions are not filled. The program administrator principal and research analyst openings should both be filled before the start of the 2014 federal year.



Mission Statement

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 umbrella campaign under which OTS' efforts are conducted is called *Toward Zero Deaths* (TZD). TZD includes efforts by MnDOT (engineering), Department of Health (prevention education and trauma), and Emergency Medical Services (medical response). OTS is mindful that fulfilling the mission will take concentrated and coordinated efforts by a large number of traffic safety agents, each working within their own sphere of influence.

The mission statement for the wider TZD effort is:

To create a culture for which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement, and emergency medical and trauma services. These efforts will be driven by data, best practices and research.

NHTSA and OTS Priorities

Minnesota's federal fiscal 2014 Highway Safety Plan supports the national priorities found in the January 31, 2013 letter from NHTSA's Senior Associate Administrator Brian McLaughlin and those articulated by Region 5. The priorities are listed in no specific order.

NHTSA Priority: Continued Emphasis on Seat Belt Countermeasures

Minnesota Status:

- In 2012, Minnesota's official seat belt use rate using the new required survey design was nearly 94%. Because seat belt use of those killed is drastically lower, OTS has not stepped back on the resources committed to the effort.
- The 2010 legislature amended the booster seat law to exempt school buses; interpretations of odd language in that bill resulted in the law being found to not comply with the provisions of SAFETEA LU Section 2011. A technical correction to that bill that brought the language back into compliance with NHTSA guidelines passed during the 2012 legislative session.
- Grants covering nearly 300 enforcement agencies in 2014 will provide high visibility, overtime seat belt enforcement during three waves this year – October, March and May – as part of a larger enforcement grant that covers all law areas for which OTS provides funds. In addition, seat belts are a secondary focus when enforcement agencies are primarily focused on DWIs.
- For 2014 enforcement grants, at least 50% of seat belt enforcement hours must be conducted between 4:00 PM and 1:00 AM; the hours during which research shows the highest number of people are killed or severely injured.

NHTSA Priority: Continued Emphasis on Impaired Driving Countermeasures

Minnesota Status:

- After years of discussion, in 2014 the OTS will roll out a screening and brief intervention project working strictly with DWI offenders, either just before they are released from jail or soon thereafter. OTS is working with the Department of Human Services on this innovative project; they will identify communities (either counties or cities) to pilot test different types of the program.

- The statewide Ignition Interlock law went into effect as an administrative rather than judicial program on July 1, 2011. It does not require interlocks for first time offenders; however, first time offenders with an alcohol concentration level of 0.16 and above and all repeat offenders must install an ignition interlock or face a loss of license for one to six years. In 2014, the OTS will contract for a judicial liaison to explain the ignition interlock program and its benefits to judges who can voluntarily order it for offenders. OTS will also write grants with at least four courts to help with costs related to ordering offender to use the devices.
- As a state whose supreme court has ruled checkpoints unconstitutional, the high visibility aspect of any enforcement effort is especially critical to its success. The model for those efforts involves all agencies in a county planning and working at the same time on the same roadways and includes the use of signs and vests alerting the public to DWI enforcement.
- High visibility enforcement concentrating on the 25 deadliest counties in terms of alcohol-related deaths and injuries is conducted at least once a month in each of those counties with more frequent events during the summer months and in the metropolitan areas.
- Electronic web-based charging of DWIs ensures paperwork does not get lost, the correct charges are levied, all appropriate forms are completed, and greatly reduces redundant entries in the paperwork. The e-charging system continues to be rolled out to law enforcement agencies; expectations are that 75 percent of agencies will have received training and technical assistance by the end of 2014.

NHTSA Objective: Distracted Driving

Minnesota Status:

- In 2014, the OTS enforcement grants increased the distracted driving enforcement period from a day to a week in April. All 390 agencies with enforcement grants from OTS will participate.
- In addition to developing statewide releases and events on the subject, the Office of Communication will provide a packet of sample releases, fact sheets, and ideas for events for local partners to publicize distracted driving enforcement. In addition, the OOC will continue to schedule interviews for many of our enforcement partners and will work on the development, production of distracted campaign pieces and purchase a significant amount of media on the subject.
- Minnesota legislation prohibits all drivers from using a wireless communication device to compose, read, or send an electronic message while driving. Drivers with permits or provisional licenses are not allowed to use any type of cell phone device. Neither of those laws provides for an increased fine for a second or subsequent offense.
- OTS has assigned a state program administrator principal to the distracted driving area and 25% of that position's salary will be specifically linked to that subject in the community programs section. .

NHTSA Objective: Maintain Law Enforcement Engagement

Minnesota Status:

- The spring of 2014 will mark Minnesota's twentieth year with at least one law enforcement liaison. Four retired officers will continue the program, serving as technical assistance to agencies and encouraging them to conduct high visibility enforcement efforts and participate in all OTS programs.
- In 2013, OTS started two DDACTS projects for the first time. At least one more will be added in 2014. In addition, 2014 will likely see the first pedestrian enforcement project; a pilot project to enforce the laws both for pedestrians and for motor vehicle drivers.
- The Real-time Officer Activity Report (ROAR) project will be in its second fully operational year in 2014. ROAR has officers working OTS events enter their stops and other report information into a website as they occur. This system has greatly increased the ease with which agencies file their reports, as well as provides OTS with an excellent source for later monitoring grant activities. ROAR will continue to be improved with the addition of a component to automatically draft invoices planned.
- With the exception of the DDACTS grants, 2014 will be the third year in which no agency receives more than one grant from OTS, simplifying management for grantees.

NHTSA Objective: Youth Safety

Minnesota Status:

- In 2013, the State Legislature passed a Bill requiring the establishment of a Novice Driver Education Improvement Task Force. The task force is established to ensure driver education programs in Minnesota meet the Novice teen Driver Education and Training Administrative Standards published by the NHTSA. The task force was given to the DPS division of Driver and Vehicle Services which oversees drivers education programs in the state.
- OTS' teen coordinator developed a curriculum for drivers' educators to use to generate increased understanding and involvement by parents in their teens progress through the graduated license system. In late 2013, the video for the curriculum was finished. With that addition, the program is expected to be used more frequently and with greater effectiveness.

NHTSA Objective: Emergency Medical Services, Pedestrians and Bicycles

Minnesota Status:

- OTS is providing funding to the EMS Regulatory Board to provide funding for a data analyst/trainer to implement data quality improvements for their MNSTAR system.
- OTS is piloting a pedestrian enforcement program this year. Our intention is to work in conjunction with a college police department and to work diligently with them to publicize the effort.
- Seven bicyclists were killed in traffic crashes in 2012; the seven crashes had little in common and OTS is not planning any bicycle projects.
- MnDOT developed and distributed a Share the Road (with pedestrians and bicyclists) campaign last year and will continue to distribute it in 2014. OTS was part of the advisory group for the project.

Performance Plan

Annually, Minnesota's Department of Public Safety (DPS), Office of Traffic Safety (OTS) prepares this Highway Safety Plan to describes how Minnesota will use the federal funding from the National Highway Traffic Safety Administration/U.S. Department of Transportation under the State and Community Highway Safety Program. The plan also includes descriptions of related state and other federal programs conducted by and with the OTS. With the passage of MAP 21, the Highway Safety Plan also includes application for the special funding areas under Section 405 of the act.

This document serves several purposes. First, it meets the requirements of the State and Community Highway Safety Program for states to receive NHTSA funds. Second, it summarizes the identified traffic safety trends and problems, and the current efforts to reduce or eliminate those problems. Finally, it provides a landscape within which other traffic safety programs (supported with federal, state, local, or private funds) can find perspective and connection.

Purpose

In Minnesota, traffic crashes are the leading cause of death for infants from age 1 through young adults of 34. In an average year, 500 people are killed and 35,000 are injured in Minnesota alone. The purpose of the State and Community Highway Safety Program is to protect families by reducing the number of deaths and injuries that occur on public streets and highways.

Vision

Everything done by OTS and all the programs supported by OTS are designed to reduce the number of people killed in traffic crashes to zero. Related to this is the desire to minimize the number of severe injuries that occur in traffic crashes.

The vision of the wider TZD effort is "to reduce fatalities and serious injuries on Minnesota's roads to zero."

Vision Components

Turning the vision into reality will take more than hard work by the staff of OTS. It will take the collaborative efforts of traffic safety agents at all levels of government, a dedication to traffic safety and personal responsibility by individuals throughout Minnesota, and a renewed commitment to excellence in all of our programs. The following six components must be in place to change the culture and ultimately accomplish our mission and achieve the long-term vision of zero traffic fatalities in Minnesota:

1. **Informed Public:** A well-informed populace that sees traffic safety as an important health issue, supports traffic safety legislation and enforcement, and understands the benefits of driving safely and the dangers of not doing so is a prime objective. The public perception that traffic violations are likely to result in negative consequences (arrests, citations, fines, and injuries) is also a component. Creative, persistent media and public information efforts to keep the public informed are part of the solution.

2. **Safety Partnerships:** Supporting and working alongside of traffic safety and injury prevention groups, organizations, and agencies that share the vision is a priority. Activities that enrich partnerships and contribute to an increased sense of community are valued.
3. **Efficient/Effective Traffic Law Enforcement:** Law enforcement agencies working on traffic safety need various types of support to be effective and efficient. A well-trained and well-equipped enforcement community that is motivated to enforce traffic safety laws, has the time available to do so, and is able to support their actions successfully when testifying in court, is necessary for success. Collaborative, planned efforts by multiple agencies working together are valued, as are efficient law enforcement procedures that allow officers to be quickly back on the road after making an arrest.
4. **Improved Data and Records:** The problem identification process and project and target group selection relies on support and improvement of the crash database and linkages to other data systems. Support of the fiscal and administrative system and procedures insures confidence in the accuracy of the claims, vouchers, and fiscal reports.
5. **Well-managed/Innovative/Proactive Projects:** Work continues with strategies and countermeasures that have proven effective; continually improving them and their effectiveness. Identification of new approaches and solutions to seemingly intractable problems and quick and appropriate reactions to emerging traffic safety problems are also needed. A well-trained OTS staff of dedicated traffic safety professionals, and data systems that provide us with the information needed to identify problems and confidently make and carry out plans is valued.
6. **Customer Service and Communication:** Products and services to citizens, agencies, and organizations need to be high quality and useful; products and services should also try to anticipate the needs of customers. Information requests must be answered quickly. A key value is outstanding communication within OTS, within DPS, with our partners, with the media, and with our customers.

The wider TZD values are: continuous improvement, engaged partners and evidence-based approaches. The OTS shares those values.

Sources of Data

Minnesota uses a wide variety of sources of data when identifying goals, as well as, problems and strategies likely to be effective in combatting them. The following chart lists types of data sources commonly used. Multiple years are used whenever possible. With the exception of the NHTSA publication (*Countermeasures That Work*), the data used is specific to Minnesota.

Type of Data	Provider/Owner of Data
Crash Records	Minnesota Department of Public Safety (DPS/Driver and Vehicle Services-DVS)
FARS	National Highway Traffic Safety Administration (NHTSA)
Telephone Surveys of Attitudes and Knowledge	Corona Inc. for DPS/OTS
Observational Studies of Seat Belt Use	Various for DPS/OTS
Evaluations of Specific Projects	DPS and Various for DPS/OTS
Project Reports	Project Directors and OTS Staff for DPS/OTS
Citations and Convictions	State Court Administration and Project Directors
CODES	Minnesota Department of Health (DOH)
DWI Offender	DPS (from DVS' Drivers License Data Base)
Occupation, Cause of Death	County Coroner's Reports of Death
Vehicles Miles Traveled	Minnesota Department of Transportation (MnDOT)
Population	Minnesota State Demographer
Crash Location Mapping	MnDOT
Attendee Evaluations	Students and Conference Attendees for DPS/OTS
Motorcycle Rider Survey	DPS/OTS
Tribal Boundaries	MnDOT
2007 SHSP Critical Emphasis Areas	MnDOT
2013 Countermeasures That Work	NHTSA

Trends

Considering long range results, trends are not easily seen or forecast. The crash data itself provides some recurring peaks and valleys. For example, in the past ten years Minnesota has seen two years (2007 and 2012) where the number of persons killed actually increased and four years (2003, 2005, 2007, and 2011) during which the percentage of fatalities that were alcohol-related (one driver / rider or pedestrian had consumed any amount of alcohol) also increased. The events in these two categories have gone against predicted long term trends.

As a general rule, the economic impact of traffic crashes increases each year; which is not surprising considering the annual rise in health care costs. However, the National Safety Council's estimate of the cost of the different levels of traffic injuries and property damage crashes have fluctuated in recent years and was \$1,420,000 in 2012. There were 395 traffic deaths on Minnesota roads in 2012. This number is significant as it is only the second time since 1944 (when gas rationing coupons were the law) that there have been fewer than 400 deaths. The costs associated with traffic crashes rose to an all-time high in 2004 when they were estimated to be \$1.769 billion. Since that time, the estimate has gone up a little one year and down a little the next; in 2012 it was estimated to be \$1.514 billion. The primary seat belt and booster seat laws gave Minnesota its first truly noteworthy increase in occupant restraint use in years; it will be difficult to sustain and more difficult to increase the belt use rates in the future. In recent years, only the trend toward fewer serious injuries continues to follow a positive, steady and significant downward projection. In 2012, that trend ended; with serious injuries increasing nine percent over 2011.

Demographical Trends

All of the information in this section is from the website of the Minnesota State Demographic Center. A table showing population projections by age and gender is included as Appendix A.

Minnesota's population is projected to grow by seven percent from 2012 through 2020. Traffic safety trends will be dependent, in part, on where that growth occurs in the state and which cohorts increase or decrease.

Although the majority of crashes occur in the metropolitan areas of the state (regardless of how metropolitan is defined), the large majority of the specific crashes with which OTS is concerned – the most severe ones resulting in deaths or serious injuries – occur outside of the metropolitan areas. Since metro areas are projected to increase in population at nearly twice the rate of non-metro areas (10% vs. 6%, respectively), fewer deaths and severe injuries relative to overall population size are expected by 2020.

In the coming decade, other demographic trends also bode well for traffic safety. The number of those in the inexperienced driver category (15-19 year olds) is projected to decrease six percent from 2012 to 2020; generally speaking, with fewer teens driving fewer deaths are expected. Other favorable demographics include the number of Minnesotans in their early 20's (21-25 year olds), who typically receive the highest number of DWIs, are least likely to buckle up, and mostly likely to be killed or seriously injured is also projected to decrease from 2012 to 2020 by five percent. Moreover, with the continuing aging of the "baby boomers", the age group least associated with risky driving behavior (35-64 year olds) and

correspondingly least likely to be involved in crashes, is projected to increase by only one percent by 2020, representing a somewhat smaller portion of the total population by the end of the decade (40 percent in 2012 versus 38 percent in 2020).

The severity of injuries and the likelihood of crashes increases as people pass the age of 80; the number of Minnesotans over 80 years of age is projected to increase eight percent by 2020. Along with the gradually aging population, deaths and severe injuries are generally expected to rise since older people are, on the whole, more fragile and it is more difficult for them to recover from crash injuries. However, given that the over 85 age group will still only represent four percent of the overall Minnesotan population by 2020, there will likely be no proportional increase in deaths and severe injuries relative to population size due to this cohort for the next decade.

Two final trends for the next decade worth noting: Minnesotans aged 25 to 34 will remain relatively constant. The majority of the persons those ages, especially the unmarried males, is at high risk for crashes. Minnesotans aged 65 and above will be the cohort most responsible for the increase in population; by 2020 they will increase by 33 percent over 2012.

Seat Belt Use

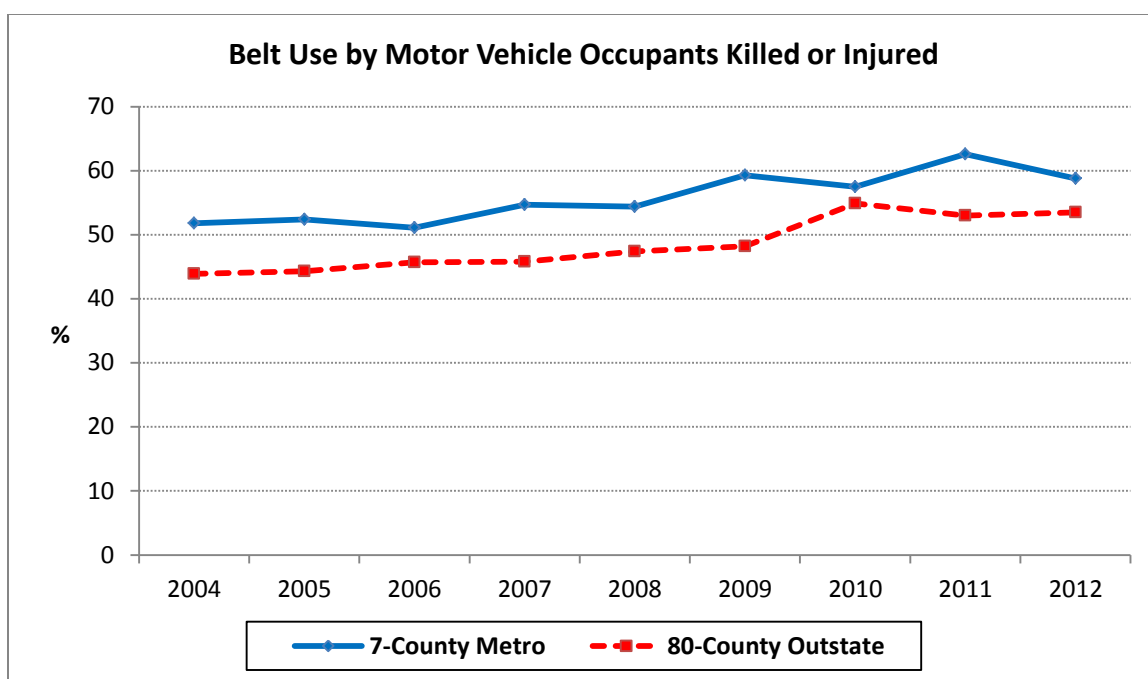
Seat belt use as identified in the 2012 crash database for all levels of injury shows the metropolitan area had the highest use; with 84% of those killed or injured in the seven-county metro area wearing a seat belt at the time of the crash. The western counties bordering the Dakotas continue to have the lowest belt use of vehicle occupants killed or injured in crashes; only 67% in the northwest region and only 76% in the southwest region were known to be belted at the time of the crash.

In the past decade the number of children under the age of 10 who were killed or severely injured in crashes has decreased by 40 percent (from 57 in 2003 to 34 in 2012). The number of 'tweens and teens, ages 10 through 19, who were killed or severely injured decreased 66% (from 584 to 201 during those same years). Increased passenger protection use has been a significant factor in those successes.

Seat belt use rates of those killed or injured by roadway type is lowest on township roads and highest on interstates. Seat belt use of those killed or severely injured during night-time hours is about one-half of that of those killed or injured during day-time hours. Seat belt use by those killed in alcohol-related crashes in 2012 was only 26%. These relationships have remained fairly constant over the years.

In the past eight years the gap between seat belt use of those killed or severely injured in the seven county metropolitan area and the other 80 counties in the state has been about 8 percentage points. As shown by the graph below, that gap narrowed in 2012 to about 5 percentage points.

Observed seat belt use in the general population has generally increased or remained statistically unchanged each year since Minnesota passed a seat belt law and began conducting random representative surveys in 1986. For the August, 2012 survey the observed belt use was 94%. More detailed information on observed seat belt use is provided at the beginning of the occupant protection program area.

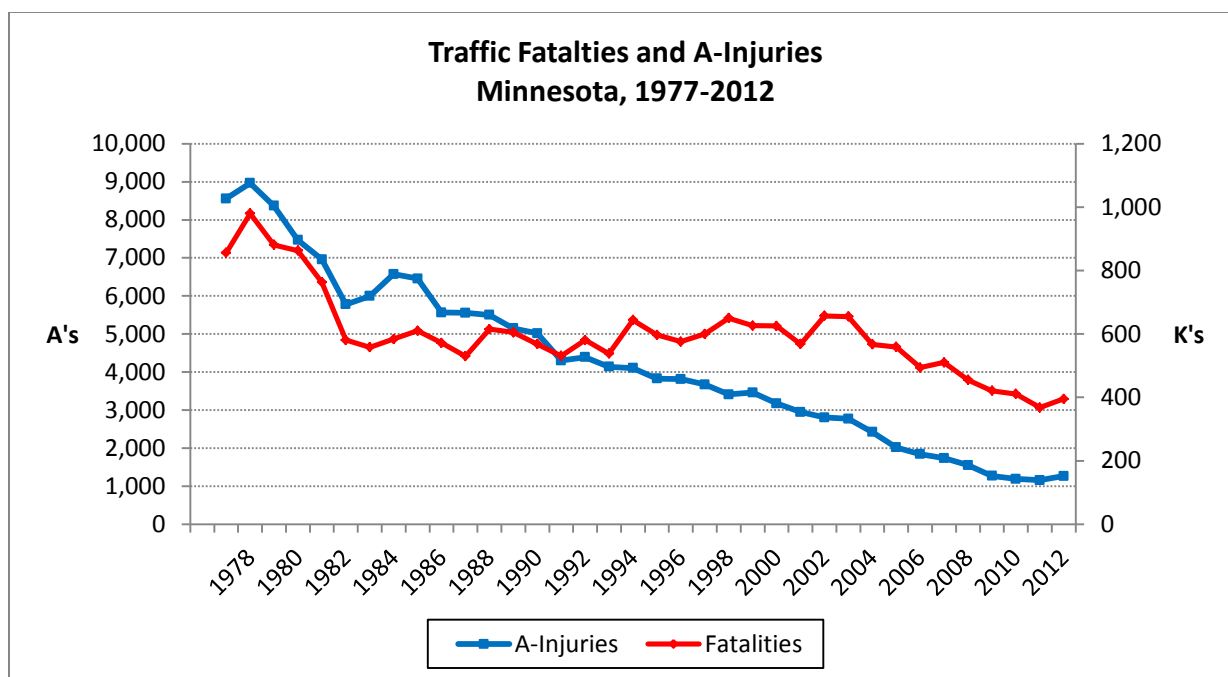


Deaths and Severe Injuries

There were 27 more traffic deaths in 2012 than in 2011, an increase of 7.3%. Most of the increase was in the 30-49 year old segment. All the other age groups had small fluctuations up or down from 2011 to 2012. Of those killed in traffic crashes in the past five years, 67% were males; this is remarkably consistent over time.

There was an increase in motorcycle rider fatalities in 2012, up to 55 from 42 in 2011. Sixty-four percent of the motorcycle riders who died in 2012 were aged 40 and over. Motorcycle fatalities are on the same pace as 2012 so far in 2013.

Minnesota has kept records of severe injuries caused by crashes since 1977. Over this time period, the highest number of severe injuries occurred in 1978. That number was 8,965. Thus, 34 years ago, almost 9,000 people sustained severe injuries, compared to 1,268 in 2012, a decrease of 86%. A severe injury is defined as one that will not allow the victim to go about his or her regular routine in the near future. Severe injuries include everything from a persistent comatose condition to a broken bone. A severe injury is a painful, expensive experience. According to the National Safety Council, the average cost for a serious injury is now \$70,500, an estimate that is considered conservative by many.



Impaired Driving

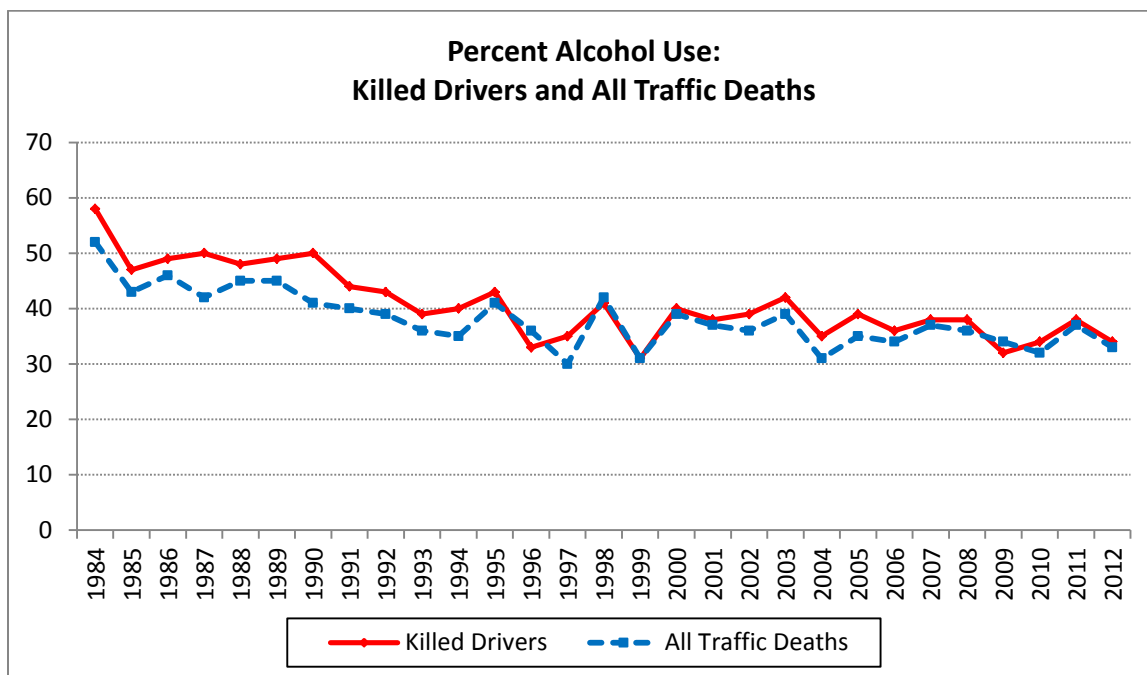
Alcohol-related deaths are defined by OTS and NHTSA as those in which at least one driver or operator or pedestrian involved in the crash had a measurable amount of alcohol in his or her system. In 2012, 131 people in Minnesota died in alcohol-related traffic crashes; they accounted for 33% of all traffic-related deaths. (These figures as reported by NHTSA will be a bit larger after they apply their imputation process to the unknowns).

NHTSA is now using an alcohol impaired measure instead of an alcohol-related measure; defined as deaths in which at least one driver or operator or pedestrian had a blood alcohol content of .08 or above. In 2012, 104 people in Minnesota died in alcohol-impaired traffic crashes; they accounted for 26% of all traffic-related deaths. In comparison, 30% of all traffic fatalities in Minnesota were impaired driving related.

Drinking and driving continues to be a stubborn problem. We do not have a reliable measure of how many people in the general driving population are drinking and driving – we cannot say, for example, that 3% of the miles driven in MN are done by drivers in an impaired condition in the same manner as we can say 7-10% of the miles traveled in Minnesota is done by people who are not buckled up.

But we can look at how many of the killed drivers who were tested for blood alcohol content turned out to have a positive blood alcohol content (BAC). And we can look at how many traffic deaths were alcohol-related. Those two measures are closely related to one another; they are different ways of expressing the role of alcohol in fatal crashes. In the absence of a better measure, they are used as proxy measure for the prevalence of drinking and driving in Minnesota.

As seen in the following graph, the most common impaired driving measure – the percentage of traffic deaths in which at least one driver, or operator, or pedestrian had been drinking – has not had the same steady and positive direction as is seen in the number of severe injuries or of seat belt use.



Minnesota is making some progress against drunk driving, yet it's a particularly frustrating problem; the reasons for the see-saw effect visible in the graph are simply not clear. Predictably, there is a strong positive relationship between alcohol use and crash severity. In 2012, 5% of all minor injuries, 13% of moderate injuries, 23% of severe injuries, and 33% of deaths were alcohol-related. All of these percentages are roughly the same as 2011 except for the decrease in the percentage of fatalities that were alcohol-related in 2012.

Minnesota's officers arrested 28,418 impaired drivers in 2012 compared to 29,257 in 2011. Minnesota's .08 law was passed in the summer of 2005. As a result, the number of DWIs issued in 2006 rose to the highest level in history, about 42,000. The yearly number of DWIs is now returning to pre-2006 levels. Males made up 67% of those arrested for DWI and females 25%; the gender of the remaining 8% was not reported. In 2012, 21 to 34 year-olds committed 53% of the DWIs on record; another constant. The percentage of DWIs issued in the metropolitan counties of the state has leveled off after several years of a slow decline with just over 50% in 2012.

As the baby boom generation grows older, we should see a resumption of the trend of decline in alcohol-related deaths. Provided, that is, that we keep advocating on behalf of the "drive sober" message, and that we maintain our vigilance against drunk driving through enforcement and media programs.

Race and Hispanic Origin

Minnesota does not collect data on race or Hispanic origin on our crash reports. The only data available is on fatalities where the FARS analyst retrieves it from the county coroner's Documentation of Death. For definitions, refer to FARS website at <http://www.nhtsa.gov/FARS> (under How to Access FARS, look for the pdf document 2009 FARS Coding and Validation Manual and open it, going to pages 595 and 611.

Race of Traffic Fatalities in Minnesota

Race/Year	2008	2009	2010	2011	2012
White	388	371	368	309	337
Black	20	13	12	10	17
American Indians	9	15	16	18	10
Chinese	1	0	1	0	1
Filipino	0	0	1	0	0
Asian Indian	2	0	3	1	0
Korean	1	0	1	2	0
Vietnamese	1	0	1	7	3
Other Asian or Pacific Islander	7	8	1	5	0
Multiple Races	3	1	0	0	0
All other races	5	4	1	2	1
Unknown	18	9	6	14	17*
Total	455	421	411	368	386**

*Five of the unknown were Somali

**In addition to the 386 there were nine that were left blank (rather than coded as unknown)

Hispanic Origin of Traffic Fatalities in Minnesota

Hispanic Origin/Year	2008	2009	2010	2011	2012
Mexican	13	8	21	11	9
Puerto Rican	0	2	1	0	0
Cuban	0	1	0	0	0
Central or South American	3	3	1	2	3
Hispanic, Origin not specified	2	1	2	2	0
Non-Hispanic	420	397	379	341	363
Unknown	17	9	7	12	11*
Total	455	421	411	368	386**

*Five of the unknown were Somali

**In addition to the 386 there were nine that were left blank (rather than coded as unknown)

2014 Problems Identified

In 2012, Minnesota's fatality rate per hundred million vehicle miles traveled was 0.69 which is the lowest rate in our history and significantly better than the national average (which is 1.09). The number of people killed on our roadways in 2012 was 395 and while this is a 7% increase from 2011 it is 40% less than a decade ago. The percentage of drivers and front seat passengers who were buckled up was 94% in the 2012 survey; the highest we have seen since we began tracking that number.

Minnesotans still have serious traffic safety behavioral problems that can be addressed. The highest priority problems are documented and demonstrated in the following statistics:

- 28,418 impaired driving arrests were made on Minnesota roadways in 2012. Of the DWI arrests, 67% were male, 25% were female and gender was not stated for 8%. Nearly 53% of impaired drivers arrested were between the ages of 21 and 34; approximately 6% were under 21.
- Of the 395 persons killed on our roads that year, 131 (33%) of the deaths involved a driver or rider, pedestrian, or bicyclist who had drank a measurable amount of alcohol. Of the total killed, 104 involved a driver or motorcycle operator whose blood alcohol content was at or over the legal limit of .08.
- Over 65% of those killed in 2012 crashes were males. In contrast, injuries were nearly evenly split; there were 14,956 women and 14,031 men injured in crashes.
- When comparing the proportion of different age groups with drivers licenses to the proportion of those who were in a crash, all age groups up through 34 years old continue to be over-represented in crashes.
- Of the 276 drivers or passengers inside vehicles who were killed, only 129 (47%) were known to be using a seat belt at the time of the crash. Women occupants who died in crashes continue to be more likely to be buckled up than were men; 63% in comparison to 37%.
- Belt use in 2012 fatal crashes was lowest for 70-74 year-olds with only 1 of the 14 (7%) killed known to be restrained, second lowest were 45-49 year-olds – only 1 out of 12 (20%) were known to be restrained. These cohorts are different than those with the lowest use in previous years; leaving the strong impression that the differences seen in these relatively small numbers may be somewhat random. In terms of numbers of people killed in vehicles, those aged 20 to 24 years tied with those aged 75 and above with 35 deaths each. These were also the two highest groups last year.
- While crashes occur much more frequently in the Minneapolis/St. Paul seven-county metropolitan area (61% of the total), approximately 62% of the deaths and serious injuries occur in the rural counties of the state. Congestion may be frustrating, but as speeds decrease and quick access to trauma services increases, the severity of injuries lessens.
- In single vehicle crashes, officers most often cited illegal or unsafe speed as a contributor to the crash (attributed to 22% of the drivers). In multi-vehicle crashes, speeding contributed to crashes for only 6% of the drivers, with driver inattention/distraction being the most frequently cited factor (24% of those drivers).

- Illegal or unsafe speeds contributed to 74 of Minnesota's deaths (about 19% of all traffic deaths) and 3,822 injuries (about 13% of all injuries). Driver inattention/distraction contributed to 51 deaths (13%) and 8,304 injuries (28%).
- Considering the rise in the number of cell phones, in-car GPS systems, and the introduction of new technologies such as text messaging and Blackberry-like devices since 1998, it is surprising to compare inattention or distraction as a factor in that year (142 people died and 16,353 were injured) to the present where they are significantly fewer.

Performance Measures

NHTSA and the GHSA have recommended Core Performance Measures to be included in State Highway Safety Plans 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). Minnesota has used the agreed upon national definitions, which sometimes differ from state definitions, in the following table.

Comparing calendar years 2010 and 2011, Minnesota made progress towards 2013 goals in the following ten areas:

- Traffic Fatalities -- down from 411 to 368
- Serious Injuries – down from 1,191 to 1,159
- Fatality Rate (by 100 million VMT) – down from .73 to .65
- Unrestrained occupant fatalities – down from 113 to 106
- Motorcyclist fatalities – down from 48 to 42
- Unhelmeted motorcyclist fatalities – down from 26 to 19
- Seat Belt use rate – up from 92% to 94%
- Drivers age 20 or under in fatal crashes – down from 65 to 56
- Alcohol-impaired driving fatalities – down from 127 to 109
- Speed related fatalities – down from 96 to 86

Unfortunately, progress was not made in the following area

- Pedestrian fatalities – up from 35 to 39

It should be noted that fatalities for 2012 increased by 27. The majority of the increase was in motorcyclists and other non-occupants.

The following pages present the performance measurements and goals for the OTS.

Performance Measures*

Core Outcome Measures								2013	2014	2015
		2006	2007	2008	2009	2010	2011	Goals	Goals	Goals
Traffic Fatalities	Total	494	510	455	421	411	368	390	375	350
	Rural	346	352	317	282	287	247			
	Urban	148	158	138	139	124	121			
	Unknown	0	0	0	0	0	0			
Serious Injuries		1,844	1,736	1,553	1,271	1,191	1,159	1,100	1,000	900
Fatalities Per 100 Million Vehicle Miles Traveled	Total	0.87	0.89	0.78	0.74	0.73	0.65	0.68	0.64	0.60
	Rural	1.27	1.30	1.24	1.15	1.17				
	Urban	0.51	0.53	0.42	0.43	0.39				
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	361	392	312	294	298	265			
	Restrained	146	170	151	128	148	128			
	Unrestrained	185	187	125	117	113	106	100	95	90
	Unknown	30	35	36	49	37	31			
Alcohol-Impaired Driving Fatalities (BAC=.08+)**		149	173	132	108	127	109	105	100	90
Speeding-Related Fatalities		130	111	134	95	96	86	85	80	75
Motorcyclist Fatalities	Total	67	61	71	52	48	42	50	47	45
	Helmeted	15	11	12	11	12	13			
	Unhelmeted	52	45	54	38	26	19	30	28	27
	Unknown	0	5	5	3	10	10			
Drivers Involved in Fatal Crashes	Total	684	792	639	551	592	503			
	Aged Under 15	1	0	2	0	1	2			
	Aged 15-20	107	87	68	69	64	54			
	Aged Under 21	108	87	70	69	65	56	50	45	40
	Aged 21 & Over	570	702	566	478	524	446			
	Unknown Age	6	3	3	4	3	1			
Pedestrian Fatalities		38	33	25	42	35	39	40	39	38
Core Behavioral Measure										
Observed Seat Belt Use Rate		83%	88%	87%	90%	93%	94%	94%	95%	97%
Core Activity Measure (FFY) ***		2008	2009	2010	2011	2012	5 year avg.			
Seat Belt Citations		11,455	11,341	29,030	29,636	21,524	20,597			
Impaired Driving Arrests		4,320	4,704	3,296	3,699	3,330	3,870			
Speeding Citations		19,648	18,900	23,758	22,949	18,141	20,679			

* 2012 FARS Data was Not Yet Available. However for goal setting, state 2012 data was taken into consideration.

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

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

NOTE: The methods used to calculate Goals can be found in Appendix A.

Goals

Using the format recommended by the GHSA, Minnesota has set the following goals:

Traffic Fatalities (FARS)

C-1) To decrease traffic fatalities 23 percent from the 2006-2010 calendar base year average of 458 to 350 by December 31, 2015.

Serious Traffic Injuries (State Crash Data Files)

C-2) To decrease serious traffic injuries 41 percent from the 2006-2010 calendar base year average of 1,519 to 900 by December 31, 2015.

Fatalities/VMT (FARS/FHWA)

C-3) To decrease fatalities/VMT from the 2006-2010 calendar base year average of 0.80 to 0.60 by December 31, 2015.

Unrestrained Passenger Vehicle Occupant Fatalities (FARS)

C-4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 38 percent from the 2006-2010 calendar base year average of 145 to 90 by December 31, 2015.

Alcohol- Impaired Driving Fatalities (FARS)

C-5) To decrease alcohol impaired driving fatalities 35 percent from the 2006-2010 calendar base year average of 138 to 90 by December 31, 2015.

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

Speeding Related Fatalities (FARS)

C-6) To decrease speeding-related fatalities 34 percent from the 2006-2010 calendar base year average of 113 to 75 by December 31, 2015.

Motorcyclist Fatalities (FARS)

C-7) To reduce the number of motorcyclist fatalities from the 2006-2010 calendar base year average of 60 to 45 by December 31, 2015.

Unhelmeted Motorcyclist Fatalities (FARS)

C-8) To decrease unhelmeted motorcyclist fatalities 37 percent from the 2006-2010 calendar base year average of 43 to 27 by December 31, 2015.

Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)

C-9) To decrease drivers age 20 or younger involved in fatal crashes 50 percent from the 2006-2010 calendar base year average of 80 to 40 by December 31, 2015.

Pedestrian Fatalities (FARS)

C-10) To reduce the increasing trend in pedestrian fatalities from a projection of 46 in 2015 to 38 actual fatalities by December 31, 2015

CORE BEHAVIOR MEASURE (1)

Seat Belt Use Rate (Observed Seat Belt Use Survey)

B-1) To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 3 percentage point(s) from the 2012 calendar year usage rate of 94% to 97% by December 31, 2015.

The wider TZD program has three overall goals:

1. To establish the vision of TZD as a priority for all state and local agencies and units of government.
2. To create and strengthen traffic safety partnerships.
3. To promote and implement effective traffic safety initiatives.

And one statewide measureable goal:

- Fewer than 350 traffic related fatalities and fewer than 850 serious injuries by 2015.

Process Description

Problem Identification Process

Minnesota participates in the Fatality Analysis Reporting System (FARS), a national database on fatal motor vehicle crashes which is internationally known and respected. The FARS Program is part of OTS and the FARS analyst provides aggregate FARS data to staff members on request.

OTS has traditionally been fortunate in the area of traffic records – our crash report data has had a comparatively fast turnaround from the time it is received to the time it is entered and available for analysis. More and more police agencies are entering the data from the police accident report online; 98% of police crash reports were entered online in 2012. Fatality data is received daily by the Patrol and Driver and Vehicle Services and is shared with OTS and a wide range of other partners; preliminary comparisons from the previous year are available daily. Complete crash data from the previous year is usually available by the following May; and preliminary data analysis on critical measures such as the percentage of fatalities related to alcohol is available to the staff before plans for the next year are finalized. In addition to the crash data, we are fortunate to have a research analyst with the ability to extract information from the drivers' license database and produce aggregate statistics on DWI incidents and DWI offenders.

Our NHTSA-approved observational study of seat belt use has traditionally been conducted each August with the results available by September. During 2012, NHTSA approved a new survey design for OTS and that survey, along with the prior approved survey, were both conducted that year with no significant differences in results.

Minnesota began designing and implementing a Crash Outcome Data Evaluation System (CODES) seven years ago. CODES links data from ambulance run reports, hospital records, and crash reports. As the system becomes more complete and our experience with it grows, this data provides an additional source of valuable data for problem identification.

Please see page 10 for a complete listing of sources and types of data used by the OTS during the year.

Throughout the year, requests for information come in from the press, the legislature, the public, and within the Department and OTS for the data to be broken down in ways not displayed in the annual *Crash Facts* publication and for data not covered by *Crash Facts*. The questions are most often generated by a national or another state's press release, by a Minnesota traffic safety project that we are evaluating, or by a need for more localized information to plan or carry out a project. In addition, the OTS requests FARS information, CODES information, and CMV information as questions arise.

When identifying problems, OTS looks at both the size of the problem and at over-representation. If the percentage of five to nine year olds inside vehicles who killed or severely injured and are wearing seat belts is only 10 percent, it is important to also know that only one child in that age group was killed and nine were seriously injured. Unsafe percentages (such as failing to wear seat belts) or low numbers of people in the problems do not automatically mean that problem will or will not be addressed. It is

always important for OTS to look at the numbers and the percentages together and design a balanced program that takes both into account.

When a basic problem is identified, such as the high number of fatal and serious injury crashes in the mid-to-late afternoons, it is further investigated. The researchers first identify over-representation in the problem. For example, the researcher will look at the age and gender of the people involved, if it is occurring on weekends or weekdays, if it is more a rural or urban phenomenon, if it is more common in any particular cities or counties, what types of roadways are involved, and what are drivers doing wrong in those crashes. After that second set of runs are done, findings from them (such as the 50-54 year old cohort is over-represented in these crashes) may lead to others questions such as running crosstabs of the age groups by the contributing factors or running a series of crosstabs on just the 50-54 year olds who are in fatal and serious injury crashes at that time of day. If a particular city or county is found to have a higher than average percentage of crashes of this type, a map of the crash locations may be generated. If a particular contributing factor is over-represented, the number of citations written in recent years for that offense may be sought.

Sometimes the further the data is followed the murkier the results become as the numbers get smaller and smaller. For example, pedestrian deaths and serious injuries occur all over the state (roughly 85 thousand square miles) and their numbers are relatively small in the overall scheme of traffic safety. Pedestrians killed and seriously injured in crashes basically break down into three groups by age. The first group is young children who run out into or play in streets and have no conception of the danger. The second group is young adults who have often been drinking. The third group is the elderly or physically challenged who may not be able to dodge or walk faster to avoid vehicles. If it's evening hours in the winter, the drivers often have difficulty seeing the pedestrians, especially those in dark clothing. Those at fault are fairly equally divided between the drivers and the pedestrians, with pedestrians being somewhat less likely to be at fault. All of these facts lead to difficulties in designing effective programs – your target audience is nearly everyone in the whole state and there isn't a single message or strategy (or even two or three messages or strategies) that will attack the problem successfully considering the resources available.

While close attention is paid to data trends throughout the year, we study the trends most closely when planning for a new year.

Minnesota Motor Vehicle Crash Facts is an annual publication that contains a vast amount of additional specific information about the causes of crashes, the age groups and geographic areas most involved in crashes, crash trends over time, and types of driver behavior that are most dangerous. Regardless of which traffic safety topic you study, the following issues recur as major contributors to crashes, injuries and fatalities:

- Impaired driving
- Failing to use seat belts or child seats
- Driver inattention and distraction
- Speeding
- Inexperience

Minnesota Impaired Driving Facts is a newer publication than *Crash Facts*, and was first published in 1996. Produced nearly every year since then, the book contains a wealth of information such as the number of Minnesotans with DWIs on their drivers license records (including crosstabs of age and number of DWIs) and a comparison of conviction rates by county.

The projects and programs described later in this plan are designed to address the problems and priorities identified.

Services

In carrying out its mission, OTS serves as the staff office for the Governor's Representative for Highway Safety and coordinates Minnesota's participation in the National Highway Traffic Safety Administration's State and Community Highway Safety grant program. Minnesota Statute 4.075 establishes the existence of the highway safety program. In addition to the NHTSA federal grant programs, OTS coordinates and manages two state-funded programs – the motorcycle safety program and the child seats for needy families program – as well as the federal grant program combating underage drinking from the Office of Juvenile Justice and Delinquency Prevention. OTS also annually produces *Minnesota Motor Vehicle Crash Facts* to satisfy the requirements of M.S. 169.10 and the *Minnesota Impaired Driving Facts*.

OTS staff members play a variety of roles in accomplishing the division's mission and goals. State Program Administrators (roughly half of the OTS staff of 20) serve as grant coordinators who provide technical assistance and consultation to project directors (grant recipients), and interact with funding agencies (usually NHTSA), providing them with necessary and requested information. Coordinators also act as program experts, answering questions from the media and the general public, and advising policy makers and legislative staff on issues related to the program areas they coordinate. The coordinators manage approximately 300 federally-funded grants, 30 state-funded grants and contracts, and 40 federally funded contracts each year. In addition to non-profits and local units of government (and to a much lesser extent private organizations), six other divisions within Public Safety and six other state agencies have projects with OTS funding.

OTS has four research analyst positions (three of which are presently filled) to analyze traffic crash data from Minnesota, produce the legislatively-mandated *Minnesota Motor Vehicle Crash Facts* publication, identify traffic safety problems, answer questions from the media and general public, and evaluate the effectiveness of various traffic safety programs. Two support staffers provide OTS with general administrative services and with purchasing services through the Minnesota SWIFT system (new in July of 2011) and expediting and payroll services through the Statewide Employee Management System (SEMA4). And finally, a director and two managers oversee the programs, budgets and direction of the office and provide leadership on working with the media and legislature.

Several members of OTS staff are proficient in using and updating websites, as a result of which the OTS has made much better use of its website, <https://dps.mn.gov/divisions/ots/>, in recent years. The website was completely revamped for the entire department in 2011. The website contents include several years of Highway Safety Plans, as well as, *Crash Facts* and *Impaired Driving Facts* books, active requests for proposals and application forms, schedules and pictures of events, information on child safety seats and clinics demonstrating their correct use, a resource catalog, the complete contents of media kits, fact

sheets, and links to other sites. The website is updated at least weekly and it is a great source of information.

All grant applications and requests for proposals are done through the department-wide e-grants system. All contract applications and requests for proposals are done through the statewide SWIFT accounting system. Law enforcement agencies can submit short reports on their mobilization and crackdown work online through the use of Survey Monkey software. Law enforcement agencies enter their grant worked activity on-line as it occurs through the ROAR system.

Project Selection

In general, the OTS supports the following types of projects with the federal funds:

- Projects that have been found to be effective by research as shown in the annual NHTSA *Countermeasures That Work* publication
- Projects that support traffic safety efforts in cities, counties, and communities
- Projects that support improvements to traffic safety efforts at the state level or which indirectly support the activities in local units of government
- Projects that support our in-house efforts to evaluate, coordinate, manage, and monitor the work we do
- Projects supporting mobilizations and crackdowns
- The OTS also considers if the project is likely to address or support the goals in this plan (the annual Highway Safety Plan) or the behavioral portion of the goals and strategies identified in the TZD Strategic Directions document

Direct Community Support

For the past two years, the OTS has issued an idea solicitation in the spring. Much less formal and a great deal less work than required by responding to a request for proposals, the idea solicitation asks for ideas for traffic safety projects that address problems from any interested individual or organization. While always interesting, the idea solicitation tends to produce ideas that involve ineligible expenses or very small problems. Nevertheless, idea solicitations will continue to be issued each year.

For projects that directly support community traffic safety efforts OTS frequently issues a request for proposals (RFP) to local units of government. The RFP defines eligibility, the identified problems at the state and local level, the types of activities that can be funded, the timeframe for the projects, the contents of the required application, and any task or budget specific requirements. Applications received in response to RFPs are evaluated and rated based on organizational experience, budgets, work plans, proposed personnel, prior experience with OTS, and objectives. Ratings sheets are provided as a part of the RFP so applicants have no doubt as to how their proposal will be evaluated.

Depending on the specifics of the project being funding, counties and cities are eligible for funding based on the following:

- A higher percentage of impaired driving crashes than the state as a whole based on population
- A higher percentage of impaired driving crashes than the state as a whole based on vehicle miles driven

- A higher percentage of people in crashes not using safety restraints than the state as a whole based on population
- A higher percentage of people in crashes not using safety restraints than the state as a whole based on vehicle miles driven
- Identified as one of the worst twenty counties in terms of number of traffic fatalities
- Assuming the grant application responds to the RFP, the more factors a location is worse than the average in and/or in the high 25 for, the more likely the location is to receive a grant.

The OTS identifies the 25 counties with the highest number of deaths related to impaired driving and invites them to participate in special impaired driving enforcement efforts.

Indirect Community Support

Many of our projects provide indirect support to local traffic safety programs. For these projects, the coordinator responsible for the program area determines what types of support (such as program guides, public information materials, or improved crash data analysis) are most needed. Many of our traffic safety efforts at the state level — such as projects that provide training and assistance for peace officers and prosecutors, provide new technology that makes gathering accurate data easier, and provide data improvement projects at OTS or elsewhere – are extremely beneficial to and ultimately of direct benefit to local communities.

Coordination/Monitoring Support

In addition to our Planning and Administration activities, we use the 402 funds to support program area experts who are responsible for coordinating and monitoring projects in the following traffic safety program areas: Impaired Driving, Occupant Protection (both adult and child passenger safety), Police Traffic Services, Traffic Records, Community Programs, Motorcycle Safety, and Roadway Safety. Media, Evaluation, and Distracted Driving efforts also have assigned coordinators. Federal funds are used to support the OTS research staff who are charged with conducting our problem identification efforts and FARS funding supports our FARS analyst. Coordinators conduct desk monitoring of every invoice and in-depth on-site monitoring of at least three projects per year.

Mobilizations and Crackdowns

Minnesota has fully supported the seat belt and impaired driving national mobilizations since 2002 and will continue to do so. The mobilizations are planned and conducted by a team comprised of all the OTS coordinators working with enforcement projects, OTS' law enforcement liaisons, a member of the State Patrol assigned to federal projects, staff from the Office of Communications, and MnDOT TZD regional representative staff who are responsible for events outside of the metro area. The amount of effort and number of personnel hours invested in the mobilizations is enormous, as is the financial commitment. Projects most directly related to the mobilizations include our overtime enforcement projects, our liaisons, enforcement recognition programs, the annual Toward Zero Deaths conference with its law enforcement track, traffic officer advanced training, paid and earned media, and the observational study

and evaluation projects. All of our TZD Safe Roads projects support the mobilizations and crackdowns with publicity. In 2014, OTS will have three mobilization events (mid-October, March and Memorial Day) for seat belts, two short and one long events for speed (November, June and the entire month of July) and two crackdowns (December and Labor Day) for impaired driving. All agencies, regardless of funding status, are encouraged to report activities during these time periods; grant recipient agencies are required to report. The seat belt waves use the *Click It or Ticket* slogan unchanged and the DWI waves use the *Drive Sober or Get Pulled Over* slogan; both unchanged from the NHTSA ones.

Strategic Highway Safety Plan (SHSP)

The current Strategic Highway Safety Plan is a 2007 revised version of the Comprehensive Highway Safety Plan (CHSP) which was introduced jointly by the Minnesota Departments of Public Safety and Transportation. The CHSP was the written result of the cooperative work of a wide group of safety organizations, experts, and advocates who attended many meetings and two conferences and considered the wealth of information available on the most effective countermeasures. Both Plans describe the critical emphasis areas and recommend strategies to be implemented by engineering, enforcement, education (such as earned and paid media activities), and emergency services to move *Toward Zero Deaths* on Minnesota roads.

MnDOT was primarily responsible for the 2007 version of the SHSP with OTS as a secondary partner. Future versions/revisions will likely include input from a more varied group of safety organizations and advocates. A new version/revision of the SHSP was begun in federal 2013 and is expected to be completed in 2014. It will take into account the new authorization of federal transportation programs; MAP 21.

DPS' Office of Traffic Safety and Minnesota State Patrol have been active in the revision process. The current SHSP includes nine critical emphasis areas that also serve as the overall goals.

From the *2007 Minnesota Strategic Highway Safety Plan*

Critical Emphasis Areas:

- Increasing Seat Belt Usage
- Reducing Impaired Driving
- Improving the Design and Operation of Intersections
- Keeping Vehicles on the Roadway
- Curbing Aggressive Driving
- Graduated Licensing for Young Drivers
- Reducing Head-on and Across-media Crashes
- Increasing Driver Safety Awareness
- Improving Information and Decision Support Systems

Beginning with the 2014 Highway Safety Plan, the OTS has included at least one critical emphasis area each of the projects to be conducted addresses in the short narrative section describing each project later in this document. For ease of use, the critical emphasis areas have been abbreviated to belts, DWI, Intersections, ROR (run off road), Aggressive (we include speed here), GDL, awareness, and information.

Project Development

In brief, the process of identifying and implementing projects includes the following steps:

- Conduct problem identification
- Review the results of current projects aimed at identified problems
- Gather input from partners and boards
- Solicit new project ideas to address the problems
- Identify specific strategies likely to address problems
- Write requests for proposals (as needed or required)
- Review submissions for new projects
- Identify program deficiencies
- Tentatively award funding to projects
- Prepare Highway Safety Plan
- Identify project directors and organizations
- Conduct on-site project meetings
- Negotiate agreements
- Prepare project agreements
- Monitor projects
- Evaluate success
- Start all over again

Gathering Input from Partners

The staff of OTS employs a variety of methods to gather input from other people involved in traffic safety issues. The following information lists the key advisory boards and networks used during the past year:

National Highway Traffic Safety Administration: The OTS takes into account the recommendations and opinions of the Region 5 NHTSA Office and the NHTSA headquarters staff.

Toward Zero Deaths Committees: The Program and Leadership Toward Zero Deaths committees have been meeting on a regular basis for several years. A third level, the Executive Committee, consisting of the three agency commissioners (Public Safety, Health, and Transportation) and the leadership committee members, will meet at least once a year to provide an update on TZD progress towards meeting goals and provide broad-based leadership and support. The leadership committee has the responsibility for providing strategic direction and is made up of decision making staff from the offices involved in DPS, MnDOT, Department of Health, EMS Regulatory Board, FHWA, and the Association of Minnesota County Engineers. The program committee is made up of stakeholders and other interest groups from the four E's – engineering, enforcement, education, and emergency medical services – and other vital partners such as the court system. The program committee shares information on what activities are being conducted to enhance synergies and draws members into sub-committees for specific actions such as recommending TZD star award winners to be given at the TZD conference.

Traffic Records Coordinating Committee: Under the leadership of the OTS traffic records coordinator, representatives from local law enforcement, DOT, Health, DPS divisions, and the courts worked together to develop a strategic plan and prioritize projects in it to ensure that any proposed changes to data systems related to traffic safety are reviewed by and acceptable to all. The TRCC currently meets monthly; when working on changes to the strategic plan, meetings can be more frequent. The TRCC recommends projects to be conducted using Section 408 funding under Safety LU and Section 405c funding under MAP 21.

Open Solicitation of Projects: In the spring of 2012 and 2013, the OTS let an open idea solicitation for 2014 Traffic Safety Projects. The solicitation was kept informal so that organizations and individuals would not spend a great deal of time writing up a proposal for something that is not funded due to the lack of a significant problem identification, ineligible costs, or the unlikelihood of the project resulting in success. Proposals were limited to two pages including information on the proposer, the problem addressed, the target market, a brief project description, and an estimate and explanation of funding needed. The solicitation was publicized throughout the TZD network, including the Liaisons and MnDOT TZD representatives, and was on the OTS' website. Twenty proposals were received in 2012 and eleven in 2013; thus far only one has been made into a project. We anticipate doing this again in future years in the hopes of receiving additional proposals that will make successful projects. However, we are concerned about the low number of ideas received and their unsuitability for funded projects and are investigating other methods of obtaining input from the general public.

Enforcement: Minnesota's four law enforcement liaisons provide a wealth of information and recommendations about the needs of state, county, and local law enforcement agencies. One of their primary job duties is to identify and bring to OTS challenges, successes, and recommendations from the agencies with whom they work. In addition, one of the required attendance break-outs at the TZD conference is a session open to suggestions as well as questions and answers from law enforcement grantees. In 2011, the OTS conducted a survey of satisfaction with OTS enforcement programs and liaisons via *Survey Monkey* and in 2012 we invited a number of representatives from the State Patrol, county sheriff's offices, and police departments in for a day-long professionally facilitated Law Enforcement Summit. Many of the summit's recommendations have been implemented and the survey results were considered (see the enforcement plan section for more information).

Our law enforcement liaisons staff booths at the Sheriffs' and Chiefs' conferences each year in addition to visiting individual law enforcement agencies on a regular basis. One of the liaisons' primary responsibilities is to bring ideas from the law enforcement community back to OTS.

Chiefs and Sheriffs Associations

The boards of the Chiefs' and Sheriffs' associations receive a presentation on traffic safety legislation and emerging issues nearly every year. The executive directors of the associations are invited to the TZD program committees and conference. The boards of the associations are invited to the quarterly TZD Partners Breakfasts. The chiefs and sheriffs associations' executive directors have both been involved in OTS projects in the past and will be invited again as appropriate. The chiefs association regularly reports OTS enforcement news, events, and opportunities in its weekly online newsletter.

Motorcycle Safety Advisory Board: This long-standing committee continues its role in defining key messages for public information campaigns and providing recommendations for the state-funded motorcycle safety program.

Child Passenger Safety Advisory Board: Formed in the summer of 2000, this team of Minnesota child passenger safety experts meets quarterly to provide advice on improvements to Minnesota's child passenger safety program. There are twelve CPS certified members from around the state and different professions on the board.

Toward Zero Deaths Conference: In a collaborative effort, the Departments of Transportation and Public Safety develop and conduct the annual Toward Zero Deaths conference with sessions geared towards child passenger safety advocates; state and county traffic engineers; public health personnel; local, county and State Patrol enforcement officers; and other advocates (including OTS staffers, AAA of MN/IA, MADD, the Minnesota Safety Council, the MN Department of Health, and EMS providers). Evaluations of all sessions are conducted and used in planning for the next year's conference. Ideas generated and issues discussed are summarized in conference proceedings.

Toward Zero Deaths Forums (formerly Traffic Safety Partners Breakfasts): Four times a year, the Center for Transportation Studies will invite advocates from around the state into St. Paul to discuss trends, current efforts, and new ideas for decreasing traffic deaths and injuries. The sessions are available in real-time with dial up capabilities and are archived for later review also online. Participants include representatives from organizations such as MADD, the Minnesota Safety Council, the Minnesota Institute of Public Health, EMS, the law enforcement community, and AAA; from other state agencies such as Health and DOT, other divisions within the Department of Public Safety (the Minnesota State Patrol, Office of Communications, and Driver and Vehicle Services); and present contractors to the Office (our law enforcement liaisons and traffic safety resource prosecutor). Information gathered at these meetings is considered when developing future programs and plans. In addition, the meetings increase partnership possibilities and decrease the possibility of duplication of efforts for everyone involved.

CODES Board of Directors: The OTS traffic records coordinator sits on the Board of Directors for the CODES project at the Department of Health in the Injury and Violence Prevention Section.

EMSRB: The OTS traffic records coordinator also sits on the board of the Emergency Medical Services Regulatory Board (EMSRB) and is a member of the Data Policy Standing Advisory Committee.

MMAAP (Mobility for Minnesota's Aging Population): Formerly housed at DARTS, a transportation provider, this group has been meeting on a regular basis for the past five years to discuss older driver issues. Members include representatives from DARTS, OTS, the Minnesota and Metropolitan Boards on Aging, occupational therapists and occupational therapists instructors, Driver and Vehicle Services, VA Medical Center Geriatric Research Center, MN State Patrol, Injury and Violence Prevention at the Department of Health, the Minnesota Gerontological Association and the Offices of Transit and of Traffic, Safety, and Operations at the Department of Transportation. In September 2009, ten members attended a meeting in Dallas sponsored by the National Center for Senior Transportation with grants from NHTSA and the federal Office of Transit. The group received technical assistance from the NCST throughout the year as they worked on developing and implementing an Older Driver Safety Plan.

Aspects of the plan are currently being implemented as the group continues under a more formal agreement with the Minnesota Board on Aging through a grant from OTS.

University of Minnesota: The OTS has a close relationship with the Center for Transportation Studies at the University of Minnesota. The CTS is one of the primary partners in the TZD effort, providing support for all the committees, the breakfasts, and for the annual conference. Each year an OTS staff person reads and assists in evaluating proposals for funding received by the CTS. In addition to CTS, OTS has close ties to the Human FIRST program, Intelligent Transportation Systems Institute, and Center for Excellence in Rural Safety at the U of MN. The Director of OTS sits on the boards of the latter two.

Methods for Selecting Projects

Data analysis provided through OTS researchers is published annually in the *Minnesota Motor Vehicle Crash Facts* however, requests for different types of data runs and using different data sources come in throughout the year. This *Crash Facts* book, along with requests of the researchers for additional runs of more specific information such as data by city and county, forms the basis of problem identification in Minnesota. In turn, problem identification is the basis for project selection.

In the late winter or early spring, staff from the Office of Traffic Safety meets several times to determine what mix of potential traffic safety projects to support in the coming federal fiscal year. Coordinators come to this meeting armed with advice from relevant boards, ideas gathered from other states' experiences, suggestions from colleagues outside the office, recommendations of current project directors, and open proposal solicitations published on our website. Estimated budgets are part of the discussion.

We discuss each new project idea and challenge the budget assumptions for each proposed project. We also consider our funding by area – are we fulfilling our responsibilities for maintenance of effort and do we have projects that fit into the conditions and plans for the various NHTSA types of funding. Within the constraints of our available funding and with reference to *Countermeasures That Work*, the OTS management team makes the final decision on which projects to fund and at what level.

Once the slate of projects for the coming federal fiscal year has been established, each project is assigned to a coordinator who is responsible for working with the project director to resolve issues specific to that proposal and ensure that the necessary applications, budgets, and approvals are in order prior to the beginning of the federal fiscal year. The coordinator also monitors the project throughout the year to ensure that it stays on track and on budget, offers suggestions and assistance to the project director, regularly reports on progress in comparison to similar grants, and helps evaluate the success of the project. When the activity is conducted directly by the OTS, the assigned coordinator either assumes responsibility for ensuring the project is conducted by doing the work him or her self or by writing a request for proposals to find other professionals or organizations to do so. In the end, we strive to arrive at a balanced, comprehensive traffic safety program for Minnesota.

Critical Plans

2014 NHTSA Funded Enforcement Plan

Minnesota Office of Traffic Safety

Enforcement Activities Philosophy

By ruling of the Minnesota Supreme Court, check-points have been declared unconstitutional; therefore Minnesota's enhanced enforcement efforts are of the blitz/saturation type.

All enforcement projects funded by OTS are required to use high visibility tactics including vests and signs announcing the type of enforcement (speed, belts or DWI) and multiple agencies and squads whenever possible.

Minnesota's enforcement efforts have strong earned media components and the major ones (the May mobilization, Labor Day crackdown, and the July speed wave) have significant paid media component. In addition, paid media is conducted throughout the year in the 25 (out of 87) counties with the highest number of impaired-related deaths and serious injuries.

OTS requires multi-agency collaboration in grant-funded enforcement projects to increase communication about and coordination of activities, maximize the impact on the public's perception, decrease duplicative paperwork and media efforts, and allow for flexibility of funding within the partner agencies. All enforcement project awards are based on competition among applications received; a request for proposals was let in 2012 for grants to be conducted over two federal fiscal years (2013 and 2014). High visibility enforcement efforts including the State Patrol, a Sheriff's Office, and at least one municipal agency in each event are encouraged. Applications from more than one agency are required; only the patrol grant has a single agency funded by it. In 2014 the 55 enforcement grants (including one to the State Patrol) will cover 290 different county and municipal agencies in addition to each of the eleven districts of the Patrol.

Some of the OTS's enforcement efforts are statewide, and some are specific to a limited number of OTS identified counties with the most serious problems. All are based on problem identification. Because of the large numbers of people killed in the late afternoons and evenings (the "dying to get home syndrome") at least 50% of hours worked during seat belt waves must be worked between 4:00 PM and 1:00 AM and all of the speed waves work must be conducted between 2:00 PM and 7:00 PM. Because research shows that high visibility enforcement (HVE) is more effective, agencies are strongly encouraged (or in the case of the 25 counties receiving extra money to conduct impaired driving events at least monthly, required) to use HVE techniques including signs and vests. The average enforcement agency for 2014 has committed to working 50 percent of their total hours using HVE tactics (signs, vests and squads from state, county and city agencies). For the most rural, smaller agencies, HVE is not easily done due to lack of available officers and squads; however, signs and vests can still be used even when the number of squads out is relatively low.

Community and political support is critical to sustaining traffic enforcement in counties and cities. The public information and media work conducted on the local level are largely responsible for gaining that support. In addition, the OTS and our enforcement liaisons take advantage of every chance possible to make a presentation to city council and county board meetings. The presentations, usually of a piece of equipment provided to the enforcement agency by OTS, always explain why traffic safety is so important, provide local statistics, praise the enforcement agency for their work, and thank the council/board for their support.

Enforcement Training

Officers being reimbursed with NHTSA money, regardless of the project, are all required to have completed Standardized Field Sobriety Training (a two day course with actual drinking subjects each of the two days) and Advanced SFST: Drugs that Impair (a one day course that is soon to be replaced by ARRIDE). Officers are also required to have completed the four hour Occupant Protection Usage and Enforcement training – a course distilled from the NHTSA TOPS curriculum. All officers for whom we pay any time are required to have an SFST Update four hour class unless their last experience with an SFST class (either the basic or advanced) was less than five years ago. The instructors and materials for the classes are provided by the Minnesota State Patrol through a grant with OTS.

Law Enforcement Liaisons

Minnesota hired its first law enforcement liaison in the summer of 1994; this year we will be celebrating the twentieth year of the program. Four liaisons have been on board since October 1 of 1994; they live in and work with the enforcement agencies in their assigned areas. Referred to as “God’s gift to traffic safety” within the OTS, the liaisons have left an indelible impression on all they meet and a legacy of safer travel unrivalled by any other individuals in the state. The OTS lets a Request for Proposals for liaisons every three to five years; the liaisons are contractors, not employees of the state. They work with agencies on a one-on-one basis as well as with area and statewide meetings of chiefs and/or sheriffs, encouraging placing a high priority on traffic safety and participating in OTS programs, as well as sharing their wealth of experience of tactics and strategies that are effective. Before the OTS had liaisons, the vast majority of the enforcement agencies in the state hadn’t heard of our office and would have been unable to say what problems we addressed or goals we strove to reach. They are now our strongest partners due to the liaison program.

Enforcement Projects

Minnesota has returned to having only one enforcement grant per group of agencies covering all OTS’ enforcement efforts with the exception of DDACTS. Our saturations are all STEP projects: publicizing the up-coming enforcement, increasing enforcement activities for a period of time, and then publicizing the results of the enhanced enforcement. Enforcement projects are summarized here to assist those interested in this single strategy which has been shown to be very effective in changing behavior.

One recommendation of the 2011 Enforcement Summit was to have no more than one grant for enforcement per group of agencies. In prior years, a fiscal lead agency and its partners could apply for and receive a *Safe & Sober* grant where enhanced enforcement was done in patterns of “waves”, specific counties and cities were identified by MnDOT to work HEAT (speed patrols) through a second grant, and thirteen counties were identified by OTS to work at least one impaired driving saturation a month

through the NightCAP project; a third grant. Due to the significant traffic safety problems identified, a few counties in Minnesota received one grant for Safe & Sober enforcement, a second for NightCAP enforcement, and a third for HEAT, the recently re-incarnated speed program. In some counties, there was a lack of coordination of the different projects; different people could be responsible for each and they may not share information very well. That sometimes resulted in such problems as a need for more officers for overtime than want to work certain days, or impaired driving activities scheduled in the middle of a seat belt wave. Beginning in 2013, OTS will have no more than one grant with any local enforcement agency or group of agencies with the exception of DDACTS grants which are so different.

DDACTS

In 2013 OTS funded two agencies (one county and one city) to pilot DDACTS projects of eighteen months. Funds provided pay for travel for representative of the agencies to training on the concepts, software for mapping and training on it if needed, and in the last six months of the grant, a limited amount of overtime enforcement which must be matched on an hour for hour basis with local funding. A third project will be sought in 2014 and the results and successes of those pilot projects will be discussed to map the future design of OTS resources supporting DDACTS.

High Visibility DWI Enforcement

Several years ago, Minnesota OTS piloted an ultra-high visibility project in Anoka County; a suburban metropolitan county. All agencies in Anoka County including the State Patrol, Sheriff's Office and every municipal agency, participated in the saturation efforts monthly during inclement/winter months and more frequently during the more pleasant months when DWI crashes most often occur. The project concentrated a very large number of squads on selected roadways. The project utilized large, portable electronic message signs and officers wearing reflectorized vests identifying the event as DWI enforcement. The project was very successful and was presented at several national conferences and regional meetings. It increased the public's perception of the likelihood of being arrested for driving while impaired. The basics of the project have been incorporated into all our enforcement projects, with some modifications especially in the number of squads used, due to populations and unique circumstances.

The Basic Grant: TZD Enforcement

The statewide grants provide funding on an annual basis as the result of applications received in response to a Request for Proposals. Beginning in 2014, only multiple agency grants were accepted and no agency receives more than a single grant. At least 90% of the grant funds are used for overtime enforcement during the time periods specified in the annual enforcement calendar with the remaining funds able to be used for overtime dispatch services, administrative services, and/or up to half the cost of traffic safety enforcement equipment. Mileage must be reported and claimed as local match. In federal 2014, the enforcement time periods include October 4-19 focusing on seat belts, November 4-8 on speed, November 29-30 and four weekends in December on DWI (with weekends being defined as Thursday, Friday, and Saturday nights), March 21-30 on belts, April 11-20 concentrating on distracted driving and teens, the national Memorial Day seat belt mobilization, June 16-20 concentrating on speed, July 10-27 focused on speed and motorcycle riders, and the national Labor Day DWI crackdown. Agencies do not necessarily work every day of each event; the number of hours worked depends on their work plan and budget. In addition, the last day in August focuses on the Ted Foss Move Over law (requiring vehicles to slow down and/or move over when encountering a squad car, highway construction workers/vehicles, or

ambulance services stopped on the side of the road). In addition to working during the enforcement time periods, agencies must publicize the efforts with the help of media kits prepared by the DPS Office of Communications.

Eligibility for the basic grant is defined as being over-involved in alcohol-related deaths and severe injuries, over-involved in deaths or severe injuries where passenger protection was not used, or being in one of the twenty counties with the highest number of deaths and severe injuries.

In addition to designing and conducting statewide events publicizing the enforcement periods and setting up regional events with the help of the locals and MnDOT TZD representatives, the Office of Communications oversees a contract to purchase media related to the waves and it provides media packets for each enforcement period defined in the grant. The agencies (both enforcement and organized TZD coalitions) do much more than simply send out personalized news releases before and after each wave; they set up and conduct news conferences kicking off the waves, are active in seeking interviews on radio stations and cable television, encourage reporters to ride along with patrolling officers and attend SFST classes, write letters to the editor and seek others to do the same. Some are also adept at finding businesses to support their efforts through such things as providing coupons; placing messages on changeable outdoor signs, on prom flowers and pizza boxes and dry cleaning bags; and a wide range of other creative earned media ideas. In the past couple of years, most of the Safe Roads (formerly Safe Community) grants have become more active in promoting the enforcement waves; one of the requirements of that grant is that they support enforcement waves by assisting with or conducting outreach to the public about those events.

Selected TZD Enforcement Grants: additional DWI enforcement

In the 25 counties with the highest number of alcohol-related deaths and serious injuries, TZD enforcement grants have additional requirements related to more DWI enforcement. In most cases, the State Patrol districts set up at least monthly saturations in those counties – in the summer and metropolitan area, the events become more frequent. Each saturation must include officers from at least one sheriff's department and local police department in addition to the patrol; however, it is not uncommon to see ten agencies in the metro and St. Cloud areas. The local agencies are usually reimbursed by the grants for their overtime hours; however, the OTS continues to encourage departments to send additional on-duty officers to the events as well. The program has a large motor home, called the BATmobile, which is equipped with an evidentiary blood alcohol content machine (PBTs are not admissible in court), and a room suitable for field drug exams. The BATmobile travels to the most popular/populous events, where it greatly cuts down on the amount of time to process an impaired driver. All liaisons also provide caps with TZD enforcement logo on it to officers who get a "hat trick" – three DWIs in a single shift.

The Minnesota DOT and DPS in cooperation with a wide array of organizations and individuals formulated the Comprehensive Highway Safety Plan (CHSP). The CHSP identified enforcement as the highest priority strategy to improve traffic safety. Federally funded programs specifically for the enforcement of impaired driving and seat belt laws, and public education about that enforcement, had been available to address those highway safety priorities for approximately 10 years before the CHSP; therefore, impaired driving and passenger protection were to some extent already covered in the state. Speed and distracted driving have been added in more recently.

Law Enforcement Recognition

Law enforcement officers are generally competitive and the importance of traffic enforcement is not understood by most citizens. It is important and effective to have some type of recognition program for officers who enforce traffic laws. In the past, OTS conducted an Enforcement Challenge each year. Participation in the Challenge has continued to decline and the program has been cancelled. The OTS has queried enforcement agencies on their suggestions for recognition programs and will try several different options during 2014 including providing traffic safety equipment for noteworthy agencies in each of the liaisons districts each quarter and providing lunches with traffic safety training on a regional basis.

A *DWI All Star* event is held annually at a Minnesota Twins baseball game. The event honors officers arresting the highest numbers of impaired drivers in the previous year on the field before the game begins with the presentation of bats with their names inscribed and the highest writer throwing out the first pitch. The population of the jurisdiction for which the officers are working is informally considered by the OTS in the selection process of the nominations received. The event is extremely popular with the officers and their families, who receive tickets for the game from a sponsoring private organization (AAA of Minnesota and Iowa).

Mobilizations and Crackdowns

Because the requirements and reports are light, the mobilizations and crackdowns cover a much larger number of agencies than the grant and challenge programs combined. To participate in the mobilizations and crackdowns, agencies must at a minimum issue pre and post news releases, increase their patrols and enforcement of the chosen violation, and report to OTS the number of chosen violations written during the enforcement period within less than a week of the end of the wave. Any and all officers can participate; there are no training requirements. Agencies are not allowed to report together on mobilization results; each agency must report their own. All agencies are strongly encouraged by the liaisons to participate in all mobilizations and crackdowns; and grantees are required to participate under their grant agreements.

Evaluating Enforcement Activities

In the beginning, the OTS imposed three specific performance objectives on all enforcement projects. Those three objectives were 1) number of contacts with the public per hour worked, 2) number of stops resulting in citations as opposed to warnings or no action at all, and 3) number of passenger protection actions. The minimum objectives were set at two contacts per hour, fifty percent which resulted in a citation and twenty percent which related to seat belts or child seats. Impaired driving arrests were included as a performance measure at a later date.

Minnesota statutes include a prohibition of what are commonly referred to as “quota laws” – a prohibition against evaluating enforcement employees based on number of tickets written. Therefore, our grants stated agencies would “strive to achieve” the objectives. Nevertheless, even that was challenged in 1999 and beginning with federal 2000 grants, OTS was no longer allowed to set any numerical objectives for agencies. The absence of numerical goals set by OTS has not had any adverse impact on enforcement activity. Instead of comparing an agency with the numerical goals we had set, we compare each agency with the average performance of all agencies during that same time period. An

allowance is made for the rural areas with a lower pools of traffic and violators. Grantees are appraised of their progress in comparison to the average results throughout the year.

A contact is defined as a vehicle stopped. In order to encourage DWI and other arrests in which a person is taken into custody -- necessitating a long process and/or a long drive to jail for the arresting officer -- metro agencies receive four points for each person taken into custody, and non-metro agencies receive six points. When an officer is having a car towed, but is not taking the driver into custody, two points are awarded as a wait for a tow truck will be the likely result. Other vehicle stops result in one contact point. An agency's total points are divided by the hours worked to compute the contacts per hour. The citation objective is computed on the simple ratio of citations issued to number of vehicles stopped, the belt objective is the simple ratio of seat belt and child seat citations and warnings to vehicles stopped, and the impaired driving objective is the simple ration of DWI arrests to vehicles stopped. In 2011, OTS also began looking at and comparing citations per hour, seat belt and child seat actions per hour, and impaired driving arrests per hour.

The four present enforcement objectives are factors the OTS looks at carefully when considering funding individual projects for a subsequent year. In particular, agencies must compare their past funded enforcement actions with the averages of all agencies in a separate section of that application if they have not met or exceeded the average.

In addition to the enforcement performance objectives discussed above, each grant must write at least three measurable, time-specific objectives of their own. For example, "increase seat belt use as shown by informal surveys from a baseline of 72% in June of 2013 to 90% in June of 2015". In their final reports for the year, agencies discuss their progress towards meeting these goals.

2014 NHTSA Funded Media/Communications Plan

Minnesota Department of Public Safety Office of Communications

A communications plan is a living document; changes to it are made as new research studies suggest, new budget information requires, and new issues and priorities are considered.

Paid Media

The DPS Office of Communications will contract with a media buying agency and plan paid media for the year; an emphasis will be on upfront buying to leverage total budget of \$4,000,000. (subject to change)

DWI — \$1,700,000.00

- Dec. DWI: \$325,000
- “25 Targeted Counties”: \$850,000
- Motorcycle Impaired: \$100,000
- Labor Day DWI: \$425,000

Seat Belt/General — \$600,000.00

- Oct CIOT — \$250,000
- May CIOT — \$350,000.

Distracted — \$400,000.00

- April: \$200,000
- September: \$200,000.

Child Passenger Safety — \$50,000

- CPS Week: \$50,000.

Motorcycle Safety — state and federal dollars for training/awareness: TBD

- May–June 2013

Total DPS/OTS Funding -- \$2,750,000 (plus motorcycle safety)

164HE Funded Paid Media Related to Behavior

MnDOT intends to use some of their 2013 164HE dollars in conjunction with the DPS 2014 paid media buy. Those plans are as follows:

Subject	Amount
Pedestrian Safety	\$400,000
Aggressive Driving (non-enforcement message)	\$250,000
Speed Enforcement	\$450,000
Work Zone Safety	\$150,000
Total	\$1,250,000

See also Project 14-06-09 for additional 164HE funding for a behavioral program

October 2013

Editorial

Tentative news releases

- TZD conference announcement — 10 years
- New TZD grantees announcement (and template release)
- September death recap
- *Teens! TV commercial* contest announcement
- Deer-vehicle safety
- Halloween extra DWI enforcement — tied with announcement of new 13 targeted counties (TBD); recap previous fiscal year results.
- October *Click It or Ticket* seat belt enforcement and accompanying sustaining messages Oct. 4-19.
- Worse belt use counties for teens/state
- State seat belt survey results — during mid-Oct. enforcement (TBD)
- Pedestrian safety (darker earlier, etc.); partner with MnDOT

Teens TV Commercial Challenge

- Issue news release to announce TV commercial contest for teens with video links to last year's winner
- Blast email to SADD contacts.
- Develop and distribute radio PSAs.
- Update/build website.
- Provide flyer/PA announcements for partners to promote in schools.

Deer-Vehicle — Partner with DNR

- Issue news release on deer-vehicle safety. Emphasize driver response to situation (“Don’t veer for deer”). Provide fact sheet for deer crashes by county.
- Develop and distribute PSAs and scripts to radio stations statewide.
- Request for dash-cam crashes (Sept.).

Halloween DWI Enforcement

- Post online template media materials (news releases, fact sheets, talking points, PSAs) for agencies/partners to customize for any Halloween-specific DWI patrols or DWI safety message.
- Distribute radio PSA scripts statewide.
- Issue news release regarding added DWI enforcement during pre-Halloween weekend, announce 13 counties.
- Merchandise DWI arrests and alcohol-related crashes during holiday period.
- Provide posters/coasters and other appropriate collateral to entertainment/hospitality venues.
- Secure dash-cam footage of arrests; edit to TV spot if possible or for YouTube posting.

Speed Weeks

- Develop template speed materials (news releases, fact sheets, talking points, PSAs) for agencies/partners to customize for year-long speed week efforts (Nov and June).

October 2013, continued

“13 targeted counties” impaired driving enforcement.

- Ongoing; issue post-enforcement news releases on results/arrests/alcohol-concentration levels of impaired driving saturations by market.
- Develop and distribute new poster — secure new “13 deadliest counties” information and develop extensive distribution.
- Update and provide template media/outreach materials for enforcement partners to customize and use throughout year.
- Develop infographic.

October *Click It or Ticket* Seat Belt Enforcement

- In September, post online grantee media packets (including pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, social media outreach ideas, etc.) to participating law enforcement agencies statewide for customization and distribution. Include new seat belt rate and hype primary/booster message.
- Conduct news conference/issue news release to launch statewide seat belt/child restraints enforcement.
- Confirm bonus ads from May *CIOT* are running in Oct. interview opportunities.
- For sustaining news, issue teen belt use/worst teen belted counties and seat belt use survey, dig for other news hooks based on new data.
- Reach out to chiefs/sheriffs associations for memo.
- Develop infographic.

Teen Messaging — Deadliest Counties/Texting, etc.

- Issue release naming deadliest counties for teen driver-involved fatal crashes; provide county-specific fact sheets, talking points to partners.
- Distribute county-specific fact sheets.
- Provide talking points to partners.
- May be linked to teen TV contest news.

Pedestrian Safety

- Issue news release for ped safety, trends, etc.
- Issue material for use to public/private schools encouraging classroom use.
- Provide talking points to partners and template materials for volunteer ped enforcement.
- Distribute radio PSAs.

Motorcycle Safety

- Minnesota Motorcycle Monthly and St. Croix Valley Riders ad placement that encourages rider groups to secure a speaker on group riding, MC maintenance, etc. during non-riding months. Also promote availability on OTS, DVS and MSP websites.

Seat Belt Use Rate

- To sustain news of October belt enforcement, issue news release mid-enforcement on new seat belt use rate based on DPS observational surveys (emphasize unbelted vehicle occupant serious injuries/fatalities). This may occur in August 2013, TBD.

October 2013, continued

- Merchandise to media PDF format maps showing location of unbelted crash fatalities; merge this new data with October Seat Belt enforcement effort/news. Hype primary/booster.
- Provide talking points to partners.
- Develop infographic.

Thanksgiving

- Prepare and provide online template media materials, fact sheets and radio PSAs for agencies to customize for any Thanksgiving-specific DWI patrols or standard safety messaging.

Dec DWI

- Alert partners of regional news events to launch enforcement.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- Determine quantities for December DWI promotional materials.
- Request officer DWI stories/videos for December.
- Prepare/develop December DWI Mobilization crackdown materials to distribute (coasters, clings, Designated Driver Gift Cards, etc.)
- Outreach to MLBA for coaster distribution.
- Confirm creative updated for December DWI.
- Request winter driving factoids.
- *Miles Per Hour* newsletter, fall.
- SADD blast emails promoting various efforts.
- Distribute materials for October belt mobilization (window clings, etc.); continue efforts for partners (Gander Mtn, White Castle, Subway, Holiday, etc.)
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.
- Ongoing — review and revise of MC PI&E collateral.

Paid Media/Creative

- CIOT
- Halloween DWI patrols (TV)

November 2013

Editorial

Tentative news releases

- October deaths recap
- October 13 targeted DWI counties recap
- October seat belt enforcement results
- Speed week enforcement Nov. 4-8.
- Pre-Thanksgiving extra DWI enforcement/safe travel advisory
- Post-Thanksgiving deaths/injuries recap
- Lights on for safety message
- TBD: winter driving

December DWI Enforcement Mobilization

- Post online template media materials (pre- and post-enforcement template news releases, county-specific fact sheets, news conference materials, talking points, etc.) to participating law enforcement agencies statewide for customization and distribution. Include belt enforcement message/primary. Include interlock news release.
- Coordinate public service interview opportunities on media outlets leveraged through paid media buy.
- Distribute bar coasters/clings, other promotional items; print as needed.
- Reach out to MnSCU for partnership.
- Send chiefs/sheriffs associations memo about enforcement.

13 Targeted DWI Counties

- Ongoing; issue post-enforcement news releases on results/arrests of impaired driving saturations.
- Issue monthly recap of DWI arrests.
- Finalize development of poster and distribute.

Thanksgiving DWI Enforcement/Safe Travel Advisory/Post-Holiday Recap

- Issue news release in advance of holiday for DWI enforcement, traffic safety reminder; emphasize increased travel, impaired drivers, role of seat belts.
- Partners distribute provided template media materials.
- Distribute radio PSAs to radio partners.
- Issue news release detailing crash fatalities and serious injuries after Thanksgiving weekend; stress unbelted.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- Continue to develop/produce and begin distribution of December DWI Mobilization materials (coasters, clings, etc.)
- Distribute 13 targeted DWI counties poster

November 2013, continued

- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.
- Ongoing — review and revise of MC PI&E collateral.

Paid Media/Creative

- (TBD) Thanksgiving DWI patrols (TV)
- December DWI Mobilization — Plan/finalize ad flight for campaign.
 - Prepare creative — TV, radio, indoor, online, out-of-home. Ad flight to run pre-weekend/weekends in December.
 - Send LELs heads up about upcoming radio interview opportunities.

December 2013

Editorial

Tentative news releases

- November death recap
- November 13 targeted DWI counties recap
- December DWI Mobilization launch
- Mid-enforcement DWI arrest recap
- Pre-holiday safe travel advisory
- Ignition interlock pitches
- New Year's Eve message
- Post-holiday travel period fatal/injury recap
- TBD — Safe winter-weather driving advisory(ies) as needed

December DWI Mobilization

- Announce statewide month-long DWI mobilization. Supported by ad buy. Include “13 targeted counties” Nov. results in this release.
- Provide facts and talking points to partners.
- Distribute poster highlighting “13 counties” to law enforcement agencies, Minnesota County Attorneys Association, county-specific legislators and elected officials, MADD chapters, and other.
- News release/effort for sustaining message during the enforcement.
- Coordinate public service radio interviews leveraged through media buy.

Motorcycle

- Announce Rider Training Schedule available for 2014 on website and social media

Holidays & New Year (Sustaining media for December DWI Mobilization)

- Issue news release prior to Christmas emphasizing busy holiday celebration period, high-traffic period and call for safe travel, Move Over law.

December 2013 (continued)

- Pitch ride-along opportunities with state troopers and other law enforcement agencies emphasizing targeted impaired driving saturations through New Year's.

Safe Winter Driving (Time prior to first snowfall) — *Partner with MnDOT*

- Issue news release with safe winter weather driving tips coinciding with first measurable snowfall (emphasis on belts, safe speeds, vehicle maintenance; coordinate with MnDOT and its message re: snow plows and safe distances), include Move Over message.
- Secure video of move over crashes.
- Provide winter driving facts and talking points to partners.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- December DWI Mobilization — Distribute bar coasters through Minnesota Beer Wholesalers Association. Provide window clings/other items to grantees to display in commercial settings (fast food, retails, bank drive-thrus, etc.).
- Develop new CPS Valentines for Feb., TBD.
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.
- Ongoing — review and revise of MC PI&E collateral.

Paid Media/Creative

- December DWI Mobilization — Ad flight for campaign runs: TV, radio, indoor, online, gas pumptoppers, etc. Coordinate interviews secured through radio buy with law enforcement partners.

January 2014

Editorial

Tentative news releases

- December DWI Mobilization arrest recap
- 2013 preliminary traffic death numbers — with county breakout
- *Teens! TV commercial challenge* second announcement
- Winter driving safety/Move Over

Teens! TV Commercial Challenge

- Re-issue news advisory to announce TV commercial contest for teens (to remind teens and second-semester video students).
- Employ partners to promote in schools/communities.

January 2014, continued

- Continue to update new website.

Child Passenger Safety/CPS Valentines

- Develop and distribute materials to partners/child passenger safety partners for CPS message and valentine outreach effort —template news release; letter for school newsletters.
- Outreach to Boy Scouts; posters to youth sports leagues (hockey/basketball).
- Update valentine art.
- Distribute radio and TV CPS PSAs statewide.
- Focus on online merchandising and downloadable material.
- Outreach to popular wintertime family fun businesses/birthday centers — skating rinks, Pump It Up, Chuck E. Cheese, indoor playgrounds, etc.

Preliminary Fatalities for 2013

- Issue news release citing preliminary total traffic fatalities for 2013.
- Merchandise at county level — provide county break-out of deaths if available.

Motorcycle

- Mailing Letter distributed to motorcycle dealers, organizations and outlet stores to announce rider training schedule and availability of RiderCoaches and the Safety Center SMARTrainer for events.
- Support mailing with items on website and social media.

Safe Winter Driving (as needed with major snowfall) — *Partner with MnDOT*

- Issue news release with safe winter weather driving tips coinciding with first measurable snowfall (emphasis on belts, safe speeds, vehicle maintenance; coordinate with MnDOT and its message re: snow plows and safe distances), include Move Over message.
- Provide winter driving facts and talking points to partners.

Super Bowl

- Provide online template media materials (news releases, fact sheets, talking points, PSAs) for agencies/partners to customize for any Super Bowl-specific DWI patrols.
- Distribute radio PSAs statewide.
- Merchandise controlled drinking demo illustrating unsafe/illegal morning-after AC levels.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)
- Winter driving safety reminders.

Outreach

- April Distraction — promotional materials.
- Lock in DWI Enforcer All-Star date with Twins.
- May *Click It or Ticket* — approach private partners and check quantities of promotional materials.

January 2014, continued

- *Miles Per Hour* newsletter, winter.
- Finalize redesign of CPS valentines.
- Re-distribute *Teen! TV commercial challenge* flyers to partners for school distribution.
- Discuss St. Patrick's Day/general partnership opportunities with Minnesota Beer Wholesalers Association/Minnesota Licensed Beverage Association — coasters and clings.
- Motorcycle safety booth at Minneapolis Women's Expo.
- Distribute motorcycle safety collateral materials to partners.
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

Paid Media/Creative

- Develop creative for upcoming campaigns. New Click It creative, new speed, new DWI?
- Continue to determine creative needs.

February 2014

Editorial

Tentative news releases

- January deaths recap
- January 13 targeted DWI counties recap
- Child passenger safety (tie with Valentine's outreach)/winter tips
- Move Over law
- Motorcycle rider training
- Super Bowl DWI enforcement/safety message

Click It or Ticket week, March 21-30

- Develop materials for seat belt enforcement, post online.

Child Passenger Safety

- Issue news release for general CPS, reinforce booster message, promote Valentines. Pitch any tragedy/survivor stories; 2012 data. Use partnerships as support (see Jan.)
- Post CPS Valentines online, notify partners, daycares, elementary schools of availability.
- Distribute radio and TV PSAs.
- Continue searching for partners.

Distracted Driving

- Begin development of media materials for April event.

Move Over

- Issue news release reinforcing Move Over law, pitch stories with troopers hit, secure video.

February 2014, continued

- Provide talking points to partners.

Motorcycle

- Issue release promoting rider training.
- Provide background materials to partners to promote rider training (template news release, fact sheet, talking points, PSAs).
- Motorcycle safety booth at International Motorcycle Show.

13 Targeted DWI Counties

- Ongoing; issue post-enforcement news releases on results/arrests of impaired driving saturations.
- Issue monthly recap of DWI arrests.

St. Patrick's DWI Enforcement

- Provide online template media materials (news releases, fact sheets, talking points, PSAs) for agencies/partners to customize for any St. Patrick's-specific DWI patrols or safety message.
- Confirm distribution of coasters through MLBA.
- Develop infographic.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)
- Winter driving safety reminders.

Outreach

- SADD outreach (blast email) re: teen issues as needed.
- Continue discussions with MBWA/MLBA ideas/plans for St. Patrick's Day/general.
- Outreach for private partners for belts/May CIOT.
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

Paid Media/Creative

- Plan for May *Click It or Ticket* ad flight.
- Plan for April texting/distracted media buy.
- 13 Targeted DWI Counties — Assemble creative that starts before St. Patrick's Day.

March 2014

Editorial

Tentative news releases

- February deaths recap
- February 13 targeted counties recap/mid-year results
- Teens contest — one month until due date
- Click It or Ticket week
- OTS challenge luncheon winners (template)
- Motorcycle awareness/call for training
- St. Patrick's Day DWI enforcement

Click It or Ticket week, March 21-30

- Issue news to promote enforcement.

Distracted Driving

- Develop and distribute template materials for partners to promote message (news releases, letters to editor, PSAs, promotional materials, etc.).
- Develop infographic.

May Click It or Ticket Seat Belt Mobilization

- Begin securing seat belt-related stories to pitch to media.
- Develop outreach materials/other items/partnerships.
- Continue outreach to secure private partners.
- New TV creative?
- Develop infographic.

Motorcycle

- Issue news release to promote rider training.
- Issue news release to promote awareness of riders (depending on weather).
- Issue news release on first rider death of season.
- Booth at Donnie Smith Bike Show

13 Targeted DWI Counties

- Issue mid-year citation totals news release; tied to previous month's recap of DWI arrests.
- Ongoing; issue post-enforcement news releases on results/arrests of impaired driving saturations.

St. Patrick's DWI Enforcement

- Issue news release on DWI arrests, enforcement, designated drivers.
- Merchandise DWI arrests and alcohol-related crashes during holiday period.
- Target counties and pitch State Patrol interviews/controlled drinking exercises to youth-oriented radio stations stressing enforcement.
- Distribute St. Patrick-specific TV spot and radio PSA scripts statewide.
- #DesignateODriver

March 2014, continued

Teen Prom — Parent role, distraction/texting, underage drinking

- Develop and post online teen-focused template media materials (talking points, fact sheets) to grantees to promote teen driving issues for prom/end-of-school period (teen deaths, crash rate, fatal crashes involving teen drivers); stress belt use/distraction, parent role.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bimonthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- Distribute item (TBD) through Minnesota Beer Wholesalers Association/Minnesota Licensed Beverage Association for St. Patrick's Day/general calendar year.
- Distribute "DWI Enforcer All-Star" nomination forms to law enforcement; continue meeting with Twins to secure event night and details.
- Develop promotional items for May *Click It or Ticket* (clings, banners, yard signs post-its, etc.)
- Motorcycle safety booth at Donnie Smith Custom Bike Show
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

Paid Media/Creative

- 13 Targeted DWI Counties buy starts prior to St. Patrick's. Campaign continues during year for high-level enforcement periods. (TV, radio, online, out-of-home, college papers, etc.). Motorcycle impaired buy is coupled with this buy in summer months.
- Assemble creative for April distracted.
- Continue planning buy/assembling creative for May *Click It or Ticket*.
- Continue developing Twins creative.
- Plan for motorcycle awareness buy; motorcycle rider training buy.

Other

- OOC representative to attend Lifesavers Conference, TBD.

April 2014

Editorial

Tentative news releases

- March deaths recap
- March 13 targeted counties recap
- Distracted driving enforcement/safety message
- Seat belt enforcement and results

April 2014, continued

- *Teens TV Contest* — name finalists, promote public online vote
- Motorcycle awareness — riders back on the road; recap prelim 2013 MC deaths (tie to Flood Run or first rider death)
- MC Flood Run
- Teen prom safety — parents/distraction/alcohol
- TBD: Share the road

Teens TV Commercial Contest

- Issue news release to announce finalists, promote online voting.
- Update website to reflect finalists.

Distracted Driving

- Issue news release to promote message, ride-alongs.
- Paid media campaign rolls.
- Release infographic.

May Click It or Ticket Seat Belt Mobilization

- Post online grantee media packets (including pre- and post-enforcement template news releases, county-specific fact sheets, news conference materials, talking points, social media ideas, etc.) to participating law enforcement agencies statewide for customization and distribution. Include belt enforcement message/primary and regional maps that plot unbelted deaths.
- Promote promotional materials available for partners to order (clings, banners, yard signs).
- Coordinate public service radio interview opportunities secured/leveraged through media buy.
- Lock in support from Chiefs/sheriffs association — provide memo, etc.
- Alert partners of regional news events to launch enforcement.

Motorcycles

- Issue news release for motorcycle helmets/protective riding gear, recap 2013 data; motorists to be alert, riders to take training; cite first rider death of season.
- Issue Advisory for first training courses in campus cities.
- Issue Flood Run news release advising driving public to increase awareness.
- Issue news release to industry publications to promote rider training campaign.
- Post online grantee media packets, (template news release, county-specific fact sheets, PSAs, talking points, etc.) to promote motorcycle awareness and local facts.
- Develop PSA scripts in support of enforcement/general motorcycle awareness, impaired riding, rider training.

13 Targeted DWI Counties

- Ongoing; issue post-enforcement news releases on results/arrests of impaired driving saturations.
- Issue monthly recap of DWI arrests.

Teen Prom — Parent role, distraction/texting, underage drinking

- Issue release highlighting teen driving with prom hook — reinforce underage drinking and distracted driving.
- Teen driving parent class pitch.

April 2014, continued

- Provide teen-focused template media materials (talking points, fact sheets) to grantees to promote teen driving issues for prom/end-of-school period (teen deaths, crash rate, fatal crashes involving teen drivers); stress belt use/distraction, parent role.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- State Patrol bimonthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- SADD outreach (blast email)
- *Miles Per Hour* newsletter, spring
- Develop/distribute materials for May *Click It or Ticket* (window clings, signs, etc.); continue building partnerships.
- Various: motorcycle safety reps/booths at motorcycle dealer open houses
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

Paid Media/Creative

- Texting/distraction buy runs (TV, out-of-home).
- Finalize/secure paid media for *Click It or Ticket* campaign (extensive, two week statewide campaign targeting M, 18-34.). TV, radio, online, gas pumptoppers, and mobile boards, etc.
 - Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interview with law enforcement.
- 13 Targeted DWI Counties — Continue ad flight during high enforcement weekends.
- Plan for July speeding TV campaign.
- Motorcycle Awareness (TBD) — Finalize buy for May–June TV.
- Minnesota Twins (TBD) — Begin six-month, home plate signage campaign with Minnesota Twins.

May 2014

Editorial

Tentative news releases

- April death recap
- 13 targeted DWI counties enforcement May 9
- *Teens TV Contest* voting/winner announced
- May *Click It or Ticket* launch and sustaining news
- Primary seat belt law 5 year anniversary June 9
- Memorial Day safe travel advisory

May 2014, continued

- Memorial Day weekend fatal recap
- Other sustaining messages for *CIOT* effort (teen)
- MC highlights from rider survey.
- TBD: bike safety (MnDOT)
- TBD: 100 death mark
- TBD: MC death update

Teens TV Commercial Challenge

- Issue final news release announcing winner (or in June).
- Issue news release announcing the finalists for the contest and promote online voting (or in April).

May Click It or Ticket Mobilization

- Issue news release/news conference, stress primary, teens/rural, fact sheets statewide announcing launch of law enforcement.
- Sustain message with news push mid-enforcement on TBD topics/stories.
- Secure editorial coverage leveraged by paid media buy (radio interviews, etc.).
- Leverage media buy to secure radio station event sponsor in each market for regional news events.
- Continue distributing promotional items/materials to partners.
- World's largest "Click-In" at high school.
- Release infographic.

Memorial Day Safe Road Trip Tips

- Issue news release for safe travel message; reinforce *Click It or Ticket* enforcement.
- Issue fatal/serious crash re-cap of the Memorial Day weekend, reinforce *Click It or Ticket*.

Motorcycles

- Post online grantee media packets, (pre- and post-enforcement template news releases, county-specific fact sheets, PSAs, talking points, etc.) to promote motorcycle awareness and local facts.
- Issue news advisories to local weekly newspapers regarding Washout events around the state.
- Issue news release for motorist awareness of motorcycles statewide.
- Send PSAs to metro media.

Speed Weeks

- Alert partners again of template speed materials (news releases, fact sheets, talking points, PSAs) for agencies/partners to customize for year-long speed week efforts (Nov and June).

13 Targeted DWI Counties

- Ongoing; issue post-enforcement news releases on results/arrests of impaired driving saturations.
- Issue monthly recap of DWI arrests.

2013 Crash Facts

- Prep news, develop infographic.

July Speeding Mobilization

May 2014, continued

- Develop and post online grantee media packets (pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, etc.) to participating law enforcement agencies statewide for customization and distribution; include belt enforcement message/primary.
- Alert partners of regional news events to launch enforcement.
- Develop promotional materials (clings, banners, etc.)
- Develop infographic.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- SADD blast email re: CIOT message.
- Distribute materials for May seat belt distribution (window clings, post-its, etc.); continue building partnerships.
- Develop speed materials for July.
- Develop booster seat poster for partners to post for summer (camps/pools, etc.)
- Determine bar coaster quantity for Labor Day campaign.
- Finalize logistics for “DWI Enforcer All-Stars” with Twins, select all-stars.
- Various: motorcycle safety reps/booths at motorcycle dealer open houses
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

Paid Media/Creative

- May *Click It or Ticket* Seat Belt Mobilization —TV, cable and local radio; employ gas pumptoppers, indoor, online, and mobile boards as appropriate.
 - Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interviews with law enforcement.
- 13 Targeted DWI Counties — May 9; include motorcycle impaired spot.
- Assemble creative for motorcycle awareness, (May) and June.

June 2014

Editorial

Tentative news releases

- May deaths recap
- May 13 targeted counties DWI arrest recap
- Primary seat belt law 5 years

June 2014, continued

- *Teens TV contest* winner announced (or late May)
- *Crash Facts 2013*
- May *Click It or Ticket* enforcement results
- June 16-20 speed week
- TBD metro extra DWI enforcement
- Motorcycle awareness (campaign)/deaths update
- Summer driving “Share the Road” — bikes and ped
- DWI enforcer all-stars (TBD)

Teens! TV Commercial Challenge

- Issue news release announcing winner (or late May).

Crash Facts 2013

- Issue *Crash Facts 2013* news release to recap state’s traffic stats/trends.
- Secure county-by-county facts for last five years, and prelim 2014 stats.
- Issue infographic.

July Speeding Mobilization

- Post online grantee media packets (pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, etc.) to participating law enforcement agencies statewide for customization and distribution. Include belt enforcement message/primary.
- Finalize printing of materials (clings/banners, etc.)
- Contact local law enforcement partners to merchandise their speed enforcement plans/stories for July.
- Lock in support from Chiefs/sheriffs association — provide memo, etc.

May Click It or Ticket Seat Belt Mobilization

- Issue news release announcing results of enforcement effort.

Motorcycles

- Issue news release to announce ad campaign, awareness message.
- Send PSAs and scripts to radio station partners.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- Event and media pitches to highlight rider training campaign.
- Various: motorcycle safety reps/booths at motorcycle dealer open houses.
- Booth at Vintage Motorcycle Show – State Fairgrounds

Summer Driving Advisory/Share the Road

- Issue news release focusing on safe summer driving; deadly historical trend, bike and ped awareness.

13 Targeted DWI Counties

- Ongoing; issue post-enforcement news releases on results/arrests of impaired driving saturations.
- Issue monthly recap of DWI arrests.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.

June 2014, continued

- Issue news release in response to high-profile fatal crashes, as appropriate.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- Inform DWI Enforcer All-Stars of event details, TBD.
- Develop materials (coasters/clings/banners) for Labor Day DWI Enforcement; secure partnerships.
- Finalize CPS booster poster for partners to distribute to pools, summer camp sites, etc.
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

Paid Media

- Motorcycle Awareness — June (and maybe in May too).
- Motorcycle rider training campaign (June-August), TBD
- Assemble creative for July speed.

July 2014

Editorial

Tentative news releases

- June deaths recap
- 13 targeted DWI counties recap
- July speed enforcement launch
- 4th of July DWI enforcement/travel message
- 4th of July fatal crash recap
- Booster seat law reinforce message (5 years)
- DWI Enforcer All-Stars, TBD
- Interlock law reinforce (2 years)
- Motorcycle fatal update w/ safety messages

4th of July Safe Road Trip Tips

- Issue news release to promote extra DWI enforcement and safe travel over the holiday.
- Develop and distribute PSA scripts to radio partners.
- Issue fatal/serious crash re-cap of the 4th of July holiday period.

Booster Seat Law — 5 years

- Issue news release reinforcing booster seat law/child safety message with new data and citation results.
- Provide talking points to partners.
- Distribute booster/CPS materials.

July 2014, continued

DWI Enforcer All-Stars, TBD

- Lock in DWI MVP for interviews.
- Coordinate event with Twins to announce the DWI enforcer all-stars.
- Issue release announcing team.
- Provide template release, provide talking points for all-stars.
- Pitch media ride-alongs with top enforcers.
- Secure commissioner/trooper in-booth on Fox Sports/Twins Radio during Twins broadcast.

July Speed Enforcement

- Issue news release announcing statewide speed enforcement.
- Provide talking points to partners, fact sheets, etc.
- Distribute promotional materials.
- Infographic.

Labor Day DWI Mobilization

- Post online grantee media packets, (pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, etc.), to participating law enforcement agencies statewide for customization and distribution; include belt enforcement message/primary.
- Ensure quantities for promotional items ready/coordinate printing.
- Lock in support from Chiefs/sheriffs association — provide memo, etc.
- Alert partners about radio interviews.
- Alert partners about regional news event kick-off.
- Develop infographic.

13 Targeted DWI Counties

- Ongoing; issue post-enforcement news releases on results/arrests of impaired driving saturations.
- Issue monthly DWI arrest recap for June activity

Motorcycles

- Issue news release re: impaired riding facts, etc.
- News releases in response to high-profile fatal crash(es) as appropriate or reaching milestone.
- Various: motorcycle safety reps/booths at motorcycle dealer open houses.
- Issue news release in advance of Sturgis (Aug. 5-11, 2013); YTD fatalities, August-September warning.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- *Miles Per Hour* newsletter, summer
- Confirm quantities of promotional items for Labor Day effort.

July 2014, continued

- Develop and distribute items for Labor Day DWI enforcement; work to secure partners (Minnesota Beer Wholesalers Association, Minnesota Licensed Beverage Association, etc.)
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — update OTS website.
- Ongoing — Facebook and Twitter updates.

Paid Media

- July Speed buy.
- 13 Targeted DWI Counties/Motorcycle Impaired first week in July.
- Motorcycle rider training campaign continues (June-August).
- Labor Day DWI Mobilization — finalizing planning for two-week ad buy end of August–Labor Day, including TV, radio, online, indoor, gas pumptoppers.
 - Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interview with law enforcement.

August 2014

Editorial

Tentative news releases

- July deaths recap
- July 13 targeted DWI counties results
- July speed enforcement results
- Labor Day DWI enforcement launch and sustaining messages (weekend DWI updates)
- Labor Day safe travel advisory
- Impaired Driving Facts release
- Ongoing Motorcycle safety (tie to Sturgis, Bike Week)

Child Passenger Safety Week

- Develop and post online template CPS Week media materials for partners (releases, letters to editor, fact sheets, talking points, pitch letters, radio PSAs); emphasize booster law.
- Secure “tragedy/success” stories for CPS Week “human interest” stories.
- Efforts to pitch mom-targeted blogs/sites; Children’s Museum; zoos, etc.
- Distribute CPS/booster stickers for schools.
- Infographic

July Speeding Mobilization

- Issue news release announcing speed citations from July mobilization.

Labor Day DWI Mobilization

- Issue news release/news conference to launch DWI crackdown.
- Coordinate public service radio interviews with law enforcement on radio stations statewide secured/leveraged through paid campaign.

August 2014, continued

- Sustain enforcement message with various DWI topics (Impaired Driving Facts release; DWI courts/ignition interlock and with Labor Day safe travel advisory — reinforce DWI enforcement).
- Make sure chiefs/sheriffs have memo about enforcement.
- Infographic.

13 Targeted DWI Counties

- Ongoing; issue post-enforcement news releases on results/arrests of impaired driving saturations.
- Issue monthly re-cap of DWI arrests.

Motorcycles

- Issue news release in response to high-profile fatal crash(es) as appropriate.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries/unbelted trends.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.).

Outreach

- Develop and distribute items for Labor Day DWI enforcement; work to secure partners (Minnesota Beer Wholesalers Association, Minnesota Licensed Beverage Association, etc.)
- Send mailing to daycares/pre-schools with call-to-action to visit CPS website for CPS-related materials info for CPS Week.
- Pitch partners to support message through their social media outreach (Children's Museum, zoos, etc.).
- Pitch Minnesota Wild for potential partnership.
- Motorcycle safety booth/ reps at events/open houses.
- Teen outreach to schools: resources, PA announcements, etc.

Paid Media

- Labor Day DWI Mobilization — two-week ad flight runs end of August–Labor Day, including TV, radio, online, indoor, gas pumptoppers.
- Plan/assemble creative for CPS buy in Sept.
- Plan/assemble creative for distracted buy in Sept.

September 2014

Editorial

Tentative news releases

- August deaths recap
- August 13 targeted DWI counties recap
- Back-to-school safety — bus/peds

September 2014, continued

- Child passenger safety week
- Labor Day DWI arrest results
- Motorcycle Fall Flood Run

Back-to-School Safety Advisory

- Issue news releases highlighting B-T-S, bus, pedestrian and bicycle safety.

Child Passenger Safety Week

- Issue news release for CPS Week
- Pitch radio stations for interview opportunities.
- Distribute radio PSAs to radio station partners.
- Distribute/place TV PSA during week.
- Find personal stories.
- Infographic.

Labor Day DWI Mobilization

- Issue news release announcing results of Labor Day mobilization; package with Labor Day fatal/serious injury recap.

Motorcycles

- Issue Flood Run news release advising driving public to increase awareness; reinforce September is deadly month too, MC fatalities year-to-date, etc.
- Post on website and social media about Deer Safety (pose risk to riders in autumn months)

October *Click It or Ticket* Seat Belt Enforcement

- Post online seat belt enforcement grantee media packets (pre- and post-enforcement template news releases, county-specific fact sheets, talking points, news conference materials, etc.) to participating law enforcement agencies statewide for customization and distribution; include new seat belt rate and promote primary/booster message.
- Alert chiefs/sheriffs about campaign.
- Alert partners about regional news event dates.

Halloween DWI enforcement

- Post online template materials (pre- and post-enforcement template news releases, county-specific fact sheets, talking points) to participating law enforcement agencies statewide for customization and distribution.

Teens TV contest

- Develop materials for teen contest launch.
- Teen outreach to schools: resources, PA announcements, etc.

New 13 Counties Targeted for DWI Patrols

- Begin media material development for new 13 DWI counties, poster, etc.

September 2014, continued

Deer-Vehicle Safety

- Secure dash-cam of deer-squad crashes.

Ongoing Editorial

- News release recapping deadly week/weekend or traffic deaths/serious injuries trends.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- State Patrol bi-monthly interview appearance on 93X morning drive-time radio station.
- Develop and provide talking points as issues rise to OTS, partners (State Patrol PIOs, MnDOT, etc.)

Outreach

- Send mailing to daycares/pre-schools with call to action to visit CPS site for materials for CPS Week.
- Pitch partners to support CPS message through their social media outreach (Children's Museum, zoos, etc.).
- Motorcycle safety booth/rep at events/open houses
- Ongoing — development/distribution of monthly media outreach plans; talking points.
- Ongoing — reviewing of OTS website.
- Ongoing — Facebook and Twitter updates.
- Ongoing — update, coordinate printing, distribution of collateral materials.

Paid Media

- CPS buy — young parent programming
- Distracted buy.

NOTE: Dual messaging (most frequently seat belt messages during impaired driving or speed focuses) is used throughout the year as appropriate.

Highway Safety Plan Program Areas and Strategies

Introduction

Once upon a time, it seemed easy to assign a project to a specific area and have only one coordinator really understand what that project was about. Those days have long since passed and Minnesota is a safer state for their passage. While projects by necessity are still usually assigned to one program area and one coordinator, those decisions are seldom easy or obvious. Each coordinator must have an understanding of the total traffic safety landscape to be able to make his or her individual projects successful and efficient. For ease of use, Minnesota's Highway Safety Plan is organized by the following general area codes used in the Grant Tracking System: planning and administration, occupant protection, impaired driving, police traffic, traffic records, community programs, motorcycle safety, and roadway safety. The reader is considered forewarned that synergies abound.

The following pages provide basic information about all the projects of OTS during federal fiscal year 2014 including their budgets, tactics/strategies, and ties to *Countermeasures That Work* and the *Strategic Highway Safety Plan*. We have included brief descriptions of all types of funding sources and special projects for which we have information at this time. Revisions to the Highway Safety Plan will be written as necessary during the year. This Highway Safety Plan supports our mission, will move us towards zero deaths and our interim goals, and ultimately help us achieve our vision of a safer Minnesota.



About Project Descriptions

The OTS has made significant changes to the format of our individual project descriptions in view of the requirements of MAP 21. A brief explanation of the changes follow.

They include;

- Placing information on the federal funding, the state and local match, and the amount of the federal funding that is of local benefit after each project in addition to summarized all those at the end of each section.
- Citing the reference to *Countermeasures That Work 2013* by Chapter and Section. That document is designed to “assist highway safety offices [ed. such as OTS] in selecting effective, science-based traffic safety countermeasures”. *Countermeasures That Work* does not cover projects which are related to such critical areas as planning, administration, evaluation, committees and task forces, traffic records, and systems improvements. As the document states “the guide does not include administrative or management topics such as traffic safety data systems and analysis, program planning or assessments, State and community task forces, or comprehensive community traffic safety programs”.
- Citing the reference of that project to one of the critical emphasis area in the 2007 Minnesota Strategic Highway Safety Plan.
 - There are a limited number of cases where no tie to the current SHSP was available, for example for projects dealing with older drivers or pedestrians. For those instances, instead of the abbreviation for the critical emphasis area, a brief explanation of the changes seen since the 2007 SHSP was completed that would indicate the project is now needed is substituted.

For reference, and to include abbreviations used, the following table is provided:

From Minnesota’s 2007 Strategic Highway Safety Plan

Critical Emphasis Areas	OTS’ Abbreviation
Increasing Seat Belt Usage	Belts
Reducing Impaired Driving	DWI
Improving the Design and Operation of Intersections	Intersections
Keeping Vehicles on the Roadway	ROR (Run off Road)
Curbing Aggressive Driving	Aggressive
Graduated Licensing for Young Drivers	GDL
Reducing Head-on and Across-media Crashes	Head-on
Increasing Driver Safety Awareness	Awareness
Improving Information and Decision Support Systems	Information

14-01: Planning and Administration

Planning and Administration is a critical function of Minnesota's traffic safety program, ensuring funds are used on identified problems, towards target markets, and on the strategies most likely to make an impact on the number of crash related deaths and serious injuries. The OTS uses P&A funds to support the operational costs of the Office of Traffic Safety (such as technical support, rent, supplies, phones, general mailings, in-state travel, employee development and training) and staff salaries as noted below.

During the 2014 year, the following OTS staff members are planned to be supported through the P&A project and so charged half to the federal program and half to the state required match:

- Director (time of one full time position charged 50% federal and 50% state)
- Traffic Safety Program Manager (time of one full time position charged 50/50)
- Research, Administration and Traffic Records Manager (time of one full time position charged 50/50).
- State Program Administrator Senior (time of one full-time positions charged 50/50)
- Support Staff (time of two full time positions charged 50/50)
- Accounting Officer (time of one-half full-time position charged 50/50)

For the past four years, the Office of Traffic Safety (OTS) and other divisions of the Department of Public Safety (DPS) have worked on the development and the implementation of a website based grant system, commonly called "E-Grants". Beginning in the 2014 fiscal year, the E-grants system will cover the whole life of the grant; from Request for Proposals, to application, to award, to invoicing and reporting and close out. The system will make it easier and more efficient for applicants, as well as, the Office of Traffic Safety. In addition, the system will help OTS to better manage and track the grants. The development of the system is presently under contract to AGATE. OTS will continue to provide funding for system maintenance; that funding is all included in a project in the traffic records (05) project area.

Project Number: 14-01-01

Project Title: Planning & Administration

C.T.W. Not applicable

SHSP Emphasis: Information

Description: This project provides for the staff responsible for the overall management, support, and operations of the Office of Traffic Safety and projects primarily funded by the National Highway Traffic Safety Administration (NHTSA). In-state travel costs for staff, and the use of state vehicles is also supported to ensure travel within Minnesota to meet traffic safety partners, discuss and monitor projects, and attend in-state meetings, conferences, and workshops. Other funding received and managed by the office includes the federal Enforcing Underage Drinking Law program (winding down during 2014), the state funded planning and administrative match from the trunk highway fund, the

Description: state dedicated Motorcycle Safety Fund, and the state dedicated Child Seats for Needy Families Fund. The 2013 International Forum on Traffic Records will be held in St. Paul, Minnesota. This project will provide some local support for the conference needs with the state funds provided. The activities undertaken through planning and administration include hiring staff, prioritizing problems and solutions based on crash data, providing leadership and guidance to the programs, directing and testifying on traffic safety legislation as appropriate, seeking approval and providing information for the biennial state budget, and providing support services and oversight for program staff members and the operations of the Office of Traffic Safety. Allowable costs are split on a 50/50 basis between federal and state funds.

In the past, a second project in the P&A section provided for a specialized accounting officer in the Department's Office of Fiscal and Administrative Services. This is the second year that project is a part of the overall P&A, providing the OTS with a half-time accounting officer to set up and track budgets in the state system, submit the voucher of costs incurred on the grant tracking system (GTS), run and provide financial reports to the OTS and others, and assist the OTS with fiscal processes and procedures.

Evaluation Business programs are efficiently and effectively managed so that operations support the effectiveness of program areas and work towards obtaining our goals and objectives. Staff evaluations are considered to identify needed training and ensure staff have the skills and knowledge to do their jobs successfully.

Directing Agency: DPS:OTS and DPS: Office of Fiscal & Administrative Services

Funding \$560,000 Section 402 (providing for 100,000 carry forward to 2015)

Match: \$560,000 State Hard Match

Local Benefit: \$0.00

Funding for Planning & Administration

Project Number 14-01-#

#	Title	Code	Federal	Match	Local Benefit
01	Planning and 'Administration	PA	\$560,000.0	\$560,000.0	\$0
Total PA			\$560,000.0	\$560,000.0	\$0.0

14-02: Occupant Protection

Effective June 9, 2009, Minnesota's Seat Belt Law was made a primary and universal offense, meaning drivers and passengers in all seating positions must be buckled up or in the correct child restraint and the vehicle can be stopped for that violation alone. In addition, effective July 1, 2009, Minnesota's Booster Seat Law was passed, requiring a child who is both under age 8 and shorter than 4 feet 9 inches to be fastened in a child safety seat that meets federal safety standards. Under this law, a child cannot use a seat belt alone until they are age 8 or 4 feet 9 inches tall.

Occupant Protection programs in Minnesota take a variety of forms. The projects listed in this section reflect our Child Passenger Safety (CPS) initiatives, projects aimed solely at increasing belt use or measuring it, and projects which provide extra enforcement for the May seat belt mobilization.

Please note that many of OTS programs related to seat belts are listed in other sections of the Highway Safety Plan. Enforcement projects related to seat belts are included in all the *Safe & Sober* projects in the police traffic section (section 4) and local coalition projects related to seat belts are in the community programs section (section 6). In addition, seat belt campaign materials, earned media kits, and paid media are also provided through the community programs section, and the services of the *Safe & Sober* and community health liaisons who work approximately half their time on seat belts are provided in sections 4 and 6 respectively.

Minnesota crash data are persuasive; of the 271 motor vehicle occupants killed in 2011, only 46 percent were known to be buckled up. And, of the 796 motor vehicle occupants severely injured, only 59 percent were known to be buckled up. Young people are especially at risk; four out of every ten motor vehicle occupants killed or severely injured in Minnesota are aged 15-29. Tragically, only 35 percent of them were known to be buckled up. Males of all ages are less likely than females to wear their seat belts. Of all the MVO males killed or injured in 2011 crashes, only 79 percent were known to be buckled up, while 87 percent of the females were. Seat belt usage is worse during late night hours. During crashes between 9:00 p.m. and 3:00 a.m., only 37 percent of those killed or severely injured were known to be buckled up. This compares to 62 percent belt use during the rest of the time. Thus, attention to enforcing seat belt use in the evening is being strengthened by OTS, regardless of the obvious difficulties.

From our Observational Studies, we found that males in the general population buckle up less often than females (by 3 percentage points), pick-up truck drivers buckled up less than drivers of other vehicles by about 7 percentage points, and those classified as 15 to 29 years old wear their seat belts less than other age cohorts. It is interesting to note, however, that all age groups showed an increase over last June's survey.

When drawing conclusions from the following tables, it is important to keep in mind that the smaller the number of individuals observed in the cohort, the larger the range for statistical significance will be. For example, since so few children between birth and ten are observed, the changes in use from one year to the next are relatively meaningless.

Observed Shoulder Belt Use and Unweighted Number by Age

	Estimated Age									
	0–10		11–15		16–29		30–64		65–Up	
Survey Date*	%	N	%	N	%	N	%	N	%	N
2005	86.7	116	80.3	274	74.8	4,524	84.8	8,205	88.7	1,560
2006	81.0	85	85.5	302	75.6	4,320	82.0	8,943	88.6	1,713
2007	95.1	80	89.8	235	77.9	2,868	87.5	7,987	93.3	1,530
2008	91.3	86	86.1	259	81.5	3,062	86.4	7,020	89.0	1,477
2009	95.9	80	88.5	208	83.9	3,174	86.5	7,410	90.8	1,603
2010	95.6	75	97.2	185	88.7	2,487	93.4	6,148	92.6	1,520
2011	100	33	97.8	173	90.7	2,585	90.6	6,875	94.1	1,233
2012**	97.4	24	84.0	227	93.3	3,706	94.1	11,557	91.9	1,312

*June

**New survey design implemented in June 2012

Observed Shoulder Belt Use and Unweighted Number by Vehicle Type and Site Type

	All Vehicles		Car		SUV		Van/Minivan		Pickup	
Site Type & Survey Date*	%	N	%	N	%	N	%	N	%	N
Intersection05	80.6	7,408	82.0	3,703	83.9	1,511	87.0	932	68.8	1,262
Intersection06	79.7	8,322	81.8	3,921	83.1	1,643	84.4	1,163	68.7	1,595
Intersection07	85.7	6,964	86.6	3,333	90.3	1,445	90.7	1,008	74.5	1,178
Intersection08	84.8	6,611	86.3	3,315	88.7	1,302	88.9	985	76.1	1,189
Intersection 09	85.2	7,390	86.1	3,702	88.8	1,440	90.7	936	76.0	1,312
Intersection10	91.3	6,579	91.6	3,162	93.0	1,558	95.6	844	84.2	1,015
Intersection11	90.3	5,933	90.8	2,803	92.0	1,415	94.1	770	81.7	945
Intersection12**	93.1	9,449	93.7	4,262	95.7	2,323	92.0	1,179	85.7	1,624
Exit Ramp 05	87.5	7,289	87.9	3,827	91.1	1,437	89.4	1,016	78.6	1,009
Exit Ramp 06	84.7	7,058	85.6	3,630	86.1	1,374	86.8	1,005	76.1	1,049
Exit Ramp 07	87.5	5,749	87.2	2,919	89.4	1,172	91.6	837	80.7	821
Exit Ramp 08	87.4	5,339	87.8	2,761	89.1	1,070	88.5	771	81.4	737
Exit Ramp 09	89.8	5,108	90.52	2,641	92.3	1,020	93.3	600	81.1	847
Exit Ramp 10	94.9	3,870	95.6	1,927	98.1	882	95.4	524	83.1	537
Exit Ramp 11	93.7	4,994	94.4	2,597	94.2	1,162	96.9	642	88.7	593
Exit Ramp 12**	96.4	5,211	97.2	2,728	96.8	1,485	97.3	614	90.2	615
Mid-Block 12**	94.9	1,937	93.6	914	96.9	513	95.0	241	95.6	259

*June

**New survey design implemented in June 2012

Observed Should Belt Use and Unweighted Number by Sex

Survey Date*	% of Males	Number of Males	% of Females	Number of Females
2005	78.7	7,878	87.2	6,692
2006	77.0	8,303	85.9	6,882
2007	82.7	6,986	90.2	5,704
2008	81.7	6,640	90.7	5,223
2009	83.4	6,917	90.4	5,543
2010	89.2	5,504	95.8	4,918
2011	88.0	5,900	94.7	4,989
2012**	91.9	9,161	95.6	7,653

*June

**New survey design implemented in June 2012

Progress in occupant protection use can be seen on several fronts. Less obvious than the increase in seat belt use in the general driving population, but equally important, is the steady decrease in severe injuries that has occurred over the past decade. Although the total number of people involved in crashes each year doesn't change a great deal, many fewer people suffer debilitating and disfiguring injuries – an accomplishment we credit to increased belt use.

Project Number: 14-02-01

Project Title: Occupant Protection Coordination

C.T.W. Not applicable

SHSP Emphasis: Belts

Description: This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the federally funded occupant protection projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to increase the appropriate use of child seats and seat belts by all occupants in the vehicle, regardless of age or seating position. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. This coordinator is also responsible for providing certification updates for nationally accredited child passenger safety instructors and technicians at the annual Towards Zero Deaths conference. Additionally, the position assists coalitions and partners in the state addressing seat belt and child seat issues.

Evaluation Evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the

Evaluation: successful coordination and monitoring of projects undertaken. The
(Continued) written evaluations from the CPS portion of the Toward Zero Deaths conference and reports from the Resource Center(s) will also be used to evaluate the project.

Directing Agency: DPS: OTS

Funding \$115,000 Section 402

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-02-02

Project Title: Youth Belt Coordination

C.T.W.: Not applicable

SHSP: Information

Description: This project provides for a quarter-time Office of Traffic Safety staff position to manage and coordinate the federally funded occupant protection projects concentrating on teenagers. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to increase seat belt use of all occupants from 10 to 19 years old. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. Additionally, the position exists to assist coalitions and partners in the state addressing youth traffic safety issues.

Evaluation Evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination and monitoring of projects undertaken.

Directing Agency: DPS: OTS

Funding: \$40,000 Section 402

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-02-03

Project Title: Child Passenger Safety Support

C.T.W. Chapter 2; Sections 28, 30, 31, 34, 35

SHSP Emphasis: Belts

Description: This project provides for a full-range of material and service support necessary to ensure the safe transportation of children in vehicles. The strategies undertaken include providing training for instructors and clinicians who in turn train parents and caregivers to correctly use the appropriate seat, and providing print and other outreach materials to the general public, as well as to CPS instructors and technicians. This project will fund support for the outreach and education disseminated to the public and our partners regarding the safe transportation of children. Costs include those associated with creating and printing or producing materials that cannot be done by DPS Office of Communications, mailing and shipping, conducting training and workshops, purchasing booster and child seats (as allowable 50% of the 2011 funding received in federal 2010), and CPS training tools (including child restraint instructional compact discs, latch manuals, and zip drives) are all used to support the CPS efforts of staff and partners. In addition, the costs for registration and hotel (when necessary) for a limited number of advocates to attend the TZD conference will be provided.

Evaluation The determination of success will consider the results of evaluations completed by car seat clinic and fitting stations users, by advocates who are trained and work with the program, and by the results of the implementation of a program providing car seats to needy families.

Directing Agency: DPS: OTS

Funding \$145,000 Section 402

Match: \$5,000.00

Local Benefit: \$0.00

Project Number: 14-02-04

Project Title: Section 2011 for CPS special programming

C.T.W. Chapter 2; Sections 28, 30, 31, 34, 35

SHSP Emphasis: Belts

Description: Section 2011 child safety and booster seat funds are expected to be used for CPS paid media, CPS communication and outreach to diverse populations, materials and supplies for CPS technicians and instructors, and for the CPS liaison in Minnesota's southern region of the state .

Evaluation To be determined

Directing Agency: DPS: OTS through grants and contracts as needed

Funding \$250,000 Section 2011
Match: \$62,500
Local Benefit: \$200,000

Project Number: 14-02-05

Project Title: Belt Enforcement for Patrol, Counties and Cities

C.T.W. Chapter 2 ; Sections 2.1

SHSP Emphasis: Belts

Description: This project will provide for increased enforcement of the seat belt law during October, March and over Memorial Day for the Minnesota State Patrol as well as all other enforcement grantees. Costs reimbursed will include overtime salaries, fringe benefits, and indirect costs for the Patrol and overtime salaries and fringe benefits for cities and counties. This project is conducted in conjunction with 14-04-03: TZD Enforcement at the MSP, 14-04-04: TZD Enforcement for Cities and Counties, 14-03 06: MSP DWI Enforcement and 14-03-07: Cities and Counties DWI Enforcement.

Evaluation The seat belt use rate of those killed and severely injured as identified by the crash record data base will increase.

Directing Agency: DPS:MSP

Funding \$300,000 Section 405 (Safety LU) and \$1,851,200 Section 405b (MAP 21)

Match: \$700,000

Local Benefit: \$1,200,000.00

Project Number: 14-02-06

Project Title: Seat Belt Use Surveys (Daytime)

C.T.W. Chapter 2; Section 2, Chapter 2; Section 3

SHSP Emphasis: Belts

Description: Minnesota's random, statistically valid, NHTSA –approved survey of seat belt use allows us to capture demographic data to help target our passenger protection program as well as judge the success of our efforts to convince Minnesotans to simply buckle up. The survey is conducted during a two week period to evaluate our efforts as well as to determine our statewide use rate. The Safety Belt Observation Surveys will also aid in the evaluation of the *Click It or Ticket* May enforcement mobilization. During 2012, a new survey design was approved by NHTSA and first

Description: (continued)	implemented in Minnesota during June of that year. The observation survey will be completed by a contractor paid out of this project. A statewide report on safety belt use will be generated. Contract costs include data collection, data analysis, and generating the statewide use report as well as information on cell phone use and motorcycle helmet use.
Evaluation	Evaluation is administrative for this project -- the survey will be completed in a timely manner and in accordance with the official survey methodology and the results will be reported on schedule. The results of the survey will be used to evaluate progress in increasing the safety belt use rate.
Directing Agency:	DPS-OTS through a contract with a private firm.
Funding	\$60,000.00 Section 402
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-02-07
Project Title:	Web-based OPUE for Officers
C.T.W.	Chapter 2; Section 3.1
SHSP Emphasis:	Awareness
Description:	Currently officers who work OTS enforcement overtime hours are required to have completed Occupant Protection Usage and Enforcement (OPUE; a shortened Minnesota update of the original NHTSA curriculum) course which they receive in a classroom setting. To be more efficient in the future, this course will be available online. To make that happen, a Statement of Work (SOW) will be written, and the course developed, pilot tested and edited for ease of use. The course will brought up onto a Web site where completion of it will result in continuing education credits from the Minnesota Board of Peace Officers Standards and Training (POST) given to the appropriate officers. Costs in the project include salary, fringe and indirect for a person the Minnesota State Patrol to manage the provision of training until the new system is completed, and the costs of a contractor to develop, test and set up the new system on the Internet.
Evaluation	The courses will be complete, working well and available online for officers to take with POST credits provided.
Directing Agency:	DPS: OTS through a contract with an unknown and grant with the Minnesota State Patrol.
Funding	\$100,000.00 Section 402

Match: \$0.00
Local Benefit: \$0.00

Project Number: 14-02-08

Project Title: Child Seats for Needy Families

C.T.W. Chapter 2 ; Section 34

SHSP Emphasis: Belts

Description: 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. A grant program has been developed that allows local agencies to order and distribute child restraints for which lower than usual prices have been obtained under a state purchasing contract. The agencies complete an application, accept the state educational outline, and provide proof of child passenger safety certification, samples of print materials, and attest to following a low-income guideline for recipient selection. Additional funding will be provided by remaining Section 2011 grant funding (not more than half of which can be used to purchase seats). Requests for the seats will be sought from foundations, and from governmental, service and philanthropic organizations.

Evaluation Feedback from the organizations and advocates receiving the seats will be considered, along with the number of car seats distributed to needy families

Directing Agency: DPS: OTS

Funding \$50,000 Section 2011

Match: \$80,000.00

Local Benefit: \$50,000

Project Number: 14-02-09

Project Title: Booster Seat Survey

C.T.W. Chapter 2; Sections 4 and 6

SHSP Emphasis: Belts

Description: OTS conducted a study of child seat use in the population during 2011. This is a three year follow-up to the 2011 study and five years since the

Description: (continued)	passage of the change to the child passenger safety law requiring booster seat use. The survey 2011 methodology will be repeated in 2014. The observation survey will be conducted over a period of three weeks from mid-July into the first week of August. The OTS will contract with child passenger safety instructors and technicians to observe booster seat use. Costs include data collection (salary and expenses), data entry and analysis.
Evaluation	The evaluation will be administrative in nature, considering the implementation and production of a credible report of child seat use in the state.
Directing Agency:	DPS/OTS through various contractors
Funding	\$45,000.00 Section 402
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-02-10
Project Title:	Update Primary Effectiveness Study
C.T.W.	Chapter 2 ; Section 1
SHSP Emphasis:	Belts
Description:	Minnesota passed a primary and universal seat belt law during the 2009 legislative session. In March of 2012 the OTS contracted with the University of Minnesota to conduct an independent evaluation of the primary seat belt law. During 2014 the OTS will contract for a follow-up evaluation on the impact of the law in order to defend the law against future attempts to repeal it. The OTS will write a Single Source Request to again contract with the University of Minnesota to conduct the independent evaluation. The University of Minnesota would likely have more credibility with those against the law than would a report done by the OTS.
Evaluation	Evaluation is administrative for this project – the results will be reported on schedule. The report will evaluate the effectiveness of the primary seat belt law since June 2009 and compare the results of the previous evaluation with those of the current evaluation. The report will be used to evaluate progress in increasing the safety belt use rate.
Directing Agency:	DPS: OTS through a grant with the University of Minnesota
Funding	\$45,000.00 Section 402
Match:	\$0.00

Local Benefit:	\$0.00
Project Number:	14-02-11
Project Title:	High Visibility Vests and Signs
C.T.W.:	Not applicable
SHSP Emphasis:	Belts
Description:	The project will provide for the purchase of roadway-compliant vests and signs to be provided to city and county law enforcement officers to aid in identifying high-visibility seat belt enforcement by the traveling public.
Evaluation:	The evaluation will be administrative in nature; the successful purchase and distribution of items.
Directing Agency:	DPS: OTS through purchase orders with vendors
Funding:	\$ 100,000 Section 402
Match:	\$0.00
Local Benefit:	\$100,000

Funding for Occupant Protection

Project Numbers 1 4-02-#

#	Title	Code	Federal	Match	Local Benefit
01	Occupant Protection Coordination	OP	\$115,000	\$0	\$0
02	Youth Belt Coordination	OP	\$40,000	\$0	\$0
03	CPS Support	OP	\$145,000	\$20,000	\$145,000
06	Seat Belt Use Survey	OP	\$60,000	\$0	\$0
07	Web-based OPUE for Officers	OP	\$100,000	\$0	\$100,000
09	Booster Seat Survey	OP	\$45,000	\$0	\$0
10	Update Primary Effectiveness Study	OP	\$45,000		
11	High Visibility Belt Vests and Signs	OP	\$100,000	\$0	\$100,000
<i>Subtotal</i>		402	\$650,000	\$20,000	\$345,000
04	New Task CPS Support	K3	\$200,000	\$62,500	\$200,000
04	New Task CPS Support	K3PM	\$50,000	\$0	\$0
<i>Subtotal</i>		2011	\$250,000	\$62,500	\$200,000
05	Belt Enforcement	K2	\$300,000	\$75,000	\$120,000
<i>Subtotal</i>		405	\$300,000	\$75,000	\$120,000
05	Belt Enforcement	405b	\$1,851,200	\$462,800	\$1,200,000
<i>Subtotal</i>		405b	\$1,851,200	\$462,800	\$1,200,000
08	Child Seats for Needy Families	405b	\$50,000	\$80,000	\$5,0000
<i>Subtotal</i>			\$0	\$80,000	\$0
Occupant Protection Total			\$6,102,400	\$1,400,600	\$3,730,000

**Note: Media Relations for Occupant Protection is in 14-06-04 and
Paid Media for Seat Belts is in project 14-06-07**

14-03: Impaired Driving

To keep consistent with the National Highway Traffic Safety Administration, Minnesota has transitioned to monitoring the effectiveness of our impaired driving program by tracking alcohol impaired driving fatalities (those that involved a driver or motorcyclist with an alcohol concentration level of 0.08 and above) in addition to alcohol-related driving fatalities (those that involved a driver or motorcyclist with an alcohol concentration of 0.01 and above). Both measures show decreases for 2012. Alcohol-related fatalities decreased from 136 in 2011 to 131 in 2012, and alcohol impaired fatalities decreased from 111 in 2011 to 104 in 2012. Unfortunately, severe injury crashes where alcohol was perceived to be involved decreased slightly from 301 in 2011 to 296 in 2012. The most significant area of concern remains the 20-29 year-olds; nearly 40 percent of all alcohol impaired fatalities are in that age group and 51 percent of traffic crash fatalities in that age-group were impaired.

Paid media, enforcement and educational programs will remain focused on the young male driver, since 87% of the drivers killed who tested over the legal limit were males. The impaired driving program will capitalize on the seat belt usage media message since only 26 percent of motor vehicle occupants that died in an alcohol impaired crash were known to be wearing a seat belt in 2011.

The cornerstone for Minnesota's traffic safety program is 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 severe injuries. The OTS continues to encourage the use of roadway signs, earned media, reflective vests and other useful tools to increase the visibility of law enforcement's activity. Saturation patrols will be funded statewide; however, additional funding will be provided for the top 25 counties where nearly 70 percent of the impaired driving fatalities and severe injuries occurred. Minnesota is expanding that focus area from 13 to 25 counties in an effort to be more effective in reducing impaired driving fatalities. Community education programs have been developed in several of these counties. Technical assistance for creation of alternative transportation programs will also be provided in specific counties.

Repeat DWI offenders continue to be an area of concern. Minnesota now has 12 DWI Courts and nine hybrid courts that accept DWI offenders. Additional courts are expected to receive training in the coming year. Since Minnesota first implemented DWI Courts, 498 people have graduated and 32 of them have reoffended; a six percent re-offense rate compared to a normal re-offense rate of 50 percent. An extensive evaluation of these courts is expected to be completed in the coming year.

Minnesota is expanding the deployment and development of the DWI eCharging system. The eCharging system, which provides a mechanism for law enforcement to file DWI arrest forms electronically, is being used for over 65 percent of DWI arrests. The system interfaces with the new breath testing instruments, the Bureau of Criminal Apprehension laboratory that processes blood and urine results, Driver and Vehicle Services and prosecutors throughout the state, creating an extensive impaired driving information system. This year a data warehouse of information on DWI arrests processed through eCharging is scheduled to be developed. Information stored in this database will assist in creating even stronger impaired driving programs.

The use of ignition interlock continues to grow. As of today over 7,000 people are driving a vehicle safely with an ignition interlock installed. Traffic Injury Research Foundation has provided recommendation

for possible program improvements. In the coming year, a committee will determine which improvements will be implemented to even further strengthen the state's ignition interlock program.

Minnesota is proud of its success in keeping alcohol impaired fatalities and severe injuries at a relatively low level. Strong traffic safety partnerships and programs coupled with new innovative programs will continue to move alcohol impaired fatalities even closer to zero.

Project Number: 14-03-01

Project Title: Impaired Driving Coordination

C.T.W.: Not applicable

SHSP Emphasis: Information

Description: This project provides for a full-time Office of Traffic Safety staff position to lead, manage, and coordinate the federally funded impaired driving projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to decrease impaired driving in Minnesota and to assist other groups in the state addressing impaired driving. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. So far as possible, this position will be funded out of 164 funds. 402 funds will be used if sufficient 164 Transfer funds are not expended.

Evaluation The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.

Directing Agency: DPS: OTS

Funding: \$175,000 Section 164 (providing for 50,000 carry forward to 2015)

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-03-02

Project Title: Youth Alcohol Coordination

C.T.W.: Not applicable

SHSP Emphasis: Information

Description: This project provides for up to one-quarter time of an Office of Traffic Safety staff position to manage and coordinate the majority of the federally funded projects related to teenagers and to underage drinking (including those related to the federal Enforcement of Underage

Description: (continued)	Drinking Laws – EUDL) grants. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to decrease the high risk behaviors of those under the age of 21, decrease minors' access to alcohol, and increase enforcement of minor consumption and sales of alcohol to minors laws. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. So far as possible, this position will be funded out of 164 funds. 402 funds will be used if sufficient 164 Transfer funds are not expended.
Evaluation	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
Directing Agency:	DPS: OTS
Funding:	\$45,000 Section 164 (providing for 15,000 carry forward to 2015)
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-03-03
Project Title:	Additional Impaired Driving Coordination
C.T.W.:	Not applicable
SHSP Emphasis:	Information
Description:	This project provides for one and one-quarter full-time Office of Traffic Safety staff positions to assist the lead coordinator with managing and coordinating the federally funded impaired driving projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of these positions is to decrease impaired driving in Minnesota and to assist others in the state addressing impaired driving. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. So far as possible, this position will be funded out of 164 funds. 402 funds will be used if sufficient 164 Transfer funds are not expended.
Evaluation	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
Directing Agency:	DPS: OTS
Funding:	\$195.000 Section 164 (providing for 65,000 carry forward to 2015)

Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-03-04
Project Title:	Drug Recognition Expert/Advanced Officer Training
C.T.W.:	Chapter 1. Section 7.1
SHSP Emphasis:	DWI
Description:	The project provides funding for one State Patrol trooper to coordinate, train officers, and supply materials for the advanced traffic training courses provided by the project. These courses include delivery of one drug recognition evaluator (DRE) course, recertification training for current DREs, advanced training in OPUE II (Minnesota's version of TOPS), SFST, Advanced SFST – Drugs That Impair, SFST Update, and at least one SFST instructor course. One Phlebotomy course offering for new phlebotomists and one refresher course for current phlebotomists will also be offered. Classes are provided without charge to state, municipal and county officers as requested, with a priority given to enforcement officers that are required to take courses prior to working OTS overtime shifts.
Evaluation:	The project evaluation will be based on the number of officers that receive training and their level of satisfaction with the training. The DRE program will be evaluated based on the number of controlled substance arrests and the level of satisfaction that officers give on the evaluations of training received.
Directing Agency:	DPS: MSP with a grant from OTS
Funding:	\$ 350,000.00 Section 410
Match:	100,000
Local Benefit:	\$350,000

Project Number:	14-03-05
Project Title:	Pilot Administrative Hearings
C.T.W.	Chapter 1 Section 3.3
SHSP Emphasis:	DWI
Description:	DWI offenders are able to request a judicial review to contest the administrative revocation of their driving privileges. Minnesota is one of the few states that conduct these hearings in a district court setting, which is costly and time consuming. Assuming legislation will allow,

Description: (continued)	this project will fund a pilot project that will transfer the jurisdiction for these hearings to the Office of Administrative Hearings. New technologies, such as interactive television (ITV) will be used to determine cost and time savings. A law change is required prior to starting this project.
Evaluation	The program will be evaluated based on process improvements that include time it takes to process an administrative review and costs..
Directing Agency:	DPS/OTS through a grant to the Office of Administrative Hearings
Funding	\$300,000 Section 164
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-03-06
Project Title:	Patrol Impaired Driving Enforcement
C.T.W.	Chapter 1; Section 2.2
SHSP Emphasis:	DWI
Description:	<p>For those districts covering one or more of the twenty five counties making up 60% of alcohol related traffic deaths, this is an overtime and on-duty enforcement program that funds impaired driving saturations on a regular basis. High visibility enforcement will occur at least monthly in the 25 counties with the highest number of alcohol-related deaths and serious injuries. During the warmer weather months, when impaired driving deaths increase, the saturations will occur more than once per month. In order of the deadliest, the counties are Hennepin, Ramsey, Saint Louis, Anoka, Dakota, Olmsted, Washington, Stearns, Wright, Sherburne, Becker, Meeker, Otter Tail, Rice, Hubbard, Itasca, Crow Wing, Mille Lacs, Morrison, Beltrami, Pine, Carver, Cass, Chisago, Benton. All saturations include participation by state, county, and local agencies. This project provides for the overtime salaries, fringe benefits, and indirect costs of the Minnesota State Patrol.</p> <p>TZD Enforcement is Minnesota's statewide Selected Traffic Enforcement (STEP) Program, combining enhanced enforcement with public education and media relations of that enforcement. In addition to the deadliest counties discussed above, the program provides overtime funding for the patrol specifically for four weekends in December and during the national Labor Day crackdown. This project provides for the Minnesota State Patrol to participate in the program through the provision of overtime patrolling hours and administrative hours at the district level. As a final task, this project provides for additional troopers to work at Brainerd International Raceway and We FEST – two</p>

Description: (continued) large Greater Minnesota events that generate a great deal of drinking and driving. Other issues focused upon by the single enforcement grant with the Patrol are funded under projects 14-02-05 for seat belts, and 14-04-03 for distracted driving, the move over law, speed, and aggressive driving.

Evaluation The project will be evaluated based on the requirement to conduct one saturation every month in each of the 25 counties with the highest number of alcohol-related deaths and severe injuries. A complete evaluation will determine if alcohol-related crashes have decreased in these counties and if DWI arrests increased. In addition, the project will be evaluated to determine if the number of on-duty saturations have increased. In addition to the enforcement measures of comparison outlined by the OTS, the Patrol will identify objectives of their own and report on their progress towards meeting those in their final report for the year. Each district of the Patrol shall report separately for each mobilization and crackdown held during the year.

Directing Agency: DPS:MSP with a grant from OTS

Funding \$2,000,000.00 Section 410 and \$1,000,000 Section 405d

Match: \$750,000

Local Benefit: \$0.00

Project Number: 14-03-07

Project Title: Cities and Counties DWI Enforcement

C.T.W. Chapter 1; Sections 2.2

SHSP Emphasis: DWI

Description: TZD Enforcement is Minnesota's statewide Selected Traffic Enforcement (STEP) Program, combining enhanced enforcement with public education and media relations of that enforcement. The program provides overtime funding in the form of high visibility saturations specifically for DWI periods of the *TZD Enforcement* program – four weekends in December and the Labor Day crackdown in conjunction with the national effort. Grants are awarded in a competitive process with eligibility restricted to those over-represented in crashes or in one of the 25 counties with the highest number of traffic deaths. . Saturations will occur at least monthly in the 25 counties with the highest number of alcohol-related deaths and serious injuries. During the warmer weather months, when impaired driving deaths increase, the saturations will occur more than once per month. In order of the deadliest, the counties are Hennepin, Ramsey, Saint Louis, Anoka, Dakota, Olmsted, Washington, Stearns, Wright, Sherburne, Becker,

Meeker, Otter Tail, Rice, Hubbard, Itasca, Crow Wing, Mille Lacs, Morrison, Beltrami, Pine, Carver, Cass, Chisago, Benton. All saturations include participation by state, county, and local agencies; this project does not fund the state participation (see project 14-03-06 for the Minnesota State Patrol's participation).

Evaluation: The OTS compares each individual grant to the average of all grants for a wave to discern four enforcement measures; stops per hour, the percentage of vehicles stopped that received a car seat or seat belt action, the percentage of vehicles stopped that resulted in a DWI arrest, and the percentage of vehicles stopped that resulted in a citation rather than a warning or no action. These four measures are one of the considerations when awarding grants in future years. Each grant has set goals in line with the states goals for a three year period ending in 2015. Each grant reports their progress towards meeting those objectives in their final report to OTS. In addition, the results of the Driver and Vehicle Services web-based and OTS' random telephone surveys will be used to evaluate the overall efforts.

Directing Agency: Police Departments and Sheriffs' Offices through grants with DPS: OTS. In 2014, 55 grants will cover 290 agencies.

Funding: \$4,000,000 Section 164AL

Match: \$800,000

Local Benefit: \$4,000,000

Project Number: 14-03-08

Project Title: Integrated Judicial & Administrative Ignition Interlock

C.T.W. Chapter; 1 Sections 4.2

SHSP Emphasis: DWI

Description: This program is providing funding for judicial districts and/or probation service agencies to implement an ignition interlock program in cooperation with their judges who are to order the devices for offenders and is coordinated with the current administrative ignition interlock program at Driver and Vehicle Services. A Request for Proposals was let for ideas for these innovative programs in 2013 and at least four programs will be conducted.

Evaluation A program evaluation is a component of the project and will be based on a reduction in the number of DWI re-offenders.

Directing Agency: DPS/OTS through grants with District Courts

Funding \$600,000 Section 164

Match: \$50,000
Local Benefit: \$600,000

Project Number: 14-03-09

Project Title: DWI Courts

C.T.W. Chapter; 1 Sections 3.1

SHSP Emphasis: DWI

Description: This project supports judicial leadership in the development of DWI Courts for repeat DWI offenders. The Minnesota Supreme Court and Office of Juvenile Justice Programs have dedicated state and federal grant funding for the implementation of Drug Courts which were used as a model for the DWI Courts. The project will augment state, local and other federal funding to support close supervision by the courts that focus on repeat high risk DWI offenders. Funding will also support training for new and current DWI Court members.

Evaluation The project will be evaluated based on the number of offenders that are managed by the court system through this method and the recidivism rate of DWI Court graduates. Ultimately, success will be determined by the number of courts that are able to achieve self-sustainability with a court program that is effective in reducing impaired driving.

Directing Agency: District Courts in Minnesota through grants with DPS/OTS

Funding \$3,000,0000 Section 164

Match: \$300,000

Local Benefit: \$3,000,000

Project Number: 14-03-10

Project Title: Screening and Brief Interventions

C.T.W. Chapter 1 Section 3.1

SHSP Emphasis: DWI

Description: 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 any charge 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

Description: (continued)	people that are likely to continue risky impaired driving behavior. DWI offenders will be screened to determine level of chemical use and triaged to determine level of recommended care. The specific design of the program in each community will be mutually agreed upon by the Department of Human Services and DPS/OTS prior to deployment. The DHS will identify the communities.
Evaluation	The project will be evaluated to determine if those that were given a SBIRT are less likely to incur an additional impaired driving offense. Further evaluation components will be discussed with DHS.
Directing Agency:	DPS/OTS through a grant with the Department of Human Services
Funding	\$600,000.00 Section 164
Match:	\$0.00
Local Benefit:	\$600,000

Project Number:	14-03-11
Project Title:	Alcohol Media Relations
C.T.W.	Chapter 1; Section 5.2
SHSP Emphasis:	Awareness
Description:	This project provides print and electronic materials on impaired-related traffic safety issues, as well as media relations services. The earned media materials to be provided include, but are not limited to, brochures, production costs for public service announcements and paid ads, and poster boards and other materials to assist law enforcement and their community partners with news conferences and events. In addition to materials, costs include salaries, fringe benefits, indirect costs and travel for one full-time equivalent staff in the Office of Communications who develops and directs the publication information and education efforts. This project is conducted in conjunction with 14-06-04 which focuses on issues other than impaired driving.
Evaluation	Evaluation will be based on reports of frequency and reach of paid media messages and random telephone surveys on public recognition of messages and knowledge of activities.
Directing Agency:	DPS: Office of Communications with a grant from OTS
Funding	\$1,200,000.00 Section 410
Match:	\$0.00
Local Benefit:	\$0.00
Project Number:	14-03-12

Project Title:	DWI Paid Media
C.T.W.	Chapter 1; Section 5.2
SHSP Emphasis:	Awareness
Description:	Paid media is the most effective way to reach the specific high risk audience – 21 through 34 year old males -- with our traffic safety messages. The only way to ensure the messages will be seen by the target audience is by placing them in locations and on programs favored by that audience. The Office of Communications along with OTS and the professionals under contract to DPS will assess the best plan for paid advertising for the various campaigns within the available funding. This project covers paid media related to impaired driving. Paid media related to occupant protection, speed, distracted driving, move over or other identified problems is covered under 14-06-07. The Office of Communications let a request for proposals for a media buyer to work with the department.
Evaluation	Evaluation will be based on reports of frequency and reach of paid media messages and random telephone surveys on public recognition of messages and knowledge of activities.
Directing Agency:	Private firm with a contract with DPS: Office of Communications with a grant from DPS/OTS
Funding	\$3,400,000 Section 164 and \$2,550,000 Section 405d
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-03- 13
Project Title:	DWI Analytics
C.T.W.	Not applicable
SHSP Emphasis:	DWI
Description:	This project is for a DWI analytics system that meets the overlapping needs by of the various groups of stakeholders related to DWI offenders by providing a centralized and comprehensive service on all data related to DWI arrests and convictions. This multi-year project will document and store impaired driving cases from arrest through the completion of court and administrative sanctions while reducing administrative costs and increasing system efficiencies. See also 14-05-08
Evaluation	This project will be considered successful in its first year if the business and technical needs of the new system are documented.
Directing Agency:	DPS/Bureau of Apprehension with a grant from DPS/OTS

Funding	\$500,000 Section 410 and \$2,250,000 Section 405d
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-03-14
Project Title:	DWI E-Charging
C.T.W.	Not applicable
SHSP Emphasis:	DWI
Description:	An impaired driving arrest is time consuming and paper intensive for the arresting officer, prosecuting attorneys, and DPS' Division of Driver and Vehicle Services. In prior years, this project funded re-engineering the business process for filing forms required to create a criminal complaint and administratively revoke driving privileges. Under the new system, the officer is able to electronically file all forms required by DVS and the courts so they can take the appropriate administrative and criminal action against the offender. In 2014, continued deployment of the system to more agencies and officers will be done and enhancements will be made to the system based on recommendations of users.
Evaluation	Minnesota will also conduct an assessment of our Impaired Driving Information System. The assessment will evaluate the current system and determine missing information in view of the NHTSA's Model Impaired Driving Information System. Enhancements to the current system that are recommended will be funded.
Directing Agency:	DPS/Bureau of Criminal Apprehension with a grant from DPS/OTS
Funding	\$600,000 Section 164
Match:	\$0
Local Benefit:	\$500,000

Project Number:	14-03-15
Project Title:	Ignition Interlock
C.T.W.	Chapter; 1 Section 4.2
SHSP Emphasis:	DWI
Description:	Ignition interlock is a promising tool to help reduce repeat impaired driving. The DWI Sanctions bill which adopted the pilot Ignition Interlock program on a statewide basis became effective July 1 of 2011. This project will fund up five full-time equivalent positions in DPS's Driver and Vehicle Services division that will oversee the

Description: implementation of the statewide ignition interlock project. In addition
(continued) to oversight, the project will fund training and education to inform people of the program.

Evaluation The program will be evaluated by considering the performance reviews of the individuals and effective implementation of an ignition interlock program that results in a reduction of the DWI recidivism rate and an increase in public safety.

Directing Agency: DPS/DVS through a grant from DPS/OTS

Funding \$400,000 Section 410

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-03-16

Project Title: Patrol DWI Conference Travel

C.T.W. Not applicable

SHSP Emphasis: DWI

Description: The MSP will send appropriate officers to attend traffic safety conferences such as Lifesavers and Drug Recognition that are held outside of Minnesota. In addition, the MSP will send officers to attend the Toward Zero Deaths Conference the annual traffic safety conference held within Minnesota. Authorizations for travel or special expenses will be written as needed and submitted to the OTS and Commissioners Offices for approval and expenses reimbursed at a rate no higher than those authorized by Minnesota's Commissioners Plan. Attendees will provide short written reports to OTS after their return.

Evaluation The reports received on the conferences attended will be used to determine the usefulness of the conferences and ultimately, this project.

Directing Agency: DPS/MSP with a grant from the DPS/OTS

Funding \$25,000 Section 410

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-03-17

Project Title: Alcohol Server Train the Trainer Program

CTW: Chapter 1, Section 5.3

SHSP Emphasis: DWI

Description: Local law enforcement officers and public health staff will be trained to be regional alcohol server awareness trainers, and special events trainers in their areas. Training programs will focus on over-serving and other practices for the proper selling and serving of alcohol for the purpose of diminishing alcohol related problems, injuries, and deaths on Minnesota's roads. Additionally, in conjunction with the impaired driving mobilizations, a small number of law enforcement agencies will participate in a program to enforce laws concerning serving alcohol to obviously intoxicated customers and educate servers and managers, by placing on-duty plain clothed officers inside licensed liquor establishments.

Evaluation The project will be evaluated based on the number of regional trainers trained, the number of training events held, the number of individuals trained, and outcomes of the over-serving enforcement initiative .

Directing Agency: DPS/Alcohol and Gambling Enforcement Division through a grant with DPS/OTS.

Funding: \$105,000 Section 410

Match: \$0.00

Local Benefit: \$105,000

Project Number: 14-03-18

Project Title: Judicial Liaison

C.T.W. Chapter 1; Section 3.1

SHSP Emphasis: DWI

Description: This project provides for up to half-time of an experienced Minnesota judge to act as a liaison between the Office of Traffic Safety and the district court judges of the state. 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 an blood alcohol concentration of .16 or above; the DPS division of Driver and Vehicle Services 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. The judicial liaison will concentrate on explaining the ignition interlock program and its benefits to the judges. The project will fund the salary, supplies, travel, and other costs directly related to the work of the person.

Evaluation	Ultimately the project should result in a higher number of ignition interlock systems ordered by the Courts.
Directing Agency:	Minnesota State Court Administration through a grant with DPS/OTS
Funding	\$100,000.00 Section 410
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-03-19
Project Title:	DWI Evaluation and Research
C.T.W.	Not applicable
SHSP Emphasis:	DWI
Description:	Evaluation of projects continues to be an integral part of traffic safety efforts. The OTS will conduct and/or contract for various methods to evaluate the programs carried out, particularly with regard to the national mobilizations as well as study the impaired driving problem and programs in Minnesota. As part of this project there will be the conclusion of a comprehensive evaluation of DWI courts in the state. This includes a cost benefit evaluation in seven courts and a process and outcome evaluation in nine courts. The DWI court evaluation will be completed by a contractor paid out of this project. The evaluation will determine whether the program is meeting its intended goals for its participants and the extent to which the costs of implementing the program are offset by cost-savings due to positive outcomes. The OTS will also contract for a random statewide telephone survey that will include questions that address attitudes and behaviors about impaired driving and awareness of the <i>Drive Sober or Get Pulled Over</i> message. Contracting is done following the state rules and procedures regarding requests for proposals for vendors.
Evaluation	Evaluation will be administrative in nature and will consider the usefulness of evaluations conducted and questions answered.
Directing Agency:	DPS:OTS through contacts and/or grants with selected vendors
Funding	\$150,000 Section 410
Match:	\$0.00
Local Benefit:	\$0.00

Project Number: 14-03-20

Project Title: Drug Detecting Laboratory Improvements

C.T.W. Not applicable

SHSP Emphasis: DWI, Information

Description: The Drug Recognition Evaluators (DREs in Minnesota) are an important aspect of the impaired driving program. Subsequent to a suspected DWI stop where a DRE evaluation was conducted, blood and urine samples are sent to the DPS' BCA laboratory to prove the existence or absence of any drug. The former screening method for these drugs requires several days of preparation and testing for each group of samples analyzed. If the BCA's current screening ends in a negative result, the arresting law enforcement agency is forced to look to a private facility for additional testing at their own cost, which will often not happen, therefore the offender is never charged. Current methods for testing synthetic drugs exist in the forensic community but have not been completely validated for use at the BCA lab. Much progress was made with this through last year's project but more remains to be done.

This project will fund a staff person (salary, fringe benefits, and indirect costs) to assist the BCA Toxicology Section with examining and validating the most current methods for testing the presence of drugs. This scientist will not be conducting new research; he or she will be responsible for running samples as directed by the senior scientist, helping tabulate data, and writing the section standard operating procedures and methods for use of the new tests.

This project will help to identify drugs that impair and assist in the prosecution of and applying swift sanctions to those impaired drivers.

Evaluation The project will be evaluated based on the increased number of drugs that can be tested by the BCA lab.

Directing Agency: DPS/BCA with a grant from DPS/OTS

Funding: \$120,000 Section 410

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-03-21

Project Title: DWI Coordinating Committee

C.T.W. Chapter; 1 Sections 1.5

SHSP Emphasis: DWI

Description: The Minnesota Impaired Driving Coordinating Committee (IDCC) is a continuing forum charged with making significant improvements in coordination and best practices for impaired driving projects in Minnesota. This group includes policy-level and program-level representatives from the Office of Traffic Safety, Driver and Vehicle Services, the sheriffs' and chiefs' association, State Patrol, probation, corrections, adjudication, MADD, and Minnesotans for Safe Driving. The budget for this project covers operating expenses for the group, specific educational efforts to enhance awareness of impaired driving issues and travel to appropriate conferences. This past year the group made recommendations on the Criminal Vehicular law that would make ignition interlock mandatory for a required amount of time after charging. The changes were passed by the Minnesota Legislature. The group will continue to review and make recommendations on impaired driving projects to be conducted and on re-codification of impaired driving laws.

Evaluation Meetings will be held on a regular basis.

Directing Agency: DPS/OTS and possibly grants and contracts with others

Funding \$100,000 Section 410

Match: \$10,000

Local Benefit: \$0.00

Project Number: 14-03-22

Project Title: Impaired Driving Equipment

C.T.W.: Not applicable

SHSP Emphasis: DWI

Description: The project will provide for the purchase of vests and signs for city, county and state law enforcement officers in support of high-visibility DWI enforcement. The vests and signs will help the traveling public to recognize the type of enhanced enforcement they are seeing and increase their perception of the likelihood of beings stopped and arrested for DWI.

Evaluation: The evaluation will be administrative in nature; the successful purchase and distribution of the items to enforcement agencies and officers.

Directing Agency: DPS: OTS through purchase orders

Funding: \$125,000 Section 410

Match: \$0.00

Local Benefit: \$125,000

Project Number: 14-03-23

Project Title: DWI Enforcement Recognition

C.T.W. Chapter 1; Section 5.2

SHSP Emphasis: Awareness

Description: Previously, officers have been recognized by the TZD Challenge program and a variety of local luncheon/award ceremonies initiated by the local agencies. As part of the incentive program, agencies also were given small equipment items for completing the short report after each mobilization. Because both programs have been discontinued, the Enforcement Recognition project will be the alternative to recognizing law enforcement. As part of this program, two agencies from each Law Enforcement Liaison (LEL) region will be selected for the "Outstanding Agency Award" on a quarterly basis. Agencies can choose a large NHTSA-approved equipment item under \$5,000.00. In addition, the Commissioner's Award will be given to one OTS grant-funded agency for the previous year's activity. The OTS grant coordinator and LEL will present a plaque to each agency in the grant at a small awards luncheon in the grantee's region. The fiscal lead of the grant will have the opportunity to attend the Lifesavers or GHSA conference; and each agency in the grant will have the option to send one extra person to the TZD Conference. See also project 14-04-07, which provides for related recognition for occupant protection, speed, and distracted driving work.

Evaluation The evaluation component related to this project will investigate if the awards are successful in encouraging agencies to participate in all mobilizations.

Directing Agency: DPS: OTS with unknown agencies and individual officers.

Funding \$50,000.00 Section 410

Match: \$0.00

Local Benefit: \$50,000.00

Project Number: 14-03-24

Project Title: TSRP and Officer Support

C.T.W. Chapter ; 1 Sections 3.1

SHSP Emphasis: DWI

Description: The project will provide for a traffic safety resource prosecutor to serve as a liaison between the NHTSA and OTS, and the county and city prosecutors through a contract with the Minnesota County Attorneys'

Description: Association. The focus of the work is on prosecutor training, case consultation, research assistance, brief bans, expert witness referrals, a monthly newsletter, a website for resources, and community outreach with MADD, schools, and other groups.

(continued)

In addition, this project provides an avenue to ensure annual training is easily available to Minnesota officers and prosecutors on new laws and DWI court rulings. Training will be provided through video conferencing as a cost saving method, as well as a way to make the training easily accessible to more officers. Officers can view it after the fact as well as during the real-time video conference.

Evaluation: The resource prosecutor will set goals and objectives with OTS and progress towards their completion will be tracked. The number of prosecutors contacted and served, training conducted, and outreach activities conducted will be part of the project evaluation, as will evaluations of training received. Participants in training will provide information through evaluation sheets which will be analyzed and reported by the contractor, and used to implement improvements and changes to future training.

Directing Agency: The Minnesota County Attorneys Association through a contract with the DPS/OTS

Funding \$200,000 Section 410

Match: \$0.00

Local Benefit: \$200,000

Project Number: 14-03- 25

Project Title: *Impaired Driving Facts Book*

C.T.W. Not applicable

SHSP Emphasis: DWI

Description: This project will fund printing of the annual *Impaired Driving Facts* book which will document detailed information on impaired driving arrests and offenders.

Evaluation The *Impaired Driving Fact* book is extremely popular and in high demand. The project will be evaluated based on the number of requests and feedback received.

Directing Agency: DPS/OTS

Funding \$5,000 Section 410

Match: \$0.00

Local Benefit: \$0.00

Project Number:	14-03-26
Project Title:	DWI Enforcement Liaisons
C.T.W.	Not applicable
SHSP Emphasis:	DWI
Description:	The OTS let a request for proposals for liaisons between the OTS and the enforcement agencies in the state in the summer of 2011. The liaisons' activities relate mainly to impaired driving and seat belts, with speed and distracted driving tertiary efforts. The state is broken up into four areas (southern, metro, north east and north west), with each of the four liaison responsible for the area in which they live. This project is conducted in conjunction with 14-04-06, which funds the liaisons' activities that are not related to impaired driving.
Evaluation	The evaluation component will consider the number of agencies reporting the impaired driving crackdowns, and the objectives set by the liaisons themselves.
Directing Agency:	DPS: OTS through contracts with four liaisons
Funding	\$140,000 Section 410
Match:	\$0.00
Local Benefit:	\$140,000

Project Number:	14-03- 27
Project Title:	TIRF Recommendations Implementation
C.T.W.	Chapter; 1 Chapter 4.2
SHSP Emphasis:	DWI
Description:	After one year of implementation of the Ignition Interlock law, DPS requested that the Traffic Injury Research Foundation (TIRF) review the Minnesota Ignition Interlock program for possible improvements in the program and enrollment process. One of the recommendations was for Vendor Over Site. This project will fund a position to work on creating an Over Site program and will make recommendations to a DPS committee which will determine what should be implemented. There will also be review of the current service providers throughout the state. A request for proposals was let to identify a contractor to undertake the work.
Evaluation	The program will be evaluated by what improvements are made during the year and how the recommendations improve the program.
Directing Agency:	DPS/OTS with DPS Driver and Vehicle Services
Funding	\$240,000 Section 164

Match: \$0.00
Local Benefit: \$75,000

Project Number: 14-03-28

Project Title: DWI Enforcers to Conferences

C.T.W.: Not applicable

SHSP Emphasis: DWI

Description: Up to fifteen (15) 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 will travel to and participate in a national traffic safety conference not held in Minnesota.

Evaluation: The project will be evaluated based on the traveling officer's ratings and short reports on the conference.

Directing Agency: DPS: OTS through professional/technical contracts with individual officers from counties or cities.

Funding: \$ 25,000 Section 410

Match: \$0.00

Local Benefit: \$25,000

Project Number: 14-03-29

Project Title: Ignition Interlock Evaluation

C.T.W. Chapter 1; Section 4

SHSP Emphasis: DWI

Description: This project will evaluate the effect of ignition interlock. A request for proposals will be written to obtain a contractor to work with an OTS coordinator to create the survey design. The contractor will administer the survey, analyze the results and create a preliminary report looking at rate of recidivism of those past and current users of ignition interlock since 2007 and the impact on public safety. The contractor will compare those using ignition interlock vs. that are not, rural vs. metro users of the device, and those who fail on the device vs. those that don't.

Evaluation Evaluation is administrative for this project. The survey will be developed and administered in a timely manner. Preliminary results will be reported on schedule and will consider the usefulness of the information toward answering the questions being asked.

Directing Agency: DPS/OTS through a private contractor

Funding \$200,000 Section 410

Match: \$0.00
Local Benefit: \$0.00

Project Number: 14-03-30

Project Title: Joyride

C.T.W. Chapter1 , Section 5.4

SHSP Emphasis: DWI

Description: This project will fund technical assistance for four additional communities that have a desire to start an alternative transportation program. Technical assistance will be provided through a contractor assisting local coalitions with using tool kit that will bring key stakeholders together and creating effective organizational strategies for a successful program. The project will also fund start-up expenses that will enable communities to develop the alternative transportation model that is most likely to succeed for them.

Evaluation The program will be evaluated based on the number of people that choose to use alternative transportation and eventually evaluated by the reduction alcohol impaired fatalities in the community.

Directing Agency: Grant provided to a respondent to a request for proposal

Funding: \$75,000 Section 410

Match: \$0.00

Local Benefit: \$75,000

Project Number: 14-03-31

Project Title: State and Local Match for Impaired Driving

C.T.W. Not Applicable

SHSP Emphasis: DWI

Description: This project will identify and document state and local matching funds for the 410 projects and 405d projects.

Evaluation A sufficient amount of state & local impaired driving funds are identified.

Directing Agency: DPS/OTS

Funding: \$0.00

Match: \$9,600,000 for 410 and \$5,800,00 for 405d

Local Benefit: \$0.00

Funding for Impaired Driving

Project Number 1 4-03-#

#	Title	Code	Federal	Match	Local Benefit
01	Impaired Programs Coordination	164PA	\$175,000	\$0	\$0
02	Underage Impaired Coordination	164PA	\$45,000	\$0	\$0
03	Impaired Coordination	164PA	\$195,000	\$0	\$0
<i>Subtotal</i>		<i>164PA</i>	<i>\$415,000</i>	<i>\$0</i>	<i>\$0</i>
05	Pilot Adminisitrative Hearings Cities & Counties DWI	164AL	\$300,000	\$0	\$0
07	Enforcement Judicial Ignition Interlock	164AL	\$4,000,000	\$800,000	\$4,000,000
08	Programs	164AL	\$600,000	\$50,000	\$600,000
09	DWI Courts	164AL	\$3,000,000	\$300,000	\$3,000,000
10	Screening & Brief Intervention	164AL	\$600,000	\$0	\$600,000
14	DWI E-charging	164AL	\$600,000	\$0	\$500,000
27	TIRF Recommendations	164AL	\$240,000	\$0	\$75,000
<i>Subtotal</i>		<i>164AL</i>	<i>\$9,340,000</i>	<i>\$1,150,000</i>	<i>\$8,775,000</i>
12	DWI Paid Media	164PM	\$3,400,000	\$0	\$0
<i>Subtotal</i>		<i>164PM</i>	<i>\$3,400,000</i>	<i>\$0</i>	<i>\$0</i>
164 Total			\$13,155,000	\$1,150,000	\$8,775,000
04	DRE and Advanced Training Patrol Impaired Driving	K8	\$700,000	\$100,000	\$350,000
06	Enforcement	K8	\$2,000,000	\$500,000	\$0
11	Media Relations	K8	\$1,200,000	\$0	\$0
13	MIDRIS/DWI Analytics	K8	\$500,000	\$0	\$0
15	Ignition Interlock	K8	\$400,000	\$0	\$0
16	Patrol DWI Travel	K8	\$25,000	\$0	\$0
17	AGED Serving & Server	K8	\$105,000	\$0	\$105,000
18	Judicial Liaison for II	K8	\$100,000	\$0	\$0
19	DWI Evaluation and Research	K8	\$150,000	\$0	\$0
20	Drug Detecting Improvements	K8	\$120,000	\$0	\$0
21	DWI Coordinating Committee	K8	\$100,000	\$0	\$0
22	DWI Equipment for Enforcement	K8	\$125,000	\$0	\$125,000
23	DWI Enforcement Recognition	K8	\$50,000	\$0	\$50,000
24	TSRP and Officer Support	K8	\$200,000	\$0	\$200,000

Project Number 1 4-03-#

#	Title	Code	Federal	Match	Local Benefit
25	Impaired Driving Facts	K8	\$5,000	\$0	\$0
26	DWI Enforcement Liaisons	K8	\$140,000	\$0	\$140,000
28	Project Directors to DWI Conf.	K8	\$25,000	\$0	\$25,000
29	Ignition Interlock Evaluation	K8	\$200,000	\$0	\$0
30	Joyride	K8	\$75,000	\$0	\$75,000
31	State & Local Match for DWI	K8		\$9,000,000	
<i>Subtotal</i>		<i>410</i>	<i>\$6,220,000</i>	<i>\$9,600,000</i>	<i>\$1,070,000</i>
06	Patrol Enforcement	405d	\$1,000,000	\$250,000	\$0
13	DWI Analytics	405d	\$2,250,000	\$0	\$0
12	DWI Paid Media	405d	\$2,550,000	\$0	\$0
31	State & Local Match for DWI	405d		\$2,000,000	\$0
<i>Subtotal</i>		<i>405d</i>	<i>\$5,800,000</i>	<i>\$2,250,000</i>	<i>\$0</i>
Total Impaired Driving			\$25,175,000	\$13,000,000	\$9,845,000

14-04 Police Traffic

Research shows people are most likely to change their driving behavior if they perceive it likely they will receive a ticket or be arrested for non-compliance with traffic laws. Therefore, well-trained and well-equipped law enforcement officers with time dedicated to well-publicized and highly visible traffic patrol are an essential part of our traffic safety program. Speeding, failure to yield, and inattention or distracted driving are the driver behaviors cited most frequently as causal factors in all types of crashes. However, the primary reason many people are dying is the failure to use seat belts and one of the primary reasons for being in a serious crash is impaired driving. The Police Traffic Services section of our traffic safety plan supports additional hours of enforcement throughout the state, and it provides assistance and some part of the motivation that officers need to do their work effectively and efficiently.

Some changes to OTS's enforcement program in 2014 include: adding an additional seat belt enforcement wave in March to our existing October and May mobilizations for all participants and increasing the number of days of distracted driving enforcement in April from one to nine. OTS will be going into our second year of two year grants for this project. This process should allow for a more seamless transition in the program from one year to the next. These additions to the program will create a strong year-long traffic safety enforcement program focused on changing driving behavior using this method proven to save lives.

The OTS is proud of fostering the strong spirit of cooperation found in the majority of Minnesota law enforcement agencies. In 2014, the 55 separate grants to local units of government will cover 290 of the 436 municipal, county and tribal agencies, as well as the entire Minnesota State Patrol. Law enforcement agencies have truly partnered up to create strong high-visibility enforcement programs not only with others in their grant but with neighboring grants as well. We also are proud of the high percentage of agencies in the state which report on our five annual mobilizations (October belts, December DWI, Memorial Day belts, July speed, and Labor Day DWI).

The OTS has introduced new technologies that have helped streamline the administrative component of the enforcement grant requirements. The web-based system called E-Grants has been quite helpful in getting invoices and progress reports submitted accurately in a timely manner. In addition to E-Grants, OTS has developed a web-based traffic stop data collection system called Real-Time Officer Activity Reporting (ROAR). During 2014, all law enforcement will continue using the system to track officer eligibility, work plans and enforcement activity using federal funding. Since the system provides data real-time, OTS and grant leads will be able to track officers' activity as it occurs and review reports immediately. This has improved the accuracy of data, streamline grant administration processes, and help to provide enforcement activity results to the media more quickly.

Project Number: 14-04-01

Project Title: Enforcement Coordination

C.T.W.: Not applicable

SHSP Emphasis Information

Description:	This project provides for the equivalent of a three-quarters-time Office of Traffic Safety staff position to manage and coordinate the federally funded police traffic services projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to provide services to law enforcement agencies and officers and otherwise assist law enforcement in the state in addressing priority traffic safety issues and programs. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.
Evaluation	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
Directing Agency:	DPS/OTS
Funding:	\$125,000.00 Section 402
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-04-02
Project Title:	Enforcement Coordinator II
C.T.W.:	Not applicable
SHSP Emphasis:	Information
Description:	This project provides for the equivalent of a half time Office of Traffic Safety staff position to work with the lead coordinator (in 14-04-01) to manage and coordinate the federally funded enforcement projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is also to assist law enforcement agencies and officers in the state to address priority traffic safety issues, to implement programs, and to conduct projects that meet all applicable laws, rules and regulations. This is accomplished by outreach to the law enforcement community, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.
Evaluation	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
Directing Agency:	DPS/OTS
Funding:	\$75,000 Section 402
Match:	\$0.00

Local Benefit: \$0.00

Project Number: 14-04-03 Project Title: Patrol TZD Enforcement C.T.W. Chapter 3; Section 2.2 SHSP Emphasis: Aggressive Driving and Speed Description: A combination of overtime enforcement and media relations are carried out by the Minnesota State Patrol through this project. Each district submits a plan to MSP headquarters. The MSP pro-rates the plans to fund all eleven districts. For 2013, this project will fund Patrol work related to the TZD days devoted to enforcing speed, distracted and aggressive driving and the move over law. On a district level, the Patrol will also participate in the federal year 2014 mobilizations and crackdowns. Related projects are 14-02-05 for seat belt work and 14-03-06 for DWI work. Evaluation The OTS' four <i>TZD Enforcement</i> performance objectives (vehicles stopped per hour, percent of vehicles stopped receiving a citation for seat belts or child seats, percent of vehicles stopped receiving a DWI, and percent of vehicles stopped receiving a citation) will be considered in evaluating the project as will progress made by the Patrol in meeting their own DWI goals. In addition, the results of the telephone surveys and observational studies will be used to evaluate the overall efforts. Directing Agency: DPS:MSP through a grant with OTS Funding \$900,000.00 Section 402 and \$400,000 Section 405e Match: \$112,500 Section 402 and \$75,000 Section 405e Local Benefit: \$0.00
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Project Number: 14-04-04 Project Title: Cities and Counties TZD Enforcement C.T.W. Chapter 2; Section 2.2 SHSP Emphasis: Belts Description: The TZD enforcement grants are Minnesota's statewide Selected Traffic Enforcement Program (STEP). Agencies are selected on the basis of over-involvement in crash measures, evaluations of applications written, geographical location, and past experience with OTS. The project waves funded here consist of enhanced enforcement for the October, March and Memorial Day mobilization focusing on seat belts, four weeks during the year focusing on speeding, one week in April focusing on
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Description: (continued)	distracted driving, and August 30, the anniversary of the death of Trooper Ted Foss, a day where the focus is the Move Over (for emergency vehicles) Law. In addition, grantees are required to participate in at least two DWI waves (see project 13-03-07). Public information and media relations are conducted before, during, and after the waves. All officers from agencies participating for the first year for which OTS pays must have SFST and OPUE; from agencies participating for a second or subsequent year, all officers must also have Advanced SFST; Drugs That Impair; and from agencies participating a third or subsequent year must have one or two child seat practitioners on staff. All officers for whom we pay overtime who last had an SFST class more than five years ago, must complete an SFST Update course. At least 50% of the seat belt enforcement must be conducted between 4 p.m. & 1 a.m.
Evaluation	The OTS compares each individual grant to the average of all grants for a wave to discern four enforcement measures; stops per hour, the percentage of vehicles stopped that received a car seat or seat belt action, the percentage of vehicles stopped that resulted in a DWI arrest, and the percentage of vehicles stopped that resulted in a citation rather than a warning or no action. These four measures are one of the considerations when awarding grants in future years. Each grant has set goals in line with the states goals for a three year period ending in 2015. Each grant reports their progress towards meeting those objectives in their final report to OTS. In addition, the results of the DVS, telephone, and observational studies of the Memorial Day and Labor Day efforts will be used to evaluate the overall efforts.
Directing Agency:	Police Departments and Sheriffs' Offices through grants with DPS: OTS. In 2014, 55 grants will cover 290 agencies.
Funding	\$2,800,000 Section 402 and \$1,000,000 Section 405e
Match:	\$560,000 Section 402 and \$200,000 Section 405e
Local Benefit:	\$3,800,000

Project Number:	14-04-05
Project Title:	MSP Federal Project Support
C.T.W.:	Not applicable
SHSP Emphasis:	Information
Description:	Seventy-five percent of a staffers time in the Minnesota State Patrol is paid by this project. The person will enter and work the citation statistics provided by the troopers working federal overtime and provide project purchasing, reporting, tracking and invoicing support for the federal projects conducted. The project will pay for salaries,

Description: (continued)	fringe benefits, and indirect costs associated with the position.
Evaluation:	The evaluation will be administrative in nature; necessary reporting requirements will be received in a timely manner
Directing Agency:	DPS/MSP with a grant from OTS
Funding:	\$ 40,000 Section 402
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-04-06
Project Title:	TZD Liaisons
C.T.W.	Not applicable
SHSP Emphasis:	Belts
Description:	The liaisons are four retired enforcement officers with whom the OTS contracts to promote municipal and county participation in the various TZD enforcement project. One liaison is assigned to the metro area, one to southern Minnesota, one to northeastern Minnesota, and one to northwestern Minnesota. In addition to traffic safety consulting with departments on a one-to-one basis, the liaisons promote the OTS goals and objectives at large sheriffs' and chiefs' association meetings, distribute OTS materials, provide advice on enforcement strategies, encourage participation in crackdowns and mobilization, and bring back recommendations for program changes and additions to the OTS. At least every three years, a request for proposals is issued by the OTS and contracts are awarded on a competitive basis. An RFP was let the summer of 2012 for two year contracts to begin with the 2013 federal year and was published in the State Register and by the Chief's Association in their e-mail newsletter. See also project 14-03-26 which provides for the liaisons impaired driving work.
Evaluation	The liaisons, in cooperation with OTS, set their own objectives for each year. The objectives include such things as the numbers of agencies participating in specific programs, meetings with area agencies, and regional and statewide meetings of law enforcement officials..
Directing Agency:	Four Retired Officers through contracts with DPS: OTS
Funding	\$205,000 Section 402
Match:	\$5,000.00
Local Benefit:	\$205,000

Project Number: 14-04-07

Project Title: Enforcement Recognition

C.T.W. Chapter 2; Section 3.1

SHSP Emphasis: Awareness

Description: Previously, officers have been recognized by the TZD Challenge program and a variety of local luncheon/award ceremonies initiated by the local agencies. As part of the incentive program, agencies also were given small equipment items for completing the short report after each mobilization. Because both programs have been discontinued, the Enforcement Recognition project will be the alternative to recognizing law enforcement. As part of this program, two agencies from each Law Enforcement Liaison region will be selected for the "Outstanding Agency Award" on a quarterly basis. Agencies can choose a large NHTSA-approved equipment item under \$5,000.00. In addition, the Commissioner's Award will be given to one OTS grant-funded agency for the previous year's activity. The OTS grant coordinator and LEL will present a plaque to each agency in the grant at a small awards luncheon in the grantee's region. The fiscal lead of the grant will have the opportunity to attend the Lifesavers or GHSA conference; and each agency in the grant will have the option to send one extra person to the TZD Conference. See also project 14-03-23, which provides for recognition of impaired driving work.

Evaluation The evaluation component related to this project will see if the awards are successfully encouraging agencies to participate in all mobilizations.

Directing Agency: DPS: OTS with unknown agencies and individual officers.

Funding \$50,000 Section 402

Match: \$0.00

Local Benefit: \$50,000

Project Number: 14-04-08

Project Title: Enforcement Equipment

C.T.W.: Not applicable

SHSP Emphasis: Aggressive

Description: Agencies which participate in the enforcement mobilizations (October, December holidays, Memorial Day, July and Labor Day) may be chosen to receive eligible equipment items in recognition of their efforts. Participation is defined as conducting enhanced enforcement and media relations and reporting results to the OTS. If there is any single piece of equipment that costs more than \$5,000, the OTS will seek prior approval

Description: from Region V before purchasing. The appropriate liaison and staff from
(continued) OTS present the items at city council and county board meetings.

The project will also provide for the purchase of vests and signs for city, county and state law enforcement officers in support of high-visibility speed enforcement.

Evaluation: The evaluation will be administrative in nature; the successful purchase and distribution of items.

Directing Agency: DPS: OTS through purchase orders

Funding: \$ 150,000 Section 402

Match: \$0.00

Local Benefit: \$150,000

Project Number: 14-04-09

Project Title: DDACTS

C.T.W. Chapter 2; Section 2.2

SHSP Emphasis: Increasing compliance for traffic safety laws and reducing crime

Description: In times of diminishing city budgets, an option for law enforcement is to patrol for traffic violations at the same time as checking on general criminal activity in areas identified by data as over-involved in both issues. Presently, Dakota County and Hopkins Police Department have introduced the DDACTS project with financial assistance from OTS. An additional department may start during 2014. Through these 18-month grants, OTS provides funding for software to work with or develop traffic and mapping statistics and expenses related to obtaining the necessary training. Overtime enforcement is funded for a six-month period with an hour-for-hour agency match requirement to ensure the commitment to the program.

Evaluation The evaluation component will see if fewer deaths and serious injuries occur in the jurisdiction funded.

Directing Agency: DPS: OTS with grants as appropriate.

Funding \$500,000 Section 402

Match: \$250,000

Local Benefit: \$500,000

Project Number: 14-04-10

Project Title: Real-Time Officer Activity Reporting (ROAR) System

C.T.W.: Not applicable

SHSP Emphasis: Information

Description: Beginning in 2013, OTS required all enforcement grantees to use a web-based traffic stop data collection system. This system, called Real-Time Officer Activity Reporting (ROAR), required the entry of agency rosters and officer training dates before the overtime hours are worked, and overtime enforcement activity as it occurs. This data is available to the OTS and the grantees immediately as it happens and is used in media campaigns and to evaluate program, agency, and officer performance in the enforcement projects. This project provides for a portion of the costs to enhance and refine the system so it may be more effectively used by law enforcement agencies statewide and by OTS.

Evaluation: This project will be a success if TZD enforcement grant invoicing needs are met in the enhanced reporting system.

Directing Agency: DPS/OTS through a joint powers agreement with the St. Paul Police Department and a contract with the developer.

Funding: \$150,000 Section 402

Match: \$0.00

Local Benefit: \$150,000

Funding for Police Traffic

Project Numbers 1 4-04-#

#	Title	Code	Federal	Match	Local Benefit
01	Enforcement Coordination 1	PT	\$125,000	\$0	\$0
02	Enforcement Coordination 2	PT	\$75,000	\$0	\$0
03	Patrol TZD Enforcement	PT	\$900,000	\$100,000	\$0
04	Cities & Counties TZD Enforce.	PT	\$2,800,000	\$560,000	\$2,800,000
05	Patrol Projects Support	PT	\$40,000	\$0	\$0
06	TZD Liaisons	PT	\$205,000	\$5,000	\$205,000
07	Enforcement Recognition	PT	\$50,000	\$0	\$50,000
08	Enforcement Equipment	PT	\$150,000	\$0	\$150,000
09	DDACTS	PT	\$500,000	\$250,000	\$500,000
10	ROAR	PT	\$150,000	\$0	\$150,000
<i>Subtotal</i>		<i>PT</i>	<i>\$4,995,000</i>	<i>\$915,000</i>	<i>\$3,855,000</i>
03	Patrol Distracted Enforcement	405e	\$400,000	\$75,000	\$0
04	Cities & Counties Distracted Enfrc.	405e	\$1,000,000	\$200,000	\$1,000,000
<i>Subtotal</i>		<i>405e</i>	<i>\$1,400,000</i>	<i>\$275,000</i>	<i>\$1,000,000</i>
Total Police Traffic			\$6,395,000	\$1,290,000	\$4,855,000

14-05 Traffic Records

Data is at the core of all the activities in the Highway Safety Plan. Data from the various Traffic Records systems provide the basis for problem identification and project selection is a data-driven process. Performance measurement relies on accurate and timely data.

SAFETEA-LU provided funding for State Traffic Safety Information System Improvement Grants under section 408. MAP-21 continues to support the importance of data through the provisions in Section 405c – Traffic Safety Information Systems. The Traffic Records Coordinating Committee (TRCC) is moving forward with data improvements identified in the 2008 Traffic Records Assessment, the 2013 Update, and those identified by the committee. Funds are used to: improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of State data; evaluate the effectiveness of efforts to make such improvements; and link State data systems.

The Traffic Records Program portion of the Highway Safety Plan supports a variety of projects designed to increase the ability to identify problem areas, evaluate the effectiveness of programs, and develop new data sources, such as CODES, to mine for information about traffic crashes and injuries in Minnesota. These projects use multiple funding sources.

Project Number: 14-05-01

Project Title: Traffic Records Coordination

C.T.W.: Although not specified in CTW, strong data systems are essential to an effective highway safety program

SHSP Emphasis: Information

Description: This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the majority of the federally funded traffic records projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to increase the reliability and availability of data related to traffic safety to ensure the best possible problem identification, resource allocation, and evaluation of OTS projects. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. This position also is the chair of the Traffic Records Coordinating Committee (TRCC).

Evaluation: The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.

Directing Agency: DPS: OTS

Funding: \$150,000.00 (402 TR)

Match: \$0.00
Local Benefit: \$0.00

Project Number: 14-05-02

Project Title: Problem Identification and Systems

C.T.W.: Although not specified in CTW, strong data systems are essential to an effective highway safety program

SHSP Emphasis: Information

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

Evaluation: The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful completion of projects undertaken.

Directing Agency: DPS/OTS

Funding: \$312,000 Section 402

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-05-03

Project Title: FARS Support

C.T.W.: Not applicable

SHSP Emphasis: Information

Description: Federal data improvement funds cover the salary, fringe benefits, and indirect costs associated with a half-time research analyst who performs problem identification and program evaluation as well as handling requests for data from stakeholders, media, the legislature and public for the FARS program. This is in addition to the full-time FARS analyst funded under the FARS Cooperative Agreement. This project also covers the costs of computer run time, software and computer equipment and training, upgrades to existing software packages, and acquisition of products to enhance the Office of Traffic Safety's traffic research capabilities.

Evaluation: The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful completion of projects undertaken.

Directing Agency: DPS/OTS

Funding: \$40,000.00 Section 408

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-05-04

Project Title: Crash Records Database Solution

C.T.W.: Not applicable

SHSP Emphasis: Information

Description: The crash records system used by DPS is a legacy system that the Traffic Records Assessment of 2008, as well as the Crash Data Improvement Program (CDIP), recommended be replaced. As Minnesota moves forward with defining the requirements of the new system, the Police Crash Report form will be revised, MMUCC variables will be further incorporated, GIS technology for crash location data will be employed and the crash system itself will be more stable and flexible. A technical evaluation of currently available systems and producing a cost estimate for the crash system upgrade options comprised the work of FY13. The next steps are the generation of a Request for Proposals and selection of a vendor.

Evaluation: This project will be considered successful this year when the RFP is released and selection of vendor is underway

Directing Agency: DPS: OTS with grants and contracts as needed

Funding: \$500,000 Section 408 and \$1,878,280 Section 405c

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-05-05

Project Title: CODES Improvement

C.T.W.: Not applicable

SHSP Emphasis: Information

Description: This project uses federal funds to cover the salary, fringe benefits, and indirect costs associated with employees in the Department of Health's

Injury and Violence Prevention Unit. This project will fund 1.25 FTE staff positions at the Department of Health (MDH) to: link the MNSTAR (emergency medical services) data to CODES; develop a public use data set and a menu-driven user interface for CODES; and analyze the CODES data to meet requests of the CODES Board.

Evaluation: The project will be a success when: MNSTAR data is added to the CODES dataset; the public interface is live; and reports using the CODES data have been approved by the CODES Board.

Directing Agency: DPS/OTS with a grant to MDH

Funding: \$210,000 Section 408

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-05-06

Project Title: e-Citations project with BCA

C.T.W.: Not applicable

SHSP Emphasis: Information

Description: 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 will continue to assist local agencies with implementation costs of the necessary adapters to connect local records management systems to e-Charging for the purpose of submitting electronic citations to court using the uniform statewide citation standard. Funding for this effort would help increase the pace and scope of electronic citation deployment statewide.

Evaluation: The project will be a success if the planned implementations are timely and there is an increase the number of agencies using e-citation and e-charging.

Directing Agency: DPS/BCA with a grant from OTS

Funding: \$150,000 Section 408

Match: \$0.00

Local Benefit: \$0,00

Project Number: 14-05-07

Project Title: MNSTAR Improvements

C.T.W.: Not applicable

SHSP Emphasis: Information

Description: The MNSTAR system was one of the first to submit data to the National EMS Information System (NEMSIS). This project will provide funding for a data analyst/trainer to implement data quality improvements. This position will continue to help services improve data quality by identifying training needs and training services on how to access and use their own data for quality improvements.

Evaluation: The project will be a success if the number of providers who are compliant with NEMSIS standard remains the same or increases and if identified training needs are met.

Directing Agency: OTS with a grant to the EMS Regulatory Board

Funding \$100,000 Section 408

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-05-08

Project Title: DWI Data Analytics

C.T.W.: Not applicable

SHSP Emphasis: Information

Description: This project supplies the Data Systems Improvement funding to the project also detailed in 14-03-34

Minnesota (MN) is in need of a criminal justice analytics system, which has close overlap with the need for a statewide Impaired Driving System. This project is for a DWI analytics system that meets those overlapping needs, by providing a centralized and comprehensive service with the following benefits for those within the criminal justice system. This system will appropriately charge and sentence offenders, based on their driving history, manage impaired driving cases from arrest through the completion of court and administrative sanctions and reduce administrative costs for system stakeholders and increase system efficiencies. Year two of the project will add the ability to identify populations and trends, evaluate countermeasures and identify problematic components of the overall impaired driving control system, including DWI mapping.

Evaluation:	The first year of the project will be considered successful when business and technical needs of the new system are documented.
Directing Agency:	DPS/OTS with grants and contracts as needed
Funding:	\$250,000 Section 408 and \$500,000 Section 410
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-05-09
Project Title:	Crash Data Quality Review
C.T.W.	Not applicable
SHSP Emphasis:	Information
Description:	In preparation for a new Crash Records System the TRCC proposes a quality review of crash data. A review of consistency errors and current edit checks will be used in the new system design. This project will also look for elements with missing or incomplete data to aid in training and design. It is important to look at both accuracy and consistency to ensure that the new system will collect high quality data..
Evaluation:	The project will be a success if a report of the analysis is completed and presented to the TRCC.
Directing Agency:	DPS/OTS with contracts as needed
Funding:	\$150,000 Section 408
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-05-10
Project Title:	E-Grants Support
Description:	OTS, along with other divisions in Public Safety, has developed and implemented 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 as identified after OTS begins to work with the system.
Evaluation:	Evaluation will be administrative in nature; considering progress made on implementing improvements identified as needed by OTS, the perceived value of the system to OTS staff and management, and written surveys of users of the product both within the state and with our partners outside the state system.

Directing Agency: DPS/OTS through contracts with Agate Software (Intellegnants)
Funding: \$80,000 Section 402
Match: \$0.00
Local Benefit: \$0.00

Project Number: 14-05-11

Project Title: Traffic Record Coordinating Committee (TRCC)

C.T.W.: Not Applicable

SHSP Emphasis: Information

Description: The Minnesota 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. The TRCC umbrella covers six systems areas which include: motor vehicle crashes; roadway inventory data; drivers' license information; motor vehicle registration; crash outcome/injury surveillance; and traffic citations and adjudication. The budget for this project covers operating expenses for the group, specific educational efforts to enhance awareness of traffic records issues and travel/registration to the annual Traffic Records Forum.

Evaluation: Active participation of members within the TRCC and success of initiatives derived from group efforts.

Directing Agency: DPS/OTS through purchase orders, grants and/or contracts as necessary

Funding: \$35,000 Section 408

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-05-12

Project Title: Statewide Road Centerline Mapping Project

C.T.W.: Not applicable

SHSP Emphasis: Information

Description: This project will fund a replacement for the crash analysis application which has been in production for 30+ years on a functionally obsolete mainframe. With this funding, MnDOT will identify the business needs for its internal and external user community. The goal is to implement a solution that not only meets the current business needs but will be flexible and adaptable enough to respond to future crash data initiatives.

Evaluation: The project will be a success when the business needs are identified and a replacement system is identified and in production. This will be the first year of this project that is anticipated to run two years.

Directing Agency: DPS/OTS with a grant to MnDOT

Funding: \$150,000 Section 408

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-05-13

Project Title: Crash Report Analysis

C.T.W.: Not applicable

SHSP Emphasis: Information

Description: As a compliment to the Crash Records re-design project, this project looks at the interaction between the data suppliers and the technology used to capture the data. Proposed tasks include deconstruction of the crash report to help in understanding and representing the human and system performance issues. This task will allow researchers to understand the interactions of law enforcement and analysts with the crash report and to develop appropriate tasks for subsequent analyses. In addition, the project will examine law enforcements' goals and actions as they complete a crash report. This will allow researchers to examine any validity issues which may exist with the current crash report (i.e. law enforcement may intend to convey information through the crash report that is not viewed by analysts in the same manner it was intended).

Evaluation: This project will be considered successful with receipt of the following: a comprehensive description of the crash report with a corresponding tree or tabular diagram and a design of subsequent analyses and assessments and a summary of crash report usability and recommendations for improved design.

Directing Agency: DPS/OTS through purchase orders, grants and/or contracts as necessary

Funding \$150,000 Section 408

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-05-14

Project Title: State Funded Traffic Records Strategies

C.T.W. Not applicable

SHSP Emphasis: Information

Description: The crash records data base is owned and maintained by a unit in the DPS division called Driver and Vehicle Services. The cost of that unit is used as state match for the data improvement projects, as are costs of entering the data by enforcement agencies if needed to meet the requirements of Data Improvement funding.

Directing Agency: DPS' Driver and Vehicle Services and Law Enforcement Agencies

Funding: \$0.00 federal funds

Match: \$434,000 Section 408 and \$469,570 Section 405c

Local Benefit: \$0.00

Funding for Traffic Records

Project Numbers 1 4-05-#

#	Title	Code	Federal	Match	Local Benefit
01	Traffic Records Coordination	TR	\$150,000	\$0	\$0
02	Problem Identification	TR	\$312,000	\$0	\$0
10	E-grants Support	TR	\$80,000	\$0	\$0
<i>Subtotal</i>		<i>TR</i>	<i>\$462,000</i>	<i>\$0</i>	<i>\$0</i>
03	FARS Support	K9	\$40,000	\$0	\$0
04	Crash Records Database	K9	\$500,000	\$0	\$0
05	CODES Support	K9	\$210,000	\$0	\$0
06	E-citations at the BCA	K9	\$150,000	\$0	\$0
07	MNSTAR Improvements	K9	\$100,000	\$0	\$0
08	Data Analytics	K9	\$250,000	\$0	\$0
09	Crash Data Quality Review	K9	\$150,000	\$0	\$0
11	TRCC	K9	\$35,000	\$0	\$0
12	Centerline Mapping Project	K9	\$150,000	\$0	\$0
13	Crash Records Analysis	K9	\$150,000	\$0	\$0
14	State and Local Traffic Records		0	\$434,000	\$0
<i>Subtotal</i>		<i>K9</i>	<i>\$1,735,000</i>	<i>\$434,000</i>	<i>\$0</i>
04	Crash Records Database	405c	\$1,878,280		\$0
14	State and Local Traffic Records		0	\$469,570	0
<i>Subtotal</i>		<i>405c</i>	<i>\$1,878,280</i>	<i>\$469,570</i>	<i>\$0</i>
Total Traffic Records			\$8,230,560	\$1,807,140	\$0

14-06 Community Programs

There are few deaths more violent than those in traffic crashes; there are few injuries more preventable than those caused by a decision to not wear a seat belt. Communities that are aware of the relative costs and risks posed by traffic crashes (as opposed to robberies, drugs, gangs, murders, or other societal ills) are more likely to devote energy and resources to preventing more crashes. In addition, solving crash and traffic problems often increases a community's cohesiveness and improves its livability.

Toward Zero Deaths (TZD) Safe Roads is a program that focuses on connecting identified crash data problems in counties with specific countermeasures research has shown are most likely to effectively address them. Eligibility factors include over-involvement in fatal and severe injury crashes where seat belts were not used, the driver was impaired, and/or illegal or unsafe speed was a factor. An RFP was let in the summer of 2012 for federal 2013 and federal 2014 projects.

The Minnesota TZD program consists of partners in the community from the fields of engineering, enforcement, education and emergency medical services, as well as the judicial system and employers. The annual TZD conference gathers more than 600 stakeholders to learn about best practices, new research findings, and new interventions for reducing traffic fatalities and serious injuries. Regional partnerships have been formed in an effort to localize and streamline activities. The eight regions are defined as MNDOT districts.

This past year, the Office of Traffic Safety, in collaboration with MNDOT, supported and actively participated in seven regional TZD workshops that facilitates the program's goal of creating a collaborative, comprehensive, and regional approach to reducing traffic deaths and severe injuries. Workshops were conducted statewide involving partners from all traffic safety fields who considered behavior, as well as infrastructure strategies, for reducing traffic deaths and serious injuries.

Minnesota is well known for its exceptional communications projects. Carried out by the Office of Communications in DPS, the projects include media relations, public education activities, paid media buys, and events to earn media coverage. The communications projects in this section are mirrored in the impaired driving section, with the projects in this section that address seat belts, child seats, speed, and other identified traffic safety problems. The majority of the media campaign themes and concepts are linked to the enforcement of Minnesota's traffic safety laws.

Project Number: 14-06-01

Project Title: Community Programs Coordination

C.T.W.: Not applicable

SHSP Emphasis: Information

Description: This project provides for a full-time and a half time Office of Traffic Safety staff positions to manage and coordinate the majority of the federally funded Safe Roads and TZD projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to assist and support traffic safety programs at the local

Description: (continued)	level including paid media and media relations as well as community coalitions, the TZD Conference and the TZD Regions. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.
Evaluation	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
Directing Agency:	DPS/OTS
Funding:	\$150,000 Section 402
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-06-02
Project Title:	Evaluation Coordination
C.T.W.:	Not applicable
SHSP Emphasis:	Information
Description:	This project provides for a full-time Office of Traffic Safety staff position to manage and coordinate the federally funded evaluation efforts and projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to ensure OTS projects are appropriately evaluated so success or failure can be measured and explained, and secondarily that necessary reports of seat belt use given to the NHTSA. This is accomplished by devising and conducting projects such as observational and telephone surveys, assisting with print and electronic materials, and forming beneficial partnerships.
Evaluation	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
Directing Agency:	DPS: OTS
Funding:	\$120,000 Section 402
Match:	\$0.00
Local Benefit:	\$0.00

Project Number: 14-06-03

Project Title: Distracted Driving, Media, and Communities Coordination

C.T.W.: Not applicable

SHSP Emphasis: Information

Description: This project provides for one and one-quarter Office of Traffic Safety staff positions to manage and coordinate the work associated with distracted driving issues, projects related to media, publicity, and educational materials, and other issues as they emerge. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goals of these positions is to provide direction and expertise on the issues of distracted driving and other new issues as they arise, as well as, provide direction to and work with the Office of Communications on paid and earned media. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.

Evaluation The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.

Directing Agency: DPS: OTS

Funding: \$150,000 Section 402

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-06-04

Project Title: Traffic Safety Media Relations

C.T.W. Chapter 2; Section 3.1

SHSP Emphasis: Awareness

Description: This project provides print and electronic materials on traffic safety issues, as well as media relations services. The earned media materials to be provided include, but are not limited to, brochures, enforcement media wave packets, production costs for public service announcements and paid ads, poster boards and other materials to assist with news conferences and events. In addition to materials, costs include salaries, fringe benefits, indirect costs, and travel for one full-time equivalent staff that develop and direct the public information and education efforts. This project is conducted in conjunction with 14-03-11 which focuses on alcohol and impaired-driving related tasks.

Evaluation	Evaluation will be based on reports of frequency and reach of messages and random telephone surveys on public recognition of messages and knowledge of activities.
Directing Agency:	DPS: Office of Communications with a grant from OTS
Funding	\$600,000 Section 406
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-06-05
Project Title:	Safe Roads
C.T.W.	Not applicable
SHSP Emphasis:	Awareness
Description:	Local coalitions with representation required from law enforcement, schools, public health, emergency medical services, traffic engineering, businesses, hospitals, and child passenger safety advocates submit applications for project funding for a second year of community focused traffic safety activities in response to a Request for Proposals. Requirements of the grant include over-involvement in some area of traffic crashes, local coalitions meeting at least six times a year, quarterly fatal review committees to be held to discuss and try to identify trends in traffic deaths and serious injuries in their jurisdiction, and assisting law enforcement with events and publicity to support enhanced high-visibility enforcement. Safe Roads grants are focused on connecting crash data with local collaborations and activities that are proven to have an impact on reducing deaths and serious injuries. Workshops with the project directors from the Safe Roads projects will be held in each region.
Evaluation:	Grantees are required to set measurable goals and objectives as part of their grant contracts. Their progress towards meeting those will be used in evaluating the projects.
Directing Agency:	DPS/OTS through grants to local governments or non-profit entities
Funding:	\$1,000,000 Section 402
Match:	\$200,000
Local Benefit:	\$1,000,000

Project Number: 14-06-06

Project Title: NETS

C.T.W. Chapter 2 ; Section 3.2 and Chapter 4 ; Section 3.1

SHSP Emphasis: Awareness

Description: The Minnesota chapter of the Network of Employers for Traffic Safety (NETS) is coordinated by the Minnesota Safety Council (www.mnsafetycouncil.org). NETS' mission is to educate employers about the cost saving benefits of enacting traffic safety programs in the workplace. NETS helps employers implement well-developed policies, dynamic workplace programs, and compelling community activities relating to traffic safety. This project provides for appropriate traffic safety materials to be provided to employers and reimburses part of a staff person at the Safety Council to provide assistance to them.

Evaluation: A survey is distributed to all employers using NETS services and the results are analyzed. In addition, the number of employers served, print materials and web site inquiries are reported.

Directing Agency: Minnesota Safety Council through a grant with DPS: OTS

Funding: \$120,000 Section 402

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-06-07

Project Title: Paid Media

C.T.W. Chapter 2; Section 3.1

SHSP Emphasis: Awareness

Description: Paid media provides the highest yield for reaching the specific high risk audience (18-34 year old males) with our traffic safety messages. The best way to ensure the messages will be seen by the target audience is by placing it in locations and on programs favored by that audience. The Office of Communications along with OTS and the professionals under contract to DPS will assess the best plan for paid advertising for the various campaigns within the available funding. This project covers paid media, related to seat belts, child seats, speeding, distracted driving and other identified problems. Paid Media related to impaired driving is covered under 14-03-12.

Evaluation Evaluation will be based on reports of frequency and reach of messages and random telephone surveys on public recognition of messages and knowledge of activities.

Directing Agency: DPS: Office of Communications with a grant from OTS writes a contract with a professional media purchaser.

Funding \$1,400,000 Section 406

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-06-08

Project Title: Toward Zero Deaths Conference

C.T.W. Not applicable

SHSP Emphasis: All areas

Description: The OTS presents a yearly conference for traffic safety stakeholders (including law enforcement, legislators, the courts, child passenger safety advocates, public health officials, the medical community, EMS/Fire personnel, city and county engineers, the interested public and others). The conference is scheduled for November 14 and 15 of 2013. This conference provides a venue to share progress that has been made in implementing Minnesota's Toward Zero Deaths program. Achieving the goal of zero deaths requires cooperation among all levels of government, as well as building connections between government agencies and organizations whose focus is traffic safety. The conference shares best practices in the areas of engineering, enforcement, education, emergency services and child passenger safety, and charts the course for a future where traffic fatalities and life-changing injuries are rare events.

Evaluation Evaluations of each breakout session and the plenary sessions are collected. Participants are also asked to rate the benefits of the conference and provide feedback on the overall conference, as well as individual sessions.

Directing Agency: DPS: OTS writes a grant with MnDOT which in turn writes a grant for conference planning services with the Center for Transportation Studies at the University of Minnesota.

Funding \$188,000, Section 402

Match: \$20,000

Local Benefit: \$90,000

Project Number: 14-06-09

Project Title: Regional Support

C.T.W. Not Applicable

SHSP Emphasis: Awareness

Description: The eight MnDOT districts will be provided partial funding for their five TZD regional coordinators to support regional activities and provide assistance to current traffic safety advocates and coalitions. MnDOT will contribute \$485,000 of federal 2013 164HE funds to the project. In addition, they will educate about and encourage formation of new coalitions where a need exists. The regional coordinators will facilitate communication among local traffic safety stakeholders including but not limited to engineers, public health, emergency responders and local law enforcement to address issues at the local level. Funding includes salary, fringe benefits, indirect costs and a limited amount of out-of-state travel. The majority of funding for the positions is provided by MnDOT.

Evaluation The success of the project will be determined by the partnerships created and the level of awareness and participation of traffic safety stakeholders. The number of traffic fatalities and serious injuries will ultimately determine success.

Directing Agency: MnDOT's Districts with a grant from DPS: OTS

Funding \$154,000 Section 402

Match: \$0.00 (as MnDOT's \$485,000 contribution is also from federal fund)

Local Benefit: \$154,000

Project Number: 14-06-10

Project Title: Mobility for Minnesota's Aging Population (MMAAP)

C.T.W. Chapter 7; Section 1.2

SHSP Emphasis: In 2012, drivers 65 and older were nearly 15% of the drivers in fatal traffic crashes

Description: The MMAAP is a partnership of a variety of organizations OTS will fund a part time staffer at the Minnesota Board on Aging to schedule meetings, provide minutes and support services for the MMAAP group. In addition, the chair of the committee will receive a small stipend for his time and leadership in keeping the projects moving ahead. Finally, limited amount of support in terms of printing or producing information will be provided.

Evaluation Evaluation will be based upon how successful MMAAP is in moving projects ahead and keeping interest up from within the group.

Directing Agency: DPS-OTS through a grant the Minnesota Board on Aging in the Minnesota Department of Human Services

Funding \$25,000 Section 402

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-06-11

Project Title: Teen Driving Initiatives

C.T.W. Chapter 6; Sections 1, 3, 4

SHSP Emphasis: GDL

Description: While many agencies, organizations and individuals are working to reduce the number of teen crashes, injuries and deaths, more needs to be done to educate and engage parents. This project will provide funding to promote and support further implementation of community-involved parental education classes through driver education programs across the state using a curriculum developed by OTS.

Evaluation: Project success will be measured by the number of parent classes conducted and evaluating parental awareness outcomes.

Directing Agency: DPS: OTS through grants and/or contracts as necessary.

Funding: \$100,000 Section 402

Match: \$10,000

Local Benefit: \$40,000

Project Number: 14-06-12

Project Title: Teens Ad Contest

C.T.W. Chapter 6; Section 1

SHSP Emphasis: Awareness

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

Evaluation: Evaluation will be largely administrative. The number of submissions received will be higher than the previous year.

Directing Agency: DPS/OTS and DPS Office of Communication with AAA Minnesota/Iowa.

Funding:	\$0.00 federal
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-06-13
Project Title:	Telephone Surveys and Evaluation
C.T.W.	Not applicable
SHSP Emphasis:	Awareness
Description:	A random telephone survey, with males aged 18-34 over-represented, will be conducted and reports written to assess changes in attitudes and knowledge about the seat belt, speed, and impaired driving in the state, as well as other subjects of special interest. Media awareness of enforcement campaigns will also be evaluated. Survey administration, data analysis, and reporting survey results will be completed by a contractor paid out of this project. The impaired driving component of the survey is covered in project 14-03-19.
Evaluation	Evaluation will be administrative in nature, considering the usefulness of the reports in developing or changing programs for the next fiscal year.
Directing Agency:	DPS/OTS with a contract for a private vendor
Funding	\$55,000.00 Section 402
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-06-14
Project Title:	Program Travel
Target Population:	OTS staff
C.T.W.	Not applicable
SHSP Emphasis:	Information
Description:	All out-of-state travel undertaken by the OTS staff will be supported by this project. NHTSA requires out-of-state travel of staff and other appropriate advocates to attend regional and national meetings and conferences to include the winter Region 5 leadership meeting, Lifesavers, and the annual GHSA conference. In addition, the project provides for staff to attend the recommended NHTSA courses provided through TSI on instructor development, training specific to staff's work and the NHTSA general courses on project management and financial accounting

Evaluation	Minnesota representatives are present at all significant meetings and conferences; on-site visits of grantees are conducted. Training advantageous to the program is attended. Those using federal funds for out-of-state travel to a conference are required to submit a report on the trip's benefits and new ideas encountered upon return.
Directing Agency:	OTS/DPS
Funding	\$30,000.00 Section 402
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-06-15
Project Title:	Teen Task Force
C.T.W.	Chapter 6 ; Section 2.1
SHSP Emphasis:	GDL
Description:	The State Legislature passed a Bill requiring the establishment of a Novice Driver Education Improvement Task Force. The task force is established to ensure driver education programs in Minnesota meet the Novice teen Driver Education and Training Administrative Standards published by the US DOT, NHTSA. The Bill mandates representation, support staff, and administrative services, from the Minnesota Department of Public Safety.
Evaluation:	Evaluation will be based on task force participation and the successful submission of the task force findings to the State Legislature on or before August 31, 2015.
Directing Agency:	DPS/DVS
Funding:	\$0.00
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14- 06-16
Project Title:	Enforcing Pedestrian Laws
C.T.W.	Chapter 8; Section 4.4
SHSP Emphasis:	Pedestrian-involved fatal crashes are increasing
Description:	Pedestrians and motorists are equally responsible for pedestrian safety. According to Minnesota Crash Facts, 2011, motorist behaviors cause about half of all pedestrian-vehicle crashes and pedestrian behaviors cause the other half. Pedestrian behaviors that primarily cause

Description: pedestrian-vehicle crashes include inattention, crossing mid-block, walking along the roadway and ignoring sign or signals.
(continued)

Because there is a high-percentage of pedestrians on college campuses, colleges and university police departments, as well as populous cities, will add funds to its existing enforcement grant for patrol of its campuses for those pedestrians and drivers not obeying pedestrian laws. Along with earned media, *Share the Road* materials will supplement the education campaign to raise awareness of pedestrian-related crashes.

Evaluation Compare pedestrian involved crash data before and after stepped up enforcement.

Directing Agency: DPS/OTS with grants

Funding \$100,000.00 Section 402

Match: \$20,000

Local Benefit: \$100,000

Project Number: 14-06-17

Project Title: Evaluation of Parental Involvement Program

C.T.W.: Not applicable

SHSP Emphasis: Information

Description: The teen driving coordinator within the OTS has lead the development of a curriculum and video for a one and one-half hour program for parents of teens in driver education programs. The program stresses why their involvement is so important and provides them with information and examples to help them monitor and oversee their children's driving. This project will start the collection of data for an eventual evaluation of the project. The teen coordinator will collect the names and birth dates of the children whose parents have completed the program.

Evaluation: At a later date, an evaluation will be conducted, comparing the drivers records of students whose parents took the class versus those whose parents did not take the class.

Directing Agency: DPS/OTS.

Funding: \$0.00

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-06-18

Project Title: Motorcyclist Survey Data Entry

C.T.W.: Not applicable

SHSP Emphasis: Information

Description: This project funds the entry of data collected from a written survey of Minnesota motorcyclists.

Evaluation: An administrative evaluation will be conducted comparing planned and completed activities.

Directing Agency: DPS/OTS.

Funding: \$5,000 Section 402

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-06-19

Project Title: Driving Safely Longer

C.T.W. Chapter 7; Section2.2

SHSP Emphasis: In 2012, drivers 65 and older were nearly 15% of the drivers in fatal traffic crashes

Description: The University of California at San Diego has developed a program to train doctors and their staff on what to look for and tests to conduct to identify drivers whose physical or mental condition indicate they should take positive steps to improve their ability to drive stop driving soon. UCSD has agreed to provide the curriculum to the OTS at no cost. Costs would be those associated with teaching the class during Continuing Medical Education classes held at hospitals. The curriculum uses seven screening tests the AMA developed.

Evaluation Evaluation will be based upon OTS finding a medical school to provide the training, the implementation of the training, and the participants ratings of training received

Directing Agency: Either the Mayo Clinic or University of Minnesota Medical Doctor Program through a grant with OTS

Funding \$150,000 "Section 402

Match: \$0.00

Local Benefit: \$75,000

Project Number: 14-06-20

Project Title: Study of Those Identified as at Risk

C.T.W. Not applicable

SHSP Emphasis: Information

Description: A majority of Minnesotans are safe drivers, but a subset continues to exhibit one or more unsafe driving behaviors such as not wearing seat belts, speeding, or driving after drinking. These drivers and their phone numbers have been identified in previous phone surveys conducted for OTS. In order to change their attitudes and behaviors, the OTS will contract for a second survey of those drivers along with a control group of drivers who do not report any of these behaviors. The final report will be used to develop information on the unsafe driver group about their media habits as well as inherent attitudes and beliefs that can be leveraged to improve driving safety.

Evaluation Evaluation will be administrative in nature and will consider the usefulness of the final report to improve driver safety.

Directing Agency: DPS/OTS with a contract with a private vendor

Funding \$100,000 Section 402

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-06-21

Project Title: Distracted Driving Projects

C.T.W. Chapter 4, Section 2.2

SHSP Emphasis: Information

Description: Minnesota will receive 405e funding for federal 2013. This project is to use some of that money for paid media on distracted driving through our regularly scheduled paid media contract through the Office of Communication.

Evaluation Random telephone surveys of knowledge and awareness will be used to gauge if the efforts are changing behavior.

Directing Agency: DPS/OTS with grants with law enforcement and with OOC

Funding \$400,000 Section 405e

Match: \$0.00

Local Benefit: \$0.00

Funding for Community Programs

Project Numbers 1 4-06-#

#	Title	Code	Federal	Match	Local Benefit
01	Community Programs Coord.	CP	\$150,000	\$0	\$0
02	Evaluation Coordinator	CP	\$120,000	\$0	\$0
03	Distracted, Media & Other Coord.	CP	\$150,000	\$0	\$0
05	Safe Roads	CP	\$1,000,000	\$200,000	\$1,000,000
06	NETS	CP	\$120,000	\$0	\$0
08	TZD Conference	CP	\$188,000	\$20,000	\$90,000
09	Regional Support	CP	\$154,000	\$0	\$154,000
10	MMAPS	CP	\$25,000	\$0	\$0
11	Teen Driving Initiatives	CP	\$100,000	\$10,000	\$40,000
12	Teen Ad Contest	CP	\$0	\$0	\$0
13	Telephone Surveys & Evaluation	CP	\$55,000	\$0	\$0
14	Program Travel	CP	\$30,000	\$0	\$0
15	Teen Task Force	CP	\$0	\$0	\$0
16	Enforcing Pedestrian Laws	CP	\$100,000	\$20,000	\$100,000
17	Evaluation of Parental Involvement	CP	\$0	\$0	\$0
18	Motorcycle Survey Data Entry	CP	\$5,000	\$0	\$0
19	Driving Safely Longer	CP	\$150,000	\$0	\$75,000
20	Study Those at Risk	CP	\$100,000	\$0	\$0
<i>Subtotal</i>		<i>CP</i>	<i>\$2,447,000</i>	<i>\$250,000</i>	<i>\$1,459,000</i>
04	Media Relations	K4CP	\$600,000	\$0	\$0
<i>Subtotal</i>		<i>406</i>	<i>\$600,000</i>	<i>\$0</i>	<i>\$0</i>
07	Paid Media	K4PM	\$1,400,000	\$0	\$0
<i>Subtotal</i>		<i>406</i>	<i>\$1,400,000</i>	<i>\$0</i>	<i>\$0</i>
<i>Subtotal K4</i>			<i>\$2,000,000</i>	<i>\$0</i>	<i>\$0</i>
21	Distracted Driving (Public Ed.)	405e	\$400,000	\$0	\$0
<i>Subtotal</i>		<i>405e</i>	<i>\$400,000</i>	<i>\$0</i>	<i>\$0</i>
Total			\$4,847,000	\$250,000	\$1,459,000

14-07 Motorcycle Safety

The number of motorcycle rider and passenger fatalities increased 33% in 2012 from 42 in 2011 to 55 in 2012. Equally discouraging was an increase from the record low rate of 1.8 motorcycle crash fatalities per 10,000 registered motorcycles set in 2011 to 2.3 in 2012. The overall crash rate of also increased from 56 crashes per 10,000 registered motorcycles in 2011 to 66 crashes per 10,000 registered motorcycles in 2012.

Motorcycling in Minnesota continues to grow. Ridership is at an all time high with new record numbers recorded in 2012 for both registered motorcycles (237,278) and license endorsed riders (404,967).

Minnesota has an active motorcycling community that provides dedicated funds for motorcycle training, public information campaigns, and endorsement testing. The program has been in operation for over twenty-five years and is continually improving. Projects 14-07-03 through 14-07-08 are funded with state funds obtained through an additional license fee charged to each person with a motorcycle endorsement.

Project Number: 14-07-01

Project Title: Motorcycle Coordination

C.T.W. Not applicable

SHSP Emphasis: Information

Description: This project provides for a full-time Office of Traffic Safety (OTS) staff person to manage and coordinate the state funded projects of the Minnesota Motorcycle Safety Program (MMSP) and, if received by Minnesota, the Section 405 motorcycle safety funding from NHTSA. The project covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to decrease the number of deaths and severe injuries suffered by motorcyclists.

Evaluation: The evaluation will be administrative, consisting of employee performance reviews and the successful coordination and implementation of the OTS' motorcycle safety initiatives and the Minnesota Motorcycle Safety Program.

Directing Agency: DPS: OTS

Funding: \$125,000 Section 402

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-07-02

Project Title: Motorcycle Safety Support

C.T.W.: Chapter 4; Section 2

SHSP Emphasis: Awareness

Description:	This project will fund a targeted motorist awareness campaign in Minnesota's twelve highest motorcycle crash counties. The campaign will feature both paid and earned media activities.
Evaluation:	The evaluation will be administrative, consisting of the successful execution of a motorist awareness campaign by the DPS' Office of Communications (OOC).
Directing Agency:	DPS/OTS through a grant to DPS' OOC.
Funding:	\$185,400.00 Section 405f and \$50,000 Section 2010
Match:	\$46,350 Section 405f and \$12,500 Section 2010
Local Benefit:	\$0.00

Project Number:	14-07-03
Project Title:	Rider Training
C.T.W.	Chapter 3; section 2
SHSP Emphasis:	ROR
Description:	This project funds a half time project manager and provides for classroom and training range facilities and 180 RiderCoaches for basic, experienced, skills re-test, moped and civilian police motor courses at thirty-three sites through an Interagency Agreement with Minnesota State Colleges and Universities (MNSCU).
Evaluation:	An administrative evaluation will be conducted comparing planned and completed activities.
Directing Agency:	DPS/OTS through an Interagency Agreement with MNSCU.
Funding:	\$0.00 Federal
Match:	\$425,000
Local Benefit:	\$0.00

Project Number:	14-07-04
Project Title:	Public Information and Media Relations
C.T.W.:	Chapter 2; Section 2
SHSP Emphasis:	DWI
Description:	This project funds a full time information officer and provides for a motorcycle safety campaign, public information and education activities, and media relations through an Intra-agency Agreement with the DPS' OOC.

Evaluation:	An administrative evaluation will be conducted comparing planned and completed activities.
Directing Agency:	DPS: OTS through an Intra-agency Agreement with DPS' OOC.
Funding:	\$0.00 Federal
Match:	\$280,000
Local Benefit:	\$0.00

Project Number:	14-07-05
Project Title:	Motorcycle Testing and Licensing
C.T.W.:	Chapter 3; Section 1
SHSP Emphasis:	Awareness
Description:	This project conducts evening hours for motorcycle skills testing at select exam stations throughout Minnesota and provides for the training, testing, and auditing of RiderCoaches operating as third party testers for the MMSP. This project is conducted through an Intra-agency Agreement with the DPS' Division of Driver and Vehicle Services (DVS).
Evaluation:	An administrative evaluation will be conducted comparing planned and completed activities.
Directing Agency:	DPS: OTS through an Intra-agency Agreement with DPS' DVS
Funding:	\$0.00 Federal
Match:	\$43,000
Local Benefit:	\$0.00

Project Number:	14-07-06
Project Title:	Equipment and Supplies
C.T.W.:	Chapter 3; Section 2
SHSP Emphasis:	ROR
Description:	This project provides training supplies, equipment, curriculum materials, and necessary insurances.
Evaluation:	An administrative evaluation will be conducted comparing planned and completed activities.
Directing Agency:	DPS: OTS
Funding:	\$0.00 Federal
Match:	\$104,000
Local Benefit:	\$0.00

Project Number: 14-07-07

Project Title: Transport Services

C.T.W.: Chapter 3; section 2

SHSP Emphasis: ROR

Description: This project provides for the scheduling and transportation of training motorcycles to, from and between MNSCU training sites during Minnesota's rider training season through the use of contracted private and state haulers.

Evaluation: An administrative evaluation will be conducted comparing planned and completed activities.

Directing Agency: DPS: OTS

Funding: \$0.00 Federal

Match: \$60,000

Local Benefit: \$0.00

Project Number: 14-07-08

Project Title: Mechanical Services

C.T.W.: Chapter 3; Section 2

SHSP Emphasis: ROR

Description: This project provides for the maintenance and repair of 350 training fleet motorcycles and 28 transportation trailers through a professional services contract with Starr Cycle.

Evaluation: An administrative evaluation will be conducted focusing on training fleet readiness and ridability at the beginning of the training season and the timeliness and quality of necessary repairs during and after the season.

Directing Agency: DPS: OTS

Funding: \$0.00 Federal

Match: \$125,000

Local Benefit: \$0.00

Funding for Motorcycle Safety

Project Numbers 1 4-07-#

#	Title	Code	Federal	Match	Local Benefit
01	Motorcycle Coordination	MC	\$125,000	\$0	\$0
	<i>Subtotal</i>	<i>MC</i>	<i>\$125,000</i>	<i>\$0</i>	<i>\$0</i>
02	Motorcycle Support	K6	\$50,000	\$12,500	\$0
	<i>Subtotal</i>	<i>2010</i>	<i>\$50,000</i>	<i>\$12,500</i>	<i>\$0</i>
02	Motorcycle Support	405f	\$185,400	\$46,350	\$0
	<i>Subtotal</i>	<i>405f</i>	<i>\$185,400</i>	<i>\$46,350</i>	<i>\$0</i>
03	Rider Training	State	\$0	\$425,000	\$0
04	MC Public Info & Media Relations	State	\$0	\$280,000	\$0
05	MC Testing & Licensing	State	\$0	\$43,000	\$0
06	MC Equipment & Supplies	State	\$0	\$104,000	\$0
07	MC Transport Services	State	\$0	\$60,000	\$0
08	MC Mechanical Services	State	\$0	\$125,000	\$0
	<i>Subtotal State Match</i>	<i>state</i>	<i>\$0</i>	<i>\$1,037,000</i>	<i>\$0</i>
	<i>Match for 402</i>			\$978,150	
	<i>Match for K6</i>			\$12,500	
	<i>Match for 405f</i>			\$46,350	
	Total Match			\$1,037,000	

14-09 Roadway Safety

Minnesota has not yet passed sufficiently stringent laws related to repeat DWI offenders; therefore, a percentage of federal funds are transferred from construction to safety activities. Half of those Section 164 funds are dedicated to projects focused on decreasing impaired driving-related behaviors and the other half are dedicated to engineering safety improvements on roadways. Due to the impetus of the original Towards Zero Death conference in 2001 and the successes of the Comprehensive Highway Safety Plan and later Strategic Highway Safety Plan, DPS and MN/DOT are working very closely together to reach the common goal of decreasing deaths and serious injuries.

Project Number: 14-09-01

Project Title: Toward Zero Deaths Support

C.T.W. Not applicable

SHSP Emphasis: Information

Description: The object of the project is to maintain on-going committees that will coordinate efforts designed to reach the goal of reducing traffic deaths to zero. The Leadership Committee consists of leaders from DPS (OTS and MSP), MnDOT, Department of Health, the State Engineers Association, 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 the above governmental organizations. A third, high level Executive Advisory Committee was formed in 2013. In addition, working group and co-chair meetings are supported. Funds will be used to provide staff support for the committees and the overall TZD effort, printing costs, light refreshments for quarterly Traffic Safety Forums, and costs to update the TZD website.

Evaluation: The membership and the projects generated by the committee will be reviewed for continued growth and progress.

Directing Agency: DPS/OTS and through a grant with MnDOT, the Center for Transportation Studies at U of MN.

Funding: \$79,000 Section 402

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-09-02

Project Title: County and District Safety Plans

C.T.W. Not applicable

SHSP Emphasis: Information

Description: MnDOT is facilitating planning processes to identify problem areas for installation of low cost safety countermeasures. One planning process is for county roadway projects and brings together stakeholders from the local and county level to identify types of roadway and specific roadway segments for improvement. A second planning process is conducted at the MnDOT District level and focuses on state and trunk highways. So far 48 of 87 counties all 8 MnDOT districts have completed this planning process; 22 counties are in the final phase of the planning process; and 17 have initiated the process.

Evaluation: The evaluation will be administrative, comparing the progress of county plans to the schedule of completing this project in four years (approximately 20 plans per year).

Directing Agency: MnDOT, counties and traditional road construction contracts through a grant from DPS/OTS.

Funding: \$2,183,000 Section 164HE

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-09-03

Project Title: Rural Intersection Conflict Warning Systems

C.T.W. Not applicable

SHSP Emphasis: Information

Description: MnDOT has identified rural intersections with a high number of serious crashes that are in need of conflict warning systems to reduce the incidence of these crashes. This project will deploy various conflict warning systems at these intersections.

Evaluation: The evaluation will be administrative, tracking the timely installation of the above conflict warning system countermeasures.

Directing Agency: MnDOT through a grant from DPS/OTS.

Funding: \$1,000,000 Section 164HE

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-09-04

Project Title: New Cable Median Barrier Projects

C.T.W. Not applicable

SHSP Emphasis: Head-on

Description: MnDOT will identify trunk highway sections in need of cable median barriers to prevent and/or reduce the incidence of cross over median crashes. MnDOT will contract for the installation of cable median barriers in these high risk areas.

Evaluation: An administrative evaluation will be conducted comparing planned and completed activities.

Directing Agency: MnDOT through a grant from DPS/OTS.

Funding: \$10,299,000 Section 164HE

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-09-05

Project Title: Strategic Highway Safety Plan Update

C.T.W. Not applicable

SHSP Emphasis: Information

Description: MnDOT, via a contractor, will gather stakeholder input and provide data analysis that will assist in the prioritization of Minnesota specific traffic safety needs. This information will be brought forward to an SHSP steering committee that will provide final direction to the consultants to prepare a written report fulfilling the formal requirements of the SHSP.

Evaluation: An administrative evaluation will be conducted comparing planned and completed activities.

Directing Agency: MnDOT through a grant from DPS/OTS.

Funding: \$125,000 Section 164HE

Match: \$0.00

Local Benefit: \$0.00

Project Number: 14-09-06

Project Title: Better Roads

C.T.W. Not applicable

SHSP Emphasis: Information

Description: MnDOT will construct additional turn lanes and reduced conflict intersections on Minnesota Trunk Highway 55 to improve roadway safety.

Evaluation:	An administrative evaluation will be conducted comparing planned and completed activities.
Directing Agency:	MnDOT through a grant from DPS/OTS.
Funding:	\$4,375,000 Section 164HE
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-09-07
Project Title:	Safe Intersection CWS – Systematic Safety Improvement to Reduce Lane Departure and Intersection Fatal and Serious Injury Crashes.
C.T.W.	Not applicable
SHSP Emphasis:	Information
Description:	The intersection at US TH 75 and Polk County State Aid Highway 21 has a higher than expected crash severity rate. MnDOT will install an Intersection Conflict Warning System at a cost of \$120,000 in an attempt to reduce the number of severe crashes at this intersection.
Evaluation:	An administrative evaluation will be conducted comparing planned and completed activities.
Directing Agency:	MnDOT through a grant from DPS/OTS.
Funding:	\$120,000 Section 164HE
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-09-08
Project Title:	US Hwy 14 Road Safety Audit
C.T.W.	Not applicable
SHSP Emphasis:	Information
Description:	MnDOT will have a road safety audit conducted on the stretch of this highway between the towns of Owatonna and Dodge Center to identify potential short term, low cost strategies that may be deployed while long term funding is sought expand the highway to four lanes.
Evaluation:	An administrative evaluation will be conducted comparing planned and completed activities
Directing Agency:	MnDOT through a grant from DPS/OTS.
Funding:	\$25,000 Section 164HE
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-09-09
Project Title:	Pedestrian/Bike Safety Handbook
C.T.W.	Not applicable
SHSP Emphasis:	Pedestrian deaths account for ten percent of traffic deaths.
Description:	MnDOT will be identifying new projects to address priority areas within its Strategic Highway Safety Plan. This project serves as a placeholder for an anticipated 2014 initiative.
Evaluation:	An evaluation will be conducted based on actual project activities once developed.
Directing Agency:	MnDOT through a grant from DPS/OTS.
Funding:	\$100,000 Section 164HE
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-09-10
Project Title:	Reduced Conflict Intersections
C.T.W.	Not applicable
SHSP Emphasis:	Information
Description:	MnDOT will construct three reduced conflict intersections on U.S. trunk highways 52 and 212 and state trunk highway 36.
Evaluation:	An administrative evaluation will be conducted comparing planned and completed activities.
Directing Agency:	MnDOT through a grant from DPS/OTS.
Funding:	\$3,350,000 Section 164HE
Match:	\$0.00
Local Benefit:	\$0.00

Project Number:	14-09-11
Project Title:	Trunk Highway 8 Road Safety Audit
C.T.W.	Not applicable
SHSP Emphasis:	Non-signalized intersections
Description:	MnDOT will have a road safety audit conducted on Trunk Highway 8 between Interstate 35 and Taylors falls to determine if any other low cost high benefit safety improvements should be considered for implementation on this roadway in the future.
Evaluation:	An administrative evaluation will be conducted comparing planned and completed activities.

Directing Agency:	MnDOT through a grant from DPS/OTS.
Funding:	\$25,000 Section 164HE
Match:	\$0.00
Local Benefit:	\$0.00

Project Number: 14-09-12

Project Title: New Roadway Safety Initiative

C.T.W. Not applicable

SHSP Emphasis: Information

Description: MnDOT will be identifying new projects to address priority areas within its Strategic Highway Safety Plan. This project serves as a placeholder for an anticipated 2014 initiative.

Evaluation: An evaluation will be conducted based on actual project activities once developed.

Directing Agency: MnDOT through a grant from DPS/OTS.

Funding: \$5,922,000 Section 164HE

Match: \$0.00

Local Benefit: \$0.00

Funding for Roadway Safety

Project Numbers 1 4-09-#

#	Title	Code	Federal	Match	Local Benefit
01	TZD Support	RS	\$79,000	\$0	\$0
	<i>Subtotal</i>	<i>RS</i>	<i>\$79,000</i>	<i>\$0</i>	<i>\$0</i>
02	County and District Safety Plans	164HE	\$2,183,000	\$0	\$0
03	Rural Intersections CWS	164HE	\$1,000,000	\$0	\$0
04	Cable Median Barriers	164HE	\$10,299,000	\$0	\$0
05	Strategic Highway Safety Plan	164HE	\$125,000	\$0	\$0
06	Better Roads	164HE	\$4,375,000	\$0	\$0
07	Safe Intersectin CWS	164HE	\$120,000	\$0	\$0
08	US Hwy 14 Road Safety Audit	164HE	\$25,000	\$0	\$0
09	Pedestrian/Bike Handbook	164HE	\$100,000	\$0	\$0
10	Reduced Conflict Intersections	164HE	\$3,350,000	\$0	\$0
11	TH 8 Road Safety Audit	164HE	\$25,000	\$0	\$0
12	New Roadway Safety Initiative A	164HE	\$5,922,000	\$0	\$0
	<i>Subtotal</i>		<i>\$27,524,000</i>	<i>\$0</i>	<i>\$0</i>
	Roadway Safety Total		\$27,603,000	\$0	\$0

Appendix 1

Data From:

Minnesota Population Projections by Age and Gender, 2010-2060

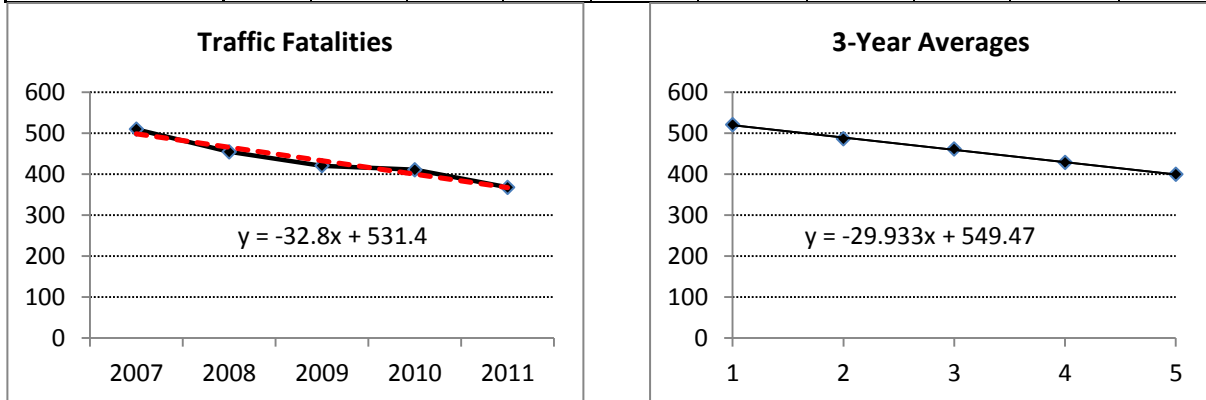
Minnesota State Demographic Center, February 2013

Year AGE	2012			2015			2020		
	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	5,397,916	2,678,562	2,719,354	5,537,387	2,747,063	2,790,324	5,772,259	2,862,099	2,910,160
				3%	3%	3%	4%	4%	4%
0-4	351,564	179,334	172,230	361,190	184,238	176,952	385,131	196,430	188,701
				3%	3%	3%	6%	6%	6%
5-9	365,742	186,687	179,055	372,424	189,862	182,562	378,948	193,207	185,741
				2%	2%	2%	2%	2%	2%
10-14	359,759	184,431	175,328	375,839	192,777	183,062	393,826	201,608	192,218
				4%	5%	4%	5%	4%	5%
15-19	358,682	183,471	175,211	355,506	181,539	173,967	379,487	194,248	185,239
				-1%	-1%	-1%	7%	7%	6%
20-24	354,455	181,329	173,126	344,727	177,243	167,484	335,048	171,575	163,473
				-3%	-2%	-3%	-3%	-3%	-2%
25-29	371,690	185,872	185,818	367,343	183,563	183,780	355,309	179,634	175,675
				-1%	-1%	-1%	-3%	-2%	-4%
30-34	372,997	189,422	183,575	398,568	199,802	198,766	392,019	194,854	197,165
				7%	5%	8%	-1%	-1%	-1%
35-64	2,132,974	1,066,484	1,066,490	2,152,120	1,076,975	1,075,145	2,181,945	1,090,034	1,091,911
				1%	1%	1%	1%	0%	1%
65-69	227,809	110,508	117,301	265,827	129,443	136,384	318,154	155,297	162,857
				17%	17%	16%	10%	11%	10%
70-74	164,603	77,493	87,110	189,022	89,707	99,315	247,000	118,536	128,464
				15%	16%	14%	17%	17%	16%
75-79	124,320	55,686	68,634	135,015	61,258	73,757	167,809	77,481	90,328
				9%	10%	7%	15%	16%	14%
80+	213,321	77,845	135,476	219,806	80,656	139,150	237,583	89,195	148,388
				3%	4%	3%	8%	11%	7%

Appendix 2

Fatalities

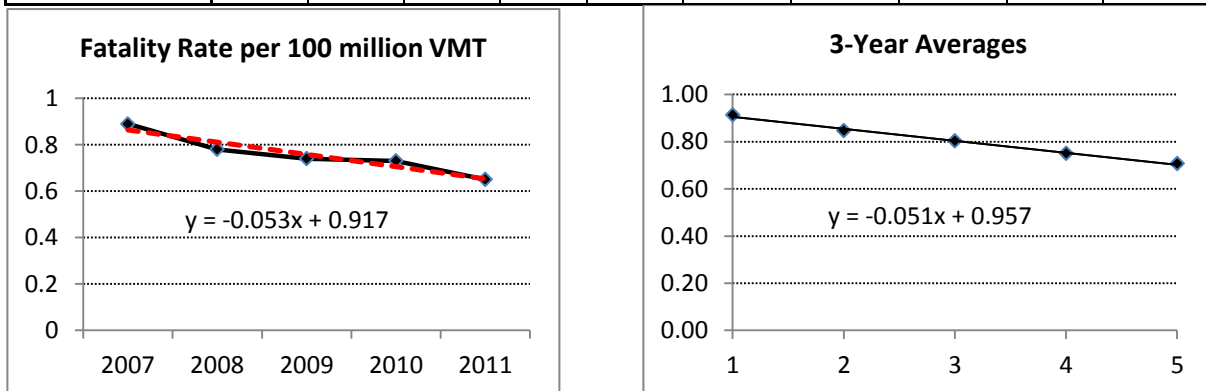
Forecast Year			1	2	3	4	5	6	7	8
Actual Year	2005	2006	2007	2008	2009	2010	2011	2013	2014	2015
Traffic Fatalities	559	494	510	455	421	411	368	335	302	269
3-Year Averages			521	486	462	429	400	370	340	310
PM Goals								390	375	350



Calendar year 2011 saw an unprecedented drop in fatalities to 368 but 2012 returned near the 400 mark with 395 deaths. So far 2013 is following 2012 rather than the unusually low 2011 so the goals are adjusted upward from the 3-year averages predicted values.

Fatality Rate

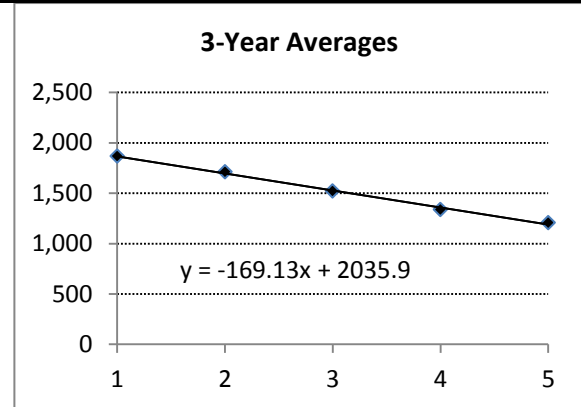
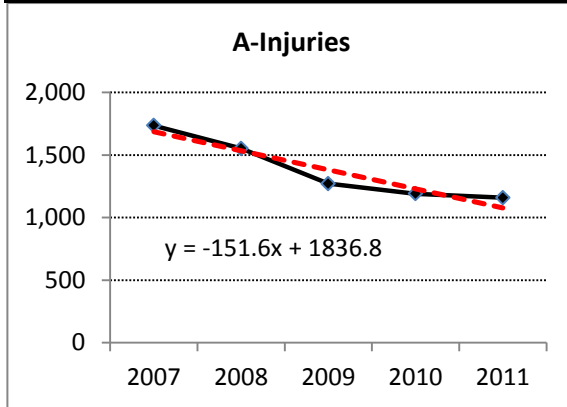
Forecast Year			1	2	3	4	5	6	7	8
Actual Year	2005	2006	2007	2008	2009	2010	2011	2013	2014	2015
Fatality Rate	0.98	0.87	0.89	0.78	0.74	0.73	0.65	0.60	0.55	0.49
3-Year Averages			0.91	0.85	0.80	0.75	0.71	0.65	0.60	0.55
PM Goals								0.68	0.64	0.60



Calendar year 2011 saw an unprecedented drop in fatalities to 368 but 2012 returned near the 400 mark with 395 deaths. So far 2013 is following 2012 rather than the unusually low 2011 so the goals are adjusted upward from the 3-year averages predicted values.

Severe Injuries

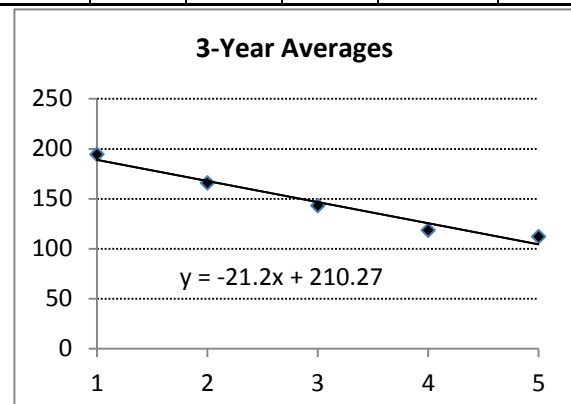
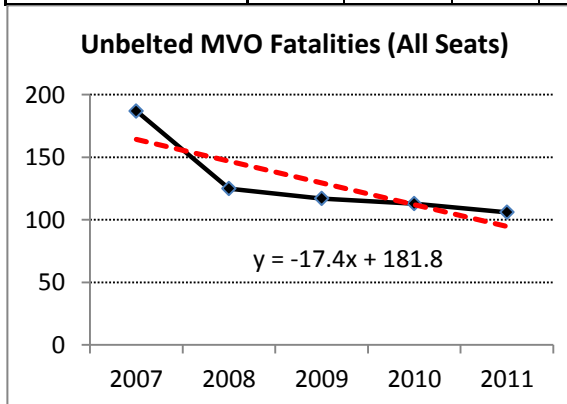
Forecast Year			1	2	3	4	5	6	7	8
Actual Year	2005	2006	2007	2008	2009	2010	2011	2013	2014	2015
A-Injuries	2,019	1,844	1,736	1,553	1,271	1,191	1,159	927	776	624
3-Year Averages			1,866	1,711	1,520	1,338	1,207	1,021	852	683
PM Goals								1,100	1,000	900



The drop in A-level injuries has flattened out over the last three years and severe injuries *increased* by 9.4% in 2012. The goals reflect this emerging trend.

Unrestrained Occupant Fatalities

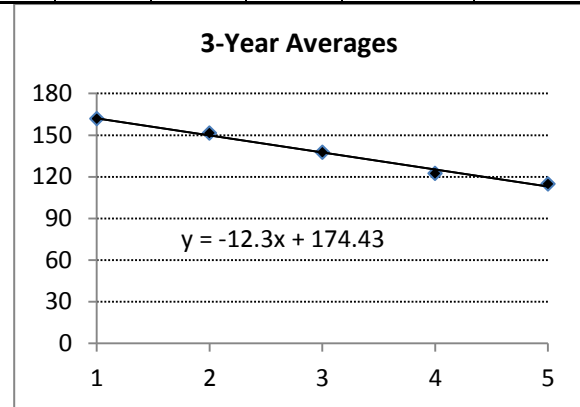
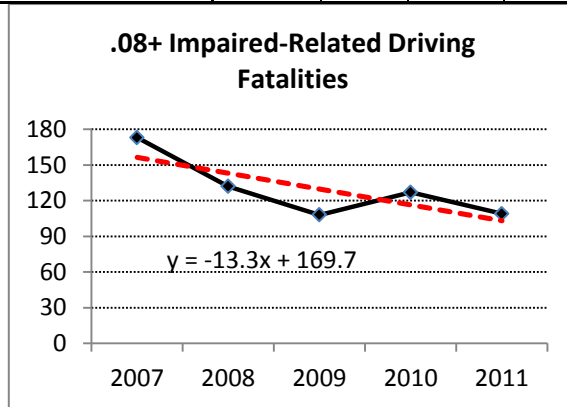
Forecast Year			1	2	3	4	5	6	7	8
Actual Year	2005	2006	2007	2008	2009	2010	2011	2013	2014	2015
No-Belt MVO K's	211	185	187	125	117	113	106	77	60	43
3-Year Averages			194	166	143	118	112	83	62	41
PM Goals								100	95	90



As with many trends in Minnesota, the number of unrestrained occupant fatalities has seen a leveling off after many years of great progress. It is unrealistic to expect another halving of unrestrained occupant fatalities. Over the next three years. The goals reflect a more realistic trend line.

Alcohol Impaired Driving Fatalities

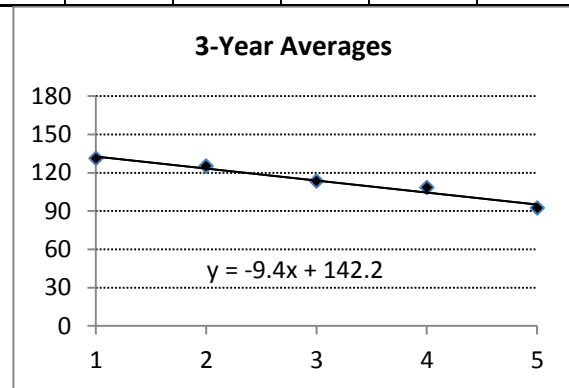
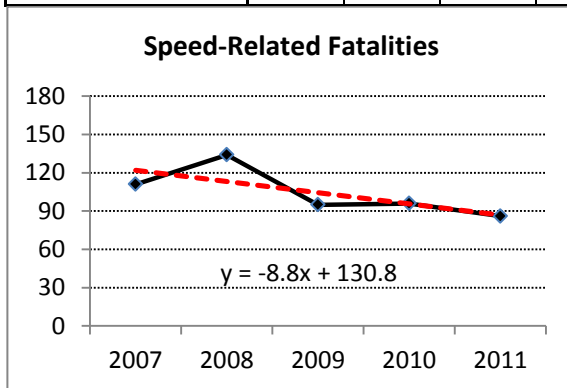
Forecast Year			1	2	3	4	5	6	7	8
Actual Year	2005	2006	2007	2008	2009	2010	2011	2013	2014	2015
.08+ Fatalities	163	149	173	132	108	127	109	90	77	63
3-Year Averages			162	151	138	122	115	101	88	76
PM Goals								105	100	90



As with many trends in Minnesota, the number of alcohol impaired fatalities has seen a leveling off after many years of great progress. It is unrealistic to expect to drop 30% more in three years. The goals reflect a more realistic trend line.

Speeding Related Fatalities

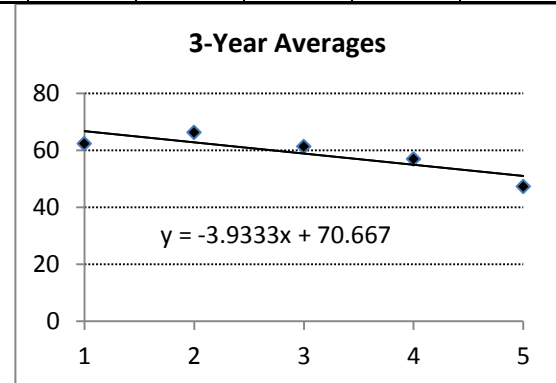
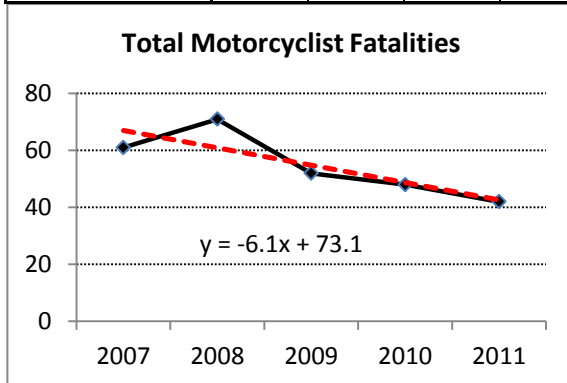
Forecast Year			1	2	3	4	5	6	7	8
Actual Year	2005	2006	2007	2008	2009	2010	2011	2013	2014	2015
Speed Fatalities	152	130	111	134	95	96	86	78	69	60
3-Year Averages			131	125	113	108	92	86	76	67
PM Goals								85	80	75



As with many trends in Minnesota, the number of speeding related fatalities has seen a leveling off after many years of great progress. Each recent legislative session has included proposed speed limit increases. The goals have been adjusted to reflect current trends.

Motorcyclist Fatalities

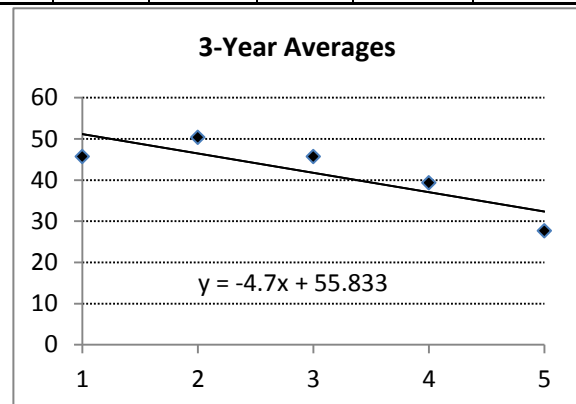
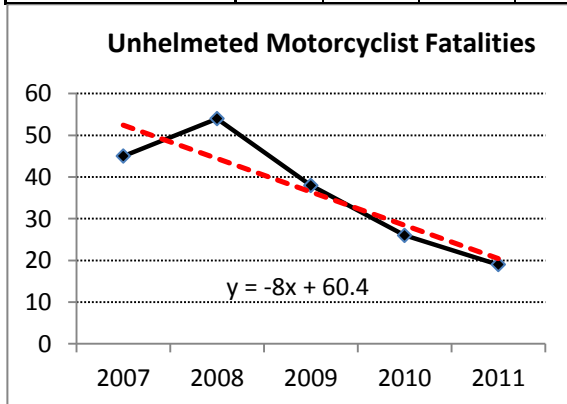
Forecast Year			1	2	3	4	5	6	7	8
Actual Year	2005	2006	2007	2008	2009	2010	2011	2013	2014	2015
Mcy K, Total	59	67	61	71	52	48	42	37	30	24
3-Year Averages			62	66	61	57	47	47	43	39
PM Goals								50	47	45



The increase of motorcyclist fatalities in 2012 (to 55) made up nearly half of the overall increase in 2012 deaths. Motorcyclist deaths in 2013 are following the same pattern as 2012. This group remains a vexing challenge and it is doubtful that recent reductions will continue at the early pace so goals are set accordingly.

Unhelmeted Motorcyclist Fatalities

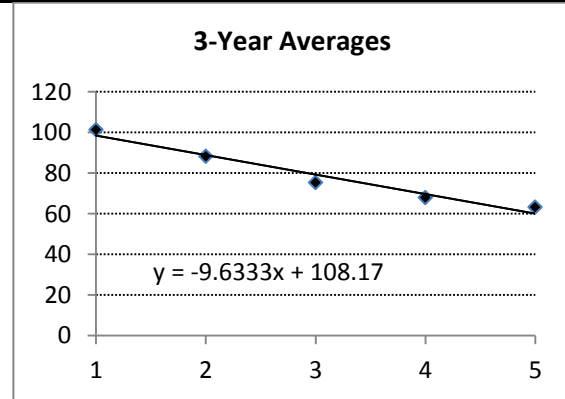
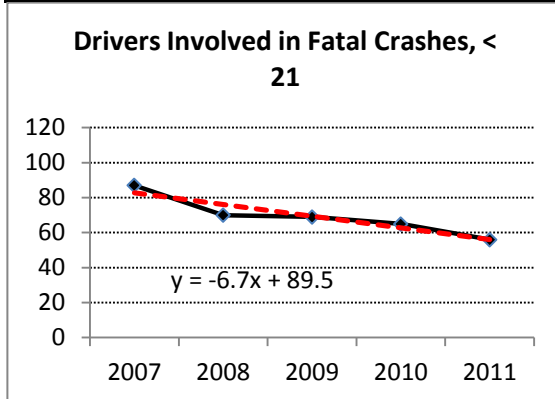
Forecast Year			1	2	3	4	5	6	7	8
Actual Year	2005	2006	2007	2008	2009	2010	2011	2013	2014	2015
Mcy K, No Helmet	40	52	45	54	38	26	19	12	4	0
3-Year Averages			46	50	46	39	28	28	23	18
PM Goals								30	28	27



The increase of motorcyclist fatalities in 2012 (to 55) made up nearly half of the overall increase in 2012 deaths. Unhelmeted motorcyclist fatalities nearly doubled in 2012. Goals are set based on 60% of motorcyclist deaths being unhelmeted. (Average percentage of unhelmeted deaths last five years = 64%)

Drivers in Fatal Crashes Who Are <21 Years Old

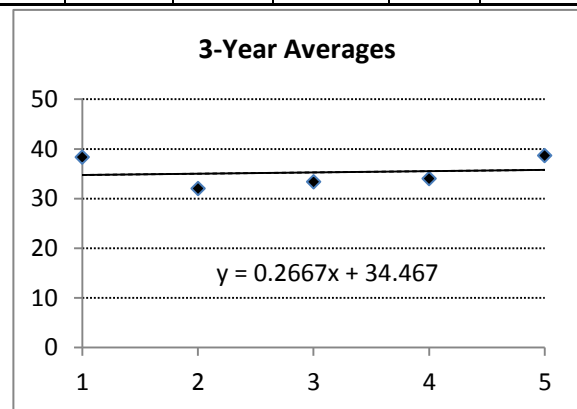
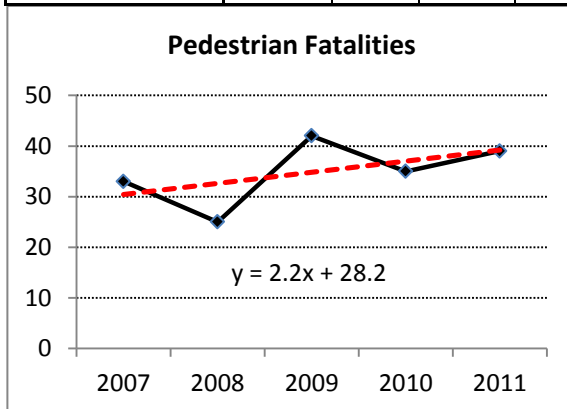
Forecast Year			1	2	3	4	5	6	7	8
Actual Year	2005	2006	2007	2008	2009	2010	2011	2013	2014	2015
K Crash Drivers	109	108	87	70	69	65	56	49	43	36
3-Year Averages			101	88	75	68	63	50	41	31
PM Goals								50	45	40



Goals are rounded five year trend line figures. Both number of Minnesotans under 21 and number of licensed drivers under 21 are projected to decrease over the next three years.

Pedestrian Fatalities

Forecast Year			1	2	3	4	5	6	7	8
Actual Year	2005	2006	2007	2008	2009	2010	2011	2013	2014	2015
Pedestrian K	44	38	33	25	42	35	39	41	44	46
3-Year Averages			38	32	33	34	39	36	36	37
PM Goals								40	39	38



Minnesota hopes to reverse the trend of increasing pedestrian fatalities (there were 40 in 2012) over the next three years.

Appendix 3

Maintenance of Effort for 405 Projects

Motorcycle Safety (\$855,000)

Estimates of state costs per year in 2010 and 2011 are as follows:

Agency	Tasks Done	Cost
MnSCU	Rider training	\$390,000
Driver and Vehicle Services	Licensing and testing	\$40,000
Office of Communications	Public information and paid media	\$200,000
OTS	Motorcycle equipment and supplies	\$75,000
Contractor	Transporting motorcycles	\$50,000
Contractor	Mechanical services for motorcycles	\$100,000
	Total	\$855,000

Impaired Driving (\$6,600,000)

Estimates of state costs per year in 2010 and 2011 are as follows:

Agency	Tasks Done	Cost
Attorney General's Office	Litigation of civil hearings	2,400,000
Bureau of Criminal Apprehension	Laboratory costs for analyzing blood and urine results and maintaining breath testing instruments	1,900,000
Driver and Vehicle Services	Staff and operating costs required to oversee licensing of those arrested for DWI	800,000
Minnesota State Patrol	Enforcement, court and reporting time for DWIs	1,500,000
	Total	\$6,600,000

Occupant Protection (\$60,000)

The only state requirements for expenditures of funds related to occupant protection are that the fines from child seat citations be used to provide child safety seats for needy families. Citations do not go on drivers' license records and whether or not a seat belt was used cannot be discussed in court. Ten percent of seat belt fines can be used for the patrol for any public information activities and the other 90 percent is used by Emergency Medical Services. The fines for child seat citations have been averaging about \$50,000 per year.

Traffic Records (\$375,000)

The DPS division of Driver and Vehicle Services is responsible for the Crash Record Database. That unit of DVS has been costing about \$375,000 in recent years. The CODES unit at the Department of Health is funded with NHTSA funding. The trauma registry at DOH and other state systems such as Court Administration are not specific to traffic safety and are not counted here.

**APPENDIX A TO PART 1200 –
CERTIFICATION AND ASSURANCES
FOR HIGHWAY SAFETY GRANTS (23 U.S.C. CHAPTER 4)**

State: Minnesota Fiscal Year: 2014

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements including applicable Federal statutes and regulations that are in effect during the grant period. (Requirements that also apply to subrecipients are noted under the applicable caption.)

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances:

GENERAL REQUIREMENTS

To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for Section 402 and Section 405 grants is accurate and complete. (Incomplete or incorrect information may result in the disapproval of the Highway Safety Plan.)

The Governor is the responsible official for the administration of the State highway safety program through a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Part 1200 – Uniform Procedures for State Highway Safety Grant Programs

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
 - (i) the entity in the preceding fiscal year received—
 - (I) 80 percent or more of its annual gross revenues in Federal awards;
 - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
 - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

NONDISCRIMINATION

(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (Pub. L. 88-352), which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. 1681-1683 and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794), and the Americans with Disabilities Act of 1990 (Pub. L. 101-336), as amended (42 U.S.C. 12101, et seq.), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. 6101-6107), which prohibits discrimination on the basis of age; (e) the Civil Rights Restoration Act of 1987 (Pub. L. 100-259), which requires Federal-aid recipients and all subrecipients to prevent discrimination and ensure nondiscrimination in all of their programs and activities; (f) the Drug Abuse Office and Treatment Act of 1972 (Pub. L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (g) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (Pub. L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (h) Sections 523 and 527 of the Public Health Service Act of 1912, as amended (42 U.S.C. 290dd-3 and 290ee-3), relating to confidentiality of alcohol and drug abuse patient records; (i) Title VIII of the Civil Rights Act of 1968, as amended (42 U.S.C. 3601, et seq.), relating to nondiscrimination in the sale, rental or financing of housing; (j) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

THE DRUG-FREE WORKPLACE ACT OF 1988(41 USC 8103)

The State will provide a drug-free workplace by:

- Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- Establishing a drug-free awareness program to inform employees about:
 - The dangers of drug abuse in the workplace.
 - The grantee's policy of maintaining a drug-free workplace.
 - Any available drug counseling, rehabilitation, and employee assistance programs.
 - The penalties that may be imposed upon employees for drug violations occurring in the workplace.
 - Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - Abide by the terms of the statement.
 - Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- Notifying the agency within ten days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction.
- Taking one of the following actions, within 30 days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted –
 - Taking appropriate personnel action against such an employee, up to and including termination.
 - Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

BUY AMERICA ACT

(applies to subrecipients as well as States)

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)), which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-

domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

POLITICAL ACTIVITY (HATCH ACT)
(applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508) which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING
(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING
(applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION
(applies to subrecipients as well as States)

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered

transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at www.nhtsa.dot.gov. Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at www.trafficsafety.org.

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan is modified in a manner that could result in a significant environmental impact and trigger the need for an environmental review, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 U.S.C. 4321, et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

SECTION 402 REQUIREMENTS

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))

At least 40 percent (or 95 percent, as applicable) of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C), 402(h)(2)), unless this requirement is waived in writing.

The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))

The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- Participation in the National high-visibility law enforcement mobilizations;
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
- An annual statewide seat belt use survey in accordance with 23 CFR Part 1340 for the measurement of State seat belt use rates;
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
- Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a).


(23 U.S.C. 402(b)(1)(F))

The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))

The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

I understand that failure to comply with applicable Federal statutes and regulations may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

I sign these Certifications and Assurances based on personal knowledge, after appropriate inquiry, and I understand that the Government will rely on these representations in awarding grant funds.


Signature Governor's Representative for Highway Safety

6/28/2013
Date

Donna Berger

Printed name of Governor's Representative for Highway Safety

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
NHTSA 402								
Planning and Administration								
PA-2014-01-00-00			Program P&A	\$0.00	\$560,000.00	\$0.00	\$560,000.00	\$0.00
Planning and Administration Total				\$0.00	\$560,000.00	\$0.00	\$560,000.00	\$0.00
Motorcycle Safety								
MC-2014-07-00-00			Program MC to 2014	\$0.00	\$978,150.00	\$0.00	\$125,000.00	\$0.00
Motorcycle Safety Total				\$0.00	\$978,150.00	\$0.00	\$125,000.00	\$0.00
Occupant Protection								
OP-2014-02-00-00			Program OP in 2014	\$0.00	\$20,000.00	\$0.00	\$650,000.00	\$345,000.00
Occupant Protection Total				\$0.00	\$20,000.00	\$0.00	\$650,000.00	\$345,000.00
Police Traffic Services								
PT-2014-04-00-00			Program PT for 2014	\$0.00	\$1,015,000.00	\$0.00	\$4,995,000.00	\$3,855,000.00
Police Traffic Services Total				\$0.00	\$1,015,000.00	\$0.00	\$4,995,000.00	\$3,855,000.00
Traffic Records								
TR-2014-05-00-00			Program TR funds to 2014	\$0.00	\$0.00	\$0.00	\$462,000.00	\$0.00
Traffic Records Total				\$0.00	\$0.00	\$0.00	\$462,000.00	\$0.00
Community Traffic Safety Project								
CP-2014-06-00-00			Program CP to 2014	\$0.00	\$250,000.00	\$0.00	\$2,447,000.00	\$1,459,000.00
Community Traffic Safety Project Total				\$0.00	\$250,000.00	\$0.00	\$2,447,000.00	\$1,459,000.00
Roadway Safety								
RS-2014-09-00-00			Program RS funds to 2014	\$0.00	\$0.00	\$0.00	\$79,000.00	\$0.00
Roadway Safety Total				\$0.00	\$0.00	\$0.00	\$79,000.00	\$0.00
NHTSA 402 Total				\$0.00	\$2,823,150.00	\$0.00	\$9,318,000.00	\$5,659,000.00

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405 OP SAFETEA-LU								
	K2-2014-02-00-00	Program 405 K2 money to 2014	\$.00	\$75,000.00	\$.00	\$300,000.00	\$300,000.00	\$120,000.00
	405 Occupant Protection Total		\$.00	\$75,000.00	\$.00	\$300,000.00	\$300,000.00	\$120,000.00
	405 OP SAFETEA-LU Total		\$.00	\$75,000.00	\$.00	\$300,000.00	\$300,000.00	\$120,000.00
NHTSA 406								
	K4PM-2014-06-00-00	Program 406 to 2014 for Paid Media	\$.00	\$.00	\$.00	\$1,400,000.00	\$1,400,000.00	\$.00
	406 Safety Belts Paid Media Total		\$.00	\$.00	\$.00	\$1,400,000.00	\$1,400,000.00	\$.00
406 Safe Communities								
	K4CP-2014-06-00-00	Program 406 Money to 2014	\$.00	\$.00	\$.00	\$600,000.00	\$600,000.00	\$.00
	406 Safe Communities Total		\$.00	\$.00	\$.00	\$600,000.00	\$600,000.00	\$.00
	NHTSA 406 Total		\$.00	\$.00	\$.00	\$2,000,000.00	\$2,000,000.00	\$.00
408 Data Program SAFETEA-LU								
	K9-2014-05-00-00	Program 408 to 2014	\$.00	\$434,000.00	\$.00	\$1,735,000.00	\$1,735,000.00	\$.00
	408 Data Program Incentive Total		\$.00	\$434,000.00	\$.00	\$1,735,000.00	\$1,735,000.00	\$.00
	408 Data Program SAFETEA-LU Total		\$.00	\$434,000.00	\$.00	\$1,735,000.00	\$1,735,000.00	\$.00
410 Alcohol SAFETEA-LU								
	K8-2014-03-00-00	Program 410 to 2014	\$.00	\$9,600,000.00	\$.00	\$6,220,000.00	\$6,220,000.00	\$1,070,000.00
	410 Alcohol SAFETEA-LU Total		\$.00	\$9,600,000.00	\$.00	\$6,220,000.00	\$6,220,000.00	\$1,070,000.00
2010 Motorcycle Safety								
	K6-2014-07-00-00	Program K6 to 2014	\$.00	\$12,500.00	\$.00	\$50,000.00	\$50,000.00	\$.00
	2010 Motorcycle Safety Incentive Total		\$.00	\$12,500.00	\$.00	\$50,000.00	\$50,000.00	\$.00
	2010 Motorcycle Safety Total		\$.00	\$12,500.00	\$.00	\$50,000.00	\$50,000.00	\$.00
2011 Child Seats								
	K3-2014-02-00-00	Program child seat to 2014	\$.00	\$62,500.00	\$.00	\$200,000.00	\$200,000.00	\$200,000.00

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2011 Child Seat Incentive Total								
			\$.00	\$62,500.00	\$.00	\$200,000.00	\$200,000.00	\$200,000.00
2011 Paid Media								
	K3PM-2014-02-00-00	Program child seat paid media to 2014	\$.00	\$.00	\$.00	\$50,000.00	\$50,000.00	\$.00
	2011 Paid Media Total		\$.00	\$.00	\$.00	\$50,000.00	\$50,000.00	\$.00
	2011 Child Seats Total		\$.00	\$62,500.00	\$.00	\$250,000.00	\$250,000.00	\$200,000.00
164 Transfer Funds								
	164PA-2014-03-00-00	Program 164 P&A to 2014	\$.00	\$.00	\$.00	\$415,000.00	\$415,000.00	\$.00
	164 Planning and Administration Total		\$.00	\$.00	\$.00	\$415,000.00	\$415,000.00	\$.00
164 Alcohol								
	164AL-2014-03-00-00	Program 164AL to 2013	\$.00	\$1,150,000.00	\$.00	\$9,340,000.00	\$9,340,000.00	\$8,775,000.00
	164 Alcohol Total		\$.00	\$1,150,000.00	\$.00	\$9,340,000.00	\$9,340,000.00	\$8,775,000.00
164 Paid Media								
	164PM-2014-03-00-00	Program 164PM to 2014	\$.00	\$.00	\$.00	\$3,400,000.00	\$3,400,000.00	\$.00
	164 Paid Media Total		\$.00	\$.00	\$.00	\$3,400,000.00	\$3,400,000.00	\$.00
164 Hazard Elimination								
	164HE-2014-09-00-00	Program 164HE to 2014	\$.00	\$.00	\$.00	\$27,524,000.00	\$27,524,000.00	\$.00
	164 Hazard Elimination Total		\$.00	\$.00	\$.00	\$27,524,000.00	\$27,524,000.00	\$.00
	164 Transfer Funds Total		\$.00	\$1,150,000.00	\$.00	\$40,679,000.00	\$40,679,000.00	\$8,775,000.00
MAP 21 405b OP High								
	M1HVE-2014-02-00-00	Program 2013 and 2014 405b to 2014	\$.00	\$462,800.00	\$.00	\$1,851,200.00	\$1,851,200.00	\$1,200,000.00
	405b High HVE Total		\$.00	\$462,800.00	\$.00	\$1,851,200.00	\$1,851,200.00	\$1,200,000.00
	405b High CSS Purchase/Distribution							
	M1CSS-2014-02-00-00	Program child seat purchase to 2014	\$.00	\$80,000.00	\$.00	\$50,000.00	\$50,000.00	\$50,000.00
	405b High CSS Purchase/Distribution Total		\$.00	\$80,000.00	\$.00	\$50,000.00	\$50,000.00	\$50,000.00

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MAP 21 405b OP High Total								
MAP 21 405c Data Program			\$.00	\$542,800.00	\$.00	\$1,901,200.00	\$1,901,200.00	\$1,250,000.00
M3DA-2014-05-00-00		Program 405c to 2014	\$.00	\$469,570.00	\$.00	\$1,878,280.00	\$1,878,280.00	\$.00
405c Data Program Total			\$.00	\$469,570.00	\$.00	\$1,878,280.00	\$1,878,280.00	\$.00
MAP 21 405c Data Program Total			\$.00	\$469,570.00	\$.00	\$1,878,280.00	\$1,878,280.00	\$.00
MAP 21 405d Impaired Driving Low								
M6OT-2014-03-00-00		Program 405d to 2014	\$.00	\$2,250,000.00	\$.00	\$5,800,000.00	\$5,800,000.00	\$.00
405d Low Other Based on Problem ID Total			\$.00	\$2,250,000.00	\$.00	\$5,800,000.00	\$5,800,000.00	\$.00
MAP 21 405d Impaired Driving Low Total			\$.00	\$2,250,000.00	\$.00	\$5,800,000.00	\$5,800,000.00	\$.00
MAP 21 405e Distracted Driving								
M8PE-2014-06-00-00		Program 405e for DD Paid Media to 2014	\$.00	\$.00	\$.00	\$400,000.00	\$400,000.00	\$.00
405e Public Education Total			\$.00	\$.00	\$.00	\$400,000.00	\$400,000.00	\$.00
405e DD Law Enforcement								
M8DDLE-2014-04-00-00		Program 405e funds for DD enforcement 20	\$.00	\$1,000,000.00	\$.00	\$1,400,000.00	\$1,400,000.00	\$275,000.00
405e DD Law Enforcement Total			\$.00	\$1,000,000.00	\$.00	\$1,400,000.00	\$1,400,000.00	\$275,000.00
MAP 21 405e Distracted Driving Total			\$.00	\$1,000,000.00	\$.00	\$1,800,000.00	\$1,800,000.00	\$275,000.00
MAP 21 405f Motorcycle Programs								
M9MA-2014-07-00-00		Program 405f to 2014	\$.00	\$46,350.00	\$.00	\$185,400.00	\$185,400.00	\$.00
405f Motorcyclist Awareness Total			\$.00	\$46,350.00	\$.00	\$185,400.00	\$185,400.00	\$.00
MAP 21 405f Motorcycle Programs Total			\$.00	\$46,350.00	\$.00	\$185,400.00	\$185,400.00	\$.00
NHTSA Total			\$.00	\$18,465,870.00	\$.00	\$72,116,880.00	\$72,116,880.00	\$17,349,000.00
Total			\$.00	\$18,465,870.00	\$.00	\$72,116,880.00	\$72,116,880.00	\$17,349,000.00

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