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Minnesota Annual Evaluation Report

Forward

The State of Minnesota values the United States Department of Transportation funding that is received to reduce the number and rate of traffic fatalities on our highways.

The Minnesota Department of Public Safety, Office of Traffic Safety (OTS) uses this funding (as well as other funding) to support a variety of programs designed to change driver and passenger behavior. All of the supported projects have one common goal: to drive the number of traffic fatalities and serious injuries in Minnesota to zero. As in federal fiscal year 2004, the delayed and portioned appropriation process this past year may have limited the number of truly novel projects implemented in federal fiscal year 2005. However, having laid the foundation for compiling Minnesota's Comprehensive Highway Safety Plan in federal fiscal year 2004 still focusing on the goal of moving Minnesota Towards Zero Deaths (or TZD), OTS solidified a strong partnership with the Minnesota Department of Transportation and other safety partners to strengthen projects in federal fiscal year 2005. The Office of Traffic Safety continues to focus on fine-tuning effective, established projects to complement the TZD philosophy and goals.

This report, which is required by the National Highway Traffic Administration, provides the following information:

- A summary of the investment strategies pursued in federal fiscal year 2005 (October 1, 2004 through September 30, 2005) the results obtained, and the future tactics to consider. The summary is organized under two sections: program overviews and noteworthy projects
- A report on Paid Media buys and results
- The traffic safety trends in Minnesota
- A financial summary of the costs associated with the projects supported in FFY05.

Many promising projects are highlighted to provide details including the goals set and results realized for each. The contact information for the individual responsible for coordinating the projects is also provided for those who may want additional information.

Anyone seeking additional information or interested in learning more about traffic safety efforts in Minnesota can contact the Office of Traffic Safety at the following address:

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

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

Overviews

Planning & Administration

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

Achieving the purpose of the Highway Safety Program takes concentrated and coordinated efforts by a large number of traffic safety agents, each working within their own sphere of influence. The Planning & Administration (P&A) program is responsible for coordinating, managing, and, as far as possible, leading efforts.

Planning & Administration Program Objectives

- Programs and projects conducted by or through the Office of Traffic Safety (OTS) will be well run. Problems will be identified, objectives will be set, strategies will be designed and evaluations will be conducted.
- Financial and programmatic issues will be handled in accordance with governing statutes and procedures of the state and federal agencies.
- Innovative projects will be designed, implemented and evaluated; and current projects will be continually improved.
- The expenditures for P&A will not exceed the 10% maximum cap set by the National Highway Traffic Safety Administration and the total costs of P&A will be split between the state and the NHTSA.
- A full complement of staff will be employed by the Office of Traffic Safety to effectively manage internal operations and external outreach.
- The office will be organized and equipped to most effectively and efficiently support operations of all program areas.
- The deputy director will continue to dedicate a portion of time to partner with the Minnesota Department of Transportation to complete the Comprehensive Highway Safety Plan and prepare for implementation.

Noteworthy Practices

- Minnesota Comprehensive Highway Safety Plan
- OTS Policy & Procedures Manual

Results

- Programs and projects are managed so effective evaluation can be completed.
- In 2005, expenditures on the program were less than the 10% cap and the state share of total expenditures was slightly over 50%, (See the financial summary for exact figures.)
- The OTS funds a director, deputy director, two administrative staff, and a program coordinator under P&A. The other program coordinators and research analysts are funded in specific program areas.
- The state accounting system (MAPS) and the NHTSA's Grant Tracking System provide the OTS with the financial information needed to effectively manage the budget and adhere to financial statutes and procedures.
- The Minnesota Comprehensive Highway Safety Plan won a national award as the implementation of the strategies within it begins.

The program coordinator who was on military leave in federal fiscal year 2004 returned to OTS in March 2005 continuing many of her previous assignments. The Traffic Records coordinator resigned in July, 2005.

Future Strategies:

The OTS will periodically review its procedures and organization to ensure the operations are effective and efficient. Revising the OTS Highway Safety Plan (HSP) calendar will be considered in federal fiscal year 2005 for implementation with the development of the FFY 2006 HSP. In addition, the training opportunities, program management and office environment should be continually improved to retain qualified staff. Activities from the Comprehensive Highway Safety Plan will continue to be merged into the various traffic safety programs.

Occupant Protection

In 2005, 83.9 percent of Minnesotans wore seat belts. OTS aims to reach that approximately 1 in 5 that continue to travel unbelted.

Much of Minnesota's traffic safety program is devoted to changing the behavior of those motorists who do not use seat belts or properly restrain children in child safety seats. Two program coordinators administer OTS' occupant protection (OP) programs. Focusing on efforts which are aimed at teens and adults, the OP coordinator is involved law enforcement efforts and educational programs to increase seat belt use. The Minnesota Child Passenger Safety (CPS) Program coordinator concentrates efforts on educating parents/caregivers on how to properly transport children in child restraint systems. Minnesota's CPS Program is multifaceted in that it provides the following services: coordinates training of child passenger safety professionals; publishes CPS literature; conducts statewide public information campaigns; provides listings of statewide inspection stations, clinics, and CPS resource people; and awards child safety restraint system grants.

Occupant Protection Program Objectives:

- Increase the rate of seat belt use in Minnesota
- Educate the public about the benefits of upgrading seat belt laws to standard enforcement status
- Target Minnesota teens to increase seat belt use and safe driving practices.

Noteworthy Practices:

- Seat Belt Challenges
- Seat Belt Observational Surveys
- National Mobilizations

Results:

- A leader's guide for Minnesota teachers to address seat belt use and safe driving practices was produced in conjunction with the Minnesota Wireless Foundation. Five hundred copies of the *Teens Behind the Wheel* kit were produced and are being distributed free of charge to health and social studies teachers across the state. In addition, the program materials are made for download through the OTS Web site. AAA chapters across the country are requesting to tailor the materials for distribution in other states.
- A TV public service announcement (PSA) competition focusing on teen seat belt use was held in the spring of 2005. Over 80 submissions were received from teens across the state. Major media outlets picked up the story and encouraged the

public to cast their vote on-line and choose the best PSA. Partnering with AAA Minnesota/Iowa, the contest was able to award three grand prizes of \$500.

- This was the third year that OTS provided grants for locals to implement seat belt challenges. A total of 14 grantees implemented seat belt challenges in 67 Minnesota high schools. Results for challenges which took place are as follows: pre-belt use rate, 69.8%; post-belt use rate, 80.3%; percentage point increase, 10.5; average percent of increase, 15.1%.
- Belt use reached 83.9% statewide in 2004 – nearly a two percentage point increase from 2004's rate of 82.1%.
- The Minnesota Seat Belt Coalition continued its work on educating the public and law makers on the important benefits of seat belt use. During 2005, the Coalition continued to expand its membership and the Minnesota Safety Council received a major grant from the National Airbag and Seat Belt Campaign. Support for primary safety belt enforcement continued to remain around 70% after the 2005 Labor Day Mobilization occurred.

Future Strategies:

For 2006, OTS will implement seat belt enforcement programs in conjunction with the November and May Mobilizations. In addition, a pilot program will be implemented in south-eastern Minnesota which will run during the same timeframe of the May Mobilization utilizing extra enforcement dollars and roadway signage. Also in federal fiscal year 2006, OTS will continue offering grant funding for local jurisdictions to implement seat belt challenges and the TV PSA contest for teens to compete. Lastly, OTS will continue its work in educating the public and policy makers about the importance of seat belt use and upgrading Minnesota's seat belt law.

Child Passenger Safety

Ensuring that the youngest passengers ride safely and securely in any motor vehicle is a responsibility of all drivers

Minnesota designates a coordinator specifically for child passenger safety, separate from the occupant protection coordinator. The child passenger safety program supports training, education, public information, inspection stations and clinics, and child safety restraint system grants. Additionally, there is a strong emphasis on supporting the efforts of child passenger safety professionals across Minnesota.

Objectives:

- Decrease the percentage of unrestrained child occupant fatalities
- Decrease the percentage of unrestrained child occupant serious injuries
- Decrease the percentage of misuse of child restraint systems
- Conduct and enhance public education campaigns targeted at populations transporting children
- Encourage interdisciplinary partnerships and reinforce community CPS resource base

Noteworthy Practices:

- Northern Minnesota Child Passenger Safety Resource Center
- Toward Zero Deaths Conference - Child Passenger Safety Track

Results:

- Valentine campaign outreach to educators and day care providers resulted in over 2000 contacts

- Web site lesson plans available for child occupant safety during National CPS Week
- Interviews for four different radio stations, television stations and newspaper articles regarding CPS
- Supported 33 child passenger safety training classes which lead to approximately 400 trained advocates
- Supported nearly 1000 CPS trained advocates in Minnesota
- Supported 132 car seat clinics and fitting stations

The educational campaigns have been well received and successful in Minnesota. The Valentine campaign during National CPS Week garnered good traffic on the Minnesota web site and contacts made to the office. Additionally, the OTS reinforced the partnership concept and opportunities during the year by conducting multi-disciplinary trainings and clinics. The Toward Zero Deaths Conference, November 15 - 16, 2005, offered a CPS track which had topics relevant to law enforcement and engineers, as well as CPS advocates. The conference provided skills training and networking opportunities. Evaluation results were excellent and reflect the need for continued commitment to training enhancement by the state.

Child fatalities (0-10 years of age) increased in 2004. There were 12 deaths in 2003 and 15 deaths in 2004. Three of these children died in the front seat in 2004 and four in 2003. Five were not using a booster seat in the 4-8 year-old range, and one was using the booster seat improperly in 2004.

Future Strategies:

OTS needs to maintain the number of dollars spent in education and public information efforts. The support to instructors and trained CPS specialists must stay intact to ensure the continued commitment by our community partners. A request for proposals to duplicate a CPS Resource Center for southern Minnesota did not yield any responses, so a second attempt will be made during FFY 2006. Additionally, more in roads need to be made to build a commitment with officers to pursue the enforcement of the child restraint law. Since enforcement is the key to success of other traffic safety programs, it follows that increased enforcement would improve compliance for child occupants. The CPS coordination role will be combined with the Occupant coordinator position in FFY 2006.

Impaired Driving

A significant decrease in alcohol-related fatalities from 2003 – 2004, thirty-nine percent to thirty-one percent – yet more to do to reduce rate and incidence of these fatalities

Minnesota’s impaired driving program is designed around careful evaluation of crash statistics and known best practices to deter impaired driving. The impaired driving program is continually updated when projects are shown to be successful by strong evaluation. The Office of Traffic Safety has dedicated two staff members to the impaired driving issue; one focusing on impaired driving and the other on underage drinking. The EUDL program started in 1998 with funding from the Federal Department of Justice, Office of Juvenile Justice & Delinquency Prevention providing funds to enforce underage drinking laws and to reduce youth alcohol access and use. Minnesota has supported three specific components since the beginning of the project; law enforcement, community coalitions, and youth advocacy.

Impaired Driving Program Objectives:

- Decrease the percentage of alcohol-related fatalities.
- Decrease the percentage of alcohol-related serious injuries.

- Design projects targeted at populations identified as overrepresented in alcohol-related crashes.
- Increase the number of DWI arrests. (An arrest is a key deterrent for impaired driving.)
- Educate key members of the impaired driving arrest process (both law enforcement and the courts) on proper procedures and the importance of their role in the procedure.
- Increase public awareness of impaired driving enforcement efforts.
- Promote the development of problem solving DWI courts that closely monitor repeat impaired driving offenders.

Noteworthy Practices:

- Drug Recognition Expert / Advanced Officer Training
- Law and Legal Training
- Improved Minnesota Driver License Information System (IMDLIS)
- NightCAP
- The 50 Troopers Project
- Enforcing Underage Drinking Laws Projects
- DWI Courts
- Office of Juvenile Justice Delinquency Prevention (OJJDP) Underage Drinking Projects
- Transportation Operations Communication Centers (TOCC)
- Impaired Driving Crackdown (see Police Traffic Services section)
- Alcohol-focused Safe Communities (see Safe Communities section)

Results:

- The percentage of alcohol-related fatalities decreased from 39% in 2003 to 31% in 2004.
- Alcohol-related severe injuries decreased from 627 in 2002 to 498 in 2004. (Severe injury crash information is not available for 2003.)
- Minnesota's legal alcohol (AC) level for impairment was lowered on August 1, 2005 from 0.10 to .08 resulting in 614 additional arrests.
- Minnesota increased DWI arrests from 32,193 in 2003 to 34,199 in 2004.
- Final deployment of the 50 troopers occurred to combat impaired driving resulting from bars staying open until 2:00 a.m.
- NightCAP impaired driving enforcement saturations focused in the 14 Minnesota counties with the highest number of fatalities and severe injuries. NightCAP saturations resulted in 1608 DWI arrests, an increase of 252 arrests from 2004.
- A DWI problem solving court was piloted in the county with the second highest number of DWI arrests in Minnesota.
- Telephone surveys indicate that the number of people that heard about increased enforcement rose from 26% to 47%. The target group of unmarried males under 35 rose from 29% to 56%.
- Telephone surveys also indicate the perceived likelihood of being stopped for impaired driving decreased from 30% to 25%. The perception of the target group of unmarried males under 35 stayed relatively the same 29% to 28%.
- The awareness of *You Drive and Drive, You Lose* slogan increased from 53% to 69%. The YDYL awareness of the target group of unmarried males under 35 rose from 57% to 80%.
- More than 4 out of 5 Minnesotans surveyed believed that it is "Very Important" to enforce the drinking and driving laws more strictly.

- A CORE survey that surveys students at 18 college campuses in the Minneapolis/St. Paul metro area indicate that 61% of underage students used alcohol in the past 30 days (an illegal practice) and 64% of high risk drinkers (those who drink three or more times per week) have driven under the influence.
- The 2004 Minnesota Student Survey indicated that 63% of 12th grade students have tried alcohol in the past year compared to 2001 when 68% of 12th graders used alcohol and 70% of 12th grader students obtained alcohol from friends.

Future Strategies:

Minnesota will continue to fund programs that reduce the number of alcohol-related fatalities and severe injuries. The NHTSA three-pronged approach to combating impaired driving has been incorporated into the impaired driving programming – highly visible enforcement, increased prosecution and adjudication, and screening and brief intervention. In federal fiscal year 2006, enforcement saturations will be focused in the 13 counties with the highest number of alcohol-related fatalities and severe injuries. Further the national Labor Day Crackdown will be supported through the Safe & Sober program. Media attention will continue to enhance both enforcement efforts. DWI courts and judicial outreach will also be supported in addition to working with the public health community. Further, it is important that law enforcement, attorneys and judges all have a clear understanding of their role and the importance of impaired driving arrests, so effective educational programs will continue to be a priority. Minnesota will be exploring the concept of developing a system that will provide the ability to properly track an offender through the criminal justice system. This will allow for more of a complete evaluation of impaired driving programs.

Police Traffic Services

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

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

Police Traffic Services Program Objectives:

- Reduce the number of traffic fatalities and serious injuries
- Increase seat belt use as shown by observational studies
- Decrease impaired driving as shown by the percentage of crash deaths that are alcohol related
- Increase the number of agencies participating in the national mobilizations and the *Safe & Sober* Challenge programs
- Increase the percentage of Minnesotans covered by agencies participating in OTS enforcement programs and national mobilizations
- Increase the reality as well as the perception of the likelihood of receiving a citation or being arrested for violating traffic laws
- Increase the publics' recognition of law enforcement traffic emphasis waves
- Increase support for traffic law enforcement and traffic laws
- Maintain or increase the contacts per hour, seat belt and child seat actions per contact, and citations per contact of our overtime enforcement programs.

Noteworthy Practices:

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

Results:

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

- In 2004, 567 people died on Minnesota roadways.
- To date (December 12, 2005) there have been 510 traffic deaths in Minnesota. This is nearly identical to the 508 deaths on this date in 2004.
- As of October 2005, there were 1581 serious traffic related injuries in Minnesota. If this trend continues, it appears Minnesota will see a drop from the 1825 total serious injuries that occurred in 2004.
- Seat belt use, as shown by observational surveys, increased from 82.1% in 2004 to 83.9% in 2005.
- The number of agencies participating in OTS enforcement programs and national mobilizations continued to increase in 2005.

Obstacles and problems in the police traffic services area tend to be the same from year to year. Shocking though it may be, there continues to be city councils or county boards that have made the decision that enforcing impaired driving laws is bad for their liquor establishments' business and must be curtailed. Individual officers and department policy makers have differing views on the importance of enforcing traffic laws in relation to the other work they do; and differing views on which traffic safety laws are more important; anecdotally, it appears those are battles we are winning through our *Safe & Sober* liaisons. The state, cities and counties have nearly all suffered significant budget decreases in recent years; this has led to fewer officers in many cases. With fewer officers and no appreciable decrease in calls for their services, traffic patrolling is often one of the first services to be cut. Other societal problems such as natural disasters and homicides with far less devastating and widespread consequences in raw numbers take the headlines and people's interest. Media hooks for enforcement projects continue to create challenges to think of new ways to keep the media interested in reporting traffic safety events and efforts to the public.

Future Strategies:

Overall, the Minnesota enforcement community identifies with and supports the *Safe & Sober* programs. The public understands them. Evidence strongly supports the positive impact that the combination of paid and earned media and increased enforcement can have to improve driver behavior. There is some movement towards substituting some statewide enforcement periods with multi-county efforts where groups of counties would select enforcement dates and focuses for their region. A pilot effort in one region of the state will take place in federal fiscal year 2006.

Traffic Records

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

Traffic records form the foundation for managing safety programs and traffic safety policies within the state. Minnesota has a Traffic Records Coordinating Committee (TRCC) that decides how to best make improvements to traffic records systems. The TRCC is a crucial body to coordinate and control integrated development of traffic records systems. The committee is able to provide leadership and direction for data collection, processing and analysis, and in access and dissemination. This coordination helps law enforcement take appropriate action on the road, helps data analysts understand and process the data quickly and more efficiently, and provides agencies with information on the programs that are working and the issues yet remain. The ultimate goal is to help reduce injuries and fatalities on our roadways through good traffic records systems and information.

Another joint initiative working on traffic records improvement is the Minnesota Crash Outcome Data Evaluation System (CODES) Project which links motor vehicle crash data with hospital treatment information. It represents a collaborative effort among the Minnesota Departments of Health, Public Safety, and Transportation with the Minnesota Hospital Association and Minnesota Emergency Medical Services Regulatory Board. A board of directors governs the Minnesota CODES project which is made up of representatives from the partnering agencies.

Traffic Records Program Objectives:

- To fund and support those projects which collect data that will assist in the analysis of traffic safety programs that aim to reduce the number of fatalities and injuries on our roadways
- Partner with other agencies to be able to share and link data sources
- To standardize and streamline the process of data gathering, processing and analyzing

Noteworthy Practices:

- TRCC "Open House"
- Crash Data Users Group
- Commercial Data Improvement Project (CDIP)
- CODES

Results:

- The TRCC held an "Open House" in January 2005 where several high-profile technology projects were highlighted. Executive level members of the TRCC attended to hear short presentations on the work being done to improve Minnesota's traffic records systems.
- The Crash Data Users Group (CDUG), a committee working specifically to address issues with the crash database began meeting in November, 2004. The group ended the federal fiscal year with a "Crash Data Summit" in September 2005 bringing users together to identify and prioritize strategies to address identified issues.
- Prior to receiving the CDIP grant, Minnesota was taking more than 90 days to report commercial motor vehicle (CMV) crashes to the Federal Motor Carrier Safety Administration. The goal was to electronically report Minnesota CMV crashes into the MCMIS database in less than 40 days. On average Minnesota is currently reporting crash data into the MCMIS system in 43 days.
- For the first time the Minnesota CODES project can provide policy makers with hospitalization charges and traumatic brain injury data associated with motor vehicle crashes. The mission of CODES is to provide linked crash and hospital-injury data in aggregate form. At the end of the fiscal year, the CODES Project was able to create a linked dataset which is currently ready for conducting data analysis.

Future Strategies:

With the passage of SAFE-TEA LU by Congress, the Minnesota TRCC has begun meeting to create a new strategic plan for the state. Previous membership to the TRCC has recommitted and new members are being sought for participation. The CDUG will continue to work somewhat independently until the TRCC completes its planning, then the group may become an official subcommittee of the TRCC. During the TRCC strategic planning

process, a full scale effort will be made to evaluate Minnesota's traffic records systems and devise strategies to address issues.

Safe Communities

Community activities and coalitions – dedicated advocates working together to make their roadways safer

Involving people at the community level is essential to raise awareness of and to decrease traffic fatalities and serious injuries. Communities that are aware of the relative costs and risks posed by traffic crashes are more likely to devote energy and resources to becoming proponents of traffic safety. Community involvement is fostered through the development of Safe Community coalitions, encouraging local businesses to become involved through NETS, and developing partners in the health, education, engineering, emergency response and law enforcement arenas. Ownership of the community's traffic safety related problems pulls the community together and encourages solutions that will specifically address the local issues that result in crashes. With communities focusing on traffic safety issues, the OTS' goal of Toward Zero Deaths becomes more attainable.

Safe Communities Program Objectives:

- Increase Minnesotans' awareness of traffic safety issues.
- Meet quarterly with coalition partners to provide networking opportunities to focus on traffic safety issues.
- Increase the number and diversity of members that are actively involved in local coalitions.
- Utilize an experienced health professional liaison to increase health professionals' awareness of the importance of traffic safety issues and to obtain their cooperation in focusing on these issues.
- Conduct evaluation efforts to assess the effectiveness of OTS' programs.
- Expand the number of active Safe Communities coalitions to more areas of the state.

Noteworthy Practices:

- Public Information and Education
- Safe Community Coalitions
- Community Health Liaison
- Global Evaluation

Results:

- Traffic Safety Partners breakfasts were conducted quarterly to do outreach to partners.
- Health professional liaison continued to expand our partnerships in the health field, educate and advocate for support for traffic safety issues in the health community, and provide support for coalitions.
- Telephone and web-based surveys of Minnesotans were conducted to assess awareness of our efforts and self reported changes in behavior (observational surveys of safety belt use were conducted under the occupant protection section).
- Surveys conducted showed increases in awareness and support for traffic safety issues (see Global Evaluation).
- The number of Safe Community coalitions conducting safety activities from 20 in 2004 to 22 in 2005.

Interest in Safe Community Coalitions continues to grow and partnerships were expanded. Numerous public information/education activities as well as paid media increased

Minnesotans' awareness of our programs and traffic safety issues. Some of these statistics are discussed in the alcohol and global evaluation sections. The rising costs of health care and the costs associated with traffic crashes have been a way for the Health Liaison to increase the health community's interest in traffic safety. The Towards Zero Deaths project continues to coordinate efforts to advance traffic safety with regional projects in two areas of the state.

Future Strategies:

OTS needs to continue to challenge the complacency toward traffic crashes through our PI & E and paid media efforts as well as working through the Safe Community Coalitions to enhance local ownership. The Fatal Review Committees within the Safe Community Coalitions are bringing the players from the different disciplines together to review the fatal crashes. Seeing a crash from a different perspective will continue to lead to actions that will be taken to prevent further fatalities within the community. Continuing this forum will encourage collaboration among the partners and help the coalitions to integrate all four "E's" in their activities (Enforcement, Education, EMS, and Engineering) so they promote OTS' goal of Toward Zero Deaths. Regional Safe Community groups will be encouraged and sought out. The health liaison will continue to enlist the health community as well as to reach out to other health advocates in work places and faith communities for their assistance in decreasing fatalities and serious injury crashes.

Continued development of partnerships through the Traffic Safety Partner Breakfasts and the Towards Zero Death project with the Minnesota Department of Transportation is crucial for OTS. These partnerships will continue to provide a network of resources for the Safe Community Coalitions and enhance the coordination of traffic safety efforts in Minnesota. OTS will continue to measure the effectiveness of programs through both surveying and crash data analysis. The use of the internet to conduct web-based surveys will continue to be a feature.

Motorcycle Safety

Preliminary numbers indicate that 2005 motorcycle fatalities have increased

The Minnesota Motorcycle Safety Program conducts Motorcycle Safety Foundation rider training courses, a public information campaign, and an evening testing program for motorcycle license endorsement.

Motorcycle Safety Program Objectives:

- Decrease motorcycle fatalities per 10,000 registered motorcycles from 3.8 in 2003 to 3.2 in 2004 and further reduce this rate in 2005.

Noteworthy Practices:

- Rider Education and Training

Results:

- In 2005 the Minnesota Motorcycle Safety Program geared its public information campaign toward rider responsibility and training.
- The Minnesota Motorcycle Safety Program successfully expanded rider training accessibility by adding a training site in Pine City. This location is approximately half way between the Minneapolis/Saint Paul Metropolitan Area and Duluth in Northeastern Minnesota. The demand for training is being met in Minnesota with 9,030 students trained in 2004 and 8,735 in 2005.
- The rate of motorcycle fatalities per 10,000 registered motorcycles dropped from 3.8 in 2003 to 2.9 for 2004.

While the number of 2005 motorcycle crash fatalities will not be finalized until the spring of 2006, the overall number of motorcycle fatalities is higher in 2005 than it was in 2004.

Based on this preliminary 2005 data, the Minnesota Motorcycle Safety Program is anticipating the rate of motorcycle fatalities per 10,000 registered motorcycles will be approximately 3.2 for 2005.

Future Strategies:

The Minnesota Motorcycle Safety Program's public information campaign will focus on the concept of safety renewal; targeting established riders. Rider training is not just about learning to ride and getting a motorcycle endorsement. Motorcyclists need to be life long learners and that culture needs to be created. Motorcyclists need to re-acquaint themselves with and sharpen existing skills while adding to and improving their set of operating skills. To that end, the Minnesota Motorcycle Safety Program will be offering rider and dealer incentives to take the MSF Experienced Rider Course Suite. The Minnesota Motorcycle Safety Program also plans to implement advanced riders courses developed in the future by the Motorcycle Safety Foundation.

Additionally, the Minnesota Motorcycle Safety Program will begin a Rider Rewards Program in 2006. The program will consist of a series of patches and pins that riders can earn by taking the Experienced Rider Course and other types of advanced training available from private vendors. With each additional advanced training course taken, the rider can earn a higher level of patch or pin simply by mailing in a copy of their course completion card or receipt.

Finally, the Minnesota Motorcycle Safety Program will participate in a NHTSA-sponsored Motorcycle Safety Assessment in late February of 2006.

Roadway Safety

The partnership between the Office of Traffic Safety and the traffic engineers continues to grow stronger in Minnesota

Roadway safety assesses problems that are related to the roadway environment and constitutes our primary means of supporting engineering-based traffic safety solutions. This includes hazard elimination and identifying certain segments or locations of roadway that have a high crash rate due to specific roadway problem(s).

Since Minnesota's sanctions on repeat DWI offenders are not sufficiently stringent (in terms of meeting the Congressionally set 164 rules), a large amount of federal highway construction funds are transferred from the Minnesota Department of Transportation to the Minnesota Department of Public Safety. A portion of those funds are used to support hazard elimination programs designed to make the roads safer. The Toward Zero Deaths (TZD) Committee, comprised of the Departments of Public Safety and Transportation, as well as representatives for the Department of Health, Center for Transportation Studies - University of Minnesota, Safe Community Coalitions, and traffic engineers, reviews TZD activities and recommends sections of roadways that need to be focused on.

Roadway Safety Driving Program Objectives:

- Create a safer roadway environment
- Provide funds for the replacement of Twisted-end guardrails throughout the state
- Coordinate and disseminate information on the Toward Zero Death project

- Expand projects that provide for hazard elimination on our roadways

Results:

- Hazard Elimination: Median cross-over crashes have been an increasing cause of death on Minnesota roads. Some of the funding in this project was used to install 10 miles of cable median barriers on I-94. The MnDOT Regional Traffic Management Center has film showing a few cases where vehicles have started to cross the median and hit the cable median barrier in this area, averting head-on crashes. Funds were also used to install Advanced Warning Flashers, improving or installing left-turn lanes and similar projects.
- Twisted-End Guardrail Systems Replacement: Twisted-end guardrail systems were replaced in various locations on roadways statewide. The funding available did not allow for complete replacement of the existing guardrails. However, substantial progress was made in removing these hazards. Through this project, 649 twisted end guardrails were replaced or eliminated between October 21, 2002 and September 20, 2005. This represents approximately 16 percent of the total amount of 4201 twisted end guardrail systems that were in place when the replacement program started.
- TZD Committee: The Committee continues to oversee the dissemination of information on the TZD program through the TZD website. Members of the committee include representatives from MnDOT, OTS, Department of Health, State Patrol, University of Minnesota/Center for Transportation Studies, HumanFIRST Program, FHWA, County Engineers, and local partners in designated TZD corridor areas. Coordination of the TZD goal has resulted in the use of the overhead message boards for traffic safety messages and expanded opportunities to disseminate information on TZD (Government on Display at the Mall of America) to name a few. The committee also oversees the implementation of Minnesota's Comprehensive Highway Safety Plan which lists and prioritizes the most effective and cost-efficient strategies for reducing the number of deaths and serious injuries on Minnesota's roadways.

Future Strategies:

With the unveiling of the Minnesota Comprehensive Highway Safety Plan (CHSP), emphasis in the roadway safety area will be on local agency projects and activities that address projects for either a Road Safety Audit or a CHSP safety project. In order to expedite local agency projects, a grant will be given to MnDOT to solicit project ideas from these local agencies. Through this grant, MnDOT will be providing mini-grants to the local agencies for these projects. The TZD Committee will continue to spearhead the TZD project, provide information about TZD, and monitor the relationship of its activities to the CHSP.

Noteworthy Practices

Planning & Administration

Minnesota Comprehensive Highway Safety Plan

Target:

Traffic safety advocates from enforcement, engineering, education, and emergency & health services, as well as Minnesota policy makers.

Problem Statement:

Since the 1980s there has been a slight increasing trend in the number of traffic fatalities in Minnesota while the fatal crash rate has flattened. Many traffic safety advocates working from their differing areas of expertise is no longer having significant affect on the number of traffic fatalities and injuries. The fact that this pattern parallels the nation has resulted in a different approach to address the increases in fatal and injury crashes: a comprehensive or strategic approach. In addition, the pending federal transportation authorization bill was moving through Congress with a section requiring states to collaborate on such a plan.

Objective:

- Adopt a new safety process that is integrated with and complimentary to other agencies and organizations responsible for traffic safety
- Focus new efforts in traffic safety in target areas where the greatest number of fatalities can be prevented
- Have a comprehensive or strategic highway safety plan in place so when an authorization bill is enacted Minnesota can qualify for funding that will assist in implementation of the projects within it.

Results:

- The Minnesota Comprehensive Highway Safety Plan (CHSP) was completed in December, 2004. The top five strategies selected are:
 - ❖ Provide adequate resources for law enforcement
 - ❖ Enact primary seat belt law
 - ❖ Implement automated law enforcement
 - ❖ Enact a stronger graduated licensing law
 - ❖ Implement cost-effective lane departure roadway improvements
- Activities and action began immediately implementing projects that fall within the CHSP including: (1) targeted enforcement, (2) establishment of a group to address crash data system issues, (3) work on cost-effective intersection improvements, (4) legislation to establish and fund a statewide trauma system, etc.
- Minnesota's CHSP wins the 2005 National Roadway Safety Award sponsored by the Federal Highway Administration and Roadway Safety Foundation
- Collaborative planning and projects become the normal course of business in the safety arena

Strategies:

The OTS and the Minnesota Department of Transportations Office of Traffic, Security and Operations are committed to the on-going activities of the multi-agency Toward Zero Deaths Committee (detailed in the Roadway Safety section). Both OTS and Mn/DOT are dedicated to keeping the CHSP a living and changing document that serves as a blueprint for safety improvements in the state. The CHSP strategies will be evaluated as they are implemented and updated as is appropriate. In addition, Minnesota will ensure that the state's plan meets the requirements of the Transportation Authorization Act.

Costs: No out-of-pocket costs other than the time dedicated by OTS staff to complete, implement and cultivate the plan and the strategies.

Contact Information:

Katherine Burke Moore
Deputy Director
Minnesota Office of Traffic Safety
(651) 297-7876

Email: kathy.burke.moore@state.mn.us

Office of Traffic Safety Policy & Procedures Manual

Target:

Employees of the Office of Traffic Safety, NHTSA Great Lakes Regions, and other state highway safety offices as requested

Problem Statement:

With a staff of only 18.75 full-time equivalent employees, the office must operate efficiently in order to be effective. Until this year, OTS employees looked to many different sources to locate various policies and rules that direct the office operations. This process sometimes resulted in inconsistencies and omissions in day-to-day procedures. OTS needed an office manual pulling together the policies and procedures and references to other important sources, such as the *Highway Safety Grant Management Manual* and the Department of Public Safety's Policy & Procedures Manual.

Objectives:

- Compile an OTS Policy & Procedures Manual
- Present manual to OTS staff and NHTSA regional staff
- Ensure current staff review critical state & NHTSA policies

Results:

- Manual updated and completed by June, 2005
- Staff assigned to review critical policies and submit check-off list to supervisor
- A in-depth section on grant monitoring, including forms, was included to begin using with all grantees in federal fiscal year 2006

Strategies:

Compile the most important and commonly used policies and procedures in the Minnesota Department of Public Safety Policy Manual and NHTSA procedures into an easy-to-use office manual. The manual will be used for on-going refresher training of current staff as well as a primer for new coordination staff. Challenge will be to keep the manual up-to-date so it can be used to maintain continuity and clarity of operations.

Costs: No costs independent of the time the Deputy Director spent compiling the manual

Funding Source: 402

Contact Information:

Katherine Burke Moore
Deputy Director
Minnesota Office of Traffic Safety
(651) 297-7876

Email: kathy.burke.moore@state.mn.us

Occupant Protection

Seat Belt Challenges a.k.a. Buckle Up Teens!

Target:

High school aged students to promote belt use.

Problem Statement:

The leading cause of death for Minnesota's teenagers is traffic crashes. When examining the leading causes of death for 15-17 year olds from 1997-2003, more teens died in crashes than suicides, other accidents, cancer and homicides combined. Studies have found that belt use amongst this population is lower than the general population; each year approximately 75% of teen fatalities were unbelted.

Objectives:

- To increase seat belt use among 15- to 18-year olds across the State.
- To create a program that was easy for local governmental entities to implement.
- To utilize peer teaching strategies to educate students.
- To increase awareness and activity level among public health departments and local law enforcement agencies in addressing belt use among high school students.
- To make funds available for local agencies to implement programs.

Strategies:

OTS awarded 14 grants of up to \$8,500 to public health departments, law enforcement agencies and not-for-profits. Detailed guides were provided to grantees illustrating how to implement a seat belt challenge program with schools competing for the highest belt use. Grantees were required to recruit area high schools and student groups to implement a four-week seat belt challenge between a minimum of three area high schools. Some grantees found a community partner to serve as a liaison between the lead agency and each high school. Grantees or the community partner worked closely with student groups in organizing activities. Awards were given to schools that have increased belt use by the greatest percent and achieved the highest belt use. The requirements included the following:

- Pre- and post- activity observational seat belt use studies were required.
- Commitment from local law enforcement to conduct stepped up enforcement around participating schools.
- Outreach to parents of teenagers on the dangers of crashes and how to become more active in coaching or supervising teen drivers.
- Planning and implementation of a public information outreach plan.

Results:

This was the third year that OTS provided grants for locals to implement seat belt challenges. A total of 14 grantees implemented seat belt challenges in 67 Minnesota high schools. Below are the results of each of the years of grant funding for the challenge program.

	State Use Rate	Number of Schools	Pre-Belt Use Rate	Post-Belt Use Rate	Percentage Point Increase	Average Percent of Increase
2001- 2002	73-74%	78	64.2%	77.9%	13.7	21.3%
2003	79%	51	63.9%	78.1%	14.2	22%
2005	83.9%	67	69.8%	80.3%	10.5	15.1%

Costs: \$80,547
Funding Source(s): 402

Contact Information:

Tina Folch
Occupant Protection Coordinator
Minnesota Office of Traffic Safety
(651) 296-3804

Email address: tina.folch@state.mn.us

SEAT BELT USE OBSERVATIONAL SURVEYS

Target:

Minnesotans, Office of Traffic Safety (OTS) research analysts, policy makers, and program coordinators, and the NHTSA

Problem Statement:

An observational survey of safety belt use in Minnesota is conducted at least annually to measure the impact of safety belt program activities. The OTS redesigned its observational survey of belt use in federal fiscal year 2003 to correspond to the state's population changes and to obtain additional data. The OTS continually looks for ways to improve upon the process and increase the usefulness of the data collected.

Objectives:

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

Strategies:

In fiscal year 2004, the OTS took advantage of new technology to streamline the data collection process and improve the accuracy and efficiency of the survey. The redesigned survey collects demographic data that was not collected previously which resulted in significantly raising the proposed costs of data entry. As an alternative, Personal Digital Assistants (PDAs) were purchased for data collection. The PDAs chosen (Tungsten W) allow for wireless internet connectivity and cell phone use as well. Observers are now able to transmit data soon after it is collected and the data can be reviewed the same day. The cell phone capability allows for immediate consultation between observers and the survey supervisor.

In 2005 OTS expanded the data collection capability to include motorcycle helmet use in the annual August survey for the first time in almost two decades.

Results:

- Four observational surveys of safety belt use in Minnesota were conducted.
 - ❖ Mini survey was conducted prior to the May Mobilization and Rural Demonstration Project (RDP)
 - ❖ Mini survey was conducted during the RDP
 - ❖ Statewide survey was conducted post May Mobilization and RDP
 - ❖ Annual statewide survey was conducted in August (84%)
- All observational data was available to the NHTSA by the desired deadlines
- Problems with observers or data were identified immediately and resolved

- A cell phone use rate (3.7%) was calculated for Minnesota drivers
- A helmet use rate (43%) was calculated for motorcyclists
- Safety belt use is now available by vehicle type, age group, and gender

Table 5. Percent Shoulder Belt Use and Unweighted N by Vehicle Type and Subgroup										
	All Vehicles		Car		SUV		Van/Minivan		Pickup Truck	
	Percent Use	N	Percent Use	N	Percent Use	N	Percent Use	N	Percent Use	N
<u>Overall</u>	83.9	12,982	85.8	6,735	87.0	2,772	83.1	1,603	75.0	1,872
<u>Sex</u>										
Male	79.7	6,892	81.8	3,236	84.0	1,391	80.1	754	72.5	1,511
Female	88.6	6,077	89.3	3,493	90.2	1,378	85.8	848	85.4	358
<u>Age</u>										
0 - 10	84.0	60	75.8	31	99.1	13	100	6	91.0	10
11 - 15	80.1	217	78.8	99	95.2	41	74.6	50	73.3	27
16 - 29	78.6	4,332	80.9	2,653	81.0	806	78.1	329	68.4	544
30 - 64	85.9	7,024	88.8	3,130	87.9	1,719	84.0	1,044	78.0	1,131
65 - Up	89.5	1,346	91.0	819	94.3	193	88.1	174	72.1	160
<u>Position</u>										
Driver	84.2	10,389	86.3	5,442	87.2	2,229	83.7	1,198	75.3	1,520
Passenger	81.9	2,593	83.8	1,293	86.4	543	81.8	405	71.0	352

Costs: \$45,060.14

Funding Sources: 402 and 157

Contact Information:

Kathleen Haney
 Evaluation Coordinator
 Minnesota Office of Traffic Safety
 (651) 215-9091

Email: kathleen.haney@state.mn.us

National Mobilizations

Target:

Drivers and passengers in Minnesota with an emphasis on 18—34 year old males.

Problem Statement:

Each year in Minnesota, nearly 200,000 drivers are involved in crashes resulting in around 600 deaths, 40,000 people injured, and a cost to taxpayers and insurance policy holders of over \$1.7 billion. Traffic crashes are the leading cause of deaths for Minnesotans from the age of one through 34 years.

Research has consistently shown information campaigns alone do not change behavior and enforcement efforts do not have a lasting effect on drivers' behavior if the majority of the public is not aware of them. Combining increased enforcement with adequate public awareness of those efforts does result in long-lasting improvements in driver behavior. By increasing the number of arrests and raising the perceived risk of arrest, compliance with traffic laws is increased.

Objectives:

The objectives associated with the mobilizations include the following:

- Increasing percentage of agencies participating in increased enforcement and public education
- Increasing recognition of law enforcement traffic emphasis areas
- Increasing support for traffic law enforcement and traffic laws
- Improvements in the evaluation components of the program

Strategies:

During federal 2005, the OTS conducted one belt mobilization during Memorial Day and one DWI crackdown around Labor Day. The NHTSA calendar was followed.

The mobilizations include elements of the *Safe & Sober* grant and Challenge programs (described in the Police Traffic Services section of this report) with the addition of paid media publicizing the enforcement. The types of activities discussed below are also a part of most *Safe & Sober* waves; to decrease redundancy they are not included in that report. The *Safe & Sober* law enforcement liaisons are primarily responsible for convincing law enforcement agencies to join the effort and for motivating them to increase their attention to the appropriate charge (seat belts and child seats or impaired driving) during their regularly scheduled patrols. In addition, letters inviting and encouraging agencies to join are sent from the Commissioner of Public Safety, the Director of Traffic Safety, and/or the Governor. The program is officially supported by the Minnesota Chiefs' and Sheriffs' associations. The OTS makes every effort to make the program easy for the departments to complete by providing sample letters from a chief or sheriff to his or her officers, posters for officer break rooms, and keeping the reporting elements required to a minimum. Sample letters to the editor supporting the program are provided from doctors, EMS personnel, principals/superintendents, and chiefs/sheriffs. Courts and agency attorneys are informed of the mobilizations before they occur. Efforts are made to involve the schools through daily announcements, the churches through weekly bulletins, and local politicians through proclamations. All the materials are available on the OTS website (www.dps.state.mn.us/ots) and agencies can report their results on-line.

Every participating agency receives a small incentive for their work on the mobilizations – such as a duty bag, two pullover shirts, a Stinger flashlight, a tint meter, or a light to increase officer safety when out of their vehicles on the roadway. In addition, agencies are randomly drawn for a limited number of larger incentives such as a new light bar, radar, a laser, or an in-squad camera.

Results:

The results of the May 2005 belt mobilization:

- When the 157 Innovative grants came out, 45 new grants covering 92 agencies (23 sheriffs offices and 69 police departments), were written for overtime hours during the May mobilization (enforcement actions for those grants are covered in the *Safe & Sober* report). The grant also provided funding for observational and telephone surveys, paid television ads, radio ads, and for billboards, gas pump toppers, and print ads with the *Click It or Ticket* theme.
- 403 agencies signed up to participate – 85% of all agencies in the state. This was a decrease over the previous year of about one-half of one percent.
- 307 agencies completed reports to the OTS. All the data on agencies who reported on-line via the website were lost; so most agencies had to fax in or enter a report a second time. Considering this, the results of three fewer reports than in 2004 is very good indeed.
- 12,102 safety belt citations were written (nearly an 11% increase over the previous year).

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

- 70% of those surveyed supported a standard (primary and universal) seat belt law.
- Those agreeing they would “very likely” receive a ticket for not buckling up increased from 19% to 28%; those who felt it was “likely” also rose.
- Recognition of the Click it or Ticket phrase rose from 39% to 79%. (In the target group – 18-34 year old males – it rose from 57% to 89%.)
- Those who had heard about a special effort by police to ticket drivers for belt violations increased from 7% to 50%

The results of the September 2005 DWI mobilization:

- 417 agencies (86% of the total) signed up; the same number as the previous year.
- 285 agencies reported to OTS by the due date; an increase of 26% over the previous year.
- 2,098 impaired drivers were arrested; an increase of 33% over the previous year.

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

- More than 90% of Minnesotans believe it is “very important” to enforce the DWI laws more strictly.
- Recognition of the You Drink & Drive You Lose phrase rose from 53% to 69%. (In the target group – 18—34 year old males, it increased from 57% to 80%.)
- Awareness of enforcement rose from 26% to 47%. For the targeted group it rose from 29% to 56%.
- Those agreeing they would “very likely” receive if they drank and drove decreased from 30% to 25%. This result cannot be satisfactorily explained.

Note: Due to the proximity of the Labor Day wave to the end of the federal fiscal year, the OTS incurs and pays the costs of the agencies’ incentives for that mobilization out of the next federal fiscal year. However, this report includes the activities that occurred in the project during the 2005 federal fiscal year.

Costs: \$943,635.98 (including paid media of \$449,713.89)

Funding Source: 157 Innovative, 410, 402

Contact Information:

Susie Palmer
Safe & Sober Coordinator
Minnesota Office of Traffic Safety
(651) 296-8512

E-mail: susie.palmer@state.mn.us

Child Passenger Safety

MINNESOTA BUCKLES UP KIDS

Target:

Child passenger safety advocates, parents, caregivers and legislators

Problem Statement:

Motor vehicle crashes continue to be the leading cause of death and injury for children ages 1-14 years. While educational efforts have made an impact on reducing death and injury for children under age 4, our children ages 4 – 14 continue to be over represented in the injury and death statistics. While injury prevention education efforts can make an

impact, enhanced child restraint laws and active enforcement of the child restraint law are necessary tools to further behavior changes and safety objectives.

Objectives:

- Increase both the use rate and correct use rate of child seats & booster seats
- Conduct frequent educational campaigns
- Train and maintain expertise level of child passenger safety partners
- Participate in legislative education to ensure an understanding of the issues and outcomes of improper restraint use
- Fund a CPS program coordinator position

Strategies:

It is essential to use a variety of methods to maintain the level of currently trained CPS advocates and to encourage others to become trained and participate in CPS activities at the community level. It is equally important to engage the public in CPS issues, design education campaigns that can reach both children and their care givers, and enlighten the state legislature on CPS issues.

To this end, OTS conducted its annual Valentine Campaign which reaches out to elementary and child care students and their caregivers, during National CPS Week. Additionally, outreach to the health care professionals and Safe Communities grantees was conducted by promoting Prescription Pads for proper car seat selection and the NHTSA Growth Chart. Education and awareness also took place at the legislature this year with discussion concerning a bill that called for an enhancement of the current Child Restraint Law to include older children. And finally, due to a legislative mandate from the Minnesota 2005 Special Session, OTS created a specialized curriculum for child care providers licensed by the state.

Instructor stipends were made available to promote CPS certification courses in areas that cannot afford the cost of an instructor. OTS spent considerable time updating curricula, print materials and demonstration equipment that is available statewide for instructor use. The grant program for awarding child safety seats to agencies that serve low-income families was again made available this fiscal year.

Results:

- Supported 33 child passenger safety training classes
- Support the efforts of 1000 CPS trained partners in Minnesota
- Supported 132 car seat clinics and fitting stations
- Filled orders for 3,061 Valentine packs, 30 Valentines per pack
- Posted occupant protection activities for educators in conjunction with Valentine campaign to the program web site
- Created a specialized curriculum for child care providers and provider statewide training updates for interested CPS Technicians
- Purchased new educational equipment, revised print materials and updated Minnesota 16-hour CPS curriculum. Equipment and training materials available to trained CPS partners. Print materials available to all citizens in Minnesota.
- Reviewed, selected and awarded 76 grants to local agencies that distributed 1,279 child safety restraint systems

Costs: \$91,462.08

Funding Source(s): 402 funds

Contact Information:

Patti Klicka
CPS Program Coordinator
Minnesota Office of Traffic Safety
651-215-9093

Email: patti.klicka@state.mn.us

Northern Minnesota Child Passenger Safety Resource Center

Target:

Citizens who transport children and reside within the northern Minnesota counties of Kittson, Roseau, Lake of the Woods, Koochiching, St. Louis, Lake, Cook, Marshall, Beltrami, Itasca, Polk, Pennington, Red Lake, Clearwater, Norman, Mahnomen, Hubbard, Cass, Aitkin, Carlton, Clay, Becker, Wadena, Crow Wing, Wilkin, Otter Tail, Traverse, Grant, Douglas, Todd, Morrison, Mille Lacs, Kanabec and Pine.

Problem Statement:

These 34 counties represent a very large swathe of Minnesota that is primarily rural. Rural communities face several challenges when addressing child passenger safety:

- Limited access to child safety restraints and trained resources
- Large percentage of low-income households
- Geographically sparse population which results in limited access to injury prevention programs and health care
- Nearly non-existent public transit, two-lane rural roads, and a host of other issues

Distance from the metropolitan areas where more resources are located puts our rural neighbors at a disadvantage and supports an inaccurate construct that state leaders are not interested in rural issues and challenges.

Objectives:

- Maintain a permanent facility to house a Child Passenger Safety Resource Center within the prescribed region.
- Develop a mechanism to improve access to CPS resources
- Encourage more participation in CPS by community members
- Conduct specific outreach to address CPS issues
- Establish better communication within the region
- Increase both the use rate and correct use rate of child seats & booster seats

Strategies:

It has become obvious from efforts expended in this area that a multi-faceted approach to CPS outreach is beneficial. While it was important to maintain a permanent facility for the Resource Center within the prescribed region, it was also obvious that not as much space was necessary. Unless participants lived fairly close to Park Rapids, they were unlikely to travel from another town to access the permanent resources. Since it was obvious that more and frequent mobility would be required of the liaison and equipment, proper maintenance of the Resource Center van, equipment and supplies was essential. Clinics, 16 hour courses, 32 hour courses, 8 hour refresher courses, school bus courses and child care provider courses would need to be conducted throughout this geographic area. Pursuing new contacts to establish relationships, mentoring, and conducting presentations to potential partners would be desirable. The continuous publication of the northern Minnesota CPS newsletter would keep members informed and build on previous relationships.

Results:

- Maintain regular hours of service at the Resource Center and web site information.

- The mobile fitting station van continues to log thousands of miles for program activity.
- A total of 411 car seat checks have been conducted, and 216 of these seats were replaced.
- Participation at several booths, fairs, conferences and safety days.
- 190 people trained in school bus/CPS issues, 205 parents and caregivers attended presentations, 37 people trained in 32-hour curriculum, 75 people trained in 16-hour curriculum, 15 people attended a MN CPS refresher, 62 attendees of specialized CPS trainings.
- Targeted outreach to Native American communities, grand parents and new teen drivers.
- Continued mentoring of the three newly established Safe Kids Coalitions.
- Newsletters and brochures created and mailed.
- Surveys indicate need for CPS services to continue
- The mobility of the Resource Center through the van is a critical component to the success of the program. Potential CPS advocates extremely hesitant to travel.

Costs: \$78,000.00

Funding Source(s): 2003b

Contact Information:

Patti Klicka
 CPS Program Coordinator
 Minnesota Office of Traffic Safety
 651-215-9093

Email: patti.klicka@state.mn.us

FITTING STATION AND CLINIC SURVEY

Target:

Survey users of Minnesota's permanent fitting stations and car seat safety check-up clinics

Problem Statement:

OTS had no reliable survey instrument to determine the effectiveness of the education that occurred in Minnesota fitting stations or car seat clinics. Additionally, compiling statistics on the demographics of the people who were using the service, the satisfaction level of the clients; and measuring the clients' ability to incorporate the education received into practice is crucial information to assist OTS in evaluating and possibly adapting the program in the future.

Objectives:

- Design a reliable and valid instrument
- Measure customer satisfaction and overall experience
- Evaluate effectiveness of the education received

Strategies:

With the help of an OTS Research analyst, developed a survey instrument, including demographic data. The survey was administered every six months. The data collected is considered a convenience sample as opposed to random, since the participants of the survey are attending car seat clinics and fitting stations to have their child safety restraint systems inspected. Sharing of the information collected was deemed an important goal which ultimately led to a presentation at the Minnesota Toward Zero Deaths Conference.

Results:

- 63% return rate on surveys
- 80% of the respondents reported feeling confident in their ability to install their own child restraint system, yet 75% believed they would need to use the service again
- 24% of the respondents were not required to install their own child restraint system before leaving the event
- 49% of the respondents believed their car seat was properly installed upon arrival. However, the misuse rate is approximately 85%
- Slightly more than half of the respondents correctly answered questions related to proper use and seating
- Nearly 70% indicated a willingness to pay for this service, many of them also stated as long as it remains available as free to disadvantaged or low-income families
- 94% of the respondents indicated the person they worked with was clear and helpful
- Rate of response from all ethnic groups represented in Minnesota comparable except for the Latino/Hispanic population
- It is apparent that we need to put even more emphasis on teaching self-sufficiency to our clinic and fitting station participants, which means more emphasis is necessary when conducting the 16 and 32 hour trainings.

Costs: \$500.00**Funding Source(s): 402 funds****Contact Information:**

Patti Klicka
CPS Program Coordinator
Minnesota Office of Traffic Safety
651-215-9093

Email: patti.klicka@state.mn.us**IMPAIRED DRIVING*****Law and Legal Training*****Target:**

Minnesota law enforcement officers and county and city prosecuting attorneys

Problem Statement:

Law enforcement and prosecutors must have a clear understanding of DWI and traffic safety laws to do their job effectively. Both case and statutory law change can result in procedural changes for enforcement and/or prosecution. In addition, it is not unusual for the new prosecutors to be assigned DWI cases despite the complexity of these trials.

Objectives:

- Provide quality, relevant, cost-effective training
- Produce a testifying video for use in the training as well as for other prosecutor/law enforcement officer training segments.
- Improve the confidence level and knowledge of law enforcement attendees on the arrest, charging, and testifying processes involved in alcohol-related driving incidents
- Improve the knowledge of and confidence level of attorneys that prosecute DWI offenders.

Strategies:

OTS contracted with the Minnesota County Attorney's Association to conduct DWI training for law enforcement and prosecuting attorneys. The satellite broadcast training reached 50 sites throughout Minnesota. Three experienced attorneys conducted the lecture portions of the training. Topics included topics such as right to council, plate impoundment, implied consent, warrantless pursuits, stops, forfeitures, testifying and statutory and case law updates. Segments of a Minnesota-recorded video were shown during the training to depict the correct and incorrect ways to make a DWI stop, conduct field sobriety tests, testify in court, conduct pre-trial interviews etc. The lecture portion, covered case law and traffic law updates and changes. FAX and phone in question and answer periods were held at various times throughout the broadcast to break up the presentations.

Results:

- Eight hundred twenty four officers and 103 attorneys attended the training.
- A testifying video was produced and used in the training.
- A total of 440 evaluations were returned. Using a ten-point scale with ten being the highest; law enforcement attendees rated speakers at 8.06 and overall usefulness of the training at 8.25. Attorneys rated speakers at 8.04 and the usefulness of the training at 8.33.
- Law enforcement participants earned 3 POST credits and attorneys earned 2.75 CLE credits for their attendance.

Costs: \$32,057.60

Funding Source(s): 402

Contact Information:

Maureen Janke
Public Information Coordinator
Minnesota Office of Traffic Safety
(651) 284-0232

Email: maureen.janke@state.mn.us

DRE / ADVANCED OFFICER TRAINING**Target:**

Minnesota Law Enforcement Officers

Problem Statement:

Law enforcement is required to have knowledge of the law in all facets of their job. Traffic enforcement is an important component of a law enforcement officer's job; however, it is always competing with other job requirements. It is important that officers understand the importance of traffic enforcement and are fully trained on traffic laws.

Objectives:

- Educate instructors to teach courses on Standardized Field Sobriety Test (SFST), Drugs that Impair Driving (DTID), Occupant Protection Usage and Enforcement (OPUE) III, DWI Update, and Drug Recognition Expert (DRE).
- Provide training for state, county, city, and federal law enforcement officers on SFST, DTID, OPUE III, DRE, and DWI Update.
- Maintain current training material as provided by the National Highway Traffic Safety Administration.

Strategies: The Office of Traffic Safety contracts with the Minnesota State Patrol to provide trainers to instruct courses that are known to enhance traffic enforcement and are sanctioned by NHTSA. These courses are Standardized Field Sobriety Testing (SFST), Drugs that Impair Driving (DTID), Occupant Protection Usage and Enforcement (OPUE), and Drug Evaluation and Classification/Drug Recognition Expert (DRE). Since law enforcement learns most effectively when taught by highly qualified peers, the Minnesota State Patrol contracts with and trains law enforcement officers to instruct these courses. To ensure that officers receive this training, SFST, DTID and OPUE training are required for all law enforcement that participate in overtime enforcement programs funded by the Office of Traffic Safety. In addition to these classes, a DWI Update course provides a refresher for law enforcement on the importance of impaired driving enforcement. Course evaluations are provided and reviewed after each class to guarantee that course material meets the training needs of law enforcement.

Results:

- The following chart indicates the number of courses provided and the number of law enforcement officers trained.

Course	Number of Courses Provided	Number of Law Enforcement Trained
SFST	33	531
DTID	35	642
OPUE	31	541
DWI Update	4	52
DRE	1	22

- 64 percent of law enforcement officers that attended the DWI update course indicated it was an “excellent” course and 26 percent noted it was “very good”.
- Quarterly *Snare the Drug Impaired* newsletter sent to 400 law enforcement contacts nationally.
- DRE Certification training resulted in 46% of the volunteer subjects tested during the training were polydrug users (under the influence of more than one drug category at the time of the evaluation).
- 65% of students participating in DRE Training stated the course was “excellent” (15% stated it was “very good”).
- Training material was updated immediately after receiving updates from the NHTSA.
- An advertising flier ‘*Does Your Agency Have a DRE?*’ was developed and sent to all 274 law enforcement agencies in Minnesota.

Costs: \$224,315.68

Funding Source(s): 410 Alcohol

Contact Information:

Jean Ryan
 Impaired Driving Program Coordinator
 Minnesota Office of Traffic Safety
 (651) 296-6794

Email: jean.m.ryan@state.mn.us

NightCAP

Target:

Impaired drivers

Problem Statement:

Drinking and driving remains a serious problem in Minnesota and across the nation. In 2004, 567 people died in traffic crashes in Minnesota and 31% of those fatalities were alcohol-related. Fear of being arrested is the strongest deterrent in reducing impaired driving. Law enforcement does not always have time during their regular schedule to conduct focused impaired driving enforcement

Objectives:

- Increase the fear of being apprehended by conducting highly-visible impaired driving enforcement saturations that include state, city and county law enforcement officers. These saturations will be conducted in the 14 counties with the highest number of alcohol-related fatalities and severe injuries.
- Decrease alcohol-related fatalities and severe injuries in Minnesota and specifically in the 14 counties.
- Increase DWI arrests in the 14 counties – a known deterrent for impaired driving.

Strategies:

The Office of Traffic Safety will contract with the Minnesota State Patrol to conduct highly visible impaired driving enforcement saturations in the 14 counties with the highest number of alcohol-related fatalities and severe injuries. Below is a table identifying the 14 counties where the NightCAP program will focus the enforcement effort.

Anoka	Olmsted	Sherburne
Cass	Otter Tail	St Louis
Carver	Ramsey	Stearns
Dakota	Rice	Washington
Hennepin	Scott	

By focusing in the 14 counties, limited resources will be spent in the areas with the most prevalent impaired driving problem. Saturations must include law enforcement officers at the state, county and city level. Public information, education and media efforts must be a part of each saturation. Activity reports will also be collected after each saturation to assist in the media effort.

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

Results:

- Comparing FFY04 to FFY05, NightCAP increased the number of saturations from 230 to 262 and DWI arrests increased from 1356 to 1608. A detailed comparison of enforcement activity that resulted from the project in FFY04 to the activity that resulted from the project in FFY05 is documented below.

DISTRICT	DWI	VEHICLE FORFEITURE	DAR/DAS/DAC	DRUGS	OPEN BOTTLE	MINOR COMSUMPTION	SPEED	SEAT BELTS	CHILD RESTRAINTS	DESIGNATED DRIVER	TOTAL CITATIONS	TOTAL VEHICLE STOPS
Reg NightCAP	1061	84	686	150	174	364	2105	470	31	892	8554	15273
On-Duty	258	17	229	71	73	198	955	150	14	623	3468	5571
Junior	37	6	13	21	61	562	42	16		29	945	932
FFY 2004	1356	107	928	242	308	1124	3102	636	45	1544	12967	21776
Reg NightCAP	1201	130	916	213	218	522	2131	391	17	698	8388	17101
On-Duty	320	37	225	78	90	181	693	94	11	683	2386	6384
Junior	35	8	5	28	95	698	44	5	1	108	1034	1925
NightCAP Extra	52	7	12	6	2	3	1	1			99	54
FFY 2005	1608	182	1158	325	405	1404	2869	491	29	1489	11907	25464
Increase/ Decrease	252	75	230	83	97	280	-233	-145	-16	-55	-1060	3688
Percentage of change	19%	70%	25%	34%	31%	25%	-8%	-23%	-36%	-4%	-8%	17%

- Monthly impaired driving saturations were conducted in each of the 14 counties. An additional 40 saturations were held at events in other locations of the state where impaired driving was customary at local annual events such as music festivals or regional fairs.

County	Number of Saturations	Number of DWI Arrests
Anoka	25	148
Carver	18	83
Cass	12	26
Dakota	16	105
Hennepin	28	375
Olmsted	10	41
Otter Tail	13	93
Ramsey	23	192
Rice	9	37
St. Louis	12	56
Scott	19	88
Sherburne	11	31
Stearns	13	41
Washington	13	61
Other	40	231
Total	262	1608

- NightCAP Extra, a program that provided funding for troopers to make impaired driving arrests at the end of their respective shifts resulted in one impaired driving arrest per every two hours worked. This was the highest rate of arrests in the history of the program.
- Below is a chart that documents total DWI arrests in the 14 counties for FFY04 and FFY05 and a percentage of change. DWI arrests are not all reported for FFY05.

County	FFY04 DWI Arrests	FFY05 DWI Arrests	% of Change
Anoka	1992	1877	-0.06
Carver	396	386	-0.03
Cass	248	271	0.09
Dakota	2432	2394	-0.02
Hennepin	7478	7107	-0.05
Olmsted	753	808	0.07
Otter Tail	368	417	0.13
Ramsey	2462	2413	-0.02
Rice	401	366	-0.09
St. Louis	1441	1561	0.08
Scott	834	1009	0.21
Sherburne	446	503	0.13
Stearns	1061	980	-0.08
Washington	1324	1319	0.00

- Crash information is also not available for the year that the majority of program funding was expended. The percentage of alcohol-related crashes is not known at this time and is traditionally available in early summer of the next calendar year.

Costs: \$ 683,313.86

Funding Source(s): 410 and 164

Contact Information:

Jean Ryan
 Impaired Driving Programs Coordinator
 Minnesota Office of Traffic Safety
 (651) 296-6794

Email: jean.m.ryan@state.mn.us

Transportation Operations Communications Centers (TOCC's)

Target:

Troopers, county sheriffs, police officers, and ultimately impaired drivers.

Problem Statement:

Throughout greater Minnesota voice and data communication systems in use by troopers, sheriffs and police officers used to respond to traffic emergencies, communicate car to car, and receive and send important information and reports, have been outdated and inefficient. The current TOCC facilities need to expand their capabilities for communications to eliminate communication dead spots in the rural areas of Minnesota. The Minnesota Department of Transportation (MnDOT) and the Minnesota State Patrol began the Transportation Operations Communications Center (TOCC) deployment initiative in 1998 to improve the joint operations of the two agencies and the safety and efficiency of the transportation network in greater Minnesota. The initiative created nine co-located and shared TOCC's. The goal of these centers is to establish an integrated statewide communication and transportation operations network serving rural and the smaller urban areas outside of the Twin Cities Metro Area. The initiatives will increase the geographical coverage of the mobile data computer network, enable remote and electronic citation and report writing, and support local agency participation.

TOCC Objectives:

- Bring together the resources of both the State Patrol and MnDOT to provide comprehensive communication services through the TOCC's.
- Establish an integrated statewide communications and transportation operations network serving the rural and smaller urban areas outside of the Twin Cities metropolitan area.
- Provide the necessary resources to build the infrastructure to allow for future use by local and county law enforcement agencies, thus providing a truly integrated statewide system.

Strategies:

MnDOT will deploy communication infrastructure through Transportation Operation Communication Centers (TOCC) in rural corridors where communication dead spots exist. The TOCCs give State Patrol, sheriff offices, and police departments the ability to communicate data with dispatch, car-to-car, and to access the Driver & Vehicle Services (DVS) information system by using in-squad mobile data computers. This will enhance traffic safety and benefit motorists by providing officers with immediate access to statewide driver and vehicle records and improve coordination of emergency response. This is especially critical in expediting the arrest of an impaired driver. This gives officers the added tools to complete paperwork and process arrests quickly then return to patrolling the road. Motorists also benefit from improved roadway safety through MnDOT's use of the TOCC system by increasing the effectiveness of roadside personnel through the reporting of incidents that require dispatching law enforcement and other emergency services or maintenance crews to problem areas.

Results:

- Constructed tower sites and equipment sheds at Cannon Falls, Zumbrota, New Haven, Lawler, Onamia, Greenbush and New Munich
- Installed microwave paths between Hastings to Cannon Falls, Cannon Falls to Zumbrota, Zumbrota to New Haven, New Haven to Viola, Lawler to Moose Lake, Onamia to Woodland, and Onamia to Borden Lake
- Provided and installed new UPS at Rochester and Thief River Falls dispatch centers.
- Provided and installed 26 additional MDC base stations for a total of 90
- Provided additional components to the MDC network to handle the additional MDC base stations (additional RNC's, WNG box, and A/B switch)
- Provided redundancy to the MDC network (Additional RNC's)
- Purchased 26 MDC base stations for tower sites.

- Full time technical support position supported the statewide deployment of MDCs to State Patrol. This included configuring and testing, software installation, troubleshooting and documentation. This effort has and is supporting approximately 550 MDCs statewide.
- Initial training was provided to all Troopers as well as some follow-up training where necessary to successfully implement the software.
- Technical support and training was provided to several local agencies that came onto the system. These included Crow Wing County Sheriffs Office, Lyon County Sheriffs Office, Itasca County Sheriffs Office, and the Metro Transit Police Department. The process of adding several other police and sheriff agencies continues.
- Supported the upgrade of related software systems to support the implementation of automated field reporting and the records management system.
- At the close of the federal fiscal year, the State Patrol and was in the process of interviewing applicants for the analyst positions.
- Deployment of computer aided dispatch (CAD) systems was completed in all nine TOCC's by October 2006.
- Implementation of a statewide wireless data network to support the use of mobile data computers is expected by October 2006.

Costs: \$2,524,761.06

Funding Source(s): 164

Contact Information:

Gordy Pehrson
 Police Traffic Services Coordinator
 Minnesota Office of Traffic Safety
 (651) 297-4515

Email: gordy.pehrson@state.mn.us

The 50 Troopers Project

Target:

Impaired drivers

Problem Statement:

Minnesota passed a law in July 2003 that allowed bars to stay open until 2:00 a.m., previously closing time had been limited to 1 a.m. Since the result of this gives bar patrons an additional hour to drink, it is important the law enforcement has the resources to work at times that impaired drivers are on the road. At the time the law was enacted, many of the Minnesota State Patrol station offices did not have troopers working the early morning hours.

Objectives:

- Provide late-night patrol coverage in all areas of the state that have bars open until 2:00 a.m.
- Assure alcohol-related crashes do not increase as a result of bars staying open until 2:00 a.m. and ultimately decrease alcohol-related crashes in Minnesota.
- Increase DWI arrests in State Patrol districts where additional troopers are deployed.

Strategies:

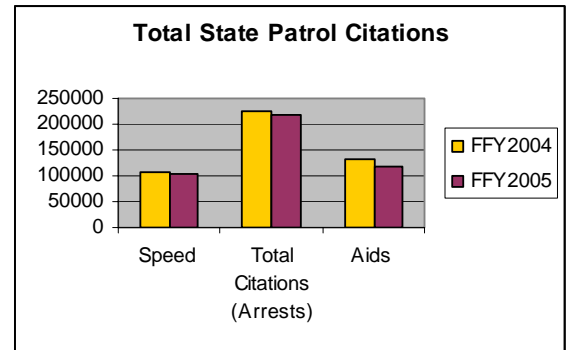
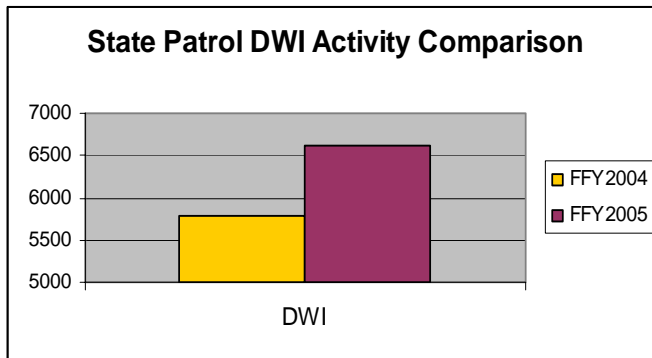
To counter the anticipated increase of impaired driving resulting from bars staying open an extra hour, additional troopers will be deployed in areas that do not have late-night State Patrol coverage. Furthermore, additional impaired driving enforcement saturations will be conducted in the seven-county metropolitan area. These saturations will augment and be funded within the NightCAP program. The saturation enforcement activity is reported under the NightCAP project. The increased State Patrol coverage statewide coupled with the increase in number of saturations in the metro area will raise public awareness of the impaired driving issue and increased the expectation of apprehension by offenders

Results:

- Fifty troopers have been trained and are currently working in their assigned station offices. The majority of troopers were deployed on August 23, 2004 and the remaining nine troopers were deployed August 2005.
- The chart and graphs below provides a comparison of statewide State Patrol citation activity for FFY2004 and FFY2005.

FFY 2004 and 2005

Activity Type	FFY2004	FFY2005	2004 to 2005 % Change
DWI	5791	6612	0.12
Speed	108,311	102,794	-0.05
Total Citations (Arrests)	224,914	217,747	-0.03
Aids	130,505	119,583	-0.09



- The chart below documents activity for the 50 additional troopers.

**STATEWIDE PROJECT 50 ACTIVITY
October 2005 through September 2006**

Activity Type	Project 50 Activity	# of Project 50 Troopers	Average Per Trooper
DWI	1193	50	24
Speed	7,400	50	148
Seatbelt	795	50	16
Total Citations w Arrest	16,834	50	337
Aids	9,444	50	189

- The total receipts for SFY05 received from the issuance of 2:00 A.M. bar closing permits designated to pay for funding the 50 additional troopers was \$310,920.00. The state match for this project for FFY 05 was \$345,747.92.
- Below is a comparison of the average alcohol related crashes 1998 – 2002 to the crashes that occurred in 2004 in the districts that received an additional trooper. Since the additional 50 troopers only worked five month in 2004 it is difficult to determine a true effect on the crash data.

Crash Data Comparison - 50 Trooper Project

State Patrol District	Location	1998 – 2002 Alcohol-related K + A	Alcohol-related Per year Average	2004 Alcohol-related K + A
2170	Wabasha / Lake City	12	2.4	0
2180	Red Wing	4	0.8	2
2220	Mankato	12	2.4	7
2230	New Ulm	5	1	3
2310	Jackson	4	0.8	1
2320	Worthington	8	1.6	3
2360	Montevideo	5	1	0
2540	Cambridge	23	4.6	2
2610	Buffalo	11	2.2	5
2630	St. Cloud	22	4.4	6
2640	Sauk Center	8	1.6	4
2670	Elk River	13	2.6	2
2710	Hinckley	9	1.8	2
2720	Carlton	12	2.4	3
2730	Duluth	15	3	3
2750	Grand Marais	4	0.8	2
2820	Little Falls	19	3.8	5
2830	Aitkin	10	2	0
2840	Brainerd	28	5.6	6
2920	Alexandria	5	1	1

2930	Fergus Falls	4	0.8	0
2940	Detroit Lakes	17	3.4	3
2950	Moorhead	19	3.8	2
2960	Ada / Mahnomen	15	3	1
3110	Virginia	15	3	2
3120	Hibbing	12	2.4	2
3130	Grand Rapids	18	3.6	4
3210	Bemidji	24	4.8	0
3230	Thief River Falls	14	2.8	1
3240	Crookston	5	1	0
3250	Roseau / Baudette	11	2.2	0

Costs: \$3,749,168.08

Funding Source(s): 164

Contact Information:

Jean Ryan
 Impaired Driving Program Coordinator
 Office of Traffic Safety
 (651) 296-6794

Email: jean.m.ryan@state.mn.us

Improved Minnesota Driver License System

Target:

Department of Public Safety's Driver & Vehicle Services division, law enforcement agencies, court and licensing agencies, and other users of the driver license database.

Problem Statement:

The current driver's license system has become antiquated in terms of process, timeliness and functionality. Law enforcement has a hard time receiving information and/or up-to-date information on individuals they stop on the roadway. The current database makes it difficult to track DWI offenders in the driver license system. Therefore, it is difficult for law enforcement to know the proper action to take with an individual they may be citing. Shortcomings of the current system also may make it easier for individuals to fraudulently receive drivers' licenses. Automated checks to confirm certain information such as address, social security number, etc., would benefit traffic safety programs and other security practices as well.

Objectives:

- Focus on a flexible, consistent, and "paperless" e-Government systems approach to the Driver License Information System.
- Ensure current information and 24-by-7 access to information by law enforcement and court systems to improve both public safety operations and customer service.
- Automate problem driver case management to enable removal of problem drivers from Minnesota roads by authorities and improve public safety.

- Provide integration between DVS databases and those used by court, law enforcement, and other agencies to ensure that all of the information appropriate to ensuring public safety can be available through a single interface.
- Improve license issuance process to limit opportunity for applicants to obtain fraudulent driver licenses and to improve customer service.
- Improve reporting and records management to facilitate law enforcement and court systems access, improve customer service, be responsive to changing conditions, and to support research and decision analysis.
- Encourage data entry at the source of the data to improve availability and accuracy of the information.
- Automate Driver Services workflow wherever possible to improve customer service and operational efficiency.

Strategies:

This project is in the first phase and the following strategies will be used to complete the phase.

- Perform an image management buy/build analysis
- Prepare a final work flow map
- Design the issuing system
- Develop a training plan
- Initiate the e-learning
- Define and prototype user interfaces

The above strategies relate to the first phase of the project. The project has a multiple phases scheduled through 2007.

Results:

- Staffing was reduced in the project area
- Progress was stalled and did not appear to be moving forward in the near future
- Management of the system appeared to be moving in a different direction and the project no longer appeared to be a priority
- Project was discontinued and funding will be dedicated to another alcohol project in FFY2005

Costs:

\$322,201.45

Funding Sources:

164AL

Contact Information:

Jean Ryan
 Impaired Driving Program Coordinator
 Office of Traffic Safety
 (651) 296-6794

Email: jean.m.ryan@state.mn.us

DWI COURT

Target:

Repeat DWI Offenders

Problem Statement:

Forty-six percent of DWI offenders are repeat offenders. Many of these offenders have severe alcohol abuse problems. In order to eliminate the impaired driving problem, a comprehensive alcohol program must also address the offender's abuse of alcohol.

Objectives:

- Enhance public safety by reducing the recidivism rate of DWI offenders.
- Increase the percentage of repeat offenders that reinstate driving privileges and drive legally.
- Restore repeat DWI offenders as law-abiding citizens
- Reduce the cost of DWI offenders by breaking the cyclical process of repeated impaired driving arrests.

Strategies:

This project will support a court to provide judicial leadership, multidisciplinary collaboration and local planning to include substance abuse issues when working with repeat DWI offenders. The key components of this court will include:

- Integrated alcohol and other drug treatment services with justice system case processing.
- A non-adversarial approach to prosecution and defense counsel.
- Early and prompt placement into the substance abuse court program.
- Continued access to alcohol, drug, and related treatment.
- Frequent monitoring of alcohol and other drug testing.
- Coordinated governance of the substance abuse court responses to participants' compliance.
- Ongoing judicial interaction with the participant.
- Monitoring and evaluation of the program's goal and effectiveness.
- Continued interdisciplinary education that promotes effective drug court planning, implementation and operations.
- Forging partnerships among drug/DWI courts, public agencies, and community-based organizations that generates local support and enhances the court's effectiveness.

Results:

- Nine impaired driving offenders are currently participating in the program.
- No participants have completed the program. However, the program requires a minimum of 12 to 24 months to complete and the first participant was accepted January 2005.
- Participants are either employed and/or in school or seeking employment.
- Participants have stable sober housing and are actively following the program's guidelines.
- Participants have had no new arrests or convictions for alcohol related driving offenses.
- One SCRAM violation occurred; one positive drug test for marijuana and one positive breath test for alcohol (same participant) and one reported relapse (alcohol).
- Several presentations were given to introduce judicial peers to the concept of DWI courts.

Costs: \$90,732.48

Funding Source(s): 410 & 402

Contact Information:

Jean Ryan
Impaired Driving Programs Coordinator

Minnesota Office of Traffic Safety
(651) 296-6794

Email: jean.m.ryan@state.mn.us

Enforcing Underage Drinking Laws Program

Target:

Youth under the age of 21 and adults in the position to provide alcohol to underage youth

The focus of the project includes monitoring community events where alcohol is served, liability when issuing temporary licenses through local jurisdictions, strengthening or creating ordinances covering mandatory alcohol compliance checks and special events, and identifying fake IDs, working with county judicial task forces to address underage drinking consistently, and engage youth in projects to encourage their peers to not use alcohol.

Problem Statement:

Underage drinking often results in problems such as traffic crashes, poor school attendance, health problems, and negative legal consequences. Minnesota needs to reduce youth access to alcohol which is often obtained through friends, family, and alcohol retailers. Adult providers often do not recognize the consequences of providing alcohol to youth; some continue to see underage drinking as a right of passage.

Objectives:

- Encourage law enforcement to conduct alcohol compliance checks and other strategies focused on underage drinking such as party dispersal, investigating third party providers, monitoring alcohol sales at special events
- Strengthen state laws and local ordinances to address the problem by requiring mandatory alcohol compliance checks, regulations of special events where alcohol is sold, penalties for supplying or using fake identification, legal liability, etc.
- Educate alcohol retailers, city and county officials, insurance providers, and the media on the following:
 - ❖ The reasons for concern regarding underage drinking
 - ❖ The benefit of laws pertaining to fake identification, legal liability, etc.
 - ❖ Support for enforcement efforts
 - ❖ Potential problems when alcohol is sold at special events
 - ❖ The physical signs of over-consumption of alcohol
- Develop judicial task forces that support consistent policies regarding efforts to reduce youth alcohol use and access
- Support systemic changes in judicial districts that will increase the district's effectiveness when addressing underage drinking
- Provide a clearinghouse of underage drinking materials for law enforcement, school, parents, and youth
- Train youth who can facilitate the reduction of alcohol use among their peers and serve as prevention advocates at the local and state level

Strategies:

The Office of Traffic Safety will fund three agencies to implement activities in three areas: law enforcement, judicial districts and youth advocacy. Law officers will be trained and provided mini-grants to conduct alcohol compliance checks and alternate enforcement activities. Judicial districts will be given technical assistance to develop policies for sentencing consistency.

Students will be given the opportunity to learn about advocacy using media and policy development at the local and state level.

Results:

- Alcohol retailers receiving underage drinking laws information totaled 1738
- A total of 1,282 alcohol compliance checks conducted last year
- Ninety-one Percent of alcohol retailers passed compliance checks in 2004
- Two county court judicial systems received technical assistance to create more effective policies for underage alcohol violators and adult alcohol providers.
- Nearly 57,000 pieces of print materials were distributed
- Three sessions on Minnesota programs were presented at the National Leadership Conference in San Diego
- Over 300 students attended Youth Jam with their adult advisors on November 22, 2004
- Youth In Action Legislative Day at the Capitol was attended by 320 youth and their advisors on February 19, 2005
- A national effort sponsored by the federal Center for Substance Abuse Prevention to conduct Town Hall Meetings is being planned for Minnesota. A multi-agency group will assist in distributing information and provide resources to communities chosen to receive a stipend to conduct the meetings. The expectation is for communities to continue addressing underage drinking in their community.

Funding Sources: EUDL

Contact Information:

Sharon L. Johnson
Youth Alcohol Coordinator
Minnesota Office of Traffic Safety
(651) 215-9092

Email: sharon.l.johnson@state.mn.us

Police Traffic Services

Safe & Sober with the State Patrol and Local Enforcement Agencies

Target:

Residents in counties and cities where seat belt use in fatal and severe injury crashes is lower or impaired driving in fatal and severe injury crashes is more prevalent than the norm for the state, and/or that are one of the twenty counties with the highest number of traffic-related deaths and severe injuries.

Problem Statement:

Research consistently shows enforcement actions combined with publicity affects driver behavior in a positive fashion. However, enforcement agencies' calls for services continue to rise, decreasing officers' time available for traffic patrolling and enforcement. While Minnesota's official seat belt use rate and percentage of traffic-related deaths involving impaired drivers compare favorably to national averages, they are simply unacceptable. With higher belt use and fewer impaired drivers, fewer people will be killed or severely injured.

Objectives:

- Increase the reality and the public's perception that there are negative consequences associated with poor driver behavior.
- Increase seat belt use as shown by informal observation surveys conducted by the departments.
- Decrease fatalities and severe injuries related to impaired driving.
- Increased success with enforcement performance measures that allow us to judge if the agencies receiving grants are using them effectively.

Strategies:

The *Safe & Sober* campaign combines overtime saturation patrols and publicity aimed at increasing the public's perception of the negative consequences of impaired driving and not using seat belts and child seats. There will never be enough officers enforcing traffic laws to ensure every risky driver receives a citation and so learns one of the negative consequences by personal experience. Likewise, publicity and advertising will not improve driver behavior if drivers perceive the laws aren't really being enforced. It is critical that the enforcement and publicity elements are combined.

In the early summer, the OTS writes a request for proposals to police departments and sheriff's offices to participate in the program. Agencies are chosen on the basis of crash statistics, multi-jurisdictional cooperation, past participation in national mobilizations, geographical representation, past success with enforcement programs, and plans indicating the project will have an impact on problems. Each year requests for the grants equal approximately twice the amount of funding available.

The basics of the *Safe & Sober* program are:

- Enhanced traffic enforcement using the STEP (Special Traffic Enforcement Program) concept in two 14-day enforcement waves which are the same as the national Memorial Day and Labor Day mobilizations, and seven days of enhanced speed enforcement between those two longer waves.
- Reporting of enforcement actions taken and earned media and public information efforts made during *Safe & Sober* enforcement periods.
- Participation in and active promotion of the *Safe & Sober* campaign during media periods both before and after each *Safe & Sober* enforcement wave, and
- Participation in the overtime enforcement efforts only by officers who have completed both OPUE (Occupant Protection, Usage, and Enforcement) and SFST (Standardized Field Sobriety Testing) training. The OPUE course is a shortened version of the national TOPS curriculum. Agencies receiving *Safe & Sober* grant funds for the second or subsequent year must also have officers working the project who have completed Advanced SFST: Drugs That Impair. Agencies receiving funds for a third or subsequent year must have at least one person on staff that has completed a two-day child seat class.
- Full participation and reporting on the Labor Day DWI crackdown and the Memorial Day Safety Belt mobilization.

A wide variety of other programs discussed in the 2005 Highway Safety Plan are directly related to the *Safe & Sober* program but are not discussed here. These include officer training by the State Patrol, expert assistance from experienced enforcement liaisons, and paid media on the enforcement efforts, as well as, the production of ideas and examples for agencies to use to publicize the waves from the Office of Communications. In addition, the nation-wide mobilization and crackdown are closely tied to the *Safe & Sober* campaign.

Results:

- 44 grants covering 133 enforcement agencies (31 sheriff offices and 101 police departments) were written for the 2005 federal year.
- The Minnesota Department of Health's omnibus telephone survey found 65% of Minnesotans were aware of *Safe & Sober*.
- Statewide use surveys showed a small but significant increase in seat belt use; from 82.1% in 2004 to 83.9% in 2005. Informal belt use surveys conducted by 232 departments also showed an increase from 72% to 79%.
- The percentage of traffic deaths that involved alcohol decreased significantly from 39% for 2003 to 31% for 2004.
- The average 2005 *Safe & Sober* agency stopped 2.47 vehicles per hour, wrote at least one traffic citation to 66% of those stopped, and 21.35% of the vehicles stopped received a ticket related to seat belt or child seat use. During the nearly 20,000 hours worked, 1,113 drivers whose licenses were cancelled, revoked, or suspended were found; as were 218 minors consuming alcohol; and nearly 451 DWIs were arrested. 13 stolen vehicles were recovered, 344 drivers were found to have active warrants out for their arrest, 976 people were taken into custody, and at least 78 vehicles were forfeited.
- Changes in the public's perception of the likelihood of suffering negative consequences for failing to buckle up or for combining drinking and driving did occur during 2005. Random telephone surveys found 19% felt they were "very likely" to receive a ticket before the enforcement, and 28% felt they were "very likely" to receive one after the enforcement took place.
- Awareness of the enforcement efforts rose from 7% before it occurred to 50% afterward. For unmarried men under 35, our target market, awareness rose from 8% to 54%.

Costs: \$ 6,275,536.38

Funding Source(s): 402, 410, and 157 Innovative.

Contact Information:

Susie Palmer
Safe & Sober Coordinator
Minnesota Office of Traffic Safety
(651) 296-8512

E-mail: susie.palmer@state.mn.us

Minnesota Safe & Sober Challenge**Target:**

Municipal and county law enforcement agencies, and ultimately drivers, passengers, and citizens of communities throughout Minnesota.

Problem Statement:

As law enforcement agencies continue to face demands for their services and manage strained budgets, traffic safety can be one of the first enforcement areas to be cut back. An incentive is needed to encourage sheriffs and chiefs to enhance efforts in passenger protection and impaired driving activity. Those agencies that are committed to traffic safety issues deserve recognition for their efforts.

Objectives:

- Increase community focus towards traffic safety.

- Encourage law enforcement agencies to play an active role in programs that educate their communities on the importance of driving responsibly, wearing a seatbelt, driving at safe speeds, and not driving when impaired.
- Encourage law enforcement agencies to increase enforcement of traffic laws and publicize their efforts.

Strategies:

A Challenge Kit is provided to all law enforcement agencies that are eligible to be Challenge participants. (Agencies that are current recipients of a *Safe & Sober* grant are not eligible.) The kit provides a variety of excellent ideas on how to promote traffic safety within their communities. The kit includes information on how the program functions, enforcement strategies, enforcement training, media relations, community programs, and seatbelt surveys.

Once a year, Challenge participants provide a report highlighting their traffic safety efforts in the past year. Traditional enforcement activities such as participation in saturations and regular traffic patrolling are strongly encouraged by the Challenge. Beyond enforcement strategies, a wide range of activities related to media relations, officer training, public education, and work with community organizations help increase an agency's point totals. Additional points are awarded for agencies that participate in national and statewide mobilizations.

First, second, and third place winners are selected by the OTS in five categories based on agency size. Mini-grants are awarded to the winners in the amounts of \$3,000 for first place, \$2,000 for second place, and \$1,000 for third place. Each mini-grant is based on the specific traffic safety needs of the winning department. Winning agencies use awards to purchase traffic enforcement equipment, pay overtime traffic enforcement hours, and fund traffic safety related public information materials.

In addition to the Challenge awards smaller incentives, such as fatal vision goggles and tint meters, are provided for agencies that have demonstrated a strong commitment to traffic safety but did not win an award. This is done to encourage continued traffic safety efforts and participation in the Challenge program.

A luncheon is held to honor the winners. Agencies that submitted reports but didn't win and *Safe & Sober* granted agencies are included to recognize the successes of the winning agencies. The cost of the luncheon was been sponsored by Progressive Auto Insurance in 2005.

Results:

- Forty-two law enforcement agencies with the equivalent of 559 full-time officers participated in the 2005 Challenge. There were sixty-eight participating agencies in 2004.
- The average number of seatbelt, DWI, and speed citations per participating agency has steadily increased in 2003, 2004, and 2005.

Below is a table that illustrates the average citations issued by each participating agency.

Citation	Number	Average per agency
Not-A-Drop	226	5
Open Bottle	456	11
Vehicles Forfeited	290	7
DWI Plate Impoundments	514	12
Minor Consumption	1660	40

Additional data collected from the forty-two 2005 Challenge reports include:

- In 2005, 28 law enforcement agencies were given awards, 10 first places, 11 second place, and 8 third places.
- Common community outreach efforts included:
 - Media outreach (newspaper, TV and radio)
 - A variety of school based programs such as Mock Crashes, Ghost-Outs, &

Citations			
Year	Seatbelt	DWI	Speed
2003	42	43	215
2004	55	48	305
2005	60	60	448

- Seatbelt Challenges
- County Fair and community celebration displays
- Alcohol compliance checks & server training
- Faith community

- outreach
 - Business education (Last Call Training)
 - Safe Communities Coalition partnerships
 - Car seat clinics
- The law change lowering the BAC level from .10 to .08 effective on August 1, 2005 provided plenty of opportunity for agencies to further educate the public on impaired driving issues. Some unique community outreach efforts in this area included:
 - Increasing public awareness of Sober Bus & Safe Ride Home Programs
 - Partnerships with liquor providers
 - Media coverage of controlled drinking Exercises
- Other unique efforts include:
 - Involvement with high school alcohol video production
 - Commercial vehicle inspection & enforcement
 - Senior citizen safe driving programs

Costs: \$64,603.24

Funding Source(s): 402

Contact Information:

Gordy Pehrson
 Police Traffic Services Coordinator
 Minnesota Office of Traffic Safety

(651) 297-4515

Email: gordy.pehrson@state.mn.us

Traffic Records

Minnesota CODES Project

Target:

Policy makers and directors of initiatives addressing traffic safety issues

Problem Statement:

Little data concerning the economic costs of crashes has been produced specific to Minnesota. Although Minnesota has received funding for a Crash Outcome Data Evaluation System (CODES) Project for the past several years, a reliable dataset had not been produced. The purpose of CODES is to link motor vehicle crash data with hospital treatment information.

Objectives:

- Understand the causes of crash fatalities and resulting injury levels
- Document hospital charges resulting from motor vehicle crashes. With this data, countermeasures that have the most impact on improving highway safety can be identified

Strategies:

OTS planned to revitalize the collaborative effort between the Minnesota Departments of Health, Public Safety, and Transportation and the Minnesota Hospital Association. To add to the collaboration, the Minnesota Emergency Medical Services Regulatory Board (EMSRB) was recruited to become a partner. To increase the quality of the linked dataset, a cross-departmental work team, between OTS and the Department of Health, was expanded to include a computer technician, a statistician, a researcher and a project team leader. To expand the scope of the linked dataset, western Wisconsin's crash data was pulled into Minnesota's 2000-2002 motor vehicle crash databases which were linked to the Minnesota Hospital Association's hospital injury discharge data. In addition, the Minnesota Department of Health's Traumatic Brain Injury Registry and Death Certificates datasets were brought into the linkage strategy.

Results:

Because personal identifiers are not available, probabilistic linkage theory was used to link Minnesota and western Wisconsin traffic crash records with Minnesota hospital discharge billing data, traumatic brain injury data, and death certificates. At the end of the 2005 Federal fiscal year, the project team was able to successfully devise a strategy to create a quality linked dataset. Plans are underway for conducting analysis out of the new linked dataset and information dissemination. For the first time, CODES data can provide policy makers with hospitalization charges associated with motor vehicle crashes. Lastly, the EMSRB did become a member of the CODES board and plans have been made to incorporate their ambulance run data with 2004 crash and hospital data.

Costs: \$ 46,000 (for Federal Fiscal Year 2005)

Funding Source(s): CODES Cooperative Agreement

Contact Information:

Tina Folch
Traffic Records Coordinator

Minnesota Office of Traffic Safety
(651) 296-3804

E-mail: tina.folch@state.mn.us

Commercial Data Improvement Project

Target:

Federal Motor Carrier Safety Administration (FMSCA) and Minnesota State Patrol Commercial Vehicle Enforcement Division

Problem Statement:

Prior to receiving the Commercial Data Improvement Project (CDIP) grant, Minnesota was taking more than 90 days to report crashes to the federal government central database, MCMIS. A second problem was the fact there was not a process for documenting over 400 data elements from CMV crash sites that have been collected for the last decade by Minnesota State Patrol CMV Inspectors. A process for electronically capturing the information from the paper form had not been created.

Objectives:

The two primary objectives of the three-year CDIP grant project were as follows:

1. Upgrade the Minnesota State Patrol Commercial Vehicle Enforcement Division's ability to report commercial motor vehicle (CMV) crashes into MCMIS. The goal was to electronically report Minnesota CMV crashes to MCMIS in less than 40 days from the date of the crash.
2. Create and implement a process for electronically capturing CMV inspection data from the majority of fatal and serious injury crashes that occur in Minnesota. The goal was to capture these data elements in a database system and conduct analysis of the information.

Strategies:

All reportable CMV crashes for calendar year 2002 will be verified and entered into MCMIS. There were problems with the process Minnesota's Driver Vehicle Services (DVS) Division was utilizing to code CMV-involved crashes. Data had to be reviewed to ensure all CMV crashes were identified. Manual entry of CMV crashes by State Patrol staff will be replaced by electronic transfer of the CMV crash data elements from the DVS crash database to the State Patrol. An ongoing mechanism for auditing and validating data will be created and a process for uploading Minnesota CMV data to the MCMIS system will be implemented. A multi-agency group to develop an electronic methodology of collecting CMV crash inspection data will be formed. The methodology will include a detailed plan of the operation including the system architecture and pilot methods of collecting the crash inspection data.

Results:

Prior to receiving the CDIP grant, Minnesota was taking more than 90 days to report crashes to the federal government. The goal was to electronically report Minnesota CMV crashes to MCMIS in less than 40 days. On average, Minnesota is currently reporting crash data into the MCMIS system in 43 days. Although upgrading the State Patrol's ability to report CMV crashes took longer to complete than originally anticipated, this objective has been achieved and considered a success.

Unfortunately, creating a process for documenting over 400 data elements from Minnesota severe injury CMV crash sites was not completed. The goal was to capture these data elements in a database system and conduct analysis of the information. In the end, the scope of the project was found to be too large in both the number of data elements to be collected and the application created for data collection. Much of the effort placed into

obtaining the second primary objective is considered a loss. Upper management from the State Patrol Commercial Vehicle Enforcement Division has made the decision not to pursue achieving the objective any further.

Costs: \$ 257,113.33 (July 2002 – June 2005)

Funding Source(s): CDIP Cooperative Agreement

Contact Information:

Tina Folch
Traffic Records Coordinator
Minnesota Office of Traffic Safety
(651) 296-3804

E-mail: tina.folch@state.mn.us

Crash Data Users Group

Target : State and local agencies providing and/or using crash data

Problem Statement :

The processes supporting the Minnesota crash data system underwent significant modifications in calendar year 2003. That year the Police Accident Report (PAR) was amended to meet model minimum uniform crash criteria and the Driver & Vehicle Services division of the Department of Public Safety rolled out a web-based PAR for law enforcement agency use. These new processes were rolled out with little testing or piloting which resulted in problems with the quality of Minnesota crash data.

Objectives :

- Bring together a group of crash data users to discuss problems that are impacting their operations
- Identify and prioritize solutions that will improve the quality of Minnesota crash data
- Consider changing the threshold for crash reporting in Minnesota

Strategies :

The group will meet only as long as needed - specifically tasked with identifying issues and prioritizing solutions. The group will be called the Crash Data Users' Group (CDUG) and have membership from the four E's to include: (1) county and state engineers, (2) State Patrol and local law enforcement, (3) emergency medical or health representatives ; and (4) education represented by the Office of Traffic Safety. In addition, the Driver & Vehicle Services division will be represented as the owner of the Minnesota Crash Database. The members of the CDUG should overlap with the members of the Traffic Records Coordinating Committee to ensure the activities of the CDUG are done in concurrence with the goals of the TRCC.

Results :

- Changing the crash reporting threshold will not improve data quality for all users, no change is recommended at this time
- Hennepin County supplied staffing to help enter a backlog of reports
- Resources do not exist to address all flaws in the 2003 crash data. Database is as complete and accurate as it can be, therefore improvements will be focused on the 2004 data and data collected thereafter.
- Law enforcement agencies generally do not fill in details on property damage only crashes, yet these crashes are particularly important for identifying

engineering solutions. A condensed PAR format to be used for property damage only crashes will be piloted in federal fiscal year 2006.

- CDUG sponsored a one-day Crash Data Summit bringing together over 60 crash data users to receive an update on crash data improvements and issues and to assist with prioritization of solutions. Three solutions were identified as top priorities :
 - ❖ Promotion of the importance of crash reports to law enforcement
 - ❖ Pursuit of GIS/GPS for accurate crash location
 - ❖ Ensurance that the crash data submitted by law enforcement agencies remain accessible for enforcement agency use
- CDUG will assign specific individuals to follow through on the solutions in the next fiscal year.
- Once the Minnesota TRCC completes it's current strategic planning process, CDUG may become a subcommittee.

Costs : \$0

Funding Source(s) : 411

Contact Information :

Katherine Burke Moore
Deputy Director
Minnesota Office of Traffic Safety
(651) 297-7876

Email : kathy.burke.moore@state.mn.us

Motorcycle Safety

Rider Education and Training

Target:

Minnesota's motorcyclists and the vehicle drivers that share the road with them

Problem Statement:

More people are riding than ever resulting in a significant increase in operator fatalities in Minnesota.

Objectives:

- Provide reasonable access to training
- Meet the demand for training
- Encourage responsible riding behavior among those riders who do not get this message as part of training

Strategies:

To enhance access to rider training, the Minnesota Motorcycle Safety Program filled a major hole in making training accessible to all riders by starting up a new training site in Pine City, Minnesota. This key area lies midway between the Minneapolis/Saint Paul Metropolitan Area and Duluth. The NHTSA 402 funds were utilized to purchase the thirteen training motorcycles that enabled this site to become a reality. With the creation of this site, the Minnesota Motorcycle Safety Program has training available within an hour of most riders in the state with the exception of the Canadian border area from International Falls east to the tip of the Arrowhead Area of far northeastern Minnesota.

Minnesota continues to meet the demand for novice rider training utilizing a “double” course format; conducting the Motorcycle Safety Foundation’s Beginning Rider Course (MSF BRC) classroom on a weekday evening for two classes of students. One class then rides the range portion of the course Saturday and Sunday mornings for five hours. The other rides the range for five hours each weekend afternoon. By utilizing this format since the adoption of the MSF BRC, the Minnesota Motorcycle Safety Program has been able to almost double its capacity. Minnesota is one of the few states to fully meet the demand for novice training with wait times rarely exceeding three weeks once the training season begins.

Minnesota Motorcycle Safety Program rider training courses are offered through the Minnesota State College and University system. College site coordinators not only meet the demand but advertise in their respective areas for students as the training program offers built in financial incentives for colleges to train as many students as possible. These sites also offer weekday morning, afternoon and evening classes and an all-day, two day format to make training as convenient as possible and to maximize enrollment at the college.

The Minnesota Motorcycle Safety Program offers the MSF’s Experienced Rider Course, Skills Plus Course. Approximately half of the courses scheduled went unfilled in 2005. While it’s a snap for experienced riders to get into a course with so much untapped capacity, the Minnesota Motorcycle Safety Program is looking to really inspire a culture of safety renewal in the experienced riding community as mentioned in future strategies in the Motorcycle Overview.

To reach riders outside of the training, the Minnesota Motorcycle Safety Program utilized a public information campaign: Ride Smart. The Ride Smart campaign aimed at getting people to ride smart by taking training, wearing protective gear, and avoiding drinking and riding. The campaign utilized clever “professional versus amateur” concepts that labeled training and the use of protective gear as professional. No gear and no training were amateur. For drinking and riding, the campaign used “good idea versus bad idea” concepts equating drinking and riding with some obviously bad ideas of things to do on a bike, such as talking on a cell phone and carrying a baby. Log onto the Office of Traffic Safety website for a view of these clever concepts at: www.motorcyclesafety.state.mn.us.

Results:

- Fatalities per 10,000 registered motorcycles in 2004 dropped to 2.9.
- Everyone wanting training received it with minimal wait times.
- Riders and novice riders were able to obtain training conveniently with the exception of the Canadian border area.
- Minnesota recorded its lowest percentage ever (27%) of alcohol-related motorcycle fatalities.

Costs:

\$47,266.27 federal

\$695,986.57 state

Funding Source(s): 402

State dedicated motorcycle safety funding

Contact Information:

Bill Shaffer
Motorcycle Coordinator
Minnesota Office of Traffic Safety

(651) 282-6558

E-mail: william.shaffer@state.mn.us

Roadway Safety

Toward Zero Death Committee

Target:

Agencies and coalitions that are working together to promote the Toward Zero Death program.

Problem Statement:

There is a need for the coordination and support of projects through a multi-agency committee dedicated to the reduction of traffic fatalities and serious injuries. This committee will oversee the Toward Zero Death (TZD) program. This program and its efforts need to be brought to the attention of Minnesota residents.

Objectives:

- Obtain administrative support for the functions and activities of the TZD Committee
- Increase awareness of traffic safety fatalities and severe injuries with Minnesota residents
- Provide forums for multi-disciplined traffic and transportation advocates to come together

Strategies:

A grant with the Minnesota Department of Transportation (MnDOT) resulted in a sub grant with the Center for Transportation Studies (CTS), University of Minnesota. CTS will coordinate the functions of the TZD Committee, conferences, workshops and meetings. CTS will also administer a survey of Minnesota residents to determine their attitudes toward traffic safety programs and/or initiatives and summarizing the results with a written analysis. Other duties will include maintaining the TZD web site and printing brochures or other publications that promote and inform others about the TZD Committee and its efforts. The information that is gathered by CTS will identify new partners for the TZD Committee.

Results:

- The TZD Committee met 10 times during federal fiscal year 2005
- The University of Minnesota HumanFIRST Program partnered with the committee
- Members of the committee participated in the development of Minnesota's Comprehensive Highway Safety Plan (CHSP) that was finalized and accepted by the Minnesota Departments of Public Safety and Transportation. The committee is also involved with framing the implementation of the CHSP (See write up on CHSP development in the P&A section.)
- The TZD program initiated a demonstration project that takes a regional approach to safety efforts. Eleven counties in southeast Minnesota will be working as a region to develop and implement safety initiatives and activities. The effort was kicked off with a workshop in Rochester where 120 people participated. The region is represented on the committee along with the two corridor coalitions.
- The Department of Public Safety has dedicated an information officer to the TZD communications efforts. The TZD Committee works with this person to coordinate media activities and other public awareness opportunities.
- The TZD Web site is updated as new material becomes available.
- TZD corridor signs were placed on Highways 52, 55, and 65/95 to promote the activities of the coalitions in the corridors.

- The TZD Program participated in the 2005 Government on Display exhibit at the Mall of America, an effort coordinated by the federal agencies with offices in Minnesota. The State Patrol and the Mn/DOT incident response program provided vehicles and personnel to help staff the exhibit.
- In an effort to track the public's awareness about the TZD program, the committee has initiated participating in a statewide survey managed by the University of Minnesota's Survey Research Center. This benchmark will provide one indicator of the program's progress in raising the profile of this coordinated effort on traffic safety.

Costs: \$30,000.00

Funding Source(s): 402

Contact Information:

Virginia Lockman
Safe Communities Program Coordinator
Office of Traffic Safety
(651) 284-4183

E-mail: virginia.lockman@state.mn.us

Hazard Elimination and Twisted-End Guardrails

Target:

Roadways in Minnesota that have been identified as having a high crash rate due to specific roadway problems.

Problem Statement:

There are many segments of or locations on Minnesota roadways that have high crash rates associated with specific roadway problems. Identifying these problem areas provides an opportunity for OTS to support engineering-based traffic safety solutions. The focus is on hazard elimination and the replacement of twisted-end guardrails.

Objectives:

- Work with the Minnesota Department of Transportation in identifying problem roadways
- Support engineering-based traffic safety solutions
- Complete projects that had been started in the prior grant year

Strategies:

OTS wrote two grant contracts with the Minnesota Department of Transportation (Mn/DOT). Under one grant Mn/DOT would identify roadways that have a high crash rate due to specific hazards. Under the other grant Mn/DOT set out to identify the segments of roadways with twisted-end guardrails and choose segments that need replacement. Identify traffic safety hazards throughout the state and determine which can be eliminated quickly and cost effectively through engineering solutions.

Results:

- Most of the hazard elimination projects were completed prior to October 1, 2004. The remaining projects that were completed in federal fiscal year 2005 included the installation of cable median barriers on a large section of I-94 covering two districts. Also, existing regulatory, warning and guide signing on Trunk Highway 52 was replaced or upgraded. This provided more uniform and visible signage along the entire corridor from the Twin Cities to Rochester.

- Twisted-end guardrails were replaced throughout the state with the majority being completed prior to September 30, 2004. The remaining replacements completed during this grant period were located in the Bemidji, Mankato, and Metro Districts. Through this project, 649 twisted end guardrails were replaced or eliminated during federal fiscal years 2003, 2004, and 2005. This represents approximately 16 percent of the total 4,201 twisted end guardrail systems that were in place when the replacement program started.

Costs: \$741,668.27 (Hazard Elimination - \$621,785.10, Twisted-End Guardrail - \$119,883.17)

Funding Source(s): 164HE

Contact Information:

Virginia Lockman
Safe Communities Program Coordinator
Minnesota Office of Traffic Safety
(651) 284-4183

E-mail: virginia.lockman@state.mn.us

Safe Communities

Public Information and Education

Target:

Motorists throughout the state of Minnesota, with a focus on males age 18 – 34 years of age.

Problem Statement:

Minnesota continues to lose too many lives to traffic crashes every year. Unbelted occupants, speeding, impaired driving and inattentive driving are the main factors noted in crash reports that contribute to the occurrence and severity of crashes. Changing these risky driving behaviors will reduce fatalities and severe injuries on Minnesota roadways.

Objectives:

- Educate the public about traffic safety issues
- Reach various target markets on the dangers of specific driving habits
- Promote change in risky driving behaviors to reduce fatalities and severe injuries on Minnesota roadways
- Assist traffic safety partners by providing needed materials for them to use as traffic safety ambassadors in communities statewide.

Strategies: Execute a grant with the Department of Public Safety, Office of Communications, to utilize their marketing, graphics and media relation expertise to support OTS initiatives and grantee activities, and to do outreach to the general public throughout the year. OTS believes enforcement and education are more effective when working in tandem.

Results:

- The high-level intensity of both proactive and reactive communications contributed to Minnesota's double-digit reduction in overall fatalities, all-time high record seat belt use, (83.9 percent) and lowest recorded alcohol fatality rate (177 deaths, or

one fatality per 100 million vehicle miles traveled, the lowest rate since the state began compiling statistics in 1934).

- Supported all *Safe & Sober* waves with development of media material for grantee use, extensive enforcement campaign launch publicity, and extensive post-campaign publication of results.
- Developed, executed and publicized innovative teen-oriented projects, including a turn-key teacher's traffic safety curriculum and a commercial contest that encouraged teens to create and produce seat belt television ads. More than 300 high schools requested the kit and more than 70 groups of teenagers submitted ads. The traffic safety curriculum was merchandised in four markets outside the Twin Cities metro area and the teen television ad contest ran statewide. Coverage included the announcement of the contest, the voting period and the three teen finalists.
- Conducted extensive outreach on the effective date of the state's 0.08 law. Developed special logo and tagline that was echoed on all collateral throughout the state, including bar coasters, banners and advertising executions. Secured beer distributor partners to deliver 0.08 bar coasters to drinking establishments and branded their in-store displays with the OTS 0.08 message – "*Don't Blow it*".
- Revised and reproduced nearly all PI&E material, including brochures, posters and promotional items relating to belt use, CPS, impaired driving and teen drivers. Developed new and innovative methods to distribute and display such items through spectrum of partners. Distributed thousands of items to multiple private partners, schools, law enforcement, safety groups and others; filling roughly 50 orders of multiple items per week.
- Developed new material, including TV, radio and print PSA material to address speeding (three radio spots and print execution), impaired driving/0.08 law (three radio spots and print execution) and the 'Click It or Ticket' campaign (three radio spots and TV spot).
- Conducted Rural Outreach in May 2005 that included significant outreach with about 20 Minnesota state colleges. Provided PSAs, editorial information, blast emails to students and poster displays for the institutions to use. Outreach had opportunity to reach nearly 100,000 students. Effort will also serve as the basis for expanded rural outreach efforts in November 2005 and May 2006.
- Leveraged paid radio media (May Mob, Labor Day Mob) with extensive on-air interview opportunities with law enforcement representatives across the state. OTS conducted 56 interviews in May and 31 interviews during August and September.
- Further extended outreach particularly to teens and young men through partnerships with the Minnesota Twins (season-long PSA broadcasts and in-stadium ads) and the Minnesota Wild (TV PSAs).
- To coincide with seat belt enforcement efforts OTS partnered with over 150 Taco Bell and Pizza Hut restaurants statewide which distributed 'buckle-up' messaging using post-it notes on orders filled at the drive-thru window and window cling on the restaurant doors. Reached estimated at 1.6 million restaurant patrons a month.
- Secured statewide outdoor (billboard) advertising partnership with Anheuser-Busch to run to promote seat belts and designated drivers. This advertising will run through 2006. Continued to reach young parents through associations with AAA and General Mills for basic traffic safety themes including child passenger safety.

Costs: \$321,526.04

Funding Source(s): 402

Contact Information:

Maureen Janke
Public Information Coordinator

Minnesota Office of Traffic Safety
(651) 284-0232

Email: maureen.janke@state.mn.us

Safe Community Coalitions

Target:

Communities with high traffic fatality and injury rates, especially those that also demonstrate low seat belt use or contribute heavily to the number of alcohol-related deaths and severe injuries.

Problem Statement:

Many community leaders are unaware that motor vehicle crashes take a tremendous toll on the members of their communities, both in terms of loss of life and economic costs. The goal of reducing traffic crashes, injuries and fatalities is not a goal for law enforcement alone. This is a shared goal and can take an entire community's efforts to reduce the number of people killed and injured on Minnesota's roads. Safe Community coalitions need to involve law enforcement, local government, schools, courts, businesses, employers, public health departments, faith communities, and community advocacy organizations in order to achieve this goal.

Objectives:

- Support and encourage local community coalitions that are formed to address traffic safety issues at the local level.
- Assist community coalitions in evaluating the traffic safety problems in their areas.
- Assist community coalitions in developing community specific strategies that will address motor vehicle fatalities and injuries within the content of the community's entire injury problem.
- Support and work towards achieving OTS' goal of Toward Zero Deaths.

Strategies:

A kick-off meeting will be held in St. Paul for all safe community grantees to provide information on expectations and available support and resources for the coalitions. Each coalition will develop partnerships and collaborate to spread program ownership throughout the community.

Citizen involvement and input will be used to establish community priorities for identified traffic safety problems. By actively participating in problem identification, citizens will be more apt to assume responsibility and ownership for developing solutions and sharing in both the successes and challenges of their program. Crash statistics, specific to the coalition's location, will be available to help in the identification of the specific problems in the community. All coalitions will be required to provide appropriate baseline rates and results so they are able to measure the results of their efforts. The 7 basic grant coalitions will focus on increasing seat belt use and child passenger safety. The fifteen alcohol-focused coalitions will work on decreasing incidents of drinking and driving as well as increasing seat belt use. Support will be provided by OTS in providing resources, attending coalition meetings, and promoting program sharing among the coalitions.

Results:

- The number of Safe Community Coalitions increased from 20 in 2004 to 22 in 2005.
- Thirty representatives of the Safe Community coalitions attended the kick-off meeting designed to focus their energies and provide them with additional information on what resources are available from OTS. According to evaluation forms, the group benefited the most from program sharing, getting new ideas, and refining their plans.
- Only one of the coalitions was unsuccessful in expanding their coalition or unable to increase seat belt use in their community as shown by informal surveys. Three others did not meet their (optimistic) belt use goal but did show increased use.
- The majority of the coalitions, through various activities, made significant progress in increasing seat belt use as shown in informal surveys and strengthening community awareness of the problems associated with traffic crash fatalities. Press releases and other public information activities were used extensively by the coalitions. One coalition initiated a workplace traffic safety challenge with 11 major employers in the Twin City area. The materials covered included impaired driving as well as seat belts. Another community with a large Hispanic population made materials available in Spanish and included English/Spanish "Always Buckle Up" payroll inserts to an employer in the community.
- A number of the alcohol-focused coalitions made significant strides in their communities by providing server training for owners, managers, and employees of liquor establishments. One community provided a training session in Chinese. Additionally, alcohol compliance checks were performed with an increase in the number of establishments passing. Sticker shock campaigns were also carried out in 4 communities.
- In one coalition, a judge kept track of the DWI pleas and reported a significant drop in the average BAC, from .172 to .160.
- One coalition's goal was to reduce the number of people driving impaired by 5 percent. The coalition used numerous means of getting the message out to the community (PSA's, newsletters, a MADD crashed car with impaired driving information at the local movie theater, targeted messages to the college communities). Working with the County Community Corrections agency, they were able to determine that there was a 5 percent reduction in first degree DWI cases and a twenty-two percent reduction in second degree DWI cases.
- A third coalition, in an area of the state where heavy drinking and driving is a social norm, was able to have two bar owners join their coalition. Additionally, a new liquor license ordinance was adopted, based on input from that same Safe Community coalition.
- The majority of the coalitions have done significant work with the business communities, high schools, and at community events. They have started making communities aware of the Toward Zero Deaths program. Activities have included organizing mock crashes and impact panels, providing Fatal Vision goggles for use at businesses, schools, and community events, and conducting seat belt challenges.
- All but two of the coalitions have been successfully in promoting the use of the "Last Call" video at multiple businesses, schools, organizations, and treatment programs. Additionally, information on the availability of the video was given to city councils, county commissioner councils, and chambers of commerce.
- With the exception of one coalition, all were successful in recruiting additional members.
- One coalition had every law enforcement agency and high school in the county actively participating in the coalition.
- One coalition, covering five counties, has worked with overcoming the potential problems of a large region by rotating the meeting sites and having a diverse group of members. In addition to representatives from the four "E's", coalition

members included attorneys/county prosecutors, district court judges, insurance agents, a local bottling company owner, and community corrections/probation employees.

- Five coalitions have been actively working with judges to convince them that harsher penalties are needed to target underage drinking and access to minors.
- Three coalitions have worked with traffic engineers and have had road signs installed with slogans targeting impaired driving such as “You Drink and Drive, You Lose” and “Drive Like You Care.”

Costs: \$434,250.55

Funding Source(s): 164AL, 402

Contact Information:

Virginia Lockman
Safe Community Programs Coordinator
Minnesota Office of Traffic Safety
(651) 284-4183

E-mail: virginia.lockman@state.mn.us

Community Health Liaison

Target:

Health professional community to encourage and assist county and municipal agencies in increasing their attention to reducing traffic fatalities and injuries and reducing traffic-related health care and other economic costs on Minnesota streets and highways.

Problem Statement:

Many health professionals are not aware of the role they can play in reducing traffic fatalities and serious injuries or the economic impact of traffic crashes in Minnesota. The Community Health Liaison’s work involves one-on-one contact with Minnesota health professional organizations such as emergency medical services, state, county, city, and private health organizations. The liaison’s job is to “sell” the importance of traffic safety to the health community.

Objectives:

- Discover where there are health programs that focus on traffic safety issues and determine what is working and not working within the identified programs from the participating agencies’ points of view.
- Convince or remind health professionals of the importance of the life saving and injury prevention measures that proper seat belt usage and impaired driving prevention will accomplish.
- Encourage programs that are traffic safety related to assist participating health professional agencies with their efforts and vice versa.
- Share information on print materials, news conferences, success stories, motivating health professionals, and additional people to contact.

Strategies:

The Health Liaison will consult, through one-on-one contact, as well as seeking time on the agendas of single and multiple agency meetings with Minnesota health professional organizations such as emergency medical services; and state, county, city, and private health organizations, with emphasis in the rural areas of the state of Minnesota, concerning the following:

- The importance of health organizations promoting traffic safety issues that will save lives and reduce injuries and costs to individuals as well as communities and society as a whole
- The various programs and campaigns available through OTS and other organizations (Safe Communities, *Safe & Sober*, occupant protection including child passenger safety, Network of Employers for Traffic Safety (NETS), Minnesota Safety Council, National Highway Traffic Safety Administration, America Buckles up Children, etc.)
- Other traffic safety issues such as aggressive driving, distracted driving, and pedestrian safety including what they are, how they work, and how they relate to the health community and specifically determine what will work in each particular community.
- The importance of conducting publicity efforts on passenger restraint use and impaired driving as well as other traffic safety issues such as aggressive driving, distracted driving and pedestrian safety and Safe Community Coalition building.
- The importance of becoming active partners with others in the community such as law enforcement, schools, citizen groups, and others, as well as encourage the formation of Safe Community Coalitions.

The Health Liaison will serve as a contact point for Minnesota health professional organizations and Safe Community Coalitions with questions on traffic safety issues referring them to other appropriate persons when necessary for technical information or materials/resources requests. Also, the liaison will pro-actively inform Minnesota health professional organizations of the materials and programs OTS can offer to them.

The Health Liaison will set up and staff displays providing information on the importance of traffic safety issues in the health community and the impact traffic safety issues have on the health of the citizens of Minnesota in coordination and cooperation with the law enforcement liaisons, Safe Community Coalitions, and the Minnesota Department of Health. Additionally, assistance with the development of tools such as contact people, presentations, events, activities and public information materials that can be used in reaching the targeted audience and share information on print materials, events, activities, and additional people to contact will be provided.

Results:

- Partnered with the University of Minnesota, School of Public Health to be a mentor to a Master of Public Health student to enable the student to become an advocate of traffic safety and work with others in the program.
- Researched the costs and possibilities of using ECHO (a multi-language public television program) to reach minority populations with a traffic safety message.
- Presented information on traffic safety at numerous work force health fairs and provided educational information. (Mentor/Lifeworks, Carlson Companies, General Mills, University of Minnesota (all staff on all campuses), Ashland Petroleum, Bethel College, Lake County Service co-op (9 county area), Fairview Red Wing, Western National Insurance of Edina, Tastefully Simple, St. Cloud Hospitality Association, Minnesota Council of Health Plans, Scherer Bros. Lumber, and Express Scripts.
- Attended and/or exhibited at numerous health conferences/meetings for the Minnesota School Nurses Association, Minnesota Rural Health Association (elected to the Board of Directors), Minnesota Public Health Administration, Metro Health Educators, American Public Health Association, Association for Community Health Improvement, East-Central Health Educators, Mayo Clinic, Minnesota School Health Educators, Southeast Region Health Educators, Association for Community Health Improvement, and Minneapolis Clinic of Neurology Health Fair.
- Presented to a Health Education and Nursing class at MSU-Mankato.

- Created numerous PowerPoint presentations, interactive quizzes, informational handouts, etc. for use by health professionals and Safe Community coalitions.
- Created a mailing to 349 Worksite Health Promotion contacts featuring the “Last Call” order form and an invitation to sign up for the Traffic Safety Update on-line.
- Met with the MADD Executive Director and Youth in Action coordinator to coordinate their work with the Safe Community coalitions.

Costs: \$70,313.12

Funding Source(s): 402

Contact Information:

Virginia Lockman
 Safe Community Programs Coordinator
 Minnesota Office of Traffic Safety
 (651) 284-4183

E-mail: virginia.lockman@state.mn.us

GLOBAL EVALUATION

Target:

Office of Traffic Safety (OTS) research analysts, program coordinators, policy developers and the NHTSA

Problem Statement:

Programs that address traffic safety need to be evaluated to ensure their effectiveness and plan for future projects.

Objectives:

- Collect and analyze data to determine if traffic safety messages are reaching Minnesotans
- Measure changes attributable to OTS efforts
- Assist program coordinators in selecting the best evaluation method for projects

Strategies:

OTS contracted with Corona Research to conduct the NHTSA-designed telephone surveys pertaining to safety belts and impaired driving.

The OTS also conducted observational surveys of safety belt use (discussed in detail in Occupant Protection Noteworthy Practices) and continued to analyze crash data and CODES data.

Results:

- Telephone surveys using the NHTSA-designed Combined Telephone Survey (adapted for MN) were conducted four times: 1. Pre May Mobilization and Rural Demonstration Project (RDP) (also used as pre Labor Day Crackdown), 2. Midway

through RDP (rural only), 3. Post May Mobilization, and 4. Post Labor Day Crackdown.

- ❖ A base sample of Minnesotans and over samples of unmarried males under 35 and rural populations were surveyed. (totals of 768 for three surveys and 202 for the rural only RDP survey)

Specific findings from these surveys are referenced elsewhere in this report.

Costs: \$52,877.00 (+ \$7,078.00 paid for analysis in FFY06)

Funding Source: 402 and 157 Innovative
(The RDP-rural-only survey was funded separately by the NHTSA)

Contact Information:

Kathleen Haney
Evaluation Coordinator
Minnesota Office of Traffic Safety
(651) 215-9091

E-mail: kathleen.haney@state.mn.us

Paid Media Report

Paid Media Principles

The Minnesota Department of Public Safety Office of Traffic Safety (OTS) continues to employ — and increase — paid media advertising in its communications mix. Paid media is used primarily in conjunction with enforcement, usually statewide mobilizations targeting seat belt use and impaired driving, and complementing national paid media and enforcement.

Paid media has increased in recent fiscal years, supporting increased enforcement and coinciding with record-high seat belt use and historic low alcohol-related traffic fatalities.

In federal fiscal year 2004, OTS supported paid media with \$387,500 in funding; in federal fiscal year 2005 budgeted \$840,000; and planned for federal fiscal year 2006 \$1,549,700.

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

In addition to the primary mediums of cable TV and FM music stations, other popular formats are utilized as sustaining elements as appropriate, such as spot broadcast TV, news/sports/weather AM radio, and alternative print publications for drop inserts.

Also as appropriate, out-of-home media is used to reach motorists at "points-of-sale," such as indoor hospitality advertising (bars, restaurants), gas station pump-toppers, and mobile tran-boards (truck panels on major highway routes).

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

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

May Mobilization Click It or Ticket Campaign

Objectives:

- Utilize a combination of television, radio and other media
- Expand reach to as many households as possible
- Select markets to maximize statewide media coverage
- Ensure appeal to the young male target group
- Maximize bonus spots
- Accomplish all objectives within the limited timeframe and budget

Results:

- May Mobilization Click It or Ticket Paid Media Campaign
 - ❖ Total budget \$350,000; **total paid media \$346,951.28***
 - ❖ Flight Dates – May 16 – May 28, 2005
 - ❖ Purchased one extra radio market (Thief River Falls) and the Minnesota News Network (radio) to expand statewide coverage
 - ❖ Achieved an in-flight paid spot to Public Service Announcement (PSA) conversion in radio markets of 65%. Additional PSAs will run throughout the summer with unlimited creative changes; specific commitments vary by market.
 - ❖ Television PSAs will run with a target paid-to-PSA conversion of 25%.
 - ❖ Total paid radio spots: 2,347. Total bonus radio spots in flight: 1,526. Total additional bonus spots to run through summer: 4,027. Value of bonus: \$141,771.
 - ❖ Out of Home advertising included targeted ethnic press, pump toppers, and mobile truck advertising.
 - ❖ Markets included: Alexandria, Austin, Bemidji, Brainerd, Duluth, Faribault, Grand Rapids, La Crosse (Wisc.), Mankato, Marshal, Minneapolis/St. Paul, Pine City, Rochester, Sioux Falls (S. Dak.), St. Clo0ud, Thief River Falls, Wadena and Willmar.
 - ❖ Broadcast TV: \$154,949.90
 - ❖ Cable: \$39,303.15
 - ❖ Radio: \$83,814.81
 - ❖ Out-of-Home/Print: \$25,225
 - ❖ Total paid media with agency commission and post-campaign station credits: **\$346,951.28***

Funding source(s): \$346,951.28 - 157

* Due to credits received from contractor the broadcast, cable, radio and out-of-home/print costs precisely match total amount paid. The amount in bold numbers is the amount expended on paid media

Speeding Campaign

Objectives:

- Execute a statewide (federally funded at \$55,000) and Twin Cities-specific (state funded at \$15,000) radio campaigns designed to elevate public awareness of the importance of observing posted speed limits.
- Negotiate spot radio on top A18-49 stations; leverage paid media to secure public service announcement (PSA) commitments.
- Accomplish objectives within the limited budget

Results:

- **Speeding Paid Media (Federally Funded at \$55,000)**
 - ❖ Flight Dates: June 27 – Aug. 14 (7 weeks)
 - ❖ Total Budget \$55,000; **total paid media \$54,905.88**
 - ❖ Local cable TV targeting A18-49
 - ❖ Markets include Duluth, Fargo, Rochester, Minneapolis/St. Paul
 - ❖ TRP (total ratings points) goal 135.7; total TRPs purchased, 185.5
 - ❖ Leveraged paid schedule to get bonus PSA in all purchased markets
 - ❖ Endline impressions broke down 50/50 versus males and females for strong gender balance.
 - ❖ Overall savings were reinvested to secure premium programming and point-goal over-delivery.
 - ❖ Total TRPs purchased, total spots and total impressions:
 - Duluth: 144; 478; 381,000
 - Fargo: 133; 261; 472,000
 - Rochester 132; 770; 406,000
 - Twin Cities 202; 242; 5,190,000
 - Total measured markets: 185 TRP purchased; 1,751 total spots (includes 483 bonus spots at an \$18,465 value); 6,449,999 total impressions.
 - ❖ Cable billings \$48,113.40.
 - ❖ Radio negotiators leveraged May Mobilization investment to secure commitments for summer-long bonus radio time in 11 markets for approximately 3,782 :30 radio spots at no charge at an \$58,000 value.
 - ❖ Out-of-home May Mobilization investment was leveraged for maximum value-added. 30 gas stations executed a new pump-topper message for a \$6,000 value.
 - ❖ Total added value: \$82,464 (170 percent return-on-investment)
 - ❖ Total paid media with agency commission and post-campaign station credits: **\$54,905.88** – 402
- **Speeding Paid Media Campaign (State Funded at \$15,000)**
 - ❖ Flight Dates: June 6 – 26, 2005
 - ❖ **Total Budget \$15,000; total paid media \$14,991.35.**
 - ❖ Drive-time and weekend focus
 - ❖ 40 total ratings points (TRPs) per week = 119 total TRPs; 37 percent of purchased TRPs were in afternoon drive-time
 - ❖ 149 spots purchased
 - ❖ 114 bonus PSAs for a total of 263 spots at a TRP value of 91.2 TRPs, or a \$11,844 value
 - ❖ Seven of the top 10 ranked stations were included on the buy; three stations provided 100 percent no-charge bonus spots, including Spanish-language station WDGY.
 - ❖ Total paid media with agency commission and post-campaign station credits: **\$14,991.35** – State Trunk Highway Fund

Summer Impaired Driving Campaign

Objectives:

- Execute statewide radio campaign reminding Minnesota listeners not to drink and drive. Provide DPS with on-air opportunities to discuss new legal limit of 0.08
- Utilize a combination of television, radio and other media
- Expand reach to as many households as possible
- Select markets to focus on 14 NightCAP counties
- Ensure appeal to the young male target group
- Maximize bonus spots
- Accomplish all objectives within the limited timeframe and budget

Results:

- Summer Impaired Paid Media Campaign
 - ❖ Total budget \$100,055 (spot cable TV and radio); **total paid media \$100,000.35.**
 - ❖ Flight Dates: June 6-12; June 20 – July 3; July 18-24; Aug. 1-7 (5 weeks)
 - ❖ Local cable TV targeting M18-34, blue-collar, HHI <\$30K
 - ❖ Cable TV markets include Duluth, Fargo, Rochester, Twin Cities (St. Cloud)
 - ❖ TV TRP (total ratings points) purchased and total impressions:
 - Duluth, 108/286,000
 - Fargo, 148/525,000
 - Rochester 106/326,000
 - Twin Cities, 128/3,289,000
 - ❖ Leveraged paid schedule to get bonus PSA in all purchased markets for 529 bonus TV PSA spots for added value of \$19,920 (62 percent ROI)
 - ❖ Radio measured markets include Duluth, Rochester, Twin Cities (St. Cloud); 756 TRPs purchased
 - ❖ Unmeasured markets: Alexandria, Bemidji, Brainerd, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing, Wadena; 682 spots purchased
 - ❖ Total radio spots purchased: 1,190; Total in-flight PSAs: 1,047 at an estimated value of \$34,846.
 - ❖ Total measured gross impressions:
 - Duluth, 42,512
 - Rochester, 35,107
 - Minneapolis, 815,200
 - St. Cloud, 48,288
 - ❖ Statewide approximate total of 465 News, Weather and/or Traffic sponsorships with an estimated value of \$3,095.
 - ❖ Total added radio value: \$37,941.
 - ❖ Cable: \$34,459.85
 - ❖ Radio: \$39,557.
 - ❖ Out-of-Home/Print: \$14,000.
 - ❖ Total paid media with agency commission and post-campaign station credits: **\$100,000.35***

Funding Source(s): \$100,000.35 - 402

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

Minnesota Twins Baseball Partnership

Objectives:

- Execute radio/TV broadcast partnership with most popular Minnesota sports franchise.
- Complement other paid media and enforcement campaigns throughout the season (April-May: seat belts; June-July: speeding; Aug.-Sept.: impaired driving).
- Utilize homeplate advertising behind homeplate for ½ inning per game.

Results:

- ❖ **Total budget \$82,500, total paid \$82,500**
- ❖ Flight Dates: April thru September 2005
- ❖ Target: skew 18-34, blue-collar, HHI <\$30K

The following chart shows the monthly average television and stadium coverage of the Department of Public Safety Homeplate signage throughout the 2005 regular season.

2005 Monthly Home Plate Signage Totals				
Month	# of Games	# of Telecasts*	Total TV Time	Total Stadium Time
April	9	14	16:14	1:13:06
May	14	23	17:55	2:01:27
June	17	27	24:45	2:03:59
July	10	16	23:02	1:40:42
August	14	24	17:31	1:34:08
Sept./Oct.	10	17	15:34	1:18:03

*According to Nielsen Media Research, Twins' over-the-air ratings in 2005 on WFTC UPN 29 averaged a rating of 6.5, a 35% rise over last season with cable television ratings on FSN North averaging a rating of 6.6, up 20% during the 2005 season compared to 2004. Each ratings point equals approximately 16,655 households in the Twin Cities area television market. In addition, a total of 13 Twins telecasts in 2005 on FSN North have moved into the network's Top 25 highest-rated FSN North/MSC programs since 1997. The Twins-White Sox telecast on August 17 earned a 10.1 rating, making it the team's highest-rated game of the season on FSN North, and ranks sixth on the network's highest-rated programs list.

**The Department of Public Safety's Home Plate signage over the course of the season impacted more than 130 million TV households with over 1,200 occurrences. The Department of Public Safety's signage is a repetitive message; the Twins broadcast 61 home games during the 2005 season

Public Service Announcements

During the 2005 regular season, the Department of Public Safety had the opportunity to air PSA's on television and radio. The Twins aired three television spots on Fox Sports Net and WFTC. "Make the Call" and "Idiot Ump" were aired 42 times each throughout the season on Fox Sports Net and "Dictionary" was aired 12 times on UPN 29. The spots were also aired in-stadium on the color video boards during Memorial Weekend and Labor Day Weekend. Messages promoting vehicle safety and the new legal alcohol limit were run on our black and white scoreboards.

Funding Source(s): \$ 85,200 - 402

Labor Day Impaired Driving Campaign

Objectives:

- Execute statewide radio campaign reminding Minnesota listeners not to drink and drive. Provide DPS with on-air opportunities to discuss new legal limit of 0.08
- Utilize a combination of television, radio and other media
- Maximize bonus spots
- Accomplish all objectives within the limited timeframe and budget

Results:

- Labor Day Mobilization Paid Media Campaign
 - ❖ Total budget \$250,000; **total paid \$243,543.65.**
 - ❖ Flight Dates: Aug. 12–31
 - ❖ Target: M18-34, blue-collar, HHI <\$30K

TV:

- ❖ Budget: \$91,525
- ❖ Markets: Duluth, Mankato, Rochester, Minneapolis (St. Cloud)
- ❖ Total :30 M18-34 TRPs purchased: 219.3/Total Gross Impressions: 7,181,000
- ❖ Total Broadcast TRP purchased/Total Gross Impressions: 108/3,929,000
 - Duluth, 30/79,000
 - Mankato, 31/135,000
 - Rochester, 30/92,000
 - Minneapolis, 141/3,623,000
- ❖ Total Cable TRP purchased/Total Gross Impressions: 96/3,252,000
 - Duluth, 62/164,000
 - Mankato, 43/187,000
 - Rochester, 108/332,000
 - Minneapolis, 100/2,569,000
- ❖ PSAs: a minimum of 391 bonus PSA spots were negotiated at an estimated added value of \$213,549 (30 percent ROI)

Radio:

- ❖ Budget, \$120,295.28
- ❖ Spots were purchased on a total of 48 stations (format mix) as well as on the Minnesota News Network syndicate Measured markets include Duluth, Mankato, Rochester, Twin Cities (St. Cloud)
- ❖ Total TRPS purchased in measured markets: 1,307.4
- ❖ Unmeasured markets: Alexandria, Austin, Bemidji, Brainerd, Ely, Faribault, Fergus Falls, Grand Rapids, Hibbing, Marshall, Pine City Wadena and Willmar.
- ❖ Unmeasured markets emphasis on p.m. drive and evening/weekend was achieved with a total of 1,613 purchased spots.
- ❖ Leveraged total spots purchased (2,065) get bonus 1,163 PSAs
- ❖ Total of 1,428,962 measured gross impressions (reflects only paid spots in measured markets; does not include unmeasured markets or bonus PSA spots):
 - Duluth, 53,913
 - Mankato, 41,760
 - Rochester, 45,157
 - Minneapolis, 1,237,161
 - St. Cloud, 50,971

– more –

- ❖ 76 total Minnesota Twins MBL in-game spots.
- ❖ 12 in-game spots purchased on three pre-season Vikings NFL games (Kansas City Chiefs, New York Jets, San Diego Chargers)
- ❖ Purchased 34x (:30) spots to run on 75 affiliate states across the state; secured an additional 20X spots to run on all affiliates as no-charge PSA; dollar value of PSAs: \$5,000.
- ❖ PSAs: all stations purchased in all markets agreed to run no-charge spots as PSA throughout the flight.
 - Total estimated in-flight PSAs: 1,163; total dollar values of PSAs: \$55,555.
- ❖ Statewide approximate total of 465 News, Weather and/or Traffic sponsorships with an estimated value of \$3,783.
- ❖ Total added radio value: \$\$64,338.

Other

- ❖ Indoor advertising: 125 bonus placements
- ❖ Mobile billboards along three routes, \$17,254.59
- ❖ Skyway billboards: downtown Minneapolis, St. Paul, Duluth, Rochester and Mall of America, \$17,759.83
- ❖ City Pages insert, \$2,913.42
- ❖ St. Paul Saints in-game signage, \$1997.06

- ❖ Radio: \$102,924.24
- ❖ TV: \$44,697.25
- ❖ Cable: \$33,518.05
- ❖ Out-of-Home: \$32,275
- ❖ Total paid media with agency commission and post-campaign station credits: **\$243,543.65.**

Funding Source(s): **\$200,055.28** - 410
 \$ 43,488.37 - 402

Contact Information:

Dennis Smith
 Information Officer
 DPS – Office of Communications
 (651) 282-3955

Email: dennis.smith@state.mn.us

another vehicle that was attempting to make a left turn at an intersection. D. Elliott, 52, of Centerville, died on I-35 in Pine County. Elliott was traveling at a high rate of speed, went off the road and rolled over. On May 28, J. Quincy, 27, of Brainerd, was killed on Hwy. 23 in died when Cross



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

er's vehicle crossed the center line and hit prior, Wis., was riding a motorcycle on Hwy. the road and was thrown from the bike. Bauer ston County, A. Cross, 19, of Rushford, died e vehicle, entered a ditch and rolled over. ed. On Hwy. 41 in Carver County on December 31, S. Benton, 61, was killed when the driver's vehicle went through a red light and was struck by another vehicle. On November 29 on Hwy. 70 in Kanabec County a vehicle driven by J. Davies, 34, of Eden Prairie, rear-ended a combine, killing Davies. L. Harkes, 90, of Oakdale, was killed in Hubbard County on Hwy. 64 when the driver's vehicle was struck by another that failed to yield at an intersection. L. Stewart, 37, of Renville, was killed on Hwy. 7 in Kandiyohi County when the driver was broadsided by another vehicle. On Hwy. 10 in Morrison County, G. Buchholz, 20, of Motely, died when the driver's vehicle ran off the road, over-corrected, crossed all lanes and rolled over in the median. Buchholz was not wearing a seat belt and ejected. On September 29 on I-494 in Hennepin County, J. Jackson, 23, of Chaska, was killed when the rider lost control of a motorcycle on an entrance ramp and hit the guardrail. On July 28, two people were killed on Hwy. 53 in St. Louis County when a vehicle driven by D. Opat, 63, of St. Williams, Canada, crossed the center line, struck another vehicle, sideswiped another vehicle then spun sideways and was broadsided. Opat and a passenger, L. Ogline, 58, of St. Williams, died on the scene. F. Daniels, 24, of Slayton, was ejected from the rear seat of a vehicle and killed on Hwy. 62 near Fulda after the occupant's vehicle swerved to avoid a deer, entered a ditch and rolled over. Daniels was not wearing a seat belt. T. Tyler, 50, of Plymouth, died after the driver lost control of the vehicle on Hwy. 55, rolled over and was ejected. Tyler was not wearing a seat belt. L. Sanders, 90, of Garvin, was killed when the driver's vehicle was hit head-on by another vehicle that had crossed over the center line of Hwy. 23 in Pipestone County. Sanders died at the scene. A triple-fatal crash occurred on Hwy. 50 in Dakota County on October 10 killing M. Barnes, 20, J. Barnes, 18, and J. Barnes, 17, all of Hampton. Their vehicle was hit head-on by an impaired driver that was attempting to pass another vehicle. B. Jones, 38, of Sauk Rapids, was traveling on Hwy. 10 in Benton County on August 28 when the driver's vehicle left the roadway and rolled over multiple times. Jones and was ejected and killed. T. Wagner, 18, of Eagle Grove, Iowa, was killed when the pedestrian was hit by a vehicle while standing outside a car on I-35 in Freeborn County. R. Hanes, 66, of New London, was killed in Blue Earth County when the driver's semitrailer was struck by a train on August 10. B. Pensler, 36, of Staples, was killed on Hwy. 210 in Cass County on November 22 when the driver was passing another vehicle, lost control, went into a ditch and rolled over. In Carlton County on Hwy. 23 on November 7, B. Krane, 12, was ejected and killed when the occupant's vehicle was struck as it attempted to turn in front of another vehicle. On May 19, S. Troxel, 26, of Hudson, Wis., was driving impaired and attempted to take an exit ramp late. Troxel rolled over on the ramp, was ejected and killed. Troxel was not belted. On April 30, J. O'Brien, 23, of Fairmont, died when the occupant's vehicle was northbound on Albion St., lost control and hit a tree. D. Taylor, 50, of Willmar, was killed on Hwy. 13 in Dakota County on December 20 when the driver's vehicle was hit head-on by another car traveling in the opposite direction that had lost control, went through the median and struck Taylor. On June 25 on Hwy. 200 in Cass County, R. Utchen, 48, of Walker, died when the driver over-corrected the pick-up truck after running off the edge of the road, crossed the median, rolled over and was ejected. Utchen was not belted and was driving impaired. C. Halverson, 51, of Coon Rapids, was killed on I-694 in Washington County when the driver's vehicle was cut off by a merging vehicle. Halverson lost control, hit the center median and was broadsided by a semitrailer.



FY 2005

STATE





Highway Safety

Annual Report

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Fatalities (Actual)	597	576	600	650	626	625	568	657	655	567	
Fatality Rate /100 million VMT	1.35	1.26	1.28	1.34	1.24	1.19	1.07	1.21	1.18	1.00	
Injuries (Actual)	47,161	48,963	46,064	45,115	44,538	44,740	42,223	40,677		40,073	
Fatality & Serious Injury Rate/(100 million VMT)	10.03	9.56	9.11	8.37	8.06	7.25	6.61	6.53		5.30	
Fatality Rate/100K Population	13.0	12.4	12.8	13.7	13.1	12.7	11.4	13.1	12.9	11.0	
Fatal & Serious Injury Rate/100K population	95.9	94.2	91.1	85.6	85.5	77.2	70.8	70.8		58.1	
Alcohol Related Fatalities (Known)	246	205	178	273	195	245	211	239	255	177	
Proportion of Alcohol Related Fatalities	41.2	35.6	29.7	42.0	31.2	39.2	37.1	36.4	38.9	31.2	
Alcohol Related Fatality Rate/100M VMT	0.56	0.45	0.38	0.56	0.38	0.47	0.40	0.44	0.46	0.31	
Proportion of Population Using Safety Belts	65%	64%	65%	64%	72%	73%	74%	80%	79%	82%	
Proportion of Fatal Crashes = Speeding	26.8	27.4	22.5	24.7	25.6	28.4	28.4	28.1	30.7	26.7	
	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	

Cost of Traffic Crashes (Millions)

1,611.8	1,578.1	1,456.8	1,620.7	1,635.4	1,680.3	1,619.0	1,711.6			1,769.5
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Motorcyclist Fatalities

1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
35	42	24	40	29	35	42	47	62	50

Pedestrian Fatalities

1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
49	46	58	56	51	41	46	50	52	37

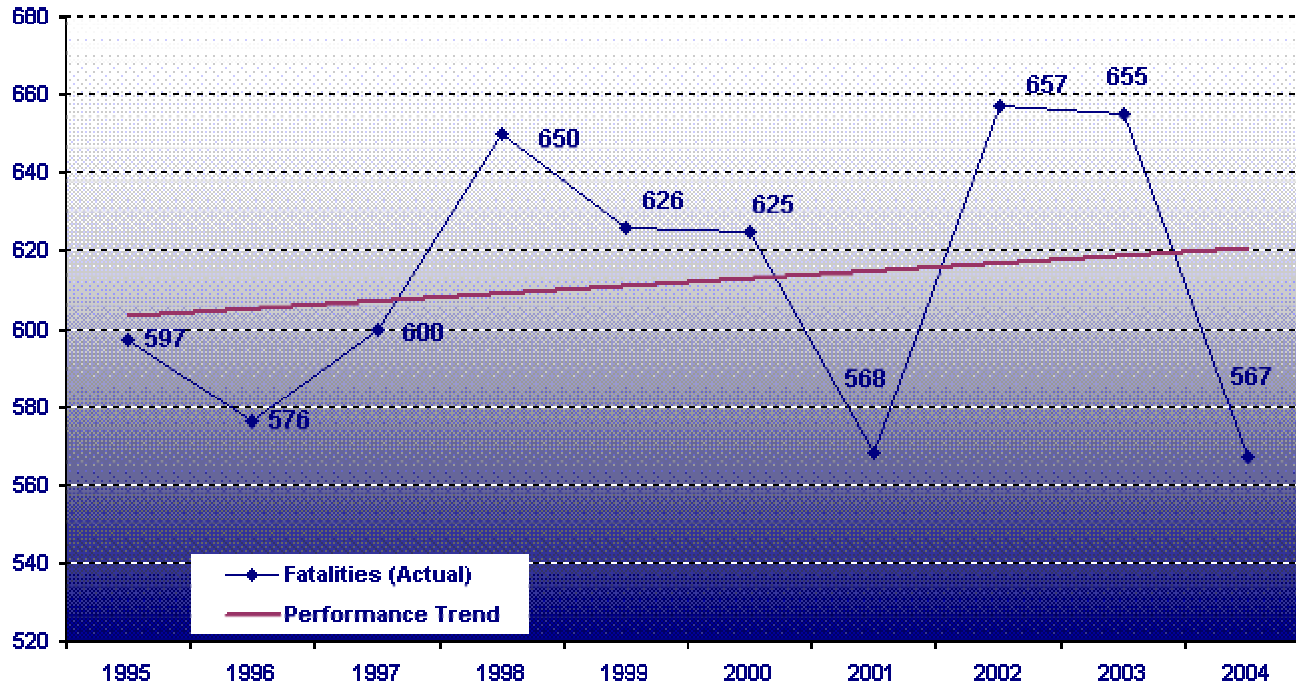
Note: To help measure the progress of reducing the severity and cost of traffic crashes, the above 14 data items are listed. On the following pages, a chart for each data item is represented. Note: Injury data and property damage crash data for 2003 is not available due to the flaws in the new statewide crash reporting system implemented that year.

Performance Goals and Trends

Goal: Less than 500 by 2008

Reduce/Maintain, etc.

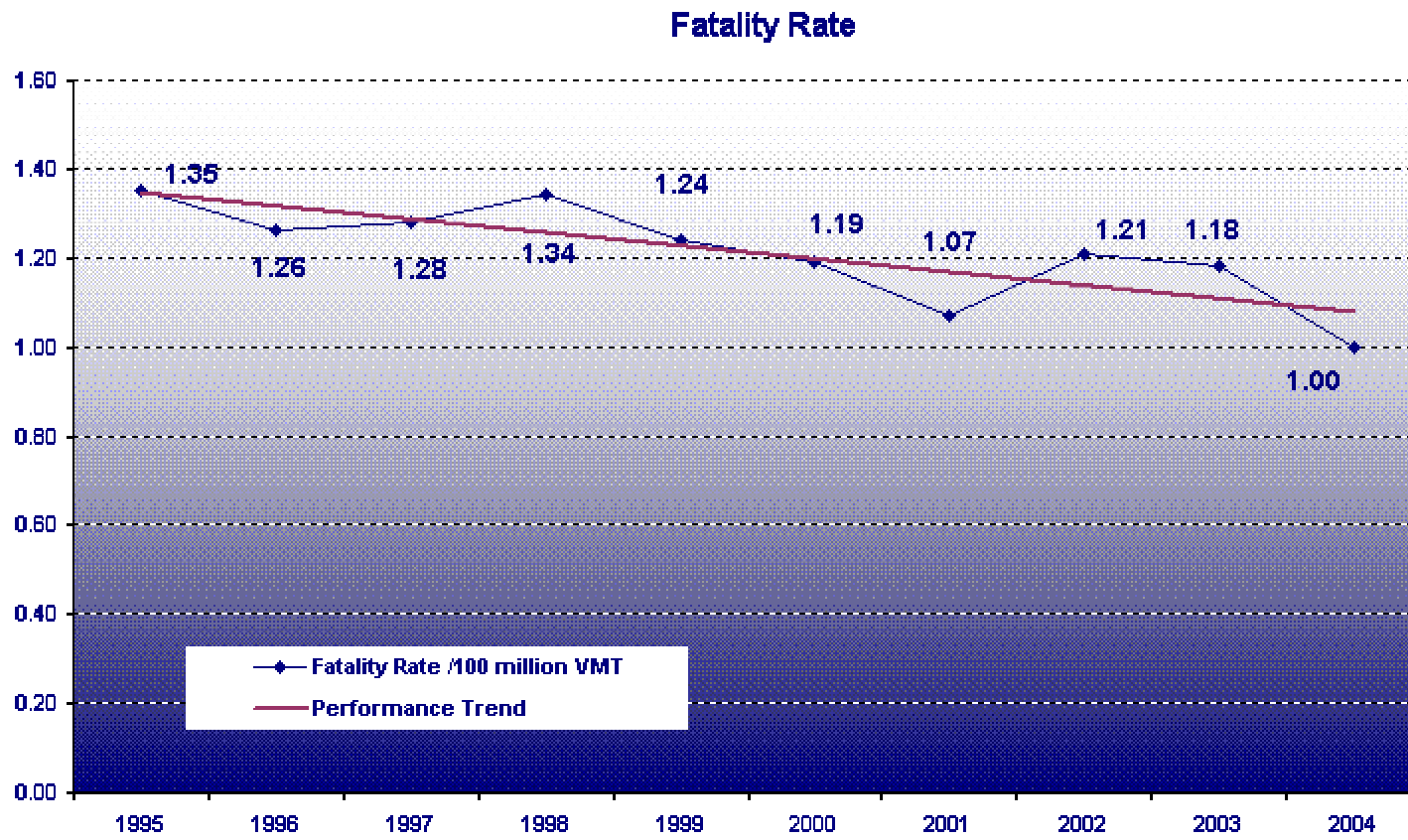
Traffic Fatalities in Minnesota



Note: The Office of Traffic Safety remains concerned because the trend over the past few years appears to be a higher number of traffic fatalities. As more drivers travel more miles, Minnesotans are paying a higher price in fatalities. The most often cited contributing factor in fatal crashes is illegal/unsafe speed. Speed is now cited in approximately 30% of all fatal crashes in Minnesota.

Goal: Fatality Rate/VMT of 1.0 by 2008

Reduce/maintain, etc.

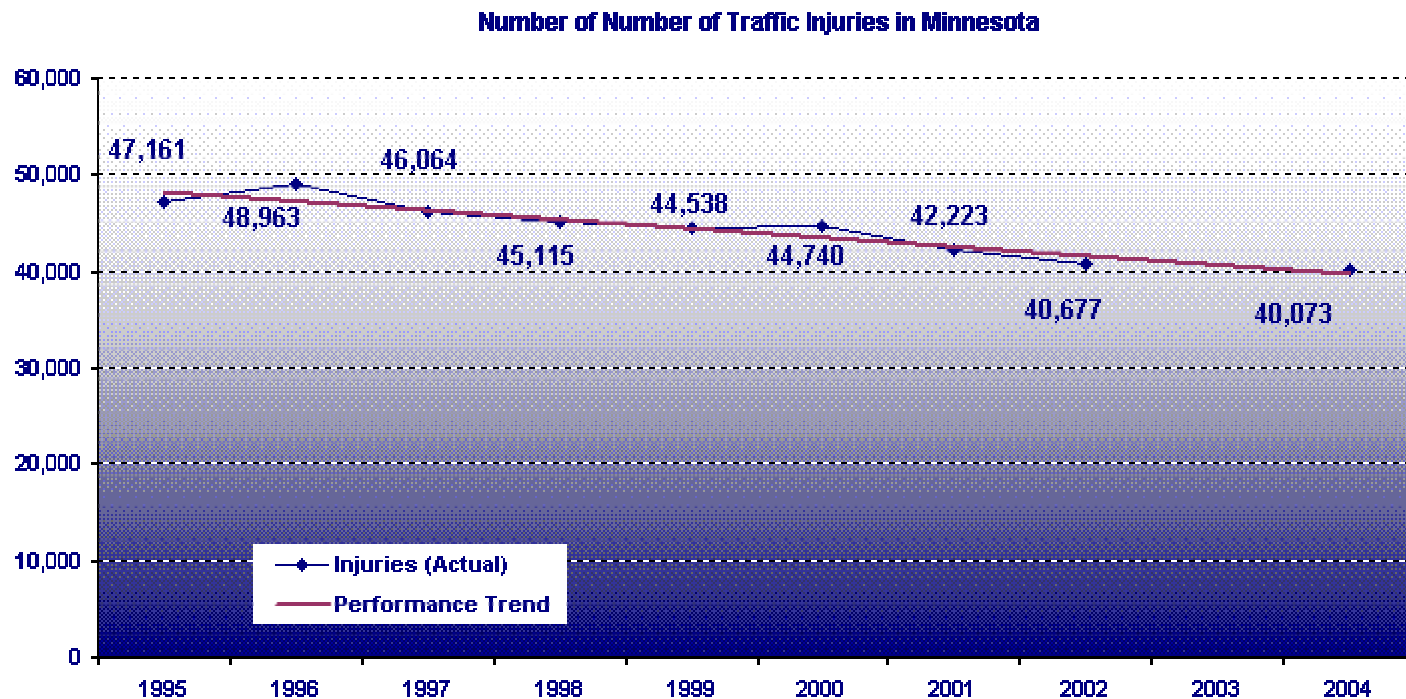


Note: Despite the increasing risk factors, the traffic fatality rate (calculated by dividing the number of traffic deaths by the number of miles traveled) has declined steadily through the years. In this measure of traffic safety, Minnesota's rate of 1.00 in 2004 is far lower than the nation which had a rate 1.46

Goal: Injuries

Reduce/Maintain, etc.

(2003 data not available)

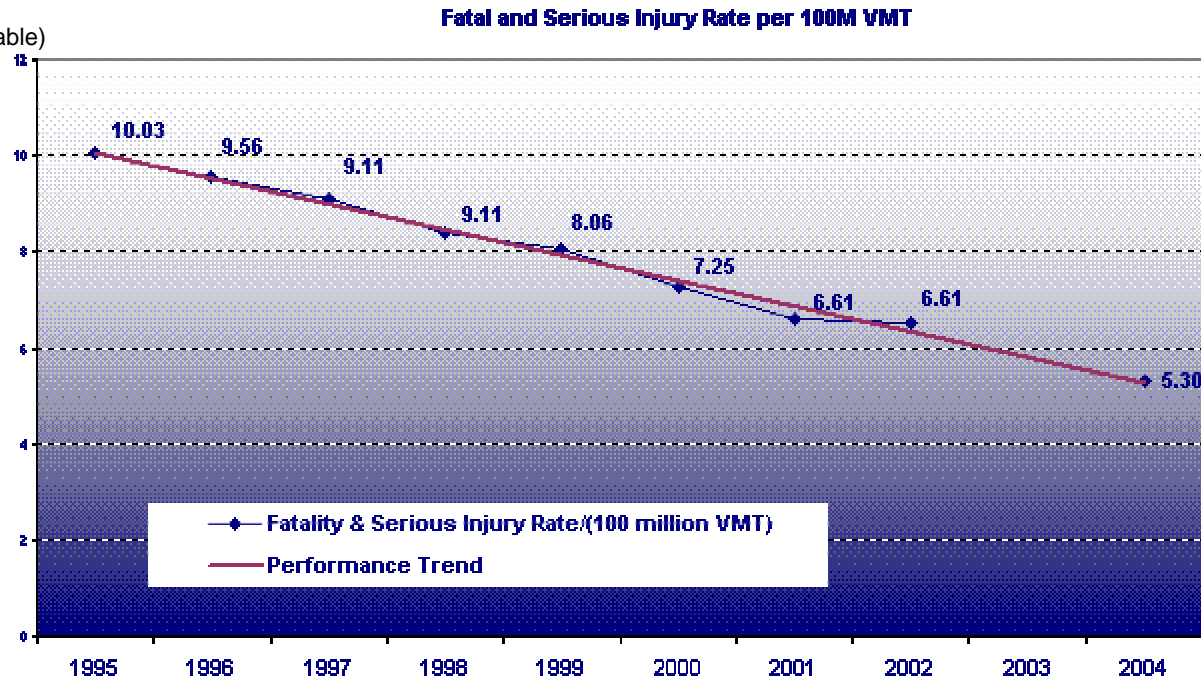


Note: Traffic injuries in Minnesota, and especially severe injuries, have trended steadily downward over the last decade. We are confident that the increasing rate of seat belt use during that time has played a huge role in this downward trend. (Data for 2003 is not available).

Goal: K+A Injury Rate/VMT

Reduce/Maintain, etc.

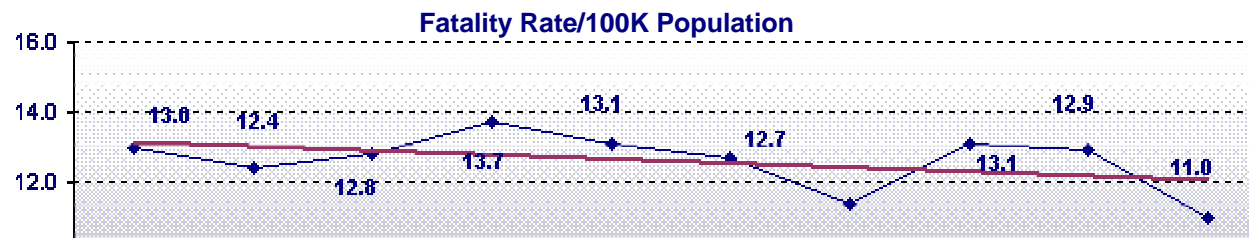
(2003 data not available)



Note: Because the number of severe injuries has steadily declined over the years in Minnesota, the K+A rate per VMT has also trended downward. This measure remains reliable and sensitive. (Data for 2003 is not available).

Goal: Fatality Rate/100K Population

Reduce/Maintain, etc.

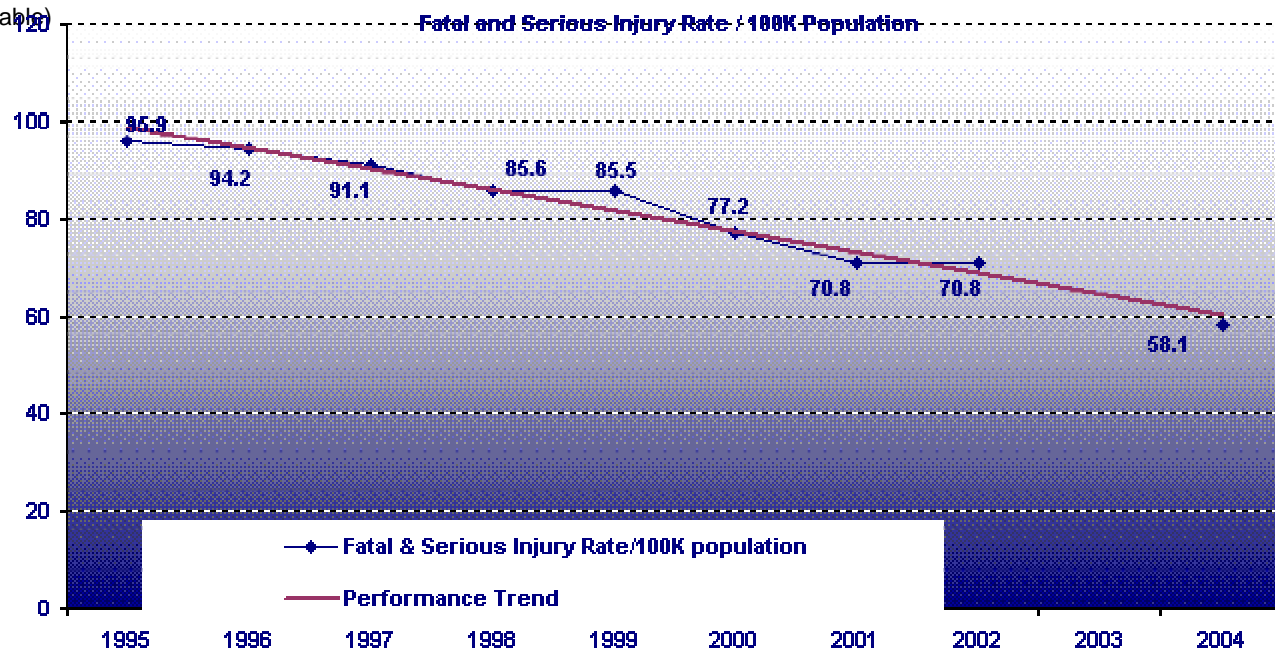


Note: The population of Minnesota is now about 5.1 million people, but only increases about 1 percent per year. Thus, the fatality rate per 100K population trend line has continued to show a small but steady decline.

Goal: K+A Injury Rate/100K Pop

Reduce/Maintain, etc.

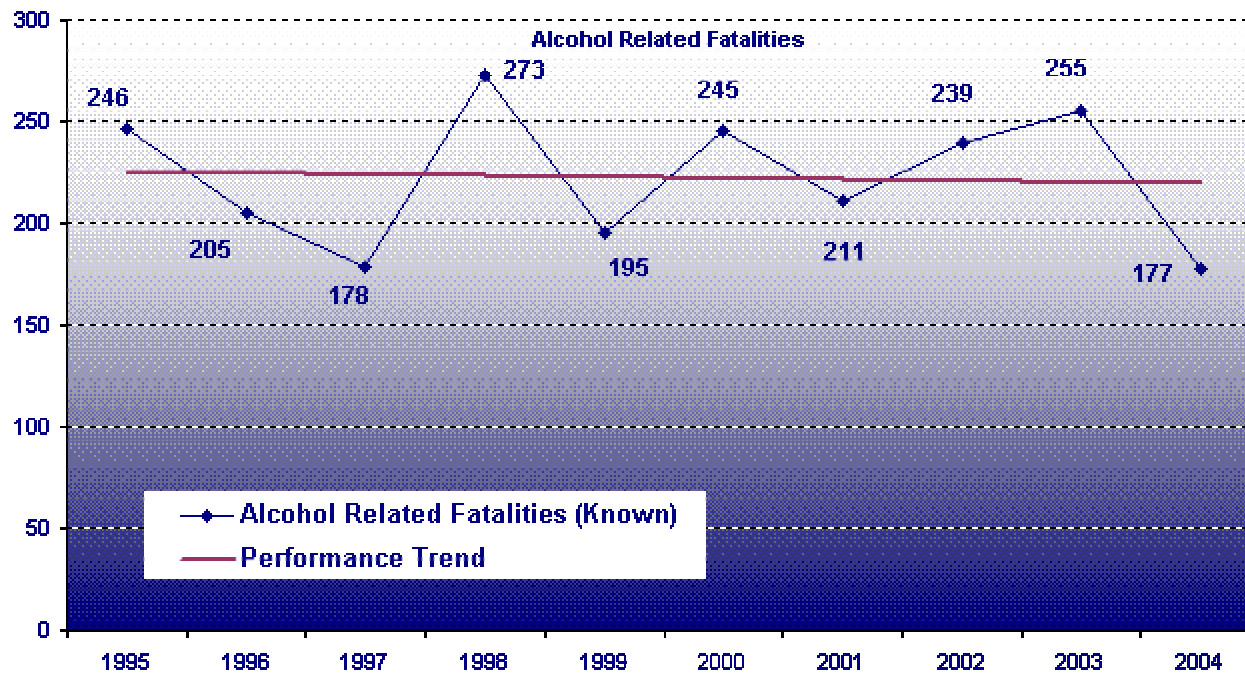
(2003 data not available)



Note: Because of the decline in A injuries (37% since 1995), we once again see a rapid decline in this measure.
(Data for 2003 is not available).

Goal: Alcohol Fatalities

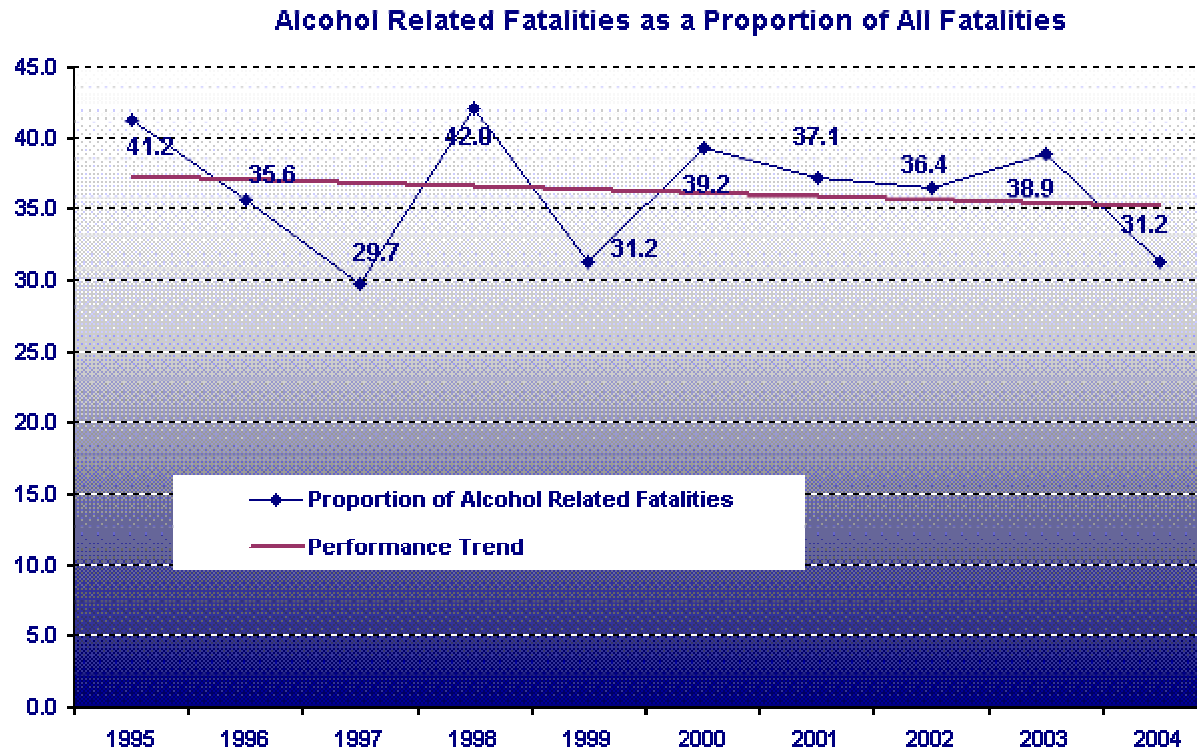
Reduce/Maintain, etc.



Note: The volatility of alcohol-related fatalities is due to many factors; the weather, rising speed limits, and .08 among them.

Goal: Alcohol Fatality Proportion

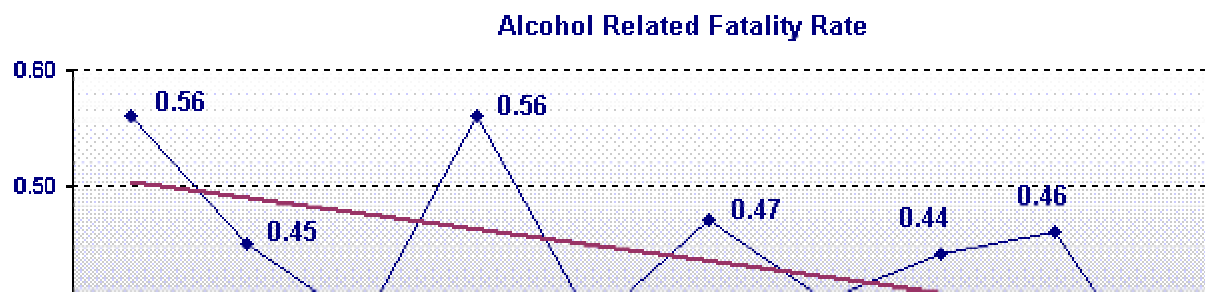
Reduce/Maintain, etc.



Note: The proportion of alcohol-related fatalities has varied from 30 to 42 percent in the past decade. In 2004, it dropped to 31% making the trendline go down slightly.

Goal: Alcohol Fatality Rate/VMT

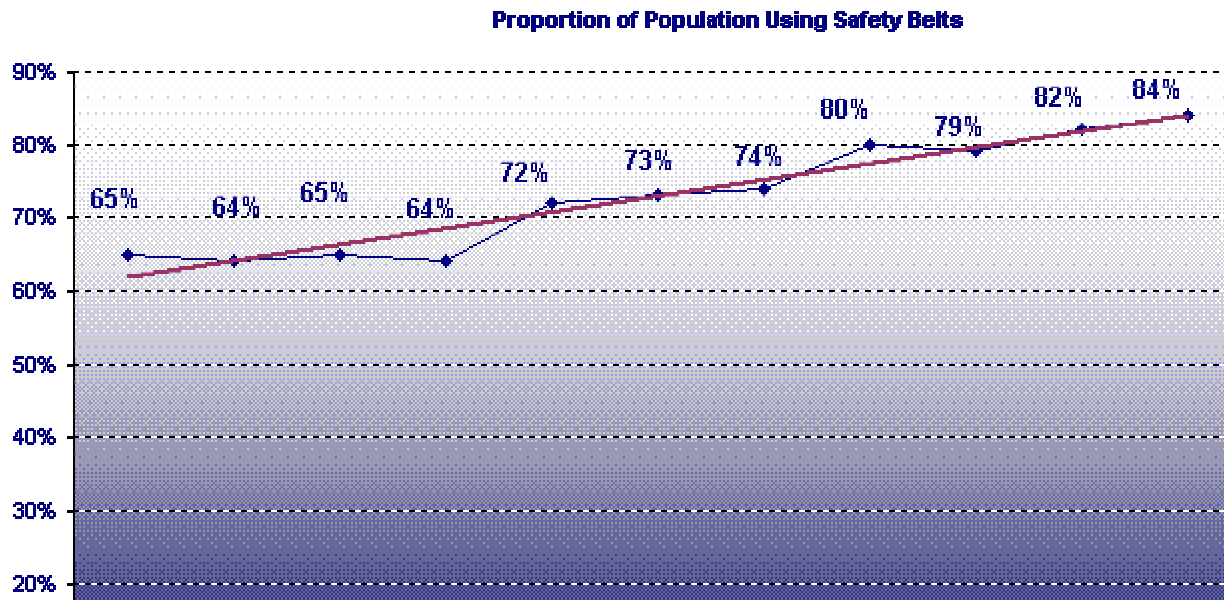
Reduce/Maintain, etc.



Note: Like the number of alcohol-related fatalities, the fatality rate is somewhat volatile. The downward trend is helped by the increasing number of vehicle miles traveled each year in Minnesota.

Goal: Safety Belt Use

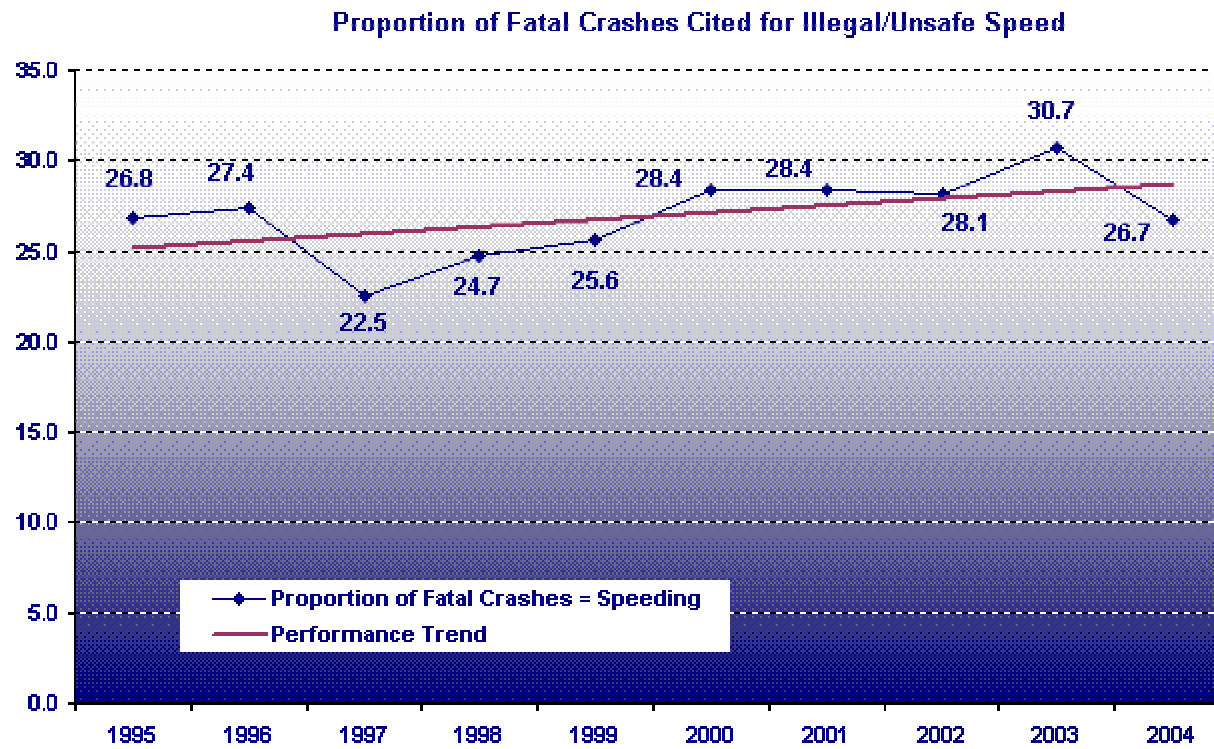
Reduce/Maintain, etc.



Note: Minnesota is not a 'Primary Seat-Belt Law' state. In spite of this, progress has been made as seen by the upward trend.

Goal: Speeding in Fatal Crashes

Reduce/Maintain, etc.

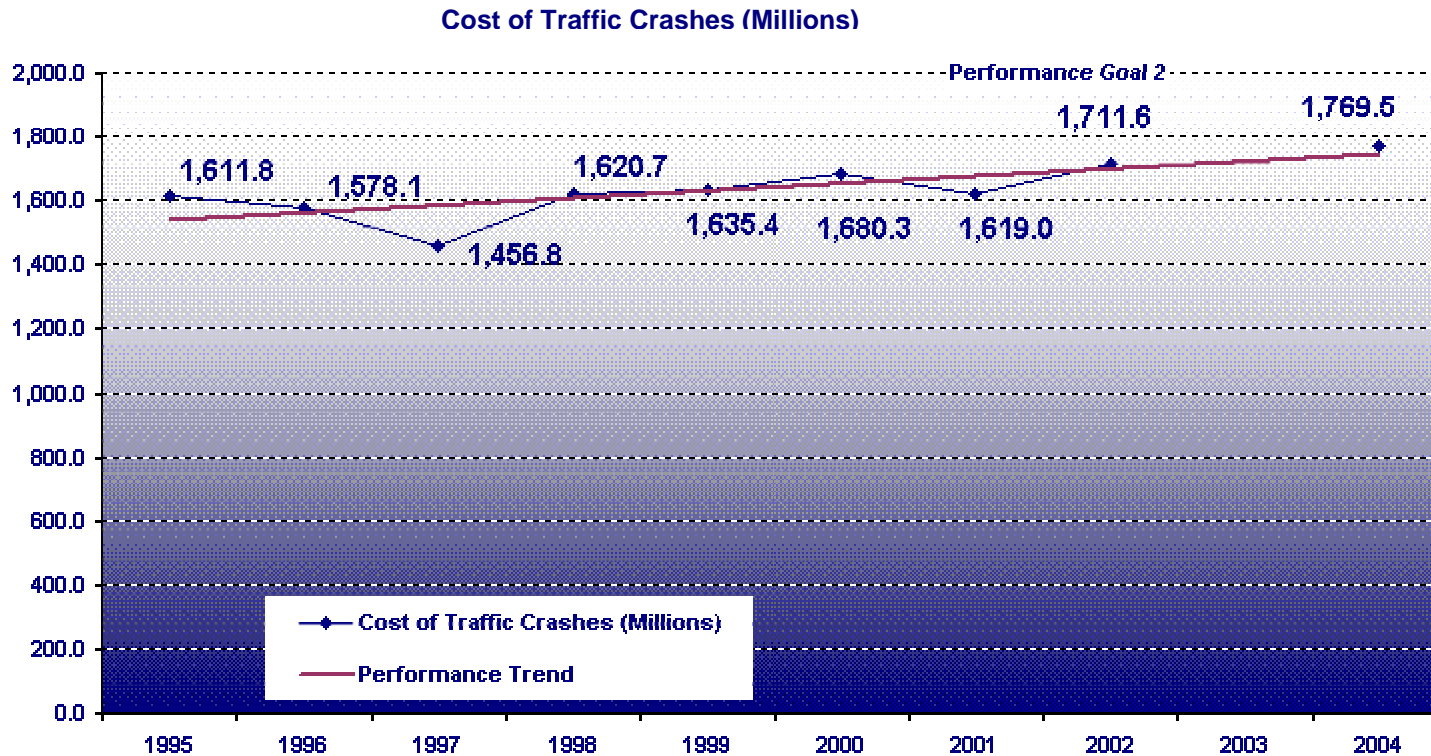


Note: The proportion of fatal crashes that are speed related is generally increasing. The drop noted in 1997 corresponds to increased speed limits on certain Minnesota roads (some crashes that would have been coded as 'speed-related' were not after the limit changed because the travel speeds were now legal speeds).

Goal: Cost of Traffic Crashes

(2003 data not available)

Reduce/Maintain, etc.

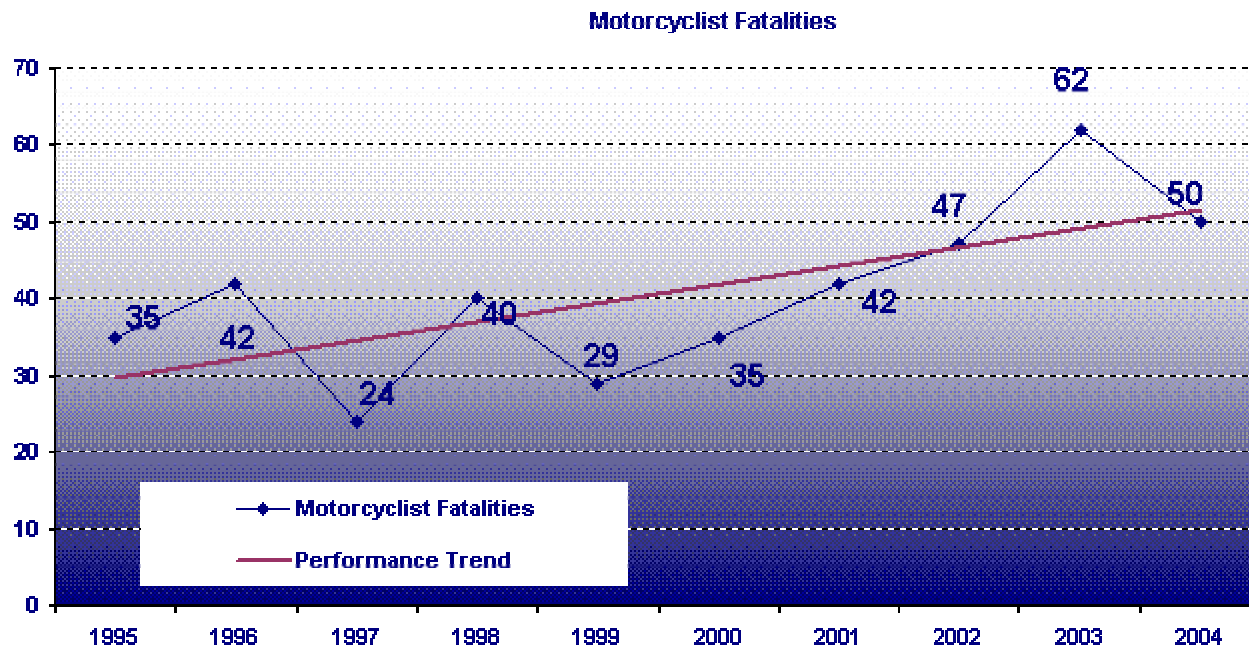


Note: The costs of traffic crashes in Minnesota, as measured by the National Safety Council, have been increasing over the years as a general rule. In 2004, the cost estimate increased to almost \$1.8 billion dollars, the highest amount ever recorded.

(Data for 2003 is not available).

Goal: Motorcyclist Fatalities

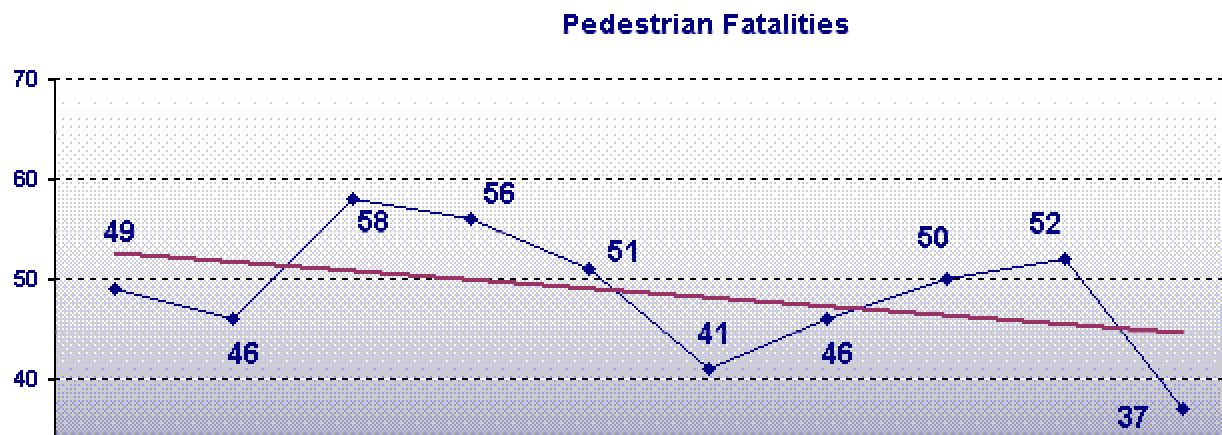
Reduce/Maintain, etc.



Note: Despite a drop to 50 fatalities in 2004, the number of motorcyclist fatalities has trended upward the past few years as the number of licensed drivers has increased.

Goal: Pedestrian Fatalities

Reduce/Maintain, etc.



Note: As a general rule, the number of pedestrian deaths in Minnesota has been trending down. A decrease to 37 fatalities in 2004 has helped to continue this downward trend. However, as the population grows in Minnesota, and cities become larger, pedestrian deaths will remain a challenge for traffic safety specialists.

Project	Funding		Federal \$ Spent		Local Benefit of GTS Funds	State and Local		Carried Forward into 2006
	Source	Programmed	Budgeted	through GTS		Benefit formula	State Match	
01-01 Planning & Administration	PA 402				\$266,407.36	\$0.00	\$0.00	
01-02 P&A Accounting	PA 402	\$ 321,000.00	\$ 313,500.00		\$22,123.53	\$0.00	\$0.00	
	402 Total	\$ 321,000.00	\$ 313,500.00		\$288,530.89	\$0.00	\$0.00	\$35,469.11

02-01 OP Coordination	OP 402	\$ 80,000.00	\$ 79,000.00		\$55,084.72	\$34,480.08	\$0.67	
02-02 CPS Coordination & Support	OP 402	\$ 131,000.00	\$ 131,000.00		\$91,462.08	\$70,425.81	\$0.76	
02-03 Operation Teens	OP 402	\$ 51,000.00	\$ 46,000.00		\$80,547.07	\$80,547.07	\$1.00	
02-04 CPS Investment	J3 2003B	\$ 50,000.00	\$ 50,000.00		\$115,103.52	\$115,103.52	\$0.44	
02-05 Seat Belt Surveys	OP 402	\$ 75,000.00	\$ 75,000.00		\$39,170.14	\$15,668.05	\$1.00	
02-06 Seat Belt Coalition	OP 402	\$ 430,000.00	\$ 393,525.01		\$15,000.00	\$9,000.00	\$1.00	
02-07 Day CAP	not conducted	\$ 20,000.00	\$ 20,000.00		\$0.00		\$0.60	
02-08 Year 3 157 Innovative	IN2		\$ -		\$45,424.32	\$0.00		
02-09 Year 4 157 Innovative	IN3	\$ 20,000.00	\$ 20,000.00		\$78,879.39	\$9,721.48	\$1.00	
02-10 Year 5 157 Innovative	IN4	\$ 300,000.00	\$ 275,000.00		\$23,087.67	\$14,585.30	\$0.67	
***** (Paid Media)	IPM4		\$ -		\$0.00	\$0.00		
02-11 Year 6 157 Innovative	IN5	\$ 135,000.00	\$ 133,097.40		\$343,178.90	\$291,365.65	\$0.69	
***** (Paid Media)	IPM5				\$346,951.28	\$301,847.61		
	OP 402 Total	#REF!	#REF!		\$281,264.01	\$210,121.01		\$174,768.51
	J3 2003B	\$ 430,000.00	\$ 393,525.01		\$115,103.52	\$115,103.52		\$50,000.00
	IN2 157 Innov.	#REF!	#REF!		\$45,424.32	\$0.00	\$0.69	\$9,526.60
	IN3 157 Innov.	#REF!	#REF!		\$78,879.39	\$9,721.48		\$0.00
	IN4 157 Innov.	#REF!	#REF!		\$23,087.67	\$14,585.30	\$0.85	\$0.00
	IPM4 157 Innov.				\$0.00	\$0.00		\$1,337.15
	IN5 157 Innov.				\$343,178.90	\$291,365.65		\$68,252.99
	IPM5 157 Innov.				\$346,951.28	\$301,847.61		\$3,048.72

03-01 AL Coordination	AL 402	\$ 80,000.00	\$ 77,600.00		\$80,708.91	\$46,811.18	\$0.65	
03-02 DRE & Advanced Officer Train.	J8 410	\$ 140,000.00	\$ 140,000.00		\$224,315.68	\$112,157.86	\$0.50	
03-03 Law and Legal Training	AL 402	\$ 40,000.00	\$ 40,000.00		\$32,057.60	\$32,057.60	\$1.00	
03-04 Youth Alcohol Coordination	AL 402	\$ 83,000.00	\$ 83,400.00		\$84,698.48	\$50,819.08	\$0.64	
03-05 In Squad Cameras	AL 402	\$ 64,000.00	\$ 64,000.00		\$39,692.02	\$39,682.02	\$1.00	\$1,638,000.00
03-06 Alcohol Forum	AL 402	\$ 5,000.00	\$ 5,000.00		\$1,224.75	\$367.43	\$1.00	
03-07 DL Database (IMDLIS)	164AL	\$ 25,000.00	\$ 25,000.00		\$322,201.45	\$241,651.10	\$0.15	
03-08 NightCAP Liaison	J8 410	\$ 90,000.00	\$ 90,000.00		\$94,992.95	\$85,493.66	\$0.50	
03-09 NightCAP	J8 410	\$ 3,900,000.00	\$ 3,846,901.00		\$266,087.88	\$82,487.23	\$0.75	
*****	164AL	\$ 90,000.00	\$ 89,976.00		\$417,225.98	\$129,340.07	\$0.90	
03-10 NightCAP Equipment	AL 402				\$13,695.00	\$13,695.00		
*****	J8 410				\$47,724.21	\$47,724.21		
03-11 State Funded DWI	state							
03-12 Underage Drinking	OJJDP	\$ 425,000.00	\$ 425,000.00				\$0.29	
03-13 Safe & Sober DWI	J8 410				\$133,746.28	\$133,746.28	\$0.00	
03-14 TOCCs: Communication Cntrs.	164AL	\$ 235,000.00	\$ 235,000.00		\$2,524,761.06	\$2,019,808.85		
03-15 DWI Court	AL 402	\$ 30,000.00	\$ 30,000.00		\$40,732.48	\$16,292.99	\$0.57	

PM 402 Total			\$280,884.50		\$66,094.33			\$0.00	\$7,116.00
164HE Total	\$	225,000.00	\$	220,338.75	\$94,068.94		\$37,627.58	\$0.00	\$4,202,192.06

07-01 Motorcycle Safety Program	state	\$	425,000.00	\$	425,000.00			\$425,000.00 match in other areas	
07-02 MC Assessment & Equipment	MC 402				\$47,266.27	\$47,266.27		\$425,000.00	
	MC 402 Total				\$47,266.27	\$47,266.27		match in other areas	\$3,500.00

09-01 TZD Committee	RS 402	\$	1,700,000.00	\$	1,684,852.00	\$30,000.00	\$9,900.00		
09-02 Hazard Elimination	164HE	\$	3,300,000.00	\$	3,271,344.00	\$621,785.10	\$248,714.44		
09-03 Twisted End Guardrails	164HE	\$	6.00	\$	5.23	\$119,883.17	\$47,952.86		
	164HE Total				\$741,668.27	\$296,667.30		\$0.00	\$488,648.00
	RS 402	\$	5,000,000.00	\$	4,956,196.00	\$30,000.00	\$9,900.00	\$0.00	\$0.00