



**Minnesota FFY '08**

**ANNUAL EVALUATION REPORT**

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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 (DPS), 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 past federal fiscal years (FFY), the delayed and portioned appropriation process this past year resulted in what appeared to be slow disbursement of the federal funding in Minnesota. As this report is reviewed, it is again evident that many innovative and comprehensive projects were planned and completed despite that process. Minnesota is proud of its work, including some of its established projects such as the *Safe & Sober* law enforcement project, NightCAP enforcement of impaired driving laws, and its nationally-recognized communications project which develops and places earned and paid media, as well as providing communication outreach on traffic safety efforts. A number of these projects are components of the Minnesota's Strategic Highway Safety Plan (SHSP) which was initiated in FFY 2004 and completed in FFY 2005. In FFY 2007, the SHSP was updated to align with SafeTEA-LU requirements and all sponsoring state agencies (Health, Transportation and Public Safety) signed on. The work of the OTS continues to focus on the goal of moving Minnesota Toward Zero Deaths (TZD). The partnership between the OTS, the Minnesota Department of Transportation (MnDOT), and other safety partners remains strong. The OTS and the entire TZD group remains dedicated to strong partnerships working toward this goal.

The OTS continued to experience personnel challenges and opportunities this fiscal year. The Fatality Analysis Reporting System, FARS, Analyst position was filled by an individual with over 30 years experience with Accident Records in Minnesota. Despite the continuing changes, the program coordinators have worked relentlessly to keep projects moving.

The OTS would like to acknowledge the support of the National Highway Traffic Administration (NHTSA) Region 5 Office for its guidance throughout the fiscal year. Staff as a whole; from the Administrator to the receptionist, are accessible and helpful. Dwight Lockwood, the regional program manager assigned to Minnesota, offered support and assistance, as well as suggestions for improvements and modifications to Minnesota's program.

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

- A summary of the major projects pursued in FFY 2008 (October 1, 2007 through September 30, 2008), 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 FFY 2008.

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

A major achievement for Minnesota is in the seat belt usage rate. Minnesotans buckle up 87% of the time. As a result of two consecutive years of a seat belt use rate above 85%, Minnesota qualifies for additional federal dollars for improving traffic safety.

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

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

Or, visit our website: [www.dps.state.mn.us/ots](http://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 goals of the Highway Safety Program takes concentrated and coordinated efforts by a large number of traffic safety agents, each working within their own sphere of influence. The Planning & Administration (P&A) program is responsible for coordinating, managing, and, as far as possible, leading efforts.

The OTS continues to stress the "Towards Zero Deaths" (TZD) initiative -- a partnership of engineering, enforcement, education, and emergency medical services sharing the vision of ever-decreasing numbers of traffic fatalities.

### Planning & Administration Program Objectives:

- Programs and projects conducted by or through the OTS will be well run. Problems will be identified, objectives will be set, strategies will be designed and evaluations will be conducted.
- 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. Current projects will be continually improved and re-evaluated.
- The expenditures for P&A will not exceed the 10% maximum cap set by the NHTSA and the total costs of P&A will be split between the state and the NHTSA.
- A full complement of staff will be employed by the Office of Traffic Safety to effectively manage internal operations and external outreach. The full complement of staff consists of one director, one deputy director, 11 coordinators, three research analysts, one FARS analyst and two administrative/support positions.
- The office will be organized and equipped to most effectively and efficiently support operations of all program areas.
- The deputy director and other OTS staff, as appropriate, will continue to dedicate time to partner with the Department of Transportation to update the Strategic Highway Safety Plan (SHSP) and to work on strategies out-lined in the document.

### Results:

- Programs and projects are managed and monitored so they have the best possible chance for success and for showing the success in evaluations.
- In 2008, with the increased SAFETY-LU 402 appropriation, expenditures on planning and administration were significantly less than the 10% cap and the state share of total expenditures was well over 50%. (See the financial summary for exact figures.) During the 2007 legislative session, the OTS' state appropriation for planning and administration was increased to allow the full 10% of 402 to be expended on planning and administration.
- The OTS funds our rent, communications, portions of general DPS salaries (5% of the receptionist for example) director, deputy director, two administrative staff, and a senior program coordinator in the OTS and one-quarter time of an accounting officer in DPS' Fiscal and Administrative Services under P&A. The other program coordinators and the research analysts are funded in specific program areas. In 2008, vacancies existed for significant amounts of time for three administrative staff positions, one research analyst position, the FARS position, and two program coordinator positions. For an office with traditionally low turnover, it has been another very difficult year.

- The state accounting system (MAPS), the NHTSA's Grant Tracking System, and the OTS' internal spreadsheets provide the OTS with the financial information needed to effectively manage the budget and adhere to financial statutes and procedures.

**Future Strategies:**

The OTS periodically reviews its procedures and organization to ensure the operations are effective and efficient. The OTS director is carefully reviewing the office structure, organization, and position descriptions to increase efficiencies and effectiveness. The OTS is part of a larger DPS group looking at the possibilities of obtaining/developing web based self-service grant applications and reporting systems. The OTS strives to continually improve training opportunities and the office environment to retain qualified staff. Activities from the SHSP continue to be merged into the various traffic safety programs.

**Occupant Protection**

In 2008, 86.7% of Minnesotans wore seat belts. The OTS aims to reach the approximately 1 in 7 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. The OTS devotes one program coordinator to administer the OTS' occupant protection (OP) programs. Focusing on efforts which are aimed at teens, adults, and non-users in greater Minnesota, the OP coordinator is involved with law enforcement efforts and educational programs to increase seat belt use. Activities aimed to increase the use of restraints are critical components of enforcement, public information, and teen outreach projects. The combination of enforcing Minnesota's secondary belt law and visible public information about these efforts is a critical mission aimed at increasing belt use statewide. The May and October mobilizations (described in the Police Traffic Services Noteworthy Practices section) are part of the statewide efforts to increase belt use. The OTS also devotes a position to coordinate the Child Passenger Safety (CPS) program, concentrating efforts to support the education of parents/caregivers on how to properly transport children in child restraint systems. In early FFY08 the position of the CPS program coordinator was filled and she immediately began to fill the need.

**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 universal enforcement status.
- Target Minnesota teens to increase seat belt use and safe driving practices.
- Decrease the percentage of unrestrained child occupant fatalities and serious injuries.
- Decrease the percentage of misuse of child restraint systems.
- Partner with other agencies and individuals dedicated to increasing seat belt use and improving Minnesota's seat belt policies.

**Noteworthy Practices:**

- Minnesota Seat Belt Coalition.
- Seat Belt Observational Surveys.
- CPS Investments/Support.

**Results:**

- Belt use reached 86.7% statewide in 2008.
- The Minnesota Seat Belt Coalition continued its work on educating the public and law makers on the important benefits of seat belt use. During 2008, the Coalition continued to expand its membership and educate the public as well as the legislative bodies. The Coalition carried the Primary Seat Belt initiative during the 2008 legislature session. Support for primary safety belt enforcement continued to remain 65-70% by the general

public. The OTS does not fund any salaries or support costs associated with passing a primary enforcement bill.

#### **Future Strategies:**

For 2009, the OTS will implement seat belt enforcement programs in conjunction with the October and May Mobilizations. The OTS will be expanding a brochure that we recently developed to educate Minnesota policy makers and the public on the importance of increasing seat belt use, through the featuring of personal stories of unbelted crash victims who were killed or severely injured. The OTS will also be updating and improving upon regional fact sheets previously created. Each region includes a map of total fatalities and serious injuries of unbelted crashes over a 3-year timeframe and targeted seat belt messages. The OTS will also continue to publicize training opportunities led by certified CPS instructors for advocates interested in CPS. The OTS will continue its work in educating the public and policy makers about the importance of seat belt use and upgrading Minnesota's occupant protection laws.

### **Impaired Driving**

Minnesota supports a broad-range of impaired driving programs that are effective in changing the behavior of a vast array of impaired drivers.

The OTS supports a well-rounded impaired driving program that evaluates the extremely complex problem of impaired driving and determines programs that are effective in reducing alcohol-related deaths and severe injuries. To have an effective impaired driving program, a state must support programs that are successful on a broad-range of impaired driving issues from young inexperienced drinking drivers to hard core drunk drivers.

The OTS continuously seeks to improve current impaired driving programs. In addition, new programs are developed that support the statewide strategy to reduce impaired driving. Careful consideration is taken to determine how new programs can be implemented and woven into the current strong impaired driving program. The OTS has been fortunate to optimize NHTSA funding with Enforcing Underage Drinking Laws (EUDL) funds received from the Federal Department of Justice, Office of Juvenile Justice & Delinquency Prevention. These funds are designed to be administered to enforce underage drinking laws and to reduce youth alcohol access and use. The two funding programs complement each other and, consequently, the OTS has developed a strong impaired driving program concentrating on both youth and adult programs.

#### **Impaired Driving Program Objectives:**

- Decrease the percentage of alcohol-related fatalities and alcohol-related serious injuries.
- Design projects targeted at populations identified as over-represented in alcohol-related crashes.
- Increase the number of Driving While Impaired (DWI) arrests. An arrest is a key deterrent for impaired driving.
- Increase public awareness of the risks of driving impaired and the impaired driving enforcement efforts (high visibility enforcement).
- Educate key stakeholders of the impaired driving arrest process (both law enforcement and the courts) on proper procedures and the importance of their role in the procedure.
- Promote the development of problem solving DWI courts that closely monitor repeat impaired driving offenders and consequently reduce recidivism.
- Evaluate and promote the use of technologies known to reduce impaired driving; i.e., ignition interlocks.

#### **Noteworthy Practices:**

- Anoka NightCAP
- DWI Courts
- Drug Recognition Expert/Advanced Officer Training

- NightCAP
- Ignition Interlock Pilot

**Results:**

- The number of alcohol-related fatalities increased from 166 in 2006 to 190 in 2007. Half of the increase, twelve, were the result of the 35W bridge collapse.
- Alcohol related severe injuries decreased noticeably from 440 in 2006 to 382 in 2007.
- Minnesota experienced a decrease in DWI arrests from 41,951 in 2006 to 38,669 in 2007. A 16% reduction in DWI arrests occurred in the 0.08 and 0.09 alcohol concentration level. Enforcement efforts will continue to focus on high visibility to create a much stronger general deterrence.
- All law enforcement officers that work funded programs are trained in Standardized Field Sobriety Testing (SFST) and Occupant Protection Usage and Enforcement (OPUE). Officers were required to take a DWI Update (Update) course if the SFST course was completed more than five years ago.
- NightCAP impaired driving enforcement saturations focused on the 15 Minnesota counties with the highest number of alcohol-related fatalities and severe injuries. NightCAP saturations statewide resulted in 2,501 DWI arrests and 243 saturations.
- Two statewide impaired driving mobilizations were conducted, one in December and one in July. Minnesota's July wave was in lieu of the Labor Day Crackdown which coincided with the Republican National Convention held in St. Paul, MN. Many law enforcement agencies (356) participated in the December mobilization resulting in 3,428 DWI arrests and 333 agencies participated in the July mobilization resulting in 3,393 DWI arrests.
- Minnesota now has nine DWI courts, eight of which are funded by the OTS. During this year, 196 people were admitted into a DWI Court, 22 graduated, 22 were terminated and 152 are currently enrolled.
- Minnesota has 60 people participating in an ignition interlock program and is expecting expansion of the program in the coming year.
- Telephone surveys indicate that the number of people who heard about increased enforcement rose from 43% to 61%. The emphasis group, unmarried males under 35, rose from 50% to 58%. As the number of people reached through year-long enforcement increases, the difference between the before and after figures from the Mobilizations grows smaller.
- Telephone surveys also indicate that the perceived likelihood of being stopped for impaired driving increased from 25% to 31%. The perception of the emphasis group, unmarried males under 35, also increased (from 20% to 29%).
- The "Over the Limit. Under Arrest." slogan was recognized by 44% previous to the July wave to 52% post July wave. The emphasis group of unmarried males under 35 showed a high recognition in both pre and post waves, 67% to 69%.
- In 2007, 3,454 people were arrested for DWI who were under the legal drinking age (21). Further, 43 drivers under 21 were killed and 10 of those drivers were over the legal limit of 0.08.

**Future Strategies:**

Minnesota will continue to fund programs that reduce the number of alcohol-related fatalities and severe injuries. In FFY 2009, enforcement saturations will focus on the 13 counties with the highest number of alcohol-related fatalities and severe injuries. Strategies to increase the visibility of the enforcement effort will expand into five additional counties. Additionally, the national December and Labor Day Crackdowns will be supported statewide through the *Safe & Sober* program. Paid and earned media will continue to enhance both NightCAP and *Safe & Sober* enforcement efforts. DWI courts, judicial outreach and ignition interlock will be supported in addition to working with the public health community through safe communities and screening and brief intervention programs. Driver license administrative sanctions will be reviewed to create a more effective system to reduce impaired driving and increase the number of people driving legally. The traffic safety resource prosecutor will expand the opportunities to reach out to



criminal justice stakeholders to educate them on the importance of a DWI arrest and conviction and the proper judicial procedures. Minnesota is on schedule to pilot an electronic DWI arrest system in four counties. The electronic system will greatly expedite the process for both law enforcement and prosecuting attorneys.

## **Police Traffic Services**

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

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

Obstacles and problems in the police traffic services area tend to be the same from year to year. Law enforcement agencies throughout the state continue to struggle with budget issues resulting in fewer officers and with increasing calls for their services. Individual officers and department policy makers have differing views on the importance of enforcing traffic laws in relation to the other work they do, as well as differing views on which traffic safety laws are more important. As a result, traffic-related enforcement and community outreach often fall lower on their priority lists. While much progress has been made, there continue to be a few city councils and county boards that do not support the enforcement of impaired driving laws in their communities. The common reason cited for this decision is that impaired driving enforcement results in a reduction of their liquor establishments' business. Anecdotally, it appears we continue to make progress through our Law Enforcement Liaisons, the *Safe & Sober* programs and the Safe Community coalitions. Media hooks for traffic enforcement projects continue to create challenges in our attempts to keep the media interested in reporting traffic safety issues to the public. Other societal problems such as natural disasters, homicides, and other crimes with less devastating and widespread consequences (the number of people impacted by these events) take the people's interest and make the headlines.

### **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 program.
- Increase the percentage of Minnesotans covered by agencies participating in the 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 public's 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 the overtime enforcement programs.

### **Noteworthy Practices:**

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

### **Results:**

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

- In 2007, 510 people died on Minnesota roadways. The 510 deaths include 12 from the catastrophic I-35W bridge collapse.
- To date (December 1, 2008) there are 396 known traffic deaths in Minnesota. This is 15% fewer than the 465 known deaths on this date in 2007.
- Seat belt use, as shown by observational surveys, remained high at 86.7% in 2008.
- The number of agencies participating in the OTS enforcement programs and national mobilizations remained consistent at 400 from 2007 to 2008.
- During the 2008 *Safe & Sober* program, agencies worked over 40,000 hours and stopped over 78,000 drivers. Officers found 40 stolen vehicles, 420 drivers with illegal drugs in their possession, and arrested 1,323 drivers for driving while intoxicated. In all, over 37,000 citations were written including over 10,000 for failure to wear a seat belt and 15,000 for speeding.

### **Future Strategies:**

Overall, the Minnesota public and enforcement communities identify with and support the *Safe & Sober* programs. Evidence strongly supports that the combined efforts of increased enforcement and paid and earned media do have a positive impact on improving driver behavior. The OTS will continue to incorporate best practices identified by our local agencies, as well as those suggested by our federal partners, into *Safe & Sober*.

## **Traffic Records**

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

Traffic records form the foundation for managing safety programs and traffic safety policies within the state. The Traffic Records Coordinating Committee (TRCC) is an ongoing forum charged with making significant improvements in coordination and sharing of highway safety data and traffic records systems in Minnesota. This group includes policy-level and program-level representatives from traffic safety, highway infrastructure, law enforcement, adjudication, public health, injury control, private industry, motor vehicle and driver licensing agencies, and motor carrier agencies. Its mission is to ensure high quality traffic data, information, and systems in order to improve roadway transportation safety.

The OTS has a designated Traffic Records Coordinator who acts in the capacity of secretary or Traffic Safety Information Systems (TSIS) Coordinator to the TRCC. Since 1998, this position has facilitated TRCC meetings and has maintained meeting minutes. In addition, the position represents the TRCC at various technical and project specific working committees. This position was vacant for a large portion of FFY08 but has been filled.

The traffic safety information systems covered by traffic records include the following six areas: crash, roadway, drivers' license, vehicle registration, outcome/injury surveillance, and adjudication. The OTS is most involved as a stakeholder within the motor vehicle crash data system. There are three primary roles for the OTS in the crash database process. First, the OTS researchers validate the quality of the crash data that has been entered. They do this by checking for inconsistencies between data elements and report those findings to the Driver and Vehicle Services (DVS) division of the DPS for correction. In addition, at the end of the year the researchers comb through the fatal crashes and gather any missing information on driver blood alcohol content levels. Second, staff members serve as database managers for the Fatality Analysis Reporting System (FARS) and Crash Outcome Data Evaluation System (CODES). Lastly, the OTS performs problem identification and evaluation of programs with the crash data. Reports released out of the OTS include the annual *Minnesota Motor Vehicle Crash Facts* and *Minnesota Impaired Driving Facts*.

**Traffic Records Program Objectives:**

- Ensure the collection of complete, timely, and accurate data.
- Foster productive partnerships.
- Seek input from traffic records stakeholders.
- Produce data standards.
- Enhance, maintain and integrate high quality data.
- Identify resources to accomplish TRCC goals and objectives.

**Noteworthy Practices:**

- Problem identification and analysis performed by researchers.
- DVS Crash Data Interface project with the MSP.
- Minnesota TRCC Strategic Plan implementation.
- Traffic Records Assessment.

**Results:**

- Compiling accurate crash data is important to the OTS. Currently, the OTS has two researchers who produce documents concerning Minnesota's motor vehicle crashes. Two major publications produced by the OTS are *Minnesota Motor Vehicle Crash Facts* and the *Minnesota Impaired Driving Facts*. These reports are excellent resources for persons interested in traffic crash and impaired driving issues in Minnesota. Staff members continue to be actively involved in the CODES analysis, survey development, and collection of blood alcohol concentration data.
- A third research analyst oversees the FARS program and serves as the FARS analyst. This position collects additional data elements for the FARS database, such as blood alcohol concentration data, that do not appear on the PAR.
- The DVS Crash Data Interface Project developed an electronic interface for law enforcement Records Management Systems (RMS) to transmit police accident report information electronically to the DVS crash records database. Initial implementation focused on interfacing with the MSP's RMS. NHTSA and FMCSA funds were used to achieve this goal. NHTSA funds were also used to address technical issues with the crash records database, complete functional analyses, data conversion, testing, database administration, and project implementation.
- The Minnesota TRCC continues implementing its 2006 Traffic Safety Information Systems (TSIS) strategic plan. Some challenges have arisen in the form of limited staff resources. However, some projects such as the Crash Data Interface Project and the training module for law enforcement have been completed. Overall, Minnesota did make measurable progress in all of its TSIS systems.

**Future Strategies:**

For 2009, the TRCC will continue to follow its current path of implementing prioritized projects from the Statewide Traffic Information Systems Strategic Plan. The OTS and the TRCC will also prioritize implementation of recommendations made from the Traffic Records Assessment.

**Community Programs**

Community activities and coalitions – dedicated advocates working together to make their roadways safer; bringing people together through regional projects and conferences.

Involving people at the community level is essential to raise awareness of and to decrease traffic fatalities and serious injuries. Communities that are aware of the relative costs and risks posed by traffic crashes are more likely to devote energy and resources to becoming proponents of traffic safety. Community involvement is fostered through the development of Safe Community coalitions, encouraging local businesses to become involved through National Employers for Traffic Safety (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 crash fatalities and injuries. With communities focusing on traffic safety issues, the OTS' goal of TZD 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 diverse backgrounds of members that are actively involved in local coalitions.
- Use experienced health professional liaisons to increase health professionals' awareness of the importance of traffic safety issues and to obtain their cooperation in focusing on these issues.
- Expand the number of active Safe Community coalitions to more areas of the state.
- Encourage the formation of regional partnerships.

**Noteworthy Practices:**

- Public Information and Education.
- Safe Community Coalitions.
- Toward Zero Deaths (TZD) Conference.

**Results:**

- TZD Stakeholders' breakfasts were conducted quarterly to provide outreach to partners.
- The Health 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. A Request for Proposal for a second liaison was published and a new liaison will be hired in January.
- Telephone and web-based surveys of Minnesotans were conducted to assess awareness of enforcement efforts and self reported changes in behavior (observational surveys of safety belt use were conducted under the occupant protection section).
- Interest in Safe Community Coalitions continues to grow and partnerships were expanded. There were 24 Safe Community coalitions in 2008. A number of the coalitions work together on regional activities.
- Numerous public information/education activities, as well as paid media, increased Minnesotans' awareness of our programs and traffic safety issues.
- 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 TZD project continues to coordinate efforts to advance traffic safety with regional and/or partnership projects. These include SE MN (5 counties), Southwest Central Minnesota (5 counties), the Gateway Area (north/northwest of the Metro area - 4 counties). Additional regions in the state began exploring the interest their residents may have in the TZD movement.

**Future Strategies:**

The OTS needs to continue to challenge the complacency toward traffic crashes through our Public Information & Education (PI&E) and paid media efforts as well as working through the 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 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 the OTS' goal of TZD. Safe Community Coalitions will be encouraged to not only review fatal but also serious injury crashes. 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. The TZD conference will continue to offer breakout sessions that appeal not only to each discipline but to multi discipline stakeholders.

## **Motorcycle Safety**

In 2007, 61 persons were killed in 60 fatal motorcycle crashes, and the number of motorcycle crashes reached their highest level since 1990 at 1,623. However, motorcycle deaths per 10,000 registered motorcycles decreased to its lowest rate in seven years.

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

### **Motorcycle Safety Program Objectives:**

- Reduce the number of motorcyclist fatalities.
- Reduce the number of unhelmeted motorcyclist fatalities.
- Reduce the number of fatalities involving a motorcycle operator with a BAC of .08 or above.

### **Noteworthy Practices:**

- Rider Education and Training
- Targeted Public Information Campaigns
- Evening Hours for Motorcycle Skills Testing
- Annual Minnesota Motorcycle Rider Survey

### **Results:**

- The number of motorcyclist fatalities decreased from 70 in 2006 to 61 in 2007.
- The number of unhelmeted motorcyclist fatalities decreased from 53 in 2006 to 45 in 2007.
- The number of fatalities involving a motorcycle operator with a BAC of .08 or above decreased from 18 in 2006 to 15 in 2007.
- The rate of motorcycle fatalities per 10,000 registered motorcycles decreased from 3.5 in 2006 to 2.9 in 2007.
- Despite an increase in the number of motorcycle involved crashes, the rate per 10,000 registered motorcycles changed very little from its record low in 2006 to 77 crashes per 10,000 registered motorcycles in 2007.
- While the number of motorcycle involved crash fatalities will not be finalized until the spring of 2009, preliminary indications suggest that Minnesota will experience an increase of approximately 12% for 2008.
- Rider course participation increased by 14% in 2008 with a new record enrollment of 10,626 students. The MMSP offers several types of courses. Rider training course totals were:
  - 9,543 in the Basic Rider Course
  - 514 in the Experienced Rider Course
  - 288 in the Moped Course
  - 218 in the Skills Re-test Course
  - 63 in the Street Smarts Course
- In 2008, the MMSP completed the first year of a two year campaign to educate riders on the benefits of increasing the conspicuity of themselves and their motorcycles.

### **Future Strategies:**

The MMSP campaign to educate riders on the benefits of increasing the conspicuity of themselves and their motorcycles will carry forward to 2009 and be targeted toward Minnesota's counties with the greatest number of multi-vehicle motorcycle/car crashes. Additionally, a NHTSA Section 2010 funded motorist awareness effort will be conducted again in Minnesota's

ten highest motorcycle crash counties. With the potential for future spikes in the demand for rider training in 2009 similar to the spike experienced this year, the MMSP will endeavor to find new ways to grow its training program to accommodate increasing demand within its current operational budget and continue to provide training to all riders and potential riders in a timely manner. Finally, the MMSP also will continue to seek opportunities to increase the presence of law enforcement in Minnesota's motorcycle safety effort.

## **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 OTS' 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 problems. 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 MnDOT to the OTS. A portion of those funds are used to support county mini-grants for hazard elimination programs designed to make the roads safer.

### **Roadway Safety Driving Program Objectives:**

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

### **Noteworthy Practices:**

- Hazard elimination projects with county engineers.
- Three types of enhanced pavement markings: wide pavement markings, wet reflective pavement markings, and rumble stripes
- Installation of cable median barriers to prevent crossover collisions.

### **Results:**

- Projects were awarded that included systematic lane departure and intersection improvements and projects previously identified in Road Safety Audits.
- Road construction projects require extra time for the letting of bids and, with Minnesota's short construction season, the completion of the projects. All projects require over 12 months from bid letting to completion.
- Currently OTS is working with MnDOT in finding engineering solutions that address the critical emphasis areas identified in the Minnesota Strategic Highway Safety Plan (SHSP) of head-on or cross median crashes.
- Crash records indicate that a majority of fatal and severe injury crashes are caused by vehicles leaving the roadway; three types of enhanced pavement markings: wide pavement markings, wet reflective pavement markings, and rumble stripes are being installed as a part of the statewide pavement marking project.

### **Future Strategies:**

The SHSP includes a focus on roadway safety with local agency projects and activities that address projects for either a Road Safety Audit or a SHSP safety project. The OTS will work with MnDOT to solicit project ideas that include areas of concern from the SHSP that can be addressed by providing funding to local agencies. Through this grant funding project, MnDOT will continue to provide mini-grants to local agencies for these projects.

# Noteworthy Practices

## Occupant Protection

### Seat Belt Coalition

**Target:**

Minnesota residents, safety advocates, policymakers, and media in Minnesota

**Problem Statement:**

Minnesota's seat belt use rate in 2008 reached 86.7%. This shows that more Minnesotans are buckling up. The 86.7% use rate is statistically the same as 2007. However, 1 in 7 vehicle occupants continue to travel unbelted in Minnesota. Teens, tweens (10 to 14 year olds), and residents in the rural areas of Minnesota are less likely to be belted. OTS partners with the Mn/DOT in moving Toward Zero Deaths. Continuing to increase seat belt use is one critical project aimed at moving the numbers closer to reaching that goal.

The fact that Minnesota's seat belt law does not cover vehicle occupants in all seating positions and does not allow for primary enforcement makes the task of further increasing seat belt use a challenge.

**Objectives:**

- To coordinate the grassroots work of safety professionals and citizens to increase the seat belt use across the State.
- To assist efforts to enhance Minnesota's current seat belt law.

**Strategies:**

The OTS contracts with the Minnesota Safety Council (MSC) to lead efforts to achieve the objectives listed above. The MSC will encourage traffic stakeholders to join and become active in the Minnesota Seat Belt Coalition. The OTS, through the MSC and the Office of Communications (OOC) will continue to provide members with effective communication tools. These tools will be used to educate citizens, media and policy makers on the importance of seat belt use and enforcement laws in increasing seat belt use. The OTS will prepare comprehensive information illustrating the benefits of a primary seat belt law for the 2009 legislative session. The MSC will serve as the lead for policy change.

**Results:**

- Membership increased in the Coalition and the Government Relations team.
- Communications tools were improved through new fact sheets and an updated web site.
- Crash Outcome Data Evaluation System (CODES) data was included in the information delivered to the media and the public, giving a better picture of why seat belts are a societal issue not just a personal choice issue.
- The 2008 legislative session was encouraging as the primary seat belt bill was closer to passing than it had ever been before. The educational materials provided to the legislative body proved to be effective.

**Costs:** \$15,000

**Funding Source(s):** 402

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## **SEAT BELT USE OBSERVATIONAL SURVEYS**

### **Target:**

Minnesotans, OTS research analysts, policy makers, program coordinators, and the NHTSA

### **Problem Statement:**

An observational survey of seat belt use in Minnesota is conducted at least annually to measure the impact of seat belt program activities. The OTS redesigned its observational survey of belt use in FFY 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 seat belt observational survey.
- Collect additional data on seat belt users and non-users.
- Improve the efficiency of the survey process.

### **Strategies:**

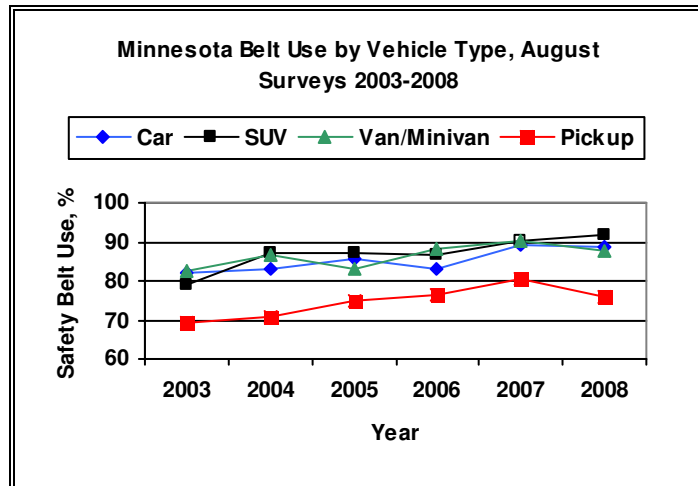
In fiscal year 2004, the OTS took advantage of new technology to streamline the data collection process and improve the accuracy and efficiency of the survey. The Personal Digital Assistants (PDAs) chosen allow for wireless internet connectivity as well as cell phone use. Observers periodically transmit data soon after it is collected and the data can be reviewed the same day using the PDAs. The cell phone capability allows for immediate consultation between observers and the survey supervisor.

In 2006, the OTS expanded the data collection capability to include motorcycle helmet use in the annual August survey for the first time in almost two decades. The OTS also publishes a cell phone use rate from data obtained during the survey. This same technology was used in 2008.

### **Results:**

- Three observational surveys of seat belt use in Minnesota were conducted.
  - Mini survey was conducted prior to the May Mobilization.
  - Statewide survey was conducted post May Mobilization.
  - Annual statewide survey was conducted in August (86.7%).
- Minnesota reached an 85%+ usage rate for the second year in a row thus qualifying for 406 funding.
- 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 (4.2%) was calculated for Minnesota drivers.
- Seat belt use is now available by vehicle type, age group, and gender.





**Costs:** \$39,733.61

**Funding Sources:** 402

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**CPS INVESTMENTS/SUPPORT**

**Target:**

Trained MN CPS advocates, parents, caregivers and all who transport children on Minnesota roadways.

**Problem Statement:**

Motor vehicle crashes continue to be the leading causes of death and disability for children 14 and under. In 2007, 14 children under the age of 15 were killed and another 2,280 were injured in Minnesota traffic crashes.

**Objectives:**

- Increase the rate of child restraint use as well as proper use.
- Educate the public about the benefits of using booster seats beyond what state statutes require.
- Reduce the rate of safety seat misuse.

**Strategies:**

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

**Results:**

- 563 child safety restraint systems were distributed to low income families with an educational component throughout the state of Minnesota. Education was provided by a variety of trained CPS advocates, primarily through public health agencies.
- Support for safety seat fitting stations, clinics, and classes consists of free advertisement on the DPS website, print materials, locking clips, brochures, equipment, videos, CDs, and curricula.
  - 92 Child and Foster Care Provider Training classes.
  - 158 permanent fitting stations to assist parents and caregivers in the correct installation of car seats.
  - 6 eight hour refresher classes for MN CPS practitioners.
  - 9 sixteen hour MN CPS practitioner classes.
  - 12 thirty-two hour CPS technician classes.
- 113 CPS advocates, partners, and stakeholders attended the annual TZD conference in Duluth, Minnesota. This annual event featured 2 days of CPS breakout sessions
- 608 free *Safe Ride News* subscriptions were provided to MN CPS technicians.

**Costs:** \$143,000.00

**Funding Source:** 300

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## IMPAIRED DRIVING

### Anoka NightCAP

**Target:**

Impaired Drivers in Anoka County

**Problem Statement:**

For the past six years, Anoka County has been listed as second, third or fourth on Minnesota's top 15 counties for alcohol-related deaths and serious injuries. From 2005 through 2007, a total of 29 people died in an alcohol related crashes in Anoka County and 75 people were seriously injured. Phone surveys that were conducted statewide and in Anoka County for the NightCAP program, indicate that citizens hear about the enforcement effort in Minnesota but do not believe that they are very likely to be stopped by law enforcement if they drink and drive.

**Objectives:**

- Determine a model program of high visibility enforcement that can be duplicated throughout Minnesota.
- Increase the fear of being apprehended by conducting highly-visible impaired driving enforcement saturations that include state, city and county law enforcement officers.
- Decrease alcohol-related fatalities and severe injuries in the county.
- Increase DWI arrests – a known deterrent for impaired driving.

**Strategies:**

The Office of Traffic Safety will contract with the Minnesota State Patrol to conduct high visibility impaired driving enforcement saturations in Anoka County. Unique strategies will be used to increase the roadside visibility of the enforcement effort. Included in these strategies are:

- Select specific roadways to focus the impaired driving enforcement effort. These roadways will be determined by evaluating alcohol-related crash data.
- Obtain roadside signs that will inform the driving public that they are entering into a DWI Arrest Zone.
- Obtain reflective vests to be worn by law enforcement indicating that they are participating in DWI enforcement.
- Place magnetic reflective insignia on law enforcement vehicles indicating DWI enforcement.

Since all law enforcement agencies in Anoka County have a mutual aid agreement, each saturation will include law enforcement at the state, county and city level working often out of their normal enforcement jurisdiction on a specified roadway. Two leaders will be identified for the program, one at the state and one at the local level of enforcement. Key impaired driving stakeholders will be identified and informed of the program and the program goals to secure buy-in. Included in these stakeholders are:

- Chiefs and Sheriff
- City, state and county engineers
- Judges
- Prosecuting attorneys
- Clerk of court
- Administrative support
- Dispatch
- Attorney General's Office

A partnership will be secured with state and county engineers to obtain authorization for messaging sign placement. Program evaluation will include:

- Analyzing alcohol-related crash data.
- Tracking enforcement activity reports.
- Comparing a county telephone survey with the results of a statewide survey.

**Results:**

- Meetings were held with all key stakeholders and law enforcement agencies to mitigate any controversy from the increased enforcement effort. On-duty officers assist with the program when time allows.
- A kick-off media event was held on October 6, 2007. Media did attend the event and excellent publicity was achieved.
- Predetermined roadways were selected for the enforcement saturations. Each saturation included two portable roadway signs that flashed two messages, "NightCAP on Patrol" and "DWI Arrest Zone".
- All officers working each event wore reflective vests with a message, "Anoka County DWI Task Force".
- Magnetic car signs were placed on vehicles working the saturation. Some problems did occur with the magnetic car signs after being reused several times. The size and use of the magnetic signs are being reconsidered.
- During the time period of October 6, 2007 through September 27, 2008, 9,220 traffic stops occurred, 590 DWI citations were issued, and 2,467 other citations were issued.
- Below is a table that details the activity that resulted from the Anoka County NightCAP program.

COUNTY	DWI	VEHICLE FORFEITURE	DAR/DAS/DAC	DRUGS	OPEN BOTTLE	MINOR COMSUMPTION	SPEED	SEAT BELTS	CHILD RESTRAINTS	DESIGNATED DRIVER	TOTAL CITATIONS	TOTAL VEHICLE STOPS
ANOKA	590	50	444	50	43	91	415	253	3	434	2467	9220

- Below is a chart that documents total DWI arrests in Anoka County during the program implementation period for 2008 in comparison to the previous year.

County	May 2007 through September 2007 DWI Arrests	October 2007 through September 2008 DWI Arrests
Anoka	312	590

- Crash information indicates that alcohol-related fatalities and severe injuries did decrease during the program implementation time period compared to the average of the previous three years. Below is a chart that details alcohol-related crash data in Anoka.

2008 (11/6/2008)				Average 2005 – 2007			
Severity	Alcohol-related Officer Perception		Total	Severity	Alcohol-related Officer Perception		Total
	No	Yes			No	Yes	
<b>A</b>	67	12	79	<b>A</b>	103	23	126
<b>K</b>	11	4	15	<b>K</b>	18	4	22
<b>Total</b>	78	16	94	<b>Total</b>	121	27	148

- In 2008 a telephone survey was conducted of Anoka County residents at the same time period as a statewide telephone survey. An impaired driving enforcement mobilization did occur prior to the surveys. However, the high visibility enforcement program only occurred in Anoka County. Survey results indicated that 36 percent of Anoka County residents stated they would be very likely to be stopped by the police if they drove drunk compared to 31% statewide.

A question was asked of Statewide and Anoka County residents about where they saw impaired driving messages. The following is a comparison:

	<u>Statewide</u>	<u>Anoka County</u>
Television	51%	75%
Radio	28%	19%
Friends and relatives	7%	29%
Newspaper	17%	23%
Personal observation on the road	6%	29%
Billboards	4%	41%
Portable Electronic Road Signs	6%	26%

A question was also asked of Statewide and Anoka County residents about the locations where they received a message regarding increased enforcement. The following is a comparison:

	<u>Statewide</u>	<u>Anoka County</u>
Electronic road signs	38%	52%
Gas station pumps	25%	21%
Restroom ads	24%	35%
Coasters in bars	NA	15%
Magnetic signs on law enforcement cars	NA	25%
Traffic vests worn by law enforcement	NA	9%

**Costs:** \$271,091.12

**Funding Source(s):** 164 Repeat DWI Offender Funds

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**DWI Courts**

**Target:**

Repeat DWI Offenders

**Problem Statement:**

Thirty-nine 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 to law-abiding citizens.
- Reduce the cost to DWI offenders by breaking the cyclical process of repeated impaired driving arrests.

**Strategies:**

This project will support courts that provide judicial leadership, multidisciplinary collaboration and local planning including substance abuse issues when working with repeat DWI offenders. The DWI Court will follow the ten guiding principles:

- Target the population – identifying a subset of the DWI offender population for inclusion in the DWI court program.
- Perform a clinical assessment.
- Develop a treatment plan.
- Supervise the offender.
- Forge agency, organization, and community partnerships.
- Take a judicial leadership role.

- Develop case management strategies.
- Address transportation issues.
- Evaluate the program.
- Create a sustainable program.

**Results:**

- There are nine DWI courts in Minnesota and eight of them are funded through this program. These courts are located in Hennepin, Beltrami, Lake of the Woods, Otter Tail, St. Louis, Cass, Crow Wing, and Roseau Counties. Ramsey County's DWI court was funded for three years and is now receiving Justice funding.
- Below is chart of key information from courts funded through this program.

County	Number of participants at the start of the fiscal year	Total number of admissions this year	Number of graduates	Number of participants terminated	Participants at the end of the fiscal year	Graduates that recidivated	Number of participants that obtained a valid driver's license	Number of participants that incurred a new DAR / DAC charge
Hennepin	30	27	3	10	44	2	9	3
Lake of the Woods	5	9	2	0	12	0	3	0
Beltrami County	37	17	0	2	52	0	2	1
Otter Tail	0	11	0	0	11	0	1	0
St Louis	0	20	0	1	19	0	0	1
Cass	22	12	0	1	20	0	4	1
Crow Wing	0	10	0	0	10	0	1	1
Roseau	0	11	0	0	11	0	0	0

- Including the unfunded Ramsey County DWI Court, Minnesota had 196 participants admitted into a DWI court, 22 graduated, 22 were terminated and 152 are currently enrolled.
- Over half of the terminations were for non-compliance with DWI court requirements. Only 13% were terminated for ongoing criminal activity.
- Typical participants are 30-45 years old, 80% are male and 72% are Caucasian.
- Alcohol was the primary drug of choice for all participants; 31% also used marijuana, 10% cocaine/crack, 5% methamphetamine and 5% prescription drugs.
- Ninety percent of graduates had a year or more of sobriety, documented through frequent, random and observed drug testing.
- Almost all admissions have cancelled or revoked drivers licenses and 64% of graduates had taken the steps necessary for reinstatement.
- Most graduates had improvements in education, employment and housing.

**Costs:** \$525,316.41

**Funding Source(s):** 164 Repeat DWI Offender Funds

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## **Drug Recognition Expert/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; it is, however, 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 (Update), and Drug Evaluation and Classification (aka: DRE).
- Provide training for state, county, city, and federal law enforcement officers on SFST, DTID, OPUE III, DRE, and 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 train and coordinate instructors for courses that are known to enhance traffic enforcement and are sanctioned by NHTSA. These courses are Standardized Field Sobriety Testing (SFST), Drugs that Impair Driving (DTID), Occupant Protection Usage and Enforcement (OPUE), DWI/SFST Update (Update), and Drug Evaluation and Classification/Drug Recognition Expert (DRE). Since law enforcement learns most effectively when taught by highly qualified peers, the Minnesota State Patrol contracts with and trains troopers, local officers, and county deputies to instruct these courses. 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, an SFST/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.

<b>Course</b>	<b>Number of Courses Provided</b>	<b>Number of Law Enforcement Trained</b>
SFST	24	458
DTID	21	417
OPUE	17	403
DWI Update	20	169
DRE	1	23
Instructor-Trainer	1	25

- A sampling of critiques was examined for each class. The scale used was: Excellent=5, Very Good=4, Good=3, Fair=2, Poor=1. The average overall opinion for each class was:  
SFST: 4.4  
DTID: 4.4  
Update: 4.2  
OPUE: 4.0

- 96.5% of sampled respondents stated that they agreed that the SFSTs would improve their ability to identify impaired drivers.
- 97% of sampled respondents stated that they were glad that they attended SFST training.
- 97% of sample respondents reported that the DTID training would improve their ability to enforce the DWI-Controlled Substance law and improve their ability to detect 'drug' impaired drivers.
- 100% of sampled respondents stated that they understand the MN DWI law better after attending Update training.
  - 100% stated that they feel more prepared to administer and interpret SFSTs after attending DWI Update training.
- Quarterly *Snare the Drug Impaired* newsletter sent to over 1,000 law enforcement contacts nationally.
- DRE Certification training subjects test results showed 36% of the subjects were polydrug users (under the influence of more than one drug category at the time of the evaluation).
- 78% of students participating in DRE Training stated the course was "excellent" (18% stated it was "very good").
- Training material was updated immediately after receiving updates from the NHTSA.
- Developed sample Departmental DRE Policy.
- Authored DWI-Controlled Substance Article for local magazines.
- Reestablished recognition program for officers who make use of DREs to assist them with their DWI-CS arrests.
- Researched the effectiveness of DRE on national basis.
- Assisted on e-Learning project for delivering Crash Report training to all law enforcement officers in MN.
- Awarded one of two test sites for NHTSA DRE PDA pilot program.
- Assisted MCAA with training of county attorneys on DWI-CS enforcement.

**Costs:** \$225,725.01

**Funding Source(s):** 164 Repeat DWI Offender Funds

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**NightCAP**

**Program Target:**  
 Impaired Drivers

**Problem Statement:**

Drinking and driving remains a serious problem in Minnesota and across the nation. In 2007, 510 people died in traffic crashes in Minnesota and 190 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 apprehension by conducting 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 over a three year period. *(There were actually 15 counties identified in 2008, however, Anoka County is reported separately under the 2008 Anoka NightCAP Program Summary)*
- Decrease alcohol-related fatalities and severe injuries in Minnesota - 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 impaired driving enforcement saturations in the 14 counties with the highest number of alcohol-related fatalities and severe injuries. The 14 counties where the NightCAP program will focus the enforcement effort are Beltrami, Blue Earth, Cass, Crow Wing, Dakota, Hennepin, Olmstead, Ramsey, Rice, Sherburne, St. Louis, Stearns, Washington and Wright. Monthly saturations will be conducted in each of the 14 counties. In the four metro counties with the highest number of fatalities and severe injuries (Hennepin, Ramsey, Dakota and Anoka) weekly saturations will be conducted during the summer months. 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 FFY07 to FFY08, the number of NightCAP saturations increased from 229 to 243, DWI arrests increased from 2229 to 2501, and the total number of traffic stops increased from 34,031 to 43,613. It should be noted, the “Metro/Summer NightCAP” program, which was a supplementary and high visibility program concentrated in four Twin Cities Metropolitan counties in 2007, was not conducted in 2008. Also, NightCAP data collected in Anoka County was not used in this comparison for FFY 2008, however, it was included in the FFY 2007 data.
- A detailed comparison of enforcement activity that resulted from the project in FFY07 to the activity that resulted from the project in FFY08 is documented below:

PROGRAMS	DWI	VEHICLE FORFEITURE	DAR/DAS/DAC	DRUGS	OPEN BOTTLE	MINOR COMSUMPTION	SPEED	SEAT BELTS	CHILD RESTRAINTS	DESIGNATED DRIVER	TOTAL CITATIONS	TOTAL VEHICLE STOPS
<b>FFY 2007</b>												
Regular NightCAP	1,615	149	998	301	381	693	2,067	316	36	3,213	9,872	23,417
On-Duty NightCAP	273	22	157	61	176	313	344	66	3	1,640	1,996	5,900
Metro/Summer NC	341	36	347	47	43	79	649	75	13	299	2,757	4,714
<b>TOTALS</b>	<b>2,229</b>	<b>207</b>	<b>1,502</b>	<b>409</b>	<b>600</b>	<b>1,085</b>	<b>3,060</b>	<b>457</b>	<b>39</b>	<b>4,853</b>	<b>14,625</b>	<b>34,031</b>

<b>FFY 2008</b>												
Regular NightCAP	2,382	258	1,699	385	265	889	3,337	468	54	2,653	14,326	41,734
On-Duty NightCAP	119	23	77	18	11	44	283	27	2	237	960	1,879
Metro/Summer NC *	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTALS</b>	<b>2,501</b>	<b>281</b>	<b>1,776</b>	<b>403</b>	<b>276</b>	<b>933</b>	<b>3,620</b>	<b>495</b>	<b>56</b>	<b>2,890</b>	<b>15,286</b>	<b>43,613</b>

<b>2008 Increase/ Decrease</b>	<b>272</b>	<b>74</b>	<b>274</b>	<b>-6</b>	<b>-324</b>	<b>-152</b>	<b>560</b>	<b>38</b>	<b>17</b>	<b>-1,963</b>	<b>661</b>	<b>9,582</b>
<b>Percentage of Change</b>	<b>11%</b>	<b>26%</b>	<b>6%</b>	<b>-2%</b>	<b>-217%</b>	<b>-15%</b>	<b>16%</b>	<b>8%</b>	<b>31%</b>	<b>-41%</b>	<b>5%</b>	<b>32%</b>

\* Metro/Summer NightCAP was not conducted in FFY 2008

- All of the 14 counties conducted monthly impaired driving saturations during FFY 2008. An additional 8 saturations were held at events such as music festivals or regional fairs, in other locations where impaired driving was customary. The total of all 243 saturations resulted in 2501 DWI arrests.

<b>County</b>	<b>Number of Saturations</b>	<b>Number of DWI Arrests</b>
Beltrami	13	23
Blue Earth	16	240
Cass	19	97
Crow Wing	16	111
Dakota	26	216
Hennepin	35	890
Olmstead	14	53
Ramsey	26	420
Rice	15	45
Sherburne	13	61
Stearns	15	100
St Louis	13	66
Washington	13	52
Wright	14	48
Other Locations	8	102
<b>Total</b>	<b>243</b>	<b>2501</b>

- Below is a chart that documents the total DWI arrests in the 13 targeted counties for FFY07 and the 14 counties targeted for FFY08. A percentage of change is shown if applicable.

County	FFY07 DWI Arrests	County	* FFY08 DWI Arrests	% of Change
		Beltrami	554	NA
Blue Earth	653	Blue Earth	576	-12%
		Cass	286	NA
Crow Wing	662	Crow Wing	593	-11%
Dakota	2913	Dakota	2511	-14%
Hennepin	7993	Hennepin	7537	-06%
		Olmstead	1039	NA
Itasca	480			NA
Ramsey	2916	Ramsey	2990	+3%
		Rice	419	NA
Scott	1094			NA
Sherburne	731	Sherburne	589	-20%
Stearns	1324	Stearns	1074	-19%
St Louis	1586	St Louis	1556	-2%
Washington	1455	Washington	1306	-11%
Wright	840	Wright	727	-14%

\* Please Note: Even though the Federal Fiscal Year ends on September 30<sup>th</sup>, the DWI Arrest data for FFY 2008 is incomplete due to the fact that not all of this data can be made available until ten months after the end of the federal fiscal year because of pending court cases.

- Crash information is not available for the year that the majority of program funding was expended. Preliminary numbers indicate that fatal crashes have decreased. The exact number of alcohol-related crashes for FFY 2008 is traditionally not available until early summer of the next FFY. Eight counties have participated in the program for past several Federal Fiscal Years. Below is the number of alcohol-related fatalities for each of those eight counties:

County	2005	2006	2007
Anoka	9	12	8
Cass	3	1	4
Dakota	5	7	8
Hennepin	16	14	22
Ramsey	12	10	7
St Louis	9	8	11
Stearns	5	6	3
Washington	3	2	10
<b>Total</b>	<b>62</b>	<b>60</b>	<b>73</b>

**Costs:** \$720,309.22

**Funding Source(s):** 164 Repeat DWI Offender Funds

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**Ignition Interlock Program**

**Program Target:**

Repeat DWI Offenders

**Problem Statement:**

Ignition interlock is a promising tool that can assist in reducing impaired driving. Since each state has unique impaired driving laws, it is difficult to determine how the program can be woven into the current Minnesota administrative and judicial impaired driving penalties and sanctions.

**Objectives:**

During the 2007 session the legislature mandated the Department of Public Safety to conduct a two year pilot ignition interlock program in two counties, one rural and the other in the metropolitan area. The purpose of this pilot is to determine:

1. Benefits of an ignition interlock program as correlated to a reduction in alcohol related fatalities, alcohol related severe injuries, DWI arrests, and driving after revocation charges.
2. Benefits of the ignition interlock device for monitoring alcohol use of DWI offenders.
3. Program guidelines for implementation of a statewide ignition interlock program.
4. Performance standards for ignition interlock devices.

This project will create performance standards and program guidelines that will be used to implement a pilot ignition interlock program in the two counties. These documents will be adjusted as needed to create a more effective program. Information obtained from the pilot will be used to create a permanent statewide ignition interlock law.

**Strategies:**

The Office of Traffic Safety will contract with two counties in Minnesota: Hennepin County in the metropolitan area and Beltrami County in rural Minnesota. Probation agents in each of the counties will be funded to implement the program. The probation agent will be responsible for:

- Educating DWI offenders regarding the program.
- Informing DWI offenders of the program guidelines and participation requirements.
- Collaborating with the Driver and Vehicle Services office on assisting the participant to understand license reinstatement requirements and issuance of the ignition interlock license that allows the participant to drive to work, court, and support group meetings.
- Informing the ignition interlock committee of program issues and recommendations for improvement.

Performance standards and program guidelines were created to define the program. Performance standards define the procedure for approval, suspension and/or revocation of devices and the process for installation, support and removal of ignition interlock devices. Program guidelines define participation requirements, set license revocation time-periods and ignition interlock license time-periods. An ignition interlock committee will review the performance standards and program guidelines for possible adjustments to create a more effective program.

**Results:**

- Performance standards were developed to define the regulations for ignition interlock systems certified to be used in the program. Four ignition interlock devices are certified.
- Program guidelines were created to define participation requirements. The guidelines were recently adjusted to create a more desirable program to encourage participation.
- Forty Hennepin County repeat DWI offenders are participating in the program, three in Beltrami County.
- The average participant is a white, single, 40-year-old male with an average income of \$34,000 in Hennepin County and \$25,000 in Beltrami County.
- The participant's primary source of learning about the program was through the legal system, either through a judge, lawyer or probation services.
- The top two reasons for participating in the program were the opportunity to get a driver's license back early and the need for transportation to maintain employment.
- A review of three years of Minnesota crash data indicates that 29 alcohol-related fatalities and between 975 and 2,196 DWI arrests potentially could have been prevented if the offenders had been required to drive with an ignition interlock installed. Other potential benefits include a reduction in driving after revocation and cancellation violations, as well as a closer monitoring of DWI offenders by probation services.

**Costs:** \$102,666.49

**Funding Source(s):** 164 Repeat DWI Offender Funds

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## 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 when comparing rates based on population or miles driven, 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 seat 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.
- Decrease speed as a contributing factor in fatal and serious injury crashes.
- Increase successes with enforcement performance measures that allow the OTS 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, speeding, 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 learn 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, both paid and earned media, are combined.

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

- The OTS wrote and let a request for proposals to police departments and sheriff's offices in April of 2007 to participate in the 2008 federal year program (from October 1, 2007 through September 30, 2008). Each year requests for the grants equal approximately twice the amount of funding available. Eligible agencies included those whose jurisdiction's seat belt use in crashes was lower than average, alcohol involvement was higher than average, and/or were in one of the 20 counties with the highest number of traffic deaths.
- Applying agencies are chosen to receive a grant on the basis of multi-jurisdictional cooperation, past experience with national mobilizations or OTS grants, geographical representation, and their specific plans indicating the project will likely have an impact on traffic deaths and serious injuries. A grant with the Minnesota State Patrol is negotiated between the two divisions; it is not part of the competitive grant process.
- At least 90% of the funding awarded paid for additional patrolling enforcement hours. Agencies could spend up to 10% of their budget award on overtime dispatcher hours or equipment related to enforcing traffic laws such as radars, in-squad cameras, or preliminary breath testers.

- Enhanced traffic enforcement using the Special Traffic Enforcement Program (STEP) concept in five enforcement “waves”. Two of the enforcement waves are the same two week periods as the national Memorial Day mobilization and Labor Day crackdown. In 2008 the Labor Day crackdown was replaced by a July crackdown due to the Republican National Convention which was held in St. Paul over Labor Day. There are also additional waves of 10 days in October, weekends in December, and seven days of enforcement in July. Agencies can choose to use up to 10% of their hours outside the five set waves.
- Participation in and active promotion of the *Safe & Sober* campaign during media periods both before and after each *Safe & Sober* enforcement wave.
- The DPS Office of Communications arranges for paid media to be run in conjunction with the enforcement waves and provides each participating agency with a kit including sample news releases, localized traffic crash facts, ideas for news conferences/events, and talking points for radio interviews.
- Participation in the overtime enforcement efforts only by officers who have completed both OPUE and SFST training. Agencies receiving *Safe & Sober* grant funds for the second or subsequent year must also have officers working the project who have completed Update. 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.

#### **Results:**

- All areas of Minnesota had 2008 *Safe & Sober* grants in them. Forty-eight *Safe & Sober* grants covering 185 enforcement agencies (all 11 state patrol districts, 44 sheriff offices, 126 municipal police departments, one university police department and four tribal police departments) were written for the 2008 federal year.
- The OTS also wrote 23 small grants for the just the national May mobilization covering 49 additional agencies (18 sheriffs' offices, 30 municipal departments and one university department).
- Statewide daylight use surveys showed Minnesota's seat belt use rate holding; with 88% in 2007 and 87% 2008. Those rates are considered high for a secondary law state. Informal belt use surveys conducted by the departments showed an increase in belt use from 76% to 79% when comparing the informal results before the May mobilization to observations after the campaign.
- The percentage of Minnesota traffic deaths that involved alcohol was 36% in 2007, below the national rate of 38%.
- Changes in the public's perception of the likelihood of suffering negative consequences for failing to buckle up or for combining drinking and driving occurred as a result of the programs. Random telephone surveys conducted before and after the Memorial Day and Labor Day waves found people felt they were more likely to receive a ticket for DWI after the Labor Day enforcement wave and that police were writing more tickets for not using a seat belt after the Memorial Day enforcement.
- Awareness of the Memorial Day slogan “Click it or Ticket” increased by 19 percentage points and awareness of the Labor Day “Drunk Driving. Over the Limit. Under Arrest.” slogan increased eight percentage points.

A wide variety of other programs conducted under the 2008 Highway Safety Plan are directly related to the *Safe & Sober* program but are not discussed here. These include required officer training provided by the State Patrol without charge, the enforcement track at the annual TZD conference, frequent and 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 incentives used for the nation-wide and state-only mobilizations and crackdowns are related to the *Safe & Sober* campaign.



**Costs:** \$1,961,176.79 (enforcement only)

**Funding Source(s):** 402, 410, and 164AL.

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**Safe & Sober Challenge**

**Target:**

Municipal and county law enforcement agencies, and ultimately drivers, passengers, and citizens 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 seat belt, 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 law enforcement agencies that are eligible to be Challenge participants. (*Safe & Sober* grantees are not eligible.) The kit provides a variety of ideas on promoting traffic safety within their communities. This includes information on how the program functions, enforcement strategies, enforcement training, media relations, community programs, and seat belt 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 category winners are selected by the OTS based on each agency's reported enforcement strategies, community outreach, officer training and media efforts. Agency resources are also considered in the evaluation. 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.

A luncheon is held to honor the winners. All agencies that submitted reports and *Safe & Sober* grantees are also invited to recognize the successes of the winning agencies. The cost of the 2007 luncheon was sponsored by Minnesota/Iowa American Automobile Association.

**Results:**

- Forty-six law enforcement agencies with a total of 414 full-time and 49 part-time officers participated in the 2007 Challenge. There were forty-eight participating agencies in 2005 and forty-two in 2006.
- The average number of seat belt, DWI, and speed citations per participating agency steadily increased each year from 2003 through 2006, but were lower in 2007 compared to 2006.
- There were 308 Under-21 Not-a-Drop citations reported by participating agencies in 2007.
- In 2007, 30 law enforcement agencies were selected to receive awards.

The table below illustrates the average citations issued by each participating agency.

Citations			
Year	Seat belt	DWI	Speed
2003	42	43	215
2004	55	48	305
2005	60	60	448
2006	70	74	372
2007	45	60	320

Community outreach efforts collected from the forty-six 2007 Challenge reports include:

- School based programs such as Mock Crashes, Ghost-Outs, & Seat belt Challenges
- County Fairs and other community activities.
- Alcohol compliance checks & server training.
- Faith community outreach.
- Media outreach (newspaper, TV and radio), including controlled drinking exercises.
- Safe Community coalitions partnerships.
- Car seat clinics.
- Sober bus, Safe ride home programs, and other partnerships with liquor providers.
- Involvement with high school PSA video production.
- Commercial vehicle inspection & enforcement.
- Senior citizen safe driving programs.

**Costs:** \$59,068.39

**Funding Source(s):** 402

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## **Safe & Sober Liaisons**

### **Target:**

The *Safe & Sober* liaisons motivate Minnesota county and municipal enforcement agencies to place a higher priority on enforcing traffic safety laws, emphasizing impaired driving and passenger protection, and assist them in conducting successful traffic safety projects. A secondary target is the OTS itself, as the liaisons broker ideas and suggestions between the Office and the law enforcement community.

### **Problem Statement:**

The OTS needs excellent relationships with law enforcement in order to reach our goals. A strong case could be made that enforcement is our most critical partner in moving Minnesota towards zero deaths by changing behavior. One of the strongest incentives for driving safely is the traveling public's perception there is a high likelihood of receiving a citation or being arrested for violations. Enforcement officers prefer to listen and talk to other officers rather than officials with different backgrounds. Those who have no enforcement background cannot fully understand the stresses and issues faced by those wearing badges and carrying weapons. The OTS needs to contract with experienced law enforcement officers to act as liaisons between the law enforcement community and the OTS in order to increase attention to and the enforcement of traffic safety laws.

### **Objectives:**

- The primary objective of the *Safe & Sober Liaisons* project is to increase the number of local enforcement agencies and individual officers who promote passenger protection, discourage impaired driving, and actively enforce traffic laws. This is accomplished through participation in the national mobilizations, the *Safe & Sober Challenge* and/or the *Safe & Sober* overtime grants.
- The secondary objective is to act as a liaison between the OTS and local law enforcement agencies in the state on all traffic safety issues.

### **Strategies:**

Write annual contracts with three experienced law enforcement officers located in northern Minnesota, southern Minnesota, and the metro area. This is accomplished by letting a competitive Request for Proposals process as needed or at least every five years.

The liaisons provide police departments and sheriffs' offices with knowledge of the OTS programs and resources, provide encouragement on placing a higher priority on traffic enforcement, and provide assistance in the form of ideas, presentations, reminders, sympathetic ears, and motivation. The three assist all Minnesota law enforcement agencies in their efforts to decrease impaired driving and increase the use of passenger protection systems.

The duties of the liaisons include:

- Promoting the national mobilizations and crackdowns and encouraging agencies to participate. Participation is defined as signing up to receive materials, conducting enhanced enforcement, conducting pre- and post-media relations, and reporting to the OTS on the number of seat belt citations or DWI arrests (depending on the focus).
- Promoting the Minnesota *Safe & Sober Challenge* to sheriffs' departments and local law enforcement agencies through peer-to-peer presentations and mailings; assisting agencies as their projects progress through the provision of materials and advice; acting as judges of submissions, and meeting with winners and the OTS staff to work out approved expenditures of the mini-grants.
- With staff from the OTS, presenting Challenge awards and large mobilization incentives (lidars, radars, in-squad cameras, or speed display boards) to departments at city council or county board meetings.

- Setting up and staffing displays providing program information at statewide meetings of the Sheriffs' and Chiefs' Associations and attending regional meetings of law enforcement.
- Participating in events arranged by the media relations staff within the department and finding other enforcement officers to participate in those events when needed.
- Assisting local agencies with setting up and conducting press conferences and/or events publicizing their enforcement efforts.
- Informing agencies of the availability of and promoting officer attendance at OPUE, SFST, Advanced SFST, SFST Update, the annual Traffic Safety Law Update Satellite Course, and the motorcycle rider training courses.
- Sharing ideas between agencies on traffic safety enforcement, as well as, media relations and public information efforts. Encouraging enforcement agencies to do such things as invite media representatives to ride in their police vehicles as the officers enforce the safety belt, child seat, speeding and DWI laws.
- Convincing agencies to work together in geographical groups to saturate the streets with enforcement during *Safe & Sober* time periods.
- Acting as a general traffic safety resource for law enforcement agencies in their areas. Distributing traffic safety material to them and referring them to others for assistance when necessary.
- Bringing ideas, suggestions, anecdotes, recommendations, and comments concerning traffic safety from local enforcement agencies and officers back to the OTS.

**Results:**

The liaisons are invaluable to the OTS and to the Minnesota law enforcement community. They continue to increase agency participation in the OTS programs each year. For example, agencies reporting results on the Memorial Day mobilizations increased 23% between 2002 and 2008, and on the Labor Day crackdowns increased 47% between 2004 and 2008. Minnesota's percentage of total agencies reporting is one of the best in the nation.

**Minnesota Agencies Reporting for National Mobilizations and Crackdowns\***

Year	2002	2003	2004	2005	2006	2007	2008
Memorial Day Mobilizations							
Agencies Reporting	269	290	310	306	301	346	330
Labor Day Crackdowns							
Agencies Reporting	NA**	NA**	227	280	305	318	334**

\* The numbers in this table may differ slightly from those reported on the Mobilizationsdata.com website due to the different days on which reports were finalized in the two different reports.

\*\* In 2002 and 2003 national crackdowns were not conducted over Labor Day. In 2008, the Republican National Convention in St. Paul meant our Labor Day crackdown was moved to July.

The liaisons have increased the OTS' reach to police agencies across the state immeasurably. They have been instrumental in law enforcement's participation in Safe Communities projects as well as the OTS enforcement programs. Most enforcement agencies receive at least five personal visits from a liaison each year to discuss programs and issues, to offer assistance, and to deliver the small incentives for reporting results of the two DWI crackdowns and two seat belt mobilizations Minnesota conducts each year.

**Costs:** \$241,040.29

**Funding Source(s):** 60% 402 and 40% 410

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## **National Mobilizations**

### **Target:**

Drivers and passengers in Minnesota with an emphasis on 18-34-year old males and a secondary target of the rural areas of the state.

### **Problem Statement:**

Minnesota has seen a steadily decreasing number of drivers in crashes in recent years. However, even with the decreases, nearly 142,000 drivers were involved in reportable crashes in 2007. There has also been a significant progress in fatalities – 2007's 510 people who died resulted in a fatality rate per 100 million VMT of 0.89. Each year in Minnesota, slightly more than 35,000 people are injured in traffic crashes at cost to taxpayers and insurance policy holders of over \$1.5 billion. Traffic crashes are the leading cause of deaths for Minnesotans from the age of one through 34 years.

Although more crashes occur in the metropolitan areas of the state, each year about 70% of the deaths and serious injuries occur in the rural areas of the state

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 enhanced enforcement coupled with public education and media relations.
- Increasing recognition by law enforcement of traffic safety's effect on a community.
- Increasing support for traffic law enforcement and traffic laws.
- Improving the evaluation components of the program.

### **Strategies:**

During FFY 2008, the OTS conducted a ten day seat belt mobilization in October and the national May seat belt mobilization and DWI crackdowns around December holidays and weekends in July due to the Republican National Convention over Labor Day. The NHTSA calendar was followed for the Memorial Day wave and this report focuses on that event and the July wave which took the place of Labor Day for Minnesota.

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 *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. The liaisons also are one of the main reasons so many agencies report to the OTS; they e-mail constantly and make phone calls towards the end of the reporting periods. 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. In the past, courts and attorneys were informed of the mobilizations and crackdowns before they occurred; this past year agencies were encouraged to do that themselves if they felt it was advantageous to do so. Efforts are made to involve the schools through daily announcements, the churches through weekly bulletins, and local

politicians through proclamations. Pizza Hut and Taco Bell gave coupons and posted window clings to publicize the effort. All the materials are available on the OTS website ([www.dps.state.mn.us/ots](http://www.dps.state.mn.us/ots)) and agencies were able to 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 wearable flashing light to increase officer safety when out of their vehicles on the roadway. Starting with the 2006 May mobilization, agencies could “save” the value of small incentive items and receive a larger incentive at a future date. Once an agency skips reporting for a mobilization or crackdown, they lose any saved values on their record. This has proven to be a very popular option and has given some new life to the program. After each mobilization or crackdown, nine agencies – three in each of the liaison territories – are randomly drawn for their choice of a larger incentive such as a new light bars, a radar, a laser, or an in-squad camera.

### **Results:**

The results of the May 2008 belt mobilization:

- Funding for enhanced enforcement was provided to all districts of the State Patrol, 62 sheriffs' offices, 156 municipal police departments, two University police departments, and four tribal departments through special May mobilizations and regular *Safe & Sober* grants. Funding was also provided for evaluation via observational and random telephone surveys, and paid advertising including television ads, radio ads, billboards, gas pump-toppers, and print ads, all with the *Click It or Ticket* slogan, were played throughout the state prior to and during the enhanced enforcement.
- 456 agencies were signed up to participate – over 95% of all agencies in the state. This is an increase of 16 over 2007.
- 330 agencies completed reports to the OTS (69% of the total number of agencies and 72% of those who had signed up to participate) on their May activities. This is down slightly (16 agencies) from 2006.
- 7,722 safety belt citations were written; at least 574 of them during evening hours.

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

- 65 – 70% of those surveyed supported a standard (primary and universal) seat belt law. Recognition of the *Click it or Ticket* phrase remains high; it rose from 62% before May to 81% in June. The previous year it increased from 70% to 76%.
- Those who had heard about a special effort by police to ticket drivers for belt violations increased from 11% before May to 32% after the effort; for rural Minnesota the increase was 15% to 35%.

The results of the July 2008 DWI crackdown:

- 445 agencies (nearly 94% of the total) signed up; the same as the previous year.
- 334 agencies reported their results to the OTS; the highest number ever, 70% of all agencies and 75% of the agencies that had signed up to participate.
- 3,246 impaired drivers were arrested.

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

- Awareness of the new “Over the Limit, Under Arrest” slogan increased from 44% pre-enforcement to 52% post enforcement. For young unmarried males, awareness increased from 67% to 69%.
- Awareness of enforcement rose from 43% to 61% when comparing pre and post enforcement efforts.
- Those agreeing they would “very likely” receive a ticket if they drank and drove stayed the same at about 30% but rural respondents were higher at 35%.
- Support for more strict DWI enforcement remains high at 80%.

**Costs:** \$186,027.80 (incentives for reporting activities to OTS)

**Funding Source:** 410 and 402

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## Traffic Records

### Problem Identification

**Target:**

Stakeholders involved in the collection, dissemination, and use of Minnesota crash data.

**Problem Statement:**

Ensuring the collection of complete, timely, and accurate motor vehicle crash data is an ongoing endeavor for the OTS as it assists DVS. In addition, stakeholders involved in reducing the number of Minnesota motor vehicle crash fatalities and resulting injury severity levels need access to accurate statistics and analysis.

**Objectives:**

- Validate the quality of the crash data that has been entered into the Minnesota motor vehicle crash database. Check for inconsistencies between data elements and report those findings to DVS for correction.
- Perform problem identification and evaluation of programs with crash data.
- Support stakeholders involved in lowering the number of Minnesota crashes, fatalities and severe injuries by providing statistics and analysis.

**Strategies:**

- Employ research staff within OTS including the FARS analyst.
- Make research staff available for requests to crash data stakeholders.
- Check for consistency of DVS crash records with particular attention to fatal crashes.
- Cross examine crash records with the FARS files. In addition, gather any missing information on blood alcohol content levels for drivers that were involved in fatal crashes.
- Prepare and release annual reports which include the *Minnesota Motor Vehicle Crash Facts* and *Impaired Driving Facts*.
- Make published reports available for the public in both hard copy and electronic format which is downloadable from the OTS website.

**Results:**

- In February 2008, the *2006 Minnesota Impaired Driving Facts Report* was released. This report is intended to be a source of reliable statistics that help to quantify the size and nature of the impaired driving problem. Additionally, there is information about impaired driving law and practice in Minnesota.
- The *2007 Minnesota Motor Vehicle Crash Facts* was released online and in print during the summer of 2008. This detailed report summarizes information in regards to crashes: who, what, where, when, and why. In addition, it breaks out information regarding the following: alcohol, seat belt use, motorcycles, trucks, pedestrians, bicycles, school buses, and trains.
- Research staff each responds to about 25 requests per week from other government entities, news media, and non-government organizations. These requests support crash

stakeholders in performing analysis and devising local programs. In addition, researchers support OTS program areas such as developing and piloting a survey to evaluate the impact of the 2008 Motorcycle Public Safety Campaign.

**Costs:** \$201,263.67

**Funding Source(s):** 402

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## **DVS Crash Data Interface**

**Target:**

Stakeholders involved in the collection, dissemination, and use of Minnesota crash data.

**Summary:**

In 2007 and 2008, the Minnesota Department of Public Safety enabled law enforcement agencies to transmit crash reports electronically to the state's central crash data repository, thus increasing reporting and locating timeliness, reducing chances of data-entry error and decreasing costs related to data entry. Timely accurate data is pertinent for identifying road improvement needs and to implement effective behavioral programs.

**Problem Statement:**

In times past, local law enforcement agencies filed crash reports via one of two methods: a) paper crash reports sent to the Division of Driver and Vehicle Services, who transcribe the information into the central crash database; and b) law enforcement agents enter crash data into the central database via a web-based application.

Several Minnesota law enforcement agencies of size have implemented electronic records management systems (RMS) which include crash data components. However, no means existed to electronically transmit crash reports from an agency RMS to the state central crash database. Consequently, either the law enforcement agent or DVS needed to manually re-enter the crash report into the central database. Problems:

- Duplicate data entry detracts from timeliness of reporting.
- Duplicate data entry increases chances of transcription error.
- Inefficient use of law enforcement agents' time.
- Inefficient use of DVS staff time.

**Solution/Objectives:**

The Department of Public Safety Division of Driver and Vehicle Services and Office of Technology Support Services partnered with the Minnesota State Patrol to create a web service enabling electronic transmission of crash reports from an RMS to the central crash database. The State Patrol served as the pilot user, but the web service was designed to support any Minnesota law enforcement agency sending crash reports from a RMS.

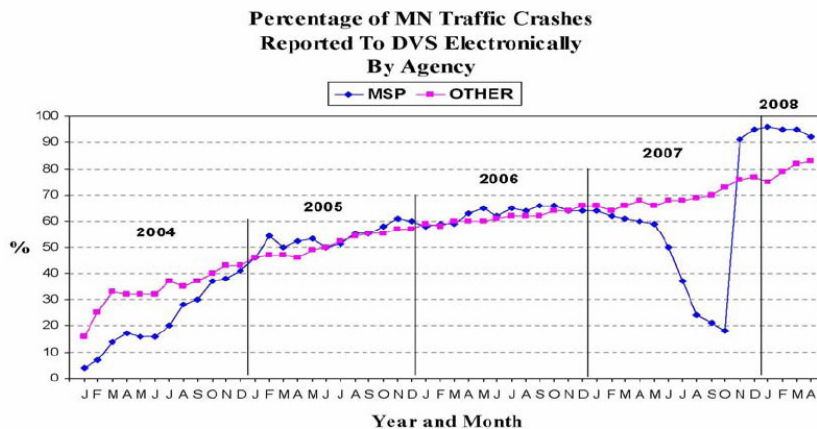
**Results:**

- Since implementation of the crash records web service December 2007-February 2008, the majority of crash reports from RMS-enabled State Patrol districts flow directly from their RMS to the central crash database and as of October 2008, all crash reports are electronically submitted.

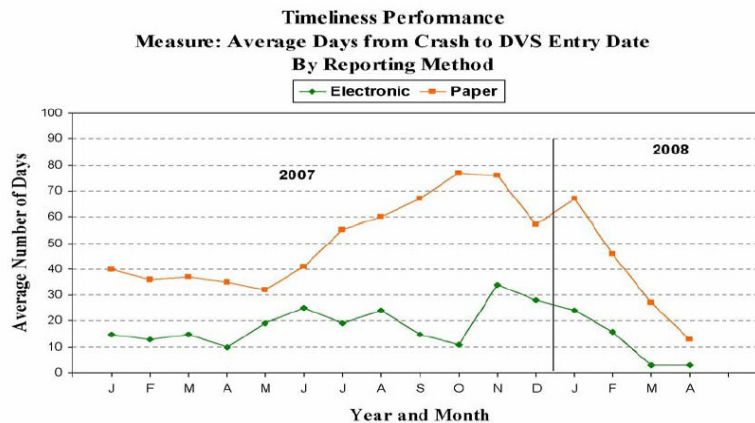


- Crash information is submitted into the central crash database within 24 hours from the time it is authorized by the State Patrol supervisor.
- Since much of the crash information is extracted from the State Patrol RMS system to the crash data repository, the time to complete the report is greatly reduced.
- The interface provides edits to assure a more accurate and complete report of information.
- In 2008, 3,052 crash reports were submitted electronically by the State Patrol using the crash system interface

Electronic filing (both via the web application and the web service) of crash reports from the State Patrol are trending up:



Timeliness of crash reporting is improving



**Costs: \$217,000.00**

**Funding Source(s): 408**

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## **Traffic Records Assessment**

### **Target:**

Stakeholders involved in the collection, dissemination, and use of Minnesota traffic records data.

### **Problem Statement:**

A similar assessment was conducted in 2003 that offered a number of recommendations to improve the State's traffic records system. The scope of this assessment covered all of the components of a traffic records system.

### **Objectives:**

- Determine whether the traffic records system in Minnesota is capable of supporting management's needs to identify the state's safety problems.
- Address the countermeasures applied to reduce or eliminate any problems.
- Evaluate programs for their effectiveness.

### **Strategies:**

Upon request by the Office of Traffic Safety (OTS) within the Department of Public Safety (DPS), the National Highway Traffic Safety Administration (NHTSA) assembled a team to facilitate a traffic records assessment. Concurrently the OTS carried out the necessary logistical and administrative steps in preparation for the onsite assessment. A team of professionals with backgrounds and expertise in the several component areas of traffic records data systems (crash, driver/vehicle, traffic engineering, enforcement and adjudication, and EMS/Trauma data systems) conducted the assessment February 3 to 8, 2008.

### **Results:**

- The Traffic Records Assessment was completed February 3 through 8, 2008
- Major recommendations shall be taken under advisement by the OTS and the TRCC

**Costs:** \$16,744.07

**Funding Source(s):** 402

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## **Safe Communities**

### **Public Information and Education**

#### **Target:**

Minnesota motorists — with the primary focus on males ages 18–34.

#### **Problem Statement:**

Each year in Minnesota, hundreds are killed in traffic crashes. Unbelted occupants, speeding, impaired driving and inattentive driving are the main factors noted in crash reports that contribute

to the occurrence and severity of crashes. Changing these risky driving behaviors will reduce fatalities and severe injuries on Minnesota roadways.

**Objectives:**

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

**Strategies:** Execute a grant with the DPS, Office of Communications (OOC) to utilize their marketing, graphics and media relation expertise to support the OTS initiatives and grantee activities, and to conduct ongoing outreach to the general public. The OTS believes enforcement and education are most effective when working in tandem.

**Results:**

- The high-level intensity of both proactive and reactive communications throughout FFY 2008 — contributed to one of the state's lowest traffic fatal count since 1945 in 2007. That year, Minnesota also recorded its lowest Vehicle Miles Traveled (VMT) fatality rate and lowest alcohol-related fatalities on record. These positive traffic trends continued in 2008 with traffic deaths significantly lower than 2007 —12 percent drop.
- Communication activities supported all *Safe & Sober* waves with development of media material for grantee use, new, innovative materials for grantees (window clings, banners); extensive enforcement campaign launch publicity, and extensive post-campaign publication of results. Publicity efforts also included major holiday travel periods and celebratory days (St. Patrick's).
- Contributed to development of *Toward Zero Deaths* communications and incorporated the brand in all appropriate public messaging including TV advertising.
- Executed and publicized efforts with a "social media" angle. These included the development of [www.minnesotasafeandsober.org](http://www.minnesotasafeandsober.org), a site that allows visitors to send an electronic "Designated Driver Gift Card." Also developed was [www.rockthebelt.org](http://www.rockthebelt.org) to accompany a seat belt-themed direct mailing to teens that directed recipients to the site. The site offered a teen driving survey, "Click It or Ticket" messaging, as well as free downloads for teens that took the survey.
- Executed and publicized effective teen-focused projects to address the continuing teen issue of overrepresentation in crashes.
  - Teen programming included the popular TV commercial challenge contest that encourages teens to create and produce TV spots with a focus on "speaking up" as passengers against reckless driving. In addition to significant media coverage, the top spots were posted on the OTS website and YouTube.com to encourage viewing and pass-along among other teens.
  - Other teen-focused efforts included a direct mailing to teens in the deadliest counties for teens. The direct mail piece was tied to an online teen driving survey and website (see above).
  - Teens also were the focus of the "Click It or Ticket" enforcement launches: a high school cheer team performed a "buckle up cheer" in October — this video was sent to statewide media as well as high school contacts. In May, teens decorated their seat belts in a pre-prom fashion show news conference to promote the "most important prom fashion accessory."
  - Developed template materials for partners to create teen "online/texting" squads to help communicate buckle up messaging.
  - Developed messaging and brochure for new teen driver limitations (nighttime and passenger limitations). The "Teen Driver Road Rules" brochure was produced and distributed to DVS stations statewide.

- Drive-time radio interviews with state troopers on stations largely delivering teen audiences continued throughout the year on rock and pop stations in the Twin Cities.
- Executed and publicized impaired driving projects. This included the creation and promotion of the “DWI Enforcer All-Stars” — the state’s top DWI enforcers. Also developed were “Designated Driver Gift Certificates” — distributed statewide and promoted.
- Executed and publicized “ban on texting/email/web access” law. Partnerships with teen-focused Twin Cities radio stations secured PSA placement to promote the law as well as online messaging.
- Continued partnerships with Taco Bell/Pizza Hut for October seat belt messaging and White Castle for May Click It or Ticket effort.
- Continued to revise, update and reproduce PI&E material to reflect a uniform/cohesive look for materials. Developed new items such as the “Teen Driver Road Rules” and “Profiles of Unbelted Crash Victims” brochure. Also included were brochures and promotional items relating to belt use, CPS and impaired driving. Developed new and innovative methods to distribute and display such items through a 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.
- Leveraged paid radio media (May Mob, July DWI Mob, NightCAP) with extensive on-air interview opportunities with law enforcement representatives across the state.
- Secured weekly TV appearances with trooper on Fox TV newscast and continued bi-monthly appearances on popular rock station during the AM drive-time.

**Costs:** \$337,495.50 (not including paid media) and \$1,560,000.00 (paid media)

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

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**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 the OTS' goal of Toward Zero Deaths.

**Strategies:**

A kick-off meeting will be held at the TZD conference 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 coalitions will work on decreasing incidents of drinking and driving, as well as, increasing seat belt use. Support will be provided by the OTS in providing resources, attending coalition meetings, and promoting program sharing among the coalitions.

**Results:**

- The number of Safe Community Coalitions increased from 23 in 2007 to 24 in 2008. However, the number of alcohol-focused grants decreased from 13 to 11.
- Video-conferencing was used to provide information on the new RFP format for the FFY 2009 grant cycle. This was done to ensure that the potential applicants would have a clear understanding of what was expected in the proposals.
- Twenty-six 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 the OTS. According to evaluation forms, the group benefited the most from program sharing, getting new ideas, and refining their plans.
- 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. A number of the alcohol-focused coalitions made significant strides in their communities by increasing the awareness of the cost of impaired driving in their communities. One community that had initiated a "Sober Cab" program in their community saw the use of the service expand. The cost of the cab ride is provided by the area's liquor distributor and the bars. Additionally, a few communities were able to strengthen local liquor ordinances after hosting drinking exercises with the assistance of law enforcement. Those that participated in the exercises included local politicians and leaders of the communities. Three communities are making inroads with their court systems by getting them more involved with the activities of the coalitions.
- Four separate coalitions continued to meet as a partnership (Gateway TZD Partnership), focusing on common problems within their counties. They collaborated and held a very successful seat belt and impaired driving campaign at an event that was attended by many from our target market of 21-34-year olds and pickup drivers. Law enforcement agencies participated. Events included a crashed car, Fatal Vision goggles, rollover simulator as well as many other alcohol awareness and traffic safety education pieces.
- Successful campaigns from other coalitions concerning off-sale liquor providers, local law enforcement, the judicial system, and local liquor establishments continue to be modeled in other coalitions.
- Many coalitions are also beginning to implement their own versions of the successful parent/teen nights at driver education classes. At least one parent is required to attend one two-hour class with their teen. Presentations at these classes include speakers from

- law enforcement, paramedics, insurance agents, crash survivors covering the use of seat belts and the dangers of impaired driving.
- 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 TZD 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.
  - The “Last Call” video continues to be provided to 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.
  - One coalition, covering five counties, worked to overcome 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 include: attorneys/county prosecutors, district court judges, insurance agents, a local bottling company owner, and community corrections/probation employees. This coalition continues to expand.
  - Five coalitions have been actively working with judges to convince them that harsher penalties are needed to target underage drinking and access to minors.
  - All coalitions have continued to work with traffic engineers and are now able to access crash locations maps that were not as readily available in the past. The traffic engineers are becoming more involved with the coalitions and the promotion of the TZD program.
  - There is a definite growth in the desire to develop more regional partnerships. Traffic engineers are becoming more involved and are playing a major role in this trend. Two regional meetings were held (Northwest and Southwest Minnesota) to determine if there was an interest in traffic safety issues and coalition building.

**Costs:** \$621,815.58

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

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## **Toward Zero Deaths Conference**

**Target:**

Traffic Safety stakeholders in Minnesota

**Problem Statement:**

The Toward Zero Deaths (TZD) project acknowledges that a decrease in traffic fatalities and serious injuries cannot be done with just education or enforcement alone. Collaboration among the partners is needed to help the coalitions integrate all four “E’s” in their activities (Enforcement, Education, EMS, and Engineering) so they promote the OTS’ goal of Toward Zero Deaths. An event is needed to bring these people together.

**Objectives:**

- Increase awareness of the TZD project throughout Minnesota.
- Increase number of groups and attendees that participate in the conference.
- Provide informational sessions that not only are of interest to specific interests but will also attract participants from other disciplines.

**Strategies:**

The annual TZD Conference needs to provide a venue for sharing information on progress made since 2001 for sharing best practices in the areas of engineering, enforcement, education, and emergency services, and for charting the course for a future with fewer traffic fatalities and life changing injuries. Provide breakout sessions that cover the four “E’s” as well as plenary sessions that will motivate and grab the attention of the audience. Encourage participation in sessions that cover other disciplines. Reinforce the need for everyone to work together to reach the goal of zero deaths in Minnesota.

**Results:**

- Attendance at the conference increased significantly from 546 in 2007 to 591 in 2008.
- Breakout sessions included topics for each of the four “E’s”.
- Opening plenary session was a case study of the Bethany Pearson crash. In December 2005, 16-year-old Bethany lost control of the car she was driving and spun into the path of an oncoming truck. She sustained serious injuries and barely survived, while her sister, who was a passenger in the car, died. This was her family’s account of the crash and recovery process, along with the story of the crash reconstructionist and hospital response team.
- Closing plenary session was a presentation on the success stories of the I-35W bridge collapse response. Hi-lighted, was the importance of the partnerships between the emergency responders. Minneapolis Assistant Fire Chief, John Fruetel recounted the success stories from the response teams that inspired and encouraged partnerships.
- Overall conference rating, on a scale of 1-4 with 4 being high, was 3.59.

**Costs:** \$30,000.00

**Funding Source(s):** 402

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## **Motorcycle Safety**

### **Targeted Motorist Awareness Campaign**

**Problem Statement:**

The number of motorcycle fatalities has increased dramatically over the past ten years. In 2007, there were 31 motorcyclists killed in collisions with other vehicles.

**Objectives:**

- Obtain data before and after the campaign to measure the campaign’s effectiveness at reaching car drivers.
- Conduct a motorist awareness campaign in the five Minnesota counties highest in motorcycle crash fatalities and the ten Minnesota counties highest in motorcycle registrations.
- Compare 2008 crash data in the campaign’s targeted counties to 2005 through 2007 data in those counties. This analysis will focus on motorcycle collisions with other vehicles that were attributed to the drivers of other vehicles.

**Strategies:**

The Minnesota Motorcycle Safety Center completed a targeted motorist awareness campaign in the five Minnesota counties highest in motorcycle crash fatalities (Hennepin, Dakota, Ramsey, Stearns, Anoka) and the ten Minnesota counties highest in motorcycle registrations (Hennepin, Dakota, Ramsey, Anoka, Washington, St. Louis, Stearns, Wright, Scott, Olmsted).

Motorist awareness news releases were issued at the onset of the campaign advising the driving public to increase its awareness of motorcyclists along with a news conference with the Minnesota State Patrol's motor unit to kick off the motorcycle safety awareness campaign.

Motorcycle Safety Foundation "Intersection" motorist awareness curriculum kits were provided to driver education programs in these target counties prior to the start of the campaign. These were accompanied by a strong letter from the Department of Public Safety's Driver and Vehicle Services Division (which is charged with regulating both commercial and public driving schools) encouraging their use of this curriculum in their driver's education classes.

Motorist awareness events were conducted at three major venues in the top five motorcycle fatality counties of: Hennepin, Dakota, Ramsey, Stearns, Anoka; and a motorist awareness television ad campaign ran in all of the target counties. The campaign was also supported by several "Washout" events which were conducted during the campaign by a variety of motorcycle clubs and organizations at highway rest areas. Finally, pre and post-campaign phone survey questions were used to measure campaign recognition.

**Results:**

- The results showed a significant increase (from 18 percent to 31 percent) in car drivers seeing and hearing motorcycle awareness messages.
- Multi-vehicle crash data from 2008 also will be analyzed when available in 2009 as part of this project's evaluation.

**Costs:** \$75,000 federal funding

**Funding Source(s):** NHTSA Section 2010 funding

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**Minnesota Motorcycle Rider Survey****Problem Statement:**

The number of motorcycle fatalities has increased dramatically over the past ten years. As new countermeasures and public information campaigns are designed and implemented, sound program management requires that their effectiveness be measured.

**Objectives:**

- Establish baseline data on rider awareness of the concept of motorcyclist conspicuity and the extent to which riders in Minnesota wear gear designed to make themselves more visible to other drivers. The reason for establishing the baseline is to measure the impact of a conspicuity campaign enacted by the Minnesota Motorcycle Safety Center which was implemented in March 2008 (surveys mailed in January were accepted until the day the campaign started).
- Collect rider characteristic data.



**Strategies:**

The Minnesota Motorcycle Rider Survey was conducted this past winter to gather baseline data to measure the impact of a new state wide motorcycle conspicuity campaign; which launched this spring. The Minnesota Motorcycle Safety Center mailed copies of the 2008 Minnesota Motorcycle Rider Survey to a statewide sample of 3,000 registered motorcycle owners in January 2008. The sample was drawn from a sampling frame of all registered motorcycle owners (175,154) with duplicates removed. The result was a simple random sample in which all registered motorcycle owners had an equal probability of being selected. A patch was included in the survey packet and a follow up reminder card was sent to all potential respondents to ensure a high response rate (Dillman, 2000).

Completed mail surveys for the first wave were received from 1,491 persons for a response rate of 50%. Given the sampling techniques, it is expected that any change in characteristics exclusive of conspicuity items over time will be minor. Survey data has been analyzed and a full report of the results of the first wave of the survey will be available in January 2009.

A second Minnesota Motorcycle Rider Survey following the 2008 riding season is currently being conducted to measure behavioral changes; particularly the use of high visibility riding gear and high visibility motorcycle modifications. This survey uses the same sampling techniques and survey instrument. Statistical analysis of relevant survey items will be used to assess the overall impact of the campaign. Learn how to Stand Out and take the High-Viz quiz at [www.HighViz.org](http://www.HighViz.org).

**Results:**

- The Minnesota Motorcycle Rider Survey has provided strong baseline data by which to measure the impact of the conspicuity campaign.
- Important rider characteristic data also was captured; including:
  - 39% of motorcycle owners wear their helmets “all of the time”.
  - The average motorcycle owner in MN rides 3,906 miles annually.

**Costs:** \$9,000 (including small pilot survey) state funding

**Funding Source(s):** State dedicated motorcycle safety funding

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## **Roadway Safety**

### **Hazard Elimination – County Engineers**

**Target:**

Low cost systematic traffic safety improvement projects that are included under the State Highway Safety Plan (SHSP) on the County level.

**Problem Statement:**

There is a need of engineering solutions on a county level that will address specific corridor problems that will be accomplished through mini-grants to county traffic engineers. These projects may include systematic lane departure and intersection improvements, implement previous Road Safety Audit recommendations, and Road Safety audits.

**Objectives:**

- The project must be completed and reimbursed by August 1, 2008.
- The projects must qualify as a safety project under the SHSP.
- Counties must agree to hold a community meeting to explain the SHSP and the TZD goals and objectives.

**Strategies:**

The grant with the MnDOT resulted in a number of mini-grants being awarded to single counties as well as multiple counties. These hazard elimination projects are being completed over a two year period due to the process of the letting of bids and the short road construction period in Minnesota.

**Results:**

- **Solicitation:**
  - 63 applications were received from 46 counties.
  - 4 of the 63 applications were joint applications submitted from multiple counties.
  - The total funding request from all applications was approximately \$6.36 million.
- **Selection:**
  - A five member selection team with representation from the MnDOT Office of State Aid and the Office of Traffic, Security and Operations rank each application.
  - The applications were grouped into seven (7) improvement strategies.
  - The top projects were selected from each of the subgroups.
  - A list of projects by strategy type can be found in the following table.
  - An additional \$150,000 in Central Safety funds were made available; allowing the total funding to be increased from \$4.0 million to \$4.15 million.

STRATEGY	CONTRACTS AWARDED
Lane Departure	8
Lighting	6
Signing	3
Guardrail	8
Geometric	5
Road Safety Audits (RSA)	12
Other (RSA Recommendations)	2

**Costs:** \$3,419,988.29

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

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# 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, impaired driving, and speeding. Paid media also complements national paid media and enforcement.

Paid media has increased in recent fiscal years, supporting increased enforcement and coinciding with increases in seat belt use and decreases in alcohol-related traffic fatalities, and continued and significant drop in total traffic fatalities. In FFY 2004, the OTS supported paid media with \$387,500 in funding; in 2005, \$840,000; in 2006, \$1,462,250 (this included a special MnDOT funding of \$343K to support a nine-month long speed enforcement effort; and \$1.34 million in FFY 2007 (this includes a special MnDOT funding of \$150K to support speed enforcement). In FFY 2008, there was a paid media budget of \$1.56 million.

The analysis, negotiation, and placement of media for the 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(s). The primary target for seat belt and impaired driving paid media are young men 18-34, with a skew toward less education, less household income and single.

In addition to the primary mediums of cable TV and FM music stations, other popular formats are utilized as sustaining elements as appropriate. These include spot broadcast TV, news/sports/weather AM radio, online/Web advertising, and alternative print publications for drop inserts. Also as appropriate, out-of-home media is used to reach motorists at "points-of-sale," such as indoor hospitality advertising (bars, restaurants) and gas station pump-toppers.

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

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

## **May Mobilization Click It or Ticket Campaign**

### **Objectives:**

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

### **Results:**

- **May Mobilization *Click It or Ticket Paid Media Campaign***
  - Total budget \$424,365.6; **total paid media \$423,274.57\***
  - Flight Dates: May 12-25, 2008
  - Target: M 18–34, blue-collar professions, HHI <\$30K, little or no college

#### RADIO

- Radio Measured Markets included: Alexandria, Austin, Bemidji, Brainerd, Detroit Lakes, Duluth, Ely, Faribault, Fergus Falls, Grand Rapids, International Falls, Mankato, Marshall, Minneapolis, Pine City, Rochester, St. Cloud, Thief River Falls, Wadena, Willmar, Winona, Worthington
- **Total Radio (Net) Purchased: \$93,536.62**
- Total Radio Stations Purchased: 68
- Total Radio Spots Purchased: 3,993
- Total Radio Measured Gross Impressions: 1,890,988
  - Duluth: 83,968
  - Mankato: 81,064
  - Minneapolis/St. Paul: 1,548,349
  - Rochester: 82,135
  - St. Cloud: 95,472
- Total Ratings Points (TRPs) Purchased in Measured Markets: 1,907.5
- Total Sports Purchased in Unmeasured Markets: 2,630
- Total estimated number of PSAs: 1,431 for a value of \$26,872
- Total estimated number of on-air Interviews: 61 for a value of \$1,570
- Total estimated number of News, Weather, Traffic Sponsorships: 434 for a value of \$2,645
- 10 Bonus Spots for a value of \$1,242
- **Total Radio Added Value: \$32,329**

#### TELEVISION/CABLE

- TV Gross Purchased: \$289,049
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Duluth: 65/7.0/76
  - Mankato (includes New Ulm): 36/2.5/76 (the reach for Mankato doesn't include the TRPs from Minneapolis)
  - Minneapolis/St. Paul: 69/7.3/149
  - Rochester (includes Austin, Winona): 62/5.1/73
  - La Crosse: 43/2.9/124
- Total Spots Purchased: 2,092
- Total PSAs: 336
- Out-of-Home (pump-toppers): \$18,971.77
- Online: \$7,823.53
- Movie Theater: \$17,684.17
- Total paid media with agency commission and post-campaign station credits: **\$423,274.57\***

\* 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 cable TV campaign to elevate public awareness of enhanced speed enforcement, the dangers of illegal or unsafe speed, and the importance of observing posted speed limits.

### Results:

- **Speeding Paid Media**
  - Flight Dates: March 31 – April 20
  - Total Funding \$14,861.20; **total paid media \$14,787.14**
  - Target: A 18 – 34, single, blue-collar profession, HHI < \$30K
  - Markets: Duluth, Mankato, Minneapolis-St. Paul (St. Cloud), Rochester

#### TELEVISION/CABLE

- Medium: Cable
- Total TV spots purchased: 514
- Total PSAs: 189
- Total paid media with agency commission and post-campaign station credits: **\$14,787.14**

## **General Motorcycle Awareness Campaign**

### **Objectives:**

- Execute a cable TV campaign to elevate public awareness of motorcyclists.

### **Results:**

- **Motorcycle Awareness Paid Media**
  - Flight Dates: May 5 – May 11; May 26 – June 1.
  - Total Funding \$40,000; **total paid media \$39,154.76**
  - Target: A 18 – 49, single, blue-collar profession, HHI<\$30K
  - Markets: Duluth, Minneapolis-St. Paul (St. Cloud)

#### TELEVISION/CABLE

- Medium: Broadcast TV and Cable
- Total TV spots purchased: 1,115
- Total PSAs: 293
- Total paid media with agency commission and post-campaign station credits: **\$39,154.76**

## **Impaired Motorcycle Awareness Campaign**

### **Objectives:**

- Execute a cable TV campaign to elevate public awareness of the dangers of impaired riding.

### **Results:**

- **Impaired Motorcycle Awareness Paid Media**
  - Flight Dates: June 11–September 19.
  - Total Funding \$200,000; **total paid media \$198,963.22**
  - Target: M 35 – 54, single, blue-collar profession, HHI<\$30K
  - Markets: Duluth, Minneapolis-St. Paul (St. Cloud), Rochester

#### TELEVISION/CABLE

- Medium: Broadcast TV and Cable
- TV spots: 220
- PSAs: 24
- Total Purchased Reach and Frequency:
  - 33/2.0
- Total paid media with agency commission and post-campaign station credits: **\$198,963.22**

## Extended Impaired Driving Campaign

### Objectives:

- Execute statewide radio/TV/out-of-home/online campaign to generate public awareness of ongoing enforcement targeting impaired drivers, and to remind Minnesotans to find a safe transportation alternative to drinking and driving.

### Results:

- **Extended Impaired Paid Media Campaign**
  - **Total paid media \$299,829.69.**
  - Flight Cable TV Dates: March 10 – March 23; April 7 – April 13; April 21 – April 27; June 2 – June 8; June 16 – June 22; July 28 – August 17; August 25 – August 31
  - Target: M 18-34, blue-collar, HHI <\$30K

#### TELEVISION/CABLE

- Cable TV markets include Duluth, Fargo, Rochester, Twin Cities (St. Cloud)
- **Total TV gross media \$104,163**
- Markets include:
  - Total Cable Total Ratings Points (TRPs)
    - Duluth: 200
    - Twin Cities: 176
    - Rochester: 200
  - Total Purchased Reach and Frequency (in Measured Markets):
    - March 10-June 22: 67/5.6
    - July 28-August 31: 54/4.2

#### RADIO

- **Total Net Radio Purchased: \$90,029.45.**
- Radio Flight Dates: March 10 – March 30; April 7 – April 27; June 2 – June 29; July 28 – Sept 14
- Radio Measured Markets: Duluth, Mankato, Minneapolis/St. Paul, Rochester, St. Cloud
- Total Radio Total Ratings Points (TRPs) in Measured Markets: 3306
- Total Spots Purchased in Measured Markets: 3,134
- Total Radio Measured Gross Impressions: 3,343,900
  - Duluth: 164,436
  - Mankato: 112,377
  - Minneapolis: 2,738,401
  - Rochester: 130,337
  - St. Cloud: 198,349
- Total Measured Market Radio Reach & Frequency:
  - Duluth: 57.5/11.4
  - Mankato: 35.6/17.2
  - Minneapolis: 35.9/20.5
  - Rochester: 46.6/13.6
  - St. Cloud: 50.7/13.2
- Unmeasured Radio Markets: Bemidji, Brainerd, Ely, Faribault, Hibbing
- Total estimated number of PSAs: 2,285 for a value of \$55,629
- Total estimated number of on-air Interviews: 241 for a value of \$2,903
- Total estimated number of News, Weather, Traffic Sponsorships: 1,930 for a value of \$5,525
- 153 Bonus Spots for a value of \$16,988
- **Total Radio Added Value: \$81,045**

#### PRINT

- College Newspapers: Minnesota State University-Mankato Reporter, University of Minnesota-Duluth Statesman, University of Minnesota-Twin Cities Daily, St. Cloud State University Chronicle - \$5,061.87
- City Pages - \$9,684.72

## **Extended Impaired Driving Campaign, Continued**

### OUT-OF-HOME

- Restrooms/hospitality — \$19,451.76
- Pumpoppers — \$15,865.88

### ONLINE

- Total Net Online Purchased: \$50,000

- Total paid media with agency commission and post-campaign station credits: **\$299,829.69**

\* 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

## **July Impaired Driving Campaign**

### **Objectives:**

- Execute statewide campaign to increase public awareness of DWI enforcement and the importance of having safe alternatives to drinking and driving.
- Negotiate radio and TV in top stations in metro and out-state to ensure strong statewide message.
- Leverage paid media to maximize value-added PSAs, traffic sponsorships, etc.
- Secure various appearances and on-air interview opportunities.

### **Results:**

- **July Mobilization Paid Media Campaign**
  - Total budget \$249,957.7; **total paid \$247,542.79.**
  - Flight Dates: pre-weekend dates July 2008
  - Target: M 18-34, blue-collar, HHI <\$30K

### TELEVISION/CABLE

- **Total TV Net Purchased: \$109,448.55**
  - An estimated 523 Bonus/PSA spots aired.
- Total TV Gross Ratings Points (GRPs)
  - Minneapolis/St. Paul: 151.5, plus 69.7 cable TRPs
  - Duluth: 141.5, plus 50.3 cable TRPs
- Total TV Total Ratings Points in other markets:
  - Mankato (includes New Ulm): and 90.4 Broadcast TRPs, plus 288 cable spots
  - Rochester (includes Austin, Winona): 140 Broadcast TRPs, plus 148.3 cable TRPs

### RADIO

- **Total Radio (Net) Purchased:**
- Total Stations Purchased: 62
- Radio Markets included: Alexandria, Austin/Albert Lea, Bemidji, Brainerd, Detroit Lakes, Duluth, Fargo, Fergus Falls, Grand Rapids, Hibbing, International Falls, Mankato, Minneapolis, Rochester, St. Cloud, Thief River Falls, Willmar, Winona
- Total Radio Spots Purchased: 3,177



- Total In-Game Twins Sports Purchase: 19
- Total Minnesota News Network Spots Purchased: 44
- Total Radio Measured Gross Impressions: 1,596,785
  - Duluth: 75,414
  - Fargo: 99,474
  - Mankato: 55,677
  - Minneapolis: 1,215,200
  - Rochester: 62,117
  - St. Cloud: 88,903
- Total Ratings Points (TRPs) purchased in measured markets: 1,871.8
- Total Radio Spots purchased in unmeasured markets: 1,412

### **July Impaired Driving Campaign, Continued**

- Total estimated number of PSAs: 2,534 for a value of \$22,653
- Total estimated number of on-air interviews: 48 for a value of \$4,381
- Total estimated number of News, Weather, Traffic Sponsorships: 676 for a value of \$2,211
- 128 Bonus Spots for a value of \$956
- **Total Radio Added Value: \$30,201**

#### OUT-OF-HOME

- Skyway Advertising (downtown St. Paul, Minneapolis and Mall of America, Rochester; Duluth, St. Cloud): \$12,400
  - Indoor Advertising (hospitality venues): \$10,115.29
  - Pump-toppers: \$10,576.47
  - Print Inserts in City Pages, VitaMn: \$11,944.72
- Total paid media with agency commission and post-campaign station credits: **\$247,542.79.**

### **Special Programming**

After media plans and budgets were determined for all key campaigns, remaining paid media funding was designated as “special programming” funding. These funds were dedicated to buying high-profile programming that would deliver our primary targets outside of scheduled enforcement campaigns. Typically in these programming environments, social norming messages (non-enforcement) were aired addressing both seat belt use and impaired driving as most appropriate for delivered audience. This approach also allowed the agency the agility to negotiate best rates and secure opportunities outside of scheduled campaigns.

Spots were placed (Twin Cities’ metro market for all, and in Duluth and Rochester markets for select events and depending on cable carriage) and aired in select programming, including:

- NCAA Frozen Four
- Minnesota Wild Hockey playoffs
- Minnesota Gopher Hockey
- MTV Video Music Awards
- ESPY Sports Awards
- Shark Week
- Twins vs. Yankees home stand; last home stand vs. Chicago White Sox (home opener and other high-profile end-of-season games)
- Select program premieres and season finales
- Airing of winning commercials of the DPS/AAA “Speak Up Teens!” TV spot contest on June 3

- Summer X Games
- NASCAR Sprint Cup races
- WWE Championship
- Vikings preseason and season opener vs. Green Bay Packers
- Radio efforts (B96, KDWB, etc.)
- InTran Media Trucks – mobile billboards

**Total Gross Special Programming Expenditures:**

**General (belts, etc.): \$101,684.61**

**Impaired Driving: \$233,731**

**Total: \$335,415.61**

**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–Sept.: impaired driving).
- Utilize signage behind home-plate for the home half of the second inning per game.

**Results:**

- **Total Net budget \$90,000**
- Flight Dates: April thru September 2008
- Target: skew 18-34, blue-collar, HHI <\$30K

Local and national television audiences viewed the signage through game broadcasts and highlights while print media and photo opportunities further enhanced Department of Public Safety’s exposure. The chart presents the monthly average television and stadium coverage of the Department of Public Safety Home plate signage throughout the 2007 regular season.

DPS received tremendous exposure through Metrodome homeplate signage throughout the 2008 Regular Season. DPS name and logo were featured behind the plate at the bottom of the 2<sup>nd</sup> inning during each home game. Homeplate signage is extremely visible to fans in-stadium as well as to broadcasts audiences.

Homeplate signage delivers eminent exposure in various ways. Fans at each game were able to view DPS sign at the bottom of the 2<sup>nd</sup> inning as Twins players approached the batter’s box accompanied with in-stadium monitors. In addition, local and national television audiences viewed the signage through game broadcasts and highlights throughout the season. The following chart shows average television and stadium coverage of DPS signage throughout the 2008 Regular Season.

2008 Home Plate Signage Totals						
	# of Games	# of Telecasts*	Avg. TV Time	Total TV Time	Avg. Stadium Time	Total Stadium Time
Buckle Up	26	45	1:43	39:34	8:25	3:38:41
Drunk Driving	37	66	1:54	1:08:19	8:48	5:25:50
Slow Down	10	18	1:50	18:16	9:00	1:29:55

*\*Home and visiting teams' broadcasts.*

The excitement of the 2008 season was clearly indicated by the spike in TV ratings the Twins experienced. Both cable (Fox Sports North- FSN) and Over-The-Air (WFTC) ratings increased by 11% over the previous season. At season's end, the FSN North ratings average was 7.2, and the WFTC average was 8.3 (each ratings point equals approximately 17,000 households). The ratings jump for both FSN and WFTC translated into increased exposure for Twins' broadcast signage partners. Highlights of the FSN broadcasts included an all-time Twins ratings record 13.6 rating for the White Sox game on September 24<sup>th</sup>. In all, twelve (12) FSN and seven (7) WFTC broadcasts achieved double digit ratings during the season. The solid ratings increase for the 2008 season virtually assures the Twins of being in the top five teams in Major League Baseball in terms of ratings averages for both broadcast categories. Throughout the 2008 Regular Season, the Minnesota Twins garnered the third-highest viewership of all Major League Baseball teams.

### **Twins Radio Network Advertising**

As a sponsor of the Twins Radio Network, DPS received a total of nineteen (19) :30-second in-game radio commercials, plus an additional twelve (12) bonus commercials. The theme of the broadcast commercials that aired in July during the 2008 season, focused on an anti-drunk driving campaign.

- Department of Public Safety received a total of 31 radio commercials (12 bonus spots)

## **Paid Media Recap**

### **Total Media Budget: \$1,600,000.00**

- Total Expenditures: \$1,558,967.79

### **Total General Funding Budget: \$560,000.00**

- Twins Baseball: \$33,176.47
- Speed: \$14,787.14
- Click It or Ticket: \$423,274.57
- Special Programming: \$68,508.14
- Total Expenditures: \$539,746.32

### **Total Alcohol Funding Budget: \$1,000,000.00**

- Twins Baseball: \$66,352.95
- Extended Impaired/NightCAP: \$299,829.69
- July Impaired: \$247,542.80
- Special Programming: \$167,378.05
- Motorcycle Impaired Awareness: \$198,963.22
- Total Expenditures: \$980,066.71

### **Total Motorcycle Awareness Funding Budget: \$40,000.00**

- Motorcycle Awareness: \$39,154.76

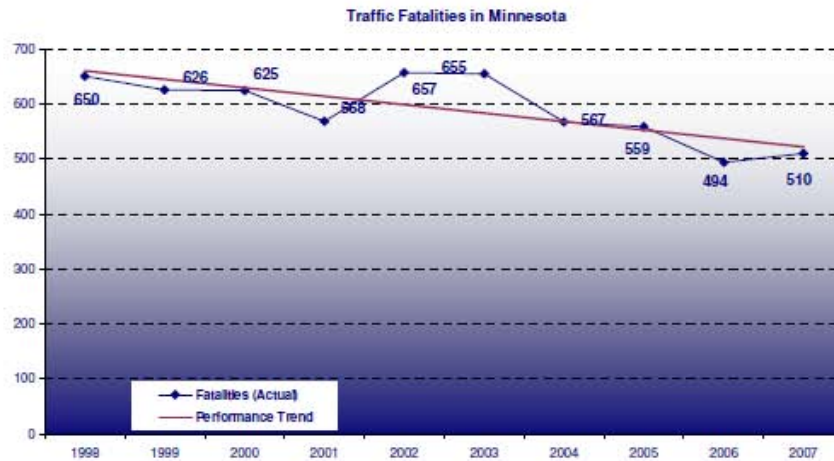
**Crash Data / Trends**

	Baseline Data 1998-2002					Progress Report Data 2003-2007				
Fatalities (Actual)	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	650	626	625	568	657	655	567	559	494	510
Fatality Rate / (100 million VMT)	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	1.34	1.24	1.19	1.07	1.21	1.18	1.00	0.99	0.87	0.89
Injuries (Actual)	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	45,115	44,538	44,740	42,223	40,677		40,073	37,686	35,025	35,318
Fatality & A Injury Rate / (100 million VMT)	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	8.37	8.06	7.25	6.61	6.53		5.30	4.56	4.13	3.91
Fatality Rate / (100K Population)	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	13.7	13.1	12.7	11.4	13.1	12.9	11.0	10.7	9.4	9.7
Fatality & A Injury Rate / (100K Population)	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	85.6	85.5	77.2	70.8	70.8		58.1	50.4	44.4	42.6
Alcohol Related Fatalities (Known)	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	273	195	245	211	239	255	177	197	166	190
Proportion of Alcohol Related Fatalities	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	42.0	31.2	39.2	37.1	36.4	38.9	31.2	35.2	33.6	37.2
Alcohol-Related Fatality Rate / (100M VMT)	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	0.56	0.38	0.47	0.40	0.44	0.46	0.31	0.35	0.29	0.33
Proportion of Population Using Safety Belts	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	64%	72%	73%	74%	80%	79%	82%	84%	83%	88%
Proportion of Fatal Crashes – Speeding	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	24.7	25.6	28.4	28.4	28.1	30.7	26.7	28.0	30.7	22.9
Cost of Traffic Crashes (Millions)	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	1,620.7	1,635.4	1,680.3	1,619.0	1,711.6		1,769.5	1,666.3	1,529.4	1,653.9
Motorcyclist Fatalities (Actual)	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	40	29	35	42	47	62	50	59	70	61
Pedestrian Fatalities (Actual)	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	56	51	41	46	50	52	37	44	38	33

**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 implementation of a new statewide crash reporting system.

## Performance Goals and Trends

Goal: Fewer than 400 traffic fatalities by 2010  
 Goal for 2007 = 474



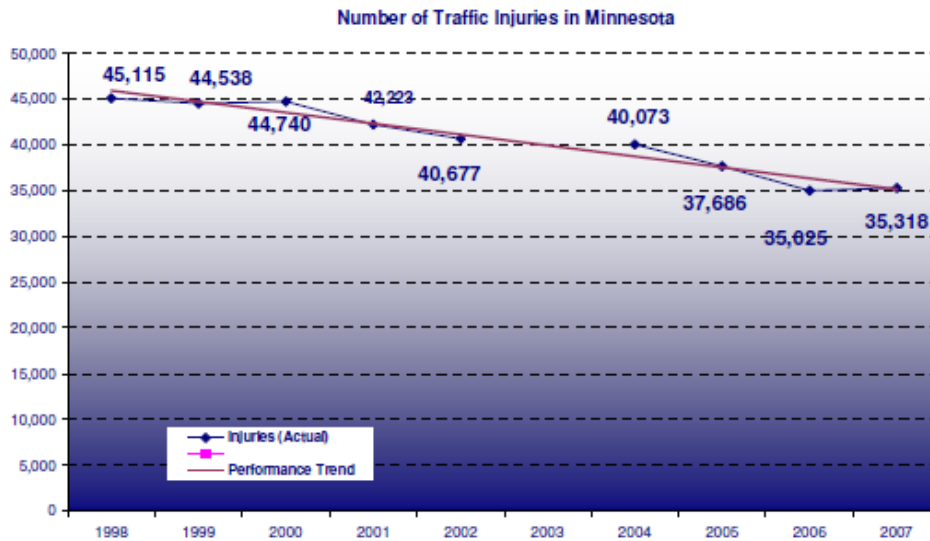
Traffic fatalities in Minnesota continue on a downward trend, however the 2007 goal of 474 traffic fatalities in Minnesota was not met in 2007. The I-35W bridge collapse added 12 fatalities in a single crash. Without this crash, Minnesota would have been within 5% of our goal.

Goal: Fatality Rate/VMT of 0.75 by 2010  
 Goal for 2007 = .84

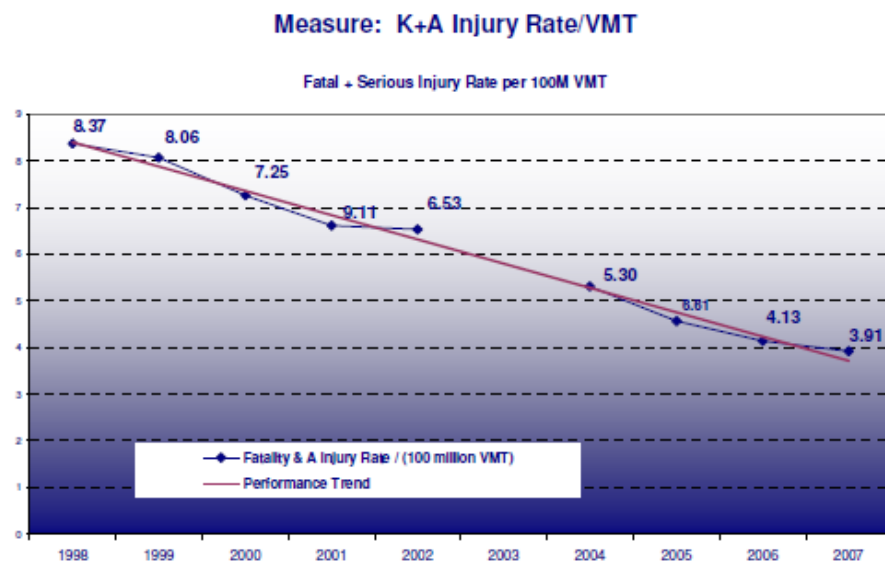


Note: Despite the increasing risk factors, the traffic fatality rate (calculated by dividing the number of traffic deaths by the number of miles traveled) has declined steadily through the years. In this measure of traffic safety, Minnesota's rate of 0.89 in 2007 is far lower than the nation which had a rate 1.37

**Goal: Fewer than 1,700 serious injuries by 2010**  
**Goal for 2007 = 1,800 Serious level injuries.**

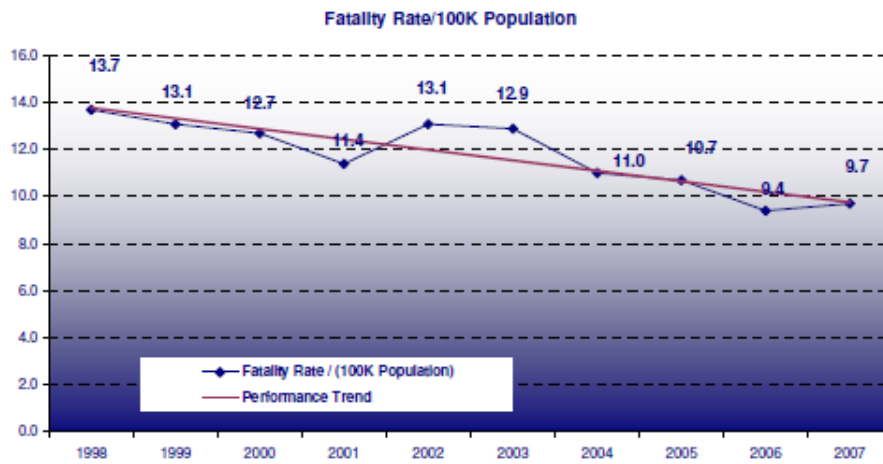


**Note:** Traffic injuries in Minnesota, and especially severe injuries, have trended steadily downward over the last decade. In 2007 there were 1,736 serious injuries surpassing our interim goal and moving toward our 2010 goal. We are confident that the increasing rate of seat belt use during that time has played a huge role in this downward trend. (Data for 2003 is not available)



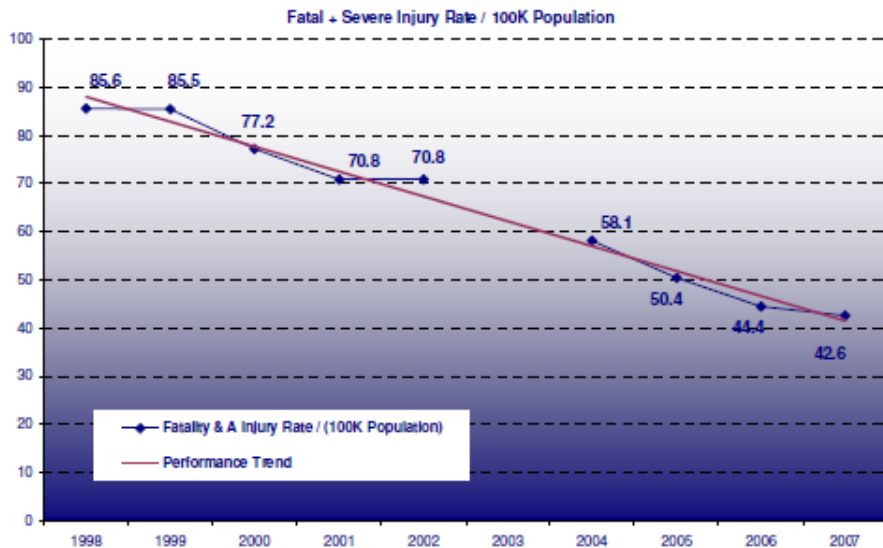
**Note:** Because the number of severe injuries has steadily declined over the years in Minnesota, the K+A rate per VMT has also trended dramatically downward. This measure remains reliable and sensitive. (Data for 2003 is not available).

Measure: Fatality Rate/100K Population



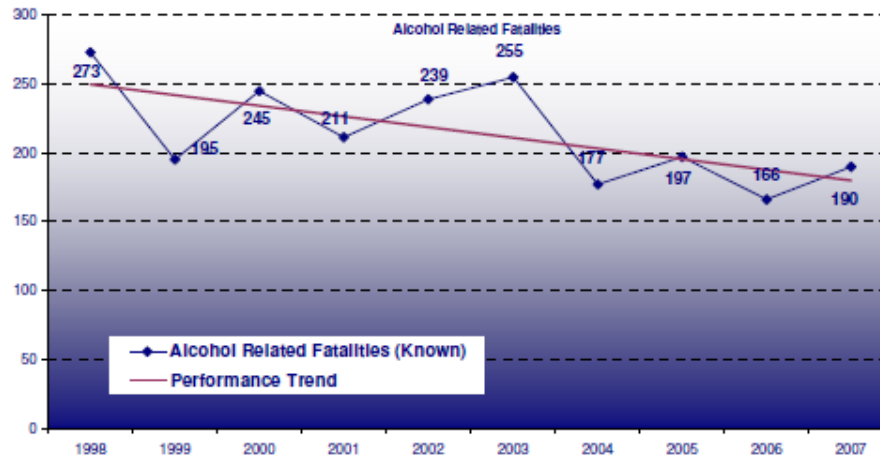
Note: The population of Minnesota is now approaching 5.3 million people, but only increases about 1 percent per year. Thus, the fatality rate per 100K population trend line has continued to show a small but steady decline.

Measure: K+A Injury Rate/100K Pop



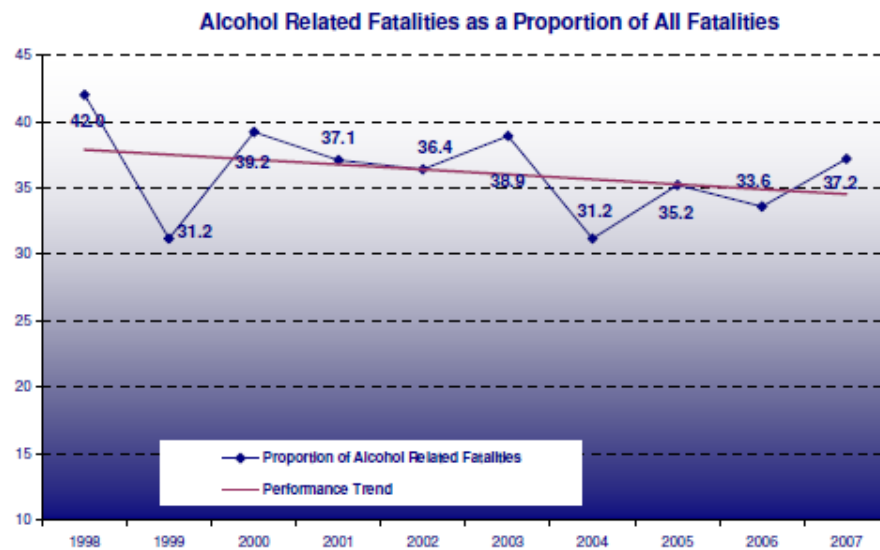
Note: Because of the decline in A injuries (50% since 1997), we once again see a rapid decline in this measure.  
(Data for 2003 is not available).

### Measure: Alcohol Fatalities (Known)



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

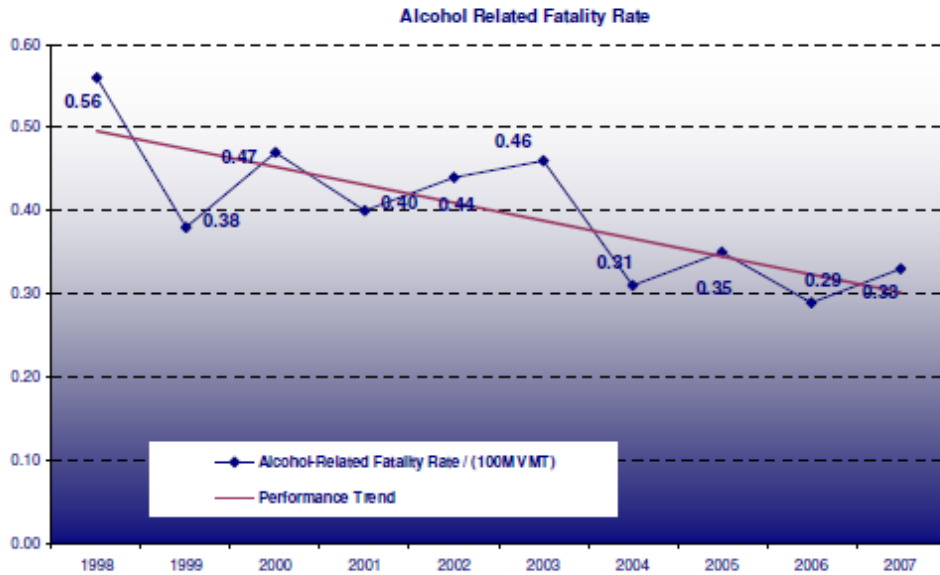
Goal: 31% or fewer of total fatalities will be alcohol related by 2010  
Goal for 2007=33%



Note: The proportion of alcohol-related fatalities has varied from 30 to 42 percent in the past decade. Not that long ago, this proportion was about 60%. Much improvement has been seen in Minnesota.

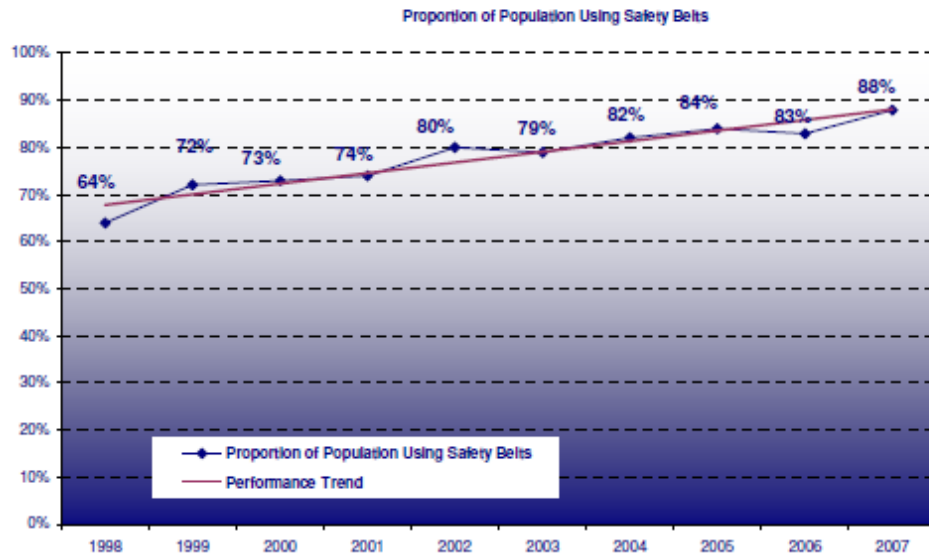


**Measure: Alcohol Fatality Rate/VMT**



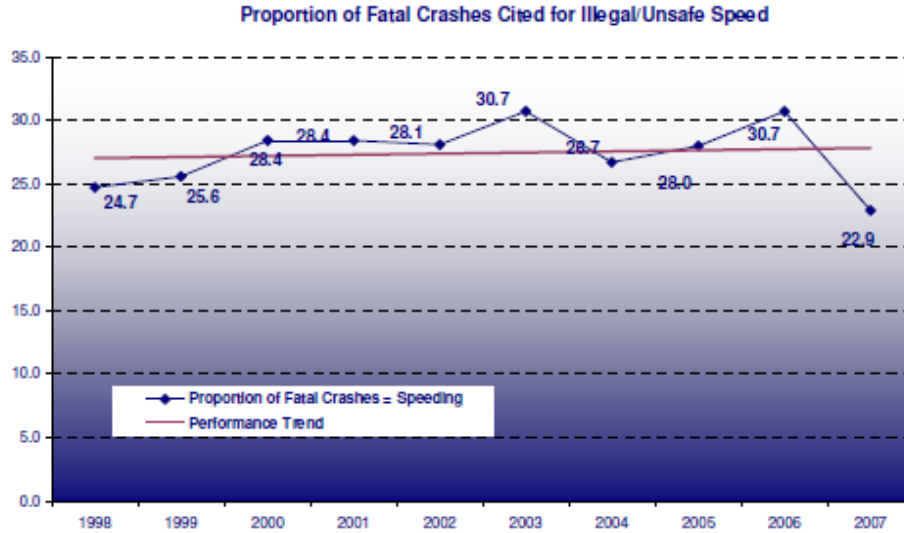
**Note:** Like the number of alcohol-related fatalities, this rate is also somewhat volatile. However the downward trend indicates the success Minnesota has seen for this measure.

**Goal: Safety Belt Use = 94% in 2010  
Goal for 2007 = 88%**



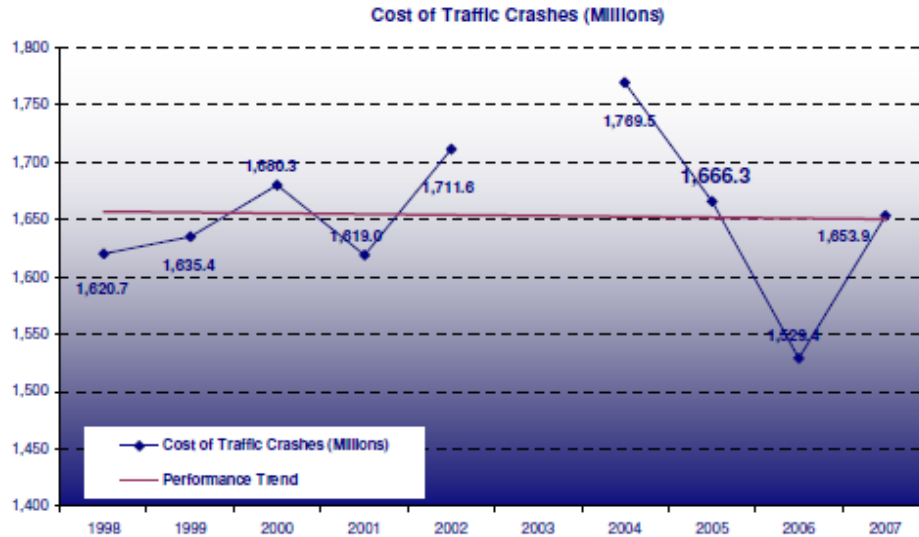
**Note:** Minnesota is not a 'Primary Seat-Belt Law' state. In spite of this, rapid progress is being made as seen by the upward trend.

## Measure: Speeding in Fatal Crashes



**Note:** The proportion of fatal crashes that are speed related is generally increasing. In the late 90's, speed limits on certain Minnesota roads were raised twice.

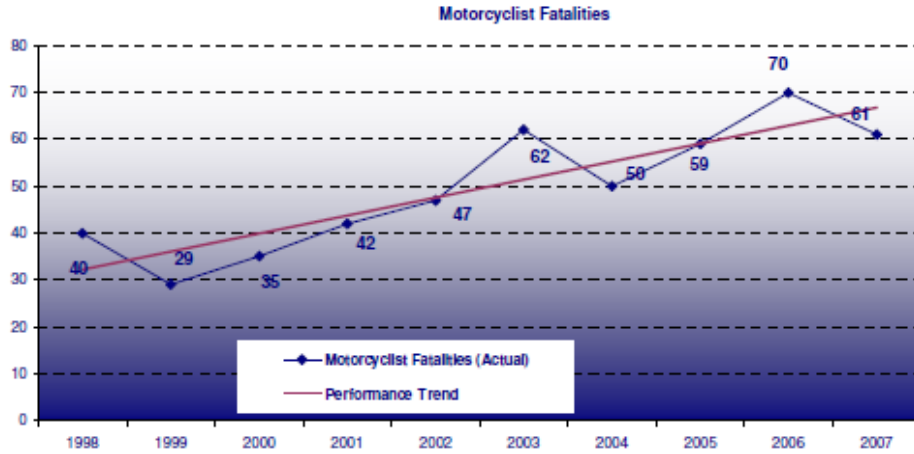
## Goal: Cost of Traffic Crashes \$1.0 Billion in 2010 Goal for 2007 = \$1.4 Billion



**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.

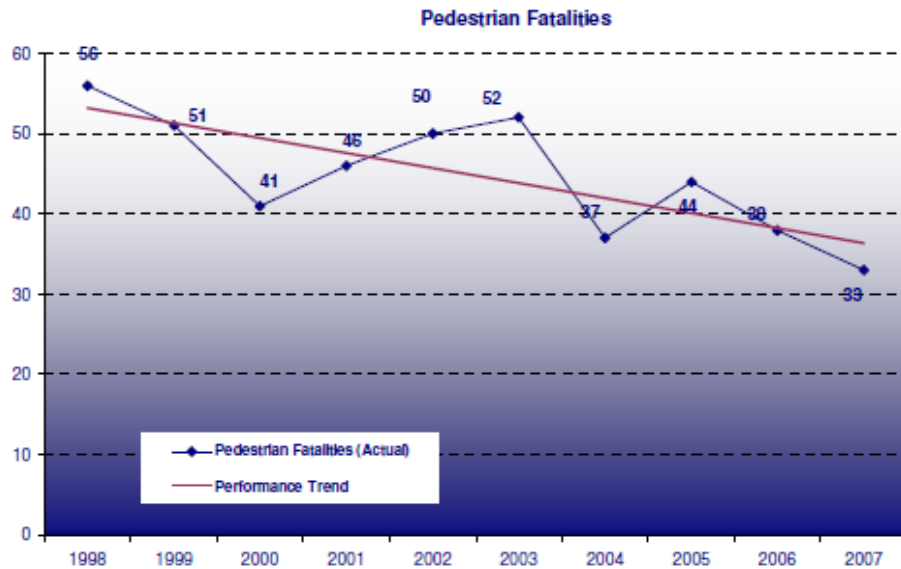
(Data for 2003 is not available).

### Measure: Motorcyclist Fatalities



**Note:** The number of motorcyclist fatalities has been increasing in Minnesota and across the nation as the number of older licensed drivers have returned to cycling.

### Measure: Pedestrian Fatalities



**Note:** As a general rule, the number of pedestrian deaths in Minnesota has been trending downward. However, as the population grows in Minnesota, and cities become larger, pedestrian deaths will remain a challenge for traffic safety specialists.

**Minnesota Office of Traffic Safety 2008 Financial Report**

<b>Project Number and Title</b>	<b>NHTSA Code</b>	<b>Project Federal Costs</b>	<b>Federal Costs of Local Benefit</b>	<b>State/Local Match</b>
0101 Planning and Administration	PA 0801	\$282,586.62	\$0.00	\$287,041.27
0102 P&A Finance	PA 0801	\$18,551.54	\$0.00	\$18,551.54
<b>Subtotal P&amp;A 402</b>		<b>\$301,138.16</b>	<b>\$0.00</b>	<b>\$305,592.81</b>
0201 OP Coordination	OP 0802	\$92,586.78	\$56,477.93	\$0.00
0202 CPS Coordination	OP 0802	\$84,203.37	\$63,152.55	\$0.00
0203 CPS Support	OP0802	\$105,663.84	\$105,663.84	\$22,477.49
0204 Seat Belt Use Surveys	OP 0802	\$39,733.61	\$15,893.43	\$0.00
0205 Belt Coalition	OP 0802	\$15,000.00	\$7,500.01	\$0.00
0206 Tween Seat Belts	OP 0802	\$0.00	\$0.00	\$0.00
0207 Child Seats for Needy	State	\$0.00	\$0.00	\$0.00
0208 May Enforcement Mini Grants	OP 0802	\$44,263.12	\$44,263.12	\$12,613.86
0209 Youth Seat Belt Coordination	OP0802	\$0.00		
<b>Subtotal OP 402</b>		<b>\$381,450.72</b>	<b>\$292,950.88</b>	<b>\$35,091.35</b>
0301 Alcohol Coordination	164PA 0803	\$93,660.99	\$62,583.19	\$0.00
0302 Youth Alcohol Coordination	164PA 0803	\$96,289.41	\$75,105.74	\$0.00
0303 Additional Alcohol Coordination	164PA 0803	\$81,181.05	\$67,380.15	\$0.00
0304 DRE and Advanced Training	164AL 0803	\$225,725.01	\$112,867.52	\$0.00
0305 Law and Legal Training	K8 0803	\$26,735.96	\$35,663.94	\$0.00
0306 Dakota Co High Visibility Saturations	164AL 0803	\$68,500.00	\$68,500.00	\$41,003.20
0307 NightCAP Liaison	K8 0803	\$98,677.59	\$77,208.25	\$0.00
0308 Night CAP	164AL 0803	\$720,309.22	\$288,123.68	\$98,932.68
0309 NightCAP Equipment	K8 0803	\$29,569.80	\$29,569.80	\$0.00
0310 Resource Prosecutor	K8 0803	\$147,482.73	\$132,734.46	\$10,486.23
0311 Safe & Sober DWI	164AL 0803	\$757,421.16	\$757,421.16	\$239,583.73
0312 DWI Courts	164AL 0803	\$525,316.41	\$525,316.41	\$182,181.49
0313 AL Focused SC	164AL 0803	\$346,231.69	\$346,231.69	\$106,846.71
0314 Impaired Driving Facts	K8 0803	\$2,741.87	\$1,370.94	\$0.00
0315 Alcohol Media Relations	K8 0803	\$173,450.98	\$124,884.51	\$0.00
0316 Crackdown Incentives	K8 0803	\$108,215.52	\$97,393.97	\$0.00
0317 DWI Paid Media	164PM 0803	\$982,638.28	\$786,110.62	\$0.00
0318 DWI Enforcement Liaisons	K8 0803	\$96,160.18	\$86,544.18	\$0.00
0319 TOCC Outreach	K8 0803	\$57,916.96	\$43,437.72	\$0.00
0320 Regional Alcohol Support	K8 0803	\$10,110.55	\$7,582.91	\$0.00
0321 DWI E-Charging System	164AL 0803	\$309,719.56	\$123,887.82	\$269,568.00
0322 Project Directors to Lifesavers	K8 0803	\$16,301.51	\$16,301.51	\$0.00
0323 Patrol DWI Safe & Sober	K8 0803	\$184,216.73	\$4,647.72	\$26,796.36
0324 DWI Health Liaisons	K8 0803	\$25,545.26	\$22,990.74	\$0.00
0325 Innovative DWI Materials	K8 0803	\$47,039.24	\$37,631.39	\$0.00
0326 State DWI Match	state	\$0.00	\$0.00	\$1,908,681.71
0327 EUDL	OJJDP	\$0.00	\$0.00	\$0.00
0328 Ignition Interlock	164AL 0803	\$102,666.49	\$97,533.17	\$0.00
0329 Anoka Co High Visibility	164AL 0803	\$271,091.12	\$216,872.91	\$7,983.36

## Minnesota Office of Traffic Safety 2008 Financial Report

Project Number and Title	NHTSA Code	Project Federal Costs	Federal Costs of Local Benefit	State/Local Match
0330 DWI Involved CODES Research	K8 0803	\$46,601.67	\$23,300.84	\$0.00
0331 Patrol Mgmt System BAC Data	K8 0803	\$0.00	\$0.00	\$0.00
0332 DWI Evaluation and Research	K8 0803	\$41,320.00	\$20,660.00	\$0.00
0333 Patrol DWI Out-of-state Travel	K8 0803	\$19,661.23	\$0.00	\$0.00
0334 Alcohol Screening & Brief Intervention	164AL 0803	\$11,050.57	\$11,050.57	\$860.00
0335 08 410 for use in 09	K8 0803	\$0.00	\$0.00	\$0.00
0336 BAC Collection	164AL 0803	\$0.00	\$0.00	\$0.00
0337 Reviewing DWI Sanctions	164AL 0803	\$33,812.50	\$8,453.13	\$0.00
Subtotal AL 402		\$0.00	\$0.00	\$0.00
Subtotal 164AL		\$3,371,843.73	\$2,556,258.06	\$946,959.17
Subtotal 164PM		\$982,638.28	\$786,110.62	\$0.00
Subtotal 164PA		\$271,131.45	\$205,069.08	\$0.00
Subtotal K8 410		\$1,131,747.78	\$761,922.88	\$1,945,964.30
Total 164 AL, PM, PA		\$4,625,613.46	\$3,547,437.76	\$946,959.17
0401 Police Traffic Coordination	PT 0804	\$65,541.10	\$32,912.54	\$0.00
0402 Patrol Safe & Sober	PT 0804	\$240,548.44	\$0.00	\$76,995.44
0403 Safe & Sober Cities & Counties	PT 0804	\$778,990.46	\$778,990.46	\$230,938.82
0404 Safe & Sober Liaisons	PT 0804	\$144,880.11	\$130,392.11	\$0.00
0405 Safe & Sober Challenge	PT 0804	\$59,068.39	\$59,068.39	\$27,704.41
0406 Mobilization Incentives	PT 0804	\$77,812.28	\$70,031.05	\$0.00
Subtotal PT 402		\$1,366,840.78	\$1,082,394.55	\$335,638.67
0501 Traffic Records Coordination	TR 0805	\$62,852.19	\$30,169.05	\$0.00
0502 Problem Identification	TR 0805	\$201,263.67	\$100,631.87	\$0.00
0503 Traffic Records Assessment	TR 0805	\$16,744.07	\$1,674.41	\$0.00
0504 TRCC	K9 0805	\$5,947.29	\$2,973.65	\$0.00
0505 Crash System Interface	K9 0805	\$217,000.00	\$162,750.01	\$0.00
	TR 0805	\$0.00	\$0.00	\$0.00
0506 Crash Data Proponent	K9 0805	\$3,540.70	\$2,124.42	\$0.00
0507 FARS	DTNH	\$0.00	\$0.00	\$0.00
0508 CODES	K9 0805	\$25,698.59	\$19,272.95	\$0.00
0509 GPS and GIS Integration	K9 0805	\$0.00	\$0.00	\$0.00
0510 Trauma System Validation	K9 0805	\$0.00	\$0.00	\$0.00
0511 DVS Driving Record Integration	K9 0805	\$0.00	\$0.00	\$0.00
0512 Driving Record Research	K9 0805	\$0.00	\$0.00	\$0.00
0513 PAR Revision	K9 0805	\$0.00	\$0.00	\$0.00
0514 Re-design OTS part DPS Website	K9 0805	\$0.00	\$0.00	\$0.00
0515 Centralize Reconstruction Reports	K9 0805	\$0.00	\$0.00	\$0.00
0516 Upgrade Patrol Connectivity	K9 0805	\$24,647.04	\$4,929.40	\$0.00

<b>Minnesota Office of Traffic Safety 2008 Financial Report</b>				
<b>Project Number and Title</b>	<b>NHTSA Code</b>	<b>Project Federal Costs</b>	<b>Federal Costs of Local Benefit</b>	<b>State/Local Match</b>
2009 K9 Funding	K9 0805	\$0.00	\$0.00	\$375,473.00
Subtotal TR 402		\$280,859.93	\$132,475.33	\$0.00
Subtotal Data K9 408		\$276,833.62	\$192,050.43	\$375,473.00
0601 Community Programs Coordination	CP 0806	\$34,212.35	\$28,738.38	\$0.00
0602 Evaluation Coordination	CP 0806	\$71,932.92	\$28,773.17	\$0.00
0603 Public Info Coordination	CP 0806	\$46,968.63	\$37,574.91	\$0.00
0604 Media Relations	CP 0806	\$155,343.03	\$124,274.43	\$0.00
0605 Partners Breakfasts	CP 0806	\$1,002.52	\$601.51	\$0.00
0606 Global Evaluation	CP 0806	\$33,000.00	\$13,200.00	\$0.00
0607 Safe Communities Grants	CP 0806	\$275,583.89	\$275,583.89	\$71,059.58
0608 NETS	CP 0806	\$43,209.23	\$32,406.93	\$14,839.19
0609 Program Travel	CP 0806	\$29,962.24	\$2,396.96	\$0.00
0610 Health Liaisons	CP 0806	\$38,317.88	\$34,486.10	\$0.00
0611 Paid Media	PM 0806	\$520,885.14	\$416,708.11	\$0.00
0612 TZD Conference	CP 0806	\$30,000.00	\$18,000.00	\$0.00
0613 Regional Support	CP 0806	\$56,129.04	\$56,129.04	\$0.00
0614 Speed Enforcement	not GTS	\$0.00	\$0.00	\$0.00
0615 Teen Plan Recommendations	CP 0806	\$32.79	\$13.12	\$0.00
0616 New Immigrant Outreach	CP 0806	\$0.00	\$0.00	\$0.00
0619 Look Out, Teens! Ad Contest	not GTS	\$0.00	\$0.00	\$0.00
Subtotal CP 402		\$815,694.52	\$652,178.44	\$85,898.77
Subtotal Paid Media 402		\$520,885.14	\$416,708.11	\$0.00
0701 Motorcycle Coordination	MC 0807	\$85,483.77	\$68,387.03	
0702 Motorcycle Support	K6 0807	\$102,643.10	\$68,770.89	\$0.00
0703+ State MC Safety Program		\$0.00	\$0.00	\$914,811.90
Subtotal MC 402		\$85,483.77	\$68,387.03	\$914,811.90
Subtotal K6 2010		\$102,643.10	\$68,770.89	\$0.00
0901 TZD Support	RS 0809	\$35,000.00	\$10,500.00	\$0.00
0902 Hazard Elimination	164HE 0809	\$300,000.00	\$120,000.00	\$0.00
0903 County Engineer Projects	164HE 0809	\$3,419,988.29	\$1,645,099.94	\$0.00
Subtotal RS 402		\$35,000.00	\$10,500.00	\$0.00
Subtotal 164HE		\$3,719,988.29	\$1,765,099.94	\$0.00
NHTSA 402 includes PM		\$3,787,353.02	\$2,655,594.34	\$1,677,033.50

<b>Minnesota Office of Traffic Safety 2008 Financial Report</b>				
<b>Project Number and Title</b>	<b>NHTSA Code</b>	<b>Project Federal Costs</b>	<b>Federal Costs of Local Benefit</b>	<b>State/Local Match</b>
NHTSA 402 without PM		\$3,266,467.88	\$2,238,886.23	\$1,677,033.50
164HE		\$3,719,988.29	\$1,765,099.94	\$0.00
164AL		\$3,371,843.73	\$2,556,258.06	\$946,959.17
164PM		\$982,638.28	\$786,110.62	\$0.00
164PA		\$271,131.45	\$205,069.08	\$0.00
410 Impaired Driving		\$1,131,747.78	\$761,922.88	\$1,945,964.30
Special Motorcycle		\$102,643.10	\$68,770.89	\$0.00
Special Data Systems		\$276,833.62	\$192,050.43	\$375,473.00
<b>All NHTSA THROUGH GTS</b>		<b>\$13,644,179.27</b>	<b>\$8,990,876.24</b>	<b>\$4,945,429.97</b>



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